

Business Needs

- Audiences: Prospective Clients, Current Clients, Prospective Student Employees, Current Student Employees, CCI faculty/staff and Kent State University (in terms of recruiting students and talking about experiential learning opportunities), potential donors, agency partners/employers and advisory board
- We feel much of the core content currently on the website is valuable (projects, blog, contact information, staff bios)
- Awards and clients, while they can be mentioned, likely take too much precedence in the navigation.
- Visually, we feel the website does not represent current design trends and lacks a strong visual identity (it is based on a template previously used for the Tannery, with just the colors and logo changed). It feels a bit generic, especially for a student-powered agency.
- We want a website we can feel proud of - one that demonstrates our web design capabilities and a place where we can send prospective clients to view our work. It should reflect our key mission, which is providing Kent State students with experiential learning opportunities and key skills as future professionals.
- The website should also be a source of new business through search optimization and clear calls to action for new clients.
- Chris brought up that there is a lot of inconsistency across our messaging. For example, we describe ourselves as a "multidisciplinary creative agency", "full-service marketing communication firm", "full-service integrated marketing agency", "agency powered by Kent State students" and "a multidisciplinary studio experience".
- Furthermore, our service offerings do not always communicate our key areas of business: for example, videography (a new business area) doesn't cleanly fit into web, visual design or UX.
- While the IdeaBase printed brochure does a good job describing our students' "stories" (as part of the Powered by Kent State mission), this isn't as clearly reflected on the website.
- There is no clear messaging to invite prospective student employees to join IdeaBase.
- Academic opportunities - including Glyphix and the RWD class, are not mentioned.

Design/Aesthetic:

Sparkbox: <http://seesparkbox.com/> --- favorite

Paravel: <http://paravelinc.com/>

Superfriendly: <http://superfriend.ly/#phillycom>

Adaptive Path site (<http://adaptivepath.org/>)

Cooper Design for the way they present their work (<http://www.cooper.com/work/>).