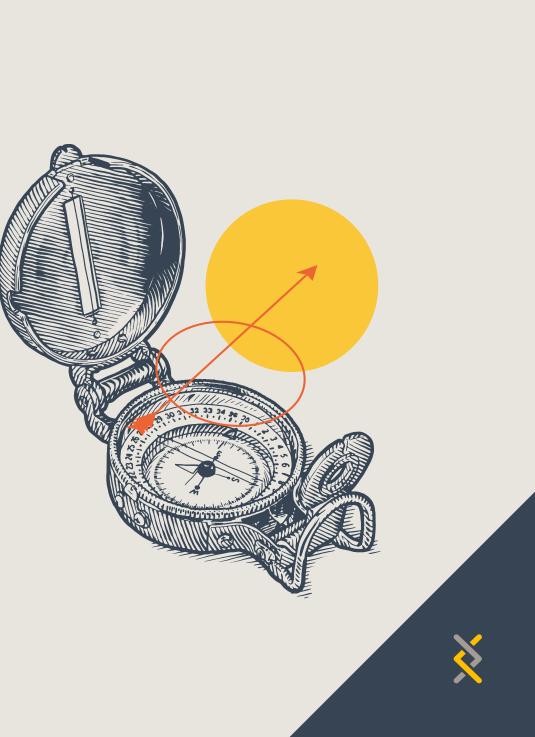
simple X thread

Stacey Warthen, Brian Bassett Simple Thread simplethread.com



Common Concerns

- I have no idea where to begin ...
- What if turns out terribly and **reflects poorly** on our company?
- Won't this **take forever**?
- What if it costs a **fortune**?
- Is there any value having a website?



Who Is Simple Thread?

- Digital **product design & engineering** for startups, investors, and enterprises
- **Award winning agency** proudly headquartered in Richmond

Service focused team through charitable community building, mentorship, economic development



Community Driven



Mentorship

Service





Recognition

from our community and our partners



Technology Builder of the Year







best decision we made."

Michael Glotz CEO, Strategic Risk Associates

"Working with them felt very much like a personal relationship."

Jordan Rodericks Senior Producer, SpangTV

"Turning to Simple Thread to help us execute on our vision was the



Start Simple!

"Start where you are. Use what you have. Do what you can."

- Arthur Ashe



Start Simple!

- 1. Start planning on paper
- 2. Inventory what you have
- 3. Experiment with web builder tools before committing
- 4. Incorporate feedback



Start Where You Are.

Who are your customers?

Why would someone visit your website?

What are their challenges?

How can you help? How would your website address those challenges?

What calls to action or additional information can you provide to further qualify a sale?







FOCUS

"If there's a simple, easy design principle that binds everything together,

it's probably about starting with people."

- Bill Moggridge, IDEO



Who are your potential vistors?

Think Like Your Audience

WHY DO I NEED THIS?

Your experience is crucial, but avoid the trap of fixating on **your** solution to the problem. Broadening your thinking by taking an empathetic approach to your potential customers is powerful.

WHO ARE YOUR WEBSITE VISITORS?

Consider — why would someone find your si are they looking for? what do they have in co

HOW CAN YOU HELP?

Consider — why would they need your help? the biggest problems you solve for customer

"To perceive is to suffer." - Aristotle

ite? what common?	WHAT ARE THEIR CHALLENGES? Consider — what is the problem they face? what is the job they need you to do? what are they looking to pay someone to do for them?
" what are rs?	HOW CAN YOU EDUCATE YOUR VISITORS? Consider — are there common questions you field? when are you the right fit? when are you not? what is the call to action?



×



USER NEEDS

"Research is formalized curiosity. It is poking and prying with purpose.

It is seeking that he who wishes may know the cosmic secrets of the world and they that dwell therein."

- Zora Neale Hurston



As a (role), I need (function) so that (business value).





Needs

Page Priority Publishing

WHY DO I NEED THIS?

Before wasting time fiddling with website template pages, what do your customers need to know? How can you drive them to the next level of engagement? How can this page educate, address objections, drive sales, or call them to action?

"Appearance blinds, whereas words reveal." - Oscar Wilde

TIME TO CREATE WEBSITE VISITOR NEEDS!

Now, take your learnings about the user personas you uncovered and **go deeper**. Take those users' motivations, challenges, questions, and concerns and express them through a new lens called "Website Visitor Needs". Just as they sound, Website Visitor Needs help explain in a narrative format what people are seeking to accomplish.

As a (role), I need (function) so that (business value).

CAUTION! These shouldn't describe website features, they should focus on the need of the visitor to the site. e.g. As a hungry person, I need to review a list of sandwiches so that I can become even more hungry. As a soon-to-be bride, I need to see wedding photo examples so that I know my day will be well documented.

DEALBREAKER?

WEBSITE VISITOR NEEDS

PRIORITY

ś

 1
 -
 -
 -
-



Page Priority Publishing

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As a (role), I need (function) so that (business value).

DEALBREAKER?	WEBSITE VISITOR NEEDS

DONE? GREAT! NOW GO BACK AND DETERMINE WHICH ARE DEALBREAKERS (Y/N) AND PRIORITIZE (1,2,3 ...) THEM ALL!

Needs

PRIORITY

 \mathbf{X}



Website Content Map

WHY DO I NEED THIS?

Once you pick a website template, there is some pre-filled content. Thinking first about what can stay and what can be deleted will help later. List off pages and maybe even outline important info for particular pages!

"Inspiration exists, but it has to find you working." – Pablo Picasso

TRY LISTING THE PAGES YOU THINK YOU MIGHT NEED! (e.g. home, about us, menu, gallery, get in touch, etc.)

Pages

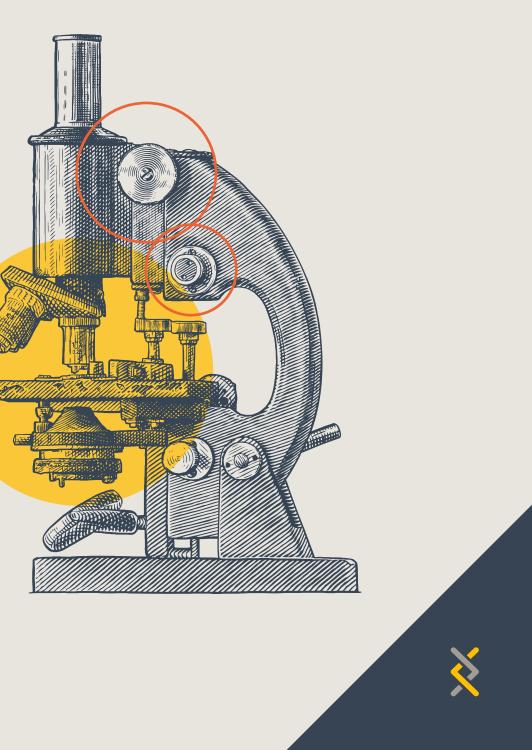
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Use What You Have.

Collateral

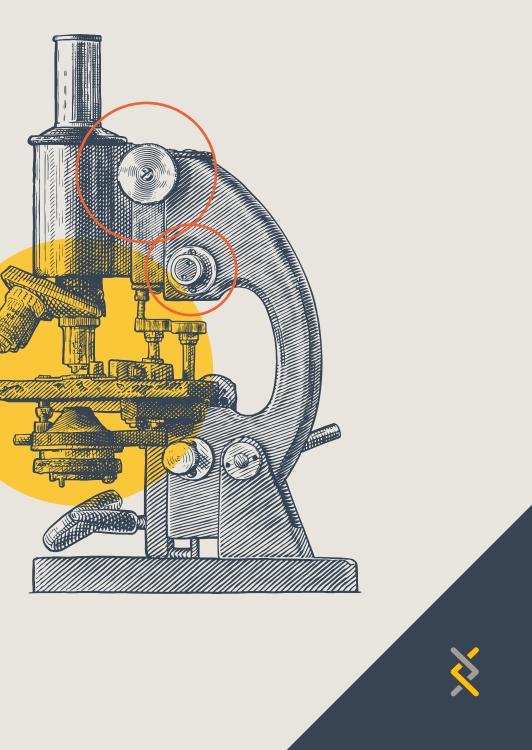
- Do you have any branding materials?
- Do you have sales materials?
- Do you have any images related to your business?



Use What You Have.

Relational

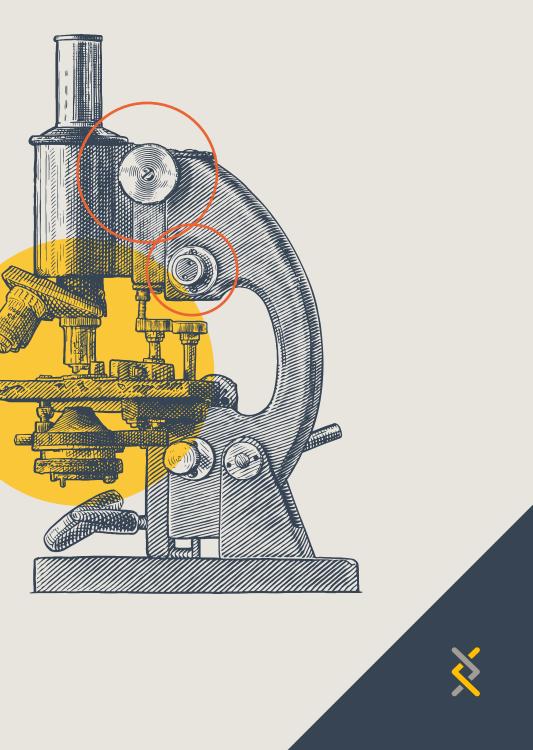
- Where are you already engaging with customers? (e.g Insta, FB, etc.)
- Who is already around you who could help?



Use What You Have.

Inspirational

- What are competitors doing on their website?
- What websites are **you** inspired by?
 - Imagery
 - Writing
 - Colors
 - Styles



Test Out Some Web Building Tools

- Squarespace
- Wix
- Weebly
- Wordpress Gutenberg



Demo Squarespace

Let's go check out Squarespace!





CHANGE

"Most people resist change, even when it promises to be for the better. But then if you acknowledge this fact and understand that you must adjust you will have a head start."

- Arthur Ashe



You Got This!

- 1. Start planning on paper
- 2. Inventory what you have
- 3. Experiment with web builder tools before committing
- 4. Incorporate feedback



Thank you!

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Resources

Domains: instantdomainsearch.com

Website Builders: Squarespace, Weebly, WIX

Free Images: unsplash.com, pexels.com

Logo Designs: 99Designs.com

Email Marketing: MailChimp, Constant Contact

Our Worksheets: bit.ly/rvasbdcwebsite

