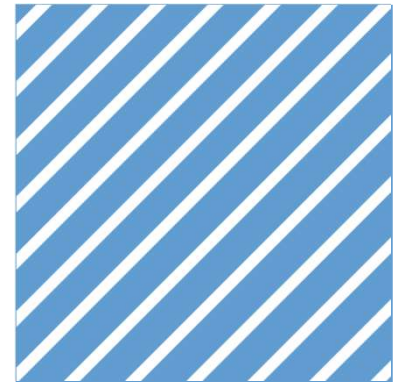


WE ARE
SMARTWEB

The New Digital Media Company in the UK.



all about
our great
company.





OUR SERVICES



Web & Graphic Design

We use the most advanced graphic design tools to produce the best graphics for your business/brand or website.



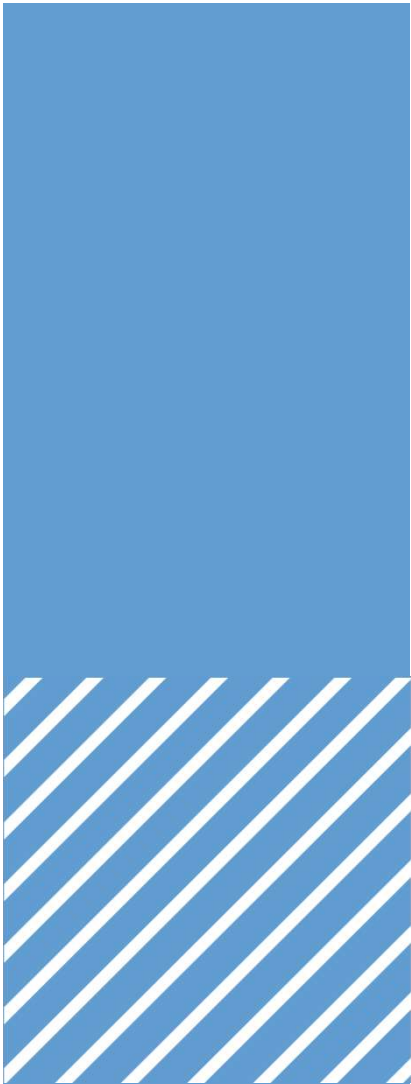
Web Development:

We use the most advanced tools to produce content capable not only to fit your every need, but also every screen.



SEO/Analytics:

We provide the possibility for your company to be displayed in a higher ranking facing search engines and allow you to track how your business is progressing




“

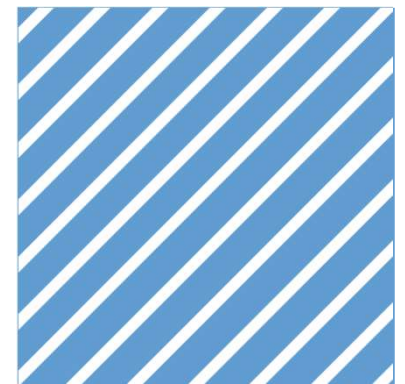
There are no secrets to success. It is the result of preparation, hard work, and learning from failure.

”

- Colin Powell



meet our
awesome
team



MEET THE TEAM



Nuria
Quero
Lead Web
Designer



Omar
Qureshi
Web Designer



Hirak
Choudhury
Web Developer

Sékolène de
Chestret
Project Manager



Joao
Pratas
Lead Web
Developer





YOUR PROJECT



WEB PLATFORM REVIEW

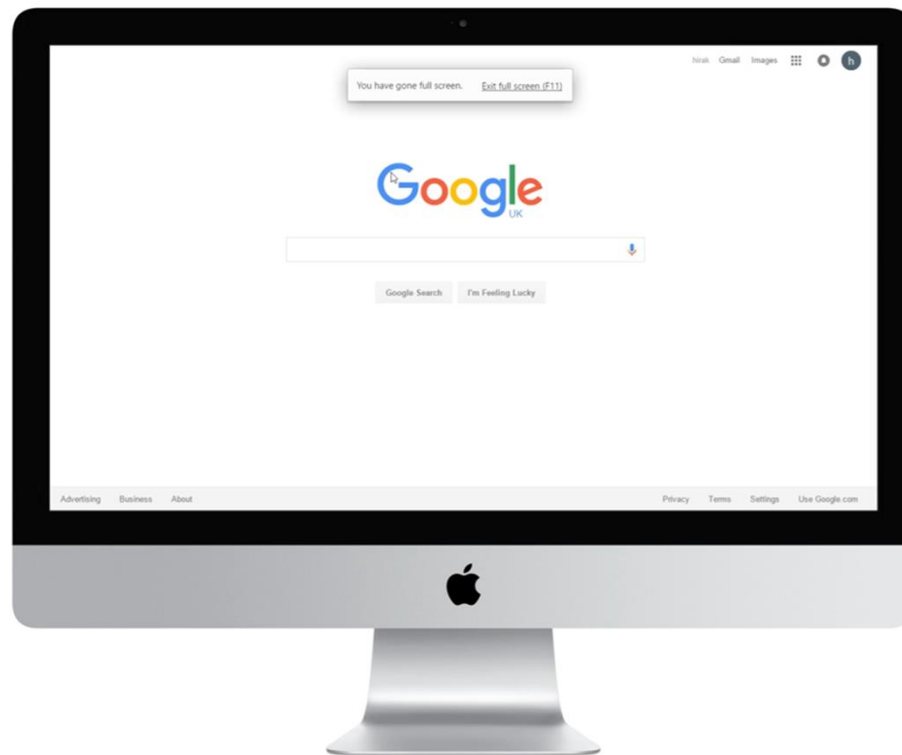
PROS

- Approaches many problems and resolves them
- Use of breadcrumbs.
- Useful information supplements
- Responsiveness

CONS

- There is no journey for the user to follow
- Doesn't explore specific problems
- Intimidating (overwhelming content)
- Very long and confusing navigation
- Too many colours with no specific areas highlighted
- Lacks cohesion and simplicity

EXISTING NAVIGATION DEMO

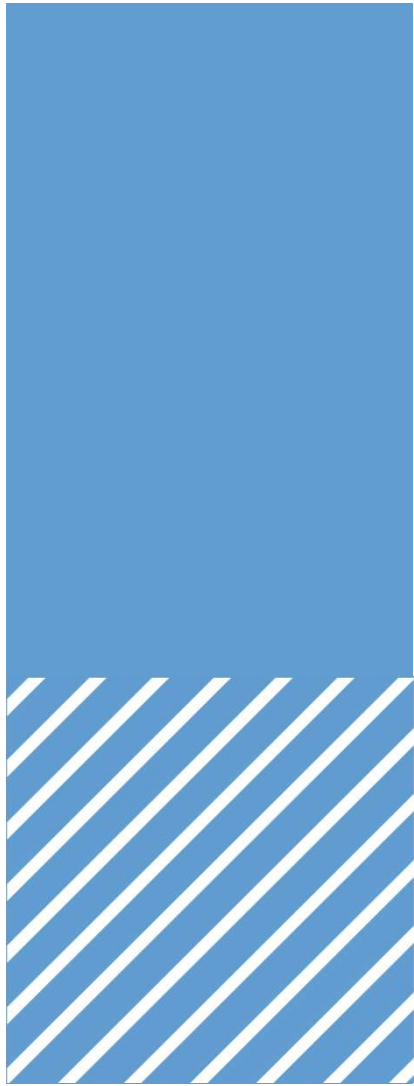




WEB PLATFORM REVIEW

OUR PRIMARY OBJECTIVES ARE:

- Promote Bank Workers Charity through digital channels.
- Provide useful information to the audiences
- Offer direct support to those most in need



OUR PROPOSAL



GOALS OF OUR REDESIGN



Audience

Identify the needs of each persona and the potential reasons for them to visit the website in search of help. Reach out to the target audience and attract them to the website



Engage

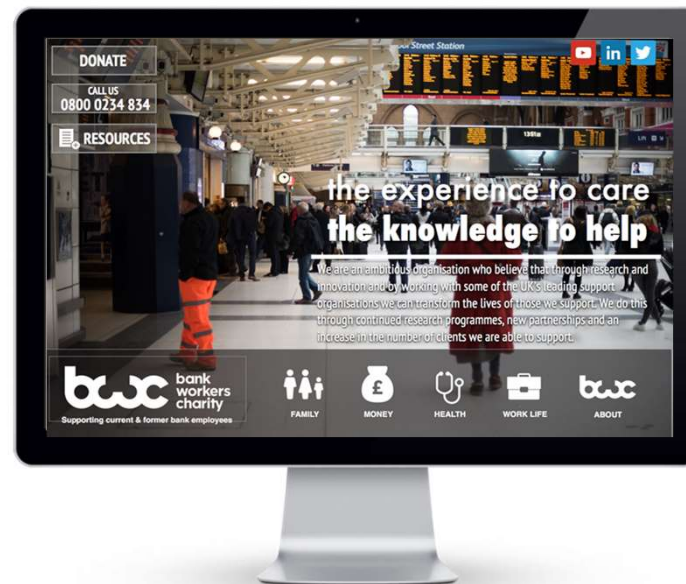
Engage visitors on the site by finding out their needs and offering them useful content and capturing their information.



Visibility

Enhance the visibility of the Bank Workers Charity. Social presence growth. Test and learn what content will make users respond and enhance conversion.

NEW DESIGN



Home page simulation

Clear design

The new model would be characterized by a simple and clear design for the user to understand the logic and the website ergonomics

New navigation

Organise the navigation of the user by topics, rather than by services, and resource.

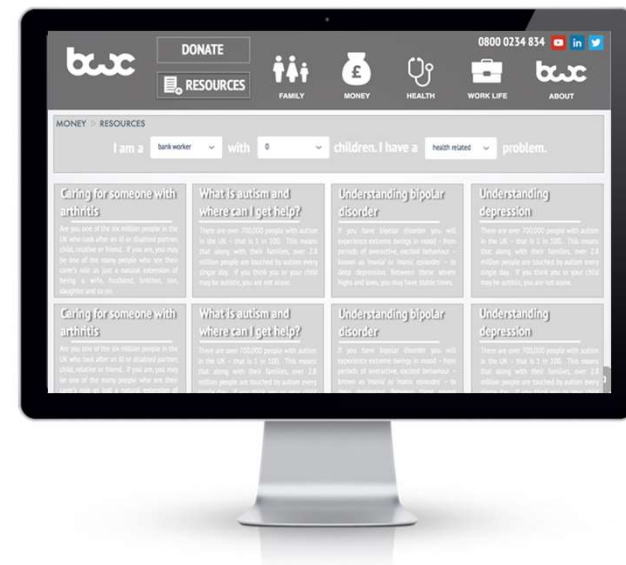
Problem-oriented

The navigation bar will be composed of 4 user problem centred tabs which are: Health, family, work and money. This way of segmentation will help users to go directly to the relevant section they need to explore and solve their problem.

SERVICES || RESOURCES

SERVICES

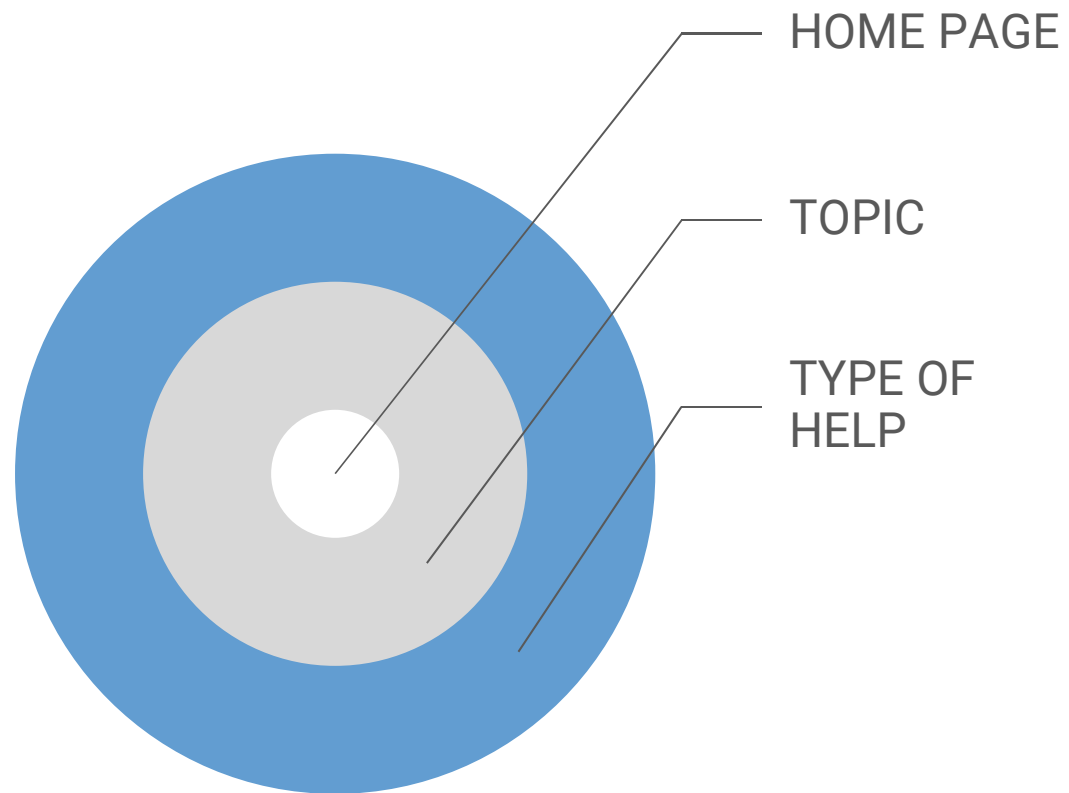
Users will have the possibility to physically speak and deal with real people behind the screen through the chat room function, either by email or phone.



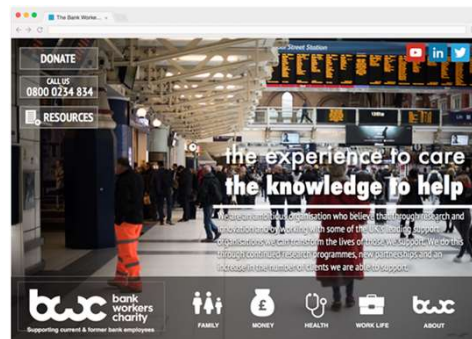
RESOURCES

Provides users with a library of pdf and online documents that the company has which are related to their problems.

USER JOURNEY

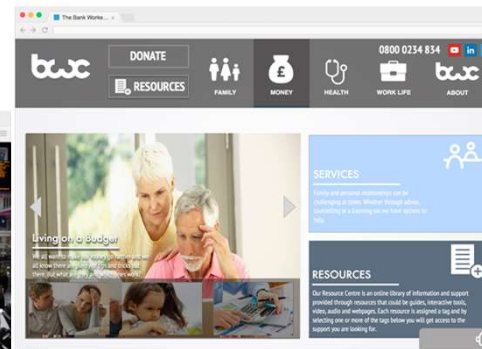


USER JOURNEY



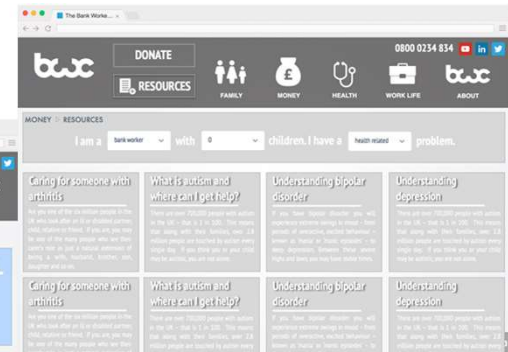
HOME PAGE

The user arrives at the home page. The navigation bar is divided by topics, so depending on his problem he can go directly where he wants.



TOPIC

The topic is broad but with the possibility to narrow it down: Relationships, Money, Work and Health. Defined from the current website.

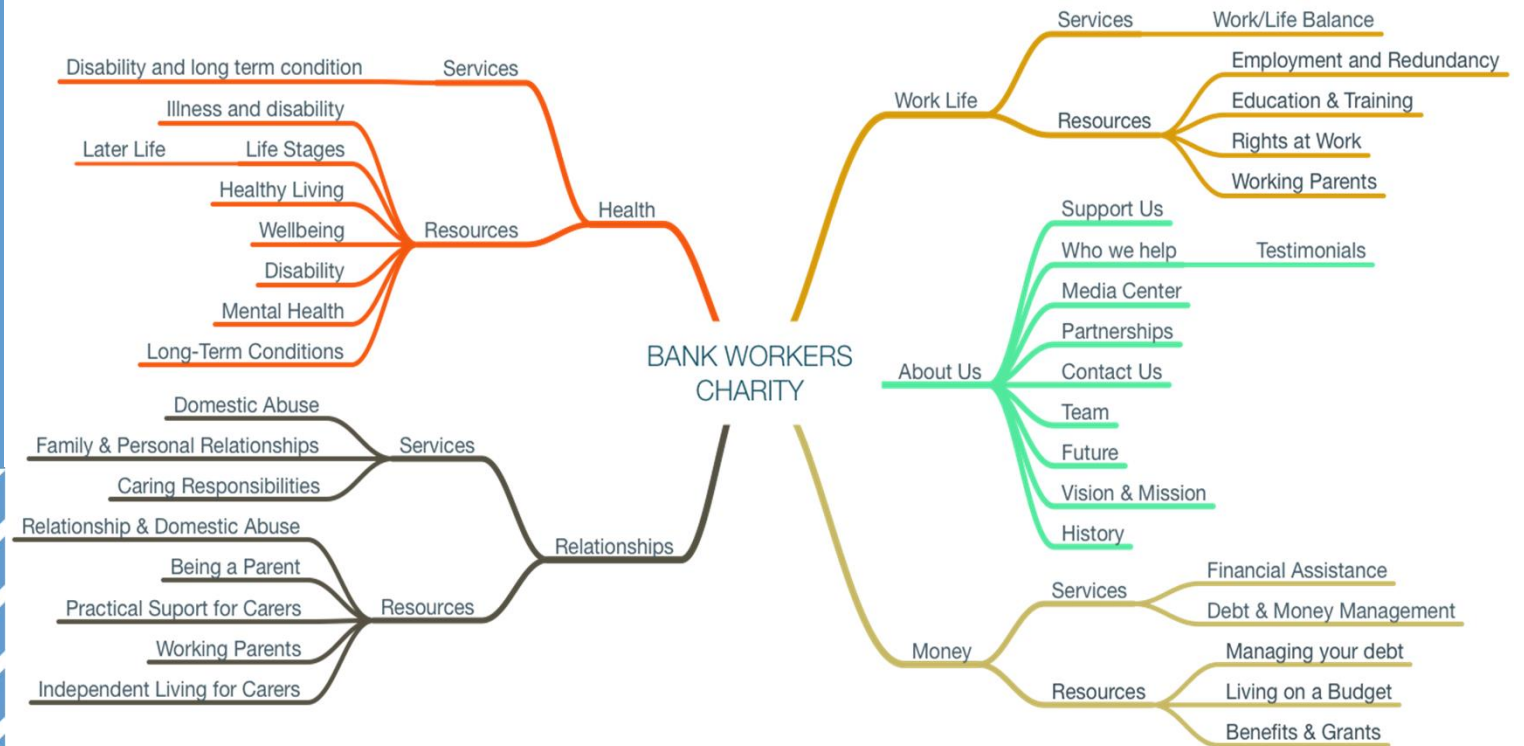


HELP

In the topic page, user can choose to get help via Services (which BWC offers) or Resources.

To narrow the resources a key phrase, that shows different variables to only show the user what he needs.

FLOWCHART



PERSONAS



EASY TO FIND

JACK

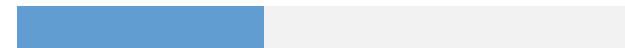
Insurance Banker at Santander

- Compulsive Gambler and Alcoholic
- About to divorce and fight for custody
- Owes money to private lender
- Depression, unfocused at work, complains from clients

Easy navigation



Human contact rather than online information



Quick solutions



Well oriented



PERSONAS



TARGETED
INFORMATION

SARAH

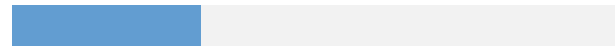
Works in a telecommunication company in Covent Garden
Wife of Eric, a team manager at HSBC bank

- Her husband has had lung cancer for two years ago
- Financial problems in the family
- Only Sarah works now, and they are running out of their savings

Easy navigation



Human contact rather than online information



Quick solutions



Well oriented



PERSONAS



TIME IS KEY

DAVE

Investment Banker at Santander

- Depression and anxiety
- Family is feeling the void of his absence
- His wife is considering a separation

Easy navigation



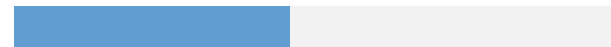
Human contact rather than online information



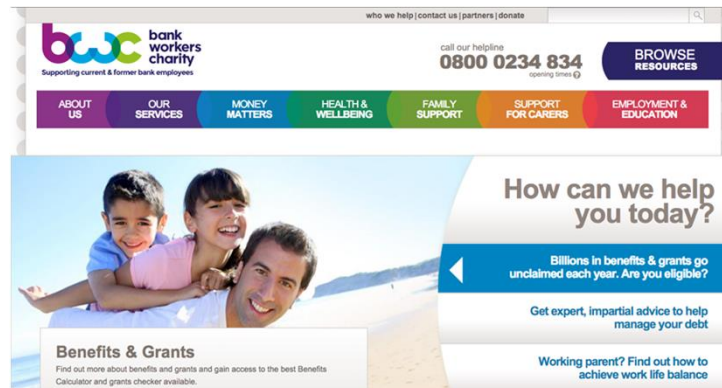
Quick solutions



Well oriented



CHANGE OF ORIENTATION



CURRENT WEBSITE

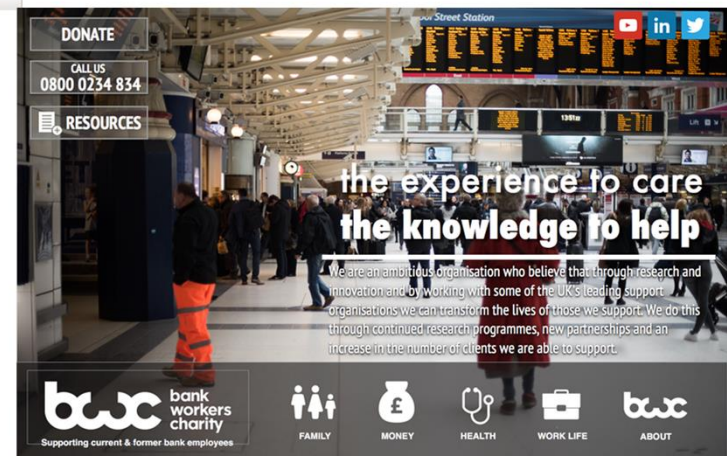
SOLUTION ORIENTED

- Overwhelming
- Without a clear user journey
- Difficult to find what one might need

NEW WEBSITE

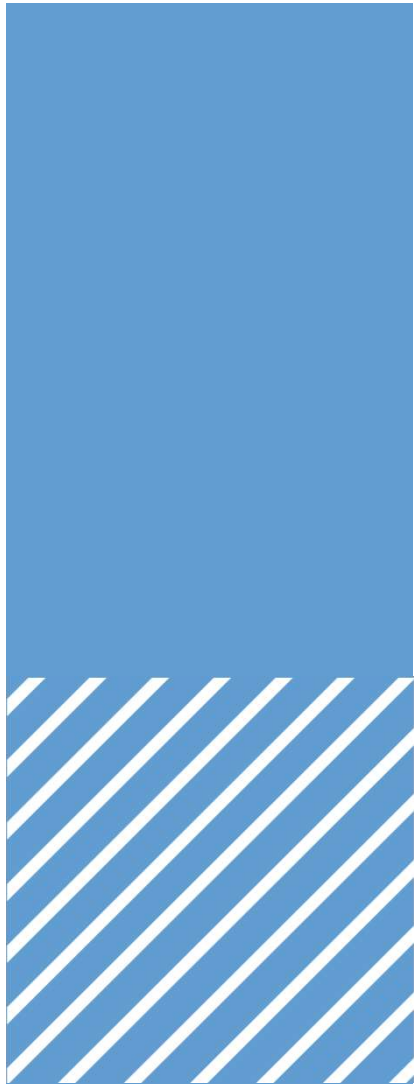
PROBLEM ORIENTED

- Easy design
- Clear user journey in three steps
- Targeting the problem to get to the solution



NEW NAVIGATION DEMO





OUR MILSTONES

Web information gathering

It is crucial for us to insure that we have all the necessary tools to develop this project before we can plan and then execute it

New Information Architecture

Once the new Information Architecture is defined, we can start developing screen elements and start prototyping design ideas

Budget & Planning

At this point, and once we have collected all the information needed, we can measure and calculate not only costs, but also the duration of the project development.

Defining Personas, Scenarios and Task Analysis

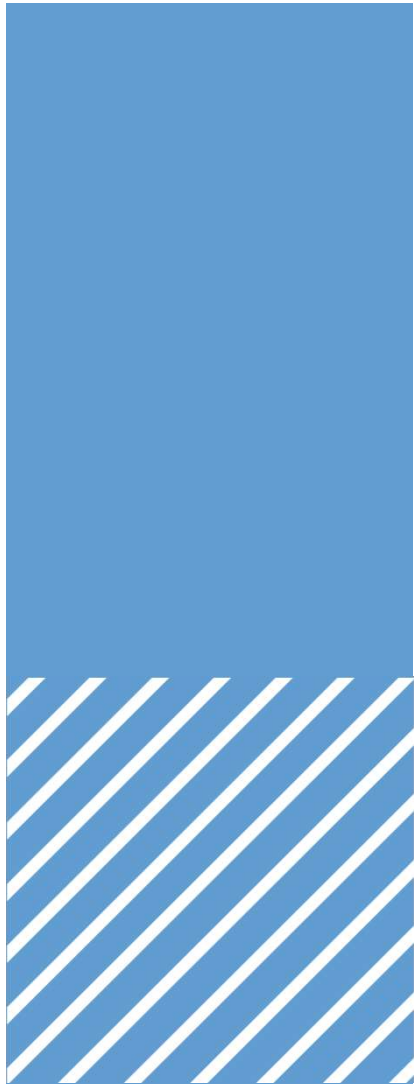
Here, we will examine if our approach solves the problems posed by the original website. We will evaluate our solutions to ensure they are sufficient and how they will improve the overall interface.

Prototype Production

Once the visual elements and concept/visual design appearance is defined, we can then begin to produce the final outputs of the project prototype, as well as starting to implement the code necessary.

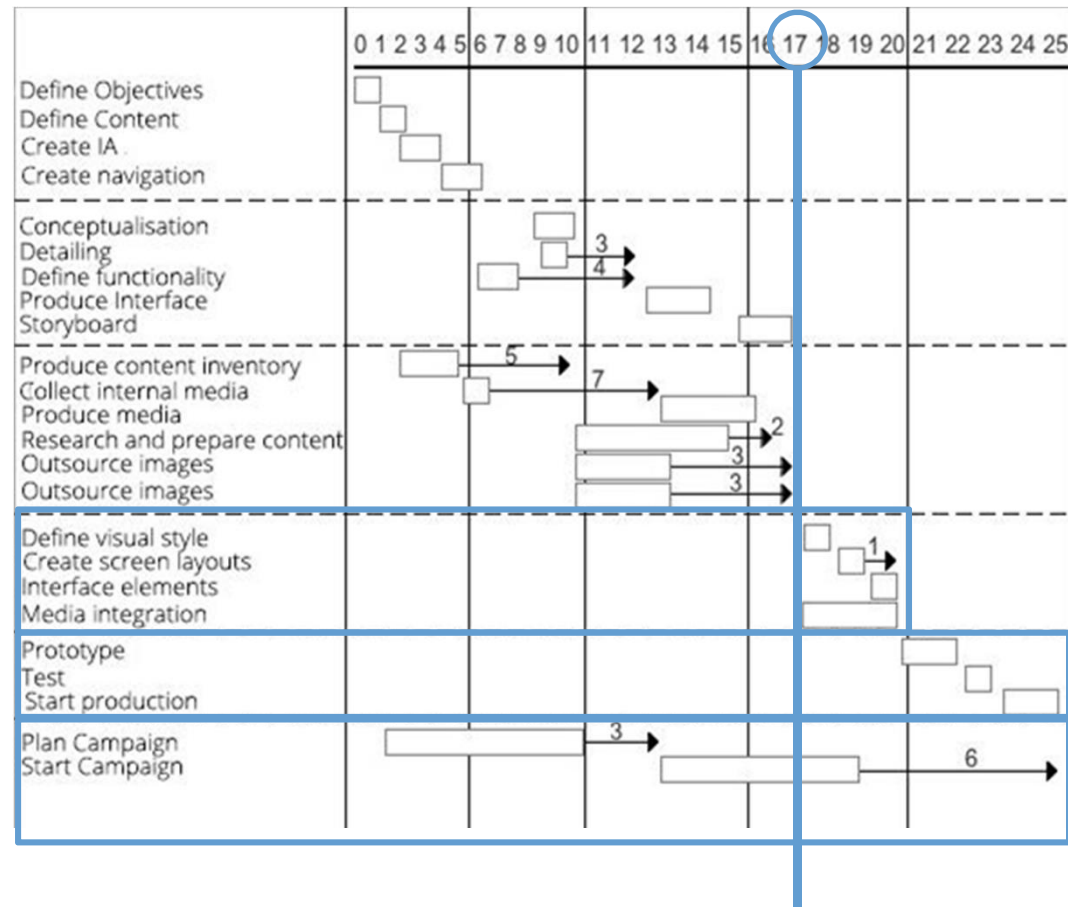
Wireframes & Mock-ups

In this stage, our design plan will be actioned into rough designs and conceptualisation. We will create detailed graphical models to give us a final indication of what the finished model should look and feel like.



| THE PLANNING



OUR BAR CHART



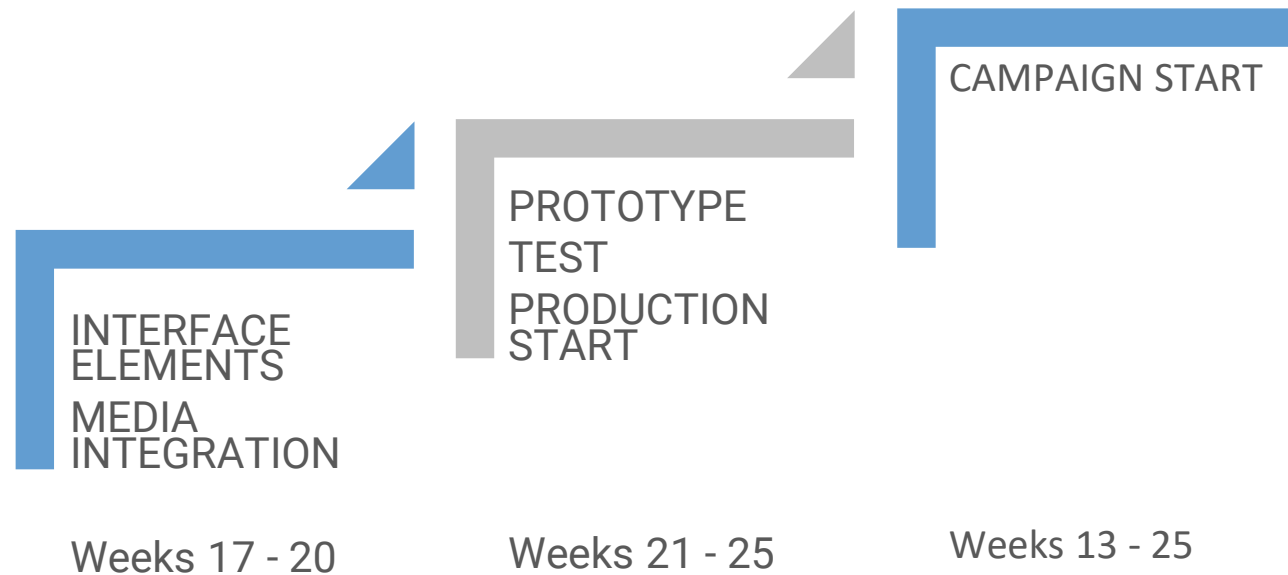
LEGEND

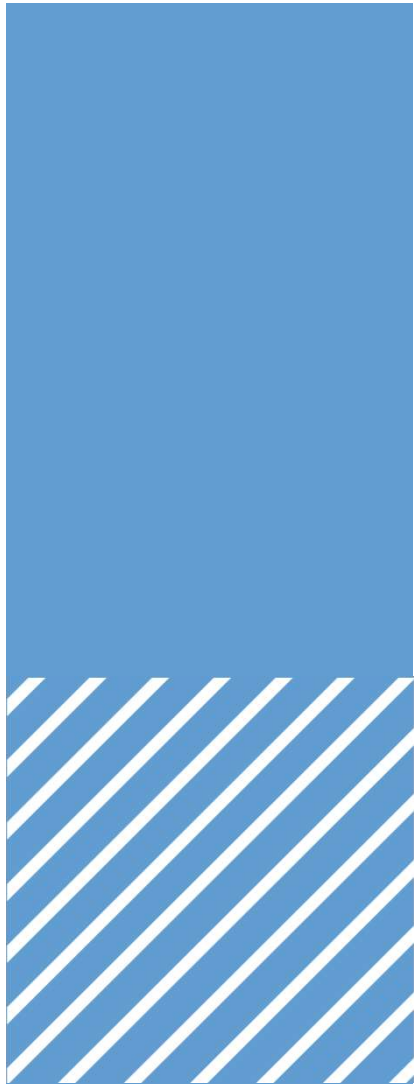
Start: 19/11/15

Finish: 3/05/16

 Duration
 Floating days

THREE STEPS UNTIL THE END





| THE BUDGET

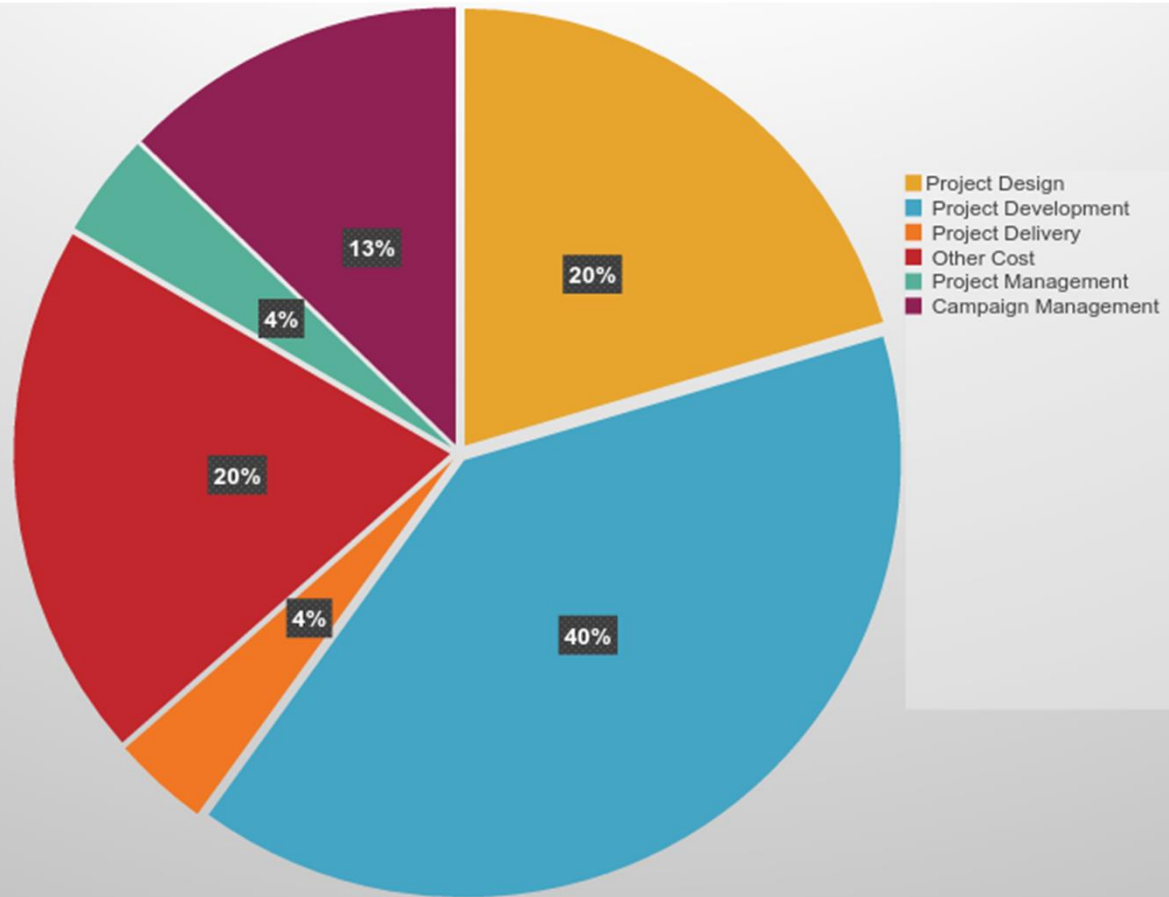


TASK BREAKDOWN

Tasks
<ul style="list-style-type: none">○ Project design - planning○ Project development○ Delivery○ Other costs○ Project management○ Campaign management

- Project design - planning
- Project development
- Delivery
- Other costs
- Project management
- Campaign management

GENERAL BUDGET DIVISION





BUDGET PRICE

Total duration of the Project (weeks): 25

Total hours (8h/day): 1379

Hourly Rate: £38.47/hour

Total Price(inc. VAT): £52,918.80

Total Price(exc. VAT): £44,099.00

CONTACT US



Keep in touch.

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London

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W1577880@my.westminster.ac.uk
(07) 842 770927

Questions & Answers

We hope you enjoyed the presentation.