Content Architecture:

1. Home
   1. Header (Logo, About Us, Contact Us, Products, Partners, Posts, Inquire, Get a Quote)
   2. Showcase of Planet with a video
   3. Explore link to Products page
   4. Latest Updates link Facebook feed
   5. Showcase of 9 products
   6. Gallery of Planet imageries
   7. Link to 3 global partners (RESTEC, Planet, NTT Data)
   8. List of industries supported
   9. Footer (Partners, Products, Contact Us, Get in Touch – Social Media)
2. About Us
   1. Description
   2. History and partners
   3. Unnamed Section with **A WIDE SPECTRUM OF PRODUCTS, SOLUTIONS FOR DIFFERENT INDUSTRIES, TECHNO-POWERED BY OUR TRUSTED PARTNERS**
   4. Feature of products from partners
   5. Applications for the products
3. Contact Us
   1. Main Office
   2. Contact Number
   3. Email
   4. Location Map
4. Products
   1. Showcase of Planet products with a video
   2. Emphasis on Contact Us
   3. A snippet of imagery applications to specific industry or sector.
   4. List of products
5. Partners
   1. RESTEC
   2. Planet
   3. NTT DATA
6. Posts

6.1 News and Events from FB posts

1. Inquire

7.1 Form to email

1. Get a Quote

8.1 Google form asking users what data they are interested in

Questions to ask on content:

1. Home
   1. Is your Main menu hierarchical? Is your priority your company or your product? Why separate Contact Us and Inquire?
      1. Hierarchy
         1. About Us
            1. Products and Services
            2. Partners
            3. Projects
            4. Key Staff and Expertise
            5. FAQs
         2. Contact Us
            1. Get a Quote
         3. Posts
            1. Social Media Posts
            2. Company Events and Activities
            3. Career Opportunities
            4. Testimonials
   2. Who is your market, your clients? What’s the sector or industry you serve mostly?
      1. Public and private entities.
         1. National and local government units and agencies.
         2. Utilities (power, water, telecom)
         3. Agriculture and Environment
         4. Defense & Intelligence
         5. Disaster Management
   3. What is your business goal? Are you highlighting it effectively? Why are you featuring only one of your partners’ products (Planet)?
      1. Have potential customers acquire satellite imagery but to also seek our services in providing value-added analyses using said imagery.
      2. New partner products and services are not yet properly highlighted in the website (but we have started doing so in social media)
      3. Other partners’ relationships were established more recently. They have a smaller collection of promotional materials. But we intend to feature all of them in the new website.
   4. Are you providing the latest updates on your products or on your activities or events in the “See Latest Updates”?
      1. Yes, we are just mirroring our social media posts to this page.
      2. Other updates such as new and completed projects will be posted manually in About us >> Projects (with corresponding datestamps)
   5. Is the number of products in the home page consistent with the number of products within the pages and in the Footer? (9, 11, 13) Are the product labels consistent all throughout the pages? (Planet Basemaps vs. GlobalBasemaps) Is there a way to classify the products? (e.g. 2D and 3D, by partner, etc.)
      1. These are not yet updated. There is a grouping that we use in some presentations and marketing:
         1. Optical satellite imagery and derived products
         2. Non-optical satellite imagery and derived products
         3. Analytics services and software
   6. You have a Gallery of Planet imageries. How about RESTEC and NTT DATA?
      1. Yes, all partners should be represented. We have to collect the appropriate materials from our other partners.
   7. Is it effective to use “spectrum” as a regular word in your content when it is your corporate identity? Is GIS and Remote Sensing Analysts an industry?
      1. Yes, we are fine with the use of “spectrum”
      2. GIS and remote sensing analysts are the professionals or experts in the same field.
   8. Why do you have an Admin Login in the footer? Is this not a security risk?
      1. We can hide this login by using a dedicated address
         1. (ex. www.geospectrum.com.ph/admin)
2. About Us
   1. Do you have a mission statement, vision, core values, etc.?
      1. Yes (to provide)
   2. Who are the people working in the company, their expertise, etc.?
      1. We can incorporate the key staff (to provide)
   3. What are the career opportunities?
      1. Yes, we plan to include this in Posts >> Career Opportunities
   4. Do you have compliances, accolades, testimonials, etc.?
      1. Yes, we plan to include this in Posts >> Testimonials
         1. Simple things like news bits and statements from prospective and current clients and partners.
3. Contact Us
   1. Would it be possible to integrate Contact Us and Inquire?
      1. See 1.1
   2. How can a client make a feedback?
      1. This is primarily done using private mechanisms (such as customer feedback forms solicited from finished projects). If there is an opportunity to showcase good feedback, we incorporate it as a post or testimonial.
4. Products
   1. Is it ok to prioritize only one of the partners with a video?
      1. See 1.6.1
   2. Why provide the Contact Us link first without introducing the products first?
      1. See 1.1
   3. Is there a way to describe the accuracy and timeliness of the geospatial data or imageries?
      1. Yes. An inspiration could be: [https://www.aw3d.jp/en/products/enhanced/](about:blank) (see bottom table)
   4. Why is there no link to the sectors that are mentioned in the snippet for sectoral applications?
      1. We will provide write-ups for each of these. Also see 1.2.1
   5. Would it be possible to classify the 13 products listed? Why is it not consistent with the products in the home page and in the footer?
      1. Yes, see 1.5.1
5. Partners
   1. Is it possible to put them under the About Us page? More description on the partners?
      1. Yes see 1.1
6. Posts
   1. Are the FB posts automatically generated or manually encoded?
      1. Automatic
   2. What are the images for under the Events section?
      1. Remove this section.
      2. Add an actual section for company events. See 1.1
7. Inquire
   1. Can this form be included in the Contact Us?
      1. See 1.1
   2. Can you provide more helpful tips here like an FAQ so you can make this page as Support instead of Inquire?
      1. Yes we can provide. Add a FAQ section under about us.
8. Get a Quote
   1. What is the right word? Product or data? Can we use product in the google form and must be consistent with what is listed in the website for products?
      1. See 1.1

Impressions on the UI and UX:

1. Home
   1. The overall color scheme is cool on white. Probably adopting the colors on the logo. There is less contrast.
      1. Are there alternative color schemes to be suggested?
   2. The icon for Get a Quote is for download.
      1. See 1.1
   3. Inconsistent behavior of button and text links.
      1. Yes, let’s fix
   4. Images are not fully maximized. The elements (images, text boxes, etc.) are not proportionately applied in the page. Responsiveness is off.
      1. Yes, let’s fix
   5. Sections are not properly identified.
      1. Yes, let’s fix
   6. The transition effects (flash) imageries could be inappropriate to some users.
      1. Yes, let’s change
   7. The shadow effect and color of the “tag line” is not effective. It is muted against the background.
      1. Yes, let’s fix. Please suggest like in 1.1.1
   8. Use of sample images that is not local. (US, Japan)
      1. Unfortunately, free local samples can sometimes be hard to come by. We will try to provide as many local samples.
   9. Section on Industries supported is static.
      1. See 4.4.1
2. About Us
   1. This is About Us but the focus is on the products and partners which already have separate pages for them. There is no human value on this page. This page should build the credibility of the company.
      1. Would our proposal in 1.1 (new hierarchy) be sufficient?
   2. Use of color on text does not aid readability.
      1. Yes, please suggest alternatives.
   3. Some sections are dead end or static.
      1. Yes, let’s fix.
3. Contact Us
   1. To have another click just to send a message when you are already in Contact Us is not efficient.
      1. Yes, see 1.1
   2. There is no real time chat with a customer service.
      1. We don’t feel that we need this.
4. Products
   1. There are overlapping text in the video.
      1. Yes let’s fix.
   2. User is led to contact sales without knowing the products first.
      1. See 1.1
   3. No description for sectoral or industry applications of satellite imageries.
      1. Yes, we will ameliorate this. See 4.4.1 of questions section
   4. Provide information on accuracy and last update of data or imageries, and which industry best suited for. No information on how to use or avail. No Read more link or More info link.
      1. See 4.3.1 of questions section
   5. Inconsistent number of products. No classification of products.
      1. Yes.
5. Partners
   1. More description on the partners or a Read more… link
      1. Yes, let’s include links.
   2. List of products/services of the partners
      1. Yes, let’s include a summary of all products for each partner.
6. Posts
   1. Unusual behavior of the images/videos in the Event section.
      1. Let’s loop the videos. Add navigation arrows to the side in addition to the carousel/dots.
   2. Make sure that the user gets what the section suggests.
      1. Yes.
7. Inquire
   1. This page ask user what help do they need but users can’t see or read straightforward answers. They need to send an email and wait for an answer.
      1. The proposed FAQs should help with these. By experience, each customer has wildly different requirements that cannot be addressed in a webpage. Customers have the option to call us using the details in the webpage.
8. Get a Quote
   1. Users may not relate the data listed in the google form and those listed in the website.
      1. Let’s make sure to align these once the hierarchy/list of products has been updated in the website and additional descriptions & specifications are included.