

TEAM GRM – STYLECAD

CLIENT INTERVIEW

How would you describe your current audience?

- Most are old fashioned
- The ages range from college students to 40/50 year old business owners

What are some of your goals?

- We want this site to be a local site, to serve current and potential customers in the US
- We also want to emphasize user support and sales

What is the course of action you want your users to take?

- If users of the website are serious about buying the software, we want them to call/contact us to make the deal.

What would you like your site display/emphasize?

- We also want to emphasize product differentiators
 - From other patternmaking CAD systems
 - How easy the software is to use
 - Saves time
 - Easy training
 - Can serve a one-man operation to a billion dollar manufacturing company
 - Versatile
 - Pattern design Software
 - The pen and polygon tools
 - point line manipulation
 - segments
 - Very good pattern illustration tool that sets our software apart
 - Automatic grading which is an advanced feature

- From patterns to a final product, StyleCAD helps create a seamless process
- We want to emphasize how the software really helps companies
 - Ease of use means more products can be manufactured efficiently
 - Teams will be faster
 - Using the software is quick because its so easy to use
 - Software is not very complex, people are less confused to they end up producing more and are more efficient.
- Video demos and customer testimonials
 - We want these on the site to really help showcase features and show it's successful implementation in people's companies.

How would you like the site to look and feel?

- I like Apple's website. It's modern yet straightforward.
 - There's a lot of information to be presented on the site, like our information on our software, and yet they present it well.
 - I also like the gray and silver color scheme.
 - Simple, straightforward
 - Their products are good and takes less time
 - Easy to use yet sophisticated
 - Hitech yet simple

Priority List

- **Redesign the look and feel of the website**
- **Come up with creative ways to demo the product**
- **Highlight product differentiators**
- **Engage and cater to current and future customers and users**
 - **Community tools**
 - **Support hub**
- **Provide dealer area**

- **Visually and architecturally organize the link content**