



IPS Accounting

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Introduction

UX / UI

**“The only sure things in life
are death and taxes.”**

Mark Green

PURPOSE OF THIS REPORT

The purpose of this report is to summarise the information recorded from the client and the users to outline the key priorities of a redesign for the IPS Accounting website.

BACKGROUND

IPS Accounting Services is a small accounting business, based in Mount Eden, Auckland. The company specialises in clients who work in the hospitality or TV and film industries.

The main stakeholder of IPS Accounting Services would like to grow the business to attract more freelancers and independent contractors. The current IPS Accounting website is a modern but basic one page layout that has yet to produce any new clients.

The main stakeholder would like a redesign of the website, including creating a logo. IPS Accounting Services has a unique position in the market in which the stakeholder does not wish to set a price and instead would like to offer a tailored approach to clients.

The main stakeholders goals of the IPS website redesign are to increase communications with existing clients and provide a point of contact for new clients.

ipsaccounting.co.nz

Discover

Introduction

DISCOVERING IPS AND ITS COMPETITORS

We compared the IPS website and its main competitors, Hnry and Bare Bones, to determine the strengths, weaknesses, opportunities and threats that each presents.

We conducted a gap analysis to determine the current state of IPS's website, where they want to be, and how to get there. We found three main pain points: a lack of personality and communication, and information being too simplistic.

IPS founder Iva wanted to target young freelancers and so we carried out a survey focusing on this target market.

Competitor analysis – Bare Bones

BAREBONES.NZ

Mission / Vision:

We are the accountants that can make your life easier!

We'll use our whiz-bang gadgets and expertise to take care of whatever you need us to, while you're free to look after your business, staff and customers. Leave us to manage the boring bits and carry on with what you enjoy!

Business model:

Fee based services

Culture:

"Bare Bones"

Included in the main landing page are only two photos and they are of owners Mike running through a rocky landscape and another photo of Jenny in a kayak. This indicates that these two are active and love the outdoors. The feeling they are creating seems to be for the active boomer who still wants to enjoy their free time.

SEO:

PageSpeed

- On mobile: 60 ('Average')

- On desktop: 80 (The higher end of 'Average')

Screamingfrog findings:

Meta descriptions - every page appears to be missing any form of meta descriptions

Meta keywords - every page appears to be missing any form of meta keyword

H1 Tags - most, if not all, pages appear to contain an accurate and descriptive H1 Tag

Company Size: Small to medium business. Maybe only 2 people (husband and wife) no description on who is in the company. Based in Auckland. Registered in 2015.

Products/Services: Business accounting for bookkeeping, taxes and business advice.

We can do as much or as little as you need; pay your contractors (subtract withholding tax) on a weekly, fortnightly or monthly basis, collect money owed to you, complete and file your GST, prepare accounts and file tax returns, prepare budgets and more!

Social Media:

Only Facebook

Content: Bare Bones content strategy is clearly focusing on a specific market, the boomer age and small local businesses while supplying users with value-added resources. These include:

- User 'How-to's', guides and 'tips & tricks'
- FAQs page
- Relevant and reasonably up-to-date news articles and thought pieces
- Video content with customer testimonials
- Use of whimsical business name to engage with their target audience.

Price: Bare Bones has a range of pricing listed and is very transparent about their pricing. It includes detailed description on each type of price and why. Bare Bones like most modern accounting firms has three packages for

Customers segments: Whole page on testimonials from businesses like the north shore dance centre, birkenhead glass, pet transport, Machine fit, property investor, backpackers, neat spirits ltd. From these testimonials it appears their main clients are small and local to Auckland.

Unique Value Proposition:

Clearly marketing to the boomer with a bare bones theme

SWOT Analysis

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">Bare Bones is a modern website and is Easy to navigateClearly states services in separate page linksUp to date News articles includedRange of Pricing options and packagesA large range of Testimonials givenVery Personal feel (Jenny and Mike)High speed testing for both mobile (60%) and desktop (80%)Website was updated in 2022 and is mobile friendlyOffer discount for monthly package	<ul style="list-style-type: none">While the page is mobile responsive the hamburger is very hard to see in the imageThe contact information gets lost in a section that is not where a user would expect to find the contact information.The Bare Bones logo text box has not been designed to stand out of the main image and is very basicTop image is pixelated and does not fitTheir about page leads to testimonials and partners without actually saying anything about who they are
OPPORTUNITIES	THREATS
<ul style="list-style-type: none">Not much social media use, IPS could have a stronger a social media platform to compete with Bare BonesCould have Meta Keywords on site (missing 82%).Could have better Meta Description (missing 65%) on site.	<ul style="list-style-type: none">Offers prices and packages that IPS does notHas a lot of news and FAQs that help the user feel engagedHave a lot of trusted partners and softwaresMember of the Accountants and Tax Agents Institute of New ZealandIs also based in Auckland

Competitor analysis – Hnry

HNRY.CO.NZ

Mission / Unique Value Proposition:

Hnry automates as much of the taxation process as possible for users to “make life less stressful for the self-employed” so they “never think about tax again”.

Business Model: “Only pay when you’re earning” Hnry is NOT a subscription-based business model, it is a pay-as-you-go model meaning fewer barriers to entry for users and better cost-per-use.

Culture:

- “Revolutionary”
- “Visionary”
- “Modern”

Hnry positions itself as “modern accountants”, with frequent reference to “traditional accountants” (brick and mortar firms) as their comparison.

Company Size:

“Started in New Zealand in 2017, Hnry has quickly grown into one of Australasia’s largest specialist accountancies; our team of 60 (and growing) serves tens of thousands of sole traders across Australia and New Zealand”

Customer Segments:

- Self-employed Tradies
- Freelancers & Creators
- Independent Contractors
- Medical Contractors

Price: A fee of 1% + GST of the user’s income, which is capped at \$1,500 per year.

Products / Services:

- Automatic payment of taxes - including Income Tax, GST, ACC and Student Loan Repayments
- Hnry App that generates professional invoices and follows up on the user’s behalf
- Categorisation of expense claims on user’s behalf by a member of the Hnry accounting team

Content:

Hnry’s content strategy is engaging, diverse and current with a focus on supplying users with value-added resources, These include:

- User ‘How-to’s’, guides and ‘tips & tricks’
- Relevant and reasonably up-to-date news articles and thought pieces
- Video content with customer testimonials
- FAQs page

Social Media:

Hnry has a presence on the following:

- Facebook – audience of 6,542 followers
- Instagram – audience of 4,095 followers
- Twitter – audience of 680 followers
- LinkedIn – audience of 4,075 followers

SEO:

PageSpeed performance score findings for Hnry homepage (<https://hnry.co.nz/>):

- On mobile: 53 (The lower end of ‘Average’)
- On desktop: 83 (The higher end of ‘Average’)

These scores indicate some room for improvement, particularly in mobile view.

Screamingfrog findings for Hnry homepage (<https://hnry.co.nz/>):

- Page titles: most pages contain an accurate and descriptive title
- Meta descriptions: most pages contain an appropriate meta description, although some could be more succinct
- Meta keywords: every page appears to be missing any form of meta keyword
- H1 Tags: most pages contain an accurate and descriptive H1 Tag
- Image alt text: 87.5% if the site imagery is missing an image alt text.

SWOT ANALYSIS

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">• UVP effectively communicated through clear information architecture and visual hierarchy• Pricing transparency• Contemporary and responsive website and mobile app• Unified brand look and feel and a whimsical tone that helps to differentiate Hnry from competitors• A strong and varied content strategy, including high-quality video content and customer testimonials• Substantial customer resources and FAQs to empower users	<ul style="list-style-type: none">• Although the website is mobile responsive, it has a very average Pagespeed rating due to heavy Javascript which may leave visitors to the website frustrated• Heavily automated processes might remove the level of personalisation that some customers may still want and need• Some services offered still appear to rely heavily upon the judgment of ‘human’ accountants (i.e. the approving and categorising of expenses and providing advice and support to user’s queries)
OPPORTUNITIES	THREATS
<ul style="list-style-type: none">• With more people shifting towards flexible and remote jobs, post-COVID, there may be a rise in freelancers and sole traders creating more potential clients for Hnry• Being established for 5 years, Hnry has a chance to capture its target market before it may get too saturated as technology advances and automation of such services is common-place	<ul style="list-style-type: none">• Other accounting agencies targeting similar clients will likely begin to automate their services, diminishing Hnry’s competitive advantage• Changes to legislation or a global crisis (like COVID) may create unusual tax scenarios for clients that are harder to automate and may require more personalisation for the user

IPS website analysis

IPSACCOUNTING.CO.NZ

Mission / Unique Value Proposition:

"It's not all about numbers - we like to concentrate on people too". Iva (IPS) positions her competitive advantage around the interpersonal and highly tailored approach of her accounting services

Business model:

IPS currently offer a free initial one-on-one consultation to discuss a new client's needs, followed by an obligation-free quote that includes hourly rates, retainers, commissions and/or fee schedules specific to the client's situation. This is not communicated on the current website.

Culture:

Interpersonal, nurturing and supportive. Iva (IPS) appears to have a people-oriented, holistic and grass-roots approach to doing business.

Company size:

Very small. IPS is owned by Iva and her husband, with Iva as the key point of contact for clients.

Customer Segments:

Iva's accounting experience has been rooted predominantly in hospitality and film. Her client base is a mix of:

- Independent contractors
- Freelancers & Sole Traders
- Small Business Operators

Price:

Due to the highly tailored service that Iva (IPS) offers, she doesn't specify prices but offers a free initial one-on-one consultation to all new clients.

Products / Services:

- Business support services
- Small Business Accounting for Sole Traders
- Partnerships and Companies GST returns
- Profit and Loss Statements
- Cash Flow
- Periodic and Annual accounts
- Tax returns
- Rental Property Accounting
- MYOB Essentials

Content:

IPS doesn't appear to have any sort of content strategy in place currently but would benefit from implementing one.

Social Media:

IPS has a presence on Facebook only, but minimal content.

SEO:

PageSpeed performance score findings for IPS homepage (<https://ipsaccounting.co.nz/>):

- On mobile: 87 (The high end of 'Average')
- On desktop: 94 ('Great')

Relevant Screamingfrog findings for IPS homepage (<https://ipsaccounting.co.nz/>):

- Meta keywords: missing

If IPS were to become a multi-page website, key factors to consider for better SEO would be: the inclusion of page titles and H1s on each page, appropriate meta tags and meta keywords and 'alt text' on all images to improve accessibility.

SWOT Analysis

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Can play to the 'underdog' small business owner story - perhaps more relatable to her clients who are likely to also be small business operators • Has over twenty years experience in the industry • One-on-one advice and business support 	<ul style="list-style-type: none"> • Company is lacking a 'face' and brand voice or human element on website which may create a lack of authenticity and trust for potential clients • No pricing listed on page and no way to find the information • Page layout and design is not informative or intuitive • No presence on LinkedIn • Low facebook presence • No clear UVP – currently its quite vague • Culture suggests personalised service but not supported with case studies so comes across as vague • Not enough focus on the type of client IPS specialises in • No logo or clear brand depth • No client resources • No images, lost opportunity for SEO • No keywords, lost SEO opportunity • Only one page, reduced SEO optimisation
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Educating and showcasing expertise via content in LinkedIn • Automating elements of service to save time and gain insights around potential clients • Engagement with new customer groups through a modernised web presence • New lead generations (hopefully resulting in new clients) through more effective UX processes 	<ul style="list-style-type: none"> • Larger and more modern companies are targeting the same client base • Automated systems offering lower prices – Hnry

GAP Analysis

Using the information gathered from the stakeholder interview and an analysis of three competitors a gap assessment was then produced.

CURRENT STATE	DESIRED STATE	ACTION STATE
Current website is lacking personality <p>The client (Iva) places a great deal of importance on her relationships with her customers and identifies her interpersonal approach as her competitive advantage; however, this poorly communicated through the current website. Iva has stated that she is often asked about her background by her customers indicating that people are interested in knowing more about her, although there is no introduction to Iva on the website.</p>	A personable website with a unified brand voice, look and feel that the target audience can identify with	<ul style="list-style-type: none"> Rework the "Who am I" section to provide a more personable introduction of Iva, her background and specialties Revise the website copy and brand messaging to feel more approachable, friendly and conversational Updating brand logo and/or colors to create a more memorable brand identity More clear communication of IPS' UVP - what makes IPS special
Current website has weak communication touchpoints and lack of CTAs <p>A critical function of the website is for new customers to take the next step and contact Iva to arrange a consultation. However, the current communication touchpoints are meek, outdated and not inline with competitor's websites. The website is lacking important CTA buttons to encourage users to perform any kind of specific task or action (such as book a consultation or get in touch)</p>	A website that clearly outlines pathways the user should take to connect /engage with IPS	<ul style="list-style-type: none"> Restructure the homepage to prioritise CTAs/buttons that allow customers click to easily perform a task or function Create user flows to enable a customer to book an initial consultation, or get in touch via a contact form
Information on current website is too vague and overly simplistic to effectively communicate IPS' offerings <p>The client has indicated that people want to know her pricing but finds it difficult to set a price for such a unique and customised service. Even if she is unable to provide exact pricing, the user still be given and alternative gauges/tools/ information to inform their decision making i.e. 'get a quote' or 'book a consultation'</p>	A website with more indepth explanations on pricing and services to better inform users and empower their decision making	<ul style="list-style-type: none"> Prioritise key messaging on landing page, such as the free initial sit-down consultation that IPS offer Restructuring of navigation bars to include more indepth pages on pricing and services offered Inclusion of resources such as a blog, FAQ page or links to helpful articles (such as relevant IRD ones) Feature testimonials or case studies on homepage

IPS Survey findings

OBJECTIVE

To assess the usability of IPS Accounting's current website through the eyes of potential and current clients, and then analyse these findings to make suggestions to improve the user experience.

Link to survey: [here](#)

Total number of respondents: 11

MEANINGFUL SUMMARIES

Age

The majority of respondents fit within the age bracket that Iva wants to target (25-34 years old)

Motivations

The top motivations of respondents when visiting the website of an accountant were:

- To learn
- To contact

Considerations

The top three factors our respondents considered most important when choosing an accountant were:

- Price
- Access to support
- A customised service

Information

Useful Information to the respondents when choosing an accountant can be summarised as information on pricing/services, alongside the legitimacy and experience of the accountant.

Suggestions

Key suggestions the respondent had for improving the current website can be summarised as including stronger contact/touchpoints, more information/resources, and more brand personality.

RESPONDENT FEEDBACK

Factors that would influence respondents to choose one accounting website over another:

"Pricing schedule so I can confidently estimate the cost"

"An easy design to navigate, clear concise design, easy-to-find information on services provided"

"Small business, woman owned business, reliable, knowledge of my specific accounting needs"

Information that would help respondents in their decision making:

"What services they offer, price of services, how to best get in touch right away"

"Showing reviews & recommendations from previous customers"

"Description of services; names, pictures, bio (background, qualifications, and experience); clients they work with; where they are based (I'd want to see someone local)"

Suggestions respondents had for improving the current website:

"I'd like to know more about who I'd be working with - is it one person? Who are they? A picture or about their background?"

"Add a contact form, add an FAQ section with answers to common questions, personalise the about us page, show an image of the team, add reviews/recommendations to add trust"

"Proof the copy with a fine tooth comb, read it from the perspective of someone who has never read it before. Make it a little more personable - in the copy it keeps mentioning 'I' but never give any info away as to who 'I' is. Would probably have expected a contact form over an email address?"

Define

Introduction

PERSONIFYING THE USERS

Who are the potential clients? What motivates and frustrates them?

Defining our users and mapping out their unique journeys provides valuable insights into the values and pain points of our target audience. It also highlights necessary features and flows that will be essential considerations in the redesign of IPS' website.

Primary persona

YOUNG FREELANCER - POTENTIAL NEW CLIENT

"As a creative freelancer, I want to feel confident that I am meeting my tax obligations each financial year and get tailored financial advice for setting up a business because my client base is growing" **Samuel Stewart.**



Samuel Stewart

FREELANCE GRAPHIC DESIGNER

Sam is an easy-going creative freelancer who enjoys going for weekend surfs on the Westcoast, adventures away with his long-term partner and morning runs with his golden retriever. Sam loves being his own boss but finds doing his own bookkeeping to be a headache.

KEY FACTS

Gender: Male

Age: 28 years old

Location: Auckland

Type of business: Sole Trader

Income: \$80,000+

Circumstances Long-term partner

Tech-savvy

Ambitious

Personable

Creative

MOTIVATIONS

- To set up a small creative agency of his own in the future
- Free up time to work on new projects/clients
- Maintain good work/life balance - still have time for weekend surfs and after-work beers
- Saving money to buy his first home
- To improve financial literacy.

FRUSTRATIONS

- Doesn't know if he's making the most of business expenses and tax-deductibles
- Wasting time doing an average job in areas that aren't his expertise
- Not having someone who he can trust and advise on these things
- Feeling as though he could be saving more money if he 'knew the system' better
- Lacks the confidence to take the first step in starting a business.

Secondary persona

DESCRIPTION OF SECONDARY PERSONA

"I love people and love food but I hate dealing with the money and taxes, my life is busy I need someone I can trust to deal with the taxes" – Jenny Matson



Jenny Matson

BUSINESS OWNER

Jenny is a busy, friendly middle aged woman, she is married with two teenage sons. She enjoys food and drink, cooking and anything her sons or husband like doing.

Jenny owns a small cafe in Auckland and has worked in hospitality for over 30 years. Jenny has been with IPS for a few years now but during COVID wanted more information about how the subsidies would impact her.

KEY FACTS

Gender Female

Age 52 years old

Location Auckland

Type of business Small Business Owner

Business Income \$1M

Circumstances Married with two teenage boys

Hard-working

Straight-shooter

Traditional

Sociable

MOTIVATIONS

- Keeping her business alive during COVID
- Growing her business
- Keeping up to date with finances and COVID information relating to her business
- Having free time to spend with her sons who will be leaving for university soon
- Having free time for her and her husband

FRUSTRATIONS

- Not knowing where to get relevant business information
- Not having the time to call an accountant in her busy schedule
- Lacking computer literacy and feeling unsure how to navigate the internet's information

User journeys

SAMUEL 'SAM' STEWART

Young Freelancer / Contractor, potential new client for IPS

Scenario Overview Sam has landed his biggest client yet, meaning a substantial increase in his annual income but also requiring him to review his current DIY book-keeping. He decides to enlist the services of an accountant. Sam wants an accountant who can serve his current needs as a sole trader, but who will also be a suitable option if his client base continues to grow and he wants to start a company.

User expectations Clear and easy to access information online, ability to compare pricing, friendly and helpful customer support

Sam's Journey	IDENTIFY THE SERVICE NEEDED	INITIAL SEARCH FOR SERVICE	COMPARE AND OR UNDERSTAND SERVICE	ENGAGE AND OR ENQUIRE FURTHER
DOING	<p>Sam decides that because numbers aren't his strength and his tax obligations are getting more confusing it's time for professional help</p> <p>Sam makes a list of all the things that he will need in an accountant, taking into consideration his goals of one day starting a company</p>	<p>Sam talks to fellow freelancers to understand how they handle their taxes and undertakes a google search to learn more about the different options available.</p> <p>Sam weighs up the pros and cons of a personalised service vs an automated service</p> <p>Sam decides that a more personalised service is important to him and finally discovers the website of IPS Accounting - not from googling - but from the recommendation of a friend working in the film industry.</p>	<p>Sam finds the website easy to navigate but after visiting the websites of a few other accounting firms, he expected it to have more than a just single page. He is also surprised that there are no testimonials.</p> <p>Sam finds a basic list of services on the homepage, but doesn't feel confident he completely understands the IPS' offerings. He also can't find any information on pricing which he finds frustrating as it's an important factor for him.</p> <p>Sam likes the 'personal approach' that IPS advertise, but also feels confused when he reads the 'who am I' section and can't differentiate whether he would be dealing with a company or an individual.</p>	<p>Sam clicks the 'Contact Details' and is surprised to be taken to an email address and not a contact form as he would have expected.</p> <p>Sam sends an email to IPS to enquire about the company's prices and services. He gets a response from IPS to organise a free consultation to discuss his needs followed by an obligation-free quote. Sam is pleased to be able to discuss his needs in person but this but unsure why this offer has not been advertised on the website.</p>
FEELING	<p>"I'm probably not doing my tax returns as efficiently as I could be"</p> <p>"I should probably get some sound financial advice now so setting up a company will be easier when I'm ready for that"</p> <p>Dissatisfied with current DIY book-keeping and lacking understanding of accounting principles</p>	<p>"If wonder if getting a more personalised service will actually help save me more money in the long run"</p> <p>"There's so many options it's hard to know which one is the best"</p> <p>Overwhelmed by the different choices that are available and unsure which approach is best</p>	<p>"It's hard to know whether you want to proceed when you don't have any idea of how much it you can expect to pay"</p> <p>"I would have expected to see some testimonials on the homepage, this seems to be on everybody's website these days"</p> <p>Uncertain whether he has enough information to want to take the next step and engage</p>	<p>"It's awesome that we can sit down and talk one-on-one for free, but it's strange how this isn't even mentioned on the website, it seems pretty important"</p> <p>Surprised by the lack of contact form and the unexpected offer of a free initial consultation when he got in touch by email</p>
IPS LEARNINGS	<p>How might we...</p> <p>Create brand messaging and a UVP that closely align with the motivations and values of new and existing clients?</p> <p>Prioritise customer values in brand messaging. I.e. if a personalised service is a top factor, make sure this is clearly communicated to client the moment they enter IPS website</p>	<p>How might we...</p> <p>Ensure that IPS' website is more easily found in search engines by potential new clients who haven't received word of mouth?</p> <p>Include meaningful and descriptive meta-keywords, meta-tags, H1s and optimised imagery to improve the ranking of IPS' website in search engines</p>	<p>How might we...</p> <p>Empower new website visitors to feel confident they have enough information to engage with IPS further?</p> <p>Provide more descriptive information on current services and prices, current descriptions are too vague</p> <p>Reconsider information hierarchy and structuring of website to align with what a visitor would expect to find on a competitor's website</p>	<p>How might we...</p> <p>Better communicate IPS' Accounting's UVP and to encourage new customers to engage?</p> <p>Have clearer CTAs throughout website, particularly in top navigation bar and landing page banner</p> <p>Better communicate IPS' free one-on-one consultation as a UVP</p>

User journeys

JENNY MATSON

**Boomer, Business Owner,
Pre-established client**

User story "As a business owner, I want an accountant that does the work for me. I don't have time to look around for the relevant information or to call my accountant during business hours because I'm too busy or tired."

Scenario Overview On a Friday night, after a busy week with her work and her sons, Jenny sits down with a glass of wine and her phone. Jenny heard through a customer this week that she might be entitled to subsidies and/or a small tax free business loan through the government because they are trying to support small business owners during COVID. She's not sure if this information is true and wants someone she can trust to verify this.

User expectations Information on government subsidies and loans that is up-to-date and relevant without having to contact her accountant off-hours or having to do too much of her own researchcompare pricing, friendly and helpful customer support.

Jenny's Journey	IDENTIFY THE SERVICE NEEDED	INITIAL SEARCH FOR SERVICE	COMPARE AND OR UNDERSTAND SERVICE	ENGAGE AND OR ENQUIRE FURTHER
DOING	Jenny is entering the IPS website to see if she is allowed a government loan for her business	Jenny clicks the navigation bar to go to the news section to see if her accountant has put up any information	Jenny sees there has been a new article added about government tax free loans dealing with a company or an individual.	Jenny clicks on the link to the governments website that gives her a form to fill out to see if she is eligible
FEELING	Feeling tired	Feeling overwhelmed with all the news articles	Feeling hopeful that there is a new link	Feels good to know her accountant has the information she wanted
IPS LEARNINGS	How might we... It would be helpful for Jenny if there was a recent articles link within the landing page	How might we...	How might we...	How might we...

Brand

A brand new Brand

IPS HAS A NEW SHINY BRAND

Currently IPS has no logo or cohesive visual personality. In order to maximise on the communication of messaging, we have created a brand based on our design research and Iva's personality and vision for the company.

We began with a logo, which is inspired by the Triple Moon symbol (think about the mastercard logo). The Triple Moon represents Intuition, creativity, empathy, nurturing and wisdom. We felt these holistic traits made for a good analogy around how Iva does business.

The Triple Moon symbol not only informs the base logo design, it's symbolic traits inform the type of iconography we use on the site, and the colour palette we settled on.

Brand – Tone of voice

OBSERVATIONS

Currently the text on the website talks about the service being personal, but the language used to convey this is quite impersonal.

Throughout the site the services are communicated in the second and first person. Which causes confusion around who is speaking and invalidates the messaging.

Examples from site

“Helping small businesses reach their potential.”

“It’s not all about numbers – we like to concentrate on people too.”

TONE OF VOICE MOVING FORWARD

Copy on the website comes from the first person “I”. Unless the information is infographical or statistical.

Every piece of copy needs to be communicated as a valuable piece of information; a ‘fact’, a ‘figure’ or a ‘term,’ to meet user expectations when visiting the site.

Examples of adaptations

“I can help you reach your full potential.”

“Business success isn’t just about numbers, it’s people, goals and balance.”

Direct and personal, this kind of language appeals to proposed future clientele and is aspirational.

It could also be dialed down to be less personal; “Helping your business reach its potential” or “Reach your full potential”.

This statement offers more clarification around what “it” is and who is offering what. It’s much more personal and transparent in style. This could also be clarified further with a case study of a sole trader that works in hoso, or an image of a sole trader and the quote overlaid.

Brand – Logo

THE TRIPLE MOON SYMBOL

Represents Intuition, creativity, empathy, nurturing and wisdom.



Brand – Style Tile

TYPOGRAPHY

Headline – Bree

One style,
Regular 300

[https://fonts.google.com/specimen/
Bree+Serif](https://fonts.google.com/specimen/Bree+Serif)

**ZWAŻYWSZY, że nieposzanowanie i
nieprzestrzeganie praw człowieka**

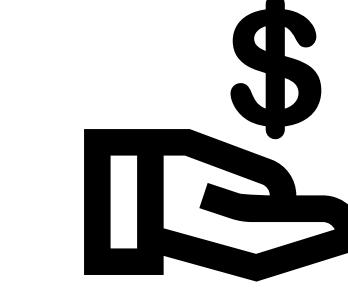
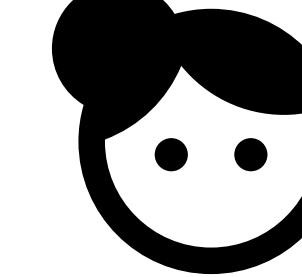
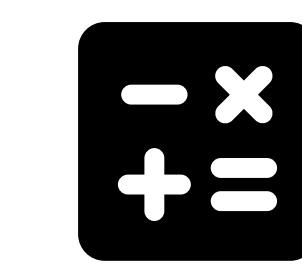
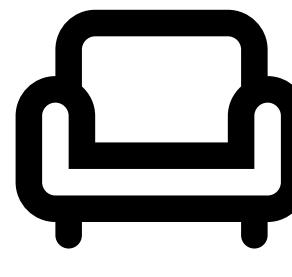
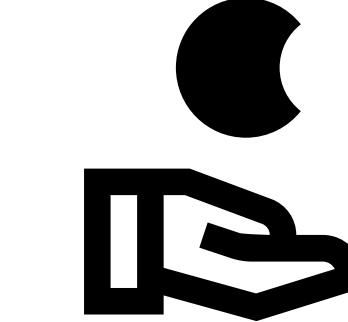
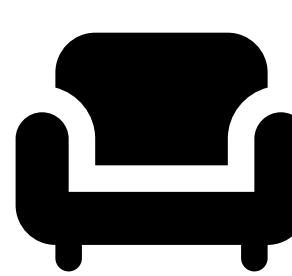
Body – Open sans

Regular 400
Bold 600

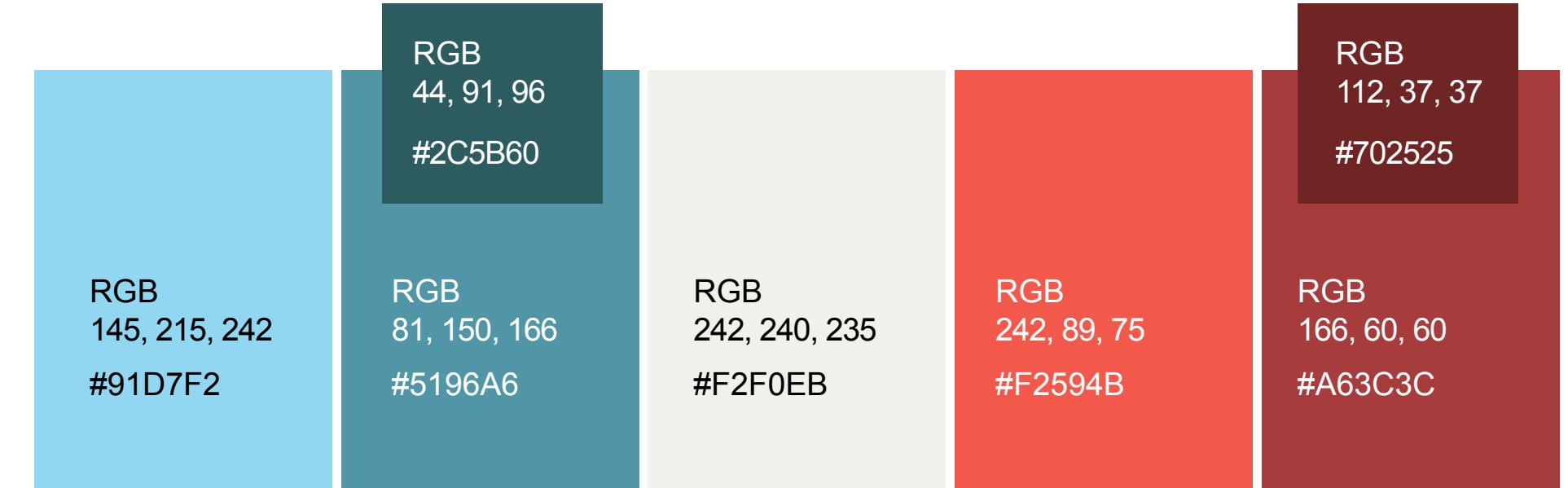
[https://fonts.google.com/specimen/
Open+Sans#styles](https://fonts.google.com/specimen/Open+Sans#styles)

Whereas disregard and contempt
for human rights have resulted

ICONOGRAPHY



COLOUR PALETTE



INFOGRAPHICS



Design

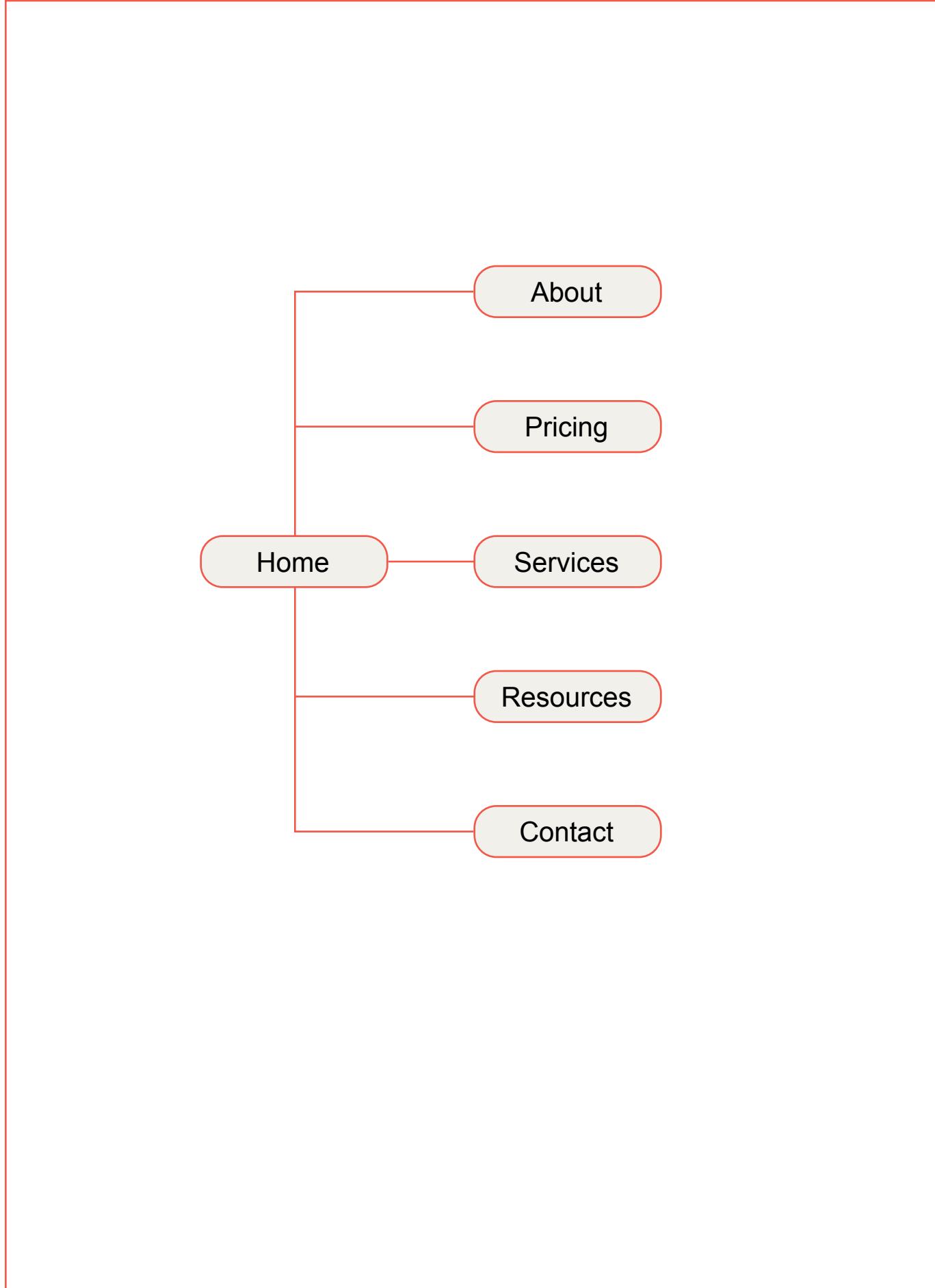
Introduction

THE WAY FORWARD

From our research we developed a design that would appeal to both IPS existing clients and potential future ones. Using a mix of traditional and contemporary visual and written communication styles, we developed wireframes that mapped out the preferred and expected user journey.

Site map & Wireframes

IPS SITE MAP



IPS SITE WIREFRAMES

The wireframes provide a detailed view of the website's design across four pages:

- Home:** Features a header with placeholder text "LOREM IPSUM" and a CTA button. Below is a section with a quote: "“Lorem ipsum dolor sit amet consectetur adipisicing elit. Exercitationem sed soluta provident voluptas quia culpa.”". A sidebar contains three circular icons labeled "Lorem ipsum".
- About:** Displays a large section of placeholder text "Lorem ipsum dolor sit amet consectetur adipisicing elit. Exercitationem sed soluta provident voluptas quia culpa." with a CTA button. Below is another section with placeholder text and a CTA button.
- Contact:** Contains a form with fields for "First Name", "Last Name", "Email", and "Phone", followed by a "Message" area and a CTA button.
- Multi-page layout:** Shows a top navigation bar with four "LOREM" buttons. The main content area displays two columns of placeholder text: "LOREM IPSUM" and "LOREM IPSUM". At the bottom, there are two CTA buttons labeled "CTA or CTA".

Full-site mock-up

DESKTOP



Link to prototype: <https://www.figma.com/proto/rOq7BdbS0PdLtiUQedr1ZF/IPS-site-design?page-id=0%3A1&node-id=0%3A277&starting-point-node-id=0%3A277>

—Thank you