CREATIVE BRIEF
StyleCAD Website Redesign
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1. Definition of Potential Product

As an older company that largely deals with other businesses, StyleCAD kept a dated website because most of its business was done offline. However, we believe StyleCAD's website has a lot of potential and that an active website can be used in ways to really engage current and future customers. The finished product will showcase major product differentiators in unique ways, organize its content in the most intuitive way and have features that will truly engage users.

2. Scope

A. Summary of Content

Considering both client and user needs, we have come up with content we believe will meet both parties needs. We have also included the ideas derived from the competitive analysis. These groupings will serve as the main groups of information organizing content on the site and therefore, serve as the main way to navigate through the site.

Software
The software page will consist of an overview of the various components of the software. Here, we will include various media to showcase the software being used to show off the major product differentiators. Attractive images and video demos will be displayed here as well.

Industries
This page will showcase the industries the software is used for, but rather than just explaining how the software is being used in those industries or user testimonials, we will present case studies to truly showcase the use and success of implementing the software for various industries.

Support
We believe this page needs the most work as it is the page that is least emphasized but has the most potential to draw heavy traffic to the site and increase sales. As of now, the company has a great support system but the site does not show it off, therefore, various functions (FAQ, forums, chat, email) can

be implemented to facilitate support online. Support is also a major product differentiator so this subgroup will also showcase the ease and ability for the company to provide support.

About

As a company that does a lot of business offline, this section is really important. Most sales are made over the phone and therefore, we plan to organize the content in a way to draw attention to the phone number and include a major call to action.

News

This section will contain news that clients are making around the world. As a potential buyer, this section will be a great place to push sales as it showcases the software in use.

B. Estimate of Total Program Size

The website will contain the aforementioned sections. Some sections will have 5-6 subgroups while other sections will have 1-2. Each section will include edited text from the current website, new images and video content. For some of the major sections, we are implementing features such as a forum as well as conducting case studies with previous clients. The whole site will get a new user interface and branding look. This includes adding a comprehensive navigation system, breadcrumbs etc.

3. Objectives

A. Client's Objectives

After speaking with the owner of StyleCAD, these seem to be the major obejctives of the site:
• Engage all user age groups ranging from college students to older businessmen
• Create a sleeker interface, modern but straightforward
• Support current users
• Showcase to the fullest ability the product differntiators
• Showcase the products ease of use
• Through showcasing product features, push sales and interest in the StyleCAD product

B. Audience's Objectives

Audience

The reachable audience group for our project is composed of three distinct user groups. The user groups were derived from client interviews and user interviews conducted in the earlier stages of the project development. The first user group: Educators – those who teach CAD Software/Systems in classrooms. Second are the Students – are taught and expect to work in a CAD related field. Lastly, Industry Businessman – the group that professionally uses CAD Systems and Software. Each audience group is further explained below:

4. Audience

Audience Group 1 - Educators

The Educator group mainly consists of lecturers and professors at the community college, art school, and educational business level. For the most part, these individuals understand a great deal about CAD Systems and CAD Software; as they were once students themselves. This audience is fairly comfortable with the CAD industry although they may not be on par with the latest and greatest in CAD releases. Some of the educator users reported that they strive to teach the latest and most state-of-the-art CAD systems available; others however reported that they only teach what they have learned- in large part due to restrictions from budgeting at their institution but also out of the inability to receive thorough information on new releases. This is one area in which StyleCAD wishes to meet the user's needs. StyleCAD wants to provide manageable and informative assistance about the latest systems available so Educators are more inclined to purchase from them. In addition, for those who cannot upgrade to newer systems; StyleCAD wants to provide complete documentation and provide more thorough support. If there is no immediate purchase of a CAD System, the customer-friendly and simplistic revamp of support will paint a good picture of StyleCAD and increase their reputation.

Audience Group 2 – Industry Businesspeople

This group is made up of the professionals who use CAD Systems and CAD Software for their business. Whichever industry they are in, they look to CAD Solutions to help them accomplish all the tasks they need to get done. Because they only focus on one aspect of CAD Solutions, they will not be interested in the entire StyleCAD website- but they will expect the portions that address their needs to meet and fulfill everything they need. This is where we will help StyleCAD, the architecture of the existing site makes it difficult to address what each industry type wants to see. Industry-specific users want to find very particular things when visiting a CAD site. Some of these overlap from the Educators needs, such as support and documentation for their current CAD Solutions, but also include a directory of locations that offer training for their newly hired employees. Industry businesspeople also want to receive or be able to find information about the latest updates on entirely new systems and also be alerted to when their

current CAD solution has a driver/software update. If StyleCAD can maintain a constant relationship about news and updates with customers, even if the CAD Solution was not purchased from them, users will hopefully be more inclined to return when a new CAD Solution needs to be purchased.

Audience Group 3 - Students

This genre of users is possibly the most diverse group of users. Although a student user may exclusively be a distinct user from the other two groups. There is the possibility that a student user may also be an educator and a businessperson. In these two cases- the most common need of theirs is to find places where they can take classes to learn about the features of their CAD System or about feature updates to their CAD System. As mentioned before, this will mean StyleCAD would want to provide a directory of school and centers that offer educational classes. For users who are exclusively students – StyleCAD would want to meet their needs by offering support and learning supplements. Some of the learning supplements can be in the form of demo videos (which have a high risk of being unappealing) or even online quizzes to help with retaining what they have learned in classes. Students of CAD System classes also have a high probability of working in a field or starting their own business that heavily relates and will use CAD Solutions. By offering promotions or Student based pricing deals, StyleCAD can attract the user group to maintain a relationship with their business.

5. Personality and Tone

The brand we wish to convey with StyleCAD is a corporate-professional, yet minimalistic feel. We'll further this brand by using the language that the CAD industry is familiar with. At the same time, we must be concerned with those who are not as familiar with CAD Systems and tailor the site to meet their needs. This will most likely be done through a "What is CAD?" Portal. However; for the most part, the site will be tailored to meet the needs of the audience identified in the previous section – which mainly consists of those who are more familiar with CAD Solutions and CAD language. To make sure the site does not overload with information, we aim to provide graphics and other media to balance the text bits on the site.

6. Current Mindset

As of now, the user audience is greatly misaligned with the StyleCAD website. This is in large part due to the state of the current site, which is dominated by text and horrible graphics. The poor design and information architecture definitely leads to users being turned away from the company. The date at the bottom of the site indicates that this site has not gone through any major changes in the last six years. User surveys did not

specifically indicate whether they have conducted business with StyleCAD specifically but based on appearances- if we were users, we would be hesitant to trust the site and the business as a whole.

7. Key Target Audience Insight

The objective of the project is to not only motivate users to visit the StyleCAD website, but to take an initiative to engage in a relationship with the business. Whether it is to directly purchase an available CAD Solution from them or be informed on news and updates or be helped with support documentation and driver/software information. An impressionable copmany that gives off a professional, informative, and easy-to-use website in the CAD industry immensely helps. Since the CAD industry is all about design, a well designed website will offer users all the information they need and more importantly, the information they want. We hope that the site will be easy to use and strike the visitors of the site with an impression that will interest them in conducting business with StyleCAD or sharing the site and the business name with peers.

8. Special Issues/ Problems Anticipated

I believe some issues that may arise include our inability to implement some of the more JavaScript heavy features. Programming more complex features might be out of our hands. This also includes creating a smoother interactive experience that might not be capable if we cannot implement more complicated JavaScript code. Other complications might be that former customers might not be willing to comply with our requests to feature them as case studies or getting other rich content such as the screenshot video demos.