mango

#letscreate

Table of Content

Competitive & Comparative Analysis

Comparative Analysis Notes & Finding

Black Label Bacon

- Opens up on a fully animated page overlay.
- Great animation throughout the site.
- VR capabilities.
- String video usage to provide information about the company and their product
- Non tradition and unique site layout.

Competitive Analysis Notes & Finding

	Company			
	Fueled	Huge	R/GA	Droga5
Hamburger menu (desktop)	✗	✓	✓	✗
Consistent footer	✗	✓	✓	✗
Individual product pages	✓	✓	✓	✓
Visual client list	✓	✓	✗	✓
Blog(articles)	✓	✓	✓	✓
Individual team member page	✓	✓	✓	✓

(Left side vertical label: **Metrics**)

FUELED

Fueled

- Strong focus on their products and the process it took to complete it.
- Provide sample work/decks for their potential clients to view.
- Their featured apps are displayed with an animated walkthrough of how you interact with the application.
- Display their content in several different ways (video, text, images/icons).
- Navigating within each page is versatile.

Huge

- Consistent layouts throughout the site.
- You can find the products in the work tab as well as on each individual office page where that product was created.
- Lists events that they take part in.
- Beautiful graphics.

R/GA

- Mainly rely on video to showcase their work rather than images and text.
- Consistent grid format throughout the site.
- Navigation is clean and isolated, and a search feature is also present. Navigation breakdown shows all options and sub categories for efficiency.

Droga5

- A first glance of their website screams simplicity, ease-of-use, confidence, and passion.
- Contact page is a full page image of a map with their office and contact information in box. It is sleek and inviting.
- Overall the sight is very friendly and well designed.

Personas

Madison Shea – Age 25

Madison is a baker who owns a small chain of cupcake shops in Virginia. Madison likes to keep an up to date and engaging website, and is trying to break into the cupcake delivery business. Madison has no design or web expertise whatsoever.

Needs

- A company to help design and upkeep a website for her cupcake related services.
- An easy to understand "services" page in order to find the creative agency she wants to use.
- A way to reach out to potential creative agencies that fosters quick feedback.

Behaviors

- Extremely organized physically, but disorganized digitally.
- A double texter, Madison will send multiple emails until she gets a response.
- Thorough when it comes to vetting a new service or company, she loves to comb through work archives.

Pains

- Is very finicky about access to information.
- Is not great at navigating the World Wide Web, needs a lot of guidance and a clean workflow.

Daniel Felix – Age 32

Daniel is the CEO of a small footwear company. He already has a beautiful and well run website for all of his e-commerce needs, but Daniel is interested in breaking into the app world. Daniel has business expertise and is extremely confident, but knows next to nothing about mobile platforms.

Needs

- A company to help design and upkeep an app based off of his current website.
- Easily accessible information about what services are offered that pertain to apps.
- Information on past projects in order to decide if he wants to use one specific company over another.

Behaviors

- Gets impatient easily, wants to find information efficiently.
- Isn't big on research, follows his gut when it comes to business decisions.
- Not willing to click through multiple pages to get where he needs to be.
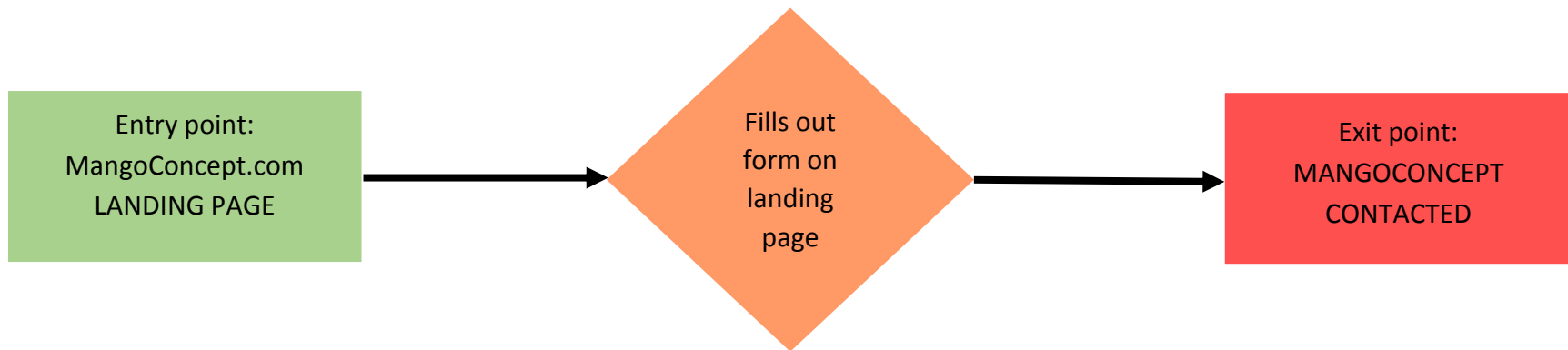
Pains

- Does not like to spend much time on websites; likes to go in, get the information, and get out.
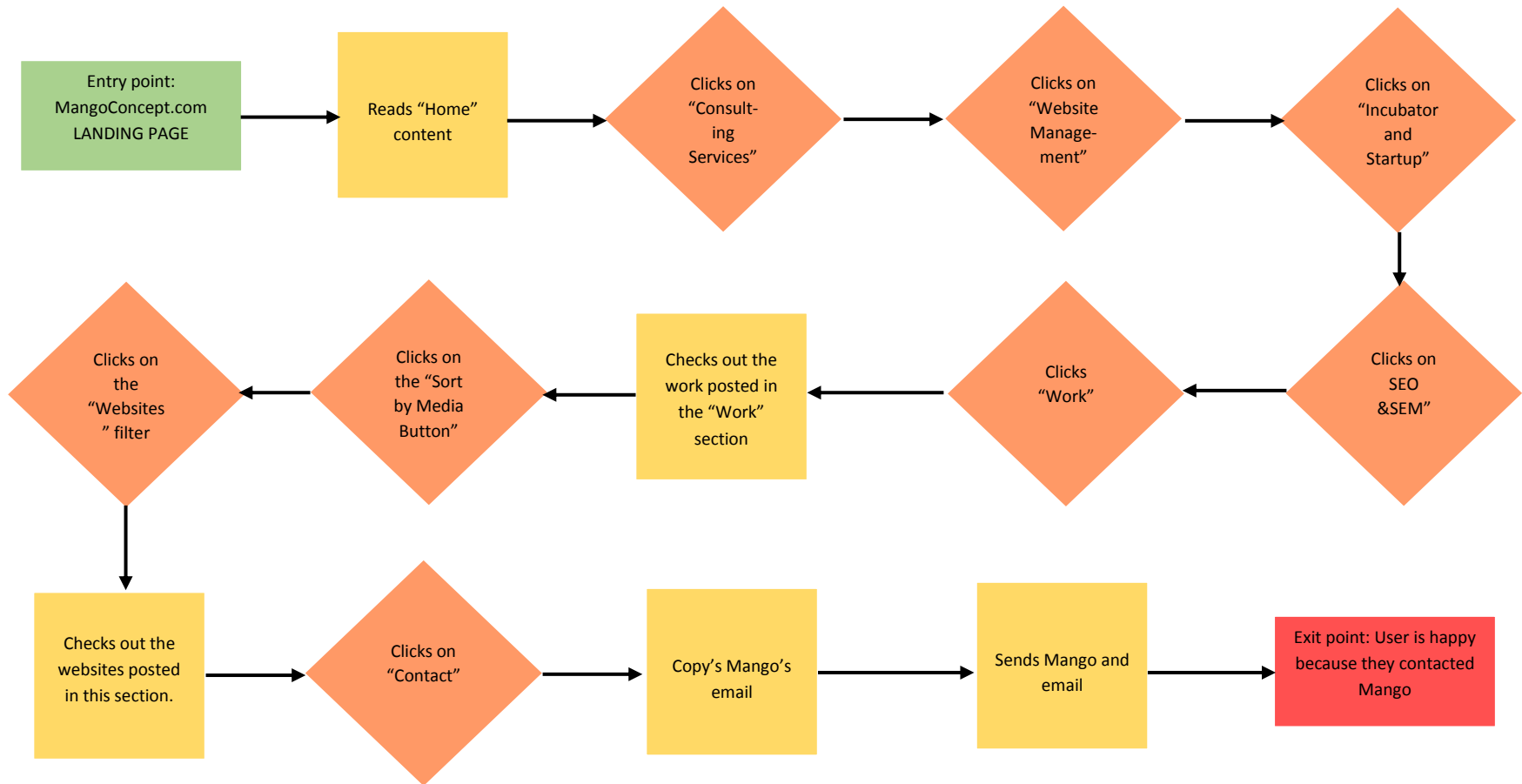- Isn't a big reader, he's more engaged by images and buttons.

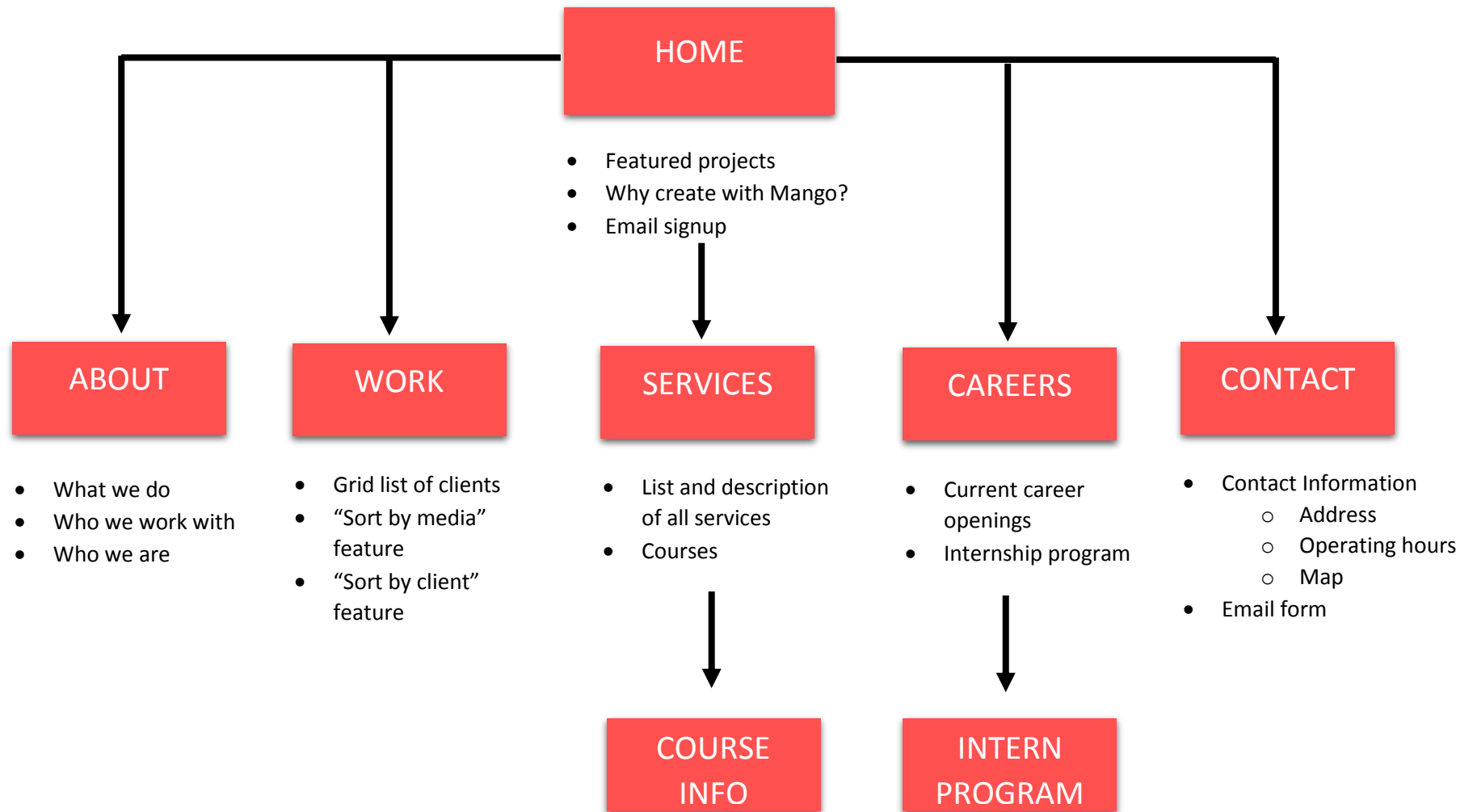# User Flows

User flows

Ideal flow

Entry point: MangoConcept.com LANDING PAGE → Fills out form on landing page → Exit point: MANGOCONCEPT CONTACTED

Probable flow

Entry point: MangoConcept.com LANDING PAGE → Reads "Home" content → Clicks on "Consulting Services" → Clicks on "Website Management" → Clicks on "Incubator and Startup"

Clicks on "Incubator and Startup" → Clicks on SEO &SEM → Clicks "Work" → Checks out the work posted in the "Work" section → Clicks on the "Sort by Media Button" → Clicks on the "Websites" filter

Clicks on the "Websites" filter → Checks out the websites posted in this section. → Clicks on "Contact" → Copy's Mango's email → Sends Mango and email → Exit point: User is happy because they contacted Mango

Site Map

Site Map

Usability Report

Usability Report

Main Positive Test Finding

Overall the users thought that navigating the site was fairly straight forward.

All of the participants were able to complete the tasks that were asked of them. There was some confusion for one user, but once the confusion was addressed the user was able to complete the task without a problem.

Main Improvement Areas

Our initial testing was done with a medium fidelity design which confused some of the users because they were not sure what was clickable and what was not.

Our testing also did not account for scrolling which also caused confusion.

Usability Testing Method

This task based usability test was conducted as a "think aloud" usability test conducted by the design team.

Each user carried out 3 tasks on the paper prototype then were asked to explore the rest of the site. The users were also asked questions after completing tasks to see if they felt any information was omitted.

Each usability test session lasted about 5-7 minutes. This included the extra questions asked and the exploration of the site after the tasks were completed.

Usability Testing Task Prompts and Results

Task Scenario 1

You are a prospective client and you would like to look at work done for a previous client. You want to see the work done for Mango by Mango.

Task Scenario 2

You are a student looking for information to apply to Mango's internship program.

Task Scenario 3

How would you get in touch with mango to inquire more about their services?

		Task 1			Task 2		Task 3
		Click Work	Sort by client/media	Mango Concept	Click Careers	Internship program	Contact
Participant	1_1	YES	YES	YES	YES	YES	YES
	2	YES	YES	YES	YES	YES	NO_2
	3	YES	YES	YES	YES	YES	YES_3
	4	YES	YES	YES	YES	YES	YES_4
	5	YES	YES	YES	YES	YES	YES

1. The user at first thought that the apps image on the homepage would bring you to their work rather than it representing what they do as a company. After it was clarified she was able to click through properly.

2. The user used the email box on the homepage to contact mango rather than go to the contact page.

    "There should be a message box under the Email us prompt."

    "Contact information should be in the footer."

3. Acknowledged that there was a contact button at the bottom of the page, but preferred the one in the top navigation.

4. Question whether there would be a form to fill out on this page. Also mention that if there are other offices they should be listed.

Annotated Wireframes

Notes

This page will give a quick overview of who Mango Concept is as a company and what they do. Also, it will feature their most current project.

1 **Featured Project**

Once this link is clicked it will bring you to this specific product page that goes into more detail on the project.

2 **Learn More**

Clicking this link will bring you to the about page which will give you more detail about the company and what they can do for you.

3 **Email Us**

The user will fill out this form then click "Go!" to get in contact with a Mango representative.

About | Work | Services | Careers | Contact

MANGO CONCEPT
design/innovation/technology

What We Do

We embody the New York merchant's value of "work hard, play harder", and it shows in the work we do. Our squad is lean and all of our client projects are designed, built and managed by a cross-functional team of Mango Concepts' finest.

Not your run of the mill agency. Mango Concept is a Product Company and Innovation Lab where we guarantee that we will have a good time while leveraging cutting edge technology and innovative Design Methods to produce the best product possible.

Now why don't you stop reading this and get in touch with us. You won't be disappointed!

Who We Work With

verizon | NYU | MGM CHANNEL | HISTORY

Gilbane | Artichoke Basille's Pizza | First Data. | citibank

Who We Are

Michael Daniels | Domenick Propati | Bobby Cassely

Contact | About us | Private Policy

OUR WORK

1 sort by client ⌄   sort by media ⌄
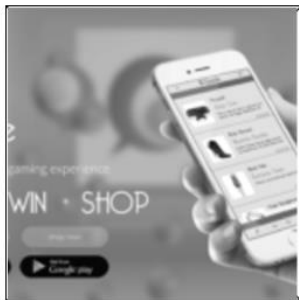
Deedle

AAA

Todd Englsih

2

Lisa

RPZL

Courtney Graf

mango

About | Work | Services | Careers | Contact

Contact   About us   Private Policy
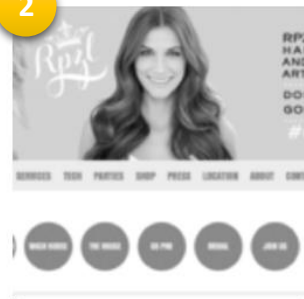
Notes

This page will list all of the projects that Mango has created and worked on.

1 **Sort Feature**

Clicking on either arrow will sort the projects by either client or media.

2 **Project**

Click on a project will bring you to the projects actual site.

mango

About | Work | Services | Careers | Contact

Mobile App Development

Our dedicated team of iOS and Android developers ensure your app is a standout innovation in the digital sphere.

Website Design & Development

Responsive, mobile first approach and contemporary web technologies including Ruby on Rails and React. We also provide website maintenance, support, and hosting.

UX Design & Strategy

We provide an unparalleled service in UX Design and Product Strategy. Our team ensure a seamless experience for you and your users.

Graphic Design & Branding

Contemporary designs using the latest in graphic design software. We can help bring your design ideas to life and we provide you an effective brand strategy to give you an edge in the increasingly brand-conscious and competitive market.

Mobilization

Giving the client a mobile-first approach means that we ensure mobilisation across the board. We're talking legacy development and guaranteed mobile-responsive environment

Game Design

We are professional nerds! We love playing games and we love building them even more. Have an idea for a game? Let us help you build it.

3D, AR & VR

Our team ensure your product is always up-to-date in the ever-changing realm of AR/VR. Your product will always be responsive on any platform.

Product Management

Using Agile and Scrum methodologies, we are able to provide you with a roadmap for the lifecycle of your product. We help plan, produce and market your product at all stages.

Service Design

Service design is crucial for all organizations and we help you innovate and improve your service strategies and offerings. Our team makes sure that there is flawless interaction between you consumers and your product.

SEO & SEM

We believe in providing a 360 service experience to all clients. That includes making your product brand-facing. We provide you with brand-centric products such as stationery and business cards.

Strategic Staffing

Service design aside, talent acquisition is another major area any firm, large or small, has to deal with on a daily basis. We make this a seamless for our clients by providing strategic staffing for all your firm's staffing and talent needs.

Printing Services

We believe in providing a 360 service experience to all clients. That includes making your product brand-facing. We provide you with brand-centric products such as stationery and business cards.

Courses

Learn more about our corse offerings !   **1**

Contact   About us   Private Policy

Notes

SCREEN: **Services Page**

This page lists all of the services that Mango performs and a quick explanation of each. This is also where you can find information about their course.

1   **Course**

Clicking on "Learn more…" will bring you to a page that will give you all the information you need about the UX course Mango offers and the material it covers.

Notes

This page will list all the current opening at Mango as well as internship opportunities.

1 **Current Opening**

Clicking on a position will bring you to a page with the job description and requirements.

2 **Current Opening**

Clicking on a position will bring you to a page with the job description and requirements.

About | Work | Services | Careers | Contact

Mango Concept

353 Lexington Ave #600
New York NY 10016

+1 678 999 8212
mango@gmail.com

press@mango.com

Contact Us

Enter Your Full Name

Enter Your Email

Go!

Contact   About us   Private Policy

SCREEN: Contact Page

This page will provide you will all the contact information you need to get in touch with Mango and also a form to submit your email.

1 **Map**

This will be an interactive map that will give you a better idea of where the Mango office is located.

2 **Email Us**

The user will fill out this form then click "Go!" to get in contact with a Mango representative.

Logo Redesign

Logo Redesign Suggestion

Our redesigned logo makes the M and C in Mango Concept prominent, while still emanating the current logo. Having an icon without full text can be very advantageous for branding, and the simple line design is optimal for dissemination.