

# Analysis Report: Website Design

Group 17

## Overview

Our website has been developed specifically for a recently established accounting firm that specializes in small business and tax accounting. Our primary goal is to deliver professional, dependable, and comprehensive accounting solutions to our clients.

## 1. Three Client Expectations

### 1.1 Clear Design

In response to our clients' expectations, we are dedicated to crafting a website that embodies clarity and user-friendliness. Our primary objective is to ensure seamless user navigation, facilitating swift access to desired information. By prioritizing intuitive browsing and a flawless user experience, we aim to elevate overall satisfaction and deliver a website that surpasses our clients' high standards.

### 1.2 Meet customer needs

To meet our clients' expectations, we cater to our clients' requirements and preferences by offering precise service information and contact details on the website. By providing detailed and up-to-date information, we ensure that every aspect of the services we offer is comprehensively detailed on our website. Simultaneously, we strive to foster customer engagement by incorporating interactive elements and seamlessly integrating social media platforms. This approach enables effortless interaction with our clients, promoting effective communication and satisfying their expectations.

### 1.3 Exquisite Design Elements

We strive to create a website that aligns with our accounting firm's professional and contemporary image. This involves integrating elements of exquisite design, such as meticulously curated content, visually appealing images and graphics, thoughtfully chosen color schemes, an orderly and well-structured layout with carefully selected font styles, expertly crafted icons, and a harmonious and consistent website.

## 2. Target Audience

### 2.1 Four aspects

#### 2.1.1 Age

Our focus is on serving young entrepreneurs and business owners, aged 25-45, who are either starting their own businesses or seeking business expansion opportunities.

#### 2.1.2 Gender

Our platform aims to engage and attract entrepreneurs of all genders. We are dedicated to promoting gender equality and welcome business owners from diverse backgrounds and perspectives.

#### 2.1.3 Interest

Our target audience includes middle-class self-employed individuals and small business owners with an average household income ranging from \$50,000 to \$150,000 per year. We also cater to start-up founders, recognizing their growth potential despite potentially lower

revenues.

#### **2.1.4 Social economic criteria**

Our audience has a keen interest in finance and desires a deeper understanding. They possess a basic understanding of tax rules and accounting, but seek professional guidance. They actively seek financial management and tax planning solutions to optimize operations, with a focus on time-saving and reducing their tax burden.

#### **2.2 Target client profile**

Based on the four aspects mentioned above, we depict the profile of our target audience as follows. Young entrepreneurs and business owners, aged 25-45, seeking financial guidance and solutions for their businesses. With a strong interest in finance, they aim to optimize operations, reduce tax burden, and save time. Our target clients are ambitious, gender-inclusive, middle-class individuals with the potential for business growth.

### **3. Locate Three Potential Competitors (or Similar Websites)**

#### **3.1 Competitor 1: John W. Weldon CPA** <https://www.johnweldoncpa.com/index.htm>

##### **3.1.1 Strengths**

Modern Design: John W. Weldon CPA have a sleek and modern website design with visually appealing graphics.

Comprehensive Service Listings: John W. Weldon CPA clearly list their accounting and tax services, making it easy for visitors to understand their offerings.

##### **3.1.2 Weaknesses**

Limited Engagement: There is limited interactive engagement with visitors, such as chat support or contact forms.

Outdated material: content includes outdated material

#### **3.2 Competitor 2: Marcum** <https://www.marcumllp.com/>

##### **3.2.1 Strengths**

Informative Blog: They have an active blog section with valuable articles on financial topics, showcasing their expertise.

Client Testimonials: They prominently feature client testimonials, building trust among potential clients.

##### **3.2.2 Weaknesses**

Slow Loading: The website suffers from slow loading times, potentially leading to user frustration.

Lack of Clear Pricing: Pricing information for services is not readily available, which can deter potential clients.

#### **3.3 Competitor 3: Rick Norris CPA** <https://www.ricknorriscpa.com/>

##### **3.3.1 Strengths**

Navigation: navigation is easy to use for target audience

Resource Center: They offer a resource center with downloadable guides and calculators, adding value to visitors.

##### **3.3.2 Weaknesses**

Outdated Design: The website appears outdated and lacks modern design elements.

Limited Personal Touch: There is limited information about the team or individual professionals behind the firm, which could impact trust-building.