# nFUSION

# Project Summary

## Hostway Services, Inc.
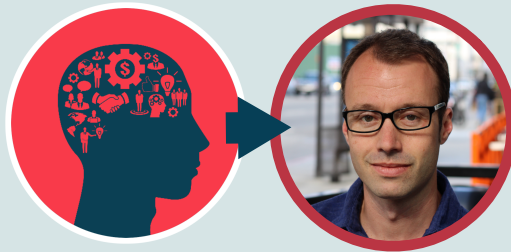
March, 2016

# Past Workstreams

## Stakeholder Interviews

Interview sessions (in-person and via phone)

Hostway background documentation review

Site analytics analysis

Analysis and Summary

## Audience Research*

Qualitative Audience Interviews

Brand Research

## Experience and Technical Strategy

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

**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.

#### Importance

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

Least — Most

#### Behaviors

#### Barriers and Concerns

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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.

Initiates Solution Search

Research Base Knowledge

Gather Info and Recommendations What Others Are Doing

Create Consideration List

Defined collection of possible solution providers that offer appropriate answers to the need state.

HOSTWAY.

Due Diligence Evaluate Against the Competition

Solution Design Develop Solution Plan (Implementation, Testing, Transition/Migration, etc.)

Purchase

**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.

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### 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.

### Expert Personnel

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

"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."

### Technology

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

# nFUSION

# Build Phase Tasks

**WE ARE HERE**

|  | **Typically 2 Weeks** | **Typically 2 Weeks** | **Typically 4 Weeks** | **Typically 1 Week** |
|---|---|---|---|---|
| **UX/IA and Dev Setup** | **Design** | **Build** | **Content Integrations** | **Launch Prep and Go Live** |

## nFusion Tasks

| UX/IA and Dev Setup | Design | Build | Content Integrations | Launch Prep and Go Live |
|---|---|---|---|---|
| UX Wireframes for Global Nav | Visual Design for Campaign Landing Pages* | Build out of Marketing Website Components | Internal Regressions | UAT Regressions |
| UX Wireframes for Marketing Website Components | Visual Design for Global Nav | Build out of Global Nav on the Marketing Website |  | Pre-launch SEO Validation |
| Proposed Navigation Items | Visual Design for for Marketing Website Components | Create Sample Prototype Content Pages to Show Usage |  |  |
| Proposed Sitemap | Proposed URL Mapping | QA |  |  |
| High Level Technical Plan | Setup CMS on Staging Environment |  |  |  |
|  | Setup CMS Plugins |  |  |  |

## Hostway Tasks

| UX/IA and Dev Setup | Design | Build | Content Integrations | Launch Prep and Go Live |
|---|---|---|---|---|
| Provision Staging Server(s) | Setup Staging Environment | Setup Production Environment Build out of Global Nav on Other Properties | Setup Production Server Deployment Process, Automated Backups, Monitoring, Restoration Process | UAT |
|  | Provision Staging-versions of 3rd Party Integrations / Tools | Creation of Marketing Website Re-launch Social Media Campaigns Creation of Marketing Website Re-launch Email Marketing Campaigns | Harden Production Server | UAT Regressions |
|  | Plan Initial Marketing Website Re-launch Social Media Campaigns |  | Build out URL Redirection based on map provided by nFusion | Perform any 3rd Party audits needed, such as TRUSTe |
|  | Plan Initial Marketing Website Re-launch Email Marketing Campaigns | Research Content Replacement Plan, define search terms for all pages | Build out 3rd Party Integrations | Audit Regressions |
|  | Harden Staging CMS Servers | Create Content Creation Tasks based on Proposed URL Mapping Document |  | Backup / Failover Testing |
|  |  | QA |  | Stress Testing |

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# Personas

## 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
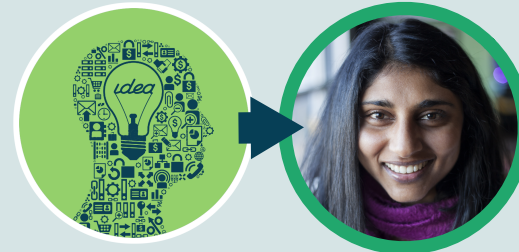
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## Arthur

**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.

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# Messaging Direction

### Arthur

## "We're changing everything - I need someone who'll back me up."

### Prima

## "Stop selling things to me - just tell me how this works."

**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.

**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.

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# Site Architecture

## Primary

| Solutions | Products and Services | About | Support |
|---|---|---|---|
| By Use Case | Cloud | Hostway | Help |
| Bundles | Managed Hosting | Partners | Our Infrastructure |
| | Applications | | Legal |
| | Additional Services | | |
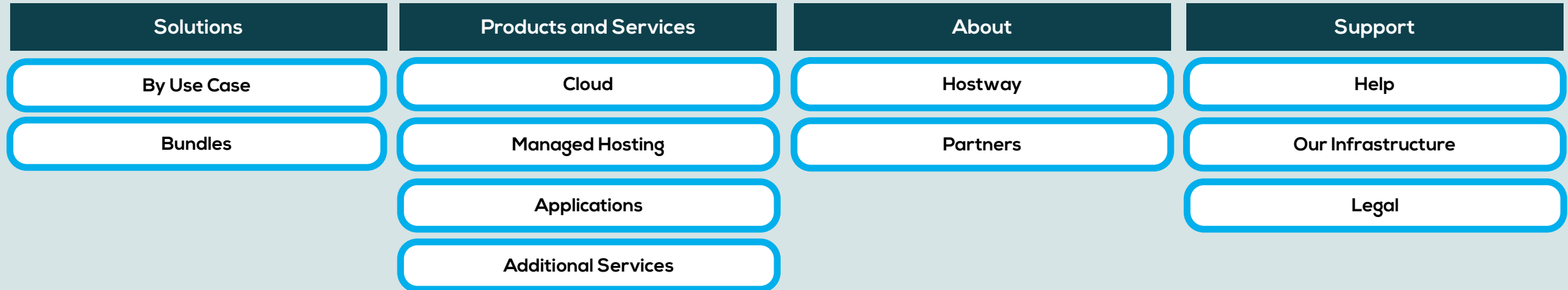
• Solution summary
• Context and credibility
• Detailed specifications and technical details

**Meant for Arthur and Prima**

• Descriptions and solution alignment
• Diagrams
• Business impact recommendations

**Meant for Arthur and Prima**

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

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

## Secondary

| Footer | | | | | |
|---|---|---|---|---|---|
| Products | Support | Social | Sitemap and Policies | Careers | Site Search |
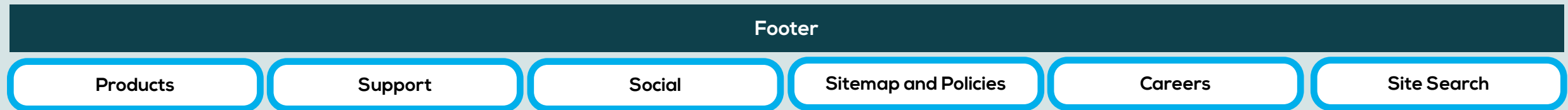
## Solution Wireframes

**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

Testimonials

Case Studies

Is it right for me?

Is this credible?

How was it accomplished? What are the benefits?

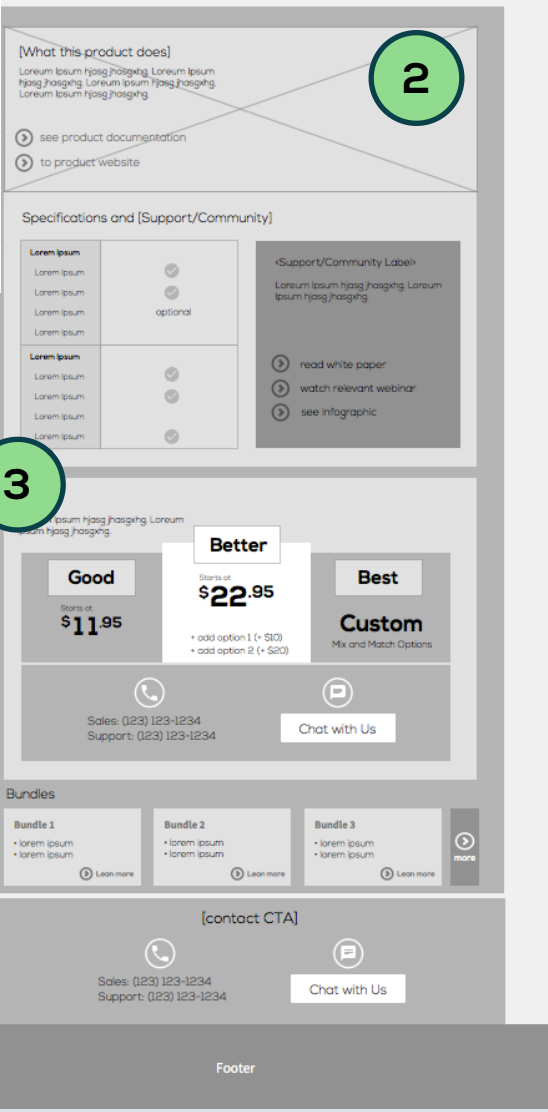Impact of Partnership to Client's Business Growth

**3** Detailed Specs

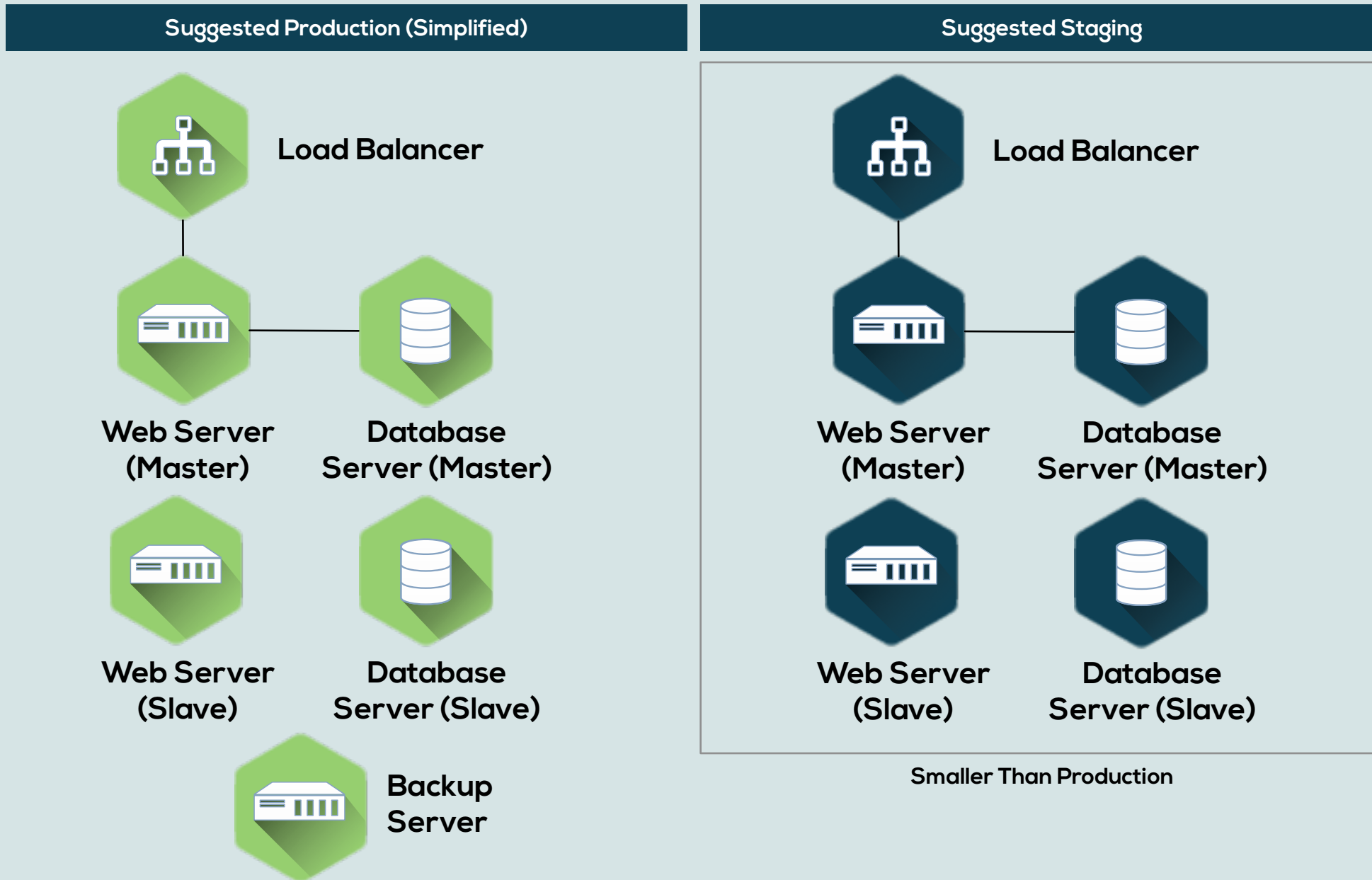Detailed Technical Specifications

Product Specifics

Costs

Appropriate for Prima and Arthur
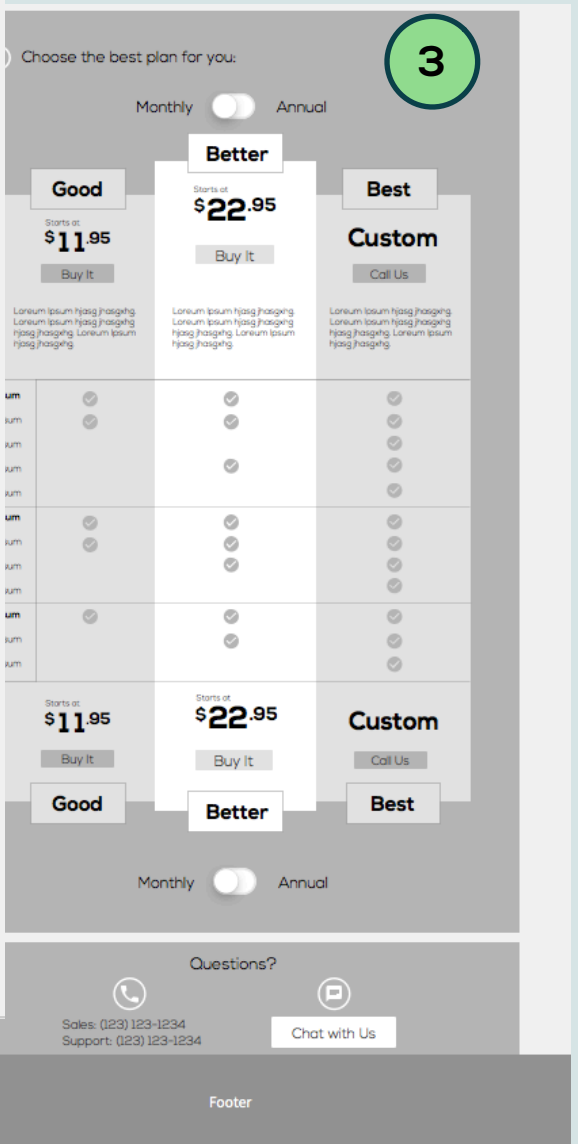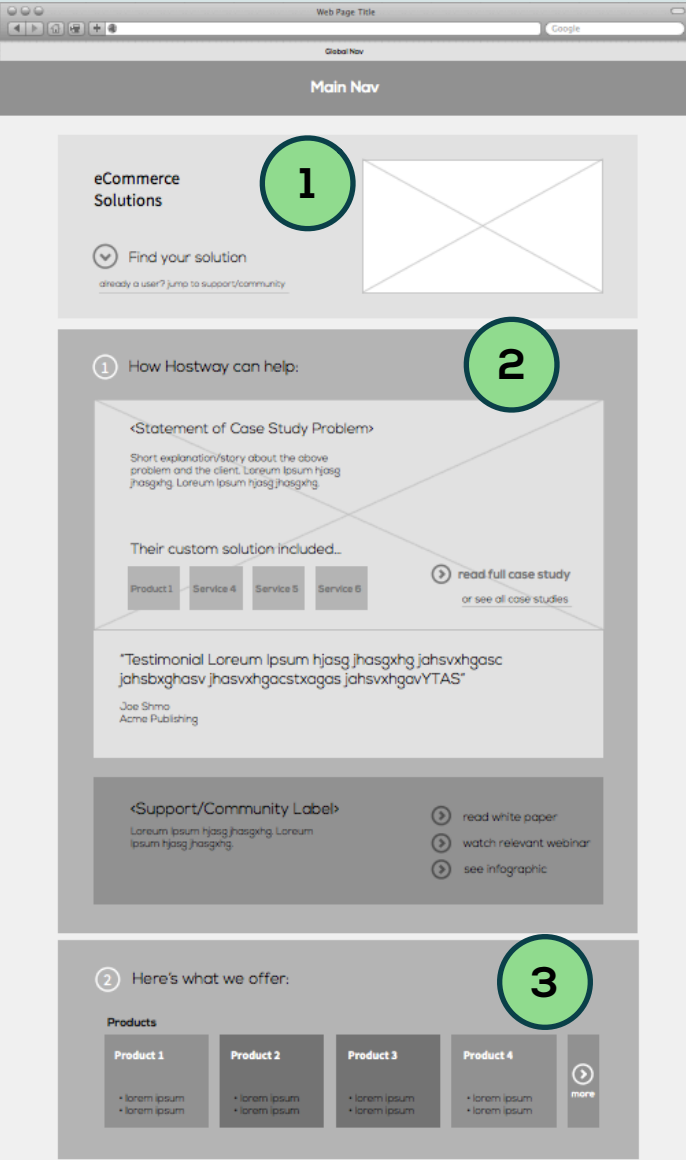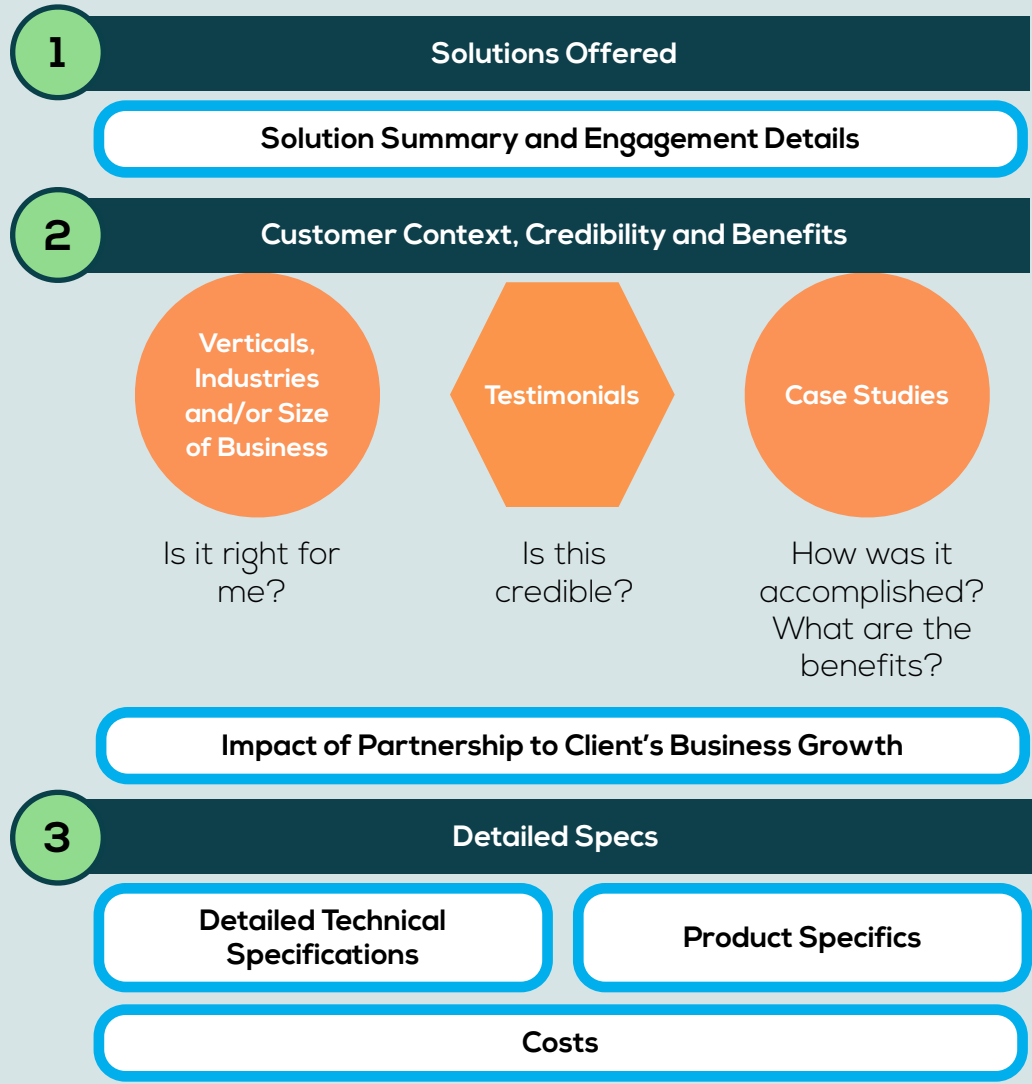
# Product Wireframes

## Framework for Providing Base Information for Evaluating a Solution Provider

**1** Product Summary

Product Summary and Engagement Details

**2** Credibility and Benefits

Certifications

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



**Appropriate for Prima and Arthur**

# SEO

Proper Semantic HTML

HTTPS Redirection of All Pages

Optimized Content

Support Past URLs

301 Redirects for merged Pages

Server Enviroments

# Questions

# Logo/Color Refresh

# Hostway Logo and Color Pallet Refinement



Existing Hostway Logo

## Hostway Logo and Color Pallet Refinement

Modification of the existing logo utilizing similar font and style

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## Hostway Logo and Color Pallet Refinement

# Hostway Logo and Color Pallet Refinement

New icon exploratory