



COMMUNICATION BRIEF

SEATTLE AUDIO VISUAL SOURCE

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Project Summary

SeattleAVSource is an offshoot is a long time Seattle based audio visual services company called AVPro. SeattleAVSource is owned and operated by AVPro founder Doug Kennelly. SeattleAVSource currently has a static website with no real content (www.seattleavs.com). SeattleAVSource provides local businesses with audio visual solutions such as sounds, lighting and video / data projection for conferences, conventions, schools, auctions, places of worship and anyone else needing these services in the greater Seattle area. SeattleAVSource' lines of business include sales, rentals, installations and services. Most of Doug's current clients come from his long standing history and word of mouth. While AVPro has some online presence, SeattleAVSource has a minimal presence.

The redesign will provide a solid online experience allowing customers the ability to see examples / galleries of Doug's previous work, and find information about sales, rentals, installation and services, contact his company and make purchases. The goal is a solid user experience where the customers will be motivated to place orders and / or make contact with the company. We are focused on producing a site with a high conversion rate.

Audience Profile

Primary Audience

The primary user will be a person or a business looking for audio visual equipment rental, deliveries, sales, installations, service and set up / tear down. They will tend to be decision makers in regard to the task of acquiring equipment for events and / or their businesses. They will be looking for information on what kind of equipment is available, how to book equipment what the service area is and / or what kind of timelines are available. They will be looking for professional tones in the website and to get sense of the strength of the business. They will want to see galleries of previous work and know how to contact the company quickly. They may want to have an idea of pricing.

Secondary Audience

Secondary users may be customers interested in sales, installation or service of existing or new equipment. They will also want to see galleries. They will generally be gathering information and may want to contact SeattleAVSource for purchase of services and for more information. The goal is for them to want to make contact because they believe SeattleAVSource will provide the best results for their money.

Functional Requirements (Feature Set)

The website will have the following sections and functions:

- About Us
- Markets (Auctions / Schools / Conventions / Conferences / Places of Worship)
- AV Services (Rentals / Sales / Audio / Video / Lighting / Installations)
- Galleries (Customer testimonials)
- Contact

The site will feature the ability to request quotes, order services and rentals, and schedule consultations / bids for rentals, service, installations and sales. The Gallery will feature examples from previous work in the areas of rentals, sales, service and installations as well as customer testimonials. The Gallery will have representative images from conferences, conventions, auctions, schools, bars / nightclubs and places of worship. The SeattleAVSource site will be responsive, work across the spectrum of browsers, online platforms and across myriad devices i.e. smartphones, tablets, laptops, desktop computers and smart tv's etc.

Perception and Tone Guidelines (Audience response)

Currently there are little to no guidelines. The current website is static and probably doesn't get many visitors. The current audience uses Doug due to his excellent reputation. The website is currently not a source of business traffic. We want the target audience to feel that they have arrived at the premier Seattle audio visual company and see a professional website and then choose to use SeattleAVSource for their audio visual needs. We want them to feel that SeattleAVSource can professionally deliver their products and services. We want users to be drawn into the website, to get a feel for the types of events that SeattleAVSource prefers to support. This website will achieve this goal through the layout and design. Features relevant to SeattleAVSource' business will be available and easy to find and use. The only requirement that Doug suggested was to keep the Space Needle combined "T's" look of the logo. The colors, style, and font will be changed to match the rest of the website's look and feel.

Communication Strategy (Meet measurable goals)

We will communicate the overall message of the company through the design, images, copy, graphics, and the look and feel of the website as well as the ability to order products, order services and make contact with the company. The website will meet both the aesthetic and functional requirements of the client. The stages of development include the project proposal, communication brief, information architecture, wireframing, prototyping, user studies and refinement and final delivery. The success of the website will be measured by a possible increase in traffic, business, and revenue.

Competitive Position (Competition – How are we different?)

While in the process of researching the competition, we visited the following websites to figure out what kind of information was shown and how the information is laid out. This collection of websites is not exhaustive but represents what we could find in the local Seattle audio visual market, some national players and two European companies – one from Paris and the other Berlin.

<http://www.morgansound.com/integration>

<http://www.avproseattle.com/>

<http://www.avfactory.com/>

<http://www.meetingtomorrow.com/seattle-projector-rentals>

<http://rentaprojector.com/seattle.html>

<http://www.dasound.biz>

<http://www.eyeshot-av.com/france/latest-news/>

<http://www.congress-rental.com/>

These sites all have their nuances and differ in content, information and functionality. Each one has different information architecture. The most common feature is the galleries of past events. All of these sites deliver content that demonstrates the strength of each company's audio visual capabilities. Many have testimonial sections. They all have contact information and about sections. Most have emphasis on sales, rentals and service.

Doug has a solid reputation after 33 years in the business. His competitive position was challenged after his split with AVPro who currently maintains a stronger online presence. Compared to many other AV rental companies, Doug's current website is minimal and our intention is to bring Doug's online presence up to professional world class standards. We intend to use strong search engine optimization and design to achieve these goals. SeattleAVSource is also a local company that prefers to work only in the greater Seattle area, providing fast and local services.

Appendix (Client Survey's)

The following surveys were completed either through interviewing or email conversations.

Client Survey

General Information

The following questions and answers are from our initial discussion / interview with Doug Kennelly, owner of SeattleAVSource

What is the name of the company and the website URL? **The company name is SeattleAVSource all one word. The company website URL is www.seattleavs.com**

**** Doug is investigating the possibility of purchasing the domain name of SeattleAVSource.com**

Primary contact? **Doug Kennelly**

Primary phone? **206-406-6161**

Primary email? **seattleavs@gmail.com**

Intended launch date? **Target is end of May 2014, no later than 2nd week of June, 2014**

Current site

Current site does not promote a favorable image, is static and not very informative.

Reasons for redesign

Outdated site, add expanded services, improve online presence, increase revenue, increase traffic, provide world class online presence, to become a solid player in the online Seattle audio visual market

Primary online business objectives? **Increase sales, improve marketing, improve branding, and produce a high conversion rate (since there is not one currently). Doug is not to seeking expand outside of the greater Seattle area and is primarily interested in focusing on auctions and audiences he provides equipment and services for (subject to change as we move forward)**

What is the main business problem you hope to solve? **Current site is not optimal or optimized to receive and benefit online**

traffic. Current site is static and needs a complete re-design.

What existing strategy is in place to meet the new business objectives? **The only current business strategy in place is Doug's reputation and business through word of mouth.**

Audience / Desired Action

Describe typical site visitor? **People from the greater Seattle and business looking to rent / buy / install audio visual equipment for various reason i.e. events, conferences, auctions, bars, churches and school to name a few.**

What is the primary action the site visitor should take when coming to the site? **To see previous work, learn about sales, rentals, service and installation option then make contact or purchases afterwards. The goal is a high conversion rate.**

What are the key reasons audiences choose SeattleAVSource? **Reputation, cost, location, availability**

Perception

Adjectives to describe visits to new site? **Confident in SeattleAVSource abilities, encouraged to rent, buy, order services and installation, professional, capable, strong**

How company is perceived offline? **Doug has a solid reputation offline and 33 years of local experience. Customers repeatedly come back to him and new ones come through word of mouth.**

Content

Will this site use existing content? **Only the concept of the logo.**

What is the basic structure of the content, visual elements and navigation from the current website? **The website has not real content, the only page is static and there is no navigation.**

Technology

What is the target platform and browser?

Universal

What are specific technologies we are going to use? Content management system like WordPress, JavaScript, HTML5, CSS, jQuery, Bootstrap.js

Database functionality? MySQL (WordPress Database Services)

Personalization and Login? Yes with WordPress, Doug will be able to easily update and change content.

Secured transactions? Ability to accept credit card payments using PayPal

Other programming needs? Search engine optimization

Marketing

Most people don't use the current website. It does not do very much.

Maintenance Survey

What parts of the website will be updated? Photos, copy and content quarterly

How will the site be updated? WordPress, HTML, manually, quarterly

Who is responsible for maintaining content, graphics and the site? Doug says he is flexible and also suggested that Mark be responsible for maintenance.

Content Creation

Who is responsible for creating content? Initially through conversations with Doug, Alan and Mark will be creating the layout, graphics, copy of the website. Doug will provide most of the images from the past events. Mark will also take additional photography as necessary.

Who is responsible for approving the look-and-feel changes? Doug

How often will new sections or areas be added to the site? Depending on Doug's

needs, most likely the site will remain the same as it is after development.

Production Expertise

What technological expertise is necessary to update the site? Updating the site will only take a few steps with WordPress. After logging in, Doug or Mark can simply add new posts for events or pages as necessary.

Is there an automated process of changing content on the home page? Other than a slideshow of the photographs of the events, there is none.

Promotion

Who is responsible for continued search engine and keyword updates and submissions? Mark

Expanded Technical Specifications

The Features that we will use in our site:

- About
- Galleries
- Rentals, Sales, Installations, Service
- Security features (Owner / Admin login)
- Shopping cart
- Contact

Are there or will there be any e-commerce transactions on the site? Yes, the site will allow customers to make rentals, purchases, order equipment through PayPal / online credit / debit card transactions or another yet to be determined method.

Will there be login, registration, and/or personalization? Not for the customer but for Doug / Mark / Administration in order to maintain the site.

Will you in the future use a content management system? Yes, we will use WordPress for content management but we will create our own theme by writing code in HTML5, CSS3, JavaScript, jQuery etc. The site will be dynamic and responsive.

Will you be using any scripts or code that have already been established? The only existing code will use besides our own

programming are jQuery plugins for the slideshows.

The following questions are from email communications:

What specific areas of the AVPRO site do you feel are successful? Pictures show that they may be an actual quality operation (so we need a lot of nice pics!)

How important is it to maintain your current look and feel, logo, and branding? Having the Space Needle and "T's" combined together are very important to me, but colors, type style, etc., can be changed (if they look and work better!)

What are the key reasons why your customers choose your company's products and/or services (cost, service, value)? "Yes" to exactly those.... better "value" because of service, quality of equipment and discounted pricing.

Use a few adjectives to describe how your site visitor should perceive the new site. (Examples include prestigious, friendly, corporate, fun, forward thinking, innovative, and cutting edge.) I'm not sure and this area I could use some assistance!

Describe visual elements or content that should be utilized from the AVPRO site or your current site (logo, color scheme, navigation, naming conventions, etc.)

Specializing in local Fundraising Auctions
Convey UX
WinWriters UA
University of Washington
WSU (Sewing Expo)
Catholic Arch Diocese

I feel very disappointed that I can't remember very many names of the Conventions & Shows and when I pulled up "AV-Pro" (to see what they wrote- I noticed it went to one of the other AV-Pro's in the other part of the US) But then I see that AV-PRO (hold on AV-Pro) went to avproseattle.com (smarter!)

Do you intend to keep the site updated? Yes If so, how often? 4 Times a year, every quarter or so???? Who is responsible for updating and providing content? Flexible, depending on difficulty. How about you?