

# viewpoints

## Web Business Solutions

*Your site only has business value if customers choose to use it*

*Darrell Estabrook, Art Director and User Experience Lead, discusses how Web applications can improve both business efficiency and customer loyalty.*

Only 10 years ago, a corporate homepage on the World Wide Web was a novelty with no obvious commercial possibilities. An eye-blink later, and companies were putting up websites that were something like electronic information booths fronted by a corporate billboard advertisement. Two or three blinks later, and companies are selling things over the Web, and people actually buy them! Fast forward to today, and your company has no credibility if it does not have a website, and your company lacks credibility unless its website offers customers one or more value-added features: products for sale, online applications, access to personal accounts, opportunities for feedback, or at least online news and announcements.

It all has evolved so quickly that there has not been enough time to learn from mistakes – your own or others’ – and to perfect the newest innovation before another one arises to supplant it. So it comes as no surprise that many companies using Web business solutions are not achieving the results they had expected.

### Understanding What Users Need

Perhaps this is familiar: the marketing vice president is unhappy with online sales and blames it on the website conversion rate, which is well under her projections and far below what she thinks your competitors are achieving. She also complains about outdated content. IT,

which says it can’t afford to spend all day updating content, says the system is working very well but has been hampered by “user inefficiencies.”

Trying to mediate, or to figure out who’s right, is probably a waste of your time. It doesn’t get at the real questions:

- ◆ Is the Web producing business value?
- ◆ Is it capable of producing more than we’re seeing now?
- ◆ What do the customers think of it?

The last question is the most critical of all. If you can’t convince customers to use the website, you can’t expect much return on investment.

It’s also the place where our process for Web business solutions often begins.

### The Dominion Digital Difference

Dominion Digital takes a different approach to Web business. We are unique in combining outstanding technology leadership in information systems with strong, results-oriented experience in business management. We add to that incredible creative strength.

Our first step, in all cases, is to explore what makes your business great and how Web-based solutions can make it greater. We develop a thorough understanding of your business goals and your internal processes for reaching them. Then we look at your customers, and what they need from you.

In Web business solutions, usability is where business needs and customer needs intersect. We incorporate usability into our thinking at the earliest possible stages of system architecture and design. We use a disciplined

process to understanding your target customers: who they are, what they need, how comfortable they are with computers. We apply this understanding, and our knowledge of your business, we design a simple prototype of an interface. We test it, with you and with customers. It is only when the prototype passes both tests that we start to write code – because at that point, we know the tool we create will work.

We are confident that our solutions will improve your effectiveness, and we make certain you can capture the data to confirm it.

## A Suite of Web Business Services

Whether your business needs a new webpage design, an easier-to-use site, or a Web business strategy, Dominion Digital can help you get bottom-line results. Our award-winning expertise in business, technology and creative design can provide you any of a suite of services:

- ◆ Information Architecture
- ◆ Usability Testing and Design
- ◆ User Interface Design
- ◆ Interactive Media Design
- ◆ Creative Services

- ◆ Content Management Solutions
- ◆ Search Engine Optimization and Web Marketing

## Partnership

Partnership is a word that you hear so often in business that the meaning seems to be diluted. But we mean it. We work to establish long-term relationships with clients, by acting as a partner. As a partner, we measure our success by whether we have contributed to your success by helping you achieve the results you want. We're committed to understanding your business and your marketplace and helping you maintain strength and profitability.

As a regional firm, we are never far from your door when you need assistance. It is also essential for us, as a regional firm, to perform to your highest expectations. When you live in the neighborhood and you ever do less than outstanding work, the word gets around. So far our average satisfaction rating from our customers is an "A," and since we intend to stick around, we intend to keep it that way.

Let's talk about how we can help you enhance your Web presence and your communications with your customers.

*For more information on our solutions, contact us at 1.877.334.4266 or [solutions@dominiondigital.com](mailto:solutions@dominiondigital.com). Or visit our web site [www.dominiondigital.com](http://www.dominiondigital.com).*