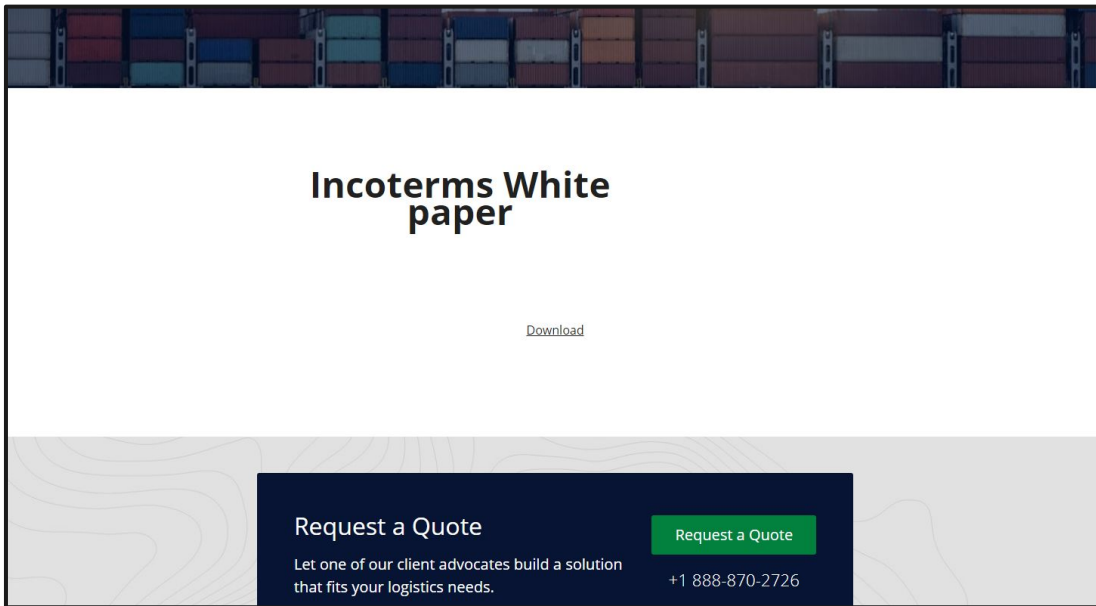


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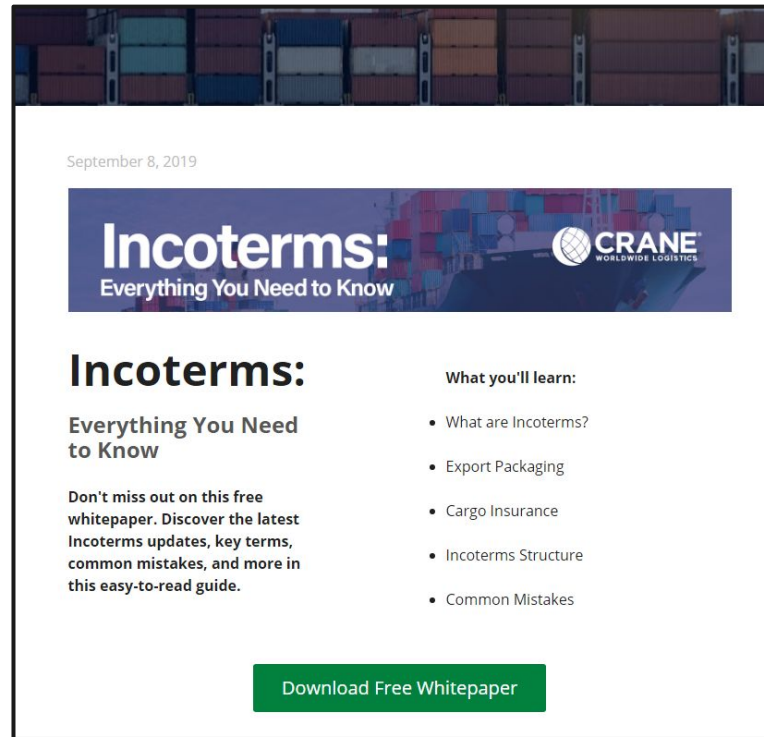


Landing page

Before



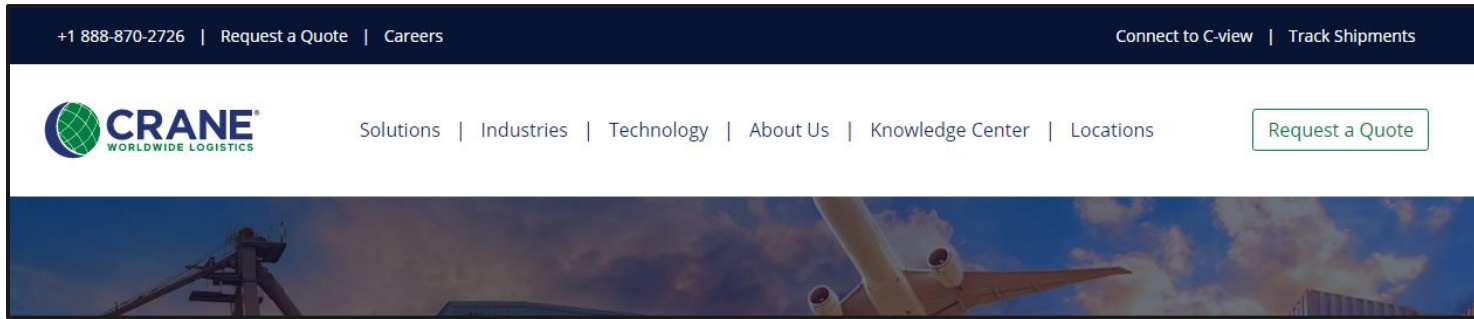
After



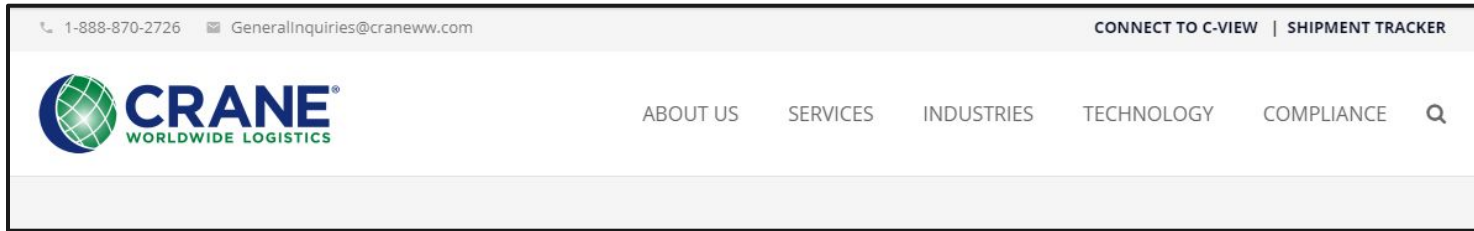
- Swapped text link for green button with strategic CTA
- Teased highlights of whitepaper and its value
- SEO-optimized copywriting and used UTM tag to measure

Webpage header

Before



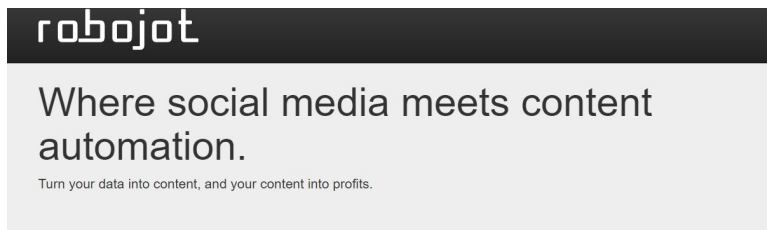
After



- Consolidated and re-organized structure
- Rephrased items to be more actionable (e.g. *Shipment Tracker* to *Track Shipments*)
- Added actionable button to drive engagement toward quote page

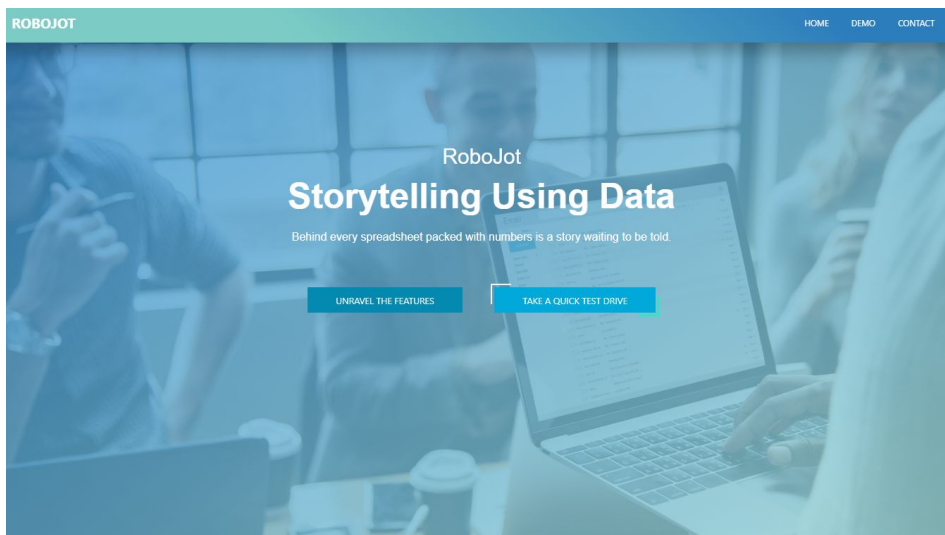
High-bounce rate website

Before



The 'Before' website design for RoboJot features a dark header with the 'robojot' logo in white. Below the header, the main headline reads 'Where social media meets content automation.' followed by the subtext 'Turn your data into content, and your content into profits.' The design is simple and lacks a clear call to action.

After



The 'After' website design for RoboJot is a modern, mobile-responsive layout. It features a blue header with the 'ROBOJOT' logo and navigation links for 'HOME', 'DEMO', and 'CONTACT'. The main section has a large background image of people working on laptops, overlaid with the text 'RoboJot Storytelling Using Data' and the tagline 'Behind every spreadsheet packed with numbers is a story waiting to be told.' Two prominent blue buttons, 'UNRAVEL THE FEATURES' and 'TAKE A QUICK TEST DRIVE', are positioned below the text. The design is clean, professional, and clearly guides the user towards the demo or contact options.

- Established funnel to point users toward demo webpage or contact form
- Added actionable buttons with strategic colors to invoke engagement
- Updated copywriting using a mobile-responsive, structured design

Sales App



Problem

Company's apps require too much time and are difficult to update content

With limited availability, sales representatives needed an app that's easy and quick to use, complete with dynamic content .



What users do today

UX research yielded detailed pain points based on usage of prototypes and similar apps

Long duration: Less screens in favor of pop-ups and dropdowns equated to quicker times.

Login process: Eliminate login screens in favor of automated SSO (single sign-on)

Old content: Utilized backend CMS (content management system) to serve updateable blocks of content via API



Research Methods

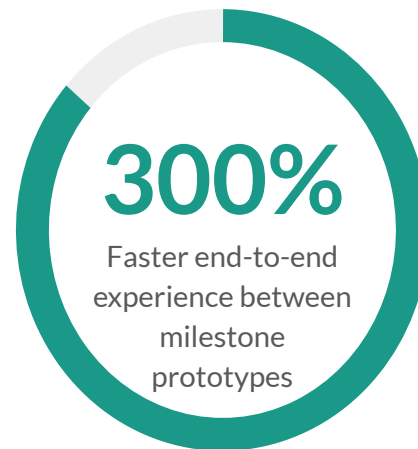
Feedback was collected from stakeholders, product managers, and others

Design Thinking: Creating personas and ideation process around pain points; mind maps

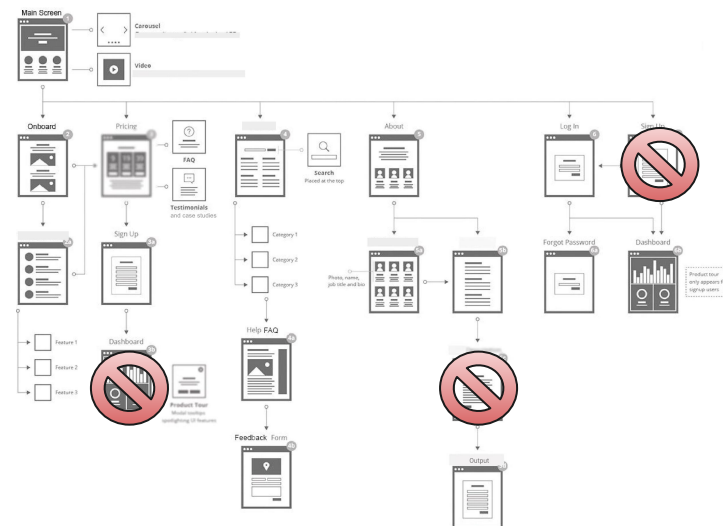
Heatmaps: Understanding where users are tapping/clicking within UI of screens

Interviews: Traditional face-to-face interviews

Supporting information

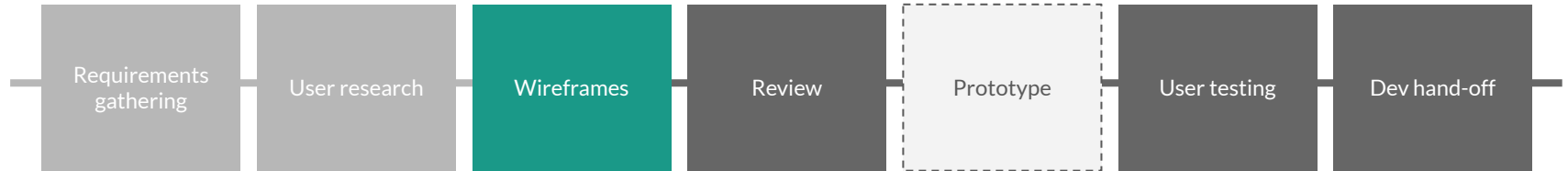


Content now updated via backend CMS instead of costly and lengthy process with developers and designers.





Content Process in Sprints



Internal Search Dilemma



Internal Search Project

Sales representatives submit collateral to central source but can't find it later

1. **Meta data:** Content submissions lacked information
2. **Outdated content:** Older content was competing with new content
3. **Non-indexed content:** Inability to scan and index media type



Internal Search Project

Sales representatives submit collateral to central source but can't find it later

1. Meta data

- Require keywords, description
- Create taxonomy

2. Outdated content

- Govern content
- Delete unused content

3. Non-indexed content

- Enable functionality to scan/index PowerPoints or require alternative media type



Internal Search Project

Results

1. Meta data

- Stakeholders reported content was becoming easier to find
- New content structure reduced need for search

2. Outdated content

- Editorial process ensured legacy content would be archived
- Servers and databases operated quicker

3. Non-indexed content

- PowerPoint content could be found

Internal Communications



Internal Communications

Creating awareness of company news, employees, and more

IBM

I organized committees to create and distribute monthly a internal newsletter for Austin's Global Marketing Center, and the Sales Enablement team.

The newsletters focused on news within each department, major company news, highlighting employees, contests, and more.

Crane Worldwide

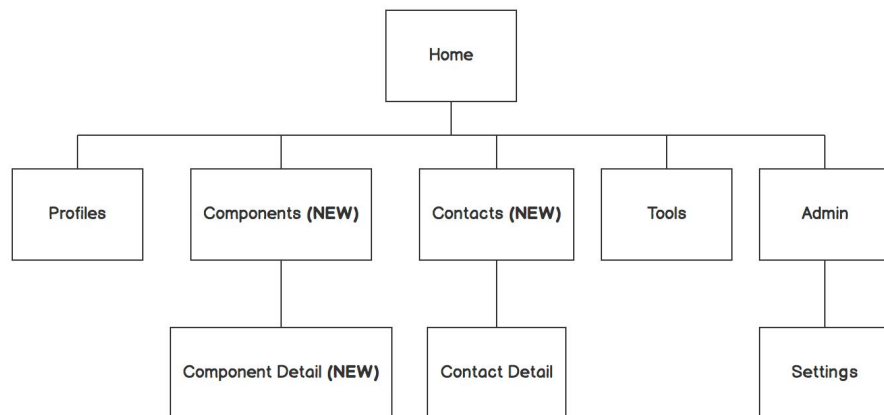
I boosted open rates of the monthly newsletter and traffic to company's Sharepoint.

These efforts included creating a content calendar, newsletter branding, interviewing SMEs, acknowledging employees, and more.

Content Strategy

Looking at the big picture to piece together the puzzle

My content strategy experience includes performing content audits and providing metrics and visuals to show the user's journey and how it's measured.



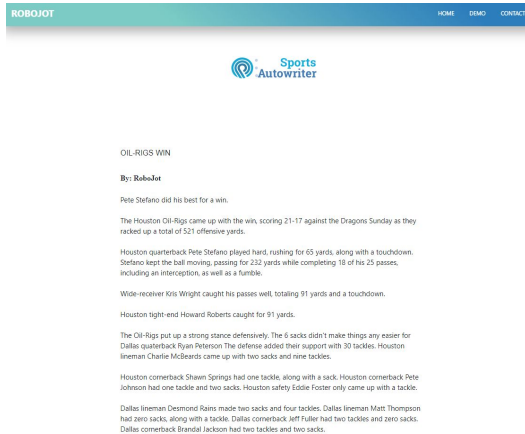
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Time	17:19:58 CDT			
Summary	Number c	% of Total	Total URI	Total URI Description
Total URI	500	100.00%	500	URIs Encountered
Total URI	492	98.40%	500	URIs Encountered
Total Inter	2	0.40%	500	URIs Encountered
Total Exte	6	1.20%	500	URIs Encountered
URIs Displ	494	100.00%	494	URIs Displayed
Total Inter	364	73.68%	494	URIs Displayed
Total Exte	130	26.32%	494	URIs Displayed
Internal				
All	364	100.00%	364	Internal URI
HTML	260	71.43%	364	Internal URI
JavaScript	20	5.49%	364	Internal URI
CSS	17	4.67%	364	Internal URI
Images	24	6.59%	364	Internal URI
PDF	0	0.00%	364	Internal URI
Flash	0	0.00%	364	Internal URI
Other	43	11.81%	364	Internal URI
External				
All	130	100.00%	130	External URI
HTML	23	17.69%	130	External URI
JavaScript	9	6.92%	130	External URI
CSS	23	17.69%	130	External URI
Images	64	49.23%	130	External URI
PDF	7	5.38%	130	External URI
Flash	0	0.00%	130	External URI
Other	4	3.08%	130	External URI

Inventions

Inventions

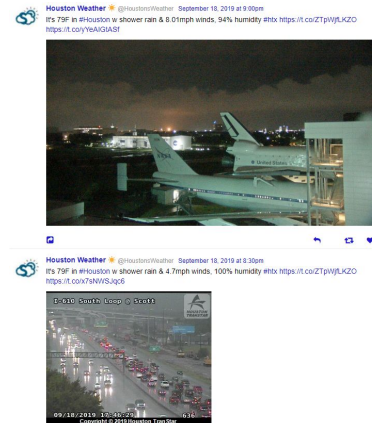
RoboJot

Converts post-game football statistics into a full-length story.



SeeYourWeather

Posts hourly live-shots and weather updates for various cities to social media.



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