

Knowing the users, understanding their needs, and balancing those needs with the top business goals are the keys to achieving a successful online experience.



An Experience to Enhance the Experience

page10 partnered with a leader in the health and fitness industry to establish a brand and extensible microsite for the organization's new corporate program offering.

THE NEED :: NEW BRAND, NEW SITE

A key player in the fitness industry was planning a multi-phase interactive project intended to support their new corporate benefit program. The project would entail incremental releases of various new service offerings available to corporate partners and their employees. A new service brand was needed, and an extensible website would be the primary channel used to communicate the new offerings, as well as to engage users, allow them to enroll in the benefit, schedule appointments, track their results, and interact with high-value content.

THE CHALLENGE :: SO MUCH TO DO, SO LITTLE TIME

Though a single general user audience was already defined, the first challenge was to analyze various audience subtypes, understand their primary goals, and help the organization devise a strong roadmap for the initial and future phases of the project. At the same time, the team had to devise requirements for the merging of several internal and third party service providers into one highly usable online experience that would allow for complex, private transactions and interactions. The biggest challenge of all: complete all tasks within two months.

THE PLAN :: GAIN EFFICIENCIES WITH EACH STEP

Step I: Define Site Users

The very first step for the page10 team was to gather as much information about the users as possible. Because time constraints eliminated the possibility for focus groups and interviews, the team relied on data and information gathered from the client. From this research, we identified a variety of potential site users, and established personas based on common needs and goals.

Step II: Determine Feature Set

Information gathered during the user persona definition exercise led directly to the development of a feature set list based on the various user goals. This list was quickly vetted by the client to ensure that user goals were in sync with business goals, which resulted in a final list of desired features, site functionality and content.

Step III: Create Roadmap & Prioritize

All features were then outlined into an overall feature roadmap. In a collaborative review session between the client and page10, the features were prioritized based on a balance of user value and business need. The prioritized list was then organized into phases that aligned with the multi-phase project, the most important and immediately relevant features being allocated to the first phase of the multi-phase project.



Step IV: Design & Develop Experience

With the full list of features defined for phase 1, the team then went into high gear to gather the user experience requirements and design the initial user experience. To gain time efficiency, the page10 visual design team worked in parallel with the user experience team.

Once the initial design was reviewed, the page10 content team was engaged to make recommendations on high-value content elements, as well as to complete the general site content and aid in the design and development of interactive demos.

Step V: Launch Site & Collect Feedback

The page10 team developed the site and handed it off to the client's IT group for implementation.

The site launched just in time to meet the needs of a high value corporate partner that was purchasing the service offering for their employees. Throughout the rollout of the site to those employees, feedback was collected and used to help prioritize future phases of the effort.





OUTCOMES

From the first days of the project, the page10 team provided the client with a series of user personas that would provide additional insight into their website users. These personas offered more of a foundation to continue developing out product and benefit offerings.

The page10 team breathed new life into a somewhat narrow brand, with fresh, engaging visual design, informative, value-added content, and a simple information hierarchy to make it very easy for users to find what they need.

With a seamless integration of internal and third party applications and a simple site structure, along with the integration of several basic admin features, the site simplified the internal and external processes for health assessment scheduling and results reporting.

In addition, the microsite established the foundation for the initial phase, and was designed to easily accommodate the additional user-focused content and features that were roadmapped into future phases of the project.

To meet time-to-market demands and business deadlines, page10 completed the full project in a very short (2-month) period of time. This allowed the business to secure its first major sale with an online presence that supported the overall service offering and brand promise of high quality services that are easy to use.

ABOUT PAGE10

page10 is a brand of Page, Inc., a technology consulting firm founded in 1997. page10 provides user experience design, visual design and development, copywriting and content strategy, along with full technical implementation and support, with a striking commitment to quality.

Core capabilities include strategic planning, web design and development, online marketing, content management, usability, and business integration.

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