



DESIGN BRIEF



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An aerial photograph of a coastal town, likely a fishing village, with a prominent marina in the foreground. The town is built on a hillside overlooking the water. The image is monochromatic, with a blue tint.

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INTRODUCTION

Discover Groomsport is a development group based in the village of Groomsport County Down, formed in October 2022 and achieving charitable status in January 2023. Its purpose is to strengthen the community by increasing community participation, promote social inclusion and facilitate open and accessible community activities.

To celebrate, promote, and preserve the rich history and heritage of the village. To help preserve Cockle Row Cottages and other built heritage in village. To ensure that future, and development are consistent with its heritage and uniqueness.

BRIEF

The Discover Groomsport Digital Archive sets out to deliver various stories by the traditional method of oral input by collecting stories from older residents based on various areas in Groomsport. The goal of the project is to take the younger generation through time by depicting these stories in an interactive format. This will be done by creating a new website for an interactive Digital Archive.

The project will use creative media to develop a digital archive, including the oral history of the village by recording stories from older residents, capturing published articles, artwork, photographs, maps, memories, poems and short stories. We will identify how Discover Groomsport can harness social media to promote, attract and engage the younger generation to curate the archive and preserve the heritage of the village moving forward.

Alongside this we have recommended that the Development Group allows me to develop a digital archive accessible through QR code meaning it can be put on various access points on the surrounding area of Groomsport.

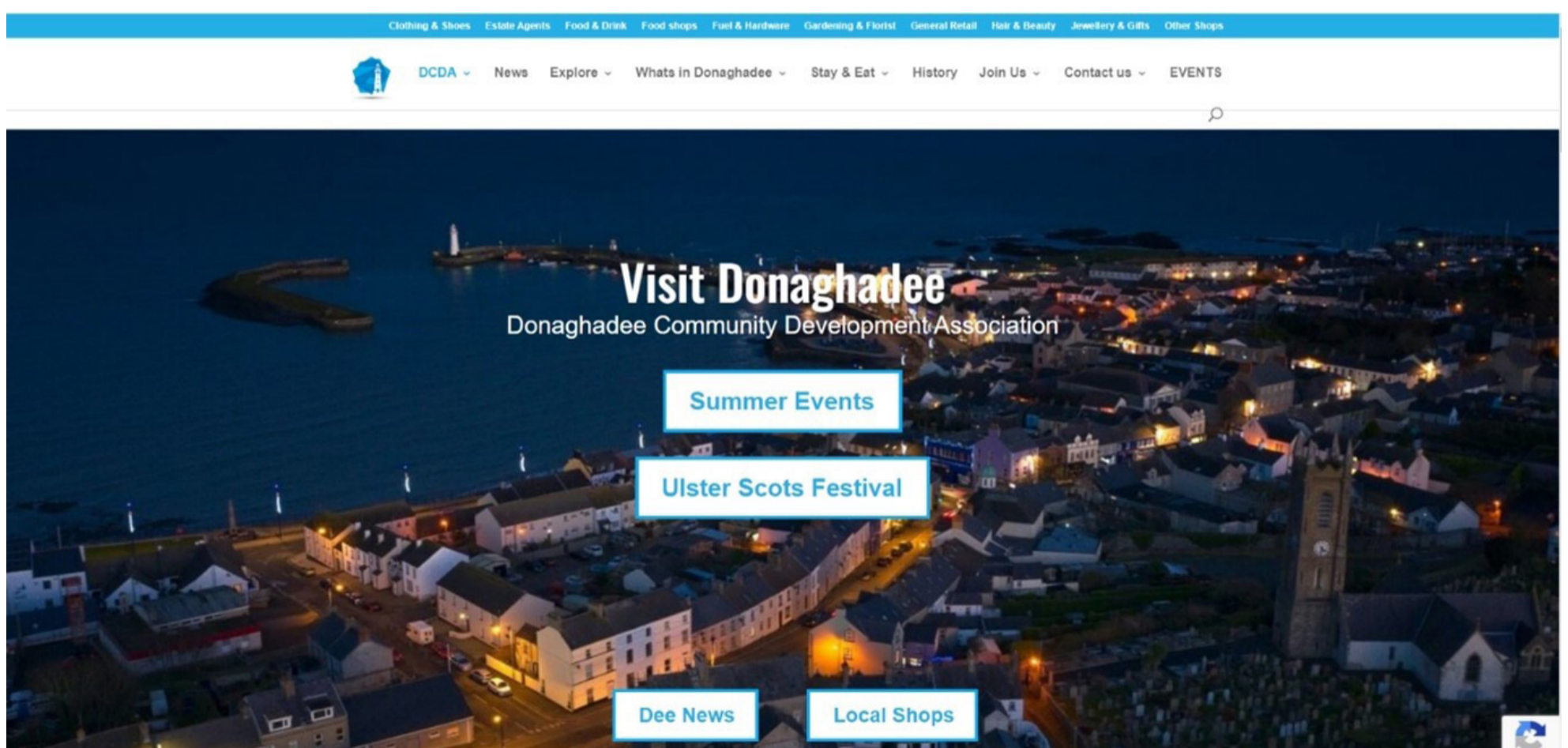
The goal is to make an accessible digital archive with access in line with the expectations of younger, digital savvy audiences. Along side this digital archive a series of social media posts (Video and Imagery) will be executed informing the younger audiences on social media about the surrounding area.

BENCHMARKING

As part of the development process, a benchmarking exercise has been undertaken on a range of regional organisations from across the sector. The websites benchmarked are all similar organisations from across the UK and Ireland that have been used to demonstrate methods of best practice. We have also benchmarked Discover Groomsports own website to compare and contrast to competitors.

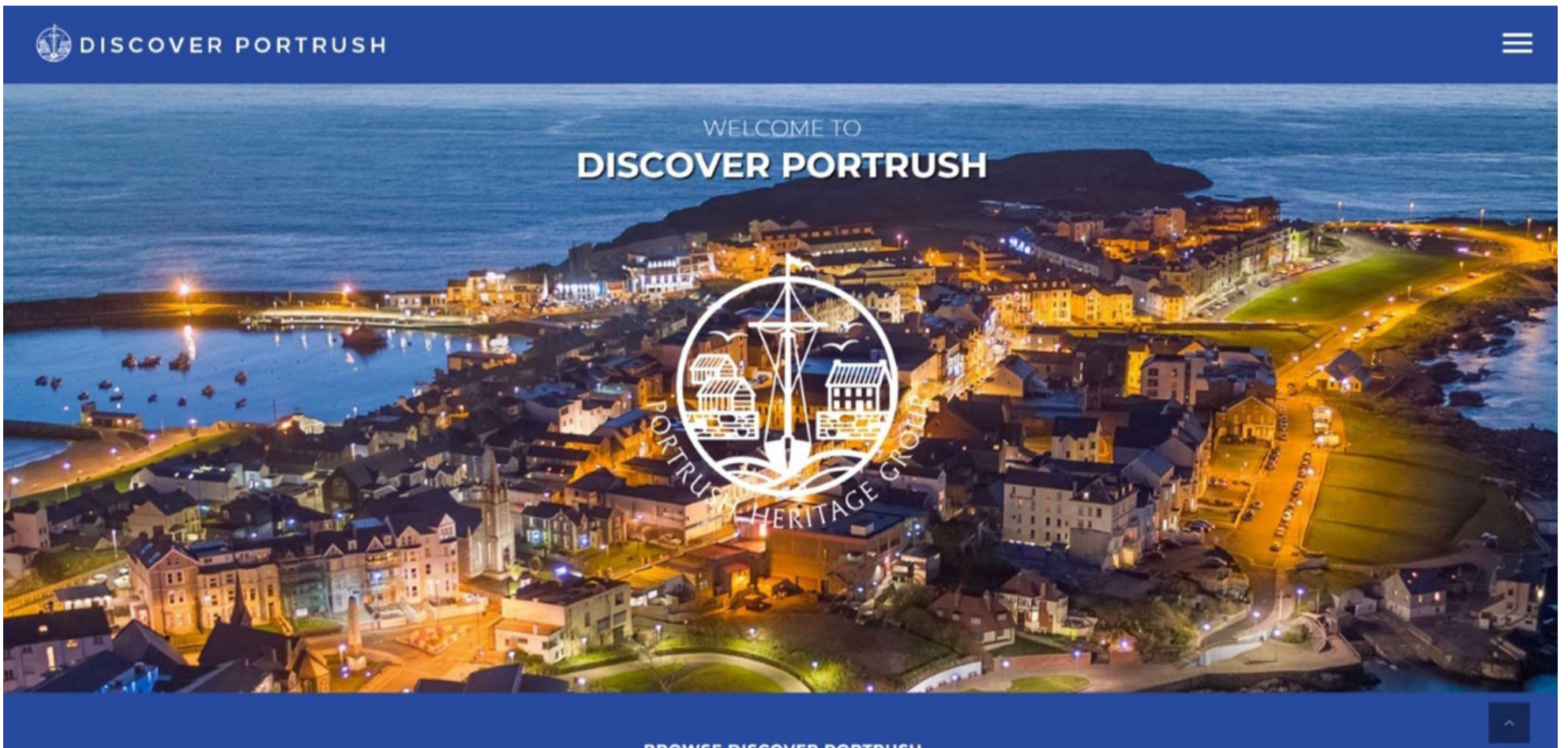
The sites assessed during the benchmarking are:

- Visit Donaghadee
- Discover Portrush
- Visit Cornwall
- Sunny Bangor
- Discover Groomsport
- Go Visit Donegal



<https://visitdonaghadee.com/>

BENCHMARKING

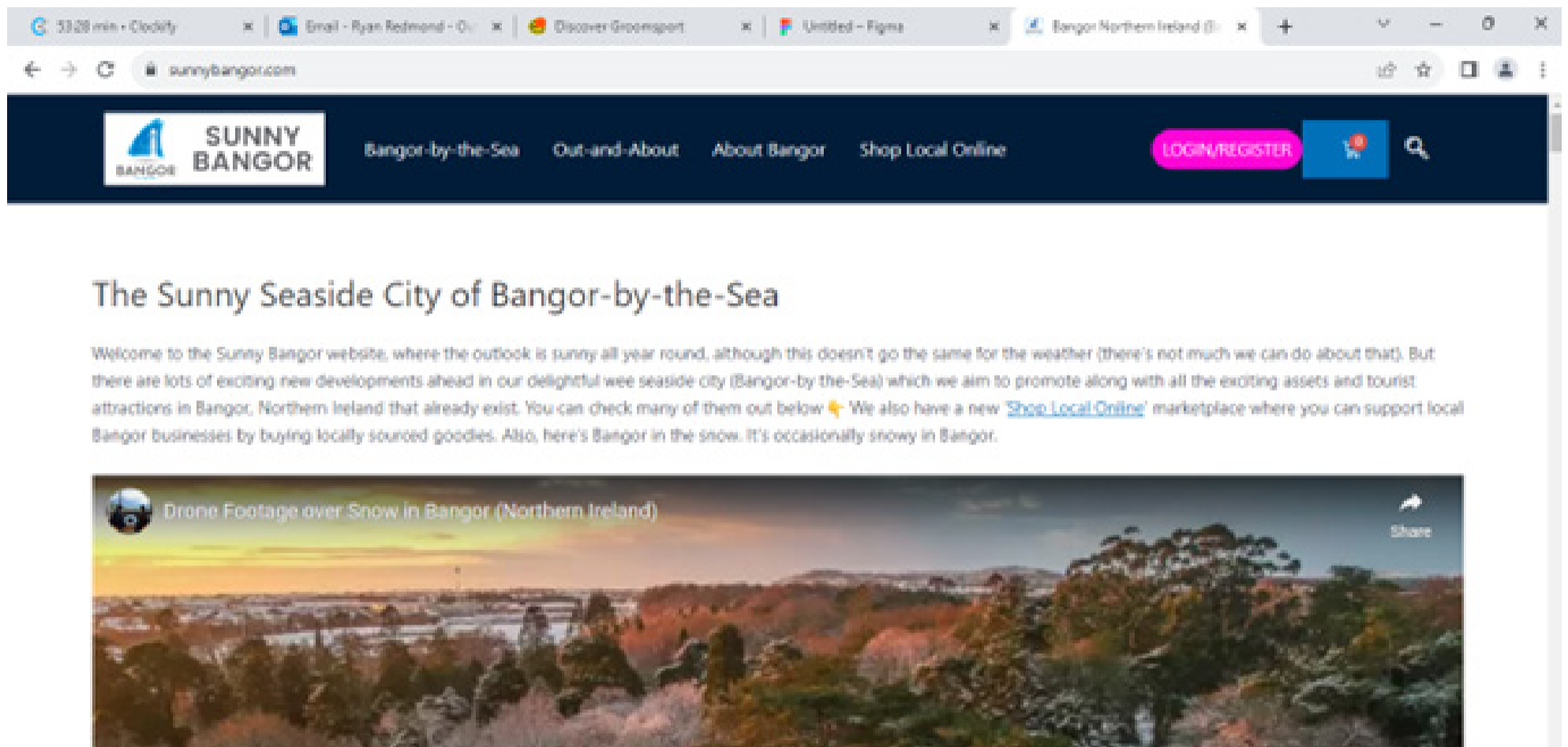


<https://discoverportrush.com/>

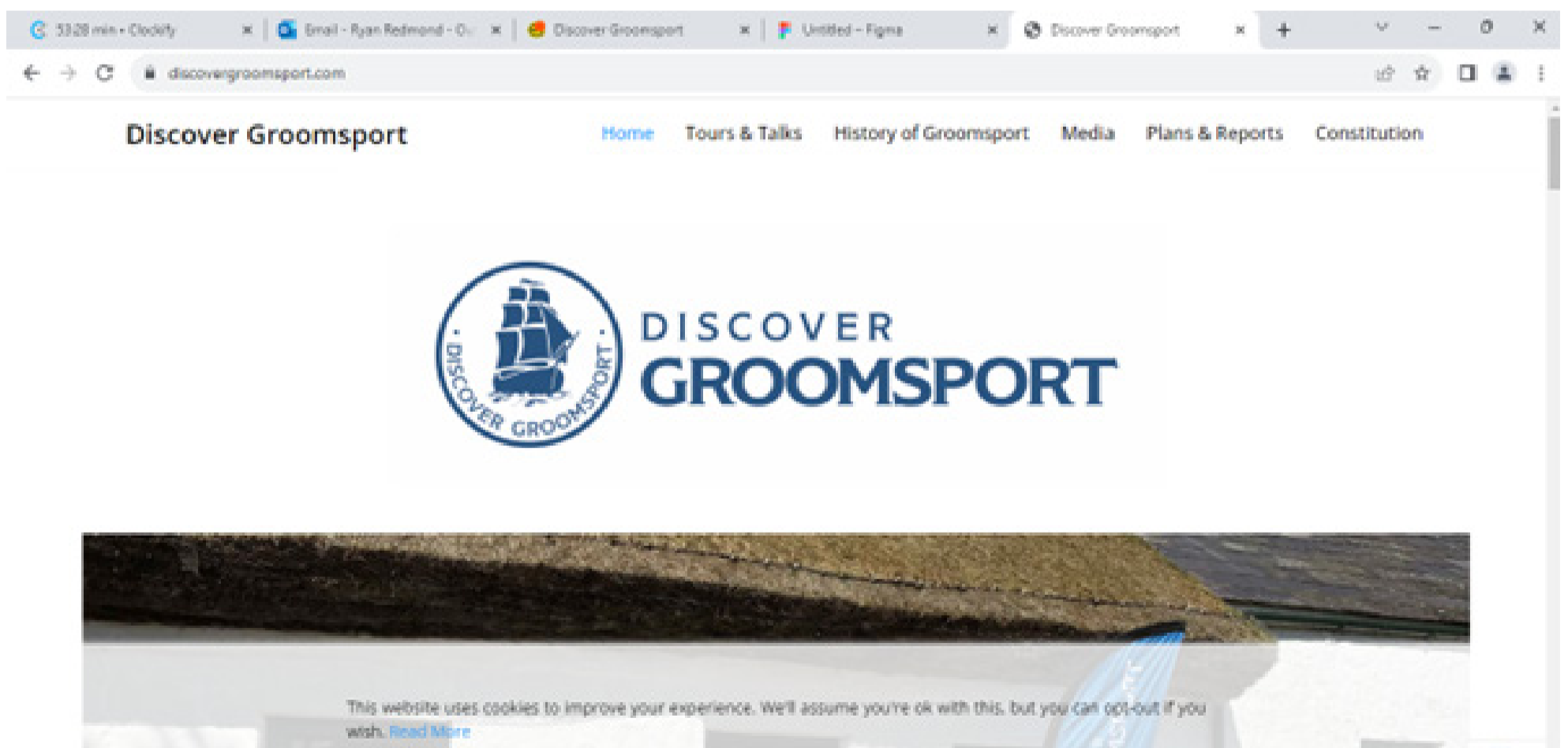


<https://www.visitcornwall.com/>

BENCHMARKING

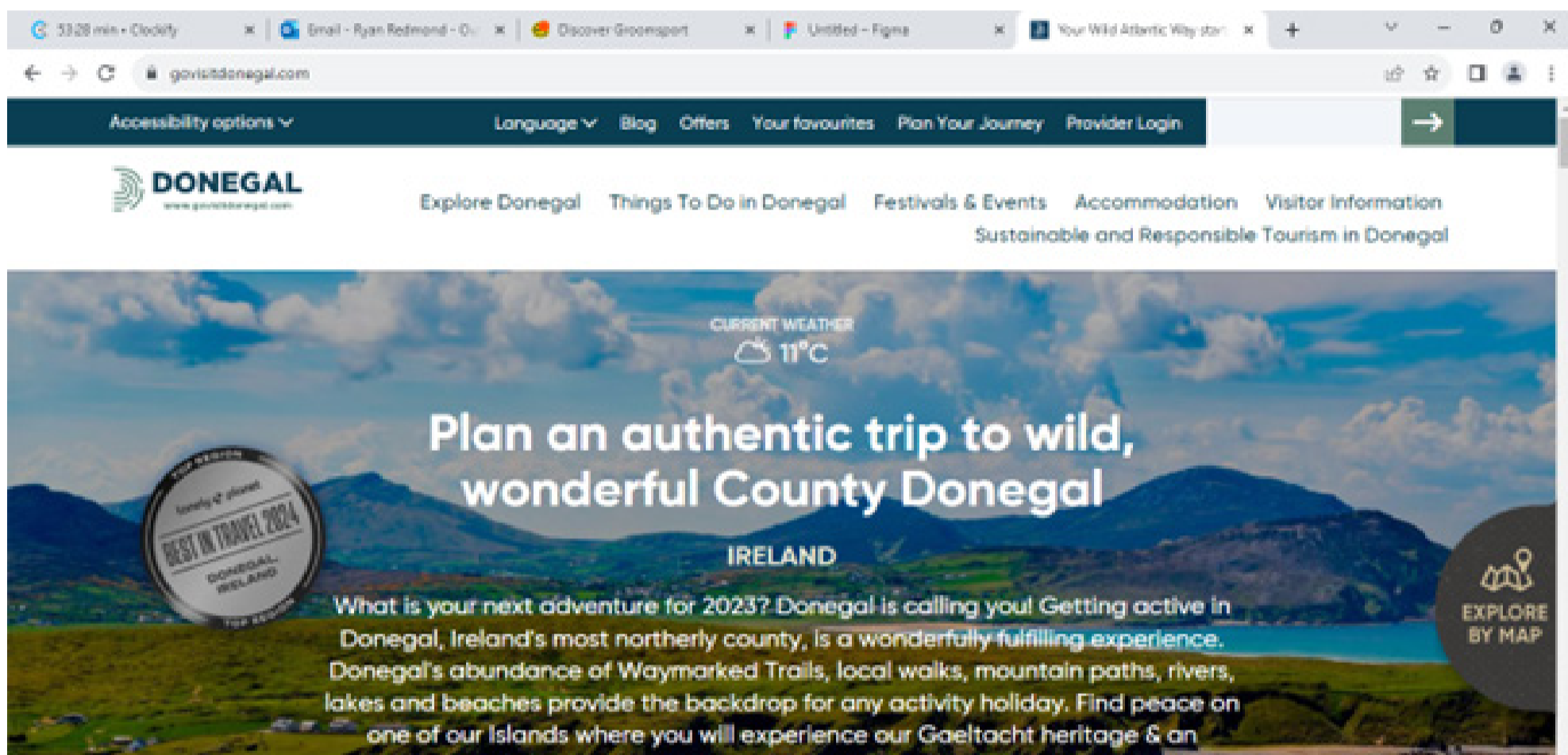


<https://sunnybangor.com/>



<https://discovergroomsport.com/>

BENCHMARKING



<https://www.govvisitdonegal.com/>



BENCHMARKING

Category	Feature	Visit Donaghadee	Discover Por-trush	Visit Cornwall	Sunny Bangor	Discover Groomsport	Go Visit Don-egal
Initial Impressions	Aesthetics and Design	Interactive buttons (Not aligned) / Images	Static website, not much interactive content. Consistent branding and colour scheme	Interactive Website / fully responsive	Great imagery, horrible website features	Basic, clean design. Images too large, text heavy, low res pngs.	Great design and layout, high quality photographs, very responsive.
	Intention/ purpose	Gain attraction / Give useful information on surrounding area and events and hertiage	Gain attraction / Give useful information on surrounding area and events and hertiage	Gain attraction/ help plan holidays/ booking Promote Area	Promote Area List of key areas	Promote areas, landmarks and local events.	Promote areas, landmarks and local events.
	Aimed Target Audience	Tourist, Locals	Tourists, Locals	16+ Families	Tourists (self-claimed in opening paragraph)	Tourists, Locals.	Tourists, locals.
Interface and Feel	Text and Eligibility	All text eligible, different fonts and font weights (bold etc) used throughout	All text eligible, all consistent using same font, different weights throughout	All text eligible, all consistent using same font, different weights throughout	All text eligible, all consistent using same font, different weights throughout	All text eligible, consistent fonts bar header and titles.	All text eligible, consistent font throughout using different weights.
	Logo and Branding placement	Logo placed in upper left corner - Visible	Logo placed in upper left corner - Visible	No actual logo just "Visit Cornwall" in serif font	Logo placed top left, very busy with different fonts	Logo placed large center.	Logo placed top left.
		Responsive, other elements such as button out of alignment	Responsive, all elements also responsive	Responsive, all elements also responsive	It appears to be built for responsiveness originally however it does not seem to work well	Header & images contains hover functions. Mainly read only text.	Responsive, hover functions on header and dropdown for languages.
	Image/content quality	All content quality is HD. No blur and all clear	Image used on homepage slightly blurry / Other image HD	All content quality is HD. No blur and all clear	All content quality is HD. No blur and all clear Fantastic Videography and photography	Hi quailty photos, poor graphic design pngs.	High quality, professional photographs throughout the website.
Navigation	Primary menu functionality	Dropdown menus / hamburger menu (Mobile Phone, Tablet).	Dropdown Hamburger menu	Laid out top menu, burger bar for mobile and tablet	Laid out top menu, burger bar for mobile and tablet (burger bar does not appear to be functioning well)	Header placed top left with 6 links. Manual slideshow near footer.	Header top right, images used as links to advertise events.

BENCHMARKING

Category	Feature	Visit Donaghadee	Discover Por-trush	Visit Cornwall	Sunny Bangor	Discover Groomsport	Go Visit Don-egal
	Ease of access from bottom to top	Button in right corner directing user back to top	Button in right corner directing user back to top	Button in right corner allows user to scroll down but no back to top	No.	No.	No.
	Sitemap	No.	No.	Yes .	Yes.	No.	Yes.
	Contact us	Yes	No	Yes.	No.	Yes.	Yes.
	Social Medias	Yes.	Yes.	Yes, Facebook, Instagram, Youtube.	No	No direct links but contains social media guidelines.	Yes.
	No. of clicks to Contact Us.	1 Click	Not Active	1 Click	Not Active	1 Click	1 Click
	No. of cliicks to social media.	1 Click per social media	1 click per social media	1 click per social media	Not Active	Not Active	1 Click per social media
	Any form of search functionality?	Yes	Yes	No	Yes	No	Yes
	Search type	Search Bar	Search bar within hamburger menu.	N/A	Search bar under search button	N/A	Search bar
Functionality	Load time	Medium	Medium	Fast	Medium	Fast	Medium
	Email / Newsletter Subscription	Yes	No	Yes	No (can sign up for an account on site)	No	Yes
Content	Background of place/ area	Yes.	Yes.	Yes.	Yes.	Yes.	Yes.

BENCHMARKING

Category	Feature	Visit Donaghadee	Discover Por-trush	Visit Cornwall	Sunny Bangor	Discover Groomsport	Go Visit Don-egal
	FAQ or information page	No	No	Yes	No	No	No
	Social Media	Yes	Yes	Yes	No	No (not linked in site)	Yes
	Privacy Policy	No	Yes	Yes	Yes	Yes	Yes
	Disclaimers	No	Yes	Yes	Yes	Yes	Yes
Outdated content	N/A	No	No	No	Semi- outdated	No	No
Interactive Content	N/A	Yes	Yes (menu)	Yes	Yes (imbedded videography)	Yes (header & images)	Yes (header and images)
Score		69%	78%	92%	61%	57%	86%

On benchmarking the following websites, social media and heritage digital archive examples for the Groomsport Digital Archive Development group, we can conclude this is a sector in which younger audiences are not catered for and this gives us an opportunity to develop sector leading archive materials for this audience.

TARGET AUDIENCE

LOCALS / TOURIST

The project aims to bring in new tourists and target a younger audience through its new innovative approach of updated website and digital archive.

To achieve this, we recommend the Discover Groomsport group develop a new target audience for website and digital archive.

Based on the fact that the project is going to be using material to present the past of Groomsport in a modernized method, we are going to be aiming for the age groups of 16-30.

ADMINISTRATORS

Members of the Discover Groomsport carry out admin roles for the site. They typically update content and provide the site with any maintenance as necessary.

With the new website that will hold the new digital archive these admins will also hold responsibility for keeping content up-to-date and maintaining the site once project timescale has concluded.



MEET THE TEAM



JACK MARSHALL

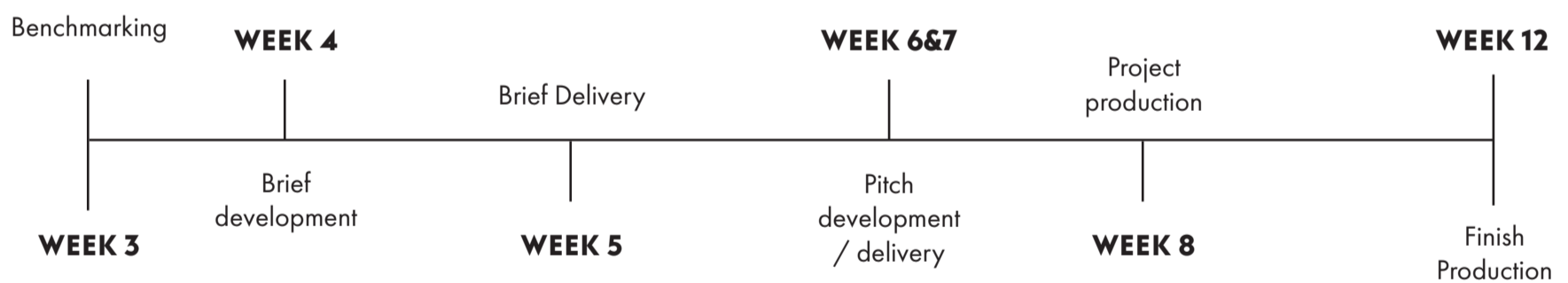


RYAN REDMOND



TOM WILSON

TIMEFRAME SCHEDULE



BEST PRACTICE

HAYWARD GALLERY AT 50

After benchmarking various websites and digital Archive Projects. We have concluded the two best projects that exhibit best practice in terms of functionality and deliverable content. The first example of best practice comes from 'Hayward Gallery at 50'. With strong core functionalities as a Digital Archive and innovative interactive features that keep the audience engaged through fluid and connected storytelling. This project is a strong example of the type of digital archive that we aim to achieve for Groomsport.



VISIT CORNWALL

The second example of best practice comes from the Visit Cornwall website with an overall website score of 92%. Visit Cornwall demonstrates stunning visuals and information to all visitors. This website is an excellent example of the interaction and storytelling that can be achieved. We will take best practice design and interaction from this into our digital archive development for Groomsport.



EVALUATION

In this project we propose to develop a digitalised archive to celebrate, promote and preserve the rich history and heritage of the village. This will be executed with a new wordpress website under the Groomspport banner, we have examined the costs and tried to be as minimal as possible as instructed by client meeting. Below we have laid out the costs after researching different products available.

OPTIONAL PRICE CHART

PRODUCT	ITEM	PRICE	QUALITY	ESSENTIAL
HOSTING	Wordpress Basic	£20/month (charged £240 annually) (+free domain for one year)	Best Value	Yes
	Wordpress Free	£0 (no domain)Try	Free but no Domain and very low storage (1 GB low for content amount)	
DOMAIN	www.discovergroomspport.co.uk	£1 First year (£10 annually after first year) (IONOS)		Essential with Wordpress Free
STICKERS	Discover Groomspport QR Code Stickers	10 stickers £16.99 20 stickers £29.99 50 stickers £49.99 100 stickers £72.99 Via Vistaprint Free delivery on orders over £40	Best Quality for Value	No however would help drive traffic to website / socials



QR CODE MOCKUP