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Phase 1: Strategy Document

Group Name: Lady Innovators
Site Name: Advantageous Technologies

Our team will be making a content-oriented website that will serve as an informational platform for Apple products and technologies. We want to learn what technologies Apple has to offer that would appeal to the young adult audience. Our motivation is the lack of focus on young adults who are consumers of Apple technologies. The purpose of our website is to inform consumers about the technological advances held within the new product lines. Our intended audience are teenagers and young adults. The users need information which is the sole reason why consumers visit websites. They go to the website to learn more about a product, possibly read other consumer reviews, and choose a product that best fits the consumers' needs. Once they have finished checking out the products online, then they decide on whether they want to go to the store and purchase it or not. Some consumers even purchase their products online so the website is essential in persuading the user to shop at Apple or not.

A critical measure of success is the performance of the website. Google Analytics is a tool that provides this information. Signing up for a Google Analytics account and tracking the following will provide success metrics:

- Website traffic - this will identify how many visitors have come to the website. This data helps determine if the site is growing or declining. Additionally, the reporting can be broken down to indicate the number of new visitors to the site and the number of repeat visitors.
- Traffic sources - this information will validate if the target audience of teenagers and young adults are those visiting the website. Google Analytics also identifies how visitors are coming to the site. For example, are they coming from the search engines (organic), another website (referral), typing the domain directly into a browser (direct), or from social media (social)?
- Bounce rate – this information indicates how many visitors leave the site after arriving. It's important for the site's visitors to stay on the site and engage with content for the site to be successful.
- Top pages – this information which is named 'Behavior' on Google Analytics provides the top pages in the site that are viewed. This will help determine if the most important content is being viewed and provide information if other pages need to be adjusted to increase views.
- Conversion rate – this important metric will provide the information needed to determine if visitors have performed the site's intended goals and desired actions.
- Conversion by traffic source – this will give information to identify changes or additions that can be made to the website and encourage loyalty and repeat visits.

Our Personas:

Persona #1: Michael is a millennial looking for the perfect technologies to purchase for his little brother Joe who is a freshman in high school. Joe is really interested in how technology could make daunting tasks easy. Michael needs a product that can accommodate a student through his high school years.

Persona #2: Sally is a college student. Sally uses a composition book and pencils to take notes in class. Sometimes notebook paper gets crunched up or get snatched out of the binding. Sally is looking for an easier way to keep track of her notes.