Strategy Plane

What's the target market/culture?

User are usually going to be from B2B, project managers, entrepreneurs looking for technology solutions. They will be in the front end of embedded, IOT and open source or they want a product that will be high-tech. The demography can be men and woman from all ages they are interested or working in the high-tech industry or are interested to create a IOT, embedded product or want to hire in consultant to create a product.

Why is this so special?

That customer/ potential customers be able to make enquiry about the company when they have a product that need to be developed. That customer/ potential customers be able to take up contact with the company about the training and that they can download free training material.

Why would a user want this?

IOT is a hot topic and there are a huge demand for the know how, in either product development, training or consulting.   The user will want to have a clear picture on what they offer as solution. This site will be the gateway to access information on the company and the consultant's capabilities. Also link the customer to a in house product that they have developed.   Linked them to the linked in profiles of the consultant.

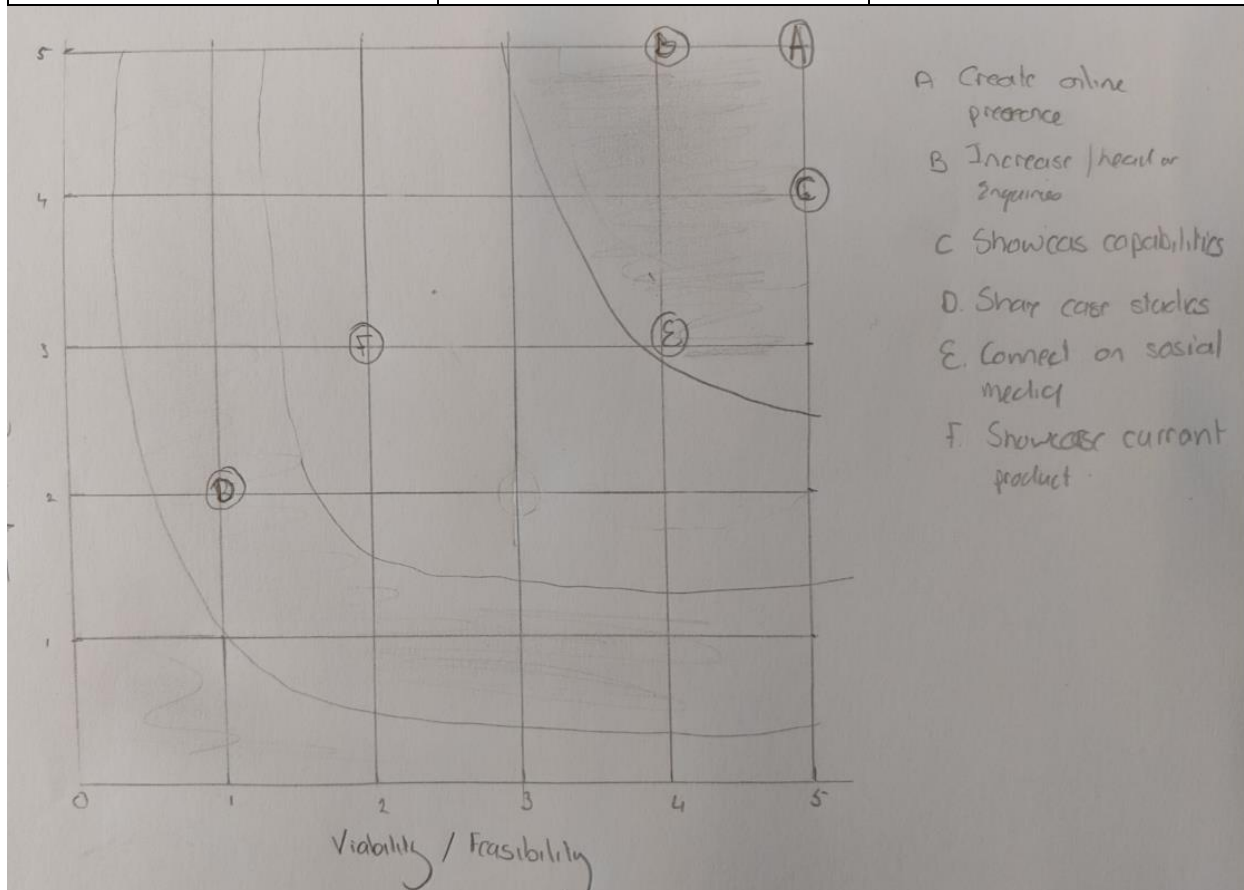**What makes a good bSentient experience?**

- Reading about their services on offer.
- Watching their videos of their product.
- Seeing free training material.
- Connecting with the consultant.
    - Connect on linked, Facebook

What does the user expect?

- What is this?
    - The expertise needs to be prominent. Example Embedded, IOT and Open Source…..
- Is this what I expected to see?
    - Logo, high-tech feel and look with futuristic fond for heading and networks pictures showing connectivity. Also space/ stars to be used for the one product that they have developed
- Does it offer what I want?
    - Videos, downloads, testimonials, blogs contact form and special offers.
- Does it valuable enough to stay?
    - Content (free downloads and the special offer requests) will compel them to stay.
- What actions can I take now?
    - Free assessment (can be achieved with pop-up form)..

- o   Contact us.(on a Contact us page).
- o   Connect with them on social media (NB Ought to be in a new _blank window).
- How do I contact someone
    - o   Asking for an assessment of enquiry or/and connecting on social media.

Opportunity	Problem Importance	Viability Feasibility
Create an online presence	5	5
Increase leads enquiries	5	4
Showcase capabilities	4	5
Share case studies	2	1
Connect on social media	4	4
Showcase current product	3	2
TOTAL	22	20

A Create online presence
B Increase |head or 3nquiries
C Showcas capabilities
D. Share case studies
E. Connect on sosial media
F. Showcase current product

From the above table I will concentrate on A, B, C, E which are:

Create an online presence

Increase leads enquiries

Showcase capabilities

Connect on social media