



UX overview for digital communication

# EXPERT COMMUNICATIONS

**VOXIA**  
communication

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ABSOLUTELY

16°C

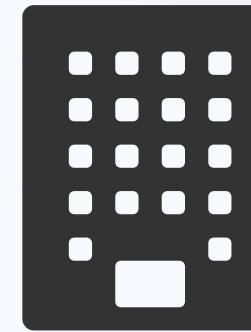
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## INSIDE:

1. The Ecosystem
2. Content Objects
3. Design Principles
4. Content Structure
5. Initial User Journey
6. Release Logics
7. Mid-Fidelity UX



# Creation of the new website to implement **client growth-centric digital strategy** to solve tasks on three information levels:



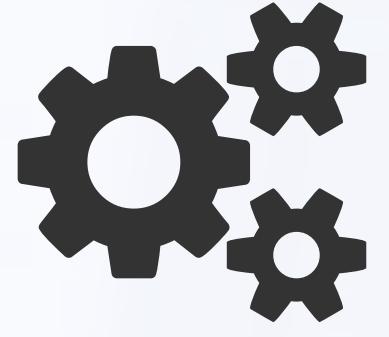
## **MARKET**

- financial events leadership
- extensive contacts DB
- credibility of the team with former journalists
- serving the client as nobody can



## **SOCIAL**

- act like a journalist
- responsible relation to the client
- magazine and industry news
- CSR training

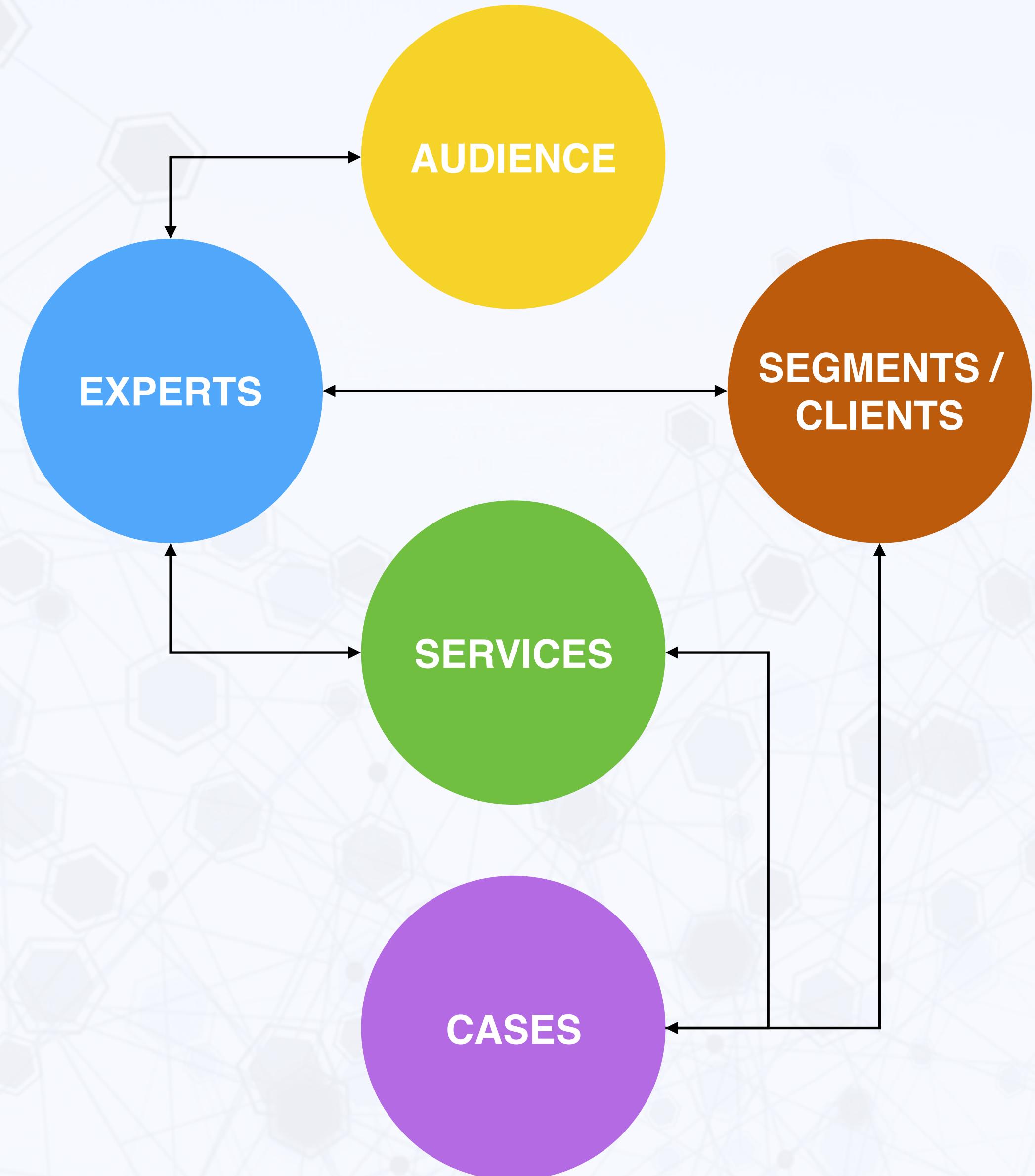


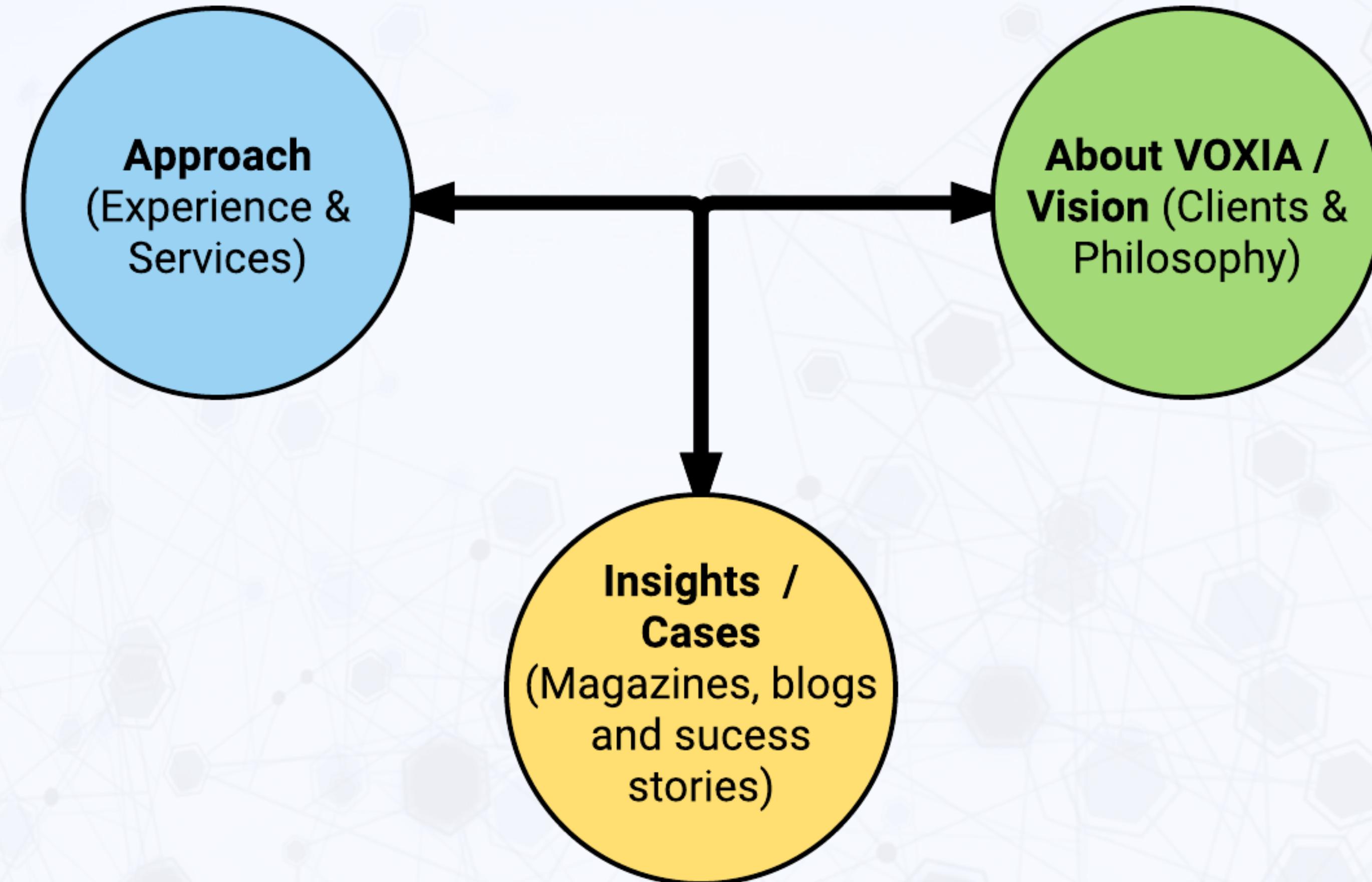
## **EXPERT**

- no need to change press-releases
- high network of journalists
- transparent KPIs
- transparent monthly budgets

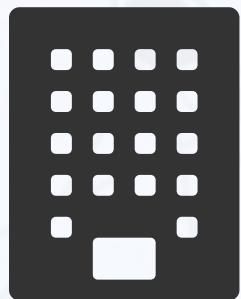
## KEY ELEMENTS

- **Audience** (Communication officers, Lawyers, C-suite, politicians, political exposed)
- **Expert business approach**
- **Segments / Industries** (Swiss listed companies / PR / Structured / Events / Media publishing)
- **Communication Services**
- **Cases / Deliverables**



**Clients**

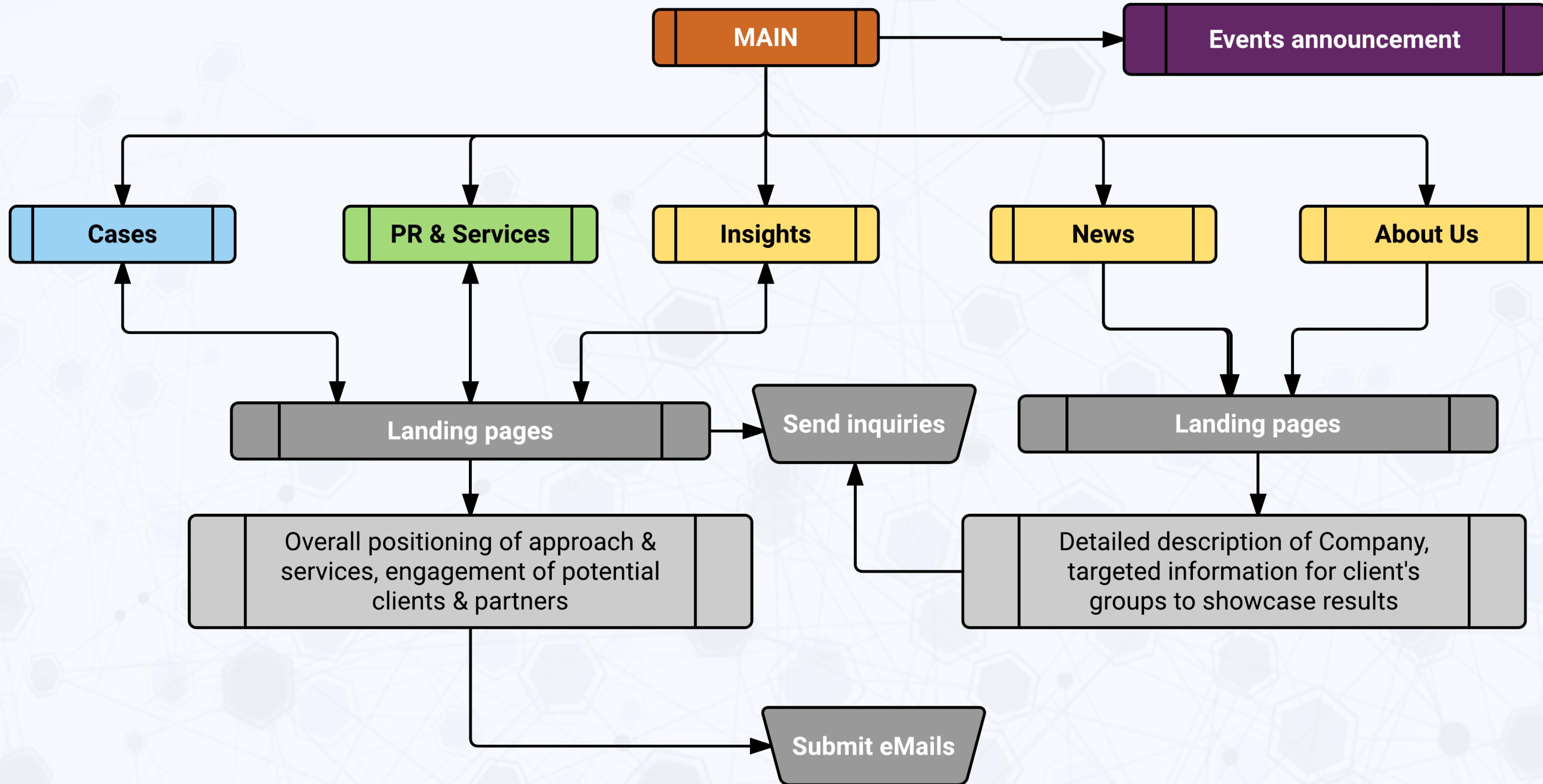
ensuring attractive image of existing and new services with targeted request tools

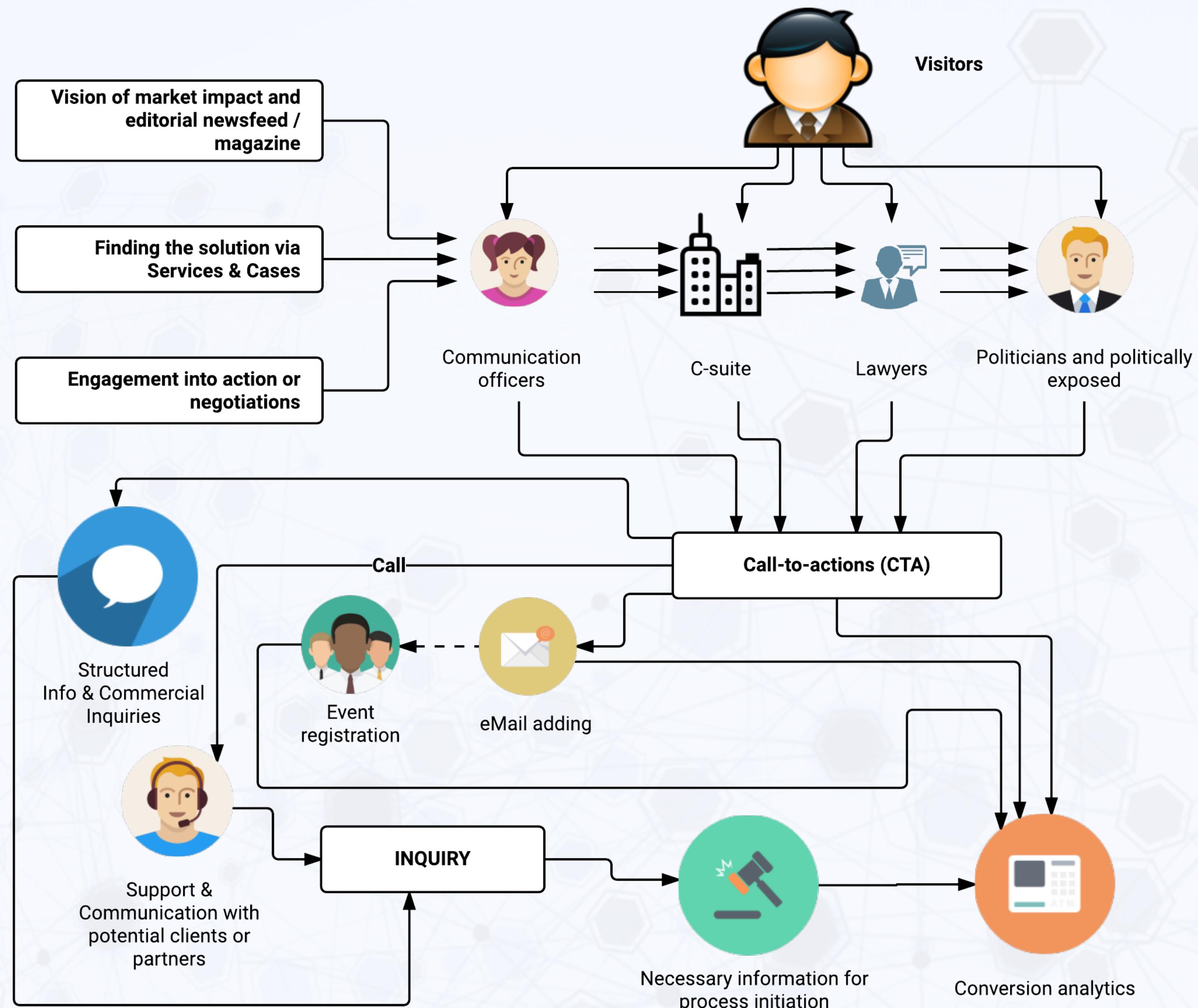
**Market partners**

credible showcase of professional background and approach of former journalists team

**Positioning content**

quick understanding of Voxia impact by accessing to cases, vision, facts and events support

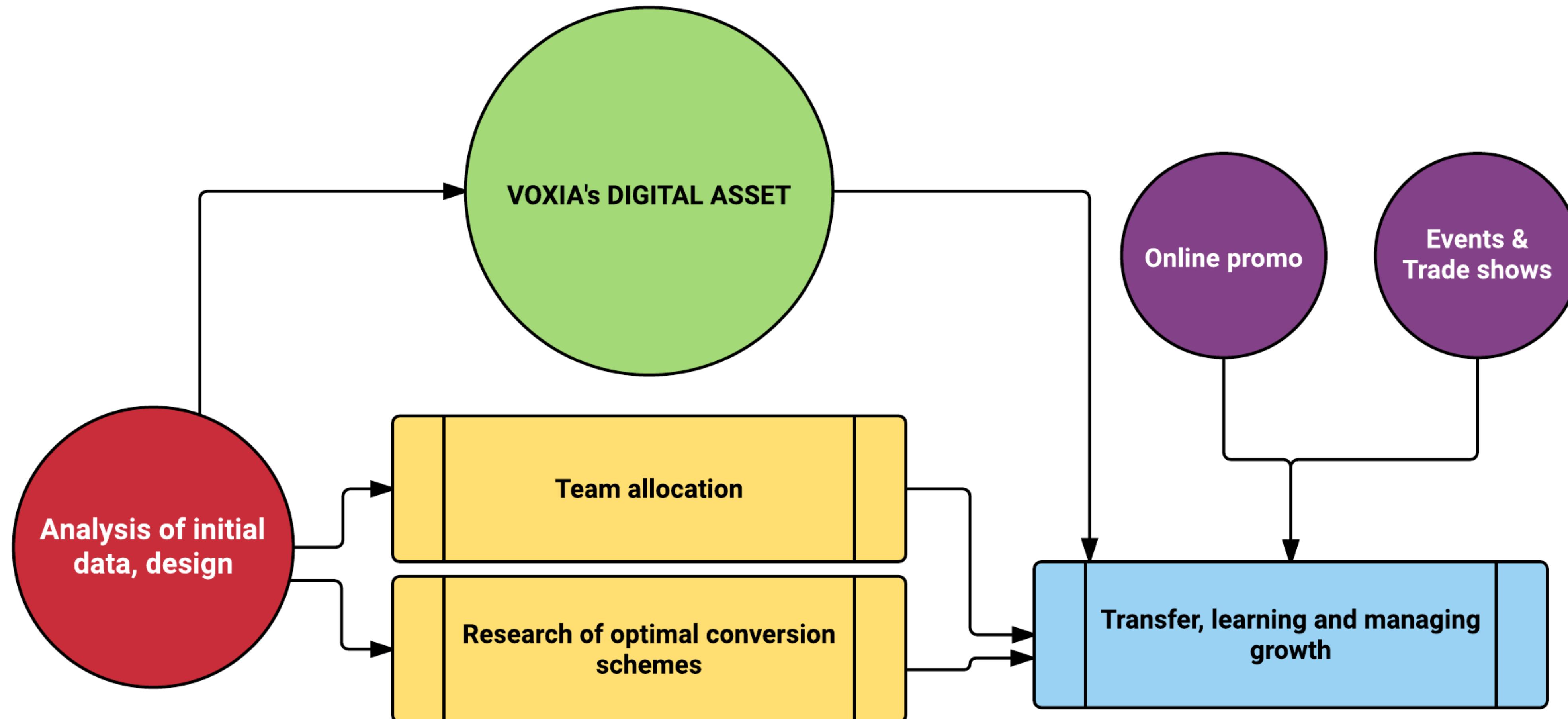


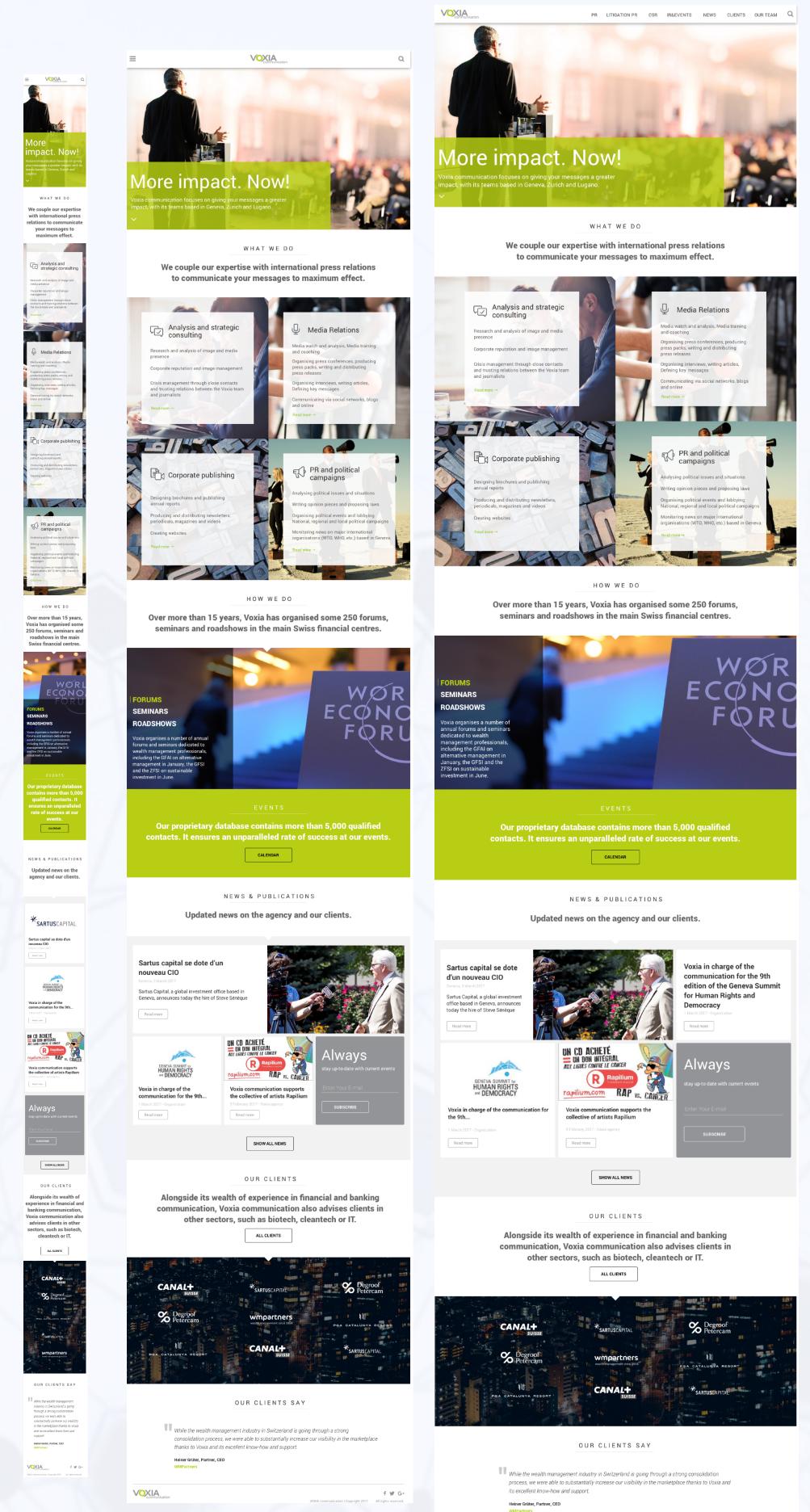
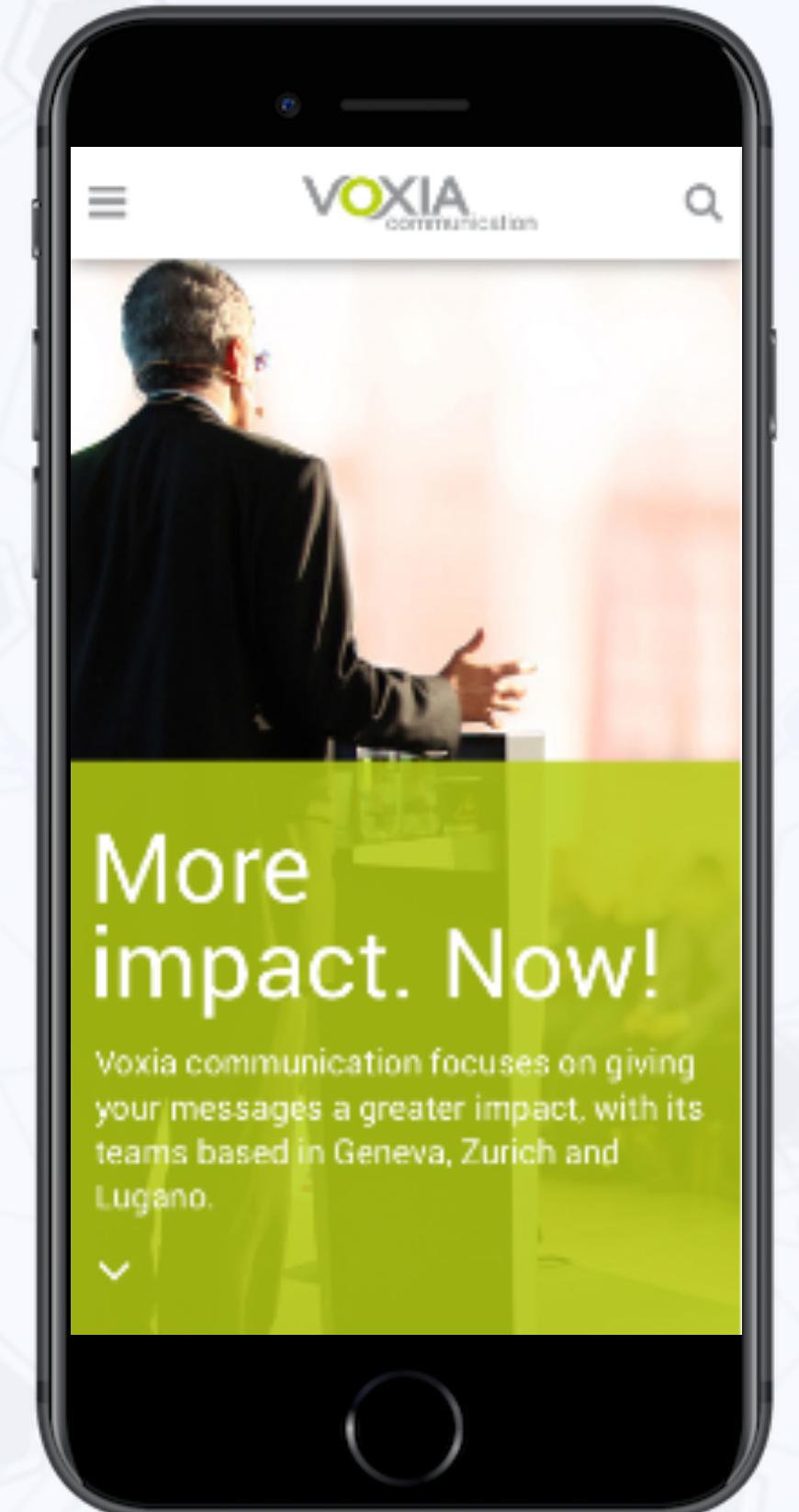


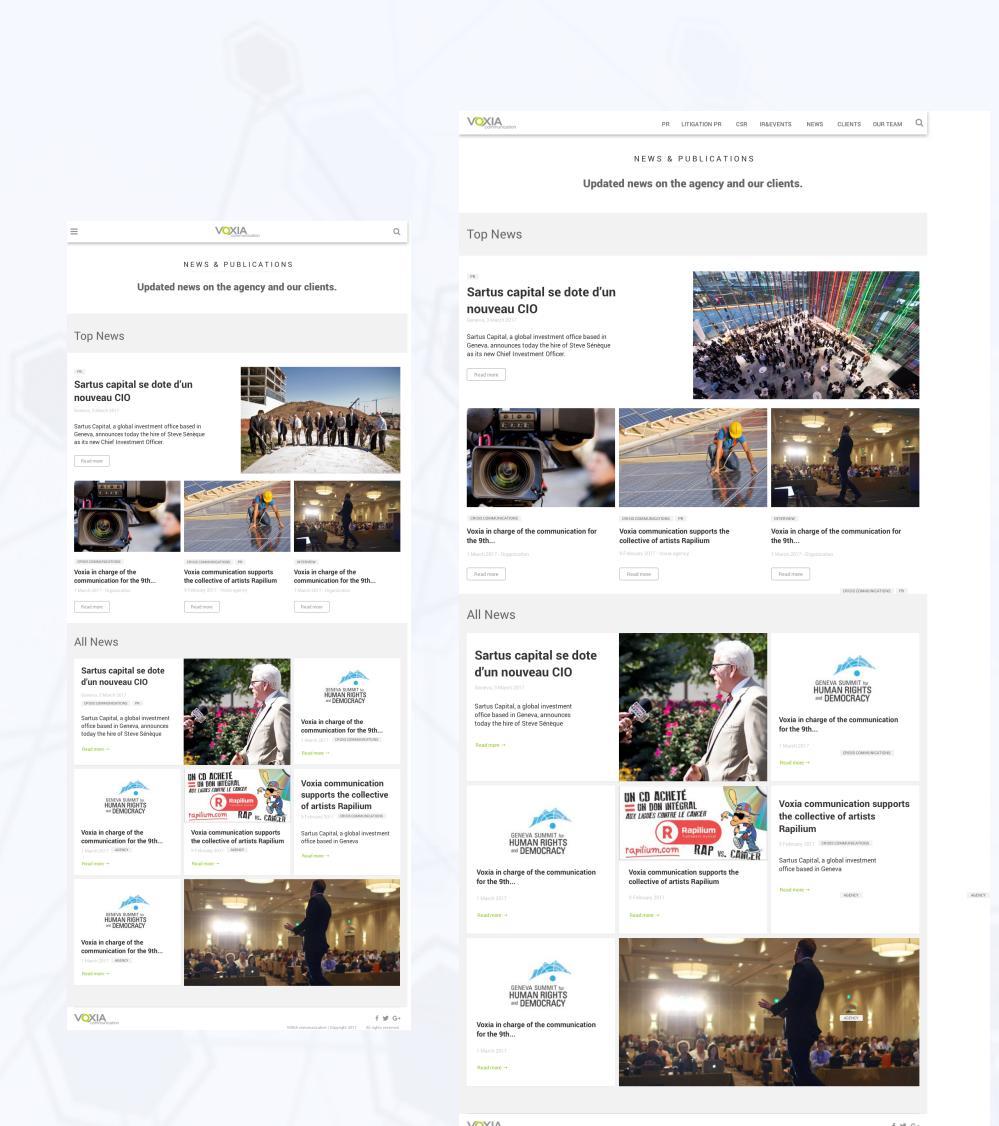
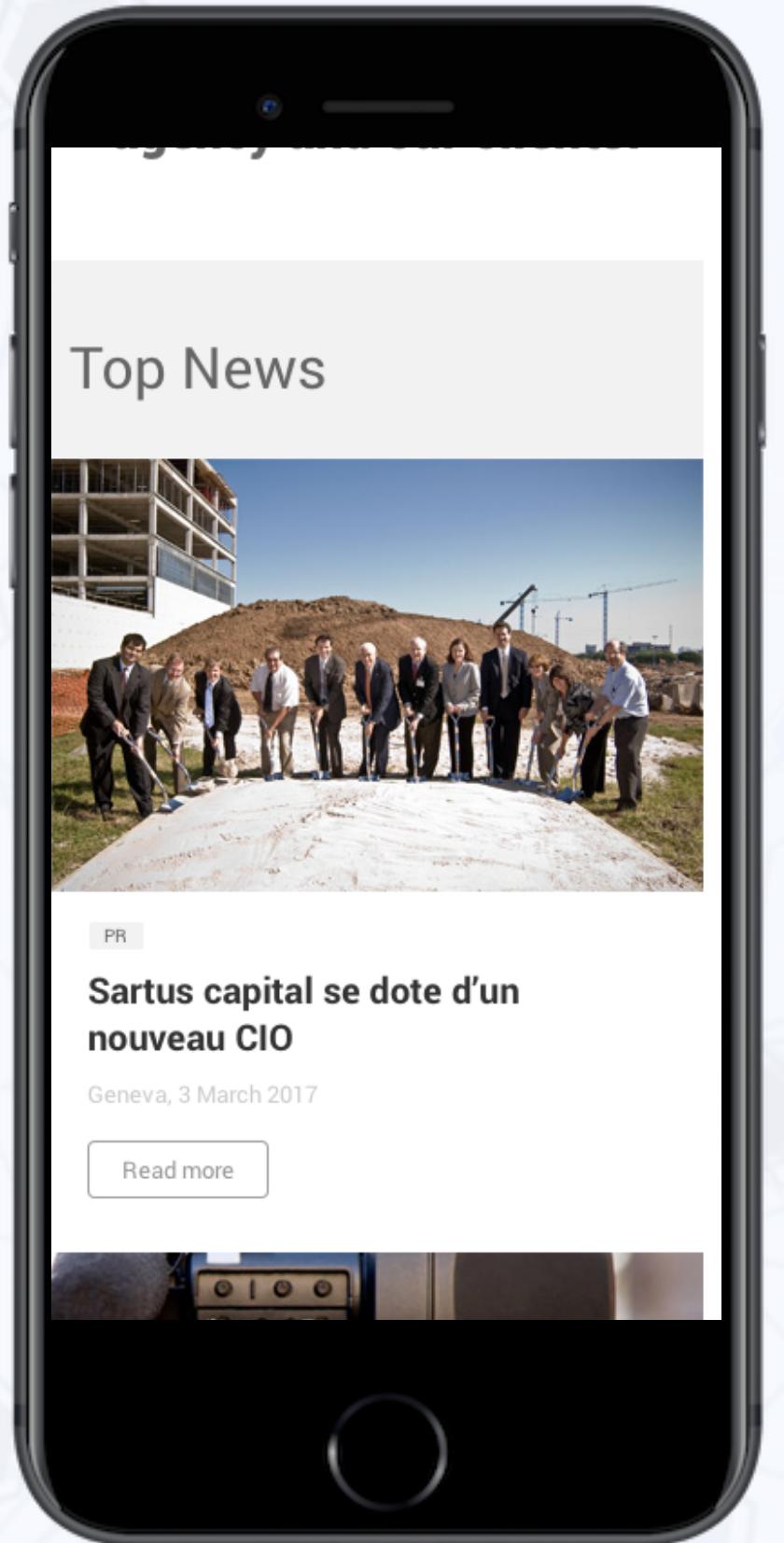
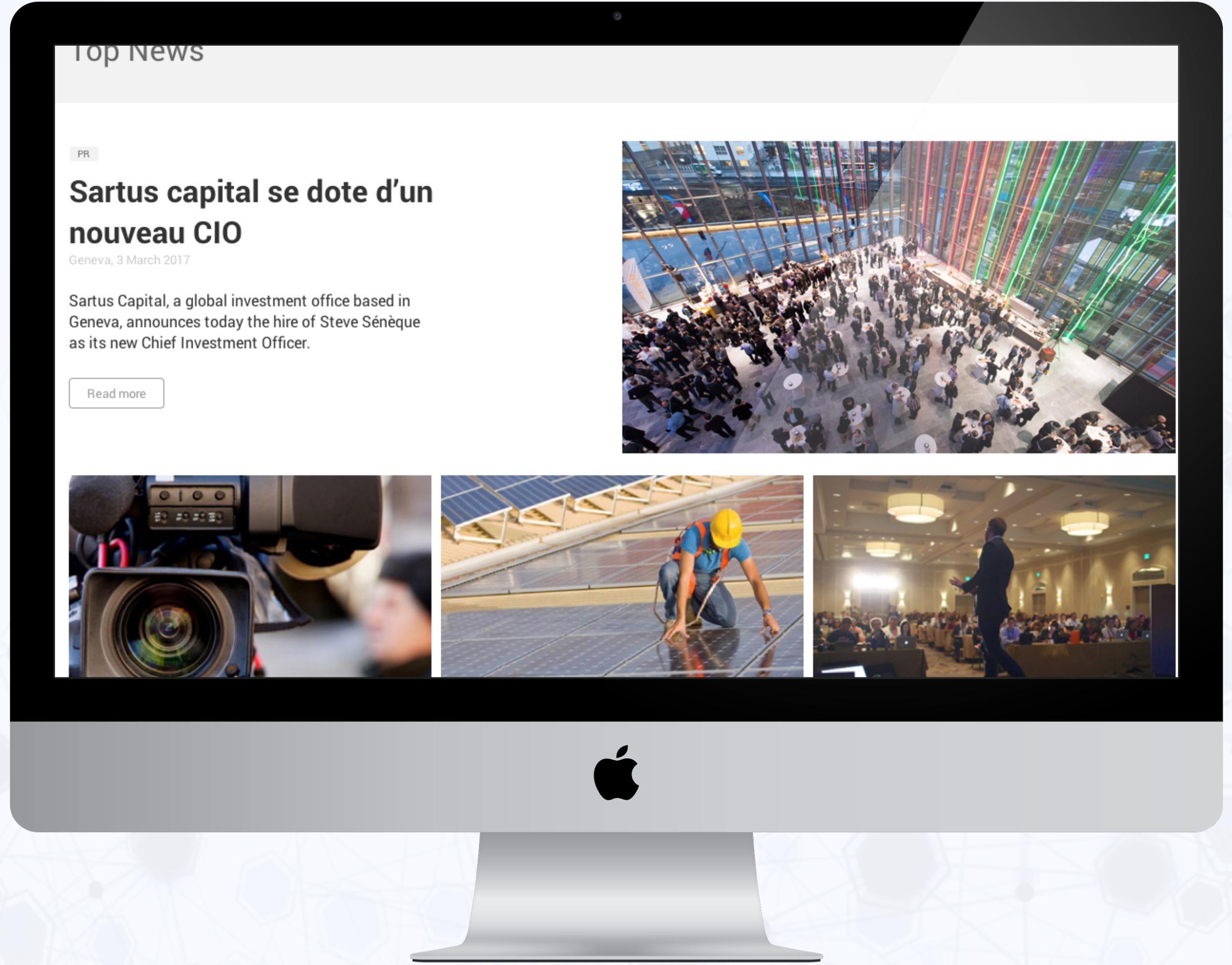
To ensure efficient cooperation it is important to stream relevant and evident content with a possibility to adapt for new services

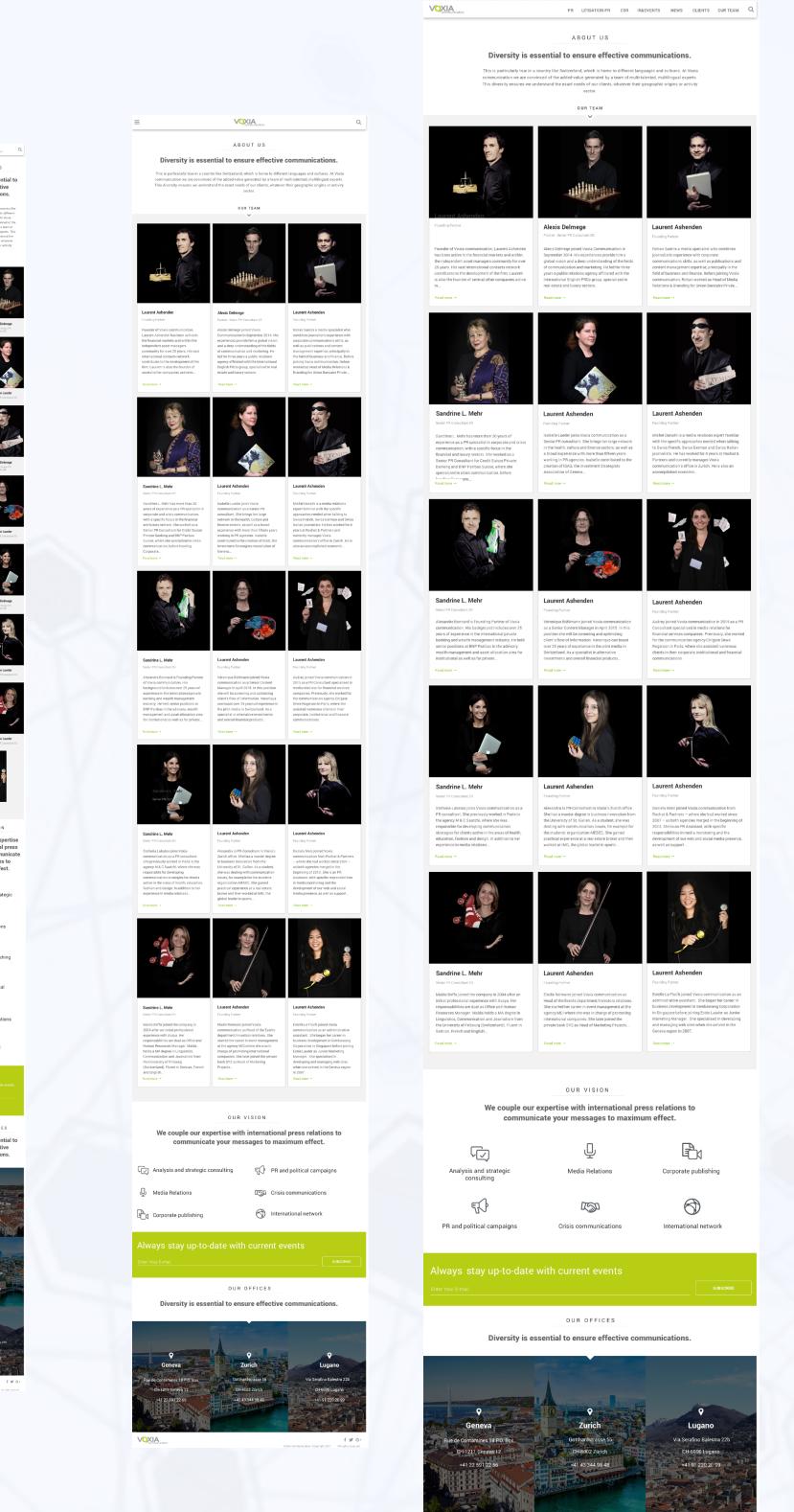
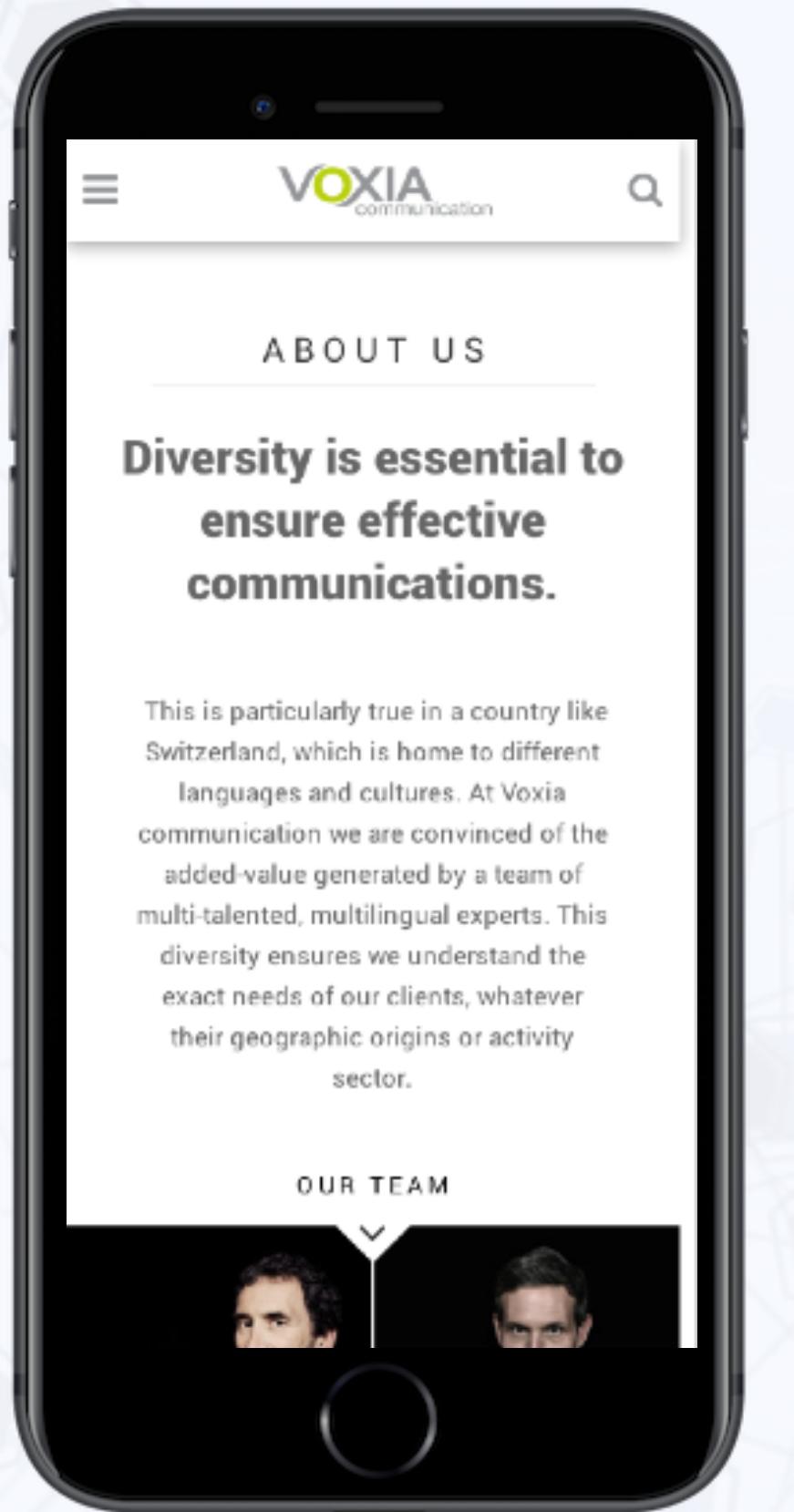
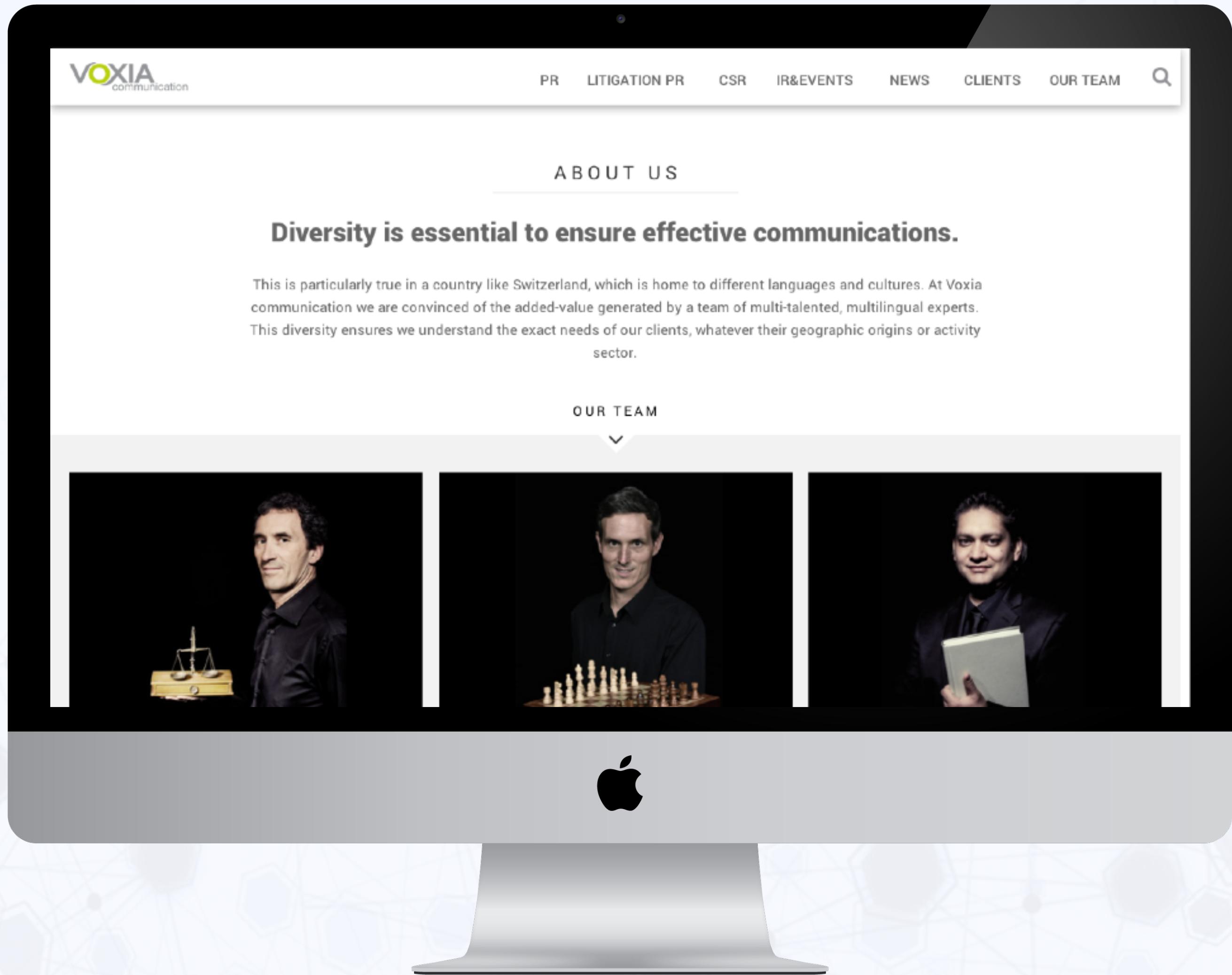
## TARGETS:

1. Targeted requests for cooperation
2. Clear understanding of VOXIA Services
3. Showcasing the deliverables of services
4. Detailed specification of Services











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