

From the Offices of.....

Scribble & Count™ LLC

Website Critique for XXXX, Inc.

On Monday, 4 Oct 99, Doug Xxxx asked Scribble & Count to evaluate the XX Website and submit a proposal for its revision. The proposal is submitted separately; this document is a critique of the site. It contains three sections:

General Comments

Comments by Page (including marked up copies)

Recommendations

General Comments

The following comments refer to the entire site, or to more than one page.

1. The **general tone** for the site is good: it is crisp, clean, and downloads quickly. There is no attempt at silly, inappropriate frills. *But there is no client orientation.*
2. **Organization** is weak. Most logical sections are not developed logically. For example, the "Company" section is not cohesive; and "Technology" exists only as scattered references. "Services" rambles without direction (it should be focused on technology *extension*). Reorganization will require significant commitment from Xxxx to define itself explicitly. *This step never comes easily*, but it must precede most other steps in the revision process.
3. **Navigation** is poor. Part of the problem relates to Organization (above), part is due to absence of standard navigation techniques. (Page formatting is consistent, so improving navigation will be simple..)
4. The **writing** is fair. It needs to be tighter, and contain more content and less duplication. After the organization is improved, the task of writing will be simpler. [**Note:** No rewriting should be attempted until it is decided whether (or how much) to reorganize; premature rewriting wastes resources.]
5. References to PDR™, Shadowing™, architecture, etc. are scattered throughout, but an explicit "Technology" section does not exist, even though Xxxx's business operations require emphasis on its **proprietary methodologies**. Generic docs can (and should) be in an "Archive" section.
5. **Colors and graphics** are acceptable, but could be better used. Both should relate to Xxxx's *current* situation:
 - The home page photo is well done but dated.
 - The green in the logo was not part of Xxxx's color scheme last year.
 - Most other photos look like they're from the widely distributed Adobe Collection. Take a digital camera onsite at [xxx] and capture uniquely Xxxx photos.

Specific page comments follow.

Comments by Page

[Edited photocopies of applicable pages are attached.]

Home Page. It's headed in the right direction:

- clean, crisp, and short;
- good balance between graphics and text (but see #1, below);
- mentions Xxxx's "extend current technology" option (but see #4, below).

However:

1. The office photo should be replaced by something current.
2. Other navigation options should be added
3. Is the green part of Xxxx logo now?
4. Writing needs to state the "extension" option more forcefully.

In other words, to paraphrase Xxxx: "You're doing the right things but not doing them quite right".

Legal Page. It's in its proper place on the home page. That's about all that can be said for it:

- It's too long, too combative. (I've gotten softer statements past lawyers many times before.)
- It's too narrowly focused; should include site info (what's required to view the pages, Webmaster email, etc.) and acknowledgements of intellectual property (both Xxxx's and others').
- Links to it from every other page make Xxxx appear to be spoiling for a fight.

About Xxxx. Well done. Written a little tighter, it would make good Front Door for a "Company" section. Add the following pages to the "Company" section:

Xxxx Team (as critiqued below)

Xxxx Clients (as critiqued below)

Xxxx Success Stories (as critiqued below)

Visit Xxxx (location and instructions to get there)

Partners (TAG may not exist now that you're in xxx, but you have colleagues)

Xxxx Team. Good idea, but:

- Doesn't say much about the team (should have pix & bios); your team is a strength.
- Should be subordinate topic under **Xxxx**.

Xxxx Clients. Put under **Xxxx**. Add meat and references. (Get Cliff's approval to paraphrase his glowing report.)

Success Stories. Put under **Xxxx**, and have more than one. (The [xxx] assignment in New York last year showed you don't flinch from hard choices.)

Contact Xxxx. The page should contain appropriately addressed <MAILTO>s and should be accessible through a button on the top Navigation Bar.

Services. The page floats in undetermined relationship to any other page. Why? – it's what you are offering to DO for your prospective clients. Pin the page down as an intro, and rewrite the next six pages to be specific services under it.

Business System Architecture. Hone it and make it a service.

Facilities & Telecomm Design/Development. Ditto.

Getting Most from AS-400 System. Ditto. (Along with "Extending Performance", probably your lead in the "Services" section.)

Proven Interim Leadership. The current role of this page is unclear – but it shouldn't be. When it's entirely rewritten (not just "honed"), it will clearly be a service.

Launching New Service.... Also a service.

Extending Performance...of Mission Critical Systems. This is your flagship; get it at the center of your "Services", then arrange a squadron of other pages in support.

Xxxx Approach. When it says something, we can decide where to put it. (Tentatively, I recommend a page called "Methodology" in the "Company" section.)

PDR. Beef it up and make it the lead item in your "Technology" section. Select a couple of generic testing docs for the "Archive".

Shadowing. Another page in an explicitly defined "Technology" section. Get a couple testimonials from successfully mentored managers, place the quotes on your "Success Stories" page, and make links in both directions between them.

Typical Projects. Perhaps a separate "Company" page; perhaps just a chunk on the "About Xxxx" page; perhaps an intro to "Success Stories". Let it develop naturally.

Recommendations

1. Determine (or communicate to your next Web designer if already determined) the following:
 - services offered
 - technologies involved
 - corporate colors

2. Reorganize Website as follows:

Root

SiteMap
SiteIndex
SiteInfo

Client-Centered

*[Tentatively 4-7 IT problems
you can solve]*

Technologies

PDR
Shadowing
Interim Management
Change Management

About Xxxx

Description
Xxxx Team *[including personal page?]*
Methodology
Clients / Success Stories
Partners / Colleagues
Visit Us

Archive

Test scripts
OpDoc Cookbook
Communications Use Policy
Sample Assessment
[anything else you want]

3. Hire us to implement these changes (and any others you desire).