# Team Name: All Pass Your name: Joseph Morgan

# Site to be redeveloped: IBM.com

# **Assumptions Worksheet**

## Business Assumptions

1. I believe the users have a need to access an environment that allows them to purchase products and find out information on the products, quickly and easily. The user is not sure what they want, it’s important to give them a range of products.
2. These needs can be solved by creating an enjoyable and accessible experience for the user. The ease in which the user can navigate and find information specific to their needs will be important.
3. My initial users are members of the public & businesses that require our products to make it easier for them to work. They have trust in the brand and come to us first for their needs.
4. The #1 value a user wants to get out of my website is ease of navigation in order to find the item or information they’re looking for quickly and without hassle. Users can be impatient, it’s important that we offer clear and concise navigation in order to accommodate the users needs.
5. I will acquire most of my users through advertisement and product marketing. This in turn will lead to a strong customer base that associate our brand with quality.
6. I will make money by offering a platform in which we can sell our products to the consumer. This platform will offer specific products based on the users needs in order to drive profitability of the business.
7. My primary competition in the market are other technology companies who are fighting for a share of the market. It’s an extremely competitive market and requires constant evolution of practices in order to stay relevant. We must be able to meet the demands of the user.
8. We will be better because we will monitor the market trends and adapt to the needs of the user in order to give them the best possible experience.
9. My biggest product risk is the reliance of other manufacturers and suppliers in the making of our products. There may be issues with these components that are out of our hands and could potentially damage our brand
10. We will solve this through maintaining a strong relationship with our manufacturers/partners and make them aware of the high standards we expect of them and ourselves in order to meet user demand.
11. We will know we are successful when we see the following changes in user behaviour

* An increase in turnover and profit
* Increased sales
* Increased numbers of genuine visitors to the website
* Increased number of social media followers

1. What other assumptions do we have that if proven false will cause our business/project to fail

We are assuming that our users will fit a certain category and are therefore building our website based on this assumption. If this is proven to be wrong our target user type will be inaccurate and this will filter down to our website. Therefore, it is important to ensure we research our proposed target audience and design around them appropriately.

## User Assumptions

1. *Who is the user?* The user is one who is looking for technology to make it easier for them to work. This could be a business, student, or just a regular person who requires the technology in their day to day lives. The user is one who is familiar with technology and the internet.
2. *Where does our product/website fit in their work or life?* Our product is essential to their work-life. It allows them to work efficiently and effectively. Our products also play an important role in their life outside of work. They allow the user to educate and entertain themselves.
3. *What problems does our product/ website solve?* Our products have the potential to help the user to accomplish their goals, this can be at a personal level and a business level. Our website solves this problem as it allows users to purchase goods that are required and offers information on the products and the ways in which the user can take full advantage of them.
4. *When and how is our product website / used?* Our website is used when the user wants to purchase a product or wants to find out more information on products. The products themselves are used in a professional capacity and for personal use.
5. *What features are important?* The need for user accessibility, for example the option to change the language of the website – This would allow for greater accessibility and the potential for greater user interactivity.
6. *How should our product/ website look and behave?*

* The website must be easy to navigate
* Must be attractive and easy on the eye
* Must be responsive
* Must be clean, no unnecessary features – Can be off-putting to a user.