



ICT Shared Services

2 July 2024

Feedback of the HA Group Website

Introduction

The recent feedback session on the HA Group website has provided valuable insights from various team members. This report summarizes the key points discussed, along with recommendations from me for further enhancements to improve user experience and the effectiveness of our online presence.

1. Website Imagery and Photoshoot

- **Feedback:** There is a strong interest in adding personal touches to the website by including photographs of our team. Employees have suggested organizing a professional photoshoot.
- **Recommendation:** Get recommendation from Projects Director regarding this.

2. Content and Navigation Changes

- **Feedback:**
 - There is a recommendation to merge the 'Group Companies' and 'About Group' tabs into a single tab to streamline navigation.
 - On the 'Home' page, it is suggested to add a 'Company Profile' download button prominently on the head slider and to move the 'Key Business Partners' section to a more prominent position.

- Additionally, there is a proposal to enhance the 'Key Business Partners' section by including a dedicated area with visuals representing each partner.
- **Recommendation:**
 - Implement the 'Company Profile' download button on the head slider as it will provide easy access to essential corporate information.
 - For the 'Key Business Partners', add a simple link to their websites instead of a dedicated section with visuals, maintaining the focus on HA Group and its entities. This keeps the website focused on promoting our services and capabilities.

3. Marketing Enhancements

- **Feedback:** There is a suggestion to include a marketing pop-up tool that could promote our website on other sites.
- **Recommendation:** Consider the potential benefits and drawbacks of using pop-up tools for marketing. It is important to balance promotional activities with user experience, which could be negatively impacted by intrusive pop-ups.

4. Employee Contributions and Picture Editing

- **Feedback:** Many employees are eager to contribute their own project photos for the website, which would provide authenticity and showcase our work.
- **Recommendation:** Encourage employees to submit their photos. However, ensure that these images are professionally edited to maintain the visual quality of the website.

Conclusion

The overall response to the new website has been overwhelmingly positive, with team members appreciating its representation of HA Group and its subsidiaries. The suggestions provided are aimed at refining the site's functionality and visual appeal, further aligning it with our corporate image and marketing strategies.

Next Steps

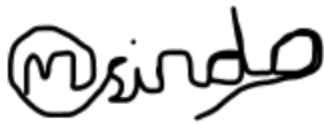
- Schedule a photoshoot for team photos.

- Begin the technical adjustments to the website as per the feedback.
- Review marketing strategies concerning digital presence and user engagement.

Please let me know if there were any other elements you would like to discuss or if you have additional feedback regarding the proposed recommendations.

Best regards,

Clarence Msindo

A handwritten signature in black ink, appearing to read 'msindo' with a stylized flourish at the end.

System Administrator