



Assignment 1

Description:

You have been hired by a client - **J Donohoe & Associates** – to revamp their current website - <https://www.idacpa.com/>

The client feels that in addition to a visual design overhaul, you should also make recommendations about the website's user experience—which to a large part entails its content—and help them incorporate better quality content going forward.

The client's goals are:

- 1) Offer information that's most relevant to the users
- 2) Help promote the company's brand and values, and
- 3) Gain a competitive edge through better content
- 4) Be seen as an expert in the field

Instructions:

Given these client requirements, as a part of your deliverables, you've promised to provide:

1. A qualitative audit of the current website's content, consisting of the following criteria:
 - a. URL
 - b. Page title
 - c. Content Type(s)
 - d. Writing quality -- i.e. language, grammar, punctuation, use of jargon etc.
 - e. Voice and tone -- i.e. if content reflects brand and value and if tone is appropriate for the audience, purpose
 - f. Effectiveness – i.e. if the content is easy to understand and provides meaningful information.
 - g. Calls to action – i.e. if user knows what to do next

(Sample template provided)

2. Recommendations
 - a. A bullet-point summary of how the current content of the website should be improved or modified to meet client goals.



- b. Your recommendations should consider your persona's and client's goals
- 3. The supporting artifacts of your recommendations and content audit such as:
 - a. Competitor Analysis
 - b. User Persona
 - c. Content best practices

Note:

Your assignment 1 for this course is to create any artifacts/documents related to the above three deliverables. Visit the 'client' website and look at the client's goals to guide your decisions. Also, **feel free to make any reasonable assumptions about the user personas, the client, and the competition** - things you'd normally uncover during research and requirement gathering, but do make sure to include any such assumptions in your artifacts/documents.

Rubric

Criteria	Pts
Qualitative audit <ul style="list-style-type: none">a. URLb. Page titlec. Content Type(s)d. Writing quality – i.e. language, grammar, punctuation, use of jargon etc.e. Voice and tone – i.e. if content reflects brand and value and if tone is appropriate for the audience, purposef. Effectiveness – i.e. if the content is easy to understand and provides meaningful information.g. Calls to action – i.e. if user knows what to do next	20 pts
Recommendations <p>A bullet-point summary of how the current content of the website should be improved or modified to meet client goals.</p>	10 pts
Additional Artifacts <p>primary persona and a quick competitive scan</p>	20 pts
Total Points: 50	