

Strategy Plane

A responsive mobile-first website for an experienced, self-employed (freelance) ceramic tiler working in the local area.

The primary aims are to raise the profile of the tiler and increase his customer base. The primary audience are customers who want high quality tiling work completed in their home or a property that they own.

Is the content culturally appropriate?

The audience ranges from developers and business owners to individual home owners in the city of Bristol. They will tend to be older and wealthier, and are likely to value high quality products and professionalism. They want somebody they can trust to do a good job and meet their high standards. They are likely to be concerned with what is expected from a quality bathroom or kitchen.

- Evidence of a variety of high quality yet conventional tiling work
- Website must be high quality as well to reflect that
- Evidence of the professional qualities of the tiler from the tiler himself and other customers
- References to Bristol
- Style should be appealing to mass audience without sacrificing quality

Is the content relevant?

The content must feature the work the tiler performs and information about the tiler himself, both portrayed positively. There must also be calls to action and functionality to contact the tiler and request a quote.

- High quality images of the tiler's work
- Images of human faces (customers and the tiler) to promote trust
- Description of the tiler
- Positive testimonials/reviews
- Clear methods of contacting the tiler

B2B vs B2C

While the tiler may serve businesses, his largest market is individual consumers. Therefore the focus will be B2C interaction.

The consumer is likely to find the website from a search engine or advert, so the landing page should feature strong and emotive imagery. The user journey should be direct and smooth.

What makes a good tradesperson-hiring experience?

- Information must be communicated clearly and information overload should be avoided.
- Indication of pricing, if not an exact cost, is helpful.
- A method of contacting the tradesperson should be present at all times and/or easy to find.
- Evidence of the capabilities of the tradesperson is important.
- A feeling of human interaction.

What does the user expect?

- The tiler's name
- An image of the tiler
- A way of contacting the tiler
- The services provided and how much they might cost
- Tiling imagery
- Customer reviews

Strategy Tradeoffs

Opportunity/Problem	Importance	Viability/Feasibility
Create an online presence	5	5
Increase customers/awareness	4	3
Image gallery of work	3	4
Customer reviews	3	4
Blog about tiling	1	2
Tiling supplier promotions	1	3