

Website Focus

A website can be many things and this exercise is to help you to focus on what you want it to be.

- Choose the word that means the most to you from the list of opposites and highlight or circile it.
- Don't think about it too much
- If a word doesn't resonate with you at all ignore it.
- If you can't decide between the opposites choose both.
- If you can think of other words that will help you add them.



Big	Little	Expensive	Cheap	Strong	Weak	Stern	Approachable
Quirky	Straight	Here	There	Funny	Serious	Informative	Sparse
Clean	Dirty	Wide	Narrow	Fat	Thin	Inside	Outside
Right	Wrong	Interesting	Boring	Early	Late	Thick	Thin
Near	Far	Dark	Light	High	Low	Safe	Dangerous
Cold	Hot	Happy	Sad	Good	Bad	Loud	Quiet
Big	Small	Deep	Shallow	Text	Images	Young	Old
Heavy	Light	Hand Drawn	Photos	Loud	Quiet	Childish	Sophisticated
Quantity	Quality	Fast	Slow	Smooth	Rough	Clear	Messy
Down	Up	Tight	Loose	Lots	Few	Angelic	Evil
Short	Tall	Bright	Pale	Technical	Crafty	Wet	Dry

What did you notice?

Did some themes keep coming up?

Now do the same exercise but this time think of your target audience—what are they like? Are there similarities? This exercise should help you think more clearly about the direction you want your website to take..