



# Innovate by Day

**A woman-owned, values-led, full-service strategic marketing and digital content studio.**

*Kuldeep Singh, Ariel Golez, Eyimofe Soremekun,  
Oshma Verra and Narges Rajaie*



# Problem Definition

Innovate By Day is a strategic marketing and content studio looking to showcase its brand personality on its website and attract new clients. They want to redesign their website to be authentic and represent their brand voice in the market.

The company aims to show its values on the website, simplify services, and stand out in the competitive market.

# Current State Analysis

1. Navigation dropdown aren't indicated or categorized
2. Content can be rewritten to show personality and experience better
3. Addition of studio description is good but can be moved upwards on the page.
4. Live chat doesn't function as a chatbot but as a form

The screenshot shows the website layout for INNOVATE by DAY. At the top left is the logo. A navigation bar at the top right contains links: FEATURED, SERVICES, STUDIO, ABOUT, OUR WORK, BLOG, CAREERS, CONTACT. A red box labeled '1' highlights this navigation bar. Below the navigation is a hero section with a background image of a person working at a laptop with a coffee cup. The text reads 'WEBSITE WELLNESS CHECK' and 'BOOK YOUR SESSION'. A red box labeled '2' highlights this hero section. Below the hero is a section titled 'LET'S WORK TOGETHER SERVICES' with three columns: 'Strategy & Marketing', 'Social Media', and 'Service Packages'. At the bottom is a footer section titled 'INNOVATE BY DAY STUDIO' with a 'GET STARTED' button. A red box labeled '3' highlights the footer section. A red box labeled '4' highlights a small circular icon in the bottom right corner of the page.

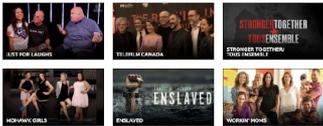
# Current State Analysis

1. Shows previous and portfolio nicely but can be moved up on the page
2. Shows previous clients nicely but can be moved up on the page
3. Builds trust as the CEO has a presence online.
4. Land Acknowledgement and Newsletter are a good addition and are placed correctly

1

**OUR WORK**

We love our clients and are proud of what we've helped them accomplish.



2

**WE'VE WORKED WITH**



**WHO WE ARE**



"When I started working for [Name] in 2015, I was an expert in my field, but I had never worked with a team like theirs. They were so supportive and helpful, and I was able to learn so much from them. They were so kind and helpful, and I was able to learn so much from them. They were so kind and helpful, and I was able to learn so much from them."

Our Mission: We have worked with [Name] and have been a part of a team that has made a difference in the world. We have worked with [Name] and have been a part of a team that has made a difference in the world. We have worked with [Name] and have been a part of a team that has made a difference in the world.

Our Values: We are committed to [Name] and have been a part of a team that has made a difference in the world. We are committed to [Name] and have been a part of a team that has made a difference in the world. We are committed to [Name] and have been a part of a team that has made a difference in the world.

Our Services: We offer a range of services, including [Name] and [Name]. We offer a range of services, including [Name] and [Name]. We offer a range of services, including [Name] and [Name].

Our Location: We are based in [Name] and have a presence in [Name]. We are based in [Name] and have a presence in [Name]. We are based in [Name] and have a presence in [Name].

Our Contact Information: You can reach us at [Name] or [Name]. You can reach us at [Name] or [Name]. You can reach us at [Name] or [Name].

**MEET THE TEAM**

**CONTACT US**

**LAND ACKNOWLEDGEMENT**

We would like to thank the land that we are on, which has been the site of many activities since time immemorial. We would like to thank the land that we are on, which has been the site of many activities since time immemorial. We would like to thank the land that we are on, which has been the site of many activities since time immemorial.

We are all "People people." Many of us have come from all cultures, backgrounds, experiences, and generations past. We are all "People people." Many of us have come from all cultures, backgrounds, experiences, and generations past. We are all "People people." Many of us have come from all cultures, backgrounds, experiences, and generations past.

**SUBSCRIBE TO OUR NEWSLETTER**

Sign up for our latest news, updates, and tips.

First Name:

Email Address:

**SUBSCRIBE**

# Current State Analysis



1. Services header is not visible enough with background picture.

2. Would be better with a description of subheading

3. Icons are a good idea for illustration and user understanding

As a full-service digital marketing team, we create custom solutions based on current research and years of experience. Our campaigns result in discoverability, audience engagement, growth, and sales. We are a reliable partner, committed to the success of your company or project, and always strive to deliver the highest quality content, on time and on budget.

2 STRATEGY & MARKETING

**Strategy**  
We craft innovative strategies to help you achieve your business and campaign goals. Our experts in content, marketing, and communications partner with you to ensure that your campaign is built on a solid strategic foundation.

**Brand Development**  
From conducting in-depth market research and competitive analysis to creating brand names and visual identities, we offer a full range of branding services. Whether you're launching a new brand or refreshing an existing one, trust us to understand your values to ensure that we position you for success.

**Video Production**  
Innovate By Day Studio offers a range of creative video production services to build the content you need for your digital campaign to succeed. Our team of award-winning filmmakers will bring your story to life and optimize video performance across all devices.

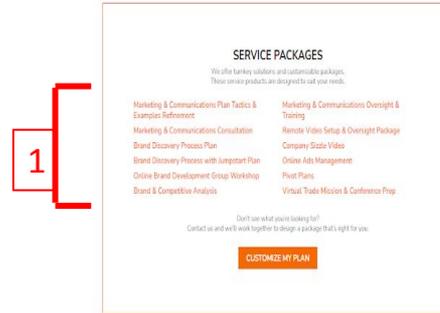
**Training & Workshops**  
Sometimes you just need an expert to help guide you. Our individual and group workshops and training sessions are engaging and interactive, delivered by digital specialists. We offer a number of working sessions and our customer programs to fit your needs.

REQUEST SERVICE INFO

# Current State Analysis

1. Content is too tightly spaced

2. Footer links could have more content and links attached



# Heuristics Analysis



Visibility of  
System Status

1

Provide users a clear option to filter and show which option they selected after filtering.



Match Between  
System & Real World

2

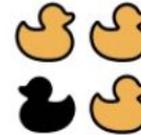
Great use of terminologies



User Control  
And Freedom

3

Users can go to any link from any page because the navigation bar stays the same on all pages.



Consistency  
And Standards

4

Great consistency with button styles and colors on their website.

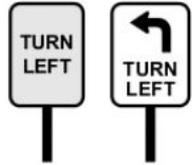


Error  
Prevention

5

The forms don't provide a way to prevent errors from happening such as displaying an email format for users to follow.

# Heuristics Analysis



Recognition  
Rather Than Recall

6

Innovate By Day does not really have a recognition system initiated in their website.



Flexibility And  
Efficiency of Use

7

Innovate By Day doesn't allow customization features for frequent users.



Aesthetic And  
Minimalistic Design

8

Innovate By Day website is easy to read and makes good use of white space.



Help Users  
With Errors

9

Provides prevention methods in their newsletter subscription form for when users enter a wrong email format.



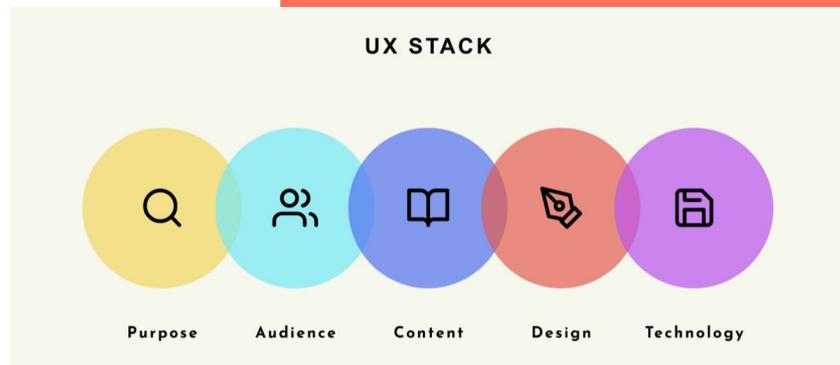
Help And  
Documentation

10

There is no help and documentation included in the Innovate By Day website.

# Content Strategy

Content strategy in UX **ensures that all content within a user experience is delivered to the user in the right time, place, and format.**





# Findings

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## Positive:

- Precise content, short description, every topic is explained
- Use of terms like 'Let's work together', "Let's get started" - inviting and personal
- Persuasive and draws attention

## Suggestions:

- Avoid repetitive use of words
- Lacks consistency in the use of words and jargon, can be minimised through structuring the content and **eliminating the multiple words**
- Too many call for action buttons with different tones, can be **neutralised by using neutral terms and phrases.**
- Some parts of the website is text heavy, can be narrowed down to precise information by **producing copy structuring**
- There are too many tabs with different categories, this can be structured through **bucketing information and using open card techniques.**
- Producing engaging content through use of images and balancing it with a short 2-3 line description.



**INNOVATE**  
By DAY



[FEATURED](#) [SERVICES](#) [STUDIO](#) [ABOUT](#) [OUR WORK](#) [BLOG](#) [CAREERS](#) [CONTACT](#)



As a woman-owned, values-led, full-service strategic marketing and digital content studio, we create





**INNOVATE**  
By DAY

[FEATURED](#) [SERVICES](#) [STUDIO](#) [ABOUT](#) [OUR WORK](#) [BLOG](#) [CAREERS](#) [CONTACT](#)



LET'S GET STARTED

As a woman-owned, values-led full-service strategic marketing and digital content studio, we create content that delivers. With over a decade in business, our versatile team helps you develop your strategy, reach your audience, and drive success.

LET'S WORK TOGETHER

## SERVICES



Strategy & Marketing



Social Media



Service Packages



# Methodology used

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## Content Audit

Home page  
Featured  
Services  
Studio  
Our Work  
Blog  
Careers  
Contact

## Content as a Conversation

Engaging  
Efficient  
Natural  
Reciprocal  
Satisfying  
Positive  
Call for action  
Feedback

## Content Guidelines

### Mandatory

Title  
Image  
Introduction  
Services  
Featured  
Studio  
About  
Our Work  
Careers  
Contact  
Client Reviews

### Optional

Events  
Blogs



# Competitive Analysis

**fluency**  
DIGITAL AGENCY

Missing on WBE  
Database

**B.**

Great Packages



Strong  
partnerships



**CONCLUSION:** Many of the websites are easy to use, offer great packages, present good website designs and are good competitors performing in the market

# Narrative Engagement

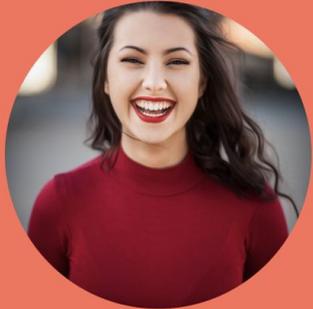
Cindy is a Film director and Writer and wants to understand the current state of the company through the eyes of an outsider. She goes online for a web search and finds Innovate by Day. She looks at the body of work and services that the company offers and select the services. She informs her team of the company she found and they get ready for the meeting.





# Personas

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## Cindy, Film director/Writer

### Frustrations

- Limit time and tools to understand the market
- Less knowledge of market
- Limited budget



# User Journey





# User Journey

7

Tell Us The Idea You Have

8

Results

9

Was this helpful?

ZONE C : Interact

Interactive element of the website to help selection

10

Book Consultation

11

Finish



ZONE D : Booked

Request for company services and book a consultation



# Interactive element

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To assist users in choosing the right service provided by Innovate By Day, we can create an interactive element that allows users type out the idea they have or what they might want from Innovate By Day and a simulation is ran which then shows the percentage weight the idea carries on each service Innovate By Day provides.

This will help users make better choices even without contacting Innovate By Day about trying to choose which service suites there needs best.



# Interactive element

### Service Connector

Please Type The Idea or Product You Might Want Our Help With

[Run Simulation](#)

#### Services Connection Percentages

Strategy	0%
Brand Development	0%
Video Production	0%
Training & Workshop	0%

### Service Connector

Please Type The Idea or Product You Might Want Our Help With

I would like to have get an interactive website that helps show who my company is and what we do to our possible clients while also keeping professionalism up but showing a creative side.

[Run Simulation](#)

#### Services Connection Percentages

##### Brand Development

Based on the information you provided, we feel like our **Brand Development** package is for you. Our Brand Development package helps your company build their identity online and show your brand personality and build an online product that shows all this.

**80%**

##### Strategy

Another option might be to also add our **Strategy** service which helps create a detailed plan of action to help your company bring out who they are on their website.

**20%**

Video Production	0%
Training & Workshop	0%

[Let's Talk More](#)



# Testing Design Concepts

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A balance between brand personality and service overview.

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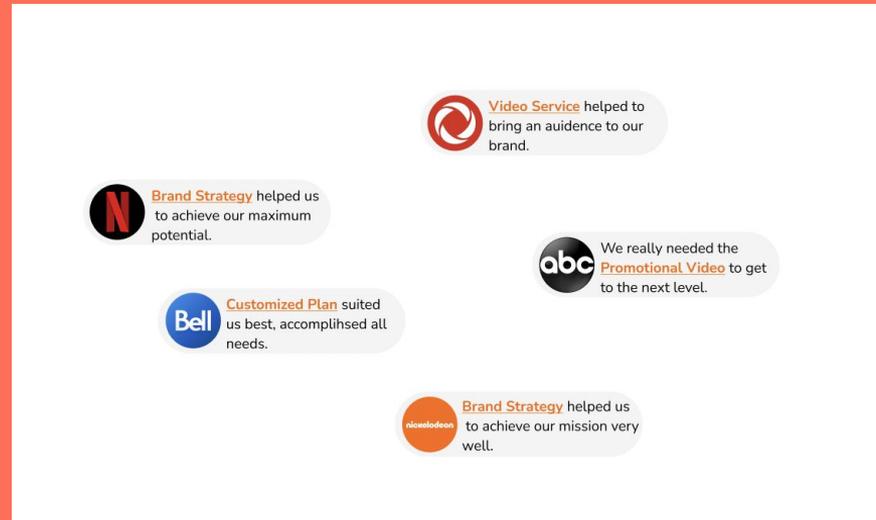


**ALL WORKS** →



# Major Improvements to the design

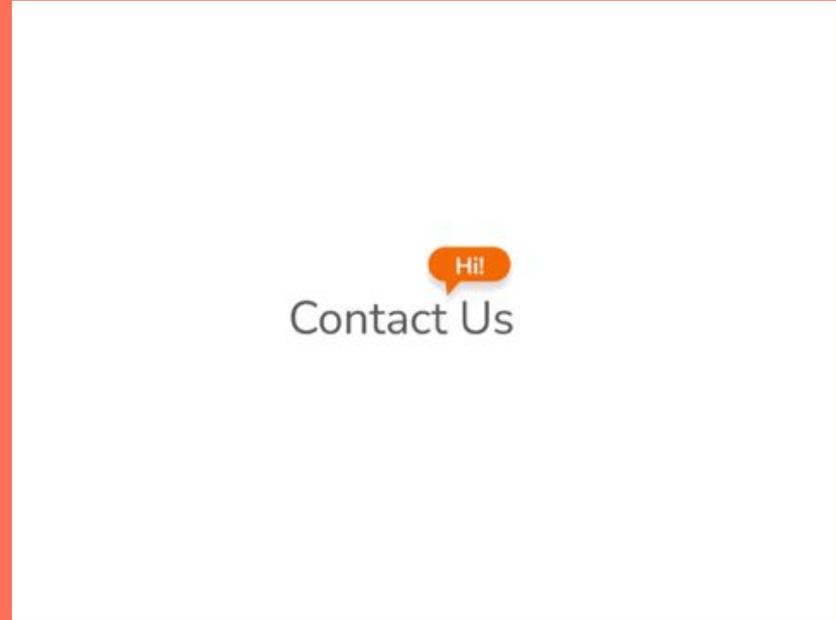
- The addition of testimonials from brands that speak of how the services have benefitted them.





# Major Improvements to the design

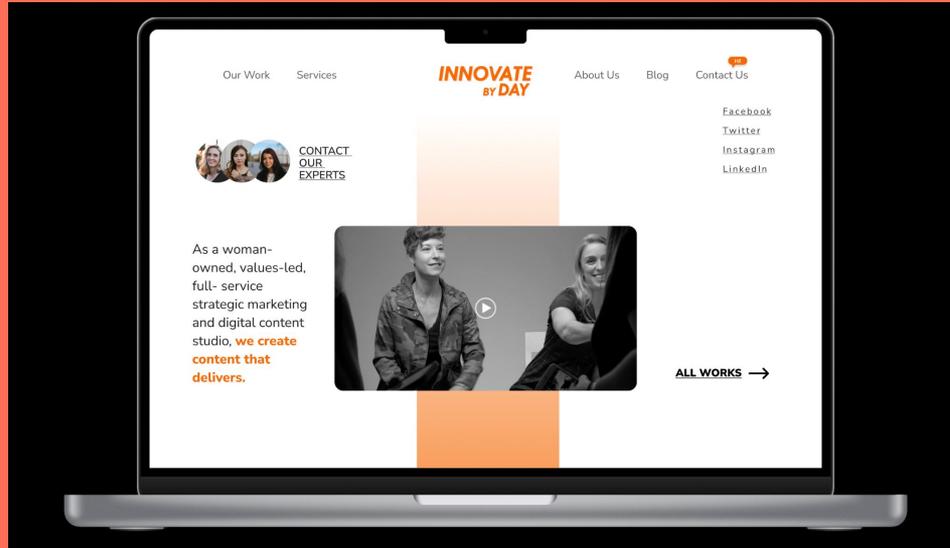
- Showing emotions in clicks.





# Final solution/Wireframes

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[Figma link](#)



# Recommendations

- 🔍 The addition of the “Service Connector” feature to the services page to boost user understanding of Innovate By Day services. This will give users a more information before contacting the company for more information.
- 🔍 A potential redesign and restructure of the Innovate By Day logo to show the brand personality better and the fact that the company is a marketing agency that offers multiple interactive services.
- 🔍 The addition of animations to explain each service Innovate By Day provides to the public. This is to provide users with an interactive fun way to gain more information on the website without losing interest or getting bored.



# Next Steps

- 🔍 Iterations
- 🔍 Advanced primary research
- 🔍 Google Analytics
- 🔍 Usability testing
- 🔍 Gain leads



# Thank You

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