

Draft Design Intent for QuakerScotland website

From 22nd May 2016 Meeting of the GM Website Development Steering Group, Minute 1

We agreed that the QuakerScotland site is for:

- Enquirers, who we expect to be looking for information about:
 - Quaker beliefs
 - Local Meetings, which would make them feel comfortable attending a Quaker Meeting, Wedding, Funeral or Memorial Meeting for the first time
 - Times of Meeting for Worship.
- Information seekers, e.g. journalists, pupils looking for information about a project, who we expect to be looking for information about
 - Quaker beliefs and practice
 - Quaker work and concerns in Scotland
 - Quaker activities in Scotland
 - History of Quakers in Scotland
- Quakers in Scotland and beyond, who we expect to be looking for information about:
 - Times of meeting for worship
 - Thoughts and activities of Scottish Friends
 - Links to social media sites
 - Some Quaker Business information.

We wish to do this in an accessible and engaging way. This includes:

- Accessible web design that works well on a number of devices, such as desktop computers, phones and tablets, for people with a variety of accessibility requirements
- Using straightforward language
- Presenting information graphically and on video where appropriate

We will not prioritise using the site for internal Quaker Information, since there are other systems, such as Dropbox and Google Drive, which may work for this purpose.

Relationship to BYM design

We discussed the issue of our corporate image. We feel it is important that the logo on our website expresses the truth that we are part of Britain Yearly Meeting, and is consistent with our leaflets, posters and literature. We recognise that we may also wish express the truth that we are a distinct body, like Friends in Wales, who are having a variant of the current BYM Quaker logo developed. This could be done by having a separate symbol which could be placed next to the BYM Q. We recognise that there are strong views in favour of our existing Q and the BYM Q. We considered the possibility of not having a logo at all.