

nFUSION

Project Summary

Hostway Services, Inc.

March, 2016

Past Workstreams



Interview sessions (in-person and via phone)

Qualitative Audience Interviews

Persona Development

Hostway background documentation review


Brand Research

Decision Journey Strategy

Site analytics analysis

Technical analysis and implementation strategy

Analysis and Summary

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THE PIONEER
 Focused and knowledgeable about their immediate hosting needs. Wants to make decisions quickly and have control over their solution's efficiency. Values support and stability and does not want anything to disrupt their goals and objectives in the immediate and long term.

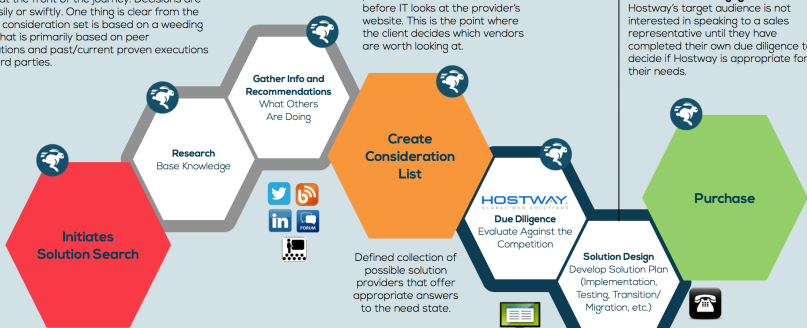
ROLES: LOB Leader, Developer, SMB IT
MINDSET: Controlling, demanding, insecure
APPROACH: Seeks a "white gloved" experience
LOOKING FOR: The right expert
BIGGEST FEAR: Loss of control, the unknown
OVERALL ATTITUDE: Be my trusted expert
OF MOST INTEREST: Approachable proactive engagement

Purchase Drivers	Importance
Scale, Flexibility and Longevity Seeks a provider that provides products and offerings that are flexible enough to support their requirements. Even if those requirements are on a smaller scale. Wants the provider to be there for them for the long haul.	Purchase research: [Progress bar]
Partnership Seeks a partner that is as helpful as they are knowledgeable about my needs and the needs of the solution. Demands that the provider treat them with respect and provides full transparency and solid active/proactive communication.	Purchase Evaluation: [Progress bar]
	Control: [Progress bar]
Behaviors	Customer support ROI: [Progress bar]
	Full technical understanding: [Progress bar]
	Solution design aid: [Progress bar]
	Engagement understanding: [Progress bar]
	Least Most

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Decision Journey

The IT purchase path for managed hosting solutions is a fast process at the front of the journey. Decisions are not made easily or swiftly. One thing is clear from the research, the consideration set is based on a weeding out process that is primarily based on peer recommendations and past/current proven executions by trusted third parties.




Consideration List
The consideration list of potential vendors will be defined before IT looks at the provider's website. This is the point where the client decides which vendors are worth looking at.

Direct Customer Engagement
Hostway's target audience is not interested in speaking to a sales representative until they have completed their own due diligence to decide if Hostway is appropriate for their needs.


Evaluation Phase
Hostway must provide simple-to-understand and detailed information about its service offerings to allow the customer to quickly realize what is offered, how it can benefit them and how the solution works.

Credible Reputation




Expert Personnel

Knowledgeable and experienced staff that can provide a high level of support and solution design help.



Credible and well known (within the industry) company that has supported many different solutions as well as reacts successfully to issues and failures and has the customer's needs in mind at all times.



Technology

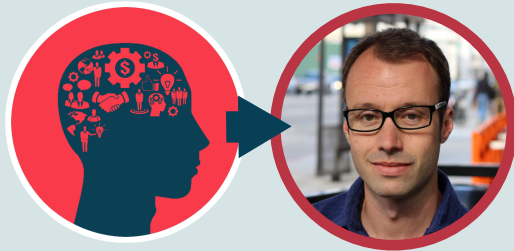
Provides best-in-breed technology that is well maintained and managed.

"In the service industry, I don't look for a spotless record. I look for patterns, as well as a clear history of the vendor attempting to resolve issues that in a technical industry can inevitably arise."

2

Personas

Experience Strategy Audience Profiles



THE ARCHITECT

Seeks application solutions for small-to-large-scale enterprise businesses that have multiple technologies that must work together seamlessly. Seeks complete understanding of all aspects of the project and demands full accountability from all partners and stakeholders within a given project.

ROLES: CIO, CSO, IT Manager, Product Manager

MINDSET: Expert

APPROACH: Meticulous, process oriented

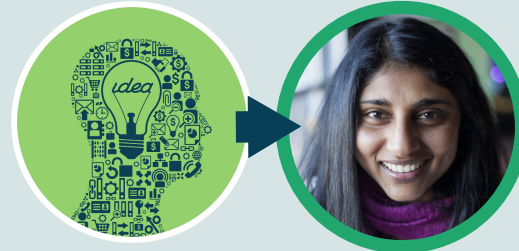
LOOKING FOR: The right answers to questions

BIGGEST FEAR: Critical failure

OVERALL ATTITUDE: Prove me wrong

OF MOST INTEREST:

Accountability



THE PIONEER

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OF MOST INTEREST:

Approachable proactive engagement

Website UX Personas



Arthur

Goals

Find the best partner for the job while balancing professional and personal responsibilities.

Tasks

Survey the field of potential partners, learn what's needed for cloud transition, evaluate and interview options



Prima

Goals

Maintain appearance of expertise, hand off maintenance responsibilities to cloud provider.

Tasks

Examine SEO, on-boarding and training processes, resources, RAM and processors, online community.

Messaging Direction

Arthur

“We’re changing everything - I need someone who’ll back me up.”

Scale and Flexibility

A company that is flexible and can customize its products and services based on my business needs both large and small. The solution can fit within my own processes and solution requirements.

Expertise

Solution provider shows proof of expertise with the solution that needs to be implemented.

Solution Collaboration

Reacts positively to solution providers that play a role in the solution design.



Prima

“Stop selling things to me - just tell me how this works.”

Scale, Flexibility and Longevity

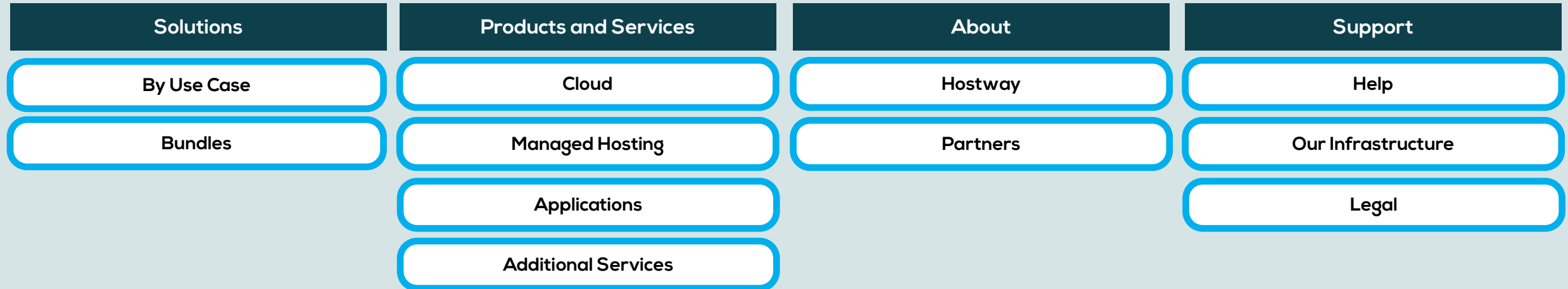
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Site Architecture

Primary



- Solution summary
- Context and credibility
- Detailed specifications and technical details

- Descriptions and solution alignment
- Diagrams
- Business impact recommendations

- Company information
- Company story and brand alignment
- Leadership Expertise
- Partner alignment and opportunities

- Support information and policies
- Data center and infrastructure
- SLAs

Meant for Prima

Meant for Arthur

Secondary

Footer



Solution Wireframes

Framework for Providing Base Information for Evaluating a Solution Provider

1 Solutions Offered

Solution Summary and Engagement Details

2 Customer Context, Credibility and Benefits

Verticals, Industries and/or Size of Business

Is it right for me?

Testimonials

Is this credible?

Case Studies

How was it accomplished?
What are the benefits?

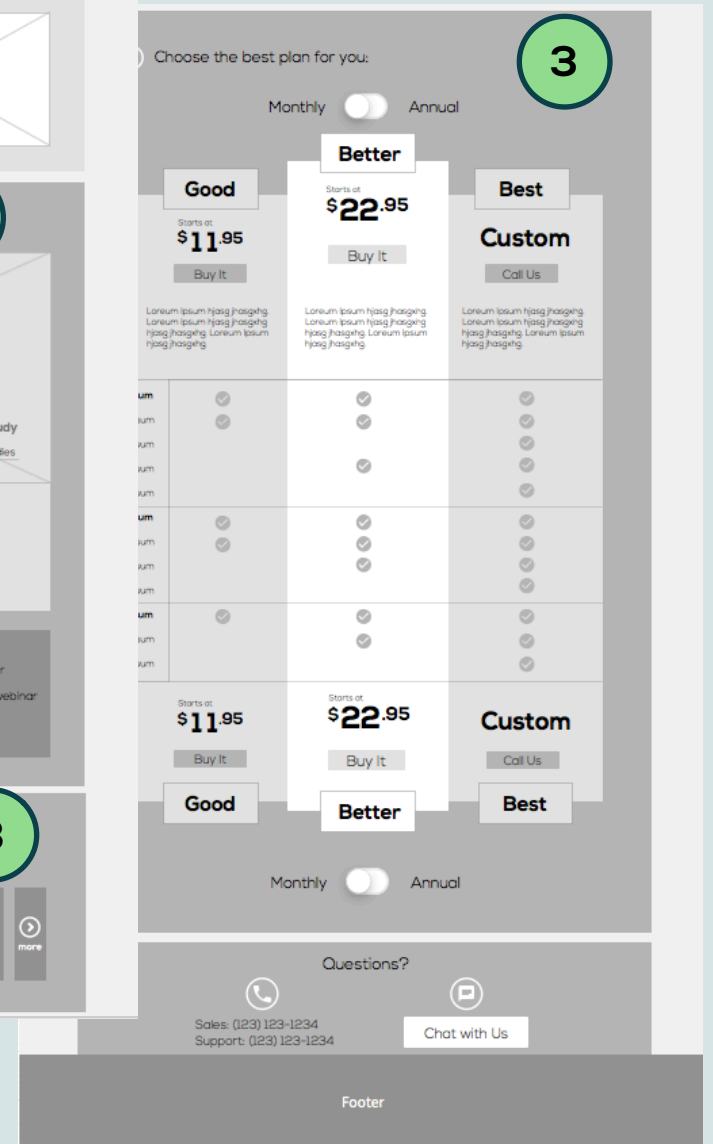
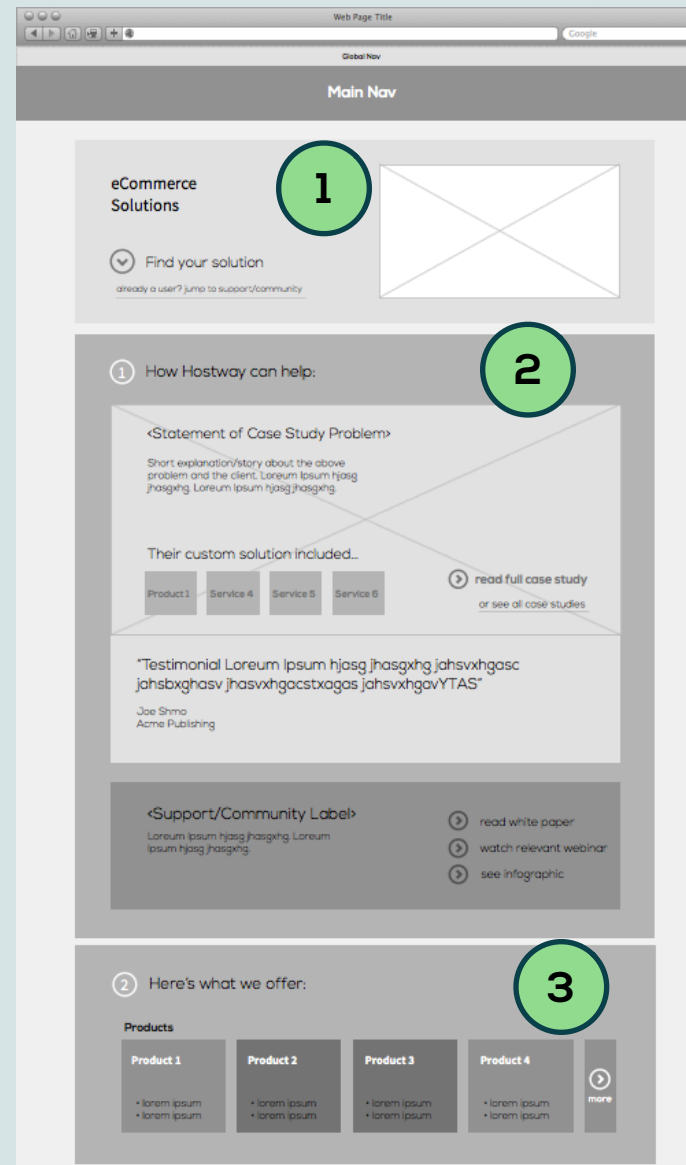
Impact of Partnership to Client's Business Growth

3 Detailed Specs

Detailed Technical Specifications

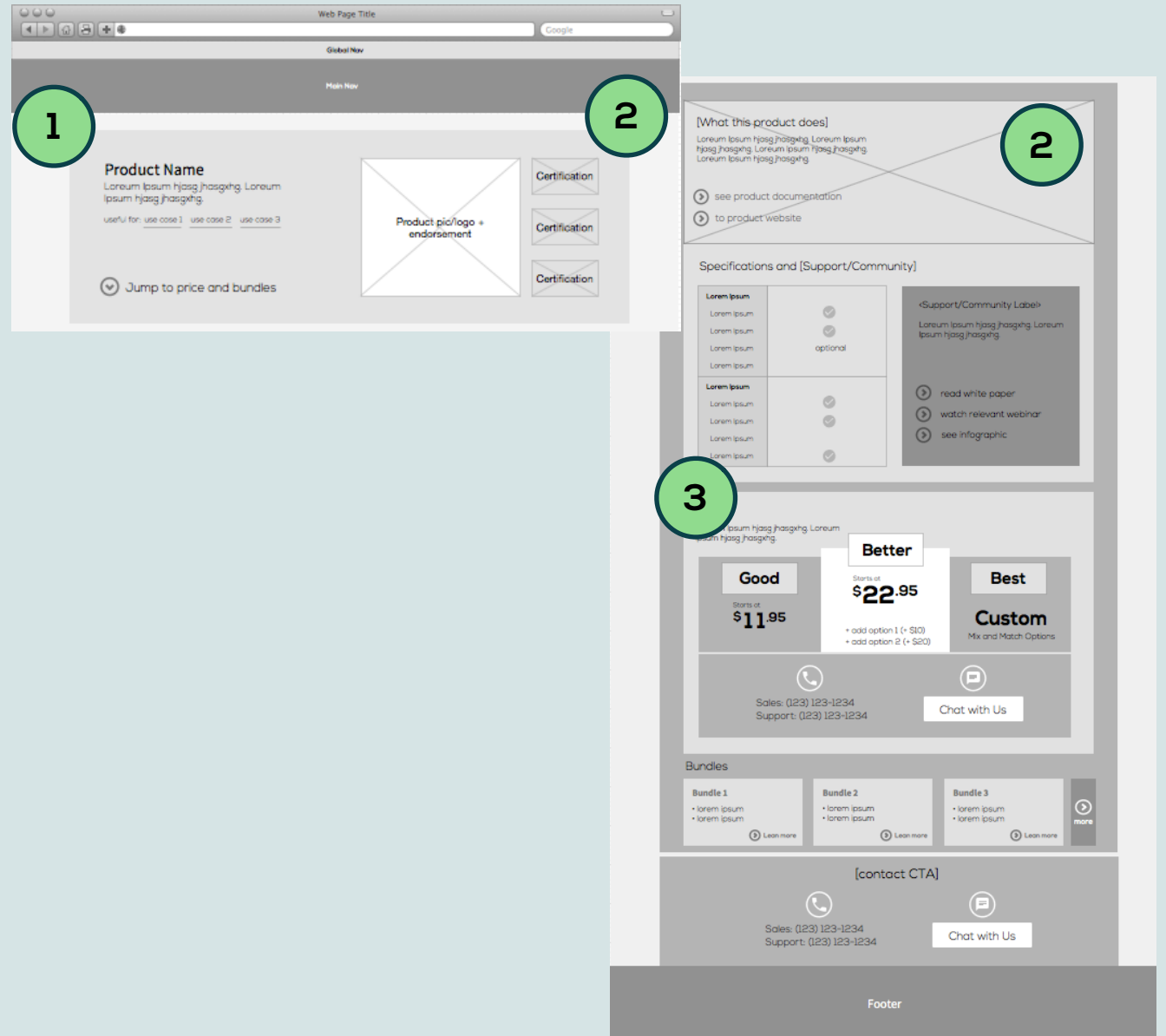
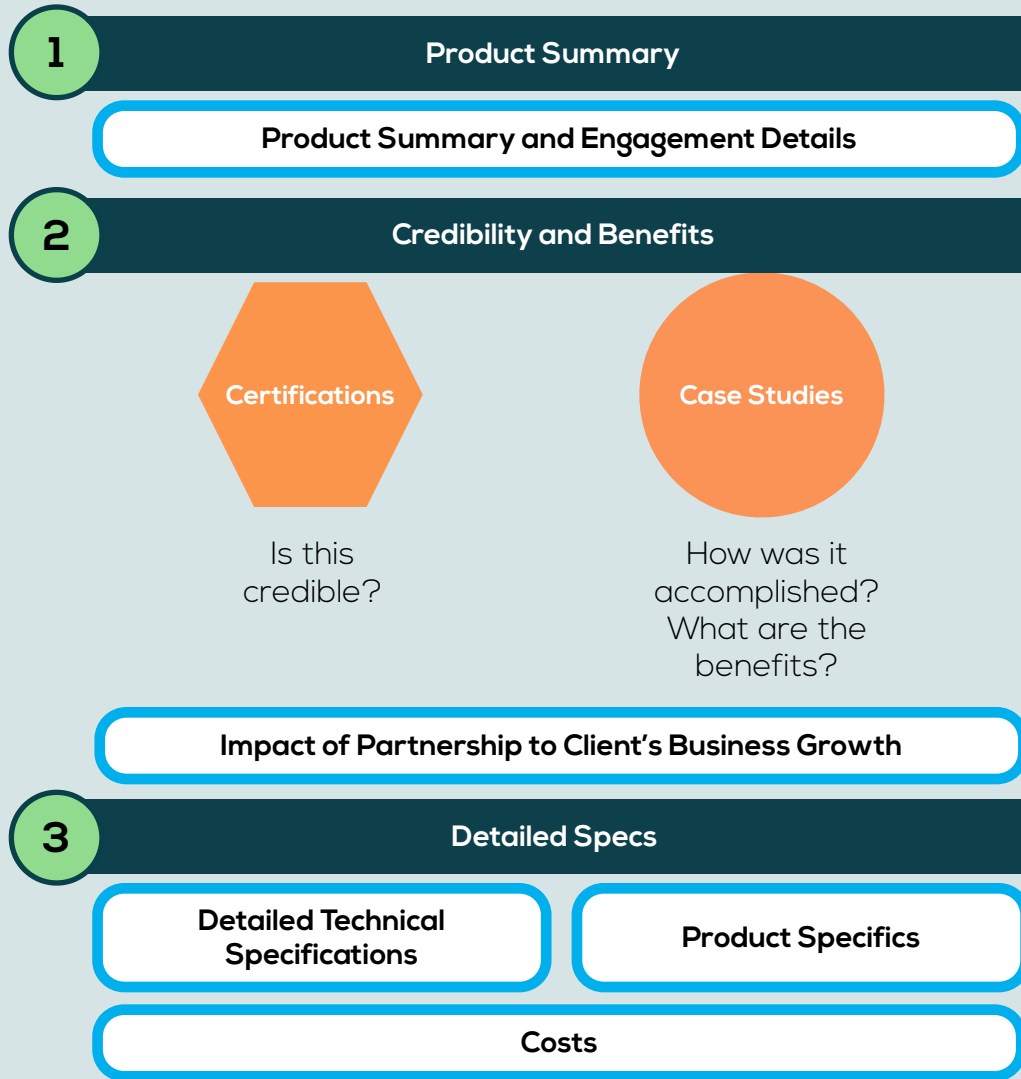
Product Specifics

Costs

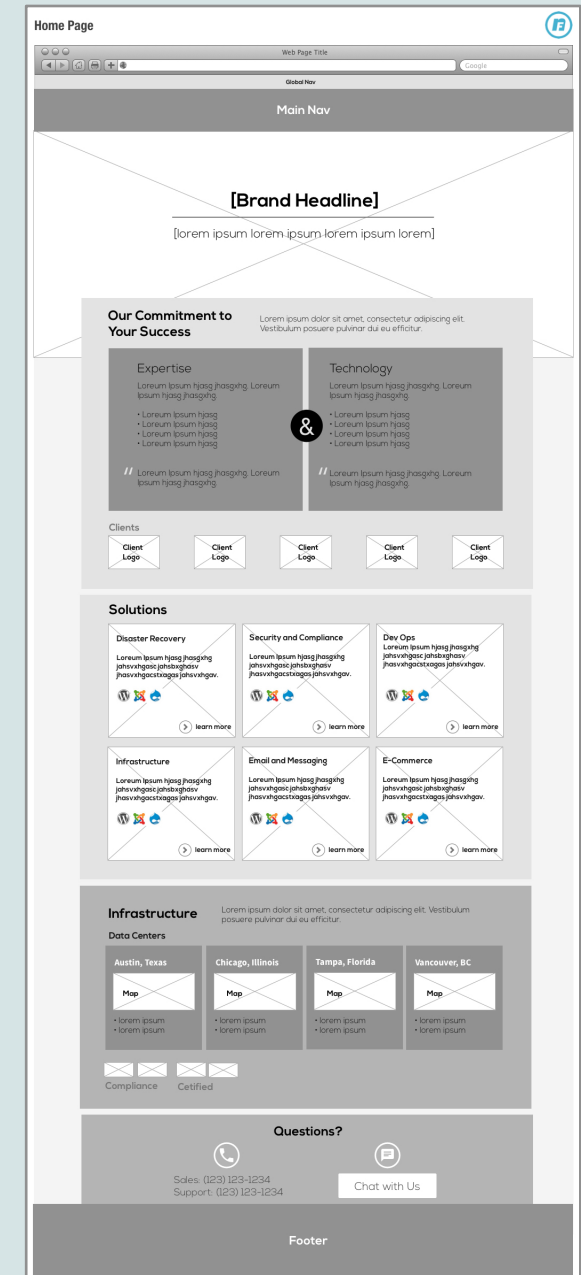
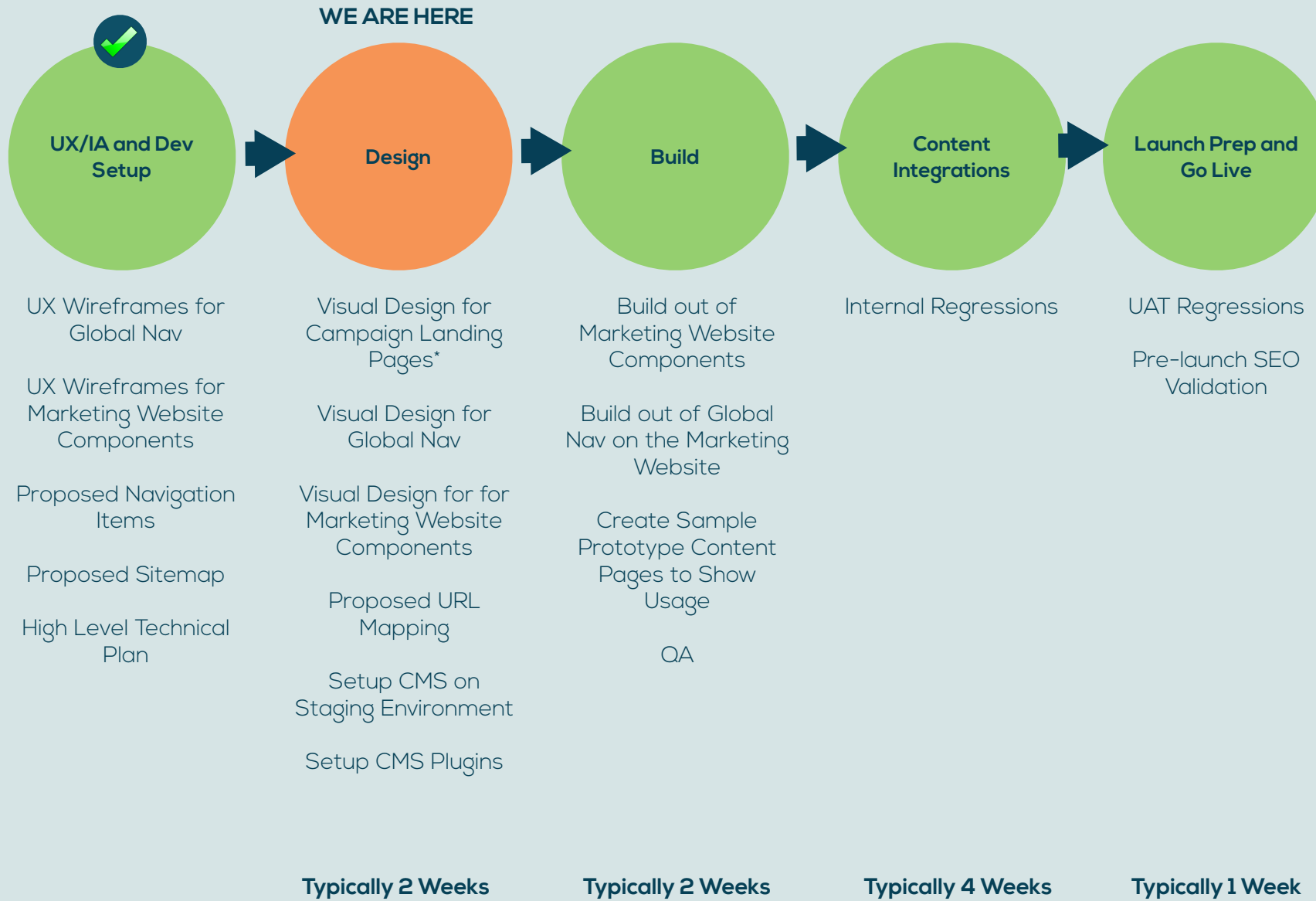


Product Wireframes

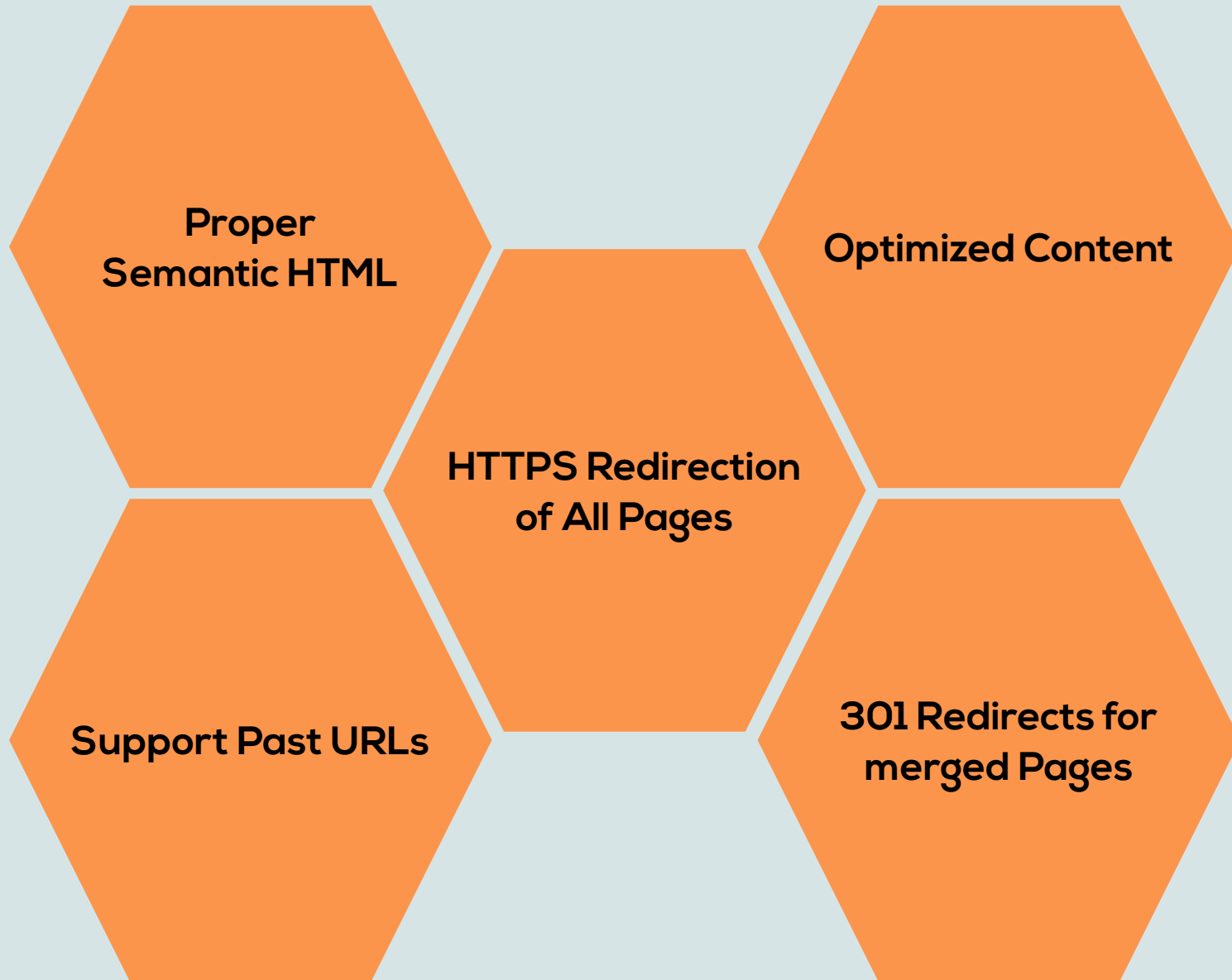
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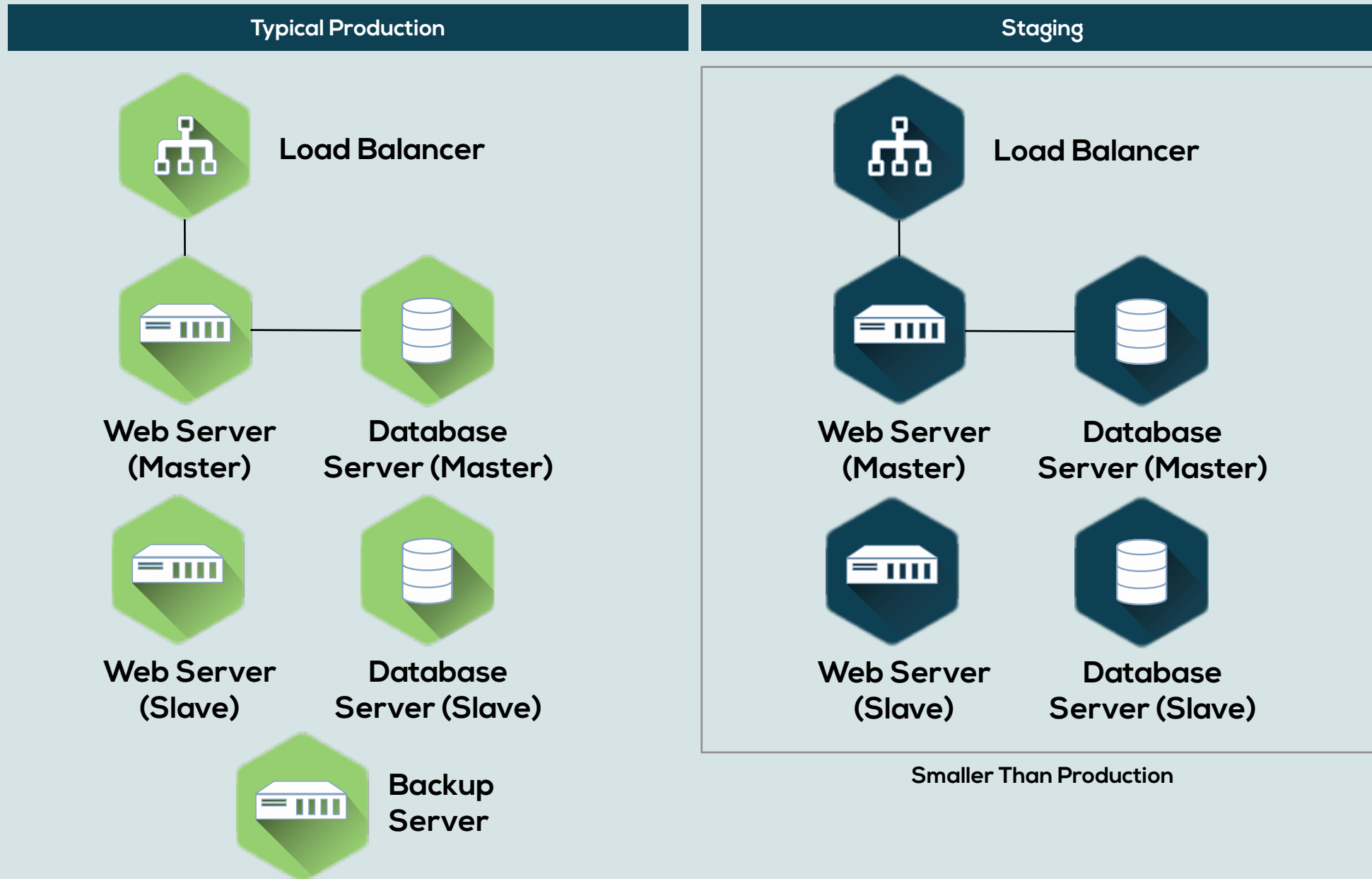
nFusion's Current Tasks



SEO



Server Enviroments



Hostly Logo and Color Pallet Refinement

Modification of the existing logo utilizing similar font and style

HOSTWAY

HOSTWAY

HOSTWAY



New recommended logo utilizing a simple, light and fluid style





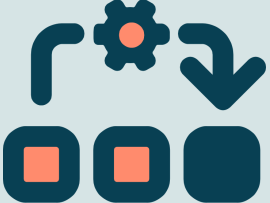
HOSTWAY

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Possible Future Work Streams

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

Questions