

# Website User Experience HealthCheck



Ensure your website delivers the experience your customers and users expect—and makes the most out of your investment.

## Review the design and function of your website.

**Your website is critical to how your customers, prospects and employees perceive your organisation. Get your website right, and it will send a powerful message to the market; get it wrong, and your audience may not come back.**

Regardless of how large or small your website may be, or what you use it for, the fact you've invested time and money in its creation and on-going management means it's an asset that needs evolving to ensure it meets your current – and future – needs.

Technology, and the expectations of your audience, continue to evolve. New technologies, design techniques and criteria for determining the relevance and success of a website are frequently changing. What's relevant or appropriate at the time your website was created may not be relevant six, nine or more months later. Similarly, your users' expectations also change: they expect information to be presented in particular ways, for your site to perform as others

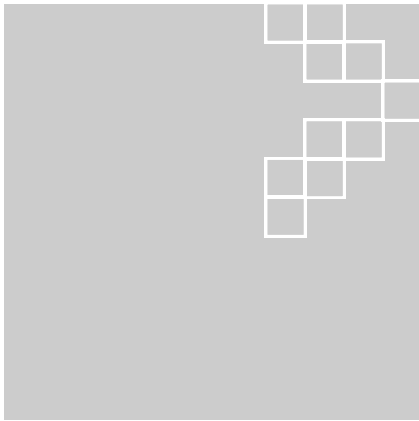
do, and to find your site using the many mainstream search services available. In other words, your website needs to adapt to meet these changing circumstances.

Intergen recognises that any website must satisfy several criteria in order to be considered successful.

Building upon our experience of designing and implementing hundreds of websites, for organisations of all types, we have created the Website User Experience HealthCheck to help organisations understand the considerations and criteria that comprise a successful website, while also providing advice as to how the implementation of these criteria could be improved.

By working with you and your organisation to understand your goals, we can review your website and provide current, relevant recommendations that help you get even more out of your website investment.





## Website User Experience HealthCheck\_

### Key Benefits

- We can assist your organisation to:
- » Understand how well your website works in light of current design and market trends.
  - » Identify weaknesses in the current design, structure and capabilities of your website, enabling you to make informed decisions about what improvements can be made.
  - » Appreciate how your users may use your website, and understand what their expectations may be in light of recent trends.
  - » Get the most out of your website investment.



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## Service Overview

Our Website User Experience HealthCheck service reviews the following aspects of your website:

- » **Usability and Navigation.** How easy is your site to use? Do your users know “where they are”? Does your navigation work as it should?
- » **Visual Design.** Reviews your website in the context of your organisations brand and other current website design trends.
- » **Features and Functionality.** Many websites provide more than just static information—they provide features and functions designed to help visitors interact and engage. We review the features and functions available on your website.
- » **Technical Performance.** A key aspect of any website is how fast and reliably it performs. Research indicates if pages don't load promptly, and work properly, then your visitors will leave. We review the technical performance of your site.
- » **Copy and Content Review.** We appreciate you know your brand better than we do, but there may be opportunities to improve your website copy and content.
- » **Accessibility.** Increasingly important, your website needs to be considered in terms of how well it serves — and can be used by — people with impaired capabilities.
- » **Search Engine Optimisation.** The majority of people will find your site through online search engines. How well is your site optimised so it can be easily found?
- » **Social Media.** Twitter, Facebook and other online social media services can be used to increase visitors and improve engagement. We review how you're using these new communication methods.
- » **Call to Action and Contact Information.** Perhaps it's obvious, but the goal of a website isn't always clear: what are you trying to achieve? Do you want to encourage visitors down a path of action, or simply get them to contact you? We look at how well your site works to initiate action.

- » **Positioning and Competition.** Many of us operate in competitive markets. If we can make sure people clearly understand what we do, and how we're better than the competition, then our website becomes an even more valuable asset to the organisation.

Following the completion of the Website User Experience HealthCheck, we provide a short, concise report that summarises our findings and provides an overview of the status of your website and comments as to how your website could be improved.

This information can then be used as input into any more fundamental design and planning changes that may be needed to improve the site.

## Pricing

The Website User Experience HealthCheck service costs **\$1500**, excluding GST and disbursements.

If you have specific requirements, then please contact us to discuss them.

## More information

Contact Intergen now to book your Website User Experience HealthCheck, or visit [www.intergen.co.nz](http://www.intergen.co.nz) for more information.

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