Strategy Plane

Who is the target audience
Our audience are people living in or nearby the city where the Spanish school is situated. It are mostly well educated persons, interested in culture and travelling.

Most have a strong connection with Spain or South America. Many have a second home in Spain, travel frequently to the country or have Spanish-speaking families. They therefore have a very positive feeling about the Spanish language and are motivated to purchase services for a longer period of time. Ages vary from early 20 to over 70. Male / female ratio is around 40/60.

What's cultural appropriate for the audience?
Because of the interest for Spain and its language we feel the website has to radiate our connection with the country and the language.

What content type would be relevant?
Font must be easy to read, and navigation must be obvious and simple. Instead of the old website we want to minimize the amount of words, maximize personality and focus on the ability for the client to do follow a free trial lesson, without any condition or obligation afterwards.

What are we making?
A website that introduces our courses, teachers and material and answer all the important practical information (location, how to get there, parking area, group size, prices, course schedule).

By quickly presenting all the important information with a personal touch and showing that all possible questions are considered we show professionalism and liability. Complementing this by offering a free trial without conditions, the user gets a positive impression and a risk-free opportunity to see if he / she would like to do a Spanish course.

Why does the user want this?
They got to the website to investigate the possibility of taking Spanish lessons. If we present all the information needed, do this in a personal, friendly and professional manner and offer the opportunity to try it for free, we offer exactly the information the user is hoping for.

What makes a good user experience?
- Presenting a quickly found answer to the most important questions.
- The idea that they found a professional company that has very reasonable offers, good material and experienced teachers.
- Reading positive testimonials of other clients.
- Receiving the possibility to try it out for free, without much effort from their part.

How's our offering different from competitors and substitutes?
- Our service is more personalized than most, with smaller groups and the option for private lessons. We're also a family business, where most of our competitors are nationwide companies or informal. So it is important to demonstrate this personal approach, but at the same time professionalism on the website.

- We offer a free trial lesson, without obligation to purchase our services. This must be very clear on the website, and is very important for us, while the conversion rate of this trial lessons is above 90%.

What does the user expect?

What is this?
From first impression it has to be clear that this is about the Spanish language. Logo, colours and headers must be prominent.

Is this wat I expected to see?
Logo, colour scheme and headers / navigation must visually portray this. The presented info, the language used and the content must convince the visitor of professionalism.

Does this offer what I want?
Information about the Spanish lessons they searched for, teachers, material, testimonials and option to try it out.

Does it value enough to stay?
The information will compel to stay.

What actions can I take now?
Contact them by phone or mail, ask for a trial lesson, or connect on social media.

How do I contact someone?
By calling, writing or asking for a trial lesson.

Opportunity / Problem	Importance	Viability / Feasibility
A mobile first / full responsive website	5	5
B increase bookings	5	4
C logically order practical information	4	5
D offering an overview on upcoming courses	5	5
E create a contact form with availability selection	4	5
F create and maintain social media platforms	3	3
G offer an insight view on course material	5	3
H stronger presentation of the teachers	5	5
I less anonymous testimonials / with picture	5	5
J student-only area with exercises and material	4	2
K "plan and pay" for next lessons online	3	3
Total	48	45

Importance

5   G   B   A D HI
4   C E
3   F
2   J   K
1

0   1   2   3   4   5

Viability / Feasibility
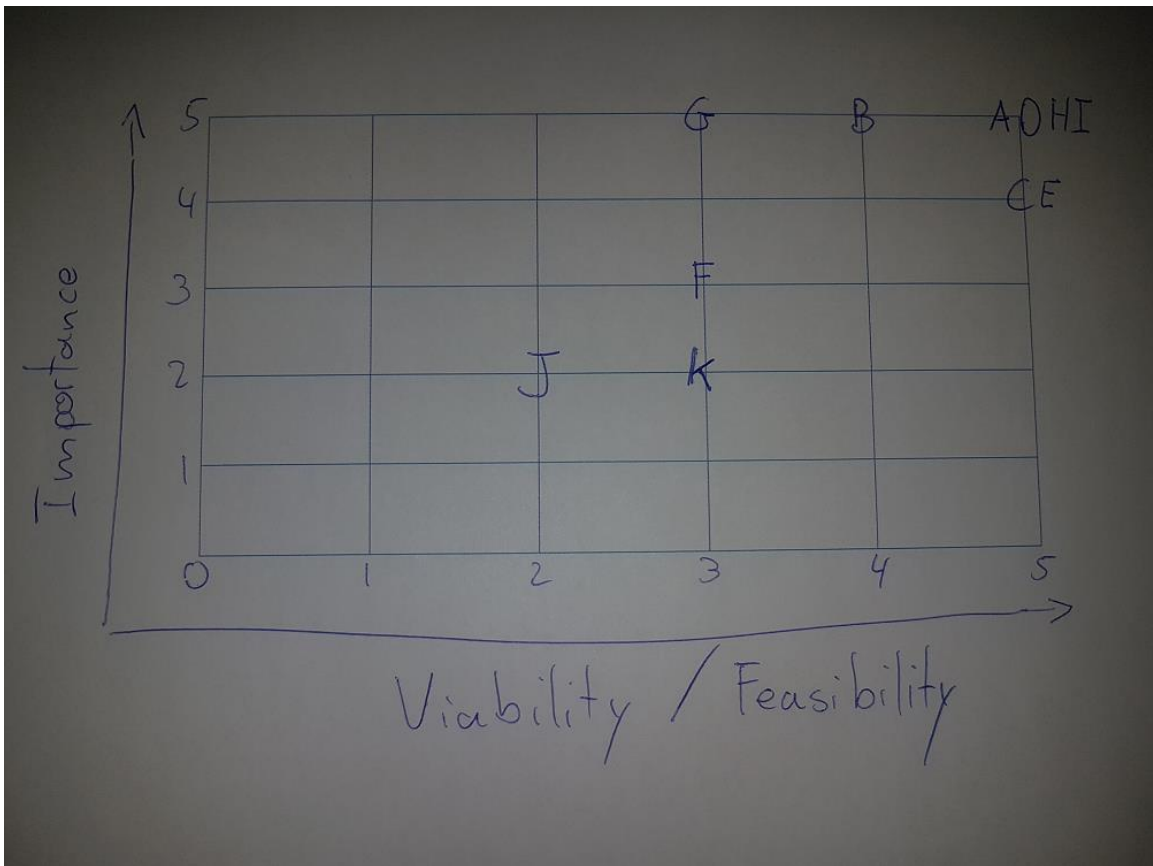
From the above table I will concentrate on the green marked letters.