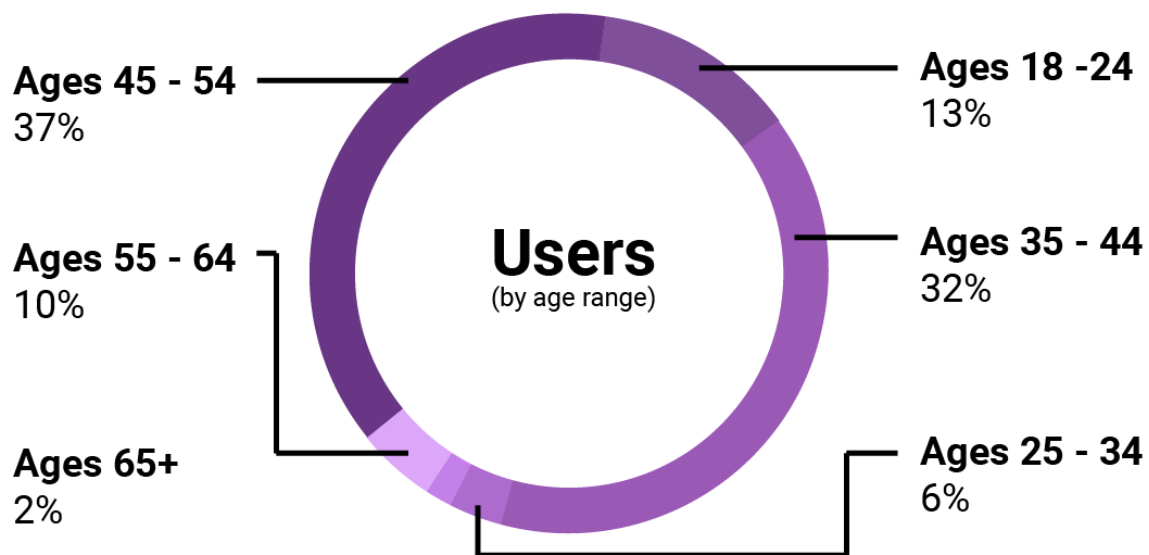# INTRODUCTION

You've been hired by *Inclusive Interviews* to redesign their webpage. *Inclusive Interviews* is an online publication that focuses on the interview format as a way to uplift the experiences and celebrate the successes of diverse professional voices. After conducting some research, they believe that updating their online presence would help them expand their audience.

WEBSITE TRAFFIC

Ages 45 - 54
37%

Ages 18 -24
13%

Ages 55 - 64
10%

Users
(by age range)

Ages 35 - 44
32%

Ages 65+
2%

Ages 25 - 34
6%

Currently, the main demographic of readers ranges from 35 - 54. The publication wants to increase the number of young readers,, since younger readers have been found to share content over social media more frequently than older readers.

They've also seen that viewers only stay on a page for an average of 10 seconds. Not quite long enough to consume the long-format content of the website. Of those who visit the site, half leave before looking at any content whatsoever.

Average Bounce Rate
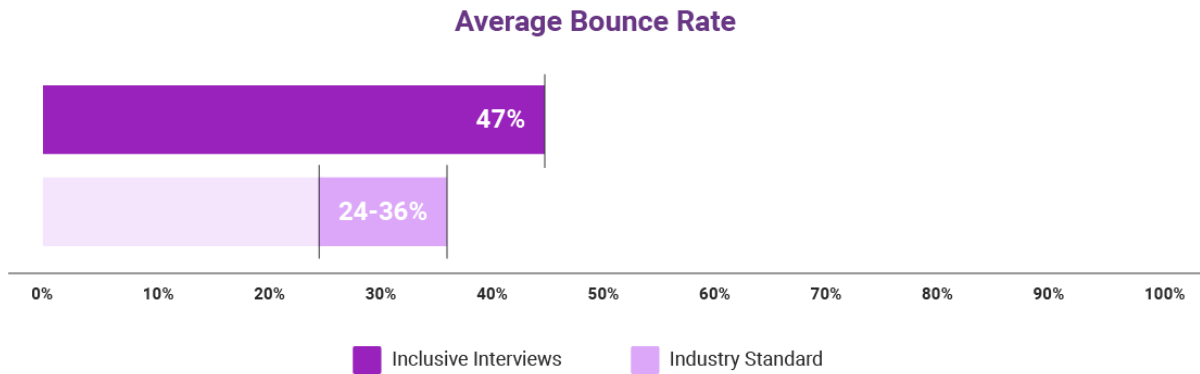
FOCUS GROUP

To dig into these metrics, *Inclusive Interviews* held focus groups to hear directly from readers. They showed them an example article, then asked the participants to share what they liked and what could be improved. Here are some quotes from the focus group sessions:

- *"I like the content, but I think the voice and the look are too old for me. The website looks like it was built using GeoCities."*

- *"Sometimes I don't want to read a whole article, but it's annoying to scroll through an entire page trying to find what I'm looking for. It's just like one long blob of text."*

- *"I'm always digging around for important facts - like, who is this person, what's their website, where are they from. That type of information should be made more prominent on the webpage instead of sitting there at the bottom."*

- *"I really love the large portraits at the top! It's such a nice thing to see when the page first loads. But the logo and title kind of covers it up."*