

## How to Build a Website

Congrats, Conraders... you've made it to the Innovation Stage 🎉! This stage is all about your plan for taking your innovation from an idea to a business model. Each team will need to build a website with information about your team, your innovation, your vision, and your intended impact.

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This article will summarize (1) what your website should include, (2) tips on aesthetics that can set you up for success, and (3) tools that you can use to build your website!

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The purpose of a website is to tell your story to the public, explaining your team and its value, and anything important that you want to share.

The following are tips to help you achieve that!

### 1. Website Contents

There are several items that you **must** include that will make your website stand out to the judges.

#### Step 1: Your Innovation (\*required)

- ◆ Introduce the judges to your innovation! Provide the *name* and a *one-liner*(ie. a *slogan*) to describe your innovation at first glance. This will serve as a hook to catch the viewer's attention right off the bat!
- ◆ Once you've provided a brief introduction, you can dive into more detail on what exactly your product is and does. For example, describe how the intended consumer should use your innovation, what the purpose of your innovation is, and even how it was made/ideated.
- ◆ Provide an *image* of your innovation model to show the public. This can be a real-life creation, a technical prototype, etc.

This website and description should *enhance the credibility* of your innovation and *inspire investors to learn more*. Tell investors the story of your innovation to keep them hooked and convey the importance of your innovation to potential consumers.

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\*Note the distinction between describing the technology that makes your innovation work and describing how the consumer will use your product. For example, to use a handheld mobile device, a user can click different buttons and press the screen to achieve the desired outcome. This differs from discussing how the technology inside the device works.

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#### Step 2: Intended Impact of Your Innovation (\*required)

- ◆ Discuss the impact of your innovation.
  - *How will your innovation help people? How will it revolutionize your category, community, or chosen issue? Why should someone use your product?*
- ◆ This differs from describing how the consumer will use your innovation. Shift the focus away from how the innovation is used once customers purchase it and towards *why they should use your product in the first place. What is their motivation? What problem does your innovation solve for them?*

- ◆ The excitement that you can convey within your website will show investors your passion for solving this problem and motivate them to discover more.
  - Tip on how to convey your attitude: Utilize a specific tone. Keep your language light but professional!

### Step 3: Introduce the Team (\*required)

- ◆ Introduce your team to the judges! You can include *headshots* and a brief *biography* of each team member. This is how the judges will “meet” you during this stage of the competition, so remember to make a good first impression.
- ◆ Utilize this moment to convey each of your personalities and the team's character. Adding a group photo can be a great way to do this.

### Step 4: Basics of Your Content

- ◆ Ask your team if you have all the content to convey your innovation properly. Below are some guided questions to verify your work:
  - *Is your innovation the first of its kind? If not, what sets you apart? Would someone on your website want to know more or will they be done after one glance? Will your innovation work(technically or realistically)? Do you have a clear market strategy? How would you fund such an amazing idea?*

## 2. Website Aesthetics

### Step 1: Communicate your Brand

- ◆ Your brand separates you from other companies and innovations. Your website should build on the branding from your logo and communicate your innovation's individuality.
  - For example, Starbucks has a well-known logo of a dark green siren. Their website and app keep this theme going with a white base color with a **dark green** accent for title texts and text boxes with important information. They also use complementary colors (red for the holidays and gold during the year). This keeps a simple and neutral color palette while keeping consistent with the theme and branding.

### Step 2: Your Logo(\*required)

- ◆ Create your unique logo! This should fall under the same theme as your website to keep a uniform theme throughout. Your logo is a large part of your first impression, and it can be used throughout your entire project.

### Step 3: Keep a Theme

- ◆ *Pick a font, color scheme, layout, and STICK WITH IT!* If your website gets too busy with lots of colors and fonts, it will overpower your website and take away from your innovation.
- ◆ Pick a main color that matches your branding to build on! Use *complementary colors* and *neutral colors* to work with your main color.
  - Think about how different colors make you feel- how would a **bright red** website feel compared to a **navy blue** website? Consider this when designing!

- Use colors that can be associated with your innovation. For example, many people think science is blue or green! Using a blue theme could implicitly push that idea onto your audience.
- Your team can also research *Color Psychology* to learn more about what colors provoke certain emotions. Think about how you want people to feel when scrolling your website.
- ◆ Be creative. Yet, keep it professional. Your website should *tell your story* from start to finish. You can be as creative as you would like with the layout and the order of the content; however, it is essential to keep sight of the main goal: to communicate your innovation.
  - Tip on checking your website's effectiveness: show your website to someone else... *are they able to retain the key ideas and grasp the story you are telling? What kind of questions do they have? Can they read all the text?*

**Step 4: Your Website Aesthetic(does it look good):**

- ◆ Communicating your brand and following a single theme related to your innovation is important but also make sure that it is pleasing to the eye! Take a general look over your website- or have others look at it - and reflect on what your first impression is.

**3. Website-Building Tools**

- [Wix](#) - Great overall website builder, simple and easy to format
- [GoDaddy](#) - Time-efficient and effective, easy-to-find domains
  - *All participating Conrad Challenge students get a free domain and website builder from GoDaddy Registry for 1 year and a free website builder with easy-to-use tools.*
- [SquareSpace](#) - Straightforward and clean websites with a solid user interface
- [Weebly](#) - Beginner-friendly website builder
- [Canva](#) - Free Templates with help building general themes

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To ensure that your team follows all the Innovation Stage guidelines, refer to the Innovation Stage rubric on pages 15-18 of the Student Guide on the Conrad Challenge website. It is a best practice to refer to this often

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