



## Graphik Distinction

Innovative · Creative · Dynamic · Lateral · Individualistic · Innovative · Creative

# Factsheet 2

Web Design

Construction

Multimedia

Consultancy

### What do your customers think?

Looking at the kinds of questions people ask after visiting the site (perhaps through a contact form) is a good way to tell whether the current content is presented intuitively. If the answers to those questions are already on the site, then your customers aren't able to find the information in the way you anticipated. How can a redesign address these problems?

If this type of customer feedback has not been recorded it may be necessary to create a pop up online survey, but this is done at the risk of irritating visitors and may best be done as a post sale feedback mechanism. If your site is aimed at the general public, a low cost option is to simply ask a friend or associate who represents your target market to "walk" through the site and give you their opinion.

Taking the time to consider what does work well is important too. Have customers ever complained about not finding your contact details for example? If it's 'no' then you know the way those are presented in the current site is working for your customers, and may be worth carrying over into the new design.

### What are your competitors doing?

An analysis of your competitors is always a good way to get ideas for your redesign – not simply emulation, but also looking at what you find hard to do or which information is hard to find. Often business owners are so familiar with their own site that it's impossible to see it like a new user. However if you go to another site in the same industry, you may be able to get insights about your own. Getting a third party to do this for you is even better, as they will be totally unbiased and be able to evaluate your site alongside your competitors' sites fairly.

We're awake so...Let talks... 0844 375 4043