



Workland & Witherspoon, PLLC
Site Map & Design Recommendations

Submitted: November 5, 2008

Updated with final changes:

Section 1 – Key Project Notes

1. **Design Template(s):** Professional design template to be developed for Workland & Witherspoon, PLLC site by Spokane Web Communications.
2. **Programming and applications:** Programming and applications development to be completed by Spokane Web Communications. The design template will be replicated on all pages of the website for consistency. Applications include: Content Management System.
3. **Colors:** Dark, rich colors can be mixed with lighter, more progressive colors. Overall the firm is conservative however, so it's important to not be too progressive with color.
4. **Logo:** No logo files (use graphic with name).
5. **Navigation:** Top aligned-navigation website navigation being considered for this website because of the limited navigational items. Left-aligned navigation is typical for companies who would like to add main pages to their website routinely. Client please comment if you feel that left-aligned navigation is preferred. All navigational tags will be developed in this document and approved by the client prior to design development.
6. **Tagline:** No tag line.
7. **Photography:** Stock photos- Spokane related photos with a regional perspective are encouraged.
8. **Style considerations:** Designer should read Creative Brief and also these notes: High end law firm dealing with high net worth individuals. Conservative, professional, modern, but not too cutting edge.
9. **Date:** Date included in design template to demonstrate the currency of information – this updates automatically.

Section 2 - Main navigation for the website (navigational tags only)

Main left aligned navigation

- Home
- Attorneys
- Practice Areas
- Careers
- Contact

Section 3 – Detail of the website navigation

Site Map for the website with detail per section (based upon the Creative Brief discussion and industry research) – includes a high level “what’s on a page” review and page/linking detail.

Header or other prominent location

- **Home**
 - Purpose of page: To set a tone for the firm with regard to the type of clientele that they serve. Also, to get people right into what you can offer by listing practice areas.
 - Applications used to manage page: Content Management System
 - Title on page: *Workland & Witherspoon, trust in our experience for your legal needs*
Suggested copy: Established in 1985, Workland Witherspoon, a Spokane, WA law firm provides expertise in our areas of practice. Our legal team can help you through all matters of business and financial legal changes. We work extensively with outside law firms, business owners, private clients, and charitable/non-profit organizations.
- **Attorneys**
 - Purpose of page: To communicate about attorneys and areas of practice per attorney. Link to additional information per attorney; no photos of attorneys. All links to attorney names will go to their singular pages about what they do.
 - Applications used to manage page: Content Management System; sub-pages off of main Attorney’s page are to be named:
 - Title on page: **Attorneys of Workland Witherspoon**
 - [Peter A. Witherspoon](#)
 - [Gary D. Braicich](#)
 - [Eric J. Sachtjen](#)
 - [James A. McPhee](#)

- Lawrence W. Garvin
- Michael A. Agostinelli
- Marie Kagie-Shutey
- Michael F. Cressey
- James J. Workland
- Gary C. Randall

▪ **Title on page: By areas of practice (in a 2 column table, no borders)**

- **Business Law**
 - Peter A. Witherspoon
 - Gary D. Brajcich
 - Eric J. Sachtjen
 - James A. McPhee
 - Michael A. Agostinelli
 - Michael F. Cressey
 - James J. Workland
- **Commercial Law**
 - Peter A. Witherspoon
- **Creditor Law**
 - Peter A. Witherspoon
- **Estate Planning and Probate**
 - Peter A. Witherspoon
 - Gary D. Brajcich
 - Eric J. Sachtjen
 - James J. Workland
 - Gary C. Randall
- **Family Law**
 - Lawrence W. Garvin

- **Health Care Law**
 - James A. McPhee
 - Marie Kagie-Shutey

- **Labor and Employment**
 - James A. McPhee
 - Michael F. Cressey

- **Litigation and Appellate Work**
 - Peter A. Witherspoon
 - James A. McPhee
 - Lawrence W. Garvin
 - Marie Kagie-Shutey

- **Personal Injury**
 - James A. McPhee
 - Lawrence W. Garvin

- **Private Client**
 - Peter A. Witherspoon
 - Eric J. Sachtjen
 - James A. McPhee
 - James J. Workland
 - Gary C. Randall

- **Property**
 - Peter A. Witherspoon
 - Michael A. Agostinelli

- **Taxation**
 - Gary D. Brajcich
 - Eric J. Sachtjen
 - James J. Workland
 - Gary C. Randall

- **Practice Areas**
 - Purpose of page: To communicate about key areas of practice within the firm.
 - Applications used to manage page: Content Management System; sub-links go out to individual pages of definitions. Right aligned photos on sub-pages can help to communicate aesthetically what is communicated by text on those pages.
 - **Title on page: Workland & Witherspoon: Areas of Practice** (each area will link to a page of more information about areas of practice. In the right column on each definition page web users will see a listing of attorney's practicing in those areas in addition to phone, contact information). SWC will need the client to submit concise definitions for each of these areas of practice.
 - Business Law
 - Commercial Law
 - Estate Planning & Probate
 - Family Law
 - Health Care Law
 - Labor & Employment Litigation & Appellate
 - Law Personal Injury
 - Private Client
 - Property & Taxation

- **Careers**
 - Purpose of page: To tell people what kind of career or job opportunities are available. The language on the page about opportunities of working at the firm can be as enticing or as basic as desired. We are looking for client feedback on this item.
 - Applications used to manage page: Content Management System
 - Title on page: Work with us!
 - Description about working at Workland & Witherspoon, types of people that would thrive in the firm's environment
 - Link to pdf of job description or requirements of application

- **Contact**

- Purpose of page: To allow users to contact the organization about a variety of opportunities.
- Applications: Content Management System and Contact Form
 - Title on page: Contact Workland & Witherspoon, PLLC
 - Page copy: Thank you for your interest statement leads into contact form
 - Sub-link to location information

Workland & Witherspoon, PLLC

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Spokane, Washington 99201-0677
(Spokane County)

Telephone: 509-455-9077

Facsimile: 509-624-6441

Email: workwith@workwith.com

SECTION 4 – Diagrams of proposed layout options (rough line drawing of layout) – Note to designer – 1024 pixel width for design Diagram 1 – Home

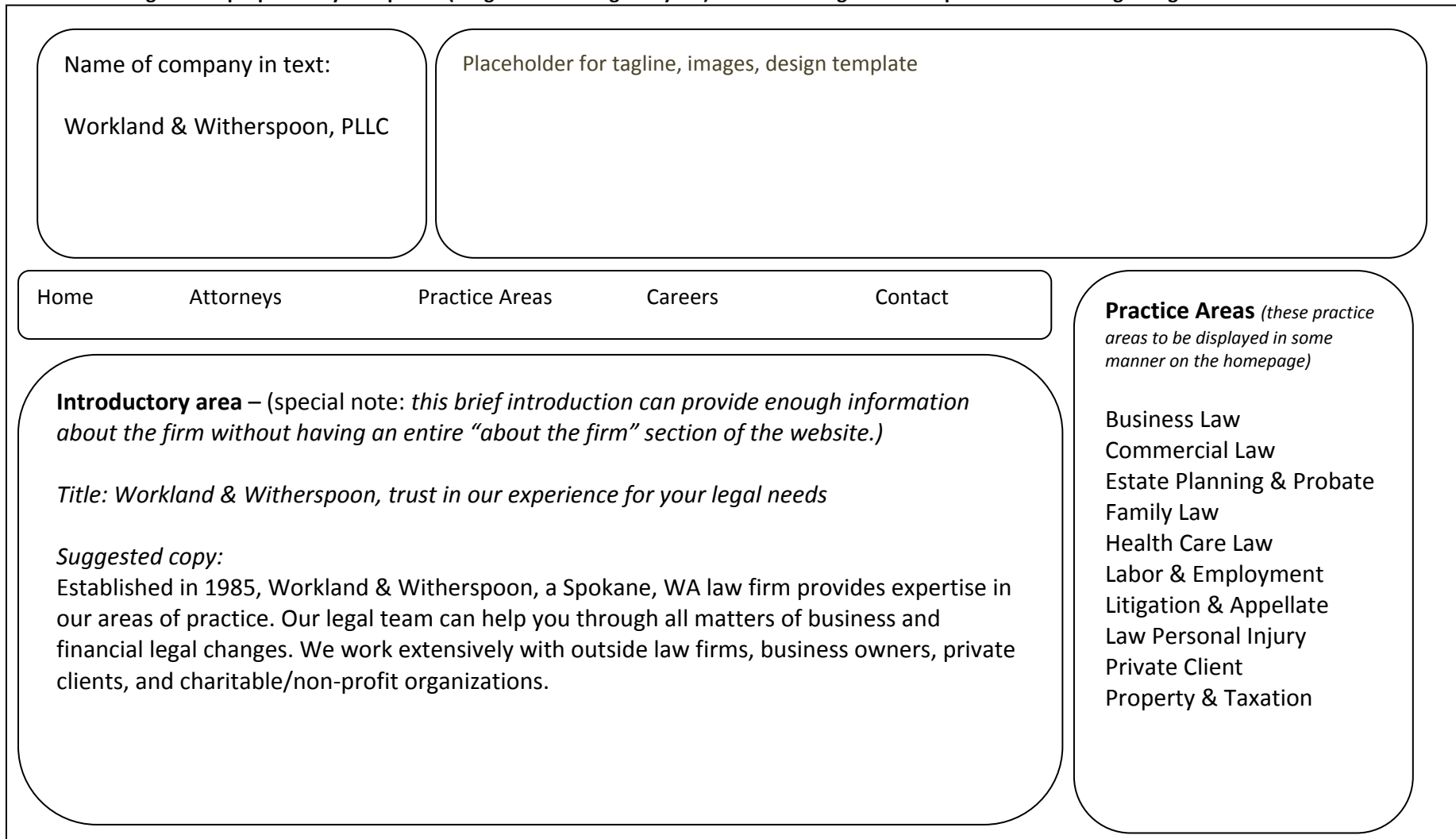


Diagram 2 – internal page

