

# Web Site Review Workshop

MAKING LEADERS SUCCESSFUL EVERY DAY

For Web marketers, developers, and eCommerce professionals, the need for an inexpensive, efficient, and unbiased method for evaluating their sites is imperative. Forrester's Web Site Review Workshop quickly teaches you how to review a site with the objectivity and expertise of a Forrester analyst. In this two-day intensive training session, Forrester analysts provide you with a tested method for assessing your B2C or B2B Web site, extranet, or intranet — as well as your competitors' sites.

Forrester's Web Site Review Workshop helps you understand how to make a thorough assessment of your site based on a series of individualized tests and action-oriented discussions with Forrester analysts and peers. You walk away from the experience with the insight and ongoing ability to assess your company's and competitors' sites, now and in the future.

At Forrester's Web Site Review Workshop, you:

- Develop a strong understanding of how to review a site objectively.
- Evaluate your site with Forrester analysts and peers using a scorecard of 25 criteria.
- Apply Forrester's user experience test results to assess your — or your competitors' — Web site, extranet, or intranet.
- Identify and discuss site design strengths and flaws.
- Determine real estate prioritization and pinpoint what to fix before redesign.
- Learn a methodology that can be repeated and taught to colleagues.

## Focus On Your Site's Business And ROI

When visitors to your site effectively and efficiently accomplish their goals, that means success for your company. Forrester's evaluation methodology measures how well your users can accomplish their goals and how this affects your business objectives.

Feedback on your Web site is based on Forrester's 25 user-experience tests that measure value, navigation, presentation, and trust.

| Measures     | Questions                                                                                                                                                                                                                      | Criteria                                                                                                                                                                     |
|--------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Value        | <ul style="list-style-type: none"> <li>• Does your site offer content and functionality that close sales and enhance your brand?</li> <li>• Do your shopping carts and order blanks contain mistakes that kill ROI?</li> </ul> | <ul style="list-style-type: none"> <li>• Content relevance</li> <li>• Freshness</li> <li>• Completeness</li> <li>• Ease of purchasing functions</li> </ul>                   |
| Navigation   | <ul style="list-style-type: none"> <li>• Do your menus help users find the value on your site?</li> <li>• Does search bring prospects to what they want — or frustrate and confuse them?</li> </ul>                            | <ul style="list-style-type: none"> <li>• Usability</li> <li>• Organization</li> <li>• Clarity</li> <li>• Degree to which the site helps users find what they want</li> </ul> |
| Presentation | <ul style="list-style-type: none"> <li>• Can users easily understand your value proposition?</li> <li>• Do pages waste valuable space that could be used to build relationships?</li> </ul>                                    | <ul style="list-style-type: none"> <li>• Interactivity</li> <li>• Personalization</li> <li>• Search engine</li> </ul>                                                        |
| Trust        | <ul style="list-style-type: none"> <li>• Is task-related help available to the user?</li> <li>• Do users have control of their personal data?</li> <li>• Is the site consistently fast and reliable?</li> </ul>                | <ul style="list-style-type: none"> <li>• Contextual help</li> <li>• Security</li> <li>• Speed</li> <li>• Reliability</li> <li>• Recovery from errors</li> </ul>              |

*“Very valuable. You can never have a substitute for explanation and examples of what makes a good and bad Web site. It all may seem commonsense, but you have to put theories and practical issues into context.”*

— Web Site Review Workshop attendee

## Workshop Schedule And Deliverables

**Two-day session.** Day one includes presentations by Forrester analysts on the best and worst of site design and lessons about the tools and methodology of Forrester's Web Site Review process. On day two, you have the opportunity to conduct a user experience review of your own site with input from peers and Forrester analysts.

**The Forrester scorecard and presentation of findings.** The scorecard outlines a set of fundamental criteria that all Web sites should meet, whether B2B or B2C. To help you make the most of your scorecard, the Web Site Review Workshop includes a session during which you present your findings and score to your peers. Clients also share lessons they learned about site design strategies with the group and Forrester analysts.

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## Previous Web Site Review Workshop Participants

The attendees who have benefited from past Web Site Review Workshops include marketing, strategy, and design professionals from:

- Major national and international financial institutions, such as banks and life insurance firms.
- National healthcare organizations and multinational manufacturers of healthcare products and services.
- Leading US car manufacturers.
- Leading retailers of women's apparel.
- Multinational manufacturers home appliances.
- European telecoms.
- International media conglomerates.

*"As we evolve a relatively mature Web site, it becomes essential that we understand Web design and usability and implement our findings. This session helps prepare us for this task."*

— Web Site Review Workshop attendee

*"The session provided great insight into evaluating Web sites. [Forrester's] 25-point outline is extremely useful."*

— Web Site Review Workshop attendee

## For More Information

The Web Site Review Workshop is just one of Forrester's many products and services developed to make leaders successful every day. For more information on Forrester's WholeView 2™ Research, Data, Consulting, and Community offerings, call or email us at the nearest office listed, or visit our Web site at [www.forrester.com](http://www.forrester.com).