



EBRIKS INFOTECH PVT LTD

THE FOUNDATION BRICK to your BUSINESS GROWTH!

Visit us on [www.ebriks.com](http://www.ebriks.com)

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 **User Experience & Interface Development**  
Web Design and Development Services

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IS THE GLASS HALF  
EMPTY?

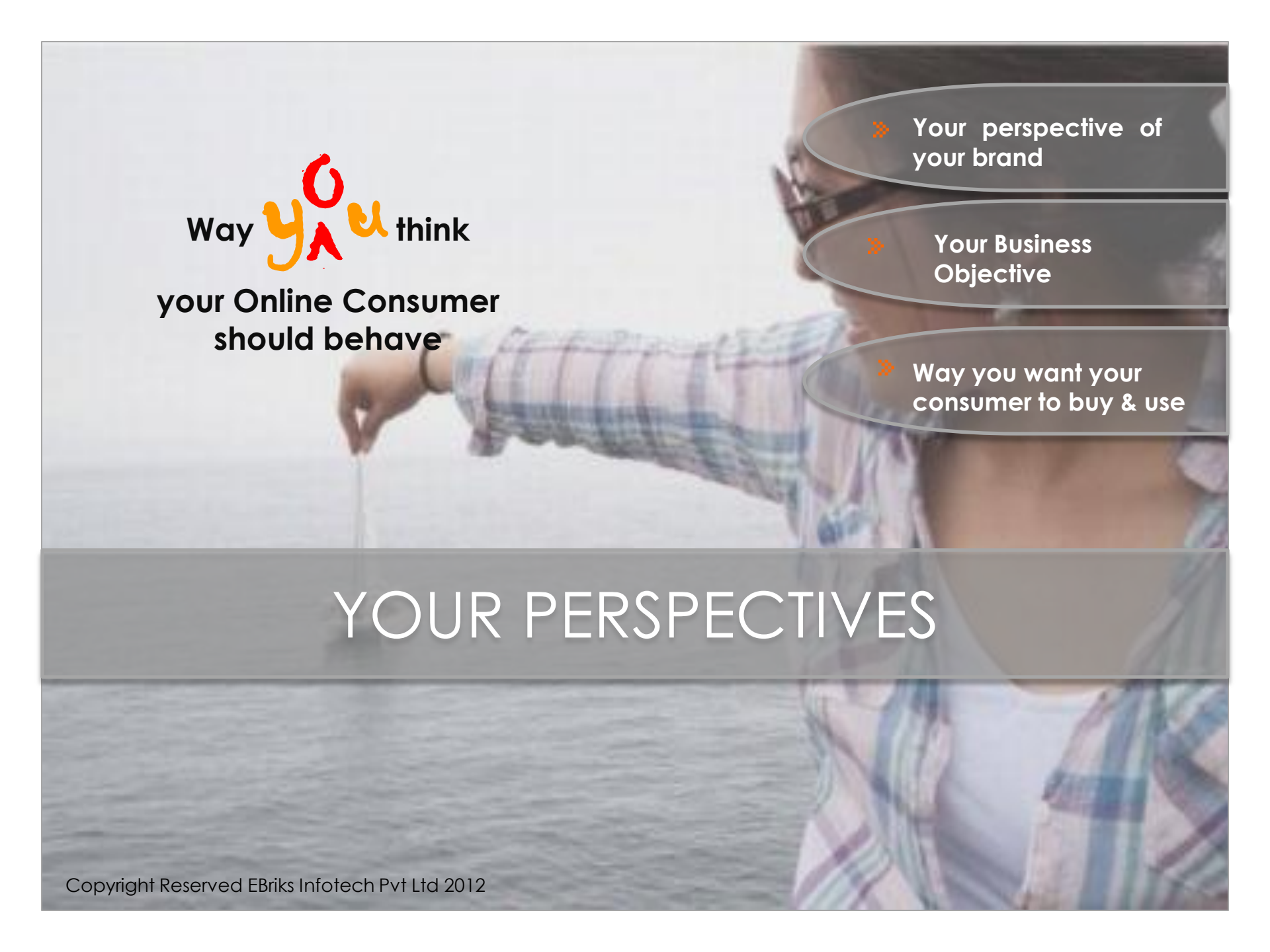
Way  think  
your Online Consumer  
should behave

WHAT IS THE QUESTION?

IS THE GLASS HALF  
FULL?

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Way Online  
  
behaves



Way **you** think  
your Online Consumer  
should behave

» Your perspective of  
your brand

» Your Business  
Objective

» Way you want your  
consumer to buy & use

# YOUR PERSPECTIVES

Way Online

Consumer  
behaves

❖ How consumer s  
perceive the brand?

❖ Consumer  
Profile(demographics)

❖ How consumer use your  
product /services?

THEIR PERSPECTIVES



Way **you** think  
your Online Consumer  
should behave

- ❖ Non fulfillment of Business Objectives
- ❖ Consumer dissatisfaction
- ❖ Low conversion rates

# NEGATIVE RETURN ON INVESTMENT

Way Online  
**Consumer**  
behaves

A photograph of two women in business attire sitting at a table, looking at and pointing to documents. The woman on the left has blonde curly hair and is wearing a white shirt and a dark vest. The woman on the right has dark hair and glasses, wearing a light-colored short-sleeved shirt. They are both smiling and appear to be in a collaborative work environment. A semi-transparent grey banner is overlaid across the middle of the image, containing the text.

# THE WAY WE DO IT

STEPS | PROCESSES



## Step 1: UNDERSTANDING MANAGEMENT OBJECTIVES

- ❖ Meeting or talking the key stakeholders and understand the business mission
- ❖ Understanding the brand, product or service
- ❖ Understanding the target customer segment



## Step 2: UNDERSTANDING TARGET USER

❖ User research to understand user personas and behavior



## Step 3: DEVELOPING PROTOTYPES

Residential Sales

Edit: Residential Sales

Residential Lettings

Added By: Paul Drummond

Date Added: 27/11/2007 at 15:56:06

Commercial

Last Update: 20/02/2008 at 11:23:39

Survey & Valuations

Optional Page Information ▶

Mortgages

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Page Tools

Page Title:

Create New Page

Residential Sales

Re-order Pages

Link Title:

This is the short title label user will see to this page.

Residential Sales

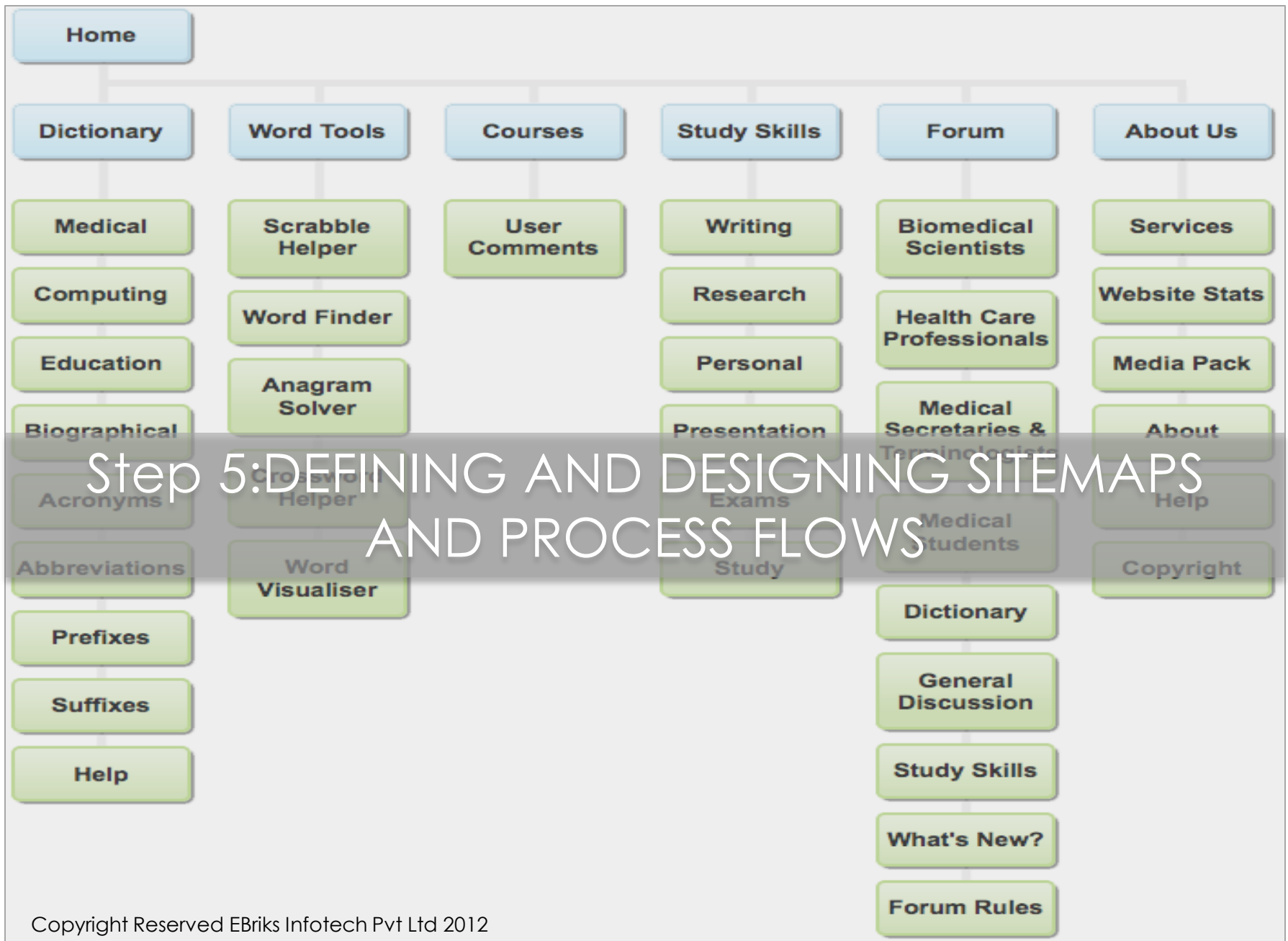
Tagline:

your firm foundation

Content:

Our sales branches in Preston, Longton and Garstang are computer linked to provide a fully integrated information system for sellers and buyers. Our ethos of effective marketing based on experience and local knowledge has proved a solid foundation for our estate agency. We use traditional and internet advertising to get your property noticed. A hand picked team works closely with you throughout the process of selling your home. The list below shows our current branches.

# Step 4: DESIGNING AND DEVELOPING CONTENT MANAGEMENT SYSTEM







The image shows three computer monitors stacked and overlapping. The top monitor displays a website with a blue header and a main section titled 'TRAINING & COMMERCE' with a green background and a photo of a person. The middle monitor shows a website with a dark blue header and a main section with a photo of a building at night. The bottom monitor displays a website with a dark blue header and a main section with a photo of a building at night. A semi-transparent grey banner with white text is overlaid across the middle of the monitors.

## Step 6: FINALISING HIGH FIDELITY DESIGN



**SATISFIED CUSTOMERS**



**FLOURISHING BUSINESS**

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