<u>**Strategy pane**</u>

What are the main goals of the site?

To advertise the client's business: building outside garden house/rooms. The site needs to be informative, but still leaving enough questions for them to book in a sales call/home survey. The site needs to gain top searches on Google in comparison to the competition. The site needs to have top quality design and finish – representative of the quality finish of the garden rooms.

Who is the site for?

All clients need to be Hampshire based as that is the scope of the business. The majority of the customer base are over 50's and/or retired. Another large group work from home.

What content type would be relevant?

Large font. Navigation always in site and simple – ie; fixed. Simple way to get in touch with regular CTA points. Everything should be obvious at first site. For example, I will state 'Click here for more' via the hover class over every image that is a link to another page.

User needs and goals:

The user needs this to research and compare with other sites. It needs to be informative enough to compare and enquire. They need to *trust* the business very quickly therefore reviews and accreditations need to be on the homepage.

Business needs and goals:

The business needs a higher number of enquiries. I will put a carousel of great reviews next to the enquiry form. Decrease enquiries that will never end in a sale. For example, people that don't live in Hampshire, the word 'Hampshire' needs to be stated on the front page and in all key words.

Competition sites:

Site	Good	Bad
C-S Gardens	Regular CTA points Inspirational gallery In-depth 'quick quote' page	
Future rooms	Slick design	No testimonials
Green retreats		Lots of Nav points cluttering the site. None of the links work
Dunster House		Way too busy and cluttered. Too many CTA's Very salesy

What does the user expect?

- What is this? Is it what I expected to see?
  - Clear logo – large. Photo of work straight away and tag line of what the business does.
- Does it look credible and trustworthy?
  - 'Which trusted trader', '10 year guarantee', 'Hampshire county council trading approved' logos on the front page with testimonials and photos attached.
- Does it offer what I want?
  - Photos, building options, reviews, links to other sites with more information ie 'Which trusted trader'.
- Does it look valuable enough for me to stay and return?
  - Very informative, will want to return due to ease of use.
- What actions can I take now?
  - Enquire for a free survey.
- How do I learn more?
  - Can follow links to other pages to increase credibility. Can enquire via the phone number given on contact us or the form on every page.
- How do I contact someone?
  - Via the form on every page or the 'Contact us' page with a mobile number if preferred.

Opportunity/Problem	Importance	Feasibility / Viability
Showcase portfolio	5	5
Increase social media presence	2	5
Increase brand awareness	1	3
Create more survey bookings	5	5
Higher google search results	5	4
Increase user interaction	4	4
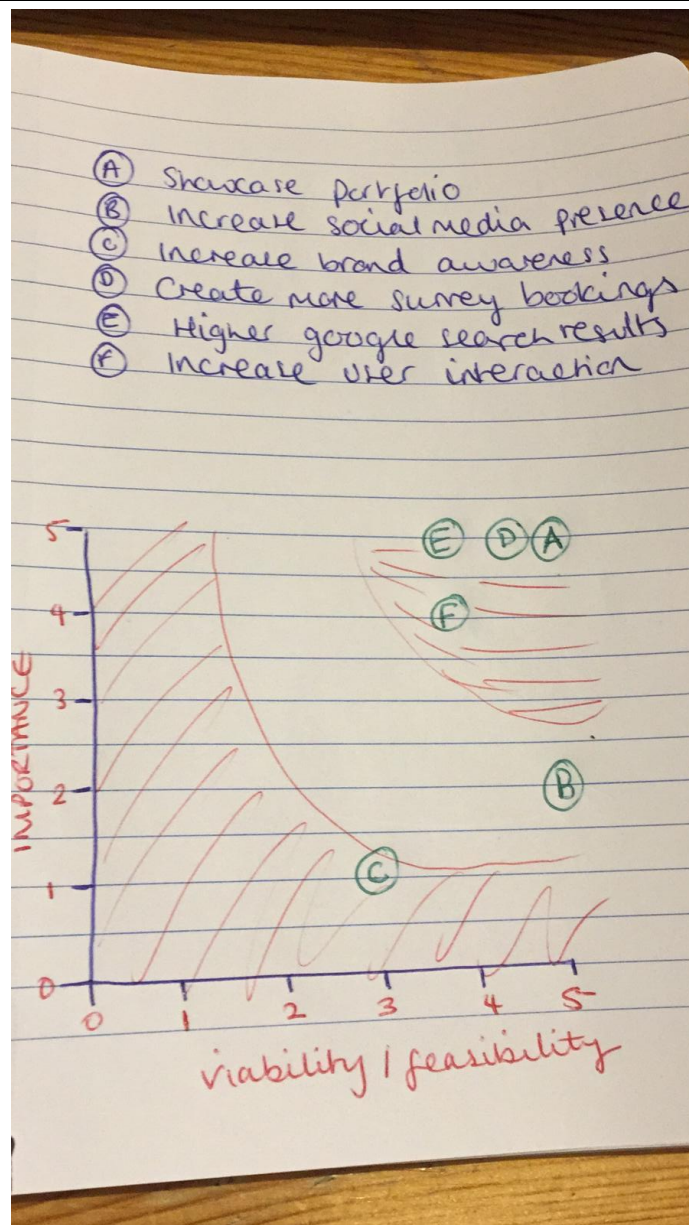
From the above table I will concentrate on showcasing his portfolio, increasing google search results, increasing user interaction and creating more survey bookings.