Stakeholder interview analysis 1

Luigi Esposito

https://drive.google.com/file/d/1qvtZ8N8saLmKIHQKUo9FsEbwA_gcGdbE/view?usp=sharing

Summary

On March 7, 2024, I conducted an interview with Luigi Esposito regarding updates for the marketing website and Contentful CMS. Luigi, responsible for managing various web pages, particularly those related to webinars, client cases, and blog posts, aims to streamline user experience and content creation.

We discussed the challenges Luigi faces, particularly with complicated solution pages. Our conversation delved into topics such as custom fields, different layouts, image integration, and animation. Luigi emphasized the necessity of simplifying the content creation process, especially given the complexity of solution pages.

Our attention then turned to Luigi's preferences for blog pages, including features like previews, publication dates, and estimated reading times. Concerning solution pages, he expressed a desire for custom fields dedicated to image galleries, layout options, icon uploads, and color selection.

I inquired about the frequency of website updates and the availability of developers. Luigi mentioned that while some pages remain unchanged, updates are occasionally delayed due to developers prioritizing other tasks.

To conclude our discussion, we explored potential enhancements to the CMS, including Contentful. We considered introducing new features such as custom fields and dynamic sections specifically tailored for solution pages. While Luigi

was receptive to these ideas, he recommended consulting with Zoe to ensure alignment with the team's objectives. The meeting concluded after clarifying these details, paving the way for a more user-friendly CMS, including Contentful, for the marketing website.

Stakeholder Pain Points:

1. **Complexity of Solution Pages:** Luigi highlighted the complexity of solution pages, expressing challenges in implementing custom layouts, diverse elements, and animations within the CMS.

2. **Limited Freedom for Solution Pages:** Due to the diversity among solution pages, Luigi faced limitations in implementing certain design elements and customizations, leading to a preference for using separate pages for these cases.

3. **Dependency on Developers:** Luigi mentioned delays in updating certain pages due to a limited availability of developers, potentially hindering the timely implementation of changes.

4. **Need for Consistency:** While recognizing the diversity in solution pages, there was a desire for consistency across certain sections, such as headers, subtitles, and client case previews.

Key Takeaway

💡 In the interview, I learned some important points. Finding a good balance between keeping a consistent design across pages and allowing flexibility for dynamic sections is crucial for the new CMS. The goal is to make it easier for non-developers, like content creators, to customize pages without always relying on developers. Improving the blog content creation process is a priority, including adding features like showing the publication date and estimated reading time. For solution pages, the team wants a mix of consistent elements and dynamic sections. Overall, they are looking for a user-friendly CMS that gives them creative freedom, making it easy to create and update content without needing a lot of technical expertise. The decision-making process involves collaboration among team members to discuss proposed features and preferences. These insights guide the team in creating a CMS that meets their diverse content needs efficiently.

Desired CMS Features:

1. **Image Galleries:** Luigi expressed the need for image galleries within the CMS, allowing the upload of multiple images for solution pages.

2. **Layout Selection:** A feature allowing users to choose between left and right layouts for images on solution pages was identified as crucial for customization.

3. **Icon Uploads:** The ability to upload icons related to solutions was mentioned, adding a visual element to distinguish different solutions.

4. **Custom Color Fields:** Luigi emphasized the importance of color customization, allowing different levels of opacity for background elements on solution pages.

5. **Dynamic Sections:** There was a desire for dynamic sections within the CMS, particularly for solution pages, where certain sections could be consistently designed while others remained dynamic for flexibility.

6. **Header and Image Customization:** Customization options for headers, left and right images, and their arrangement, including the ability to upload different headers for each solution, were highlighted.

7. **Ease of Blog Content Creation:** Luigi discussed the need for features like a date and estimated reading time for blog pages, along with a preview section for the latest news.

8. **Reduced Dependency on Developers:** The stakeholders expressed a desire for more freedom and flexibility within the CMS to enable Luigi and the team to make updates and changes without relying heavily on developers.

Interview questions:

💡 Can you provide an overview of your role within the marketing team and your responsibilities related to the company website?

Can you walk me through the current process of updating the marketing website with the latest trends?

How often do you find the need to make updates to the website to reflect the latest company trends?

What challenges or obstacles do you currently face when attempting to update the website with the latest trends?

What problems do you face when creating a page in the marketing website?

Looking ahead, what changes or improvements would you like to see in the process of updating the marketing website with the latest trends?

Stakeholder interview analysis 2

Zoë Smits

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Summary:

On March 8 2024, I conducted an interview with Zoë Smits, the Global Marketing Manager and Events at Cape, the issues and improvements necessary for the company's marketing website. Zoë highlighted the importance of more frequent updates to the website and mentioned current challenges such as delays and excessive reliance on developers for changes. She emphasized the need for a user-friendly system to manage content, with features like simpler picture adjustments, customizable layouts, and the ability to make changes without coding. We concluded our conversation by exploring the potential benefits of allowing marketers to have more influence over the website's content and design.

Stakeholder Pain Points:

1. **Infrequent Website Updates:** Stakeholders, particularly the Global Marketing Manager Zoë Smits, express dissatisfaction with the infrequent updates to the marketing website. This hinders the ability to keep content fresh, up-to-date, and aligned with the company's evolving needs.

2. **Dependency on Developers:** The reliance on developers for website changes, such as creating landing pages or correcting errors, is a significant pain point. Delays caused by this dependence impact the timely execution of events like webinars and potentially affect audience engagement.

3. **CMS Limitations:** The Content Management System (CMS) in use is perceived as lacking in user-friendly features. Pain points include difficulty in scaling images, formatting issues, and a limited ability to make changes without

coding. This restricts the agility of the marketing team in responding to dynamic needs.

4. **Language Support Challenges:** With global expansion in mind, stakeholders highlight pain points related to language support. The existing website does not adequately cater to the needs of diverse linguistic audiences, impacting the company's ability to effectively communicate in different regions.

5. **Event Schedule Disruptions:** Delays in website updates directly impact the scheduling of events, such as webinars. This results in inconvenient timing for hosting events, potentially affecting audience participation and the overall success of marketing initiatives.

6. **Desire for Autonomy:** Stakeholders express a desire for more control over website content and design. The current limitations in the CMS create a pain point as marketers feel restricted in making timely changes and improvements independently.

7. **Inefficient Image Handling:** Issues related to image scaling and formatting in the CMS contribute to a less-than-ideal visual presentation on the website. This pain point is particularly relevant to maintaining a professional and cohesive online presence.

8. **Inconsistency in Blog Presentation:** The perception that blog pages on the website resemble Word documents rather than visually appealing blogs highlights a pain point in the presentation and formatting of content, impacting the overall user experience.

Understanding and addressing these pain points will be crucial for stakeholders to enhance the efficiency, effectiveness, and user satisfaction associated with the marketing website. Implementing a more flexible and feature-rich CMS appears to be a key solution to alleviate several of these challenges.

Key Takeaway

💡 From this interview, it's clear that maintaining a regularly updated website is essential for meeting the company's evolving needs. Streamlining the process for making changes, reducing dependence on developers, and implementing a user-friendly Content Management System (CMS) are key takeaways. The importance of language support for global expansion and the empowerment of marketers through increased autonomy over website content and design are also highlighted. Recognizing the significance of a visually appealing presentation, especially for blog pages, emphasizes the overall user experience and professionalism. These insights provide valuable lessons for improving the efficiency and effectiveness of managing the company's marketing website.

Desired CMS feature:

1. **User-Friendly Interface:** Stakeholders express a need for a more intuitive and user-friendly CMS that enables marketers to make changes without extensive coding or developer assistance.

2. **Customizable Layouts:** The desire for customizable layouts indicates a need for flexibility in structuring and arranging website elements according to specific marketing requirements.

3. **Image Scaling:** The stakeholders highlight the importance of easy image scaling within the CMS, allowing for the seamless integration of visual elements without encountering difficulties in size adjustment.

4. **Additional Content Fields:** The desire for additional content fields suggests a need for a more versatile CMS that allows marketers to incorporate diverse types of content, enhancing the richness and variety of the website.

5. **Language Support:** The CMS should support multiple languages to facilitate the company's global expansion, ensuring effective communication with diverse linguistic audiences.

6. **Autonomy for Marketers:** Granting marketers more control over website content and design features prominently as a desired CMS attribute, indicating a preference for autonomy and reduced dependence on developers for routine tasks.

7. **Visual Appeal and Formatting Options:** The desire for improved blog page presentation suggests a need for formatting options within the CMS, allowing for visually appealing and professional-looking content without resembling standard word documents.

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