

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. For those of you in the Cyber-Technology category, you'll also need to build a website with information about your team, your innovation, and your innovation's intended impact.

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

1. Website Contents

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

→ Your Innovation (*required)

- ◆ Introduce the judges to your innovation! Provide the *name* and a *one-liner* to describe your innovation at first glance. This will serve as a hook to catch the reader's attention right off the bat!
- ◆ Once you've provided a quick introduction, you can dive into more detail on what exactly your product does. *Describe how the intended consumer should use your innovation and what the purpose of your innovation is.*
- ◆ Provide an *image* of your innovation model to show the public.
- ◆ 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 to convey the importance of your innovation to potential buyers!

*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 is very different from discussing how the technology inside the device works.

→ Intended Impact of your Innovation (*required)

- ◆ Now that you have described what your innovation is and how it should be used, you can discuss the impact of your innovation. *How will your innovation help people? How will it revolutionize cybertechnology? Why should someone use your product?*
- ◆ This is different from describing how the consumer will use your innovation. Shift the focus away from how the innovation is used once it is purchased 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 are able to convey in your website will show investors your passion for solving this problem and inspire them to learn more. Keep your language light but professional!
- Introduce the Team (*required)
 - ◆ Make sure to 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!

2. Website Aesthetics

→ Communicate your Brand

- ◆ Your brand is what separates you from other companies and innovations. Your website should build off of 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 keeps this theme going with a white base color with a **dark green** accent for title texts and text boxes with important information. They also utilize 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.

→ Keep a Theme

- ◆ *Pick a font, color scheme, and 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 off of! Use *complementary colors* and *neutral colors* to complement 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!
- ◆ Be creative, but keep it simple and professional. Your website should *tell a story* from start to finish. Get creative with the layout and the order of the content, but don’t lose sight of the main goal: to communicate your innovation. Show your website to someone else... *are they able to retain the key ideas and grasp the story you are telling?*

3. Great Website-Building Tools

- [Wix](#) - Great overall website builder, simple and easy to format
- [GoDaddy](#) - Quick and effective to build websites, easy to find domains
- [SquareSpace](#) - Simple and clean websites with a good user interface
- [Weebly](#) - Beginner-friendly website builder

To ensure that your team is following all of the guidelines for the Innovation Stage, refer to the Innovation Stage rubric on page 16 of the Student Guide on the Conrad Challenge website.
