IS 683 Homework

Your homework is to conduct an initial assessment and develop at least one basic layout mockup of a redesigned website for your client.

You must choose an existing website that needs to be redeveloped and conduct a SWOT analysis of the website and define the intended audience of the website. To do this, you must identify the strengths, opportunities and threats (SWOT ANALYIS) that you perceive in analyzing, planning, developing, and promoting the new website to your client’s audience. You may make suggestions on how to better target a specific audience, since part of your client’s problem may be that they are trying to address too large of an audience and by doing so, they are not doing able to meet anyone’s needs.

Article on SWOT for a website:

<http://www.thinkaroundcorners.com/2010/04/drive-your-website-development-using-swot-analysis/>

Once you have conducted a SWOT analysis of the current website, you should develop a written plan that explains how you intend to address the issues raised during SWOT analysis.

Next, you need to create 2 wireframe mockups that you think would meet your client’s needs. These do not need to be detailed; however, they should identify the primary navigation, secondary navigation, feature area, and callouts / content blocks that will be displayed on the client’s home page. Both wireframe mockups should include a home page and inside content page design.

Each mockup should include:

1. You should create the designs using Adobe Illustrator
2. Primary Navigation / Secondary Navigation with a font selected
3. Content area with a font selected
4. Feature area with a photo selected from iStockPhoto (use a free comp download)
5. Location for at least one IAB approved advertisement size.

Deliverables:

1. SWOT Matrix

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Internal (You) |  | External (Comp.) |  |
| Strategy | Questions | (S) | (W) | (O) | (T) |
| 1. [Get noticed](http://www.thinkaroundcorners.com/2010/02/04/the-7-strategies-strategy-1-get-noticed/). | * + Do you have a strong online presence across both search engines and social sites?   + Is your webpage ranking high in search results?   + Is your website older than one year?   + Does your search results rank for the keywords that describe your service?   + Do you have a strong brand name and logo? | X | X  X  X  X |  |  |
| 2. [Drive traffic](http://www.thinkaroundcorners.com/2010/02/11/the-7-strategies-strategy-2-drive-traffic/). | * + Is your results on search engines look like goggly-gook or does it make sense?   + Are you showing ‘calls to action’ and ‘benefits’ in your search results and social sites?   + Do you have many ‘followers’ on Facebook, LinkedIn, Twitter and other social sites? |  |  | X  X  X |  |
| 3. [Be sticky](http://www.thinkaroundcorners.com/2010/02/17/the-7-strategies-strategy-3-be-sticky/). | * + Can a visitor instantly tell what your website is about?   + Does your website present unique and intriguing content that people want to read?   + Does your website succeed in grabbing visitor attention?   + Is your website load time fast enough?   + Do you have a simple and user-friendly website – easy to find information through search and navigation?   + Do you have nice images that explain ’1000 words’ each?   + Does every page have a link back to your homepage? | X  X  X |  | X  X  X  X |  |
| 4. [Build trust](http://www.thinkaroundcorners.com/2010/02/24/the-7-strategies-strategy-4-build-trust/). | * + Is your reputation good in the marketplace?   + Is your navigation simple and easy?   + Does your website have case studies and practical applications of product or service use?   + Do you EXPLICITLY speak to the benefit of the customer?   + No spelling and grammar mistakes | X  X  X  X |  | X |  |
| 5. [Stay in touch](http://www.thinkaroundcorners.com/2010/03/03/the-7-strategies-strategy-5-stay-in-touch/). | * + Do you have a newsletter?   + Is your newsletter easy to sign up for?   + Are your buttons to your social sites visible?   + Do you give your customers reasons to call you on the phone?   + Do you provide fresh content regularly? |  |  | X  X  X  X | X |
| 6. [Generate sales or leads](http://www.thinkaroundcorners.com/2010/03/12/the-7-strategies-strategy-6-generate-sales-leads/). | * + Do you offer a unique product or service?   + Is your level of expertise obvious? Is it better than your competitors?   + Is your catalog easy to use and products easily found?   + Is your checkout easy to use?   + Is value of your product easy to understand?   + Product or service range is good? | X  X  X |  | X  X  X |  |
| 7. [Create referrals](http://www.thinkaroundcorners.com/2010/03/19/the-7-strategies-strategy-7-create-referrals/). | * + Do you provide outstanding customer service?   + Do you tell your customers to refer you, give them incentive to do so?   + Do you reward your customers when they do refer you?   + Do you know how to create a [culture of testing](http://www.thinkaroundcorners.com/2010/02/27/creating-a-culture-of-testing-part-1-of-3/) that allows you to create even better customer service? | X | X | X  X |  |

1. Client brief that explains the project

Dear [client]:

Thank you for considering [company name] to provide guidance on what could help your company to better communicate with your clients as well as reach new ones. During this process, we will work to identify and realize the goal of your web presence.

To begin, a kickoff meeting to discuss your future goals and intended audience targeted by your site will be held. Stakeholders from your organization should be present, or a single decision making party, with others identified as needed. A review of your current site will be conducted to identify its strengths and weaknesses as defined through a S.W.O.T analysis. To help prepare, we ask that you compile a short list of sites hosted by competitors to further categorize your current and relative web standing.

As with all projects, budget is one of the main limiting factors, as is delivery time. The amount of content, intricacy, and interactivity requested will all contribute to the amount of time which must be invested. We at [company name] will work to help you realize a goal and work to achieve it in an iterative and methodical manner.

1. **Preliminary plan that addresses the issues raised in the SWOT**
   1. Based on the SWOT analysis, the main issues to be addressed regard your website visibility. At this time, the site does not show high in web site results, if at all. A recognizable brand name is completely lacking, making your site appear as if a fly by night operation, ready to re-brand itself at any time. Links to social media is lacking in any way, while not a necessity, a LinkedIn reference may increase traffic. Considering, we suggest these be implemented with a higher priority of those below, with branding being at the top of the list.
   2. Other items for consideration:
      1. Strengths:
         1. Simple, concise, aesthetically pleasing,
         2. More professional then competitors
            1. Competitors:

<http://www.floraconsulting.com/index.html>

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

* + 1. Weaknesses – These items should be addressed after the primary goals are achieved.
       1. Audience scope is too broad
          1. What is the target audience? Is it the individual or business? Considering the size of the business, the scope of services should be limited.
       2. SEO is lacking
    2. Opportunities – These items will help to strengthen your business presence and keep visitors longer.
       1. Customer testimonials
       2. No portfolio shown, what kind of work was performed? There is a suggestion, but no “proof”. Again, considering the business size, organizing the site to resemble more of an online resume may help to generate business on a more realistic scale. An employee base of one would most likely need to compliment a team rather than hope to produce one.
          1. Suggest including types of interfaces built, solutions used
       3. LinkedIn links

1. **2 sets of mockups for the site that include a home page and inside content page**
   1. See Illustrator files