

Proposal:

Addressing Consumer Complaints Warner Anthologies Experienced from Website Redesign

Prepared for:

Ms. Casey Vonn, Manager
Warner Anthologies

Submitted by:

Laura Atkinson, Group Leader
Rachel McCulley, Research Coordinator
Aracely Villela, Secretary
Research Team, Warner Anthologies

Date:

November 22, 2021

WARNER Anthologies

Memo of Transmittal

To: Ms. Casey Vonn, Manager
From: Research Team: Laura Atkinson, *Group Leader*, Rachel McCulley, *Research Coordinator*, Aracely Villela, *Secretary*
Date: November 22, 2021
Subject: Proposal to Address Consumer Complaints Warner Anthologies Experienced from Website Redesign

Purpose

The purpose of this memo is to present our proposal and determine the reason for the recent influx of complaints to the customer service line after the company's website redesign.

Overview

Due to the receipt of numerous negative reviews on our company's website, Ms. Casey Vonn, manager of Warner Anthologies, formed a research team to determine the reasons behind this issue. The research team reviewed and compared our company website to our competitors' websites to note any similarities or differences between the two. Between our research and customer feedback, there are two main concerns: visual design and usability.

One of the biggest complaints is the visual aspect of the website. Complaints included data not distributed into proper categories, missing information, and unappealing colors and themes. Website usability was the next biggest complaint. External links provided resulted in error message error 504: page not found.

If we do not address the visual design issues, our customers will associate this with a lack of professionalism. Our current website directly reflects our company's abilities and professionalism, and we must correct this problem. If Warner Anthologies does not address the functionality issues, customers will be unable to locate the information found in external links, resulting in a loss of sales revenue from affiliate companies.

Recommendations

To resolve the issues listed, we will recommend taking the following actions:

Survey the market to find a website design that will complement our company's purpose.
Purchase software that will allow us to develop and design our website more visually and efficiently.
Establish a test site to help determine the final steps needed to close the gaps.

Thank you for considering this proposal. If you have any questions, feel free to contact any member of the research team.

Contact Information

Ms. Laura Atkinson	<i>Group Leader, Research Team</i>	Email: la_atkinson@ymail.com
Ms. Rachel McCulley	<i>Research Coordinator, Research Team</i>	Email: mcculleyr1@gator.uhd.edu
Ms. Aracely Villela	<i>Secretary, Research Team</i>	Email: chellyy21@gmail.com

Executive Summary

Casey Vonn, manager of Warner Anthologies, assigned this team the task of determining the cause of customer dissatisfaction with the current website design. Customer satisfaction and professionalism have always been the foundation for our business. The research team will conduct a customer satisfaction survey, compare our company website to our competitors', and propose solutions for a successful website redesign.

Many customers complained about the website design's usability. Their dissatisfaction is due to several elements on the page, including missing information, distracting fonts, and faulty links. Leaving these issues unaddressed will indicate a lack of professionalism that will reflect our company. At Warner Anthologies, we want to provide our customers with the best website user experience.

To resolve the website issues, we recommend the following actions during the redevelopment of the website:

- Conduct a survey that reviews user demographics
- Correct website functionality and error messages.
- Reevaluate website visuals.
- Purchase software to help develop and redesign the website.
- Create a test site before release.
- Stay within a projected budget of \$21,860 over a timeline of 8 weeks.

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1. Introduction

Warner Anthologies has always prided itself in exemplary customer satisfaction with a forward focus. Due to an overwhelming number of clients choosing to conduct business through the company website over the last year and a half, Warner Anthologies outsourced help to complete an overhaul of the company's website redesign. There were several changes in the company that influenced this decision. The main reason was due to the overwhelming increase in the volume of traffic the website received daily. Another reason for this decision was the launch of several new products. Finally, the former website had links to affiliate companies no longer associated with Warner Research.

Website Functionality

Unfortunately, since the recent website redesign, the company has received numerous complaints from customers who were unhappy with the new design's functionality. There were three main reasons for the protests: it was challenging to find the information they were searching for, the forms were not working correctly, and some information was missing. As a result of the influx of complaints, the volume of calls to Warner Anthologies' customer service line has doubled. "It is a fact that good web design has a direct effect on a company's bottom line. There are many aspects to a good SEO strategy, but one of the basics to remember is that 39% of customers rely on searches to find online merchants. What does that mean for you? Your site should be optimized for search and usability so clients can find you" (Guest Post, 2021).

Our research found that when customers click on the links provided, they receive the error message 504: page not found. It is essential to remember that 47 % of visitors expect a web page to work correctly. That may mean loading within two seconds, being compatible with multiple devices, or containing hyperlinks that work. An easy way to guarantee ease of use is to choose reliable hosting services that provide 24-hour customer support, guarantee 99.9% uptime, and, most importantly, protect your data (Guest Post, 2021).

Visual Aspects

Finally, our customers' main complaint was due to dissatisfaction with visual design and flow. Our key focus areas are the confusing layout, data distribution, and distracting fonts and theme colors. "Layout involves positioning elements to form perceptible, useful relationships. A key part is analyzing the content elements you must work with and thinking about how they help each other make sense" (Schlatter & Levinson, 2013, p. 105). The research team aims to study the current layout and create a better visual relationship for every visible element.

Execution

Warner Anthologies needs a better understanding of the severity of the company's problem to find a feasible solution. The research team includes four internal employees, each with an assigned position. Collectively the group will perform primary and secondary research to determine the nature and severity of the customers' complaints to find a feasible solution to the website redesign problem.

The remainder of the document will explain the team's research plans, implementation, budget, and schedule. In alliance with Warner Anthologies' core values, we aim to maintain excellence and stay within the proposed budget, ensuring our customers receive the high-quality service that they have come to expect.

2. Proposed Tasks

Single Grain, a digital marketing agency, recently shared a Marketing 101 series titled *How to Improve Your Website Structure to Boost Your Profits* by Nico Prins. The suggestions in this series are reflected in the proposed tasks and modified to address the customer complaints about the recent website redesign.

2.1 Analyze the Website

Before making any changes to the current design, the research team needs to review who uses the site and how they are using it. We will create a survey that studies the demographics of those using the site and asks questions regarding their use and satisfaction with it.

2.1.1 Distribute Online Surveys

The survey will be distributed in two ways. First, we will send a batch email to our opt-in list. This will give us a greater probability of getting high-quality responses. Second, we will share the surveys over social media. This includes sharing links to our online survey, partnering with relevant influencers who can help spread the word, and offering random prizes to encourage participants to enter (Boeckelman, 2020).

2.1.2 Present Results

We will provide Warner Anthologies with a written report containing the findings and present the results to Ms. Vonn.

2.2 Optimize Links

As we begin to make changes, optimizing the menu is the most convenient way of improving user flow. We will use Heatmap software tools to analyze where visitors are on the website. Information from these tools will help us to identify issues with user flow across the website as well as user experience (Prins, 2021).

To improve user flow, we will cluster related content together and then optimize the website links. This process will enhance revenue and content engagement. Once every six months, we will review how users navigate throughout the site. These evaluations will ensure that the website structure is easy to navigate and that applicable content increases revenue.

2.3 Review Work Breakdown Structure (WBS)

The research team will provide the following deliverables to Warner Anthologies:

- A briefing and overview with Ms. Casey Vonn about the data collected in the customer surveys
- A complete report including findings from primary and secondary research
- Charts and data breakdown of the survey data.

Warner Anthologies will provide the following to the research team:

- Contact information for current and past clientele, including customer information, garnered through website use.
- Availability for brief meetings as needed.

2.4 Audit Website Effectiveness

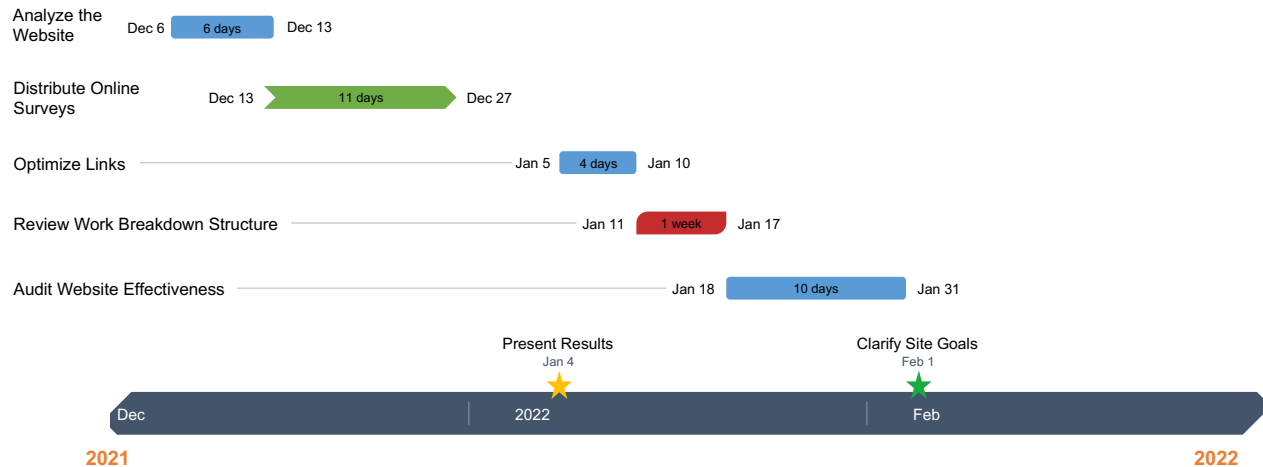
Conduct a competitor analysis to determine trends and practices. Determine which website elements currently align with current trends and update those that don't.

2.4.1 Clarify Site Goals

- Finalize a color scheme, fonts, button placement, and other visual design elements
- Ensure coding for external links is correct.

3. Schedule

Schedule: Strategies and Solutions Addressing Consumer Complaints with Warner Anthologies' Website



Date to Complete

(8-week completion)

Weeks 1-3: December 6-27

Activity

During the first three weeks the team will meet to review the demographics of the current website and research their usage. Next, we will create and distribute an online survey to learn more about customer satisfaction. This will run for two weeks.

Weeks 3-5: January 4-January 17

We will reconvene after the holidays to present the results of the survey to Ms. Casey Vonn for review. Immediately following, the team will begin to optimize links and review the work breakdown structure.

Weeks 5-8: January 18-February 1

Finally, we will regroup and as a final step, audit the overall effectiveness of the website. This should take one week. On February 1, we will clarify our site goals and meet with Ms. Vonn to present our results.

4. Qualifications

Warner Anthologies Research Team:

Ms. Casey Vonn chose this team to research the problem because the combination of our individual backgrounds demonstrates the required qualifications. All three members of the team are alumni of the University of Houston-Downtown.

Laura Atkinson, the group's leader, received her Bachelor of Arts in Web Design in 2006. She has been a digital marketing and SEO specialist with Burlington Consulting Group in Lewiston, NY for the last 12 years.

Rachel McCulley, the group's research coordinator, received her Bachelor of Arts in Marketing in 2012 and has been a content writer and editor for RaeMac Property Co since 2017.

Aracely Villela, the secretary, received her Bachelor of Arts in Public Relations and has been a research analyst for Uncommn Finds in Houston, TX since 2019.

5. Budget

WARNER Anthologies	
Proposed Budget	
The following is an estimated price quote for the proposed project, prepared by the research team and intended for Warner Anthologies.	
Date of quote: 11/22/2021	
Product/Service	Estimated Cost in US \$
Website Analysis	1500.00
Creation, distribution, and analyzation of survey results	2800.00
Menu optimization	840.00
Website effectiveness audit	720.00
Visual design elements	3200.00
Hourly design and development costs	12,800.00
Total	\$ 21,860.00

6. Conclusion

We are ready to update our website based on our extensive research, thorough customer satisfaction surveys, and testing site. With a visually appealing website, the information our customers are seeking

will be easier than ever to access. The missing forms and faulty links that resulted in error message 504 will be corrected, and customers can expect to see updated information.

The volume of calls to customer complaints will drop significantly by resolving the above issues, opening the lines for other callers. We look forward to helping Warner Anthologies provide the full user experience its clients have come to expect.

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8. Appendix

Warner Anthologies						
Customer Satisfaction Survey We are committed to providing you with the best online quality experience possible, so we welcome your comments. Please fill out this questionnaire and place it in the box in our lobby. Thank you.						
Please rate the quality of the service you received from our website.						
Disappointing	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	Exceptional
Please rate the quality of visual layout from our website, i.e. graphics, font, color.						
Disappointing	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	Exceptional
Was your experience						
Courteous?						☐ Yes ☐ No
Informative?						☐ Yes ☐ No
Prompt and efficient?						☐ Yes ☐ No
How easily could you find the information you needed on our website?						
Disappointing	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	Exceptional
Were you able to navigate to other pages easily?						
☐ Yes ☐ No						
Did the external links provide useful information?						
☐ Yes ☐ No						
How do you rate the clarity of the content?						
Disappointing	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	Exceptional
Was our website easy to navigate?						
Disappointing	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	Exceptional
Please rate your overall experience.						
Disappointing	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	Exceptional
How frequently do you visit our website?						
☐ 1-5 times per month		☐ 5-10 times per month			☐ 10+ times per month	