

PTARMIGAN

***Ptarmigan Website
Requirements Document***

*Oct. 13, 2020
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As part of the Discover-Define process, we have conducted extensive research on Ptarmigan Lumber Ltd., in order to build an accurate profile on the organization to help with the design of the website. Through methods such as client interviews, competitive analysis and customer journey mapping, we were able to gather as much information as possible that will greatly influence our creative decisions moving forward.

Context

1. Organizational Goals

One of the oldest specialty lumber suppliers in Alberta, Ptarmigan's mission for over 4 decades has been to provide top quality wood products to people in the greater Edmonton area. And they have carried that mission statement through all of their projects, as evidenced by a handful of landmark contributions in the province, a number of industry and customer service awards, and their long-standing relationship with their clients.

2. Website Goals

As they continue to grow and evolve into the new digital age, Ptarmigan have started to look into expanding their customer base, specifically the makers and designers looking for someone to help with their creative wood-based projects, through online platforms. This will be Ptarmigan's first big step into the realm of digital marketing with their first website, and they are hoping for it to achieve the following goals:

- Be a professional landing site for anyone searching for a woodworking company who is reliable and knowledgeable
- Promote an image of the company that is design forward and quality focused
- Be responsive to different screen sizes (computers, phones, tablets, etc.)
- Have a Content Management System (CMS) which allows them to add pages and blog posts to the site
- Generate, on average, 20 to 30 new customers a month.

3. Other Channels

a. Newsletters

As Jakob Nielsen stated in his article, email newsletters have been known to go alongside a corporate website to complement its utility (push for user action, send news and updates, build customer relationships) [1]. However, with an ever-increasing number of emails a user receives on a daily basis, people simply do not have time to read them all and will only choose a select few to focus on. Therefore, to entice users to open a message, we should prioritize subject lines with a strong information scent, and high-value content at the start of a message which will be shown as preview.

Furthermore, recent studies have shown a change in the design of the newsletter, as well as customers' attitudes towards marketing email [2]. According to Kim Salazar, the current design trend favours single-column layouts with fewer items in the viewport at one time. This method has been adopted for a long time on mobile devices to reduce clutter and increase readability, however, in recent years users have also preferred their larger desktop screens to use single-column web pages and email contents. They have become accustomed to the frequent scrolling and the low-density display of information, and enjoy a more clean and streamlined look for the emails they receive. Secondly, the user's definition of "spam mail" has evolved over the years. The term now not only describes unsolicited emails from random and potentially scammy accounts, but also refers to subscribed marketing content that is considered "impersonal, irrelevant, with too much promotional type, or coming in high volume." This new change adds an emphasized importance on careful personalization in marketing materials, including newsletters. That means highly curated, relevant content delivered at the right time (e.g. seasonal sales).

b. Social Media

Social media is yet another channel we can use to reach our target audience and establish our digital presence. The use of social media has transformed the way people receive and interact with information. In her article in April 2020, Feifei Liu pointed out that **passive information acquisition**, defined as the acquiring of information which the user did not set out to find, has increased from 4% to 14% over the past 22 years of all incidents leading to significant decisions or actions [3]. This leads to more social interaction, as people were found to be more likely to share with others information that they stumble upon.

Having a social platform is also recommended as a way to increase the number contact methods for users [4]. Ptarmigan is trying to reach a young audience, a lot of whom favour using a

digital medium like an online form, social media, or chat, for their inquiry. Therefore, besides providing a phone number and address, there should be a dedicated online destination for people who want to reach the company that way, and social media could fill in that gap.

To address the concern about a direct messaging link through our website being expensive, with social media, your existing customer service desk can directly respond to any online inquiries from potential customers with little to no cost. This will just help further diversify your communication streams with your clients and give you further exposure in the digital space.

4. Other Context Details (From Client Interview)

- The company logo shows 2 Ptarmigan birds, which represent the family tradition of gamebird hunting.
- There are no photos or images of the projects since the company does not employ photographers.
- Mobile responsiveness is identified as the main competitive advantage our website will have over that of our competitors.
- We should stay away from photos of industrial spaces.

Users

1. Target Audience — Designers and Makers

- Age: 22-40
- Young creative professionals looking for specialty woods to use for their projects
- Passionate and quality-focused, they will most likely compare several supplier options before choosing one which they think stands out in terms of quality, reliability, customer service, and pricing

2. Personas

Connor Haynes — Freelance Carpenter



"I take pride in my work and always strive for high quality in all my projects."

Age: 25

Work: Freelance Carpenter

Family: Single

Location: Red Deer, AB

Creative

Hardworking

Diligent

Goals

- Build a portfolio with high-quality, functional furniture products
- Advance his career into a more stable place
- Experiment with new material types and hone his carpentry skills

Frustrations

- It is hard to find a reliable supplier at an affordable price.
- Most suppliers have little, if any, online presence, making it hard to do research on.

Bio

Connor is a skilled freelance carpenter. He learned carpentry at a young age from his father, who also used to be a carpenter. He specializes in home furnishing, and is always inspired by modern wood furniture. He wants to create art that he can be proud of, that his clients are satisfied with. He is on the journey of building his brand as a professional woodworker, and he wants to find a reliable supplier who he can establish a long-term working relationship with.

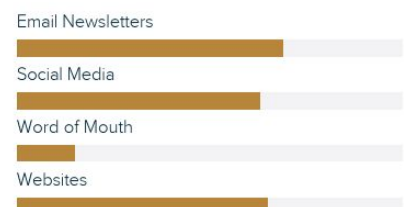
Personality



Brands



Preferred Channels



Mary Phan — New Homeowner



"I am excited to turn my new home into an art project where I can express myself creatively."

Age: 29

Work: Civil Engineer

Family: Single

Location: Edmonton, AB

Detail-oriented

Enthusiastic

Busy

Goals

- Renovate her new house to fit her personal style.

Frustrations

- A busy schedule makes it hard for her to undertake this huge project.
- Fixer-upper house requires more work to renovate.

Bio

Mary was excited when she became a homeowner earlier this summer. It is a fixer upper property in the west end, and Mary's mind has already been running with renovation ideas. Some of the wood paneling needs to be replaced, and she wants to install an in-wall bookshelf, just to name a few examples. She is looking for a company that has knowledge and experience with woodworking to help her with the project and hopefully save her a lot of time.

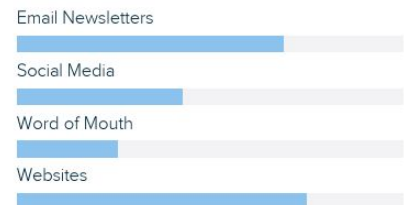
Personality



Brands



Preferred Channels



Jazmine Rose — Contemporary Artist



"I want my galleries to celebrate and showcase the endless possibilities of art using different mediums."

Age: 33

Work: Contemporary Artist

Family: Married

Location: Edmonton, AB

Organized

Passionate

Professional

Goals

- Create an art gallery with all her wood artworks, using a variety of wood types

Frustrations

- It is hard to reach out to, or even know about, a lot of suppliers because of their lack of online presence.
- Some lumber suppliers only specialize in construction and not creative specialty projects.

Bio

Jazmine is a well-known contemporary artist who owns a gallery space in downtown Edmonton. She is passionate about experimenting with different art mediums, and every now and then she would put together themed exhibitions revolving around a particular medium. For her next exhibition, Jazmine wants to explore different ways of incorporating wood materials into her art. She hopes to find a lumber supplier with a diverse catalog of materials to choose from. And since her art is her business, she will be looking for professionalism and reliability in the people she works with.

Personality



Brands

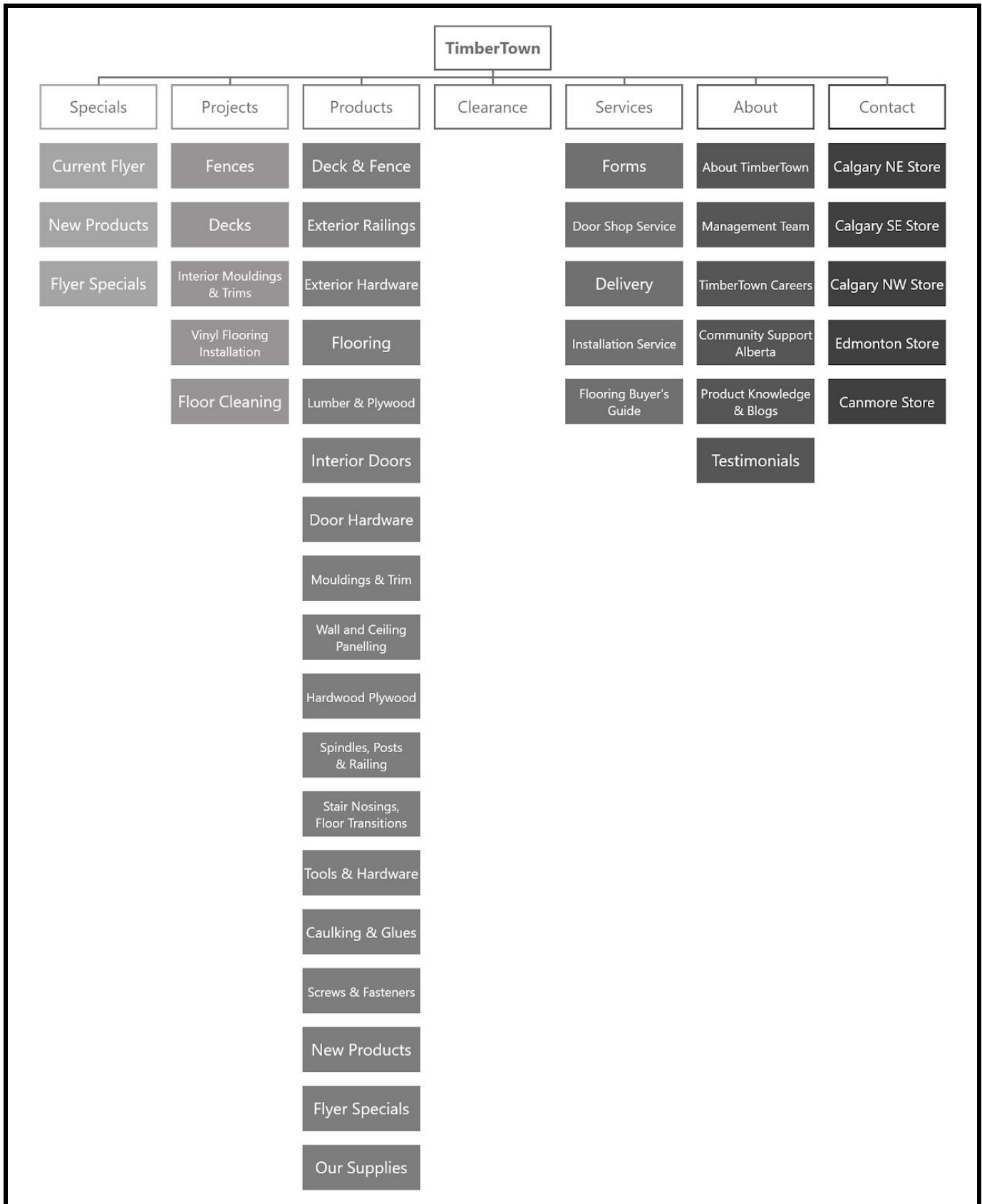


Preferred Channels



Content

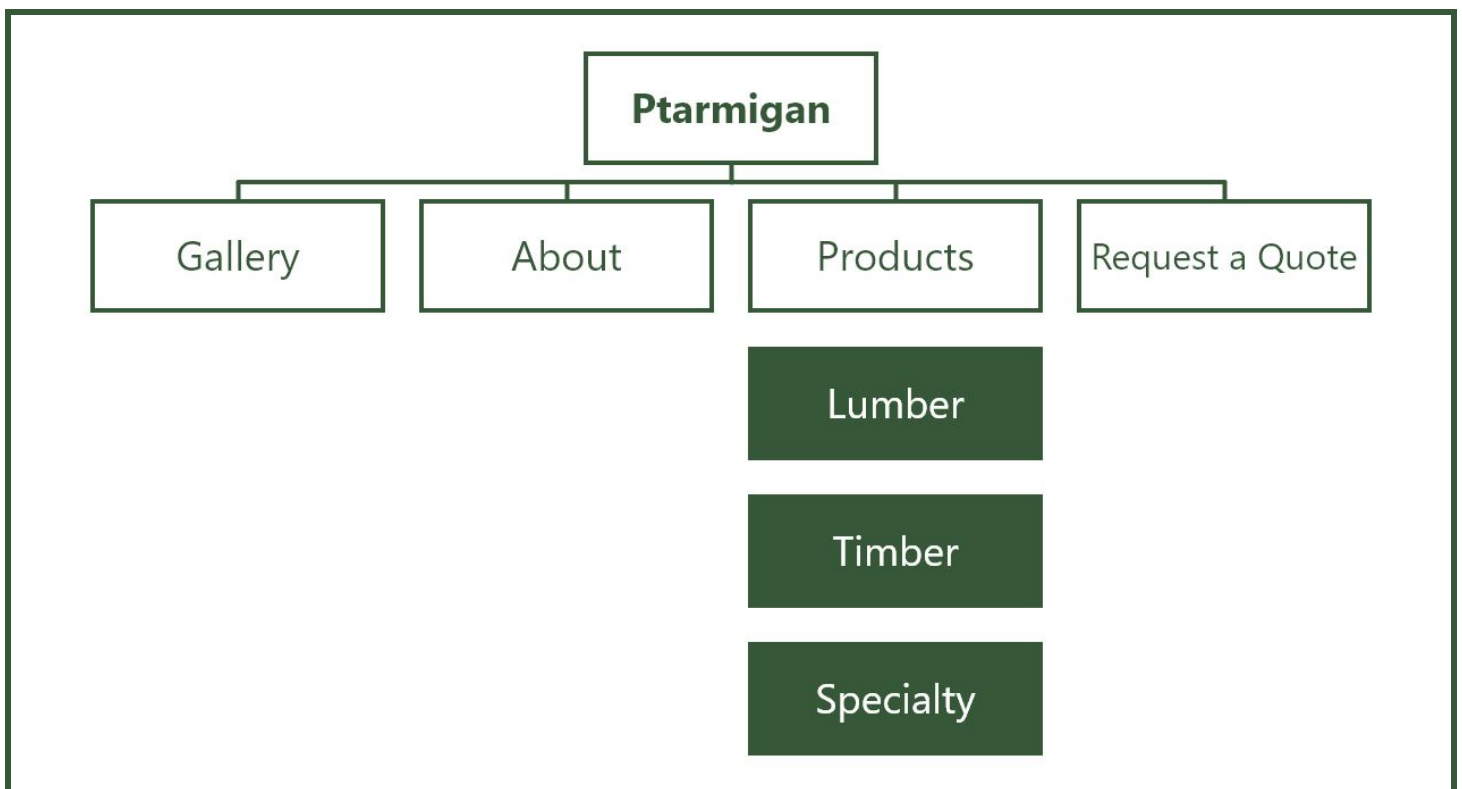
1. Competitor Sitemap — TimberTown



2. Proposed Sitemap

For our website, in general we want it to be clean, professional looking and easy to navigate. Therefore, our sitemap should be simple and straightforward, with the following menu items:

- **Gallery** — A catalog of our past projects, so people get a sense of the values we can bring to the table.
- **About** — For people to learn about the company, its mission and achievements
- **Products** — Let people know what we offer
 - *Lumber*
 - *Timber*
 - *Specialty*
- **Request A Quote** — Contact information



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