Inspiration Furniture

A Proposal for a Web Site Redesign
by KCC, Web Design & Usability Specialists

A Web Redesign Proposal

- Table of Contents
  - Why Redesign?
  - Primary Objectives
  - New Features
  - The Process
  - Deliverables

Why Redesign?

- Are your users getting what they need from the Inspiration web site? **No.**

- Is a virtual showroom the answer to your problems? **No.**

- Your target users want:
    - more product details online (furniture measurements, photos, prices)
    - a way to order furniture online

- How do we know? Your site scored a -20 according to the Forrester WSR test. It failed on all four accounts of *value, navigation, presentation,* and *trust*.

- Your competitor's web sites are more successful.

- KCC will redesign your site from the ground up in order to help you give your users what they want while enhancing your brand and sales figures dramatically at the same time.

Primary Goals & Objectives

- To give users more of what they want to see when they go to your site: *more product information*.

- To direct more consumers to the store.

- To sell more products. How? Online.

- To beat the competition.

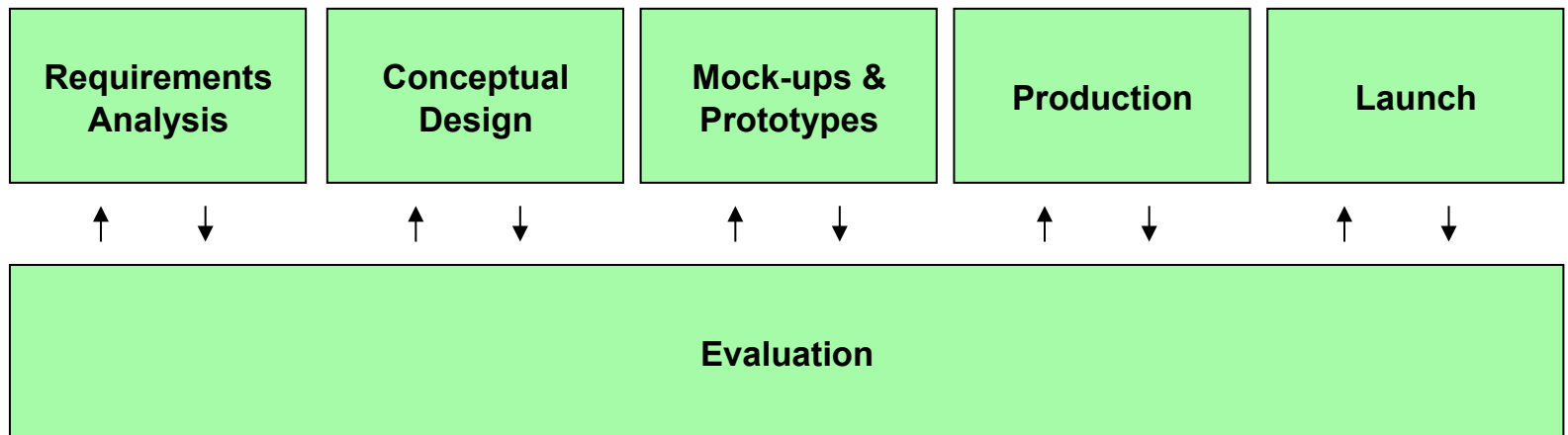- *To increase cash revenue for Inspiration.*

New Features of the Redesigned Site

- A product detail page
  - detailed product photos (color options, texture views)
  - product specifications (measurements)
  - the latest prices
- A more user accessible site information structure
  - Group products by categories that make sense
- E-commerce functionality
  - A fully secure shopping cart system

The Redesign Process

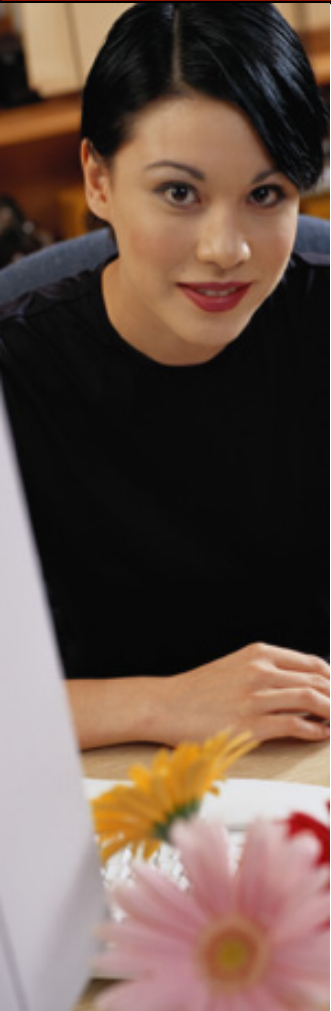| Requirements Analysis	Conceptual Design	Mock-ups & Prototypes	Production	Launch

↑ ↓ ↑ ↓ ↑ ↓ ↑ ↓ ↑ ↓

Evaluation

Deliverables

- So, what next?
  - KCC will analyze your current site and make recommendations based upon user-goals analysis, competitive analysis, surveys, focus groups, and interviews.
  - KCC will deliver a full report containing the following:
    - a project schedule
    - a creative brief, user scenarios, & a usability checklist
    - reports from user surveys and interviews
    - a new site map (updated site structure) and page maps (layout options)
    - mock-ups/proto-types (visual designs)
    - feature and technical specifications documents along with an updated content document
    - focus group results and user flow charts
    - a style guide

Contact Us

- KCC Web Design
  4303 Diamond Head Road
  Honolulu, HI 96816

  (808) KCC-DZINE
  info@kccwebdesign.com