

Smarter Support Website Design

Web support is an essential component of high-quality support, as customers appreciate being able to resolve issues independently and intelligent self-service allows more rational investments in assisted support. We can help you bring your website to its peak efficiency, whether you:

- Want to integrate the customer portal of your CRM tool with other functionality such as software downloads or training registration to deliver a seamless customer experience.
- Have an older support site that has become dated and awkward to use.
- Want to incorporate a new product line into an existing support site.
- Want to refresh the support site to match a new look and feel for the corporate website.

Our Approach

Assessment

We start with a thorough assessment of your current site and a gap analysis of the requirements for the new site. We interview stakeholders—internal and external, conduct a competitive analysis contrasting your site with other vendors', perform usability testing with customers, and create an inventory of integration and technical requirements. We then create prioritized recommendations for functionality, navigation, tools, metrics, and strategies to address special needs such as mobile or international users.

Architectural Design

Your support site must present information in a logical and organized manner so that navigation and user tasks paths are intuitive. The goal is for users to be able to accomplish tasks quickly and efficiently, without needing to stop and figure out where to turn next. The site architecture map provides a structural diagram that organizes content and tasks in a visual manner.

Wireframes

Once the architectural design is in place, we create wireframe drawings for individual pages of the site, including device-responsive templates. The wireframes define the hierarchy and allocation of real estate for page elements including navigation, copy, and images. We conduct usability tests with customers to ensure that we are meeting the goals set forth earlier.

Visual Design

Next, we develop the “look and feel” and visual interface elements of the site. The visual design shows the actual pages as they will appear to the users. We define fonts, color, navigation cues, and image styles to be used throughout the site. We create realistic page mockups and artwork, ready to be converted into code for display.

Implementation

The last step is to implement the site, using the design to create HTML5/CSS templates, adding the code to integrate with the back-end tools, and integrating search analytics. This is followed by thorough testing with a range of web browsers, and finally rolling out the site.

About FT Works

FT Works provides consulting, training and coaching services to the support organizations of technology companies. We have experience with all Five Layers of SupportSM.



- Because our only focus is support, we master **industry best practices** for support websites for all levels of customers and product complexity.
- We work on all aspects of support so we bring a **holistic view** of the customer support experience for optimal results.
- We have a knack for working with all the stakeholders inside and outside the support team so we can **build consensus for support projects**.
- We have plenty of experience designing support websites so we can **deliver results quickly** and lower the risk for your deployment.
- We have no allegiance to any particular group so we can provide your team with **unbiased recommendations**.
- As a boutique firm we rely on a **flexible, targeted approach** that maximizes your return on investment.

For more information, please contact info@ftworks.com or 650 559 9826.