Web Design Assessment

Are your prospects and clients finding what they came for?

Seventy percent of all Web site visitors leave a Web site without finding what they came for, even when the information is on the site. Despite the money and effort that go into developing Web site applications and content, few visitors are able to access the information they need. As a result, all of the resources dedicated to creating huge volumes of information and truly helpful self-service functions are wasted. Prospects, customers, managers and developers are all frustrated. Instead of fulfilling the promise of increased business and improved customer loyalty, the Web site often leaves a negative impact on visitors and a black mark on the company's brand.

At many companies, creating the content and functions that prospects and customers need is a priority. Business units often devote substantial resources to providing information and tools that will increase business and improve customer service. Creating the content is not the problem; making it easy for site visitors to access the content on your Web site is the issue.

Is your organization part of the problem?

Though many of the problems may be obvious, gaining the consensus and commitment needed to implement change is often the most challenging piece of the puzzle. Stakeholders typically have varying objectives and view the public site through their individual perspectives, rather than assuming the critical perspective of their site visitors.

Web Design Assessment (WDA) helps companies articulate and communicate their Web site requirements, prioritise their focus and audit design and implementation against their own requirements. We bring objectivity to your public site efforts on several fronts: As a third party, our analysts provide an impartial approach for gaining consensus and common understanding among stakeholders, bringing an outside perspective your development team and employees cannot, and unlikely many other firms, we are free to make recommendations based on your best interest. Because we are not in the implementation business, our judgment is not coloured by efforts to gain implementation revenue.

Success Story

"Increased online sales generation by 250% while reducing phone calls for support-related questions by about 40%", Marketing Vice President, IT Vendor.

Success Story

"Convinced senior management to earmark more then 10 million Euros for reducing Web site maintenance cost and to improving the overall visitor experience", Head of eBusiness, Chemical Industry.
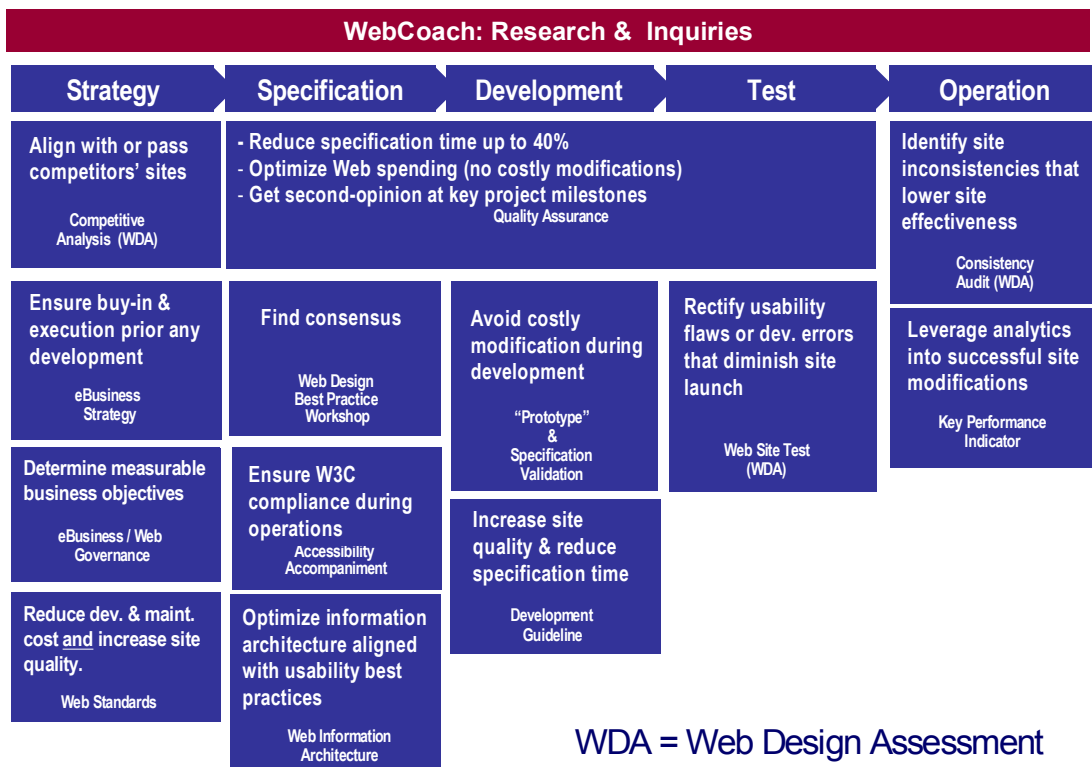
What is the Web Design Assessment?

It's part of a continuum of services available in the Web Effectiveness Program, which provides focused assistance at key points in the lifecycle of your company's Web sites to:

- Ensure that they continue to meet the needs of your business
- Improve their ROI.

Each box is a packaged offering, which can be:

- Delivered in a very short time.
- Tailored to suit your needs
- Bundled with others as required.

WebCoach: Research & Inquiries				
Strategy	**Specification**	**Development**	**Test**	**Operation**
Align with or pass competitors' sites Competitive Analysis (WDA)	**- Reduce specification time up to 40%** **- Optimize Web spending (no costly modifications)** **- Get second-opinion at key project milestones** Quality Assurance			**Identify site inconsistencies that lower site effectiveness** Consistency Audit (WDA)
Ensure buy-in & execution prior any development eBusiness Strategy	**Find consensus** Web Design Best Practice Workshop	**Avoid costly modification during development** "Prototype" & Specification Validation	**Rectify usability flaws or dev. errors that diminish site launch** Web Site Test (WDA)	**Leverage analytics into successful site modifications** Key Performance Indicator
Determine measurable business objectives eBusiness / Web Governance	**Ensure W3C compliance during operations** Accessibility Accompaniment	**Increase site quality & reduce specification time** Development Guideline		
Reduce dev. & maint. cost and increase site quality. Web Standards	**Optimize information architecture aligned with usability best practices** Web Information Architecture			

WDA = Web Design Assessment

Our Web Design Assessment methodology is a market-proven, fact-based methodology that provides you with objective analysis and actionable recommendations for measuring, managing and improving the effectiveness of your public site. It leverages our proven practice and research to ensure that your company's public site is meeting the needs of your business.

Before you begin to fix the problem, you need to know what works and what doesn't. The WDA provides an explicit, objective, granular and auditable approach to this process. It allows you to leverage your Web site investment by identifying deviations from what works, providing a basis for prioritising efforts and documenting your intentions for managing the change process.

How the Web Design Assessment works

Our analysts take an objective approach to public site effectiveness, using hundreds of checkpoints derived from experimental results, professional standards and case studies. We then measure the effectiveness of your site, and competitor sites you select, against this externally validated reference set of standards and effective public site practices.

Once we learn where your site conforms or derivates from standards and effective practices within specified category reference sets, we make actionable recommendations for improving the effectiveness of your site. The challenges and opportunities that your public site faces are documented in explicit detail and this analysis becomes a tool for gaining consensus and communicating design and development priorities, future spending and business decisions. This analysis also acts as the blueprint for change. It communicates functional requirements to designers and developers and serves as the set of criteria for auditing the resulting implementation against the original requirements.

Steps of the Web Design Assessment analysis

1. Select categories and Web sites to audit
2. Conduct category audits of selected sites
3. Document conformance and deviations from the category reference sets
4. Analyse the results and organize examples
5. Develop recommendations in the three areas: short-, mid- and long-term
6. Prepare deliverables in multiple formats for different needs
   a. One-day onsite engagement to present results, answer questions and discuss solutions
   b. PowerPoint presentation with summary results, recommendations and hundreds of example screenshots
   c. PDF file of detailed audit results, including the executive summary.