Opalescence: Content Design Report
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Introduction

The purpose of this report is to recommend necessary updates to the Opalescence website in relation to the target audience-"People who eat organic protein bars." Within the report, large-scale recommendations will be addressed and solutions will be provided in the form of swimlane diagrams, a strategic intent table, a content matrix, and wireframes.

There are five large-scale recommendations that will be referenced throughout the report:
1. Eliminate repetitive links.
2. Fix the taskbar.
3. Eliminate white space.
4. Fix metatags and titles.
5. Make the site more visually appealing.

These recommendations will be elaborated on further in the report, and more detailed corresponding solutions will be tied to these recommendations.

Strategic Intent

The intended mission for revising the website is to appeal to a broader and younger audience to better market dental products. Currently, the website does not appeal to a variety of audiences. The current aesthetic and feel of the site appear to be targeting a more mature audience. For the website to attract new and younger users, the website will need to be redesigned to fit the needs of a more general audience.

The objectives for the website will be to design new graphics, color palettes, and reorganize the website to gain more attention among younger users who are budget conscious. The intended audience for the website redesign is people who eat organic protein bars. People who eat organic protein bars tend to be younger adults who prioritize health and often follow health and beauty trends, and may also be more budget-conscious.

The type of content necessary is better visuals, updated and interactive social media content, ingredient and ethics information within product descriptions, and influencer collaborations. These updates will offer the user a more immersed experience.

Content Lifecycles

The swimlane diagrams represent how the website will work and operate to a user. Each instance where a new user arrives on the website they will be greeted with specific information to help guide in the direction to the information they are seeking. The website's task is to ultimately get a user to purchase a product on the website. In order to achieve that goal the website will automatically land the user on the homepage of the website and present information to the user that describes the company's history, products, and services. The taskbar at the top of the page will guide users to the pages and products that they are searching for, as represented on the swimlane diagram in the link below.
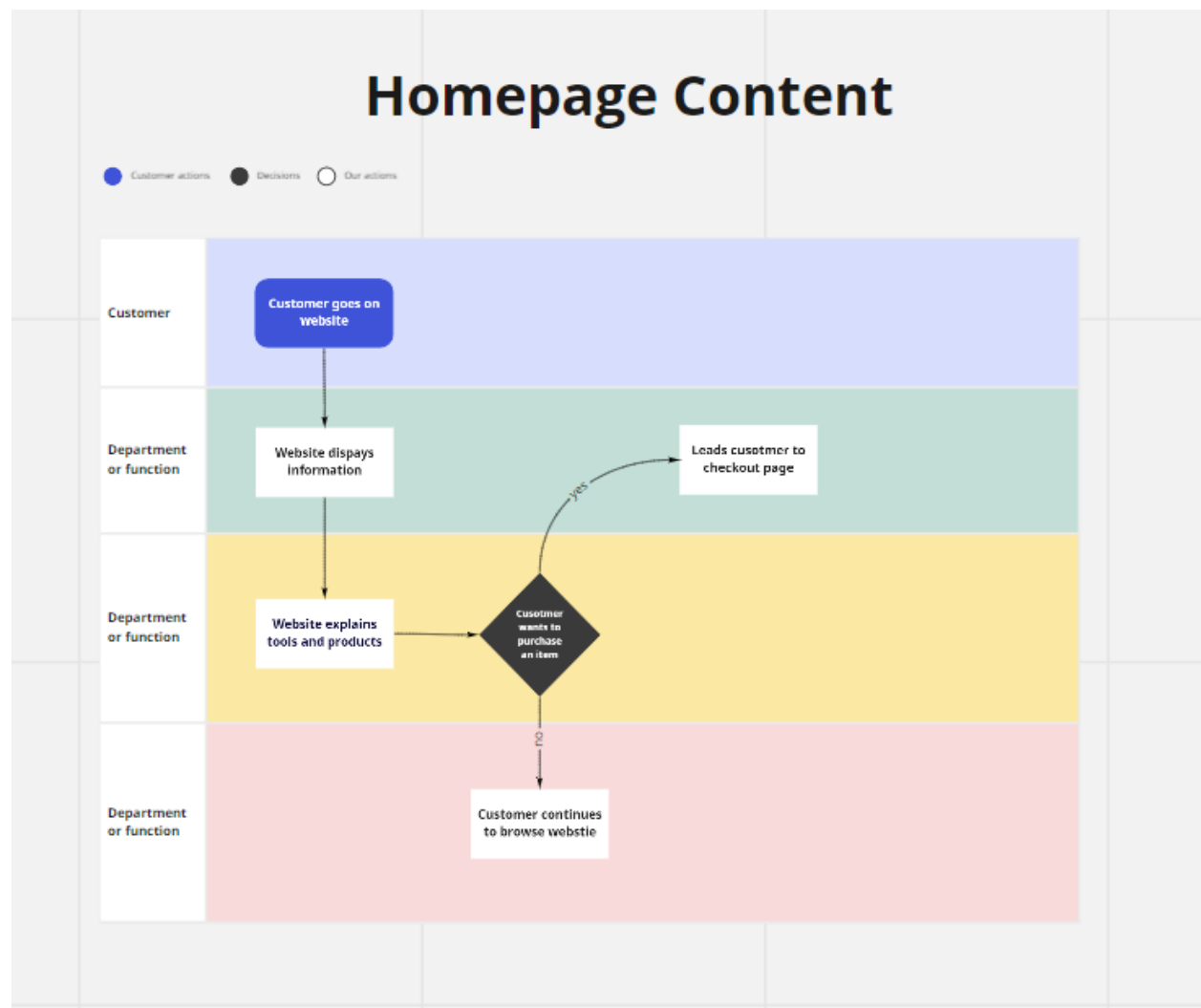

The following swimlane diagram is about the FAQ section on the website. FAQ sections are important to communicating with audiences and effectively answering all of the customers' questions. This particular part of the website illustrates the connection with

the audience. Having a FAQ section on the website is essential for the website to operate effectively with its customers. There will need to be a link on the taskbar and the footer of the website that links to the FAQ section. Below is a link leading to a swimlane diagram of how the FAQ section works.
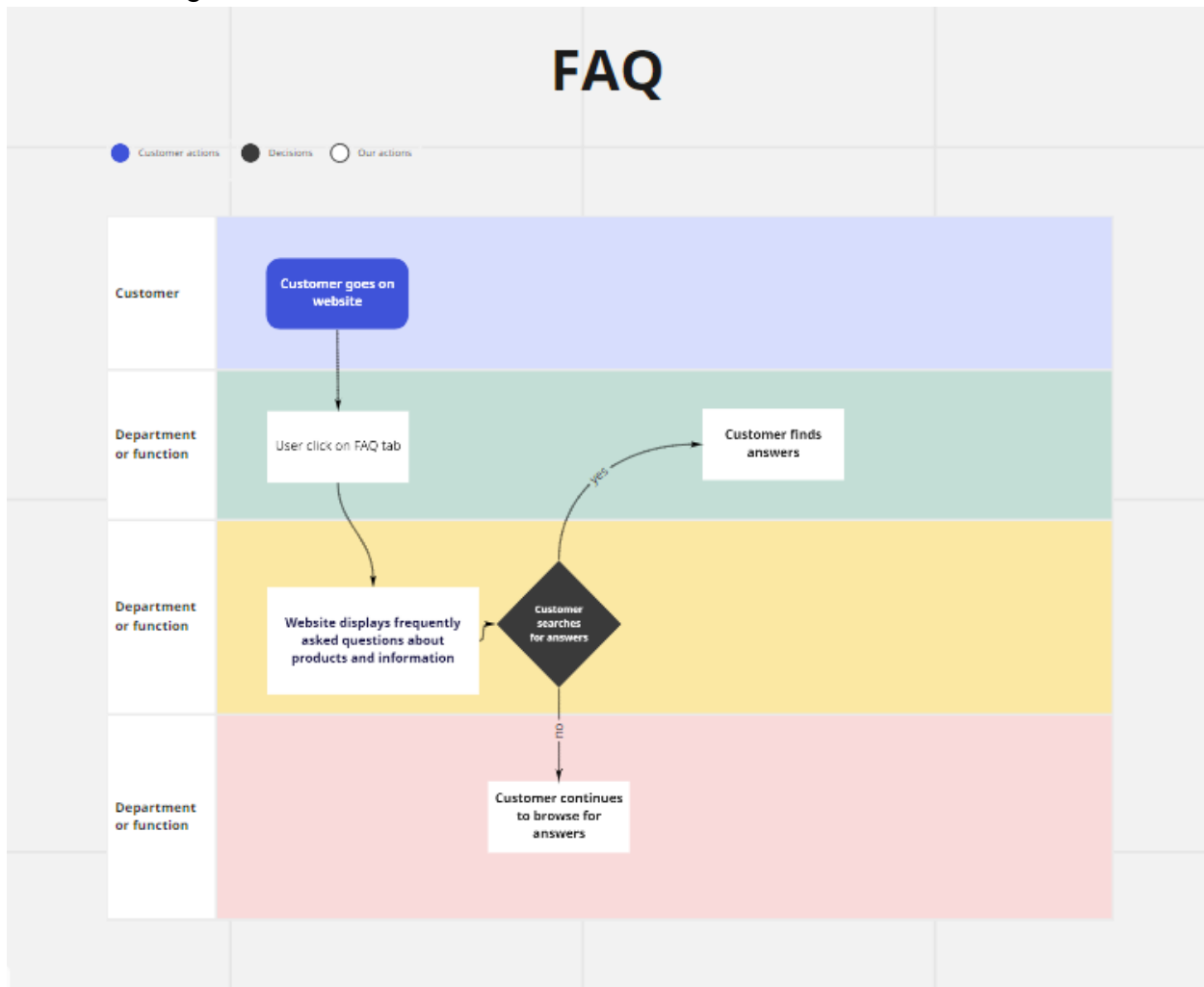
The final swimlane diagram created was for how people are led to the website through social media. Social media has become a large part of today's world and it connects millions of people to websites and platforms. Users on social media will be led to the website through advertisements. By the user clicking on the advertisements they will be led to the website where they can begin interacting with products and information on the website. Below is a link to the swimlane diagram of how the advertisements will work.

Social Media
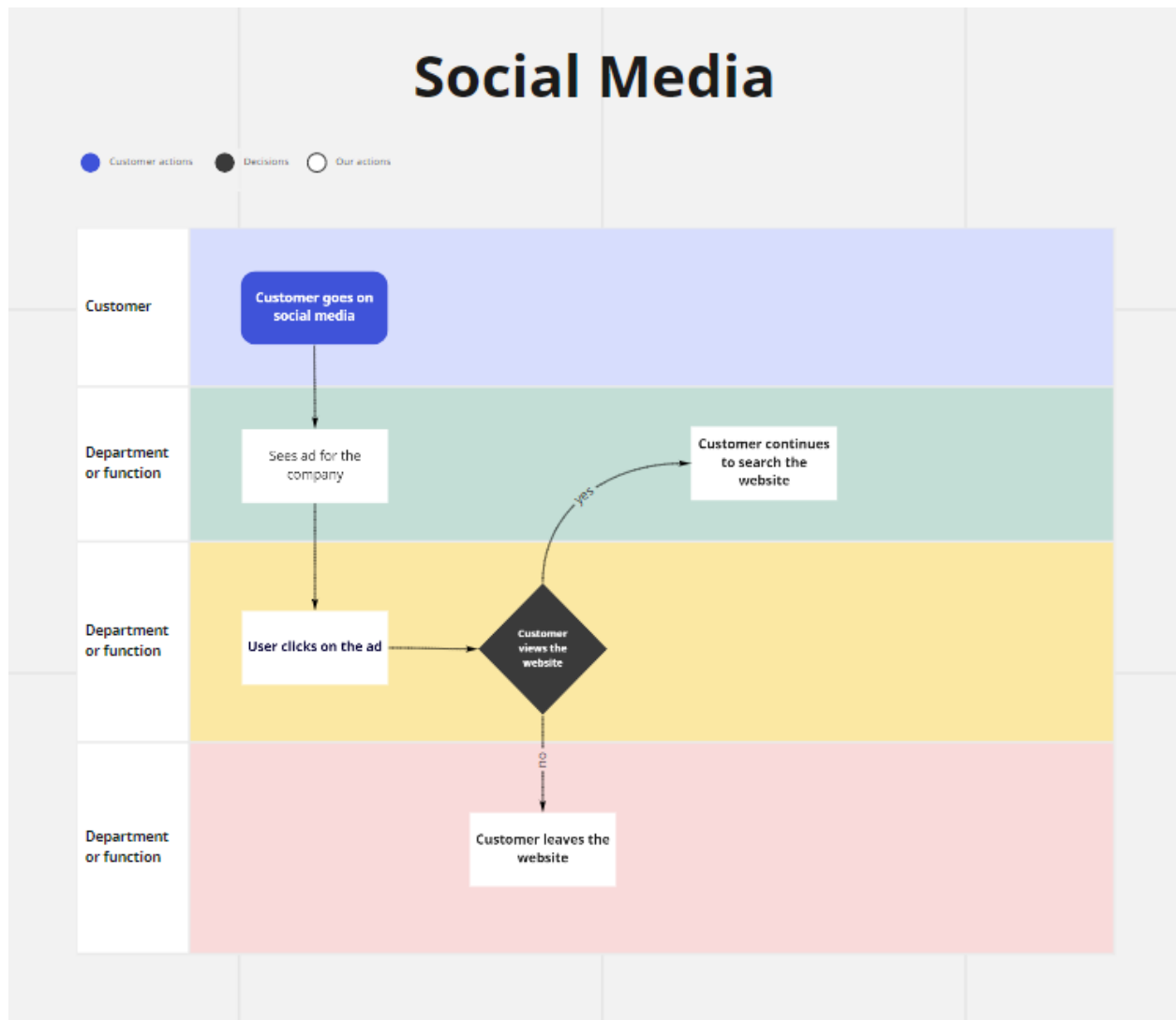
Page-Level Strategic Intent

The table below serves as a reference to the goals and priorities of three different webpages on the Opalescence website and how those goals and priorities should be executed in relation to the target audience.

	opalescence.com	opalescence.com/ products/opalesce nce-toothpaste	opalescence.com/ find-a-dentist
Intent of the page (why does this page exist?)	To serve as a main page promoting Opalescence products.	To provide information on Opalescence's whitening	To provide a map of dental offices that provide Opalescence

		toothpastes.	products.
Goal of the page	To summarize the website and link to pages throughout the site.	To inform consumers about Opalescence toothpaste.	To show consumers where they can find Opalescence products provided at dental offices only.
Objectives the content on this page needs to achieve	To incentivize consumers to visit the rest of the site (using interactive graphics and aesthetic design elements) and to provide baseline information on Opalescence products	To provide medical, technical, and pricing information, as well as a purchase portal, for Opalescence toothpaste	To inform consumers on which dental offices near them provide specific Opalescence product services.
Audience of the page	Younger adults (mostly millennials) interested in purchasing healthy, convenient, and eco-friendly teeth whitening products.	Younger adults interested in purchasing an easy-to-use, ethical, relatively inexpensive whitening toothpaste.	Younger adults in search of a convenient local dental office that provides Opalescence's services.
Content required to achieve objectives and meet audience needs	Interesting and interactive graphics, higher color contrast, meaningful white space, prioritized information (nothing repetitive but popular products emphasized), and relevant product information (informing consumers if a product is cruelty-	Pictures of the tubes of toothpaste out of the box, flavor and quality descriptions, ingredient descriptions, and short videos of the products being used.	A map that uses different color-coded circles clearly coordinated to each office-only Opalescence product to display which Opalescence products are provided at different dental offices, meaningful space (no extra white space, shorten the page, small caption

	free or vegan, pricing information, and time estimates)		with no irrelevant information such as comparing whitening links, and talk to your dentist information which can be added onto the pages for the individual products if absolutely necessary)
Priority of the content	High priority	Medium priority	High priority
Channels where the content will live	Website, social media channels	Website, social media channels	Website

Content Matrix

A content matrix is "a tool to help your company prioritize content production to ensure that your team is focusing on the content production activities that matter." Below is a content matrix that highlights awareness, consideration, and satisfaction factors relating to issues and their corresponding solutions within the Opalescence website.

Target Audience: People who eat organic protein bars	**Issues**	**Solutions**
Awareness	Make overall site more visually appealing and user friendly	New color palette and eye-catching graphics will incentivize people to spend more time on the website
	Repetitive links and unappealing images throughout the site	Updated images will help appeal to a younger audience and make Opalescence more competitive
	Re-design the site to appeal to a younger, more health-conscious audience.	Collect information on what younger generations (Gen Z, Millennials) prioritize in terms of dental hygiene and beauty products.

Consideration	Make overall site more visually appealing and user friendly	Eliminate white space, utilize new color palettes and modern designs, and more easily display Opalescence's wide array of products.
	Repetitive links and unappealing images throughout the site	Use a combination of dynamic and static images to both draw attention and to display how products can be used.
	Re-design the site to appeal to a younger, more health-conscious audience.	Include transparent information about active ingredients, gluten-free/vegan/cruelty-free/kosher information, and dynamic, short before-and-after videos.
Satisfaction	Make overall site more visually appealing and user friendly	A site that is designed for a younger audience, rather than one that feels designed for dental professionals or baby boomers, will attract more people to the site and help people spend more time on the website without getting frustrated or overwhelmed.
	Repetitive links and unappealing images throughout the site	Providing necessary information without repeating the same links and images on every page of the site will prevent users from becoming overwhelmed or discouraged with the site.
	Re-design the site to appeal to a younger, more health-conscious audience.	Appealing to a younger audience will help to appeal to a more general audience-- using the site to portray the products as health and beauty products rather than specialized care will show more people why they should

		purchase Opalescence products.

The wireframes below provide templates for updates of three pages within the Opalescence website, using icons to represent hyperlinks and images, and prioritizing relevant information within these webpages.

Homepage:

Toothpaste:

Opalescence
Tooth Whitening Systems

Explore Teeth Whitening   Shop   Find a Dentist   FAQ
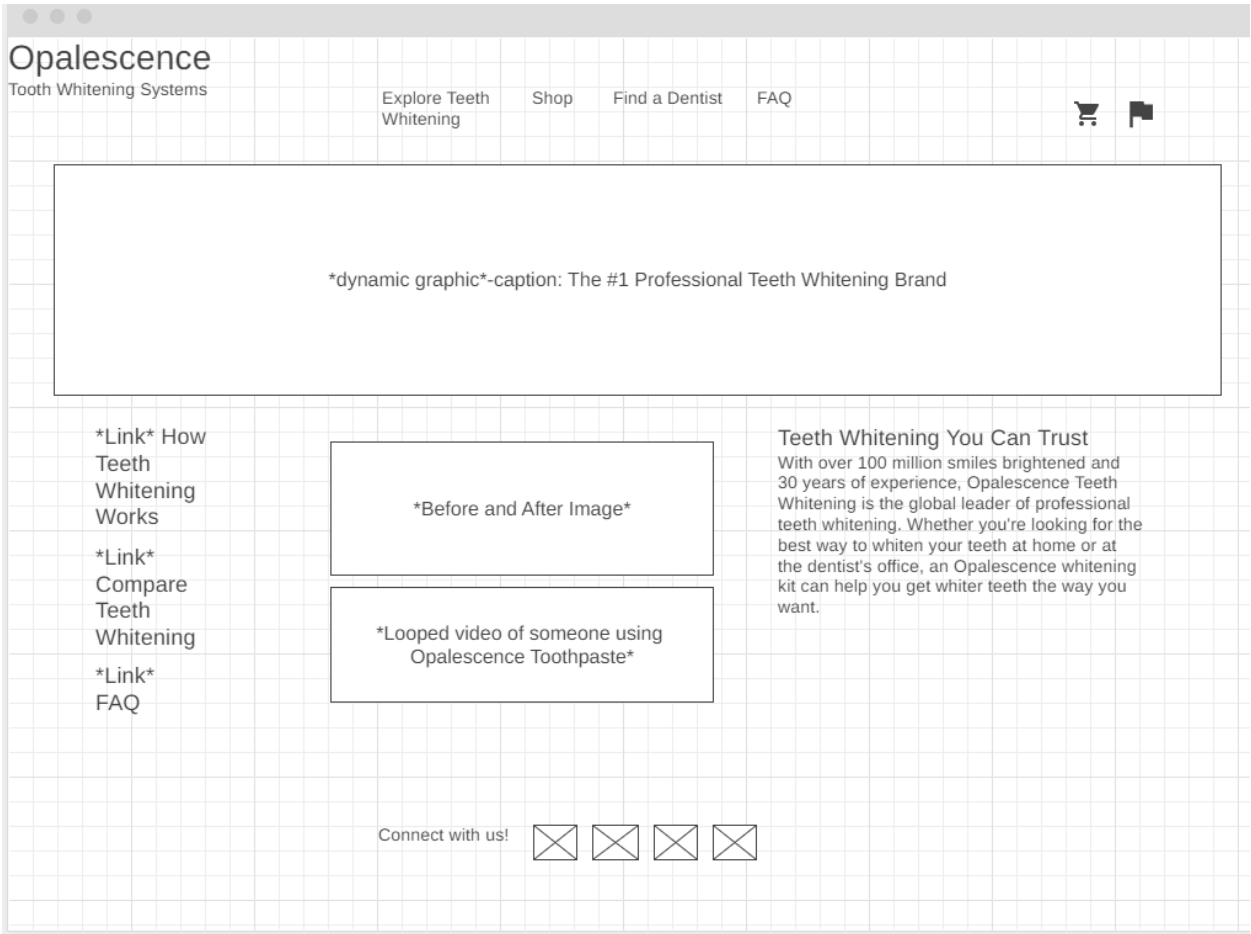
Opalescence Whitening Toothpaste

Opalescence Whitening Toothpaste was developed by a dentist, so you know it's different from other toothpaste. Its unique tri-silica blend actively removes surface stains to whiten your teeth as much as two shades in 30 days and is gentle enough for daily use. Pair with our professional teeth whitening kits to maintain the bright, healthy smile you want.
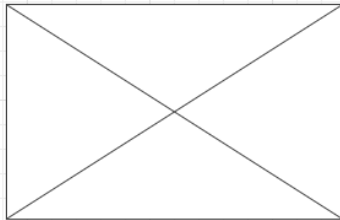
Original
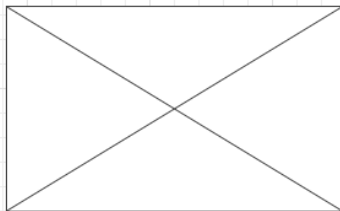
Sensitivity Relief

- Cool Mint flavor
- Removes surface stains to whiten teeth up to two shades in one month
- Contains sodium fluoride to help prevent cavities and strengthen enamel
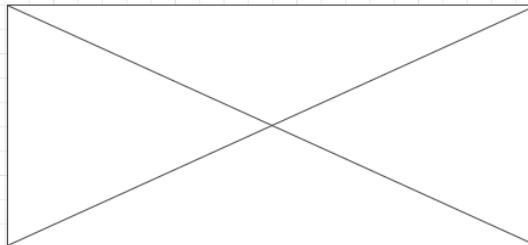- Gluten-free, vegan, and kosher

Shop

Find a Dentist:

Opalescence
Tooth Whitening Systems

Explore Teeth Whitening   Shop   Find a Dentist   FAQ

Find Opalescence Teeth Whitening Near You!

Enter zip code or city   🔍

Color Key
Mint-Toothpaste
Green-Opalescence Go
Blue-Opalescence PF
Red-Opalescence Boost
Purple-Opalescence Endo
White-Opalustre

Conclusion

After extensive analysis of the current Opalescence website, our team has prioritized major issues throughout the site and has offered detailed solutions to these issues. These updated designs and content will draw a wider, younger audience and make Opalescence more competitive in the health and beauty industry. The updates we have suggested will also provide greater accessibility and make the site more user-friendly and less frustrating. By adding a new color palette to the site, better utilizing white space, and eliminating repetitive and unnecessary content, the Opalescence website is guaranteed to bring more success to the company.

Works Cited

Hickie, Brandon. *Content Matrix: What It Is and Why It Matters in Content Marketing.* 30 October 2012, OpenView Blog, https://openviewpartners.com/blog/content-matrix-what-it-is-and-why-it-matters-in-content-marketing/#.Ya1J-NBKg2w.