

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

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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.

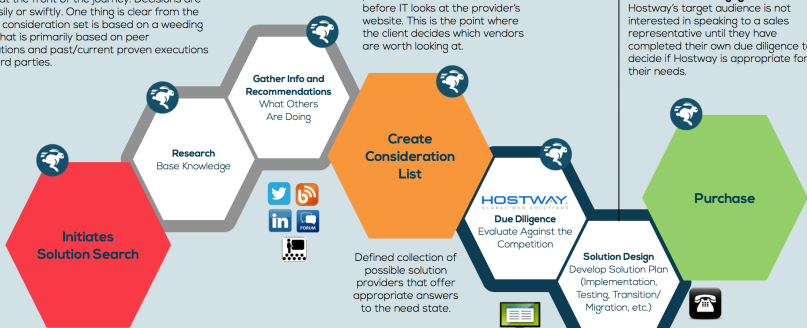
ROLES: LOB Leader, Developer, SMB IT
MINDSET: Controlling, demanding, insecure
APPROACH: Seeks a "white gloved" experience
LOOKING FOR: The right expert
BIGGEST FEAR: Loss of control, the unknown
OVERALL ATTITUDE: Be my trusted expert
OF MOST INTEREST: Approachable proactive engagement

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. 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 research
	Purchase Evaluation
	Control
	Customer support ROI
	Full technical understanding
	Solution design aid
	Engagement understanding
	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 Reputation

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.



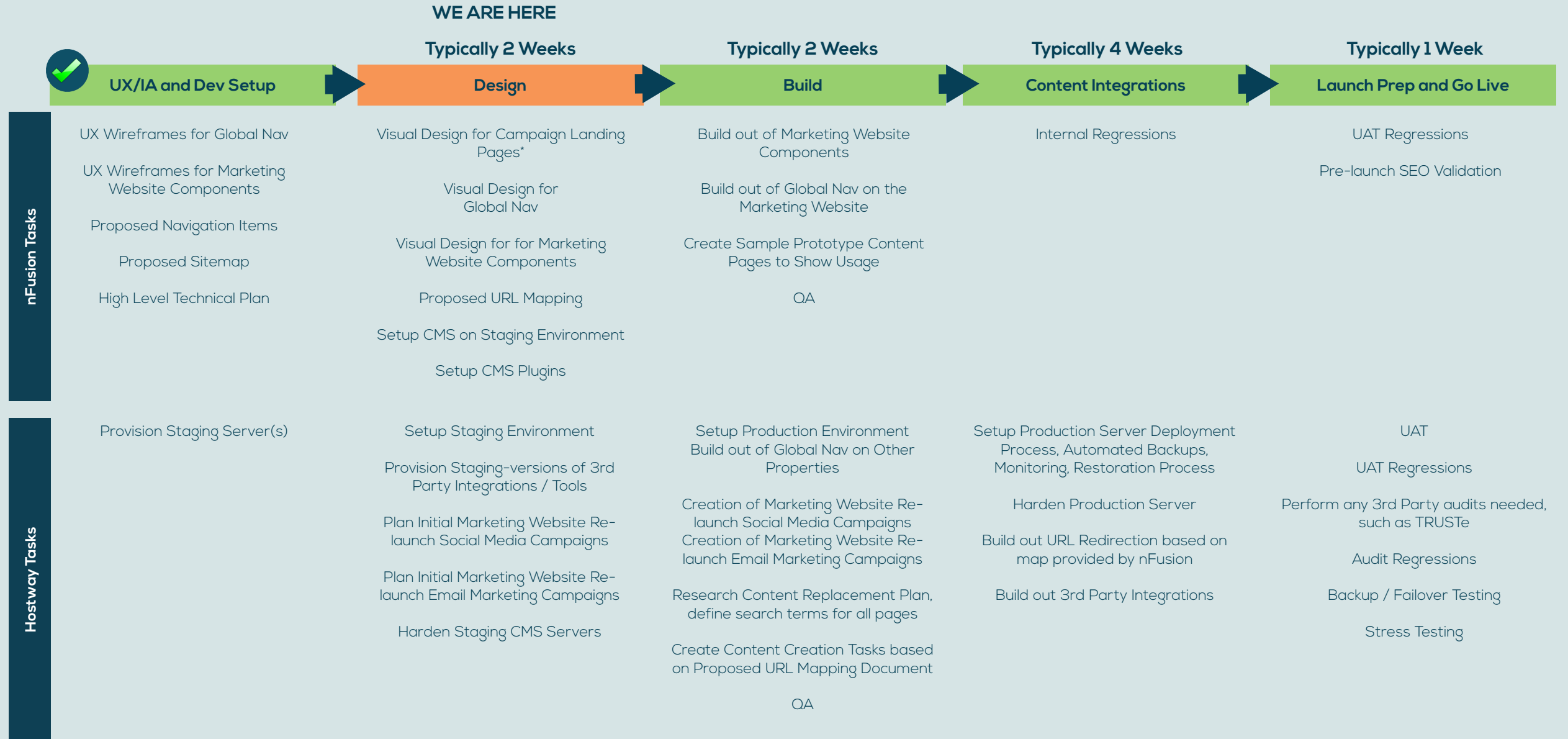
Technology

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."

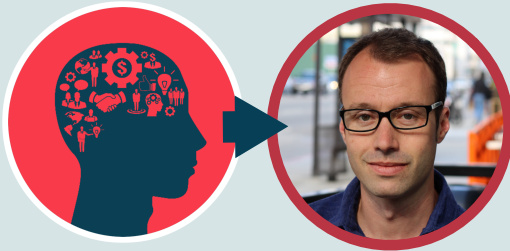
2

nFusion's Current Tasks



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

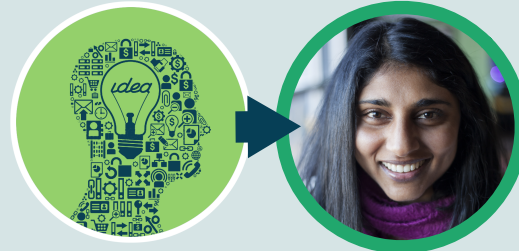
LOOKING FOR: The right answers to questions

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

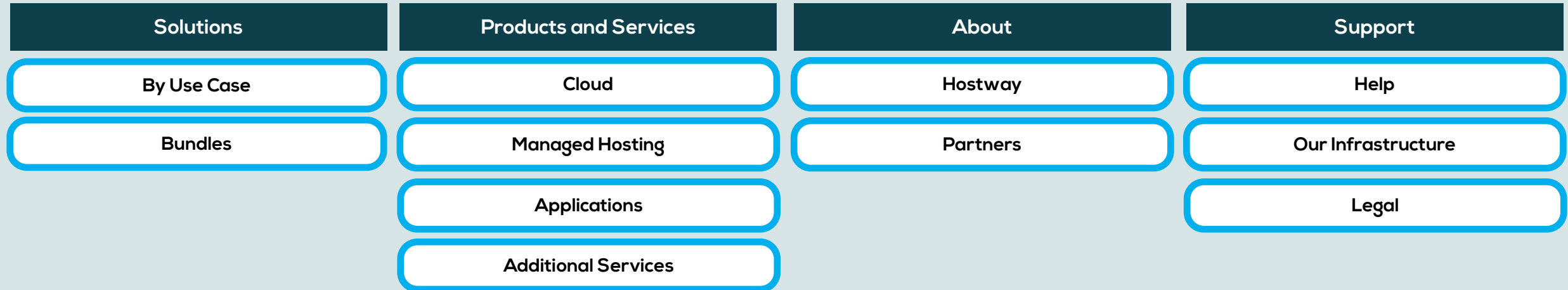
Seeks a provider that provides products and offerings that are flexible enough to support their requirements. Even if those requirements are on a smaller scale. Wants the provider to be there for them for the long haul.

Partnership

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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

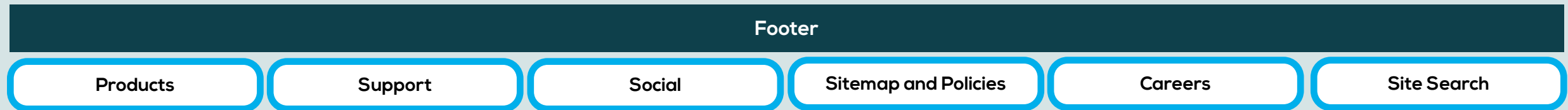
- Company information
- Company story and brand alignment
- Leadership Expertise
- Partner alignment and opportunities

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

Meant for Arthur and Prima

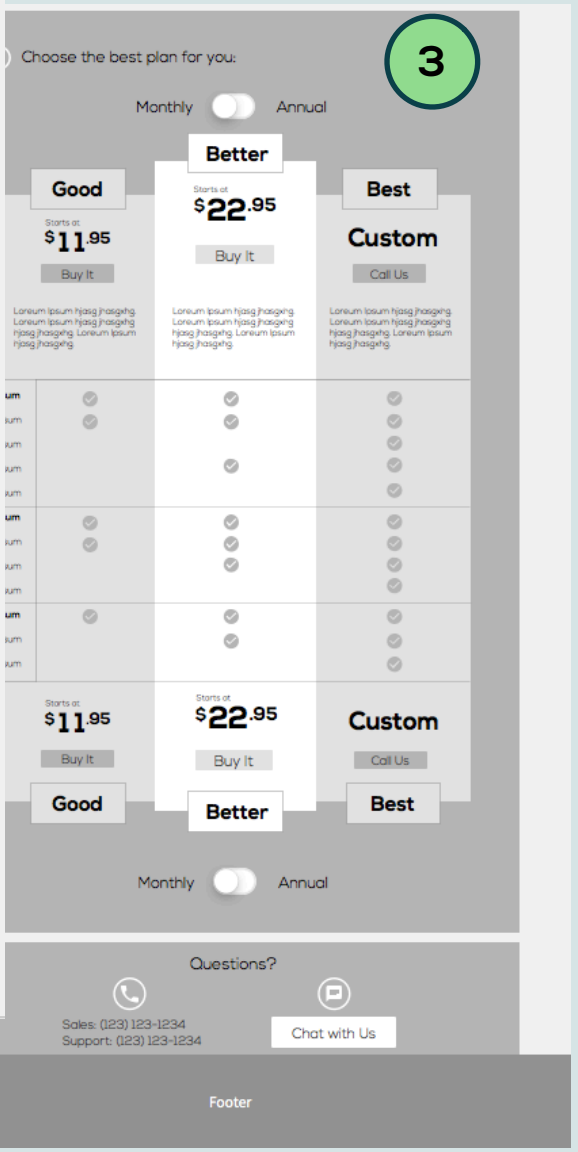
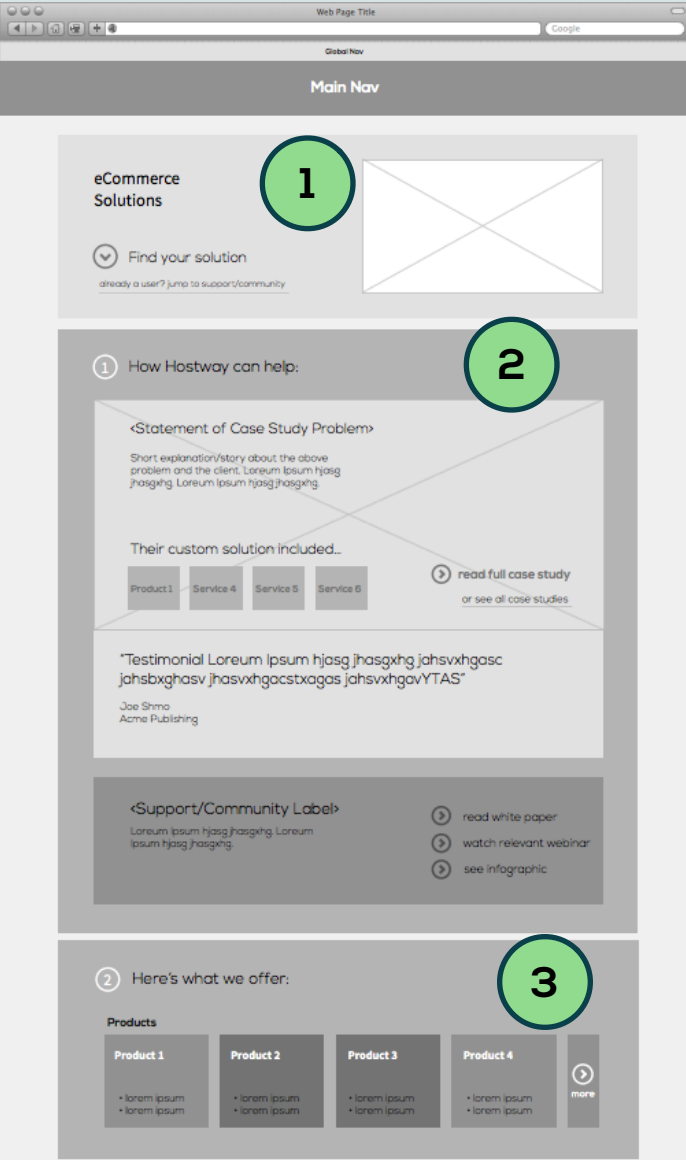
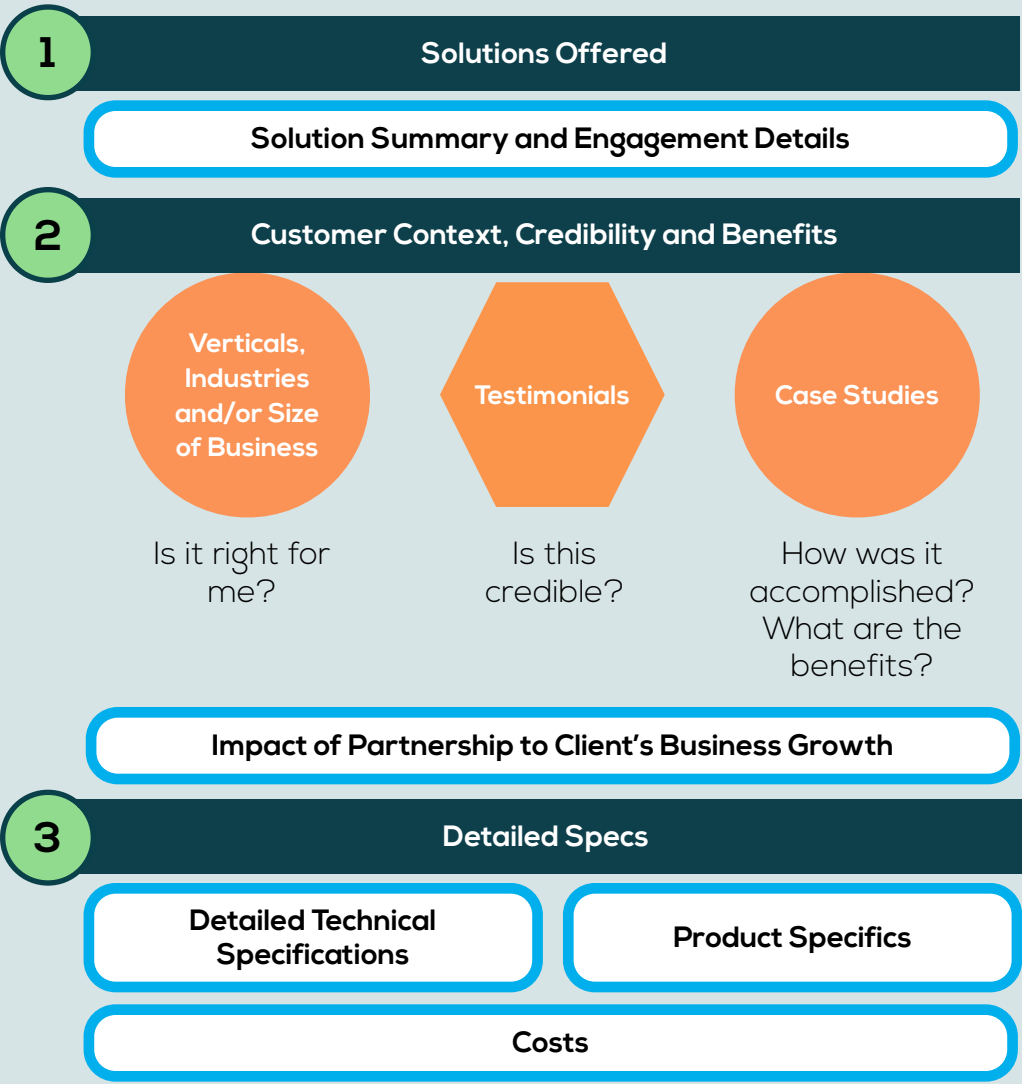
Meant for Arthur and Prima

Secondary



Solution Wireframes

Framework for Providing Base Information for Evaluating a Solution Provider



Product Wireframes

Framework for Providing Base Information for Evaluating a Solution Provider

1 Product Summary

Product Summary and Engagement Details

2 Credibility and Benefits



Is this credible?



How was it accomplished?
What are the benefits?

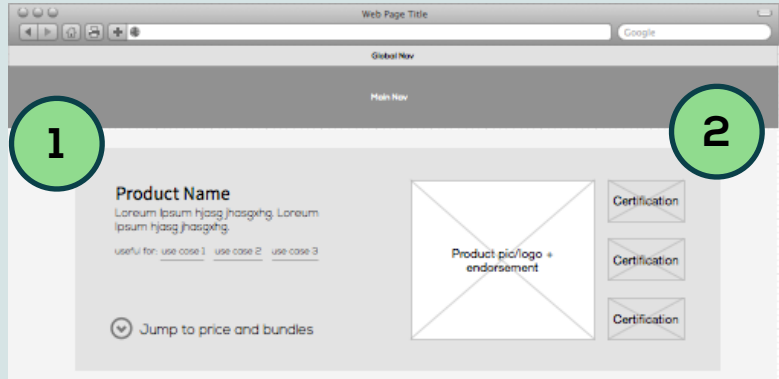
Impact of Partnership to Client's Business Growth

3 Detailed Specs

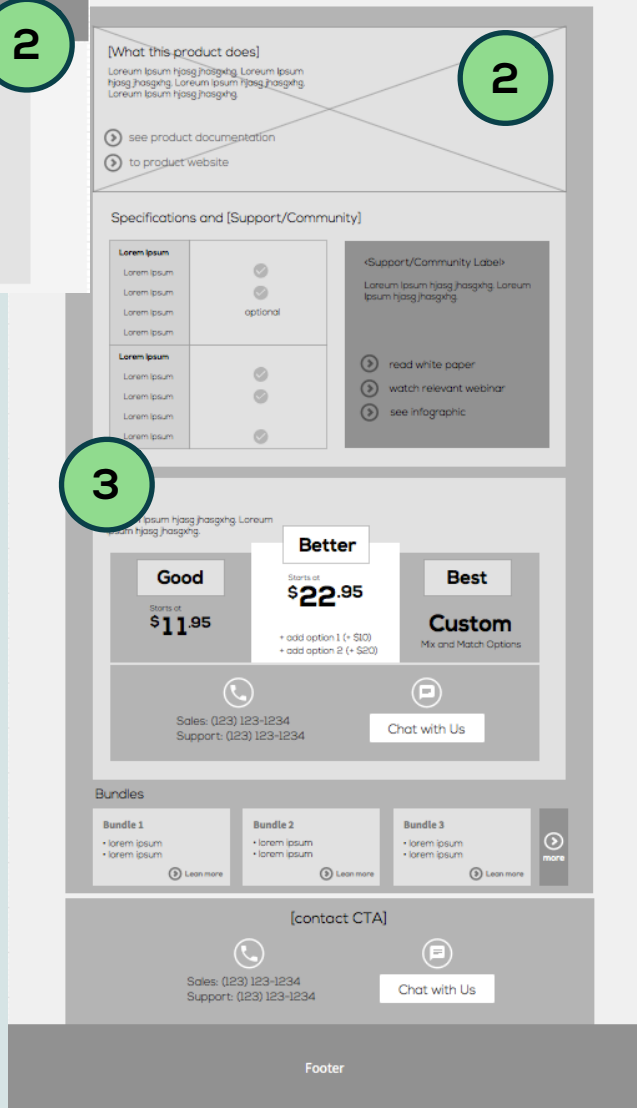
Detailed Technical Specifications

Product Specifics

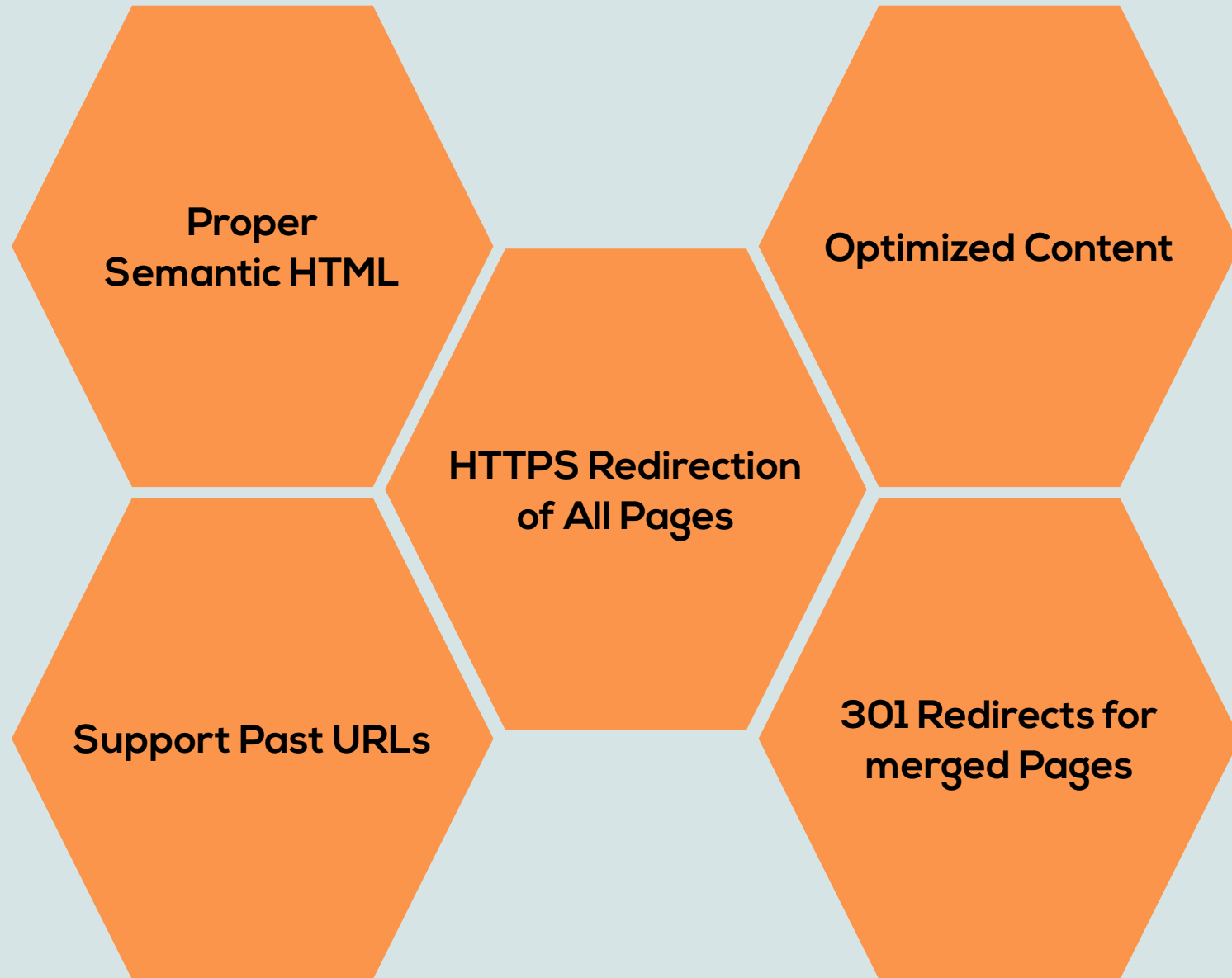
Costs



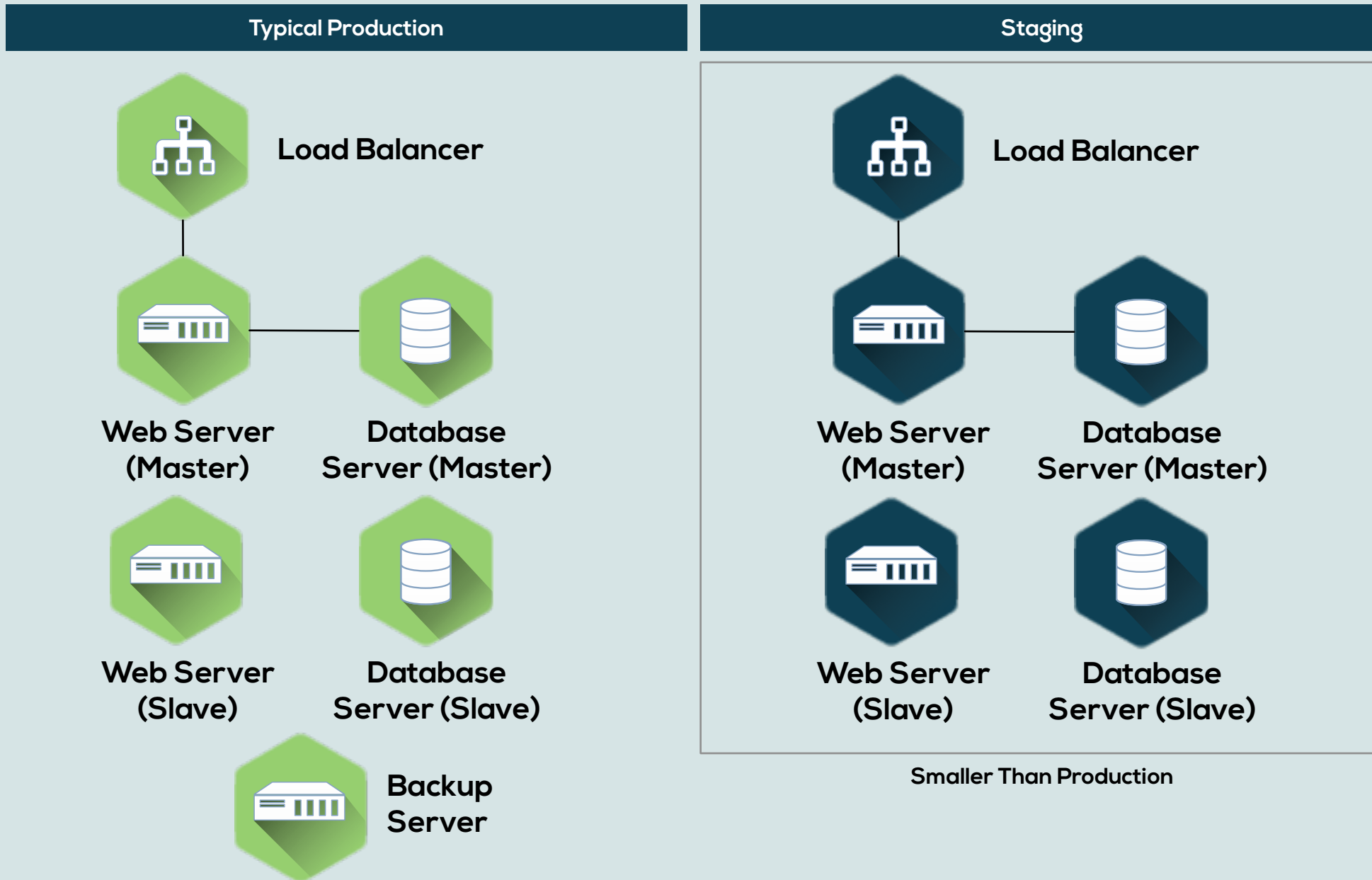
Appropriate for Prima and Arthur



SEO



Server Enviroments



Logo/Color Refresh

Hostly Logo and Color Pallet Refinement

Existing Hostway Logo

HOSTWAY®

HOSTWAY®



Hostly Logo and Color Pallet Refinement

Modification of the existing logo utilizing similar font and style

HOSTWAY

HOSTWAY

HOSTWAY



Hostly Logo and Color Pallet Refinement

New recommended logo utilizing a simple, light and fluid style

HOSTWAY

HOSTWAY

HOSTWAY



Hostly Logo and Color Pallet Refinement

New icon exploratory

HOSTWAY

HOSTWAY

HOSTWAY



Questions