

Competitive Audit: A comprehensive analysis of competitor products that maps out their existing features in a comparable way. The analysis may be an in-depth exploration of the top five competitors, or a larger number of competitors could be examined. Most analysis will contain an executive summary, prioritized recommendations, and lists and charts of findings. Show the strengths and weaknesses of the competitors website using the following guidelines:

- Efficient Navigation
- Clear Labeling
- Matching User Expectations
- Supporting Readability & Scannability
- Visual Style (use screenshots)
- *Inventory of Content & Functionality*
- Organizational Clarity
- Consistent Design
- Effective Visual Design
- Facilitating User Tasks
- Providing Help
- Search Engine Positioning

competitors_audit Search Sheet

Home Insert Page Layout Formulas Data Review View Share

Paste Calibri (Body) 12 A A Alignment Number % Conditional Formatting Format as Table Cell Styles Cells Editing

D3 Overview

| | A | B | C | D | E | F |
|----|--------------------|-------------------|-------------------------------------|---------------------------|-----------------------------|--------------------------|
| 1 | Company | Pages | Subpages | Page Content | Cons | Pros |
| 2 | <u>Drongenuity</u> | <u>Home</u> | | 3 Services | | |
| 3 | | | | Overview | | |
| 4 | | | | Industries | | |
| 5 | | | | Drone Tutorials | | |
| 6 | | | | | | |
| 7 | | <u>Video</u> | | Gallery of Videos | Poorly Labeled, random | Nice for viewers |
| 8 | | | | | | |
| 9 | | <u>Services</u> | Main Page | Links to all subpages | Confusing, extra clicks | Gallery nice for viewers |
| 10 | | | Drone Photography | Gallery | | |
| 11 | | | Commercial Photography | Gallery | | |
| 12 | | | Residential Real Estate Photography | Gallery | | |
| 13 | | | Aerial Mapping | Gallery | | |
| 14 | | | | | | |
| 15 | | <u>Industries</u> | Main Page | Links to all subpages | Not different from services | Nice to see options |
| 16 | | | Real Estate | Gallery | | |
| 17 | | | Construction | Gallery | | |
| 18 | | | Roofing | Gallery | | |
| 19 | | | Energy | Gallery | | |
| 20 | | | More | Gallery | | |
| 21 | | | | | | |
| 22 | | <u>Company</u> | About Us | About Company | | Good |
| 23 | | | | What We Do | | Good |
| 24 | | | | Client Testimonials | | Good |
| 25 | | | | Why Work for us | | Good |
| 26 | | | | Bio | | Good |
| 27 | | | | Values | Too much info | |
| 28 | | | | Process | | Good |
| 29 | | | Contact Us | Form and Phone # | Not enough info | |
| 30 | | | Careers | Job Opportunities | | N/A |
| 31 | | | Blog | Blogs | | Good |
| 32 | | | | | | |
| 33 | | <u>Resources</u> | Home Page | Tutorials and Locations | | |
| 34 | | | Drone Tutorials | List of Tutorials | | N/A |
| 35 | | | FAQ | List of Questions/Answers | | Good for large co. |
| 36 | | | Locations *pages for each location | Different Locations | | N/A |
| 37 | | | | | | |
| 38 | | | | | | |

Content Audit: The activity of listing all content available on the newly designed website, usually in a big spreadsheet. Organize the content based off the new design of the website and remove any content that is unnecessary. Do not copy the current website's content exactly as you are redesigning the content for the new website.

- Navigation Titles
- URL
- Description of Each Page
- Attached Files
- Displayed Page Name
- Content Type (article?)
- Content Hierarchy (subheads)

content_audit Search Sheet Share

Home Insert Page Layout Formulas Data Review View

Paste Calibri (Body) 12 A A B I U % Conditional Formatting Format as Table Cell Styles Editing

C7 fx Set up appointment form

| | A | B | C | D | E |
|----|-------------------|-------------------------|-------------------------------------|-------------------------------------|--|
| 1 | Page Order | Pages/Navigation | Page Content | Page Title | Misc. |
| 2 | 1 | <u>Home Page</u> | 3-4 featured services | Drone Specialists – DSP | Footer: phone #, social media, mailing list form |
| 3 | | | Overview | | |
| 4 | | | Value Proposition | | |
| 5 | | | Featured Video | | |
| 6 | | | Tagline | | |
| 7 | | | Set up appointment form | | |
| 8 | | | | | |
| 9 | 2 | <u>About Page</u> | About the Company | Company Background – About Us – DSP | |
| 10 | | | What We Do | | |
| 11 | | | Why Work for Us | | |
| 12 | | | Bios | | |
| 13 | | | Process | | |
| 14 | | | Reviews | | |
| 15 | | | Link to Blog Page | | |
| 16 | | | | | |
| 17 | 3 | <u>Services Page</u> | List of Services (include photos) | Drone Services – DSP | |
| 18 | | | List of Industries (include photos) | | |
| 19 | | | | | |
| 20 | 4 | <u>Contact Page</u> | Contact Form | Contact Us – DSP | |
| 21 | | | Phone, Address, Email | | |
| 22 | | | Google Map | | |
| 23 | | | | | |
| 24 | | | | | |
| 25 | | | | | |

Card Sorting: A technique that consists in asking users to group content and functionalities into categories. Gives you input on content hierarchy, organization, and flow.

Open Card Sorting: Participants are given cards showing site content with no pre-established groupings. Most common.

Closed Card Sorting: Participants are given cards showing site content with an established initial set of primary groups.

Each item on your list should be placed on a card. The labels you use on the cards are extremely important. They should be short enough that participants can quickly read the card, yet detailed enough that participants can understand what the content is. You may include descriptions.

Dashboard

- dash
- Profile
- Announcement
- Request
- Service Request

Payment

- Request

Community

- Service post
- Service post
- Need Help
- Event
- Advertisement

Communication

- Service post
- Service Request
- request

Maintenance

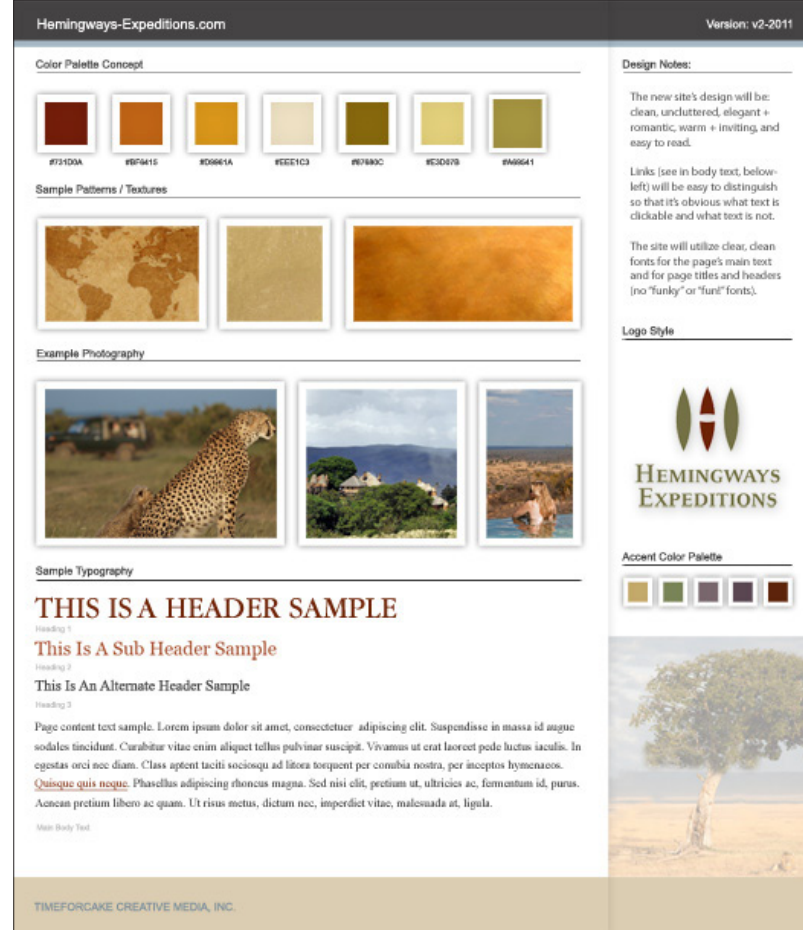
- Service Request

Profile

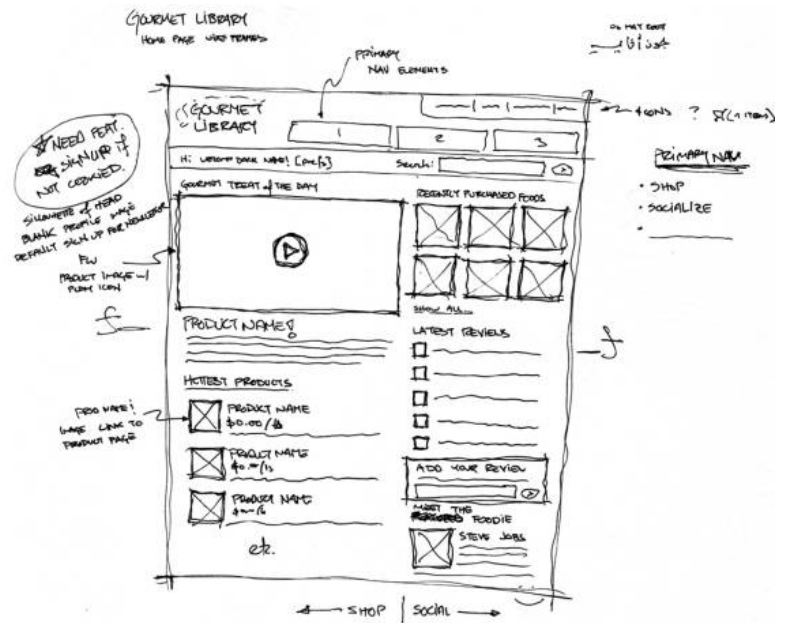
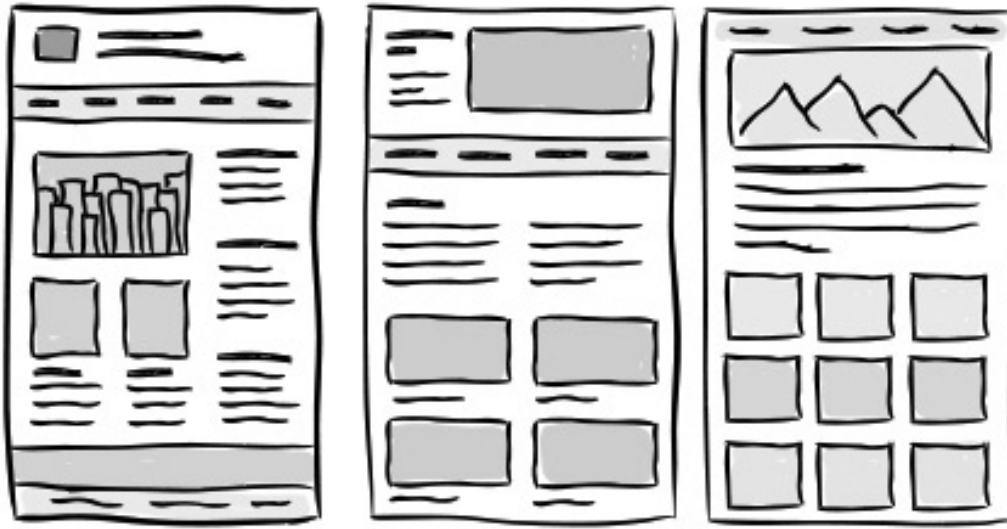
- Package
- Link
- Free

MOODBOARD No.2

Pastel | Soft/feminine | Typography
Use of few colors, good with b&w photos

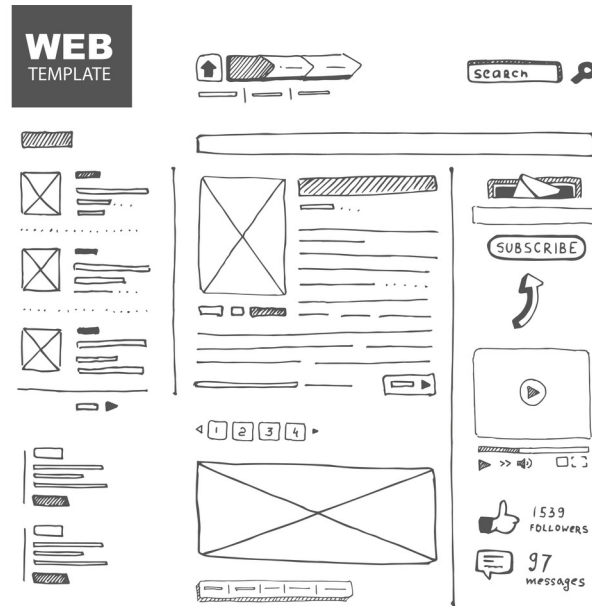


Moodboards: A collaborative collection of images and references that will eventually evolve into a product's visual style guide. Allows creatives to show clients and colleagues a proposed look for the product before investing too much time on it. Pinterest board is an acceptable moodboard.



Low-Fidelity Wireframes: A skeleton of a digital screen, web page, or application. It'll have the bare-bones elements that will be included in the finished project. Low fidelity wireframes give designers and programmers an idea of where images, text, buttons, and interactive elements might be placed.

Low fidelity wireframes might be developed by hand as a quick sketch or they may be created in a wireframe tool like Figma or Sketch.



Medium-Fidelity Wireframes: A step up from its low fidelity counterpart. Medium wireframes will have more detail—including accurate spacing, headlines, and buttons. They might even be displayed together in a sequence called a userflow that shows exactly how the web pages will work together.

Medium fidelity wireframes are usually created in a wireframing tool for more accuracy, precision, and detail.

High-Fidelity Wireframes: A realistic prototype that closely resembles the final design of a project. It can include typography, colors, images, icons, and CTA buttons. These types of wireframes take longer than the low and medium fidelity kind which means more resources are usually allocated to complete them.

High fidelity wireframes should be reserved for projects that have been approved by all stakeholders and are cleared for production.

To achieve the level of detail required for high fidelity wireframes, these are typically created with a digital tool.

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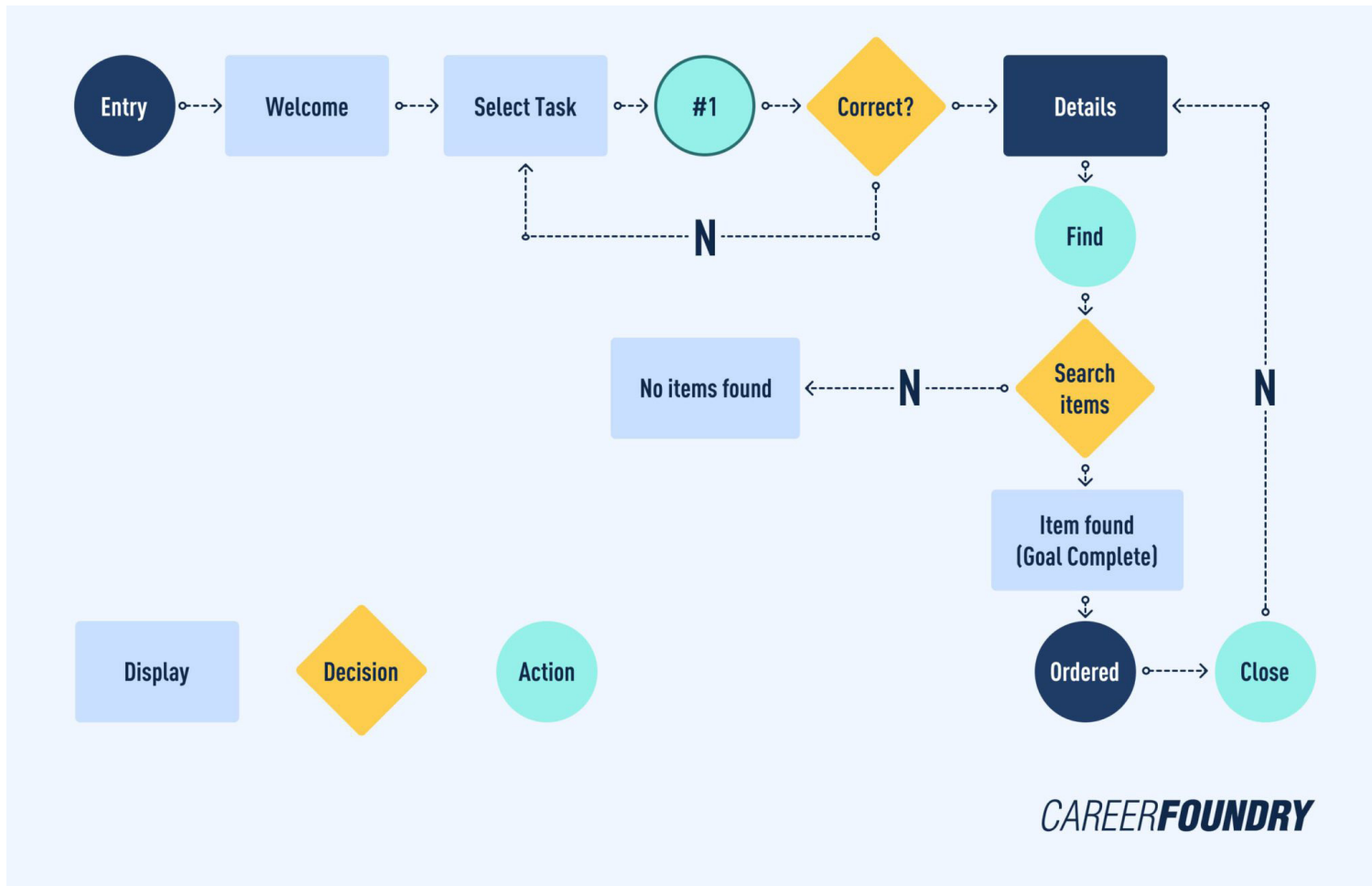
COMMENT

SEND

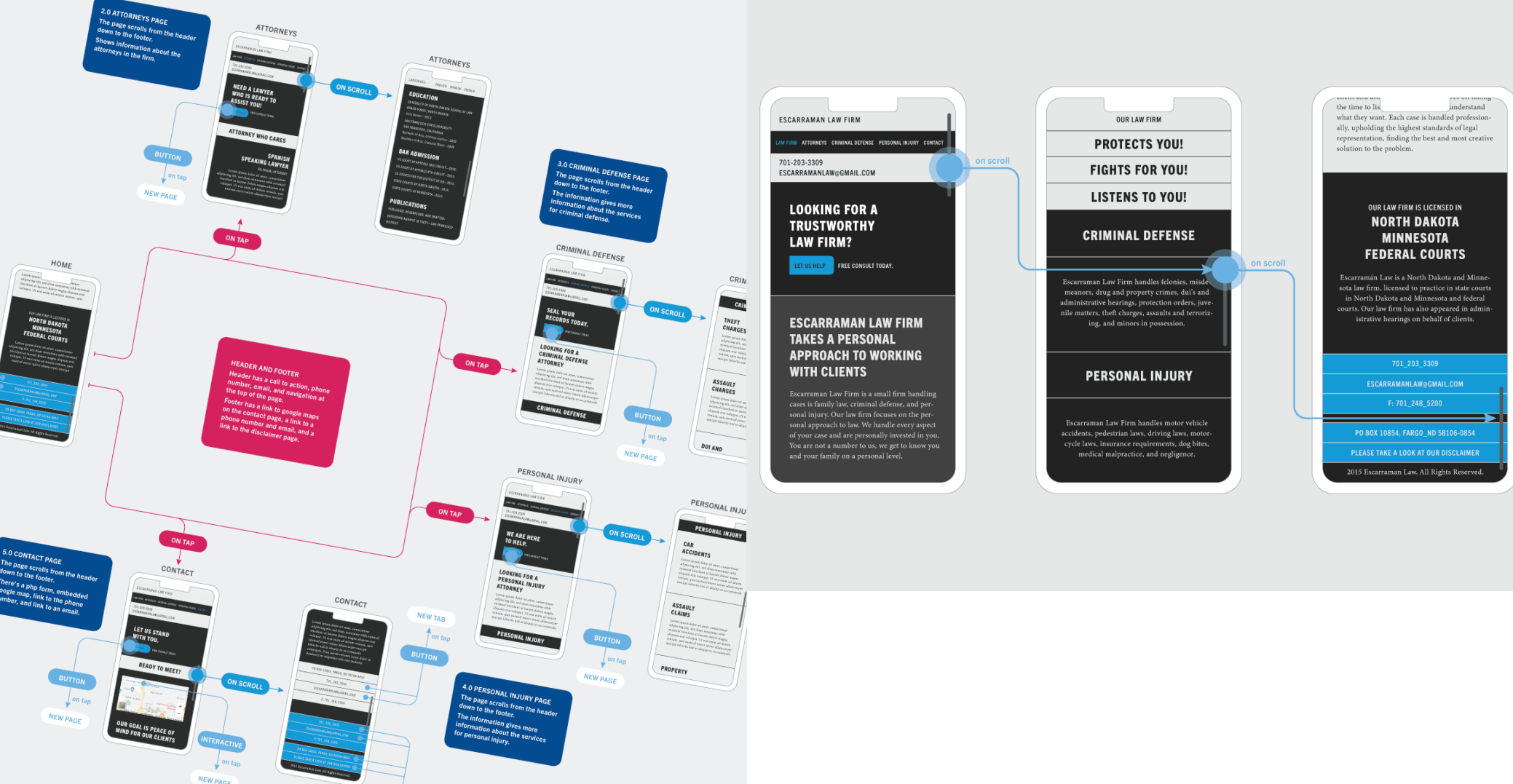
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User Flow: There are many different pathways a user can take when interacting with a product. A user flow is a visual representation, either written out or made digitally, of the many avenues that can be taken when using an app or website.



Wireflow: A diagram that illustrates how a user interacts with a website or application. The term “wireflow” refers to a combination of wireframes and user flows. Flowcharts allow us to take note of the user flows more thoroughly.



Prototype: A simple model or a mockup of a concept, idea, product or service. It is used to test or validate design assumptions that were made to construct the prototype quickly and in a less expensive way than developing a full-fledged product or service.

Personas: ‘Fictional’ characters, based on real data around a focus target. Personas must answer three basic questions: what are the user needs, wants, and limitations.

Profile: Basic demographics like age, residence, or social class.

Expertise: Describes character expertise in relation to the website.

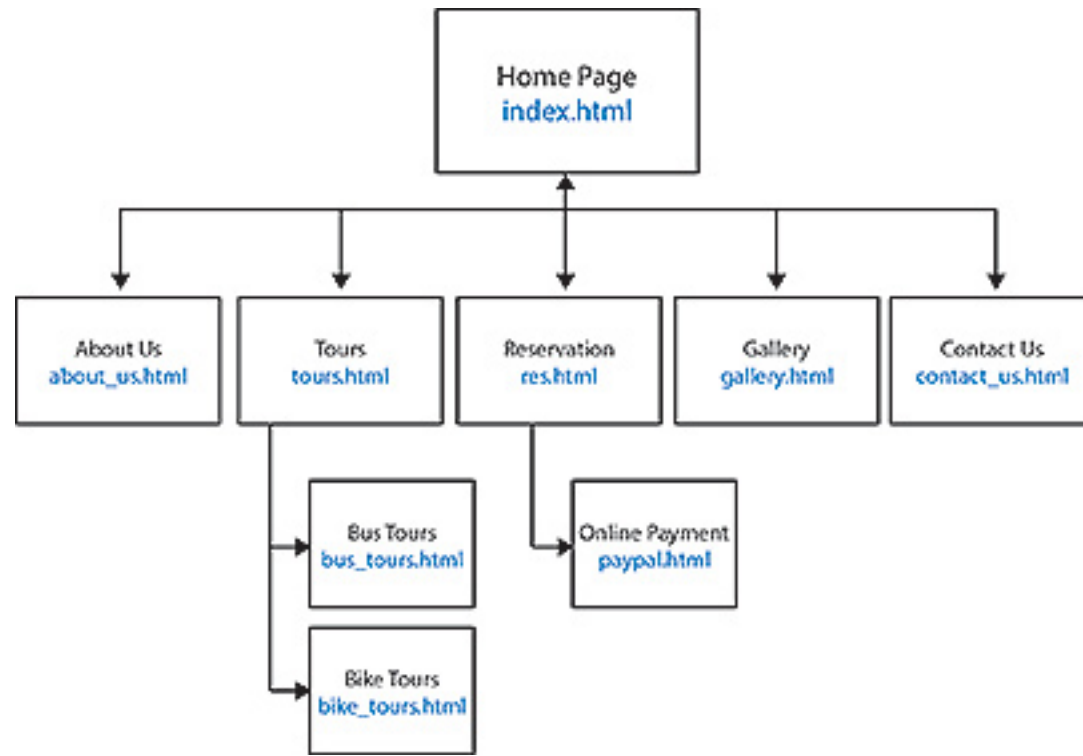
Devices & Platforms: Devices and platforms user is familiar with.

Archetype: Personality characteristics.

Experience Goals: What are the users expectations and priorities when interacting with the product/service?

Brand-Relationship: Users relationship with the brand and product.

Picture: Picture that illustrates the users personality and lifestyle.



Sitemap: A diagram showing the structure of a website. It makes it easy to visualize the basic structure and navigation of a website.

The sitemap you ultimately create needs to have a few key attributes:

- A homepage item at the top
- A reference number for each item in the sitemap
- A label for each item in the site map