



# 2Easy | Redesign our Web Site

Deadline: 01.09.2010 23:59 GMT

Brand: 2easy  
Sector: B2B Services  
Country: Italy

Category: Specific Creation : Concept Development; Above The Line : Internet; Design : Web, Graphic Design  
Published: 03.06.10 10:40 GMT  
Budget: \$1 200  
Status: Closed  
Language of Solutions: English, Italian

## 1 Step Brand Builder

[ who has written the BootB Brief for BootB Creators ? ]

2Easy was established as a provider of IT consulting services related to usability and accessibility. What is the web usability? We work to make the web site more “user-friendly” so the user can really get an answer easily to the question that pushed him to browse the site. Our decision to specialize in these areas was based on the belief that such a complex subject should be approached with more targeted preparation. At 2Easy we strive for high quality and professionalism with the goal of offering real added value to our customers.

2Easy draws its experience and expertise from the academic world, making it available for the benefit of customers who aim to develop websites that are genuinely user-centered, not just on paper but also in reality. A website which is designed to meet the needs of its future users is more usable and easier to navigate. This results in enhanced user satisfaction, enabling you to achieve your goals more effectively. By making a concerted effort to improve the accessibility of your website for impaired users, you are not only performing a moral duty and an altruistic gesture, you are also expanding your potential user base.

Alongside expertise in cognitive psychology applied to human-machine interaction, expertise in engineering, ergonomics and data mining, 2Easy applies the innovative technique of eye tracking - the recording and analysis of eye movements - to help you to gain an objective understanding of how the user interacts with your website. After all, the eyes are the mirror of the mind!

## 2 Step Project Objective / Description

[ what is the Brand Builder looking for ? ]

From the establishment 2Easy has grown. Now is a company that must communicate to the customer soundness and reliability. We need a website restyling maintaining the simplicity and usability of the actual website. The user need find in our website a suitable example of what we offer. It can be useful to add an animation or a slideshow or a graphic that illustrate the consulting process (as the actual in the home page but improved):1) selection of the test population2) perform the eyetracking test ( they will browse the target website while we'll record their eyes gazes and mouse movements 3) data mining on data collected during the test =< from data to info 3) presentation to the customer: insights and recommendations how to improve the site usability and to make it more “user-friendly”.

## 3 Step Target Audience

[ who should you influence ? ]

Mid-Large Companies that want realizing a new website (or modify the actual one) and need a consultancy to know how realize it in a usable way.

## 4 Step Proposition

[ what does the Brand want the target audience to get / understand / do ? ]

We want that our target perceive the validity and effectiveness of the user-centered design and of our service.

We want the target feel the high qualification and scientific nature of our approach.

## 5 Step Support

[ why should the target audience believe in the Brand's proposition ? ]

Usability is the correct way to build a website that aims to be used with satisfaction by the user.

## 6 Step Character

[ what are the features that define the personality of the Brand ? ]

Professional, scientific, goal oriented very reliable.

## 7 Step Media Plan / Placement

[ where will your work appear? ]

For the animation to show our test process eye-tracking methodology you can get inspiration from the following video.

We don't want necessary a video but a slide show would be even preferred.

<http://www.youtube.com/watch?v=R7yfV6RzE30>

## 8 Step Additional Executional Elements

[ any other information the Brand wants to share with you ]

*Company colors are green, grey and white.*

*Logo (see attachment)*

*Actual website: [www.2easyweb.it](http://www.2easyweb.it)*

*Font (see attachment)*

## Attachments

337439/0000.pdf	264.85 Kb
337439/0001.jpg	708.40 Kb
337440/8284364e-cea1-4f7e-a971-84f9855ecfb3.pps	3.94 Mb
337440/c115e48e-92da-47c0-8224-a9eb63584e9c.ai	928.47 Kb