Isomer Reprioritisation workshop

Tuesday, 16 November 2021

Objectives

- Align everyone's understanding of our rescoped user personas
- Sift through and sort out what is relevant to the target group
- Map out the intricacies and dependencies of features
- Chart out roadmap and plan timelines for next few quarters

Attendees

Lisa | Kathleen | Natalie | Jackson | Alex | Alexis | Khaleedah | Preston

Newbies

EVIE

COMMS
- No code
- Asked to setup website

THINKS

What is resources ?

Don't know where to begin

MARKdown] hard

GUIDES ARE BORING

How do I do what this other site does ?

SAYS

my buss reeds to approve

we ran into merge conflicts why ?

What is " alt text ?

I just want to publish a new page . "

are my changes not showing ? (no error message displayed when build breaks so staging site stays unchanged ?)

Mwinvi $20919 got training ? ? "

how don ? change what appears on the navigation ban ?

Not enough " features " components

" Isomer is Straight forward ? easy!

WTF is a PR ? Why is it out of the Crys ?

GOALS

Guide doesn't seem overwhelming

CMS / Guide is intuitive
- user knows what todo instinctively

spend less $ $

Get content out to people

want to meet deadline

want good lighthouse scores

website looks good (wit uxetc.) + is what users want

Want to setup ste fast

Wants to launch a site that management is happy with

PORT/ current copy site info to

Replicate existing site features on Isomer .

Quickly build Website

DOES

Laun site in tsky

Approve but closes PR without merging

Read the guide

looks to copy alter code from other

Emails support @ isomer

Ask support anything wit website , ANS Q

Doesn't ask that mary questions as wus to launch

FEELS

Lost

Uncertain about building website by themselves

Why
Not sure where to get started

Nervous about making changes ledits

wip
Nenous about making pull reg.

FRUSTRATED

Foragers

Xavier

Marketing
- Some prior experience
- Months to launch (A lot of time)

THINKS

- How do I change the styles
- Isomer template is ugly
- Isomer is equivalent to CWP
- template is restrictive

SAYS

- The design is not intuitive and a bit outdated
- I want integrate this plugin built by XXX because it looks nice
- how to change color of this XXX button / bar
- why no google tag manager ? or hubspot etc. to track tags for markets needs
- I've done this before in other site , can we do the same here .
- Isomer is easy to comply in terms of im8
- Seo is not good. Can you add GTM
- If you don't build xxx it's a dealbreaker. we will offboard soon !
- Why does the preview not match the site
- Not enough features ! I want animations , carousels , accordions

GOALS

- Hit KPI
- Lighthouse >90
- Able to easily white list / cater for specific services / requests./ customization
- Attract more traffic
- stand out from other sites
- Good SEO/ Marketing KPI (click through, audience , search performance)
- Spend less money
- They want to eventually scale the site bigger
- more customisable features?/ customise site
- Build a better Site than before / revamp of site

DOES

- Go to Github and try to hack
- Trial & error with code
- go to github behind our back
- Emails support @ isomer to request for features

FEELS

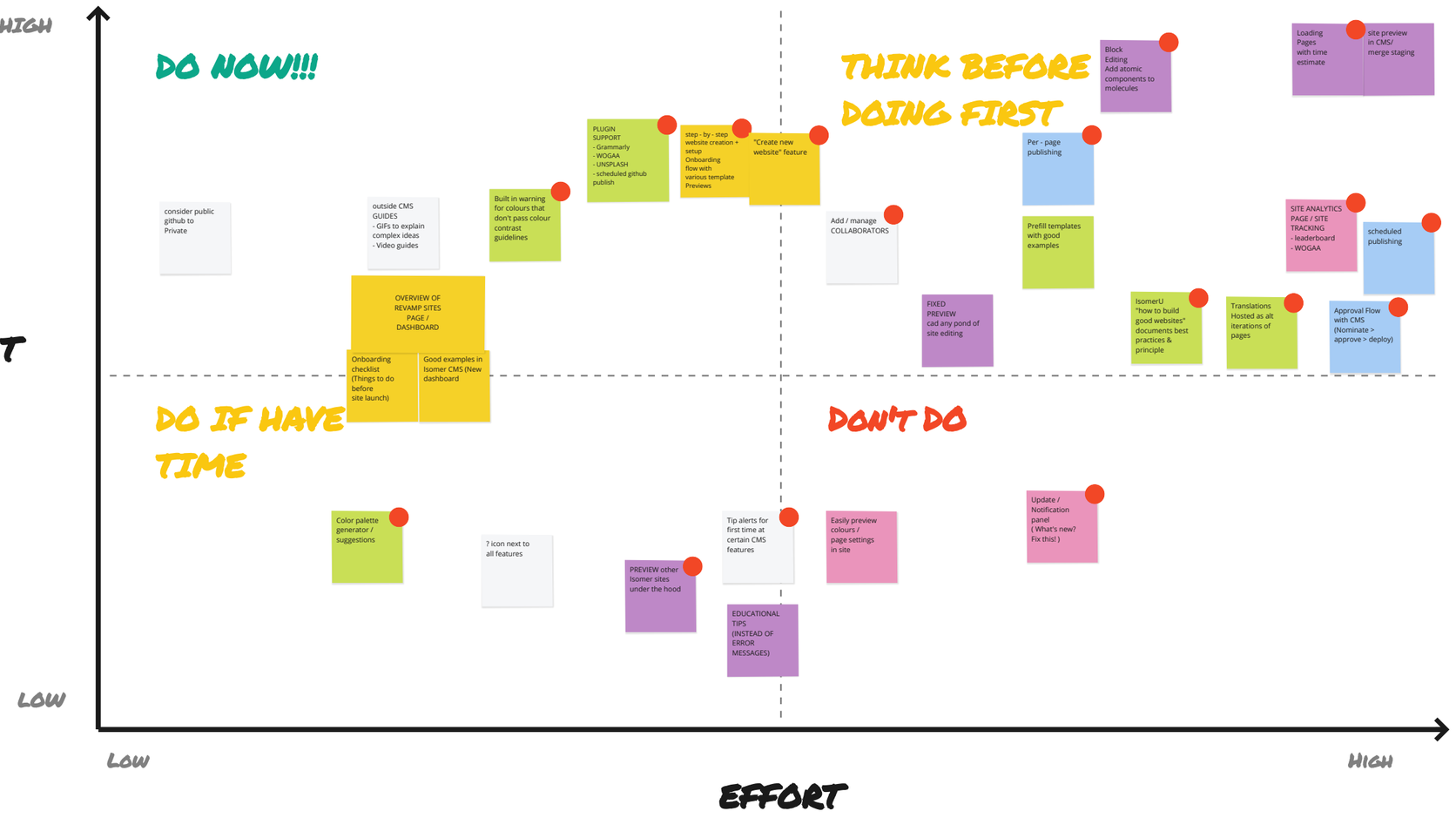
- Restricted wrt what they want to achieve
- Isomer is very limited with designs & features
- Frustrated with limitations

Which features are valuable to our target group?

Feature themes

Onboarding | Quality | Editing | Site launch | Product | Marketing

Totally new features (No existing infra)



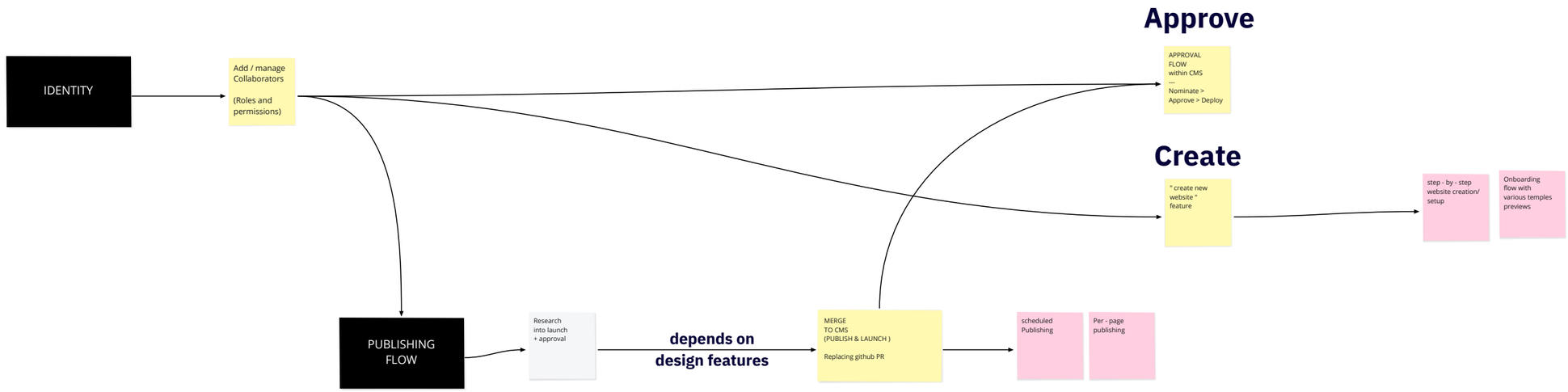
Dependents

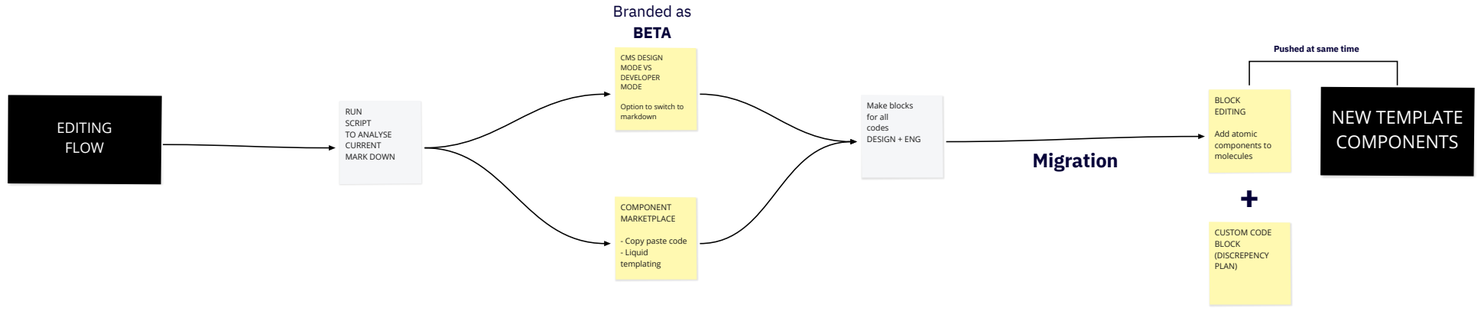
Major flow

Team action

Feature

Add on/ enhancement features



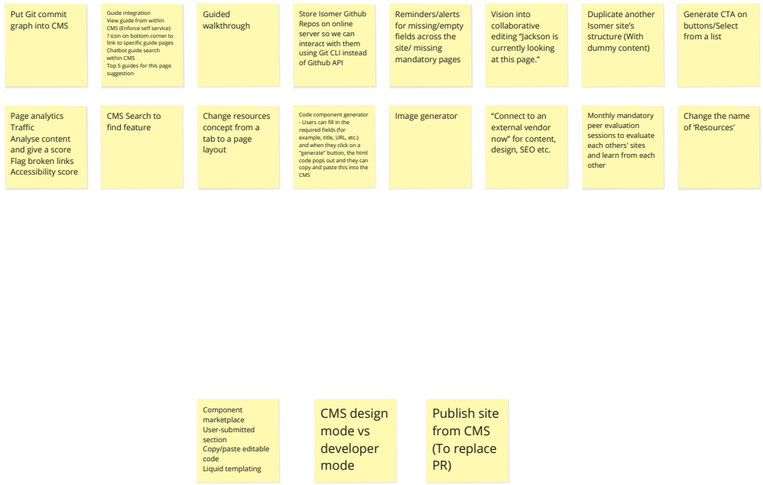


To make a decision on...

Good preview VS **Fast build**

site preview in CMS/ merge staging

Loading pages w time estimation

Independents

Features not applicable