

# BESPOKE IS BEST.



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## FIRST IMPRESSIONS COUNT...

**It takes less than 50 milliseconds for website users to form an opinion on the quality of a website. In the blink of the eye your website could be completely discredited by first impressions of the design alone.**

Researchers discovered that in just a 20th of a second of viewing a website, users will make their opinion of on whether they like it or not.

They were surprised by the results, as they believed it would take at least 10 times longer to form an opinion.

This study, which was published in the journal Behaviour and Information Technology, suggest that these first impressions have a lasting impact during the rest of website users experience.

### SPEEDY CONCLUSIONS

Volunteers viewed images of websites, for only 50 milliseconds.

The volunteers were asked to rate the images on how aesthetically appealing they found them.

Lead researcher of the study Gitte Lindgaard of Carleton University in Ottawa, Canada, said the results were surprising. "My colleagues believed it would be impossible to really see anything in less than 500 milliseconds," she told the website of the Nature journal, which reported the research.

Opinions were formed almost as quickly as the eye can take in information.

### LASTING IMPRESSIONS

The researchers also believe that these quickly formed first impressions last because of what is known to psychologists as the "halo effect".

If people believe a website looks good, then this positive quality will spread to other areas, such as the website's content.

Since people like to be right, they will continue to use the website that made a good first impression, as this will further confirm that their initial decision was a good one.

As websites increasingly jostle for business, Dr Lindgaard added that companies should take note.

***"Unless the first impression is favourable, visitors will be out of your site before they even know that you might be offering more than your competitors," she warned.***

- BBC 16 January 2006

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## IMAGE MATTERS...

**Bespoke imagery is an investment and a good one at that. It lets users know that you are professional and you believe in your product or service by spending the time and the cash on bespoke imagery.**



Images help achieve a positive impact on users of your website. They are a big part of the personality of your brand and reinforce your brand values.

In terms of product sales they are of course invaluable and you should have multiple shots of your products, about 3 or 5 shots from different angles. This really helps users make buying decisions.

The photography/illustration/3D render you intend to commission all depends on your target market and how to draw those buyers in. It should reflect everything your brand is about and induce a positive experience for your company.



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## THE COLOUR EFFECT...

**The internet can be a faceless experience so the design typography and images of your website are your only assets in your bid to keep their interest in your company, product or services.**

One other thing that has an emotional effect on your website users is colour. Colour is often over looked and can be done really badly, really easily if used improperly.

Just like images or words colour has an emotional impact, classic examples of how this works are. Red and Black for horror movies, pastels for baby products or electric Blue / Green and Black / Grey for technology products.

**What all this boils down to is... are you using colour in the right way?**

**Are the colour combinations you have chosen for your website attracting your target audience and thus driving sales?**

**With bespoke design, we make the right decisions for your market from an almost infinite amount of colour combinations.**



is associated with love, passion, danger, warning, excitement, food, impulse, action and adventure.



is associated with trustworthiness, success, seriousness, calmness, power and professionalism.



is associated with comfort, creativity, celebration, fun, youth and affordability.



is associated with softness, sweetness, innocence, youthfulness and tenderness.



is associated with royalty, justice, ambiguity, uncertainty, luxury, fantasy and dreams.



is associated with earth, nature, tribal, primitive and simplicity.



is associated with money, nature, animals, health, healing, life and harmony.



is associated with neutrality, indifference, and reserved.



is associated with curiosity, playfulness, cheerfulness and amusement.



is associated with seriousness, darkness, mystery and secrecy.

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FIRST IMPRESSION, LASTING EFFECTS...

**Making a good first impression, keeping your customers interested and getting them involved, is what bespoke web design is all about.**

Downloading a template and hoping it will give you great web presence is a waste of your time.

Spending 100 to 500 pound for someone else to download a template is a waste of your time and a waste of your cash.

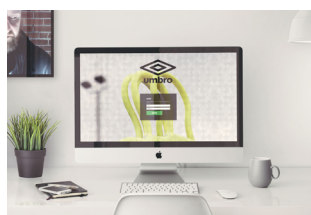
To get any kind of credible web presence you have to go bespoke.

Have a creative designer (an expert in impression with their design, layout, choice of colours and typography skills.

Have a web designer (an expert in web technology, navigation, social media and SEO) build your website and keep your users interested, entertained and feeling part of the brand through social media.

Have a photographer create exciting visuals to promote you, your company and your products.

Have a market expert focus your online marketing on your target audience.



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