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## Page Two

**9 May 2001 16:28:58 GMT**

Jim McNivan, CEO of new media agency *kerb.co.uk*, has a slightly different outlook than Web guru Jakob Nielsen.

Kerb, based in Brighton, UK, has an impressive client list, which includes EMI and Pepsi. Its innovative Web design skills won the company the Best New Media Agency award at last year's prestigious Future UK Internet Awards.



Video ►

Jakob Nielsen: On Web design

"It's all about horses for courses," says McNivan. "If you are designing for a youth Web market, or for an entertainment market, then you have to make it entertaining."

McNivan, whose clients want Websites which target youth culture, says Flash technology can actually be used in a creative way to design exciting, yet easily navigated, interfaces.

Creating a successful Website, claims McNivan, depends on getting good designers who know their target audience.
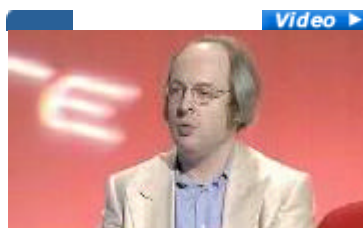
"It's the difference between doing something and doing it properly," says McNivan. "If it's done properly, Flash is a perfectly reasonable thing to be using.

"The beauty of designing things in Flash is that you can afford to be experimental if you are not working for a company or a brand. You can do something that is almost art."

Fundamentally, companies who want their users to come back have to be intuitive about what they are looking for when they log on.

Just like the real world, the virtual world is filled with individuals of all shapes and sizes looking for different things. The trick is figuring out which ones are logging on where.

*- Kerry Swanson*