Webtrepreneur

PROJECT LENGTH: 3 weeks

TASKS: Research, Definition, Ideation, User Testing, Prototyping, Web Design

TOOLS: Figma, Miro, Trello, Adobe Photoshop, Google Suite, Wix

GROUP MEMBERS: Carla Ramos, Parastou Saba, Talia Herzberg

Introductions

Who are we?

Webtrepreneur is a web design agency whose goal is to help small business improve their online presence by **creating a personalized digital strategy**. Whether they already have a website, or are new to the game, we are here to help.

Ensuring their success is why we are in the business.

What's our motivation?

As the pandemic has **changed the world around us,** an **online presence is necessary to survive during these trying times**. We want to **help people's businesses grow** in areas where **they are unsure how to do it**.

01 **Research**

04 Hi-Fi Prototype

02 Definition & Ideation

05 Wix Design

03 Lo-Fi Prototype

06 Conclusion

Webtrepreneur

User Research Interviews Insights

Our research begun by conducting interviews and surveys that allows us to get a firmer idea on the users we are targeting.
We invited specific **participants who are:**
1. Already in business
2. Age is 25+
3. Have a digital form of marketing for their business;

And these are our 4 Detailed Questions:
- What makes you trust an agency (examples: efficiency (time-sensitivity), professionalism, pricing)
- If you have dealt with one, what are few issues you may have encountered from them?
- After the agency delivers the website, would you, as a business owner, manage it on your own or will need a continuous service from them with reasonable pricing.
- What other digital services would you be interested in, other than web design?

As a Result, we had:
Total Interview Participants: 6

Full Interview notes

User Research Insights

After we completed our first round of user interviews, we got a lot of great insights from talking to small business owners.

Some recurring problems that we discovered during these interviews are:

1) Our clients are not experts in websites and digital marketing
2) One on one consulting is important in developing trust
3) See a huge value in having a digital presence

Full user insights available at: User Insights

Participant 1

- Web design is not his field of expertise
- Site has old technology
- Prefers to work with a one person show
- Doesn't trust any agencies

Participant 2

- struggle into being social media present
- Agency needs to be time efficient for me.
- If an agency can work with me would save me time and money
- I think since covid hit, digital world is the best place to go

Participant 3

- Organization is difficult, website would help
- deadlines and time efficiency is important when working with agency
- Most agencies don't offer other digital services like google ads which are important
- most agencies don't give the client enough control for customization

Participant 4

- we are open to the agency to do our marketing
- the website we currently have is simple.
- we want an agency we can do a one on one
- it was very hard to manage the online booking on the website we created

Participant 5

- Website: Yes made from Shopify
- we want to be more active on social media
- Time is important for us - agency that can help us with that would be great
- We want someone else to help us with marketing and our website

Participant 6

- Once I have a website - I want to own it
- marketing struggle on social media - hash tags
- agency i can trust with reliability - i can talk to easily
- agency that can teach me how to market

Affinity Diagram

Pain Points - Struggle

Covid has been hard on the company

Most agencies don't offer other digital services like google ads which are important

most agencies don't give the client enough control for customization

Not an expert on Marketing digitally

Business goals

goal is to be competitive with others

Saving money is very important too

I need help from an agency that can give me insights on the trend out there

Goals - to maintain current status/success

Client Expectations

they did not like that fact that we wanted to have everything done in a short time

If i were to get one - i need cost effecient

agency i can trust with reliability - i can talk to easily

expects agency to be up to date with digital trends

Services other than web design that clients would be interested in

we want to look into city ads (posters)

market my self with business cards

I think since covid hit, digital world is the best place to go

i want to learn more for social media to get my business growing

How to Manage their website

Once I have a website - I want to own it

We want someone else to help us with marketing and our website

Like about their Website

the website we currently have is simple.

I think we have our brand voice well said on our website

Clients Need for their Website

website can be update base on the trend

Wants access to website analytics to improve web usuability

Wants website to be minimal and easy to navigate

Full affinity diagram available at: Affinity Diagram

Survey Results

We conducted a survey which was to be filled out by small business owners. The goals and objectives of this survey were to inquire if small businesses have already gone digital or if they plan to in the future.
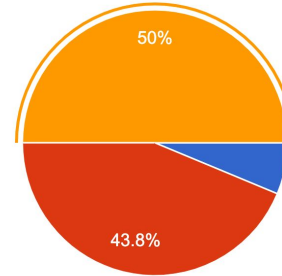
We had 17 people submit the survey and got some great insights.

We found out that:
1) Most small businesses find a website beneficial
2) The website will serve different purposes for different businesses
3) Clients want us to also help with their digital marketing and social media

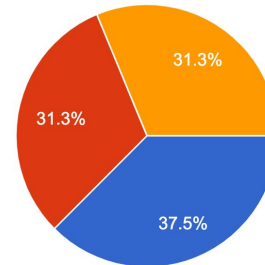### If yes, are you happy with your current website?
16 responses

- ● Yes, it's perfect.
- ● No, it could be better.
- ● N/A

50%
43.8%

What is or would be the purpose of your website?
16 responses

- ● Bring awareness to your product or service
- ● To sell a product or service
- ● Showcasing your work

31.3%
31.3%
37.5%

Full survey results available at: Survey Results

Empathy Map

At this point we have collected a lot of great insights from small business owners.

We decided to better understand our users needs and frustrations by creating an empathy map.

This was the first step in creating our new user persona.

Think?

Staying on top of digital trends is important

He needs to act now to keep up with the trend for his business

Say?

Many agency services feel like a scam

I need to grow my busienss

Hard to trust web design agency because they are an online service

Feel?

Website design in pointless without marketing strategy

The need to be involved with the process

Feels overwhelmed of not knowing

Greg Stufts

Do?

Does put deadlines in his calendar

Check on the progress infos

Create connections to other entrepreneurs

Pain

Website management /design takes time

Not tech Savvy

Agency seems untrustworthy

Gain

Knows people to approach

Resourceful

Focused on getting the right information

User Persona

Greg Stufts

ABOUT

Greg is a HVAC small business owner who is looking to re design his website to attract more client and imporove his online presense. He wants to start to advertise his services digitally, so he belives having a presentable functional website would be a create start in his goal of expanding his business.

KNOWN HABITS

- spends alot of time on his phone

- spends a lot of time working and does not have alot of time for side projects

- changes his mind often

GOALS

- Attract more traffic to his website to get more clients

- Expand his team and build a trustworthy brand identity

- keep up with digital marketing trends

- Come up on google and build a successful sales funnel

PERSONALITY

Detail - Oriented

Organized

Focused

Punctual

Resourceful & Firm

FAVORITE BRANDS

carhartt

THE HOME DEPOT

Goodman

G

PAIN POINTS

- Competitions are all over the place and his current website looks very old and crowded

- His other friends who are in the business are expanding their business very quick but he doesn't know how

- not very tech savy

AGE	35
JOB TITLE	HVAC business owner
STATUS	Married
LOCATION	Toronto

Competitor Analysis

Upon completion of our competitor analysis, and all of our initial user testing, we discovered a real need for an agency with a business model like ours.

Now becomes the challenge of how to execute why and how we are different from other agencies.

KONRAD

WEAKNESSES

-Not so clear what they do from the first impression
- their mission statement is attractive but vague

STRENGTHS

--The video/animation hero image is makes the website look attractive
- the look and feel of the website is clean and minimal and modern
- the visuals have very high quality

SUMMARY

Konard has worked with big brands such as spotify and mcdonalds , they showcase clients work very neatly using case study format, and subtle animations such as delayed transitions. They have a catagory called capabilities which replaces the 'services' catagory of other agencies, which is celver because and makes them look more professional, like their goals is to come up with an enitre marketing/branding srtategy for their clients whihc incorprates all their services.

WEB DESIGN LANE

WEAKNESSES

Website looks fun and minimal
- use of illustrations shows that agency is pretty up tp date with digital trends -has live chat feature which means reliable cutomer service
- have included online marketing as a service offered besides web desing
- include their design process using icons and professional explaination

STRENGTHS

-To many packages might be overwhelming to customers when trying to pick the right package
- Some terms used to describe feature might be hard to know for avarage users

SUMMARY

Web design lane presets their services in the form of clear packages which include different features includes pricing. At the top of the page they have included known brand logos they work with such as amazon shopify and wix in order to seem trustworthy/reputable

LOUNGE LIZARD

WEAKNESSES
Spacing and hierarchy of the website would be better and more organized.
- Some parts look way too crowded
- also logo and colour does not look too modern
- Too many categories in the services section might make the website hard to navigate

STRENGTHS

Offer a range of services such as web design, app development, UX/UI, marketing and SEO.
- use of animations and video in the landing page makes the website interesting and cool
-like how they have tried toinform clients about the services and their benifits in simple words and really educated them about the benifits of each

SUMMARY

New York website design company, digital marketing agency, social media, and PR agency in one super- creative blender. Lounge Lizard brand tenders, and marketing mixologists always serve up unique Website designs coded with today's modern technologies, social media campaigns, SEO improvements, and revenue-driving marketing strategies for sales leads and customer acquisition. Check out our latest concoctions.

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Problem Statement

During **our surveys and user interviews**, we discovered **that small business owners have a hard time trusting agencies when it comes to their website and digital needs.**

Therefore, we believe that **one on one client and customer consultation** might be able to help **customers with the trust factor and help them with their whole digital strategy for growing their business**.

We might do this by **having knowledgeable staff that can really help bring the customers vision to life in a more personalized way.** Doing this will allow our customizable services to **be reliable, meet the needs of each unique business, by offering only the services that the client needs to be successful**.

UX Hypothesis

Our web design agency was designed to help small business owners create a digital strategy to grow their business. We have observed that other web design agencies are not trustworthy because of a lack of communication. The agencies are not communicating in simple enough language for their clients to understand, they are taking too long before engaging with their customers. This in turn is causing potential clients to have a hard time approaching agencies.

Through one on one web design consulting we plan to simplify and guide to create a successful digital strategy which aligns with their business goals. Our customers' success will differ based on their specific needs, and we will be able to assess their business growth as we will be working with them throughout the whole process.
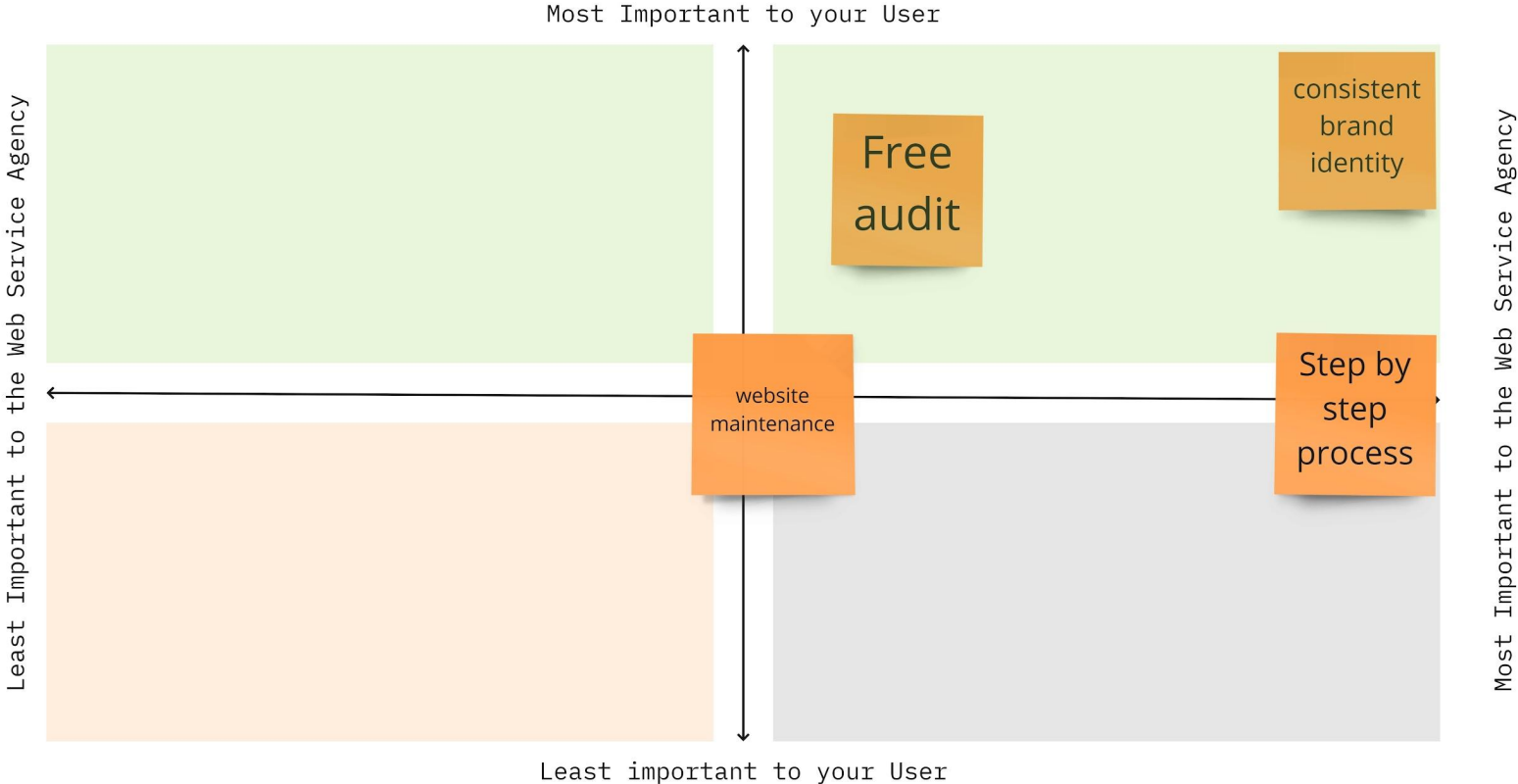
I Like, I wish, What if

Our I like, I wish, What if ideation session was completed with all of the user research completed to date.

Understanding the demand for our business model helped us to take all these ideas and synthesize them on sticky notes.

From here we dot voted, are were able to determine what features we should focus on first. We are now able to create a feature prioritization matrix.

I like

- Simple Design
- Transparency about their approach
- Seeing other work they have done
- consistent brand identity
- Live chat availability - they said that they are not a bot
- I like that the website have consistency on the look of each pages
- I like the simple break down of what their services
- I like that you can see the clients

I wish

- had a brand voice
- You were able to customize your package
- Free revisions
- Free audit
- Step by step process
- I wish the interaction on the webpages arent overwhelming
- There was a way I could measure digital sucess
- I wish that the words are easy to understand
- Clear timeline

What If

- transferable knowledge
- They could show the what work they did for their client
- We could develop trust before being locked into a service
- What if there are available online seminars offered for existing clients
- website maintenance
- What if, you can book 5mins to 10mins live video chats to existing clients
- What if the clients fill out a survey first before the meeting
- There was happiness guarantee
- Retention rewards for existing clients
- What if there are incentives from the agency

Feature Prioritization Matrix

Most Important to your User

Least Important to the Web Service Agency

Most Important to the Web Service Agency

Free audit

consistent brand identity

website maintenance

Step by step process

Least important to your User

Value of Proposition

Our web design agency, Webtrepreneur, was designed to help small business owners create a personalized digital strategy to grow their business.

We know that every business has unique needs so with our adaptable approach together we can bring the vision of your business to life.

We're believable because we want to work with the customer as opposed to simply working for them. By breaking down our industry knowledge to our clients we make them feel confident in their digital journey.

StoryBoard

01 Research

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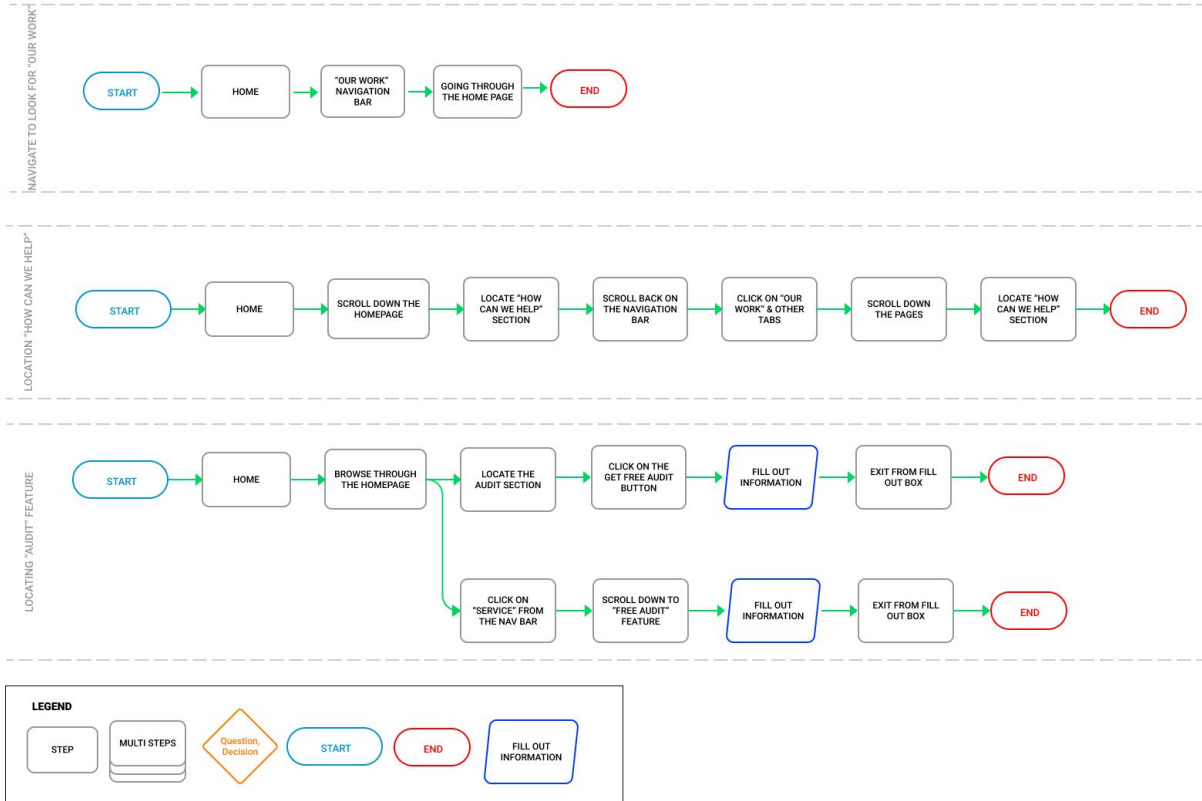03 **Lo-Fi Prototype**

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Webtrepreneur

User Flow - Lo-Fi

Based on our storyboard, we identify 3 tasks that would help our user personal achieve his goals.

1. Locating work completed for other clients
2. Accessibility of immediate assistant
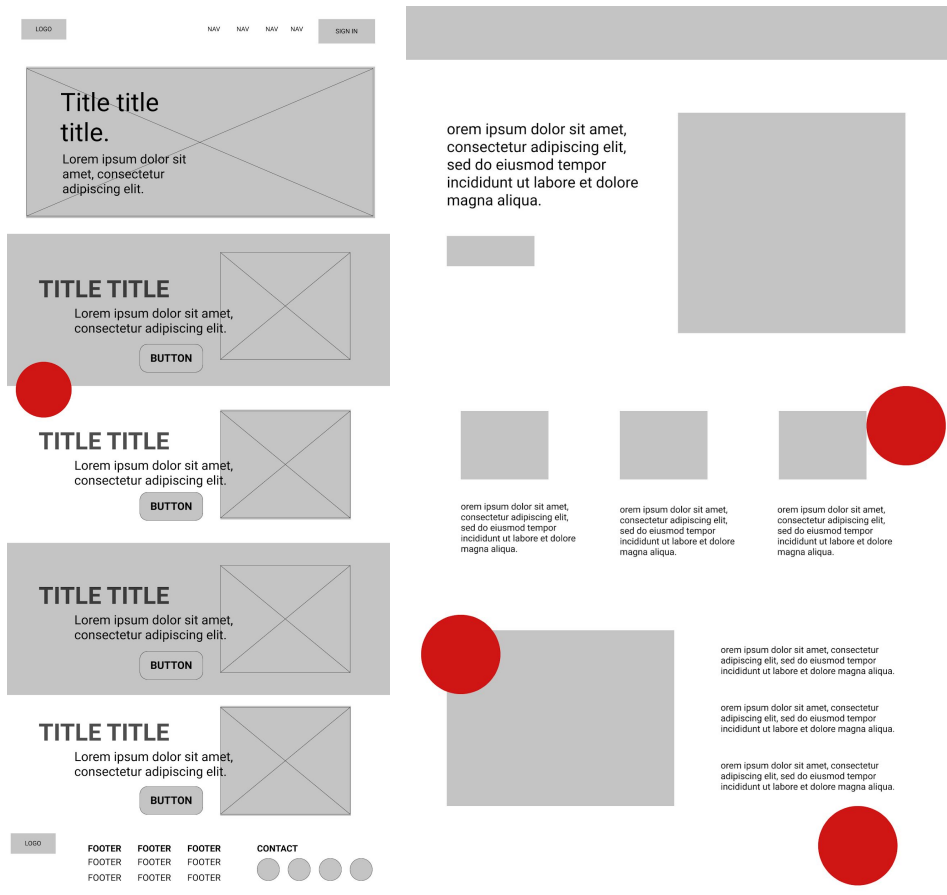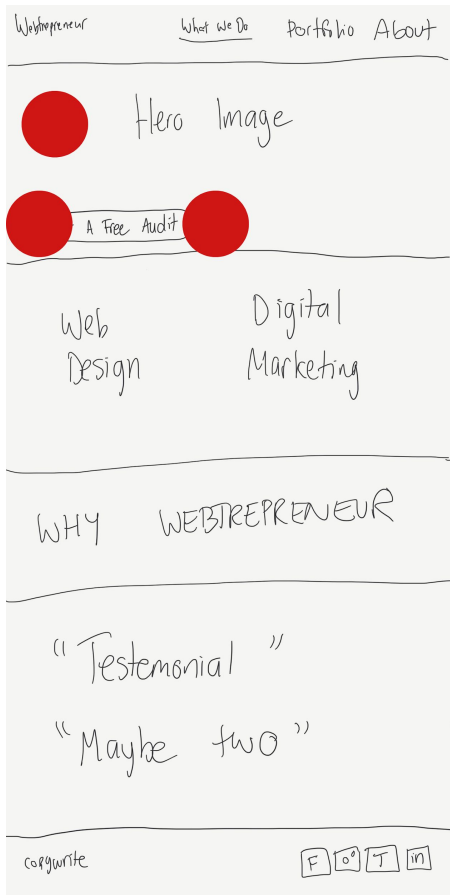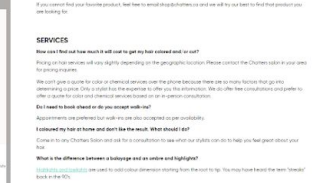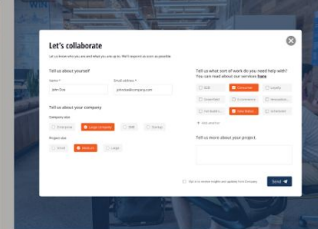3. Ability to get a free assessment on their current website

USER FLOW =

NAVIGATE TO LOOK FOR "OUR WORK"

START → HOME → "OUR WORK" NAVIGATION BAR → GOING THROUGH THE HOME PAGE → END

LOCATION "HOW CAN WE HELP"

START → HOME → SCROLL DOWN THE HOMEPAGE → LOCATE "HOW CAN WE HELP" SECTION → SCROLL BACK ON THE NAVIGATION BAR → CLICK ON "OUR WORK" & OTHER TABS → SCROLL DOWN THE PAGES → LOCATE "HOW CAN WE HELP" SECTION → END

LOCATING "AUDIT" FEATURE

START → HOME → BROWSE THROUGH THE HOMEPAGE → LOCATE THE AUDIT SECTION → CLICK ON THE GET FREE AUDIT BUTTON → FILL OUT INFORMATION → EXIT FROM FILL OUT BOX → END

CLICK ON "SERVICE" FROM THE NAV BAR → SCROLL DOWN TO "FREE AUDIT" FEATURE → FILL OUT INFORMATION → EXIT FROM FILL OUT BOX → END

LEGEND

STEP | MULTI STEPS | Question, Decision | START | END | FILL OUT INFORMATION

Sketches

We all sketched or created a digital sketch of how we envisioned our website looking.

Dot voting was a great way for us to incorporate our favourite features from each of our sketches. From here we were able to create a low fidelity clickable prototype so we can test our design.

MoodBoard

Site Map

Legend:

0.0	**0.0**	**F00**
Primary Page	Primary Navigation	Footer Navigation

1.0
Home

2.0
Home

3.0
Our Work

4.0
Services

5.0
FAQ

F01	F02	F03	F04
About	Contact	Our Work	Services

F05	F06	F07	F08
Privacy Policy	Sitemap	FAQ	Newsletter Signup

F05	F06	F07	F08
Linkedin	Facebook	Instagram	Twitter
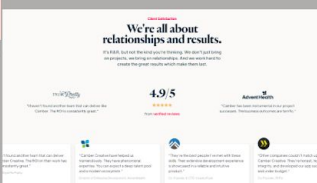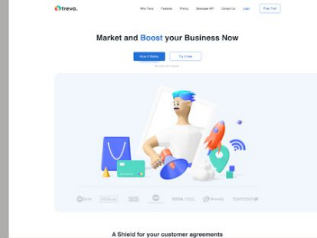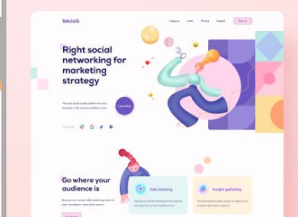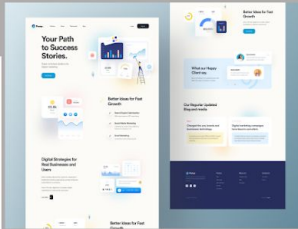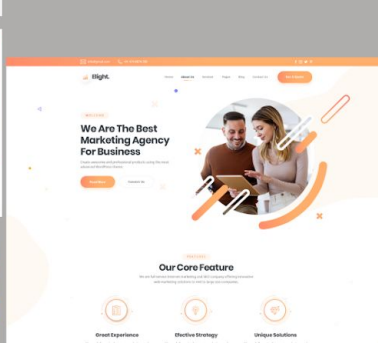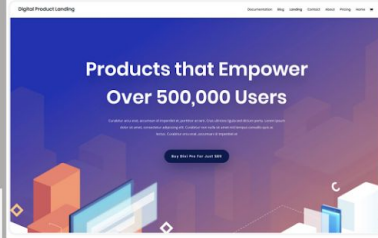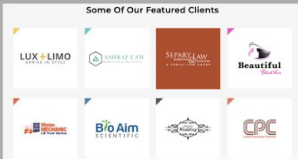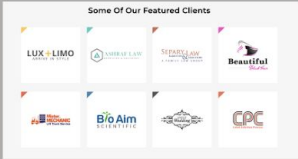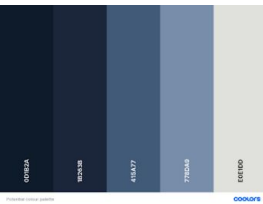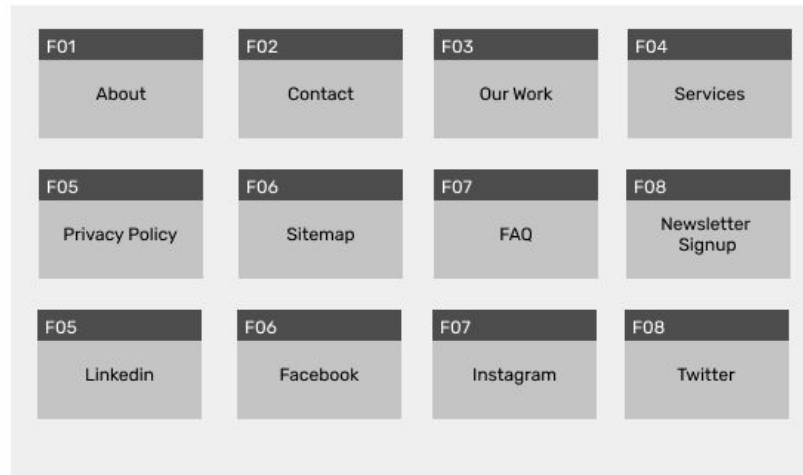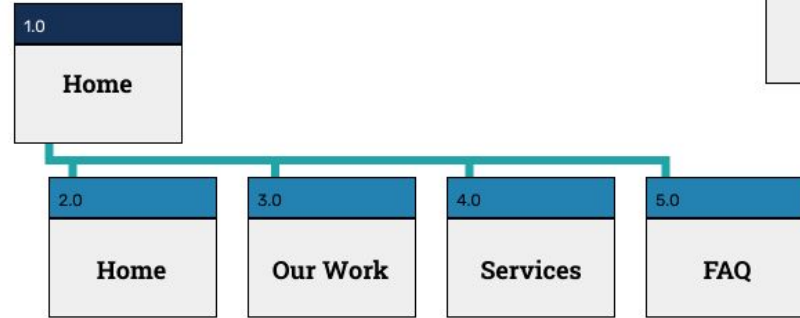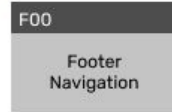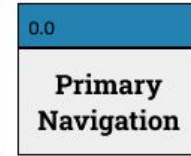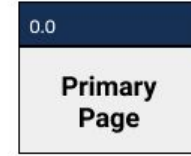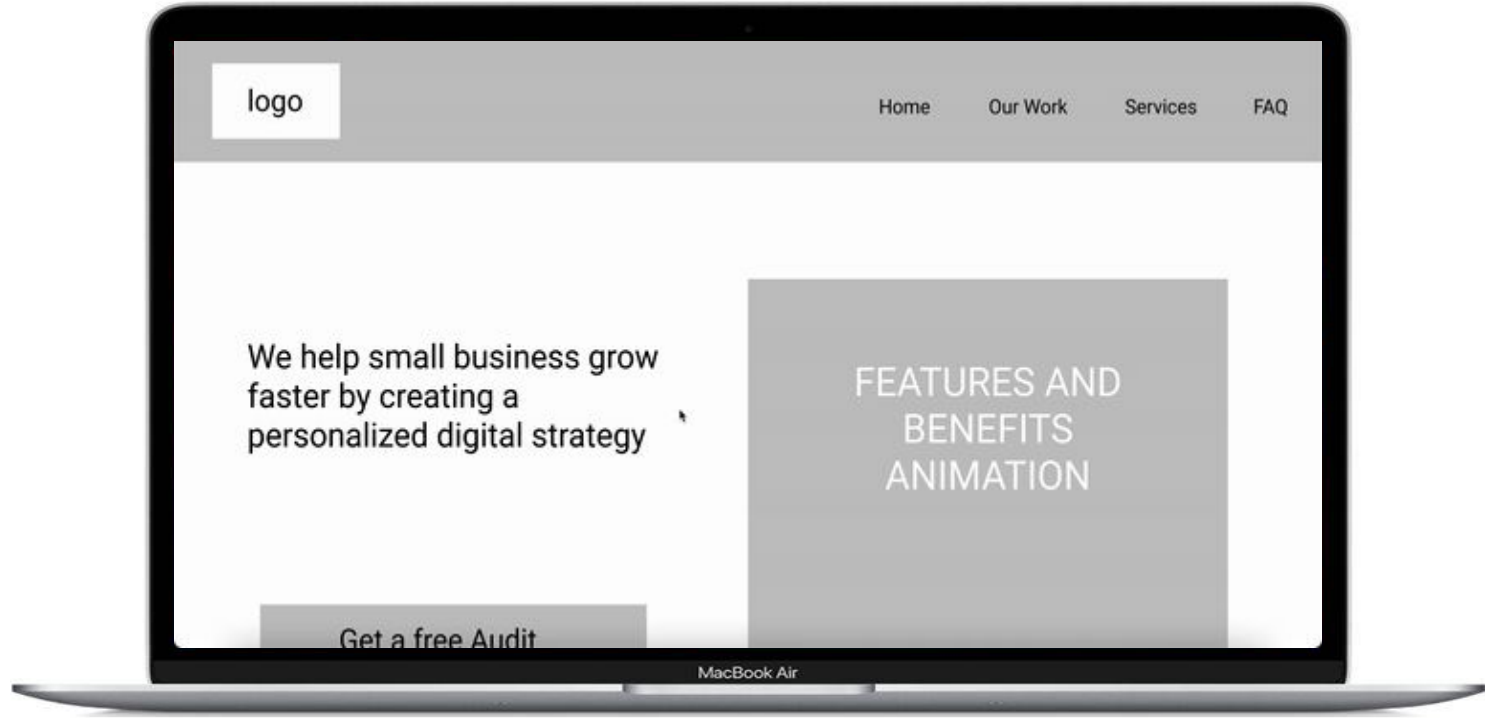
Lo-Fi Prototype

Clickable low fidelity prototype is available at: [Low Fidelity Clickable Prototype](#)

Usability Testing Plan

As we prepare to test our prototype we created a usability testing plan:

Objective
- To identify any navigation and content layout issues and opportunities for our Web Service Agency (Webtrepreneur)

Questions We Want Answered
- Is the user able to easily find what they are looking for?
- Does the user trust the agency and understand it's mission/goal ?
- Does the user understand that the agency is targeted for small business owners?

Tasks
- Locate "Our Work" on the website
- Locate "How Can We Help"
- Find where we describe the audit feature in detail

Full usability testing plan available at: Usability Testing Plan

Lo-Fi Usability Testing Results

Audit Feature

Audit feature - what is it?

Reword Audit for sure.

Did not find info on audit feature that easily

Thinks the audit is a great idea

Didn't automatically know what an audit is

Thinks this was auditing for her business

Contact Form

Like to see "How can we help" in every page

Will there be a in call/chat bot feature?

There is nowhere to explain how we can help

No option to write message in form

how can we help form looks needy

Found the "How can we help" easily

Visuals

Nice skeleton of a web agency

Like to see more minimal look

likes the layout so far

Doesn't want to have to read so much - imagery will be important

Wants more colours and pictures in order to trust the website

Feels like the homepage have a lot of information

Our Work

If Our Work would be in the homepage - needs to be impactful

Easily located "Our Work" - well laid out and clean

Likes our work in the nav - gives it separation

Our work page shows client instead of work

If none, wants to see "What you are working on"

I like that it is on your nav bar, makes it easier to look for

Other

Doesn't think we call out what we do in a clear enough way

"If it's your first website or you're experienced we're here for you"

Wants. website for his business selling clothes he makes

Not very tech savvy but knows he should go digital

Thinks we should add careers to the footer

Has a website for her Stationary event business

Full affinity diagram available at: Low Fidelity Affinity Diagram

Lo-Fi Feature Prioritization Matrix

Most Important to your User

Least Important to the Web Service Agency

Most Important to the Web Service Agency

Wants "How Can We Help" on every page. No Clear CTA. Should be more creative with a spot to add their own message.

Too much reading needs colour and imagery, want to see a more minimal look.

Audit
-needs to be reworded
-separates the focus on audit & work
-seem to be the main feature

Wants to see actual work we have done on "Our Work" page

- wants a clear brand statement on the homepage

- wants to see careers in the footer

Least important to your User

User Flow - Iterated

From this testing we also iterated our final User Flow just by changing the "Audit" word to "Assessment" as part of our user's important feedback.

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Hi-Fi Prototype - Version One

Clickable high fidelity (version one) prototype is available at: [High Fidelity (Version One) Clickable Prototype](#)

UI Style Guide

Starter Design System

Logo

Primary Logo

Webtrepreneur

Secondary Logo

Webtrepreneur

Colors

Primaries and Grays

Navy
#00296B

Blue
#5F79FF

Yellow
#FDC500

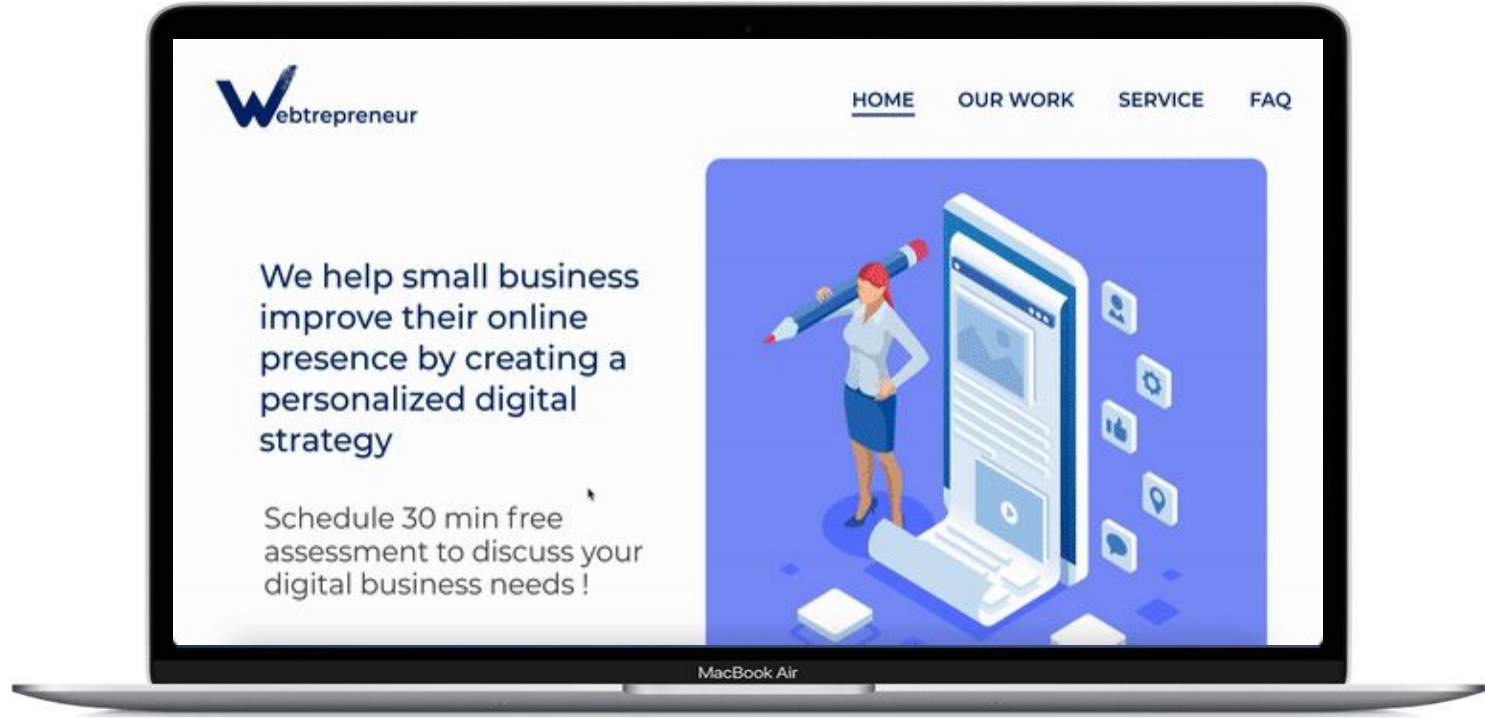Light Blue
#EFF2FF

#434343 #474747 #818181 #C2C2C2 #E2E2E2

Typography

https://fonts.google.com/specimen/Montserrat

Heading 1 Montserrat Medium - 40px

Heading 2 Montserrat Medium - 35px

Heading 3 Montserrat Regular - 35px

Body Montserrat Regular - 24px

Main Nav Montserrat SemiBold - 24px

Buttons

Primary

Secondary

Get a free Assesment

Get a free Assesment

Get a free Assesment

42

147

89

485

Tabs

Tabs

Tab Active   Tab Inactive   Tab Hovered

Forms

Label
Place Holder:

Label 2
Place Holder:

Text Box

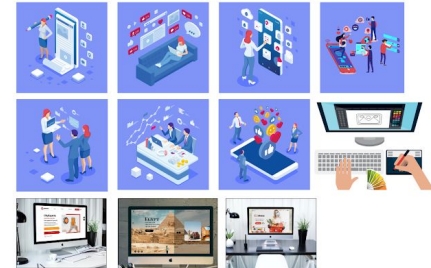Checkbox
○ Default
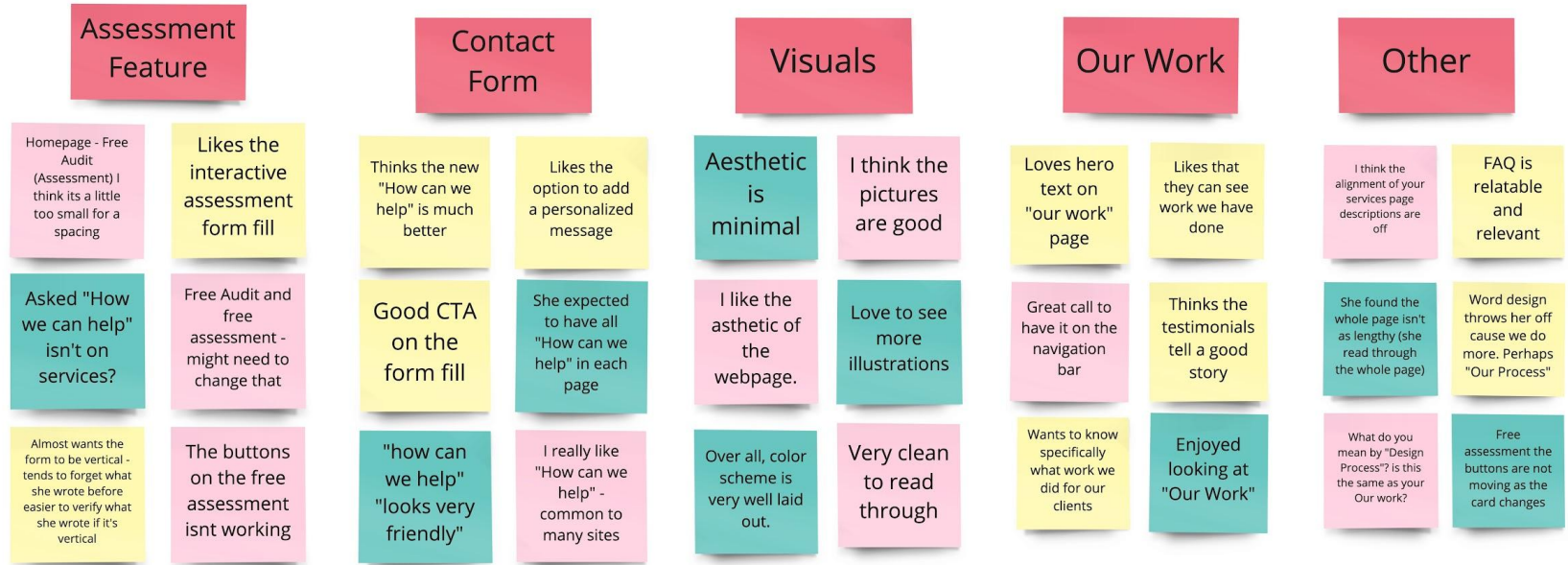☑ Checked

Breadcrumb
Previous Page > Current Page
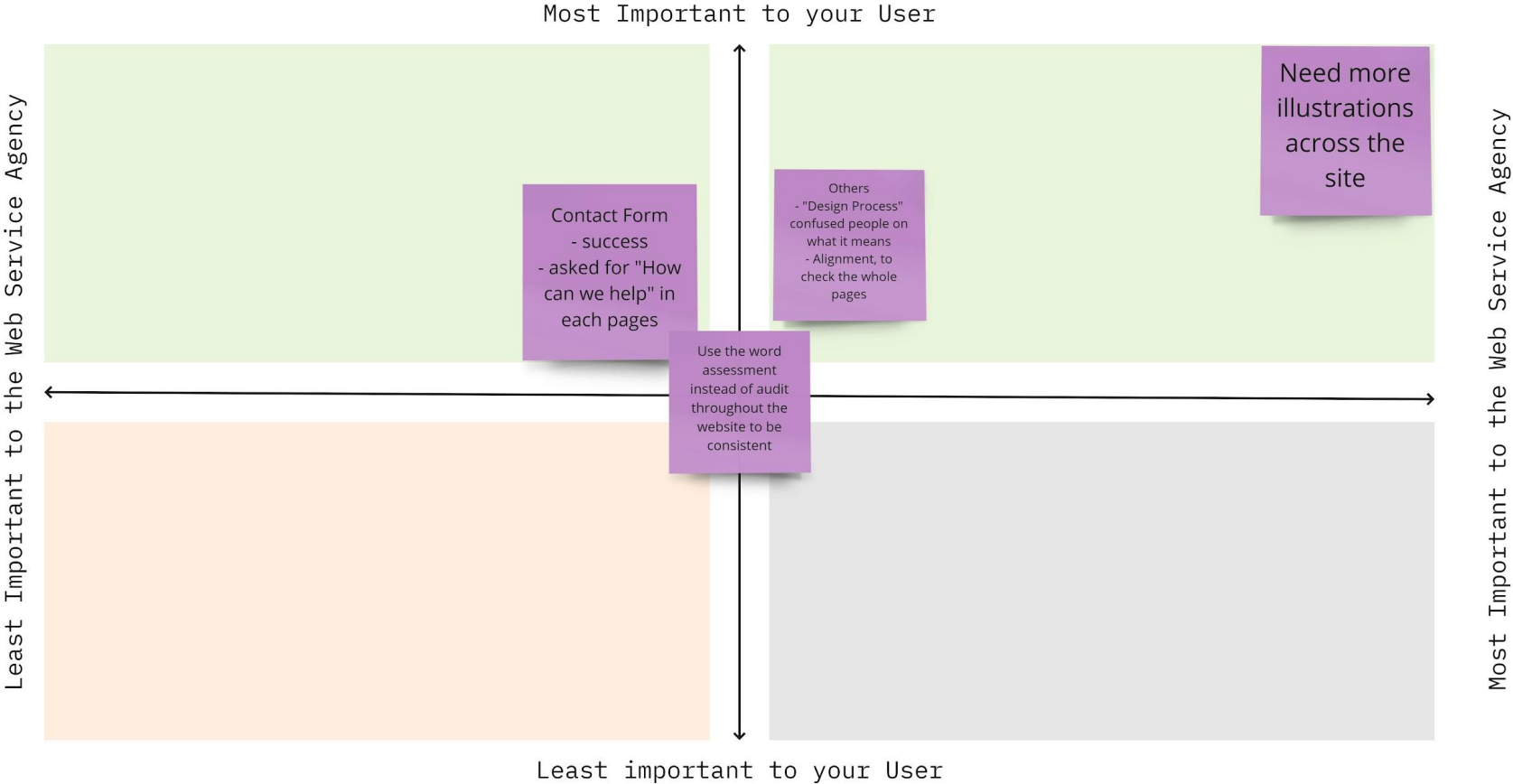
Icons

Photography

Hi-Fi Prototype Usability Testing Results

For this round of testing we decided to use the same testing plan to see the iterations we made were successful or not.

Assessment Feature

Homepage - Free Audit (Assessment) I think its a little too small for a spacing	Likes the interactive assessment form fill
Asked "How we can help" isn't on services?	Free Audit and free assessment - might need to change that
Almost wants the form to be vertical - tends to forget before easier to verify what she wrote if it's vertical	The buttons on the free assessment isnt working

Contact Form

Thinks the new "How can we help" is much better	Likes the option to add a personalized message
Good CTA on the form fill	She expected to have all "How can we help" in each page
"how can we help" "looks very friendly"	I really like "How can we help" - common to many sites

Visuals

Aesthetic is minimal	I think the pictures are good
I like the asthetic of the webpage.	Love to see more illustrations
Over all, color scheme is very well laid out.	Very clean to read through

Our Work

Loves hero text on "our work" page	Likes that they can see work we have done
Great call to have it on the navigation bar	Thinks the testimonials tell a good story
Wants to know specifically what work we did for our clients	Enjoyed looking at "Our Work"

Other

I think the alignment of your services page descriptions are off	FAQ is relatable and relevant
She found the whole page isn't as lengthy (she read through the whole page)	Word design throws her off cause we do more. Perhaps "Our Process"
What do you mean by "Design Process"? is this the same as your Our work?	Free assessment the buttons are not moving as the card changes

Full affinity diagram available at: High Fidelity Affinity Diagram

Hi-Fi Feature Prioritization Matrix

Most Important to your User

Least Important to the Web Service Agency

Most Important to the Web Service Agency

Contact Form
- success
- asked for "How can we help" in each pages

Others
- "Design Process" confused people on what it means
- Alignment, to check the whole pages

Need more illustrations across the site

Use the word assessment instead of audit throughout the website to be consistent

Least important to your User

Hi-Fi Prototype Iterations (Redlining)

Upon completion of our final round of testing we made some finishing touches iterations.

We discovered during testing that the header "Design Process" was confusing some of our users. As a result, we decided to change it to "Our Process." This is much more clear to users.

Right below that section, our "Services" tab had some spacing issues. That was an easy fix and it is now much easier on the eye.

All redline documents: Redline

DESIGN PROCESS

Consultation
We start with a one on one consultation to really understand your business model and goals.

Strategy
Based on your specific business needs we come up with a strategy for you which is harmonized with your vision.

Develop
From there we execute and start to analyze and measure changes so we can adapt to forthcoming needs of the business.

SERVICES

Web Design
Having a user friendly and attractive website is now more important than ever, to adapt in the digital age we build a website for you which you and your clients will love.

Digital Marketing
A quality digital marketing strategy is the secret sauce of every successful business. To generate traffic and increase we match you with the right marketing model for your business.

Social media
Social media management takes a lot of time and effort, by managing your social platforms we ensure you have a smooth sales funnel in place.

Final Hi-Fi Prototype
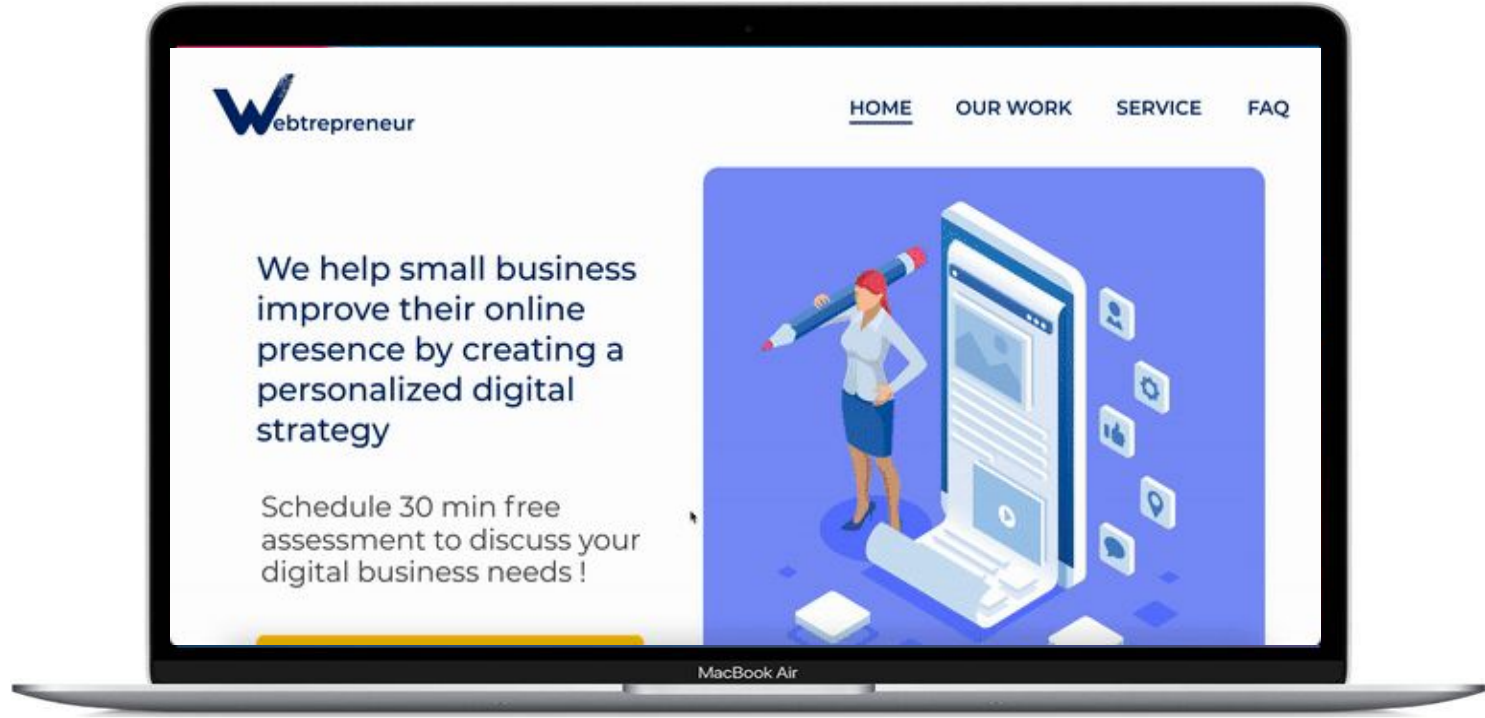
Clickable high fidelity (final) prototype is available at: <u>High Fidelity (Final) Clickable Prototype</u>

Wix Design Final Design

01 Research

04 Hi-Fi Prototype

02 Definition & Ideation

05 Wix Design

03 Lo-Fi Prototype

06 **Conclusion**

Webtrepreneur
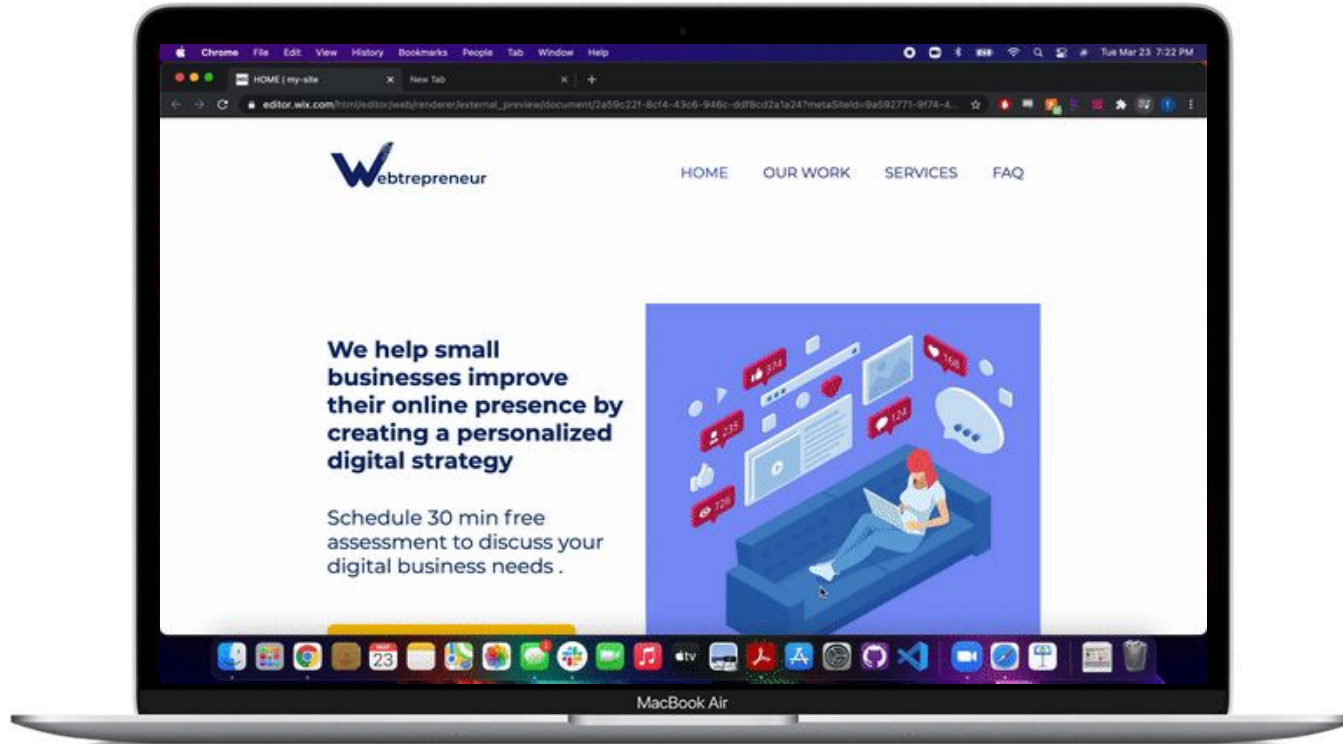
Case Study Conclusion

Throughout our design process we learned that existing digital agencies are intimidating for small business owners to approach. The complexity and technical terms of such services, make it difficult for non-tech savvy individuals to confidently understand and commit to them.

By developing a one stop digital agency website for small business owners, we hope to have simplified the access to all digital business needs of the common user.

Future Development

Moving forward we have prioritized where we should be allocating our time. For starters we plan to:

1) Complete all aspects that are incomplete
   a) Complete all the pages for the footer
   b) Complete FAQ answers and keep FAQ up to date
2) Display more of our work
   a) Call out better what we did for each client
   b) This will help with trust for future clients
3) Keep the website up to date, relevant
4) Expand our services while maintaining trust with our current and future clients
5) Making sure we can incorporate some analytics on our website to ensure its continued success

Final Work Links