Friday, July 12, 2013

Hi Lisa:

I apologize again for getting the time of our meeting wrong. Maybe it’s for the best, as I have a few questions I want you to think about and if you do so beforehand then we can reach the key issues you want to solve that are of the highest priority sooner.

1. Is the web site that is up right now your business’s first web site?
2. Did a friend or family member make the web site for you?
3. Give me the ‘elevator pitch’ for your business—how do you rate the health of your business, A, B, C, D and so on, and why?
4. Do you have investors or are you self-financed? Have you approached any investors? Explored any grants from the SBA or other sources for women-owned and minority-owned businesses?
5. I see you use Google Analytics—who in your business goes through those figures?
6. I watched both videos; the one on your web site and the other one on YouTube. What does each employee do, and are they being paid or have they been given stock options?
7. How important are search engine rankings, in your opinion, to your business’s success?
8. In what ways are you marketing your site?
9. Do you have a database set up? Are you keeping performance data from your site and examining it on a regular basis?
10. What advantage do people perceive in taking the time to write peer-to-peer reviews?
11. Do you have an example of a business or vendor who has used your web site and feels they have gained positive results, and what kind of results?
12. Do you have any testimonials that you can use on your web site?
13. Have you been doing any networking in Atlanta to promote your web site and to set up conditions for reciprocal links?
14. Who are your major competitors?

So these are a few of things I’d like to discuss with you later today so that I can get a grasp on what your priorities are and gain an overview of your entire business, not just the web site but as I told you yesterday—a web site is a tool, but there are also other important tools that you can use to make small but critical and incremental positive changes.

Here are the web sites I’d like to discuss with you while we’re talking:

Your videos--<http://www.youtube.com/watch?v=epXjiPamLGg> and the one on your web site

Medical equipment sites in or near Atlanta:

<http://www.medicalsupplydepot.com/> <http://www.medical-and-lab-supplies.com/>

<http://www.buyemp.com/>

A benchmark site: <http://www.care2.com/> and a testing site <https://earl.io/>

My process—from <http://magnoliarecovery.org/> to <http://comrieconsulting.com/BNB/index.html>

What I do:

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|  | **Business Analyst** | **User Experience Designer** | **Implementation team** |
| **Main focus** | Business problem assessment  Requirements discovery and documentation | Information Architecture  Visual Design  Interface design  Usability | Prototyping\*, system architecture, data modeling\*\*, technical design, programming  \* If not executed by the UX specialist  \*\* If not executed by a data-focused BA |
| **Main deliverables** | Requirements documents, business rules | Wireframes, visual comps, results of usability tests | System architecture and technical design documents, code |
| **Examples of decisions** | How to go about the requirements discovery process (interviews, workshops, etc.), when the requirements are considered “done”. | What to align  with what in an interface, when to use techniques like contrast and proximity to group and segregate  items in a display. | Which data structure (e.g., simple partitioning, associative array, 10-ary tree) to use to represent the content a large flat text file. |

I will definitely call you at 1pm PST. My phone number is 702-350-0032; if anything comes up, please call me. And here is a link to GoogleTalk, which I find really useful in my day-to-day operations: <http://www.google.com/talk/about_whatsnew.html>

I also will be (of course) talking about the web site itself and some of the better points some of the posters made on Linked In, such as Responsive Web Design or Mobile-First web design, Site Loading times that depend upon how many HTTP requests are made to the server, what “above the fold” means in web design and why that piece of web real estate is so important, and how much power you are giving to your clients when you allow them to put up any pictures they want.

I hope at the end of the discussion you will find much food for thought, feel positive about how you can make incremental changes that can exponentially help your business, and if you are comfortable with me as a consultant and you would like to further this relationship.

Have a great day!

Sincerely,

Vickie Comrie, MISM