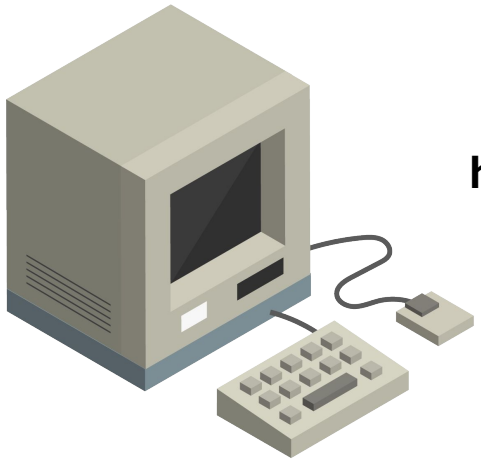


revisiting

home.eco

Goal: 15 names a day by Thanksgiving

How can home.eco help us achieve this business goal?

agenda

- introduction
- reviewing home.eco
- defining the users and tasks
- features
- prioritizing

1 — *(5 minutes)*

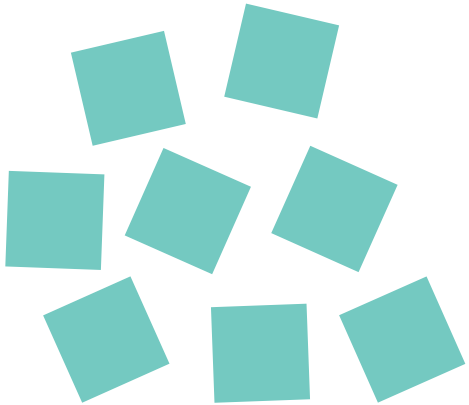
What do you think is **working well** with the current home.eco site?

2 — *(5 minutes)*

What do you think **isn't working well** with the current home.eco site?

Is there a clear statement of the purpose of the site?
Is the site's design aesthetically appealing?
Are the fonts easy to read on various screen sizes/resolution?
Do clickable items stylistically indicate that they are clickable?
Are bodies of text broken into easy to read chunks?
How intuitive is it to navigate? Are signs obvious or obscured?

working well



isn't
working well

3 — *(5 minutes)*

red post-it

Who is home.eco for?

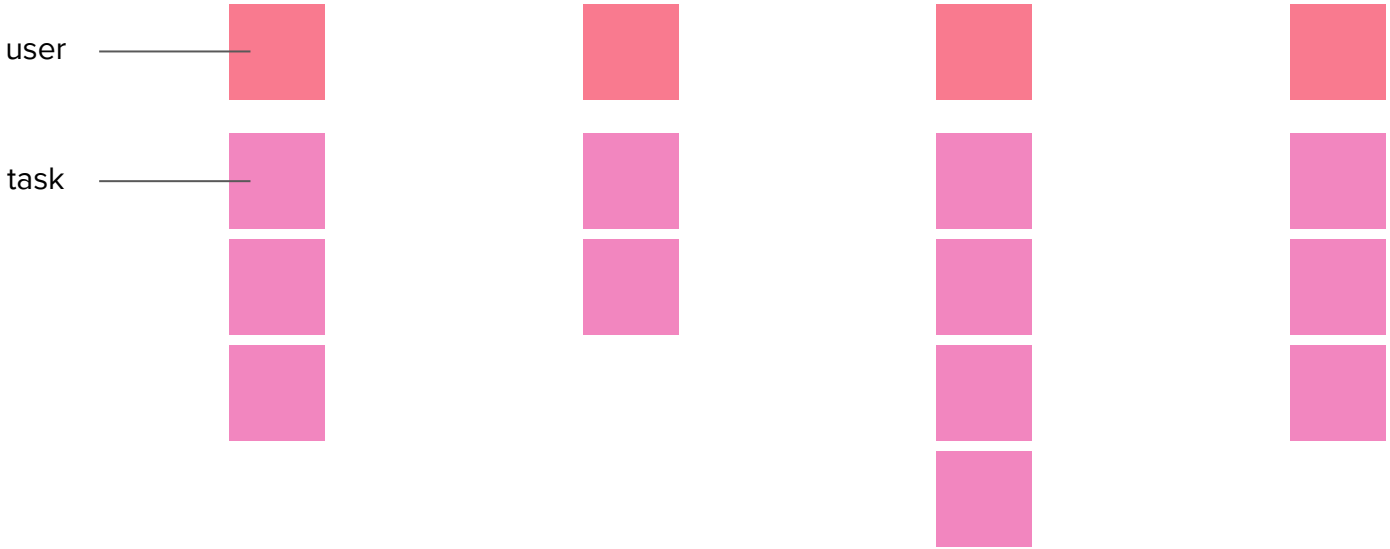
Who are our target audiences?
Are there other potential users who can benefit from the site?

4 — *(5 minutes)*

magenta post-it

What are the users trying to **accomplish**?

What are the users' needs? End goals?
What are the emotional/experience goals (ie. not feeling technologically illiterate)?
What kind of activity do we want to observe?


user
task

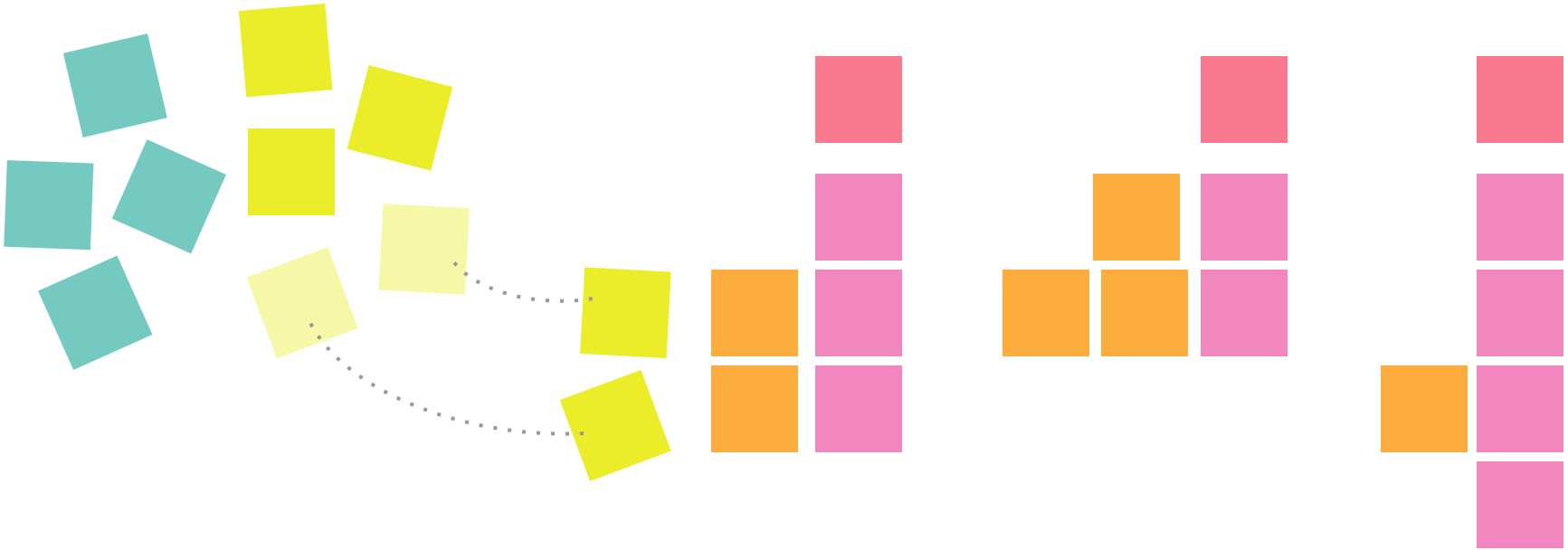
5 — *(25 minutes)*

orange post-it

DISCUSSION QUESTION:

What feature(s) does home.eco need to help users achieve their goals?

What are the important features that will help a user accomplish a task?
What are the tactics/services we can implement to achieve their goal?



the end

thank you!