ENGINESS

**Guide to Maximizing
Digital Performance**
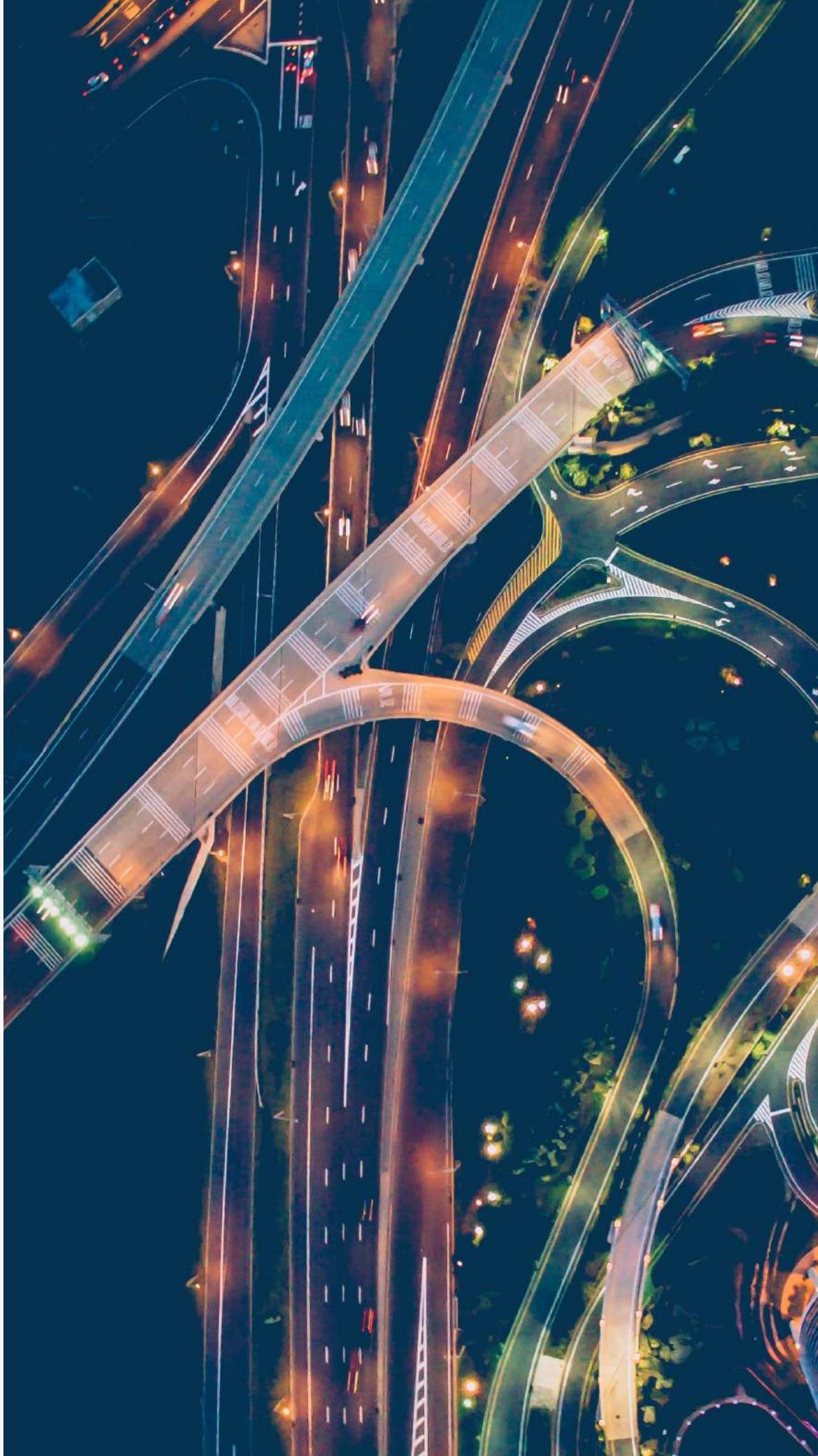
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Our goal at Enginess is to enable our clients to reach their full potential by using technology as a tactic to achieve their objectives.

We shape their processes and customer experience, create strategies for digital assets, and help generate new market opportunities for their industry.

Our experience helping clients was the foundation for this guide. We hope you find it useful as you plan your path to digital transformation.

If you have any questions while you read, please reach out. I would be happy to hear from you.

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Introduction to Digital Effectiveness

Digital effectiveness is a measure of how your business is performing on many levels — not just looking at your web presence, but at the overall ability to achieve your objectives. Your business goals, customers' needs, employee and supplier requirements are all a part of it.

Digital effectiveness focuses on researching and analyzing the gaps between your company's current digital strategy and what it could be. Using expert reviews, consulting, and business process mapping that combine deep analysis with actionable recommendations, your digital experience.

As an evaluation method, digital effectiveness employs a combination of user experience, information architecture, usability, accessibility, and technology competencies to better analyze, review and strategize on performance improvement.

We combine best-in class and industry-standard research methods with tools and knowledge that has been cultivated in-house since 1999.

Benefits include:

- Increased productivity and efficiency
- Increased user satisfaction
- Improved information findability
- Increased time visitors spend on site
- Stronger brand equity
- Complemented SEO investment
- Reduce time to complete tasks
- Reduced error rates
- Reduced service calls

Methods include:

- Design focused approaches to determine What People Think
- Observational centered approaches to determine What People Do
- Measurement and analytics view to determine What Happens Now
- Heuristics "rules of thumb" evaluation to determine What People Expect

These services can help at any stage of your digital communications project:

- Before a major launch or relaunch
- During development or redevelopment
- After launch
- At any time to advise on continuous improvement

Expert Review

Section 01

Expert Review

When is it time for a review?
Do you find yourself asking the following
questions about your website?

"I think it's good, is it?"
"Could it be better?"
"Something's wrong, but what?"

Expert Reviews help define problem areas by identifying what and where
issues exist.

There are four types of reviews. Depending on your business need, you
may need one, or a combination of reviews.

- Competitor Review

- Content Strategy Review

- Usability Review

- Accessibility Review

Each evaluation provides
you with expert views
into where your digital
experience is succeeding
or failing.

Competitor Review

- Review of current best practices

- Trend review of front-end user experience

- Compare to industry benchmarks

Checkpoints include:

- Visual design

- Typography

- Interactivity

- Content strategy

- Accessibility of and to content

- Mobile-first design

- Usability

- Responsive patterning

Section 01

Expert Review

Usability Review

- Accessibility of information: Usability reporting generic or specific to required / desired WCAG 2.0 / AODA level

Checkpoints include:

- Affordance levels
- User experience workflows (e.g. webforms, transactions)
- Readability comprehension level
- User experience structure
- Mobile-first design

Accessibility Review

- Accessibility compliance "health check" to required / desired WCAG 2.0 / AODA level

Checkpoints include:

- Errors, warnings health check using accessibility validator tools
- Contrast levels
- Readability comprehension levels
- Semantic markup: data tables, multimedia
- Mobile-first design

Content Strategy Review

- Review Findability
- Review Searchability
- Review Shareability

Checkpoints include:

- Information architecture / User experience review for best practices
- Content labelling
- Volume
- Scannability
- Task vs. persona vs. function based content approaches
- Organic SEO optimization (meta tags, keywords, semantic markup)
- Google Analytics
- Mobile-first design
- Social (shares, follows, channel activity)

Framing the issues, and defining problem areas by identifying what and where problems may exist.

Section 01

Expert Review

Results

Our client was desperate to improve the user experience for clients.

A full investigation started with researching the business, its users, and extensive time analyzing and documenting processes.

The outcome?

A clear and concise direction, along with budgetary recommendations for the build out of each phase for a new and improved digital presence.

Our review resulted in:

- Increased productivity
- Reduced error rates
- Improved information findability
- Increased member satisfaction
- Stronger brand equity
- Increased time on site
- Reinforced SEO investment
- Reduced service calls

Section 02

Consulting

Section 02
Consulting

Do you find yourself asking the following questions about your website?

"I need help! What do I do now?"

"What's broken?"

"I've invested a lot in my website. Was it worth it?"

Consulting services may be engaged at any phase of your project: before a major launch or relaunch, during development, or any time after launch.

Work with your planned or existing website to discover exactly how to make improvement.

Types of consulting engagements include:

- Content Strategy Consulting

- Usability Consulting

- Accessibility Consulting

Eliminate the guesswork.

Let a consultant get to the bottom of it.

Content Strategy Consulting

- Information architecture (IA) validation and testing for strenghts, weaknesses and recommendations for improvements

- Evaluation methods applicable on existing content structures or proposed ones to measure information findability and taxonomy

Methods include:

- User story / task workshop

- Card sort exercises

- Treejack testing

- Content structure and code against the framework of Google best practices

- Organic search engine optimization review and recommendations

- Advanced analytics / click event targeting and tracking

- Pay-per click (PPC) landing pages / campaigns

- Google Adwords, Locations and other Google search engine marketing techniques

Section 02

Consulting

Usability Consulting

- Usability validation through testing for strengths and weaknesses

Checkpoints include:

- User story / task workshop
- In-person / in-lab / in-field testing
- Remote testing
- A/B or Multi-variant testing
- Click-through / heatmap testing
- Proof of concept / prototype or live site

Accessibility Consulting

- In-depth accessibility compliance reporting and recommendation to required/desired WCAG 2.0 / AODA level

Checkpoints include:

- Discovery sessions to understand content authoring and publishing process
- Conduct audit
- Analyze results
- Document findings
- Document content authoring recommendations
- Presentation
- Technology Consulting

Use testing for true resolution to suspected or specific problems. Get strategic recommendations through measurement and validation techniques.

Section 03

Business Process Solutions

Section 03

Business

Process

Solutions

Do you find yourself asking the following questions about your organization's digital practices?

"What do I need?"
"What's the best way to achieve my goals?"
"Is my website helping my business?"

Sometimes you just can't fit a square peg through a round hole. Digital effectiveness may go beyond what lies on the surface into the depths of business process re-engineering.

In-depth solution planning can discover and redefine business processes so that digital experiences may be optimized across your entire organization.

Do you ask the following questions about your digital experiences?

- Our content management system(s) are not capturing or able to display the information we want

- Our workflows to create content and publish it online feel inefficient and lack governance

- We have data residing in multiple systems or platforms, and need to display it in a synthesized way online

- We are using old legacy system(s) and/or tools and know we need to upgrade but aren't sure what to choose

- We know we want to migrate systems but don't have the capacity to do it in-house

- Our site(s) are having speed / performance / security / compliance issues and we don't know how to fix it

- We want to optimize our online business but don't know what to do

Section 03

Business

Process

Solutions

When lack of digital effectiveness stems from unclear or poorly defined root business processes, Business Process Solutioning services can help.

An expert technical and business analyst consultant works with clients to discover and understand their current digital ecosystem and processes around producing digital content.

On a custom case-by-case basis, they design and propose solutions to optimize the effectiveness of those processes.

Often this involves recommendations around migrating content management systems, designing new workflows, aligning integration points, and/or revisiting network / server / hosting solutions.

During a period of needs assessment to discover your business goals, you will review your current practices to understand the gaps and problems.

Using those inputs, prepare strategic planning documents that outline actionable plans. These may take the form of:

- System architecture before and after
- Network / server / hosting before and after (non-functional requirements review)
- Technical roadmaps
- Security / Privacy / Compliance modelling
- System / platform / tool review, selection, recommendation
- Change management planning: initiation, roll-out, ongoing support and training

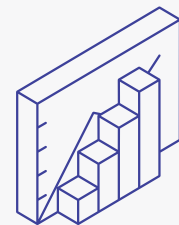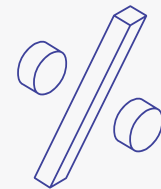## Section 03

Business

Process

Solutions

Results

Over the past 13 years, Enginess has helped streamline the ordering process and customer experience of one of Canada's leading telecoms, resulting in lower operational costs associated with corporate purchasing.

Today, we are a central part of the marketing and sales process.

Our business process solutios:

- Optimize business operations
- Integrate new services
- Launch new business projects
- Achieve regulatory compliance
- Manage service level agreements

Continuous Improvement

Section 04

Continuous

Improvement

With regular reports, you can see the
results by success, no change, or failure,
providing a complete life-cycle view into the
performance of your site.

Like going to the dentist every six months, or keeping your car in good repair, performing regular health checks on your digital presence is essential to keeping up to date. It is also the key to staying innovative, brand aware, and evolving.

All too often clients focus on the big bang of a launch or relaunch, but forget about improvement work that comes with it afterwards. After a few years, they look again at the competition and realize they probably need to start thinking about another complete re-do. It doesn't have to be that way.

If no thought or effort has been put towards continuous improvement and evolution of your digital presence, it will go stale against trends, best practices, and competition. Just as important, your digital experience will fall out of step with your business goals and needs as the organization itself changes and evolves. You could be making small incremental improvements at lower effort / duration / cost on an ongoing basis instead of waiting for the situation to get too large and hard to handle.

Ongoing Effectiveness services engage clients in regular audit and consulting reporting on a monthly or quarterly basis. We recommend short regular intervals to keep the churn of resulting impacts low and manageable. Think of it as retainer-based reporting work for your website's optimum content strategy, information architecture, usability, accessibility, technical execution, or compliance requirements.

What we provide on a regular interval basis (monthly preferred):

- Analytics reporting and analysis (increases / decreases in traffic inline with business / marketing activities)
- Ongoing usability reviews: Specific, targeted usability tests to look for insights and improvements (A/B testing, remote testing)
- Ongoing accessibility reviews: Accessibility testing and/or other compliance testing

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"Our purpose is to assist
our clients in realizing
the promise and potential
of digital transformation
for their enterprise."

Find out how Enginess can help
your business be more effective.
Contact us today:

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