nFUSION

Project Summary

Hostway Services, Inc.

March, 2016

Past Workstreams



Interview sessions (in-person and via phone)

Hostway background documentation review

> Site analytics analysis

Analysis and Summary

Qualitative Audience Interviews

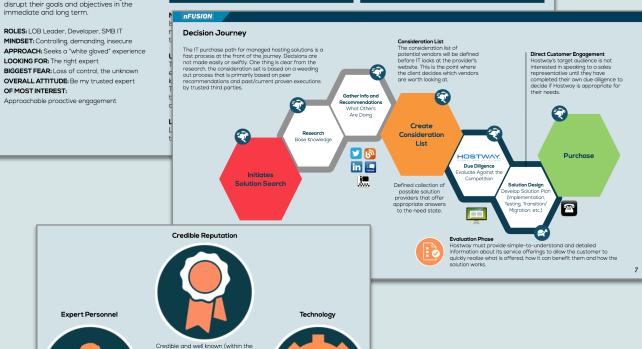
Brand Research

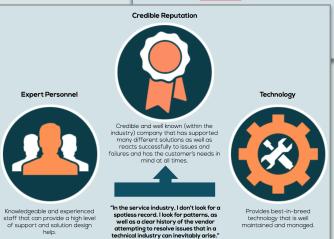
Persona Development

Decision Journey Strategy

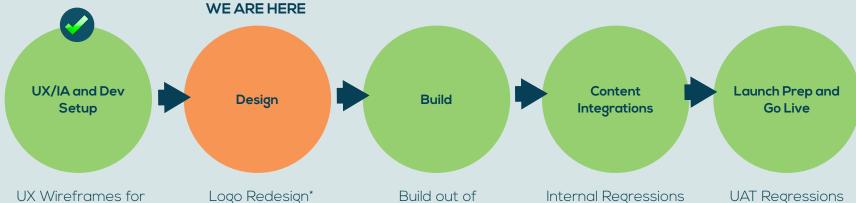
Technical analysis and implementation strategy







nFusion's Current Tasks



UX Wireframes for Global Nav

UX Wireframes for Marketing Website Components

Proposed Navigation Items

Proposed Sitemap

High Level Technical Plan

Logo Redesign*

Visual Design for Campaign Landing Pages*

Visual Design for Global Nav

Visual Design for for Marketing Website Components

> Proposed URL Mapping

Setup CMS on Staging Environment

Setup CMS Plugins

Build out of Marketing Website Components

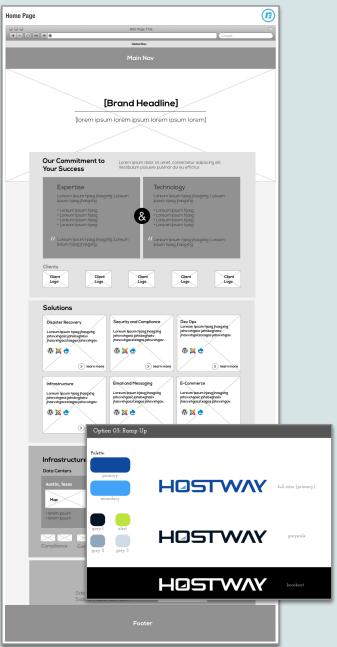
Build out of Global Nav on the Marketing Website

Create Sample Prototype Content Pages to Show Usage

QA

Internal Regressions

Pre-launch SEO Validation



Hostway's Tasks

UX/IA and Dev **Launch Prep and** Content Design Build Setup Integrations Go Live Provision Staging Setup Staging Environment Setup Production Environment Setup Production Server UAT Server(s) Build out of Global Nav on Deployment Process, Provision Staging-versions of Other Properties Automated Backups, **UAT Regressions** 3rd Party Integrations / Tools Monitoring, Restoration Creation of Marketing Website Process Re-launch Social Media

Plan Initial Marketing Website Re-launch Social Media Campaigns

Plan Initial Marketing Website Re-launch Email Marketing Campaigns

Harden Staging CMS Servers

Campaigns Creation of Marketing Website Re-launch Email Marketing Campaigns

Research Content Replacement Plan, define search terms for all pages

Create Content Creation Tasks based on Proposed URL Mapping Document

QA

Harden Production Server

Build out URL Redirection based on map provided by nFusion

Build out 3rd Party Integrations

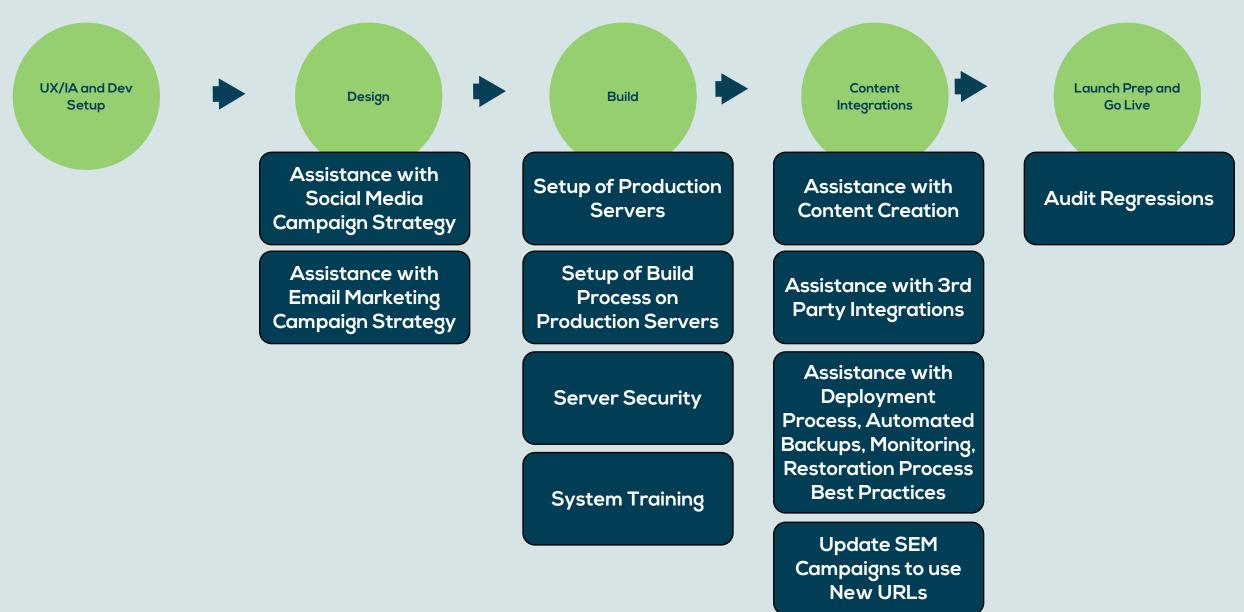
Perform any 3rd Party audits needed, such as TRUSTe

Audit Regressions

Backup / Failover Testing

Stress Testing

Additional Ways nFusion Could Help



Possible Future Work Streams

Website	Content	Social	Email	Marketing Automation
Website KPI Performance Monitoring	Content Strategy Content Performance	Social Campaign Strategy	Email Campaign Strategy	Lead Nurturing Consultation
New Page Templates	Monitoring Content Creation	Social Campaign Monitoring	Email Campaign Monitoring	
New Features		Social Campaign Creation	Email Campaign Creation	
Relaunch of Additional Properties, such as Community, Knowledge Base, Store, etc.				