

Cbeyond Communications
Open Referral Website
User Experience & Organization Model

Document Vitals

Client: Cbeyond Communications
Version: 1.1
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Job Number: CBE028-WWA

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Overview

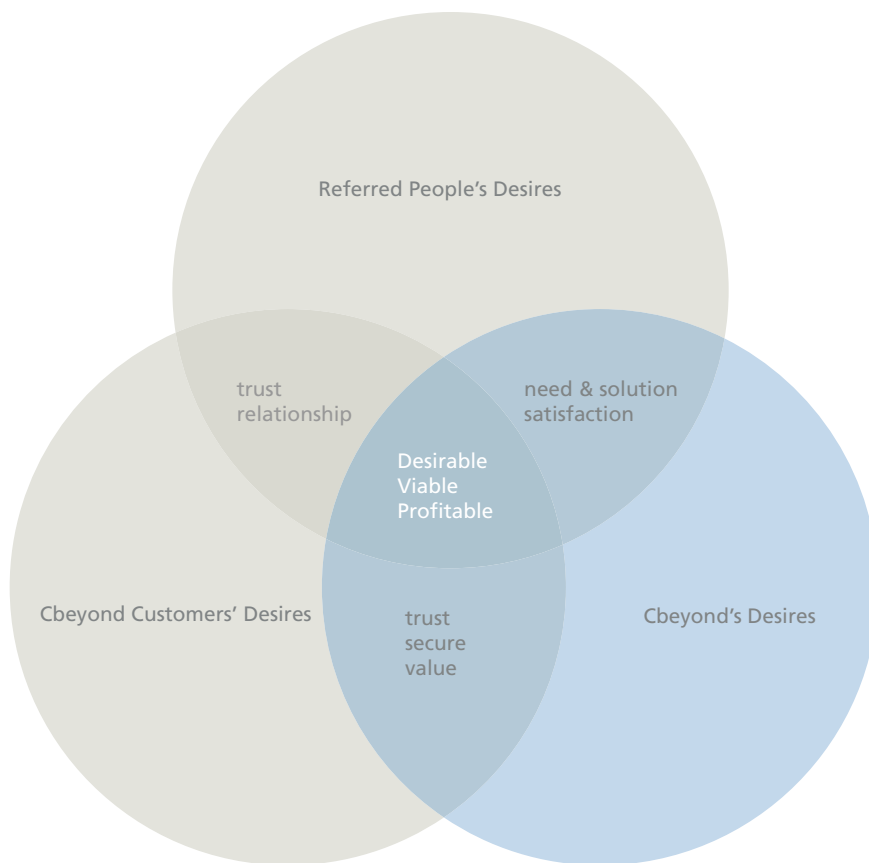
This document outlines the attributes and recommendations for forming a successful user experience for participants in the Open Referral Program. It also illustrates a preliminary content list and an organization model.

Product Positioning

Cbeyond provides communication services to small businesses. They deliver customizable, 'big business' communications to small businesses at an affordable price. Cbeyond focuses on serving their business communities.

For Cbeyond, the Open Referral Program will serve two functions. First, the program is a marketing opportunity that will expand customer awareness of the Cbeyond brand. Second, the program is a way to thank Cbeyond's valued customers and partners. Not only do they make money by introducing friends to Cbeyond's service, they also can feel good about recommending a valuable service to others.

Cbeyond hopes to convey the value of their services through referrals. Cbeyond hopes to build trust and a reputation for great service. The Open Referral Program will benefit both Cbeyond and their customers.



User Experience Model

The user experience models are guidelines for visual (look and feel), verbal (tone of written language), and interaction (presentation of information and flows) design. Through brand attributes and analysis, the Open Referral Program should be user-friendly.

Visual Quality - It's cool and friendly

The friendly attributes should be obvious. The interface should convey the program's friendly characteristics. The look and feel of the site should be simple, inviting and provide fun interaction.

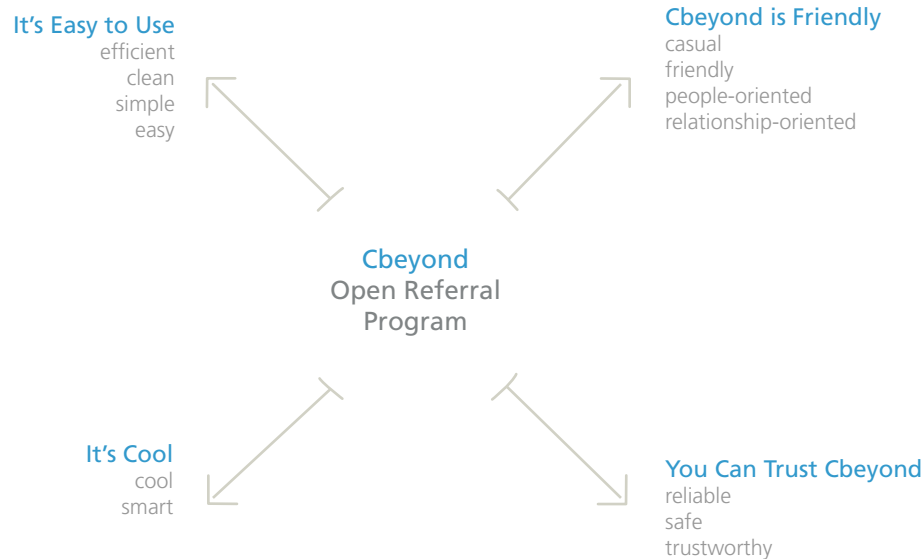
Verbal Quality - It's smart and secure

The writing should convey Cbeyond as a smart and reliable company. The site's verbal communication should make users feel secure.

Interaction - It's easy to use

The simple and easy attributes will come out in the workflows, navigation, and presentation of information. The interface should be clear, concise, organized, and easy-to-use.

Overall, the entire experience—the cool and friendly visuals, the simple structure flow, and the smart presentation—should make the user feel like they are using the best program for the job.



Users

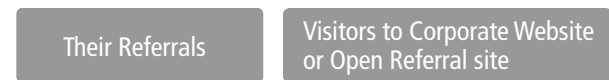
Primary users for the referral site are people who have a relationship with Cbeyond or know about the company. Secondary users may be their referrals or members of the general public who happen to visit Cbeyond's corporate website or Open Referral site.

The following diagram shows their activities and motivations for the program.

Primary Users



Secondary Users



Activities

- Learn about program
- Review rewards and referring process
- Create an account
- Log on to access an account
- Manage personal information
- Submit referral
- Review referral status
- Review privacy and payment policies

- Receive e-postcard or email
- Learn about Cbeyond
- Review products and services
- Join Cbeyond Community
- Learn about program
- (Their secondary activities after 'Learn about program' would be same as primary users' activities.)

Motivation

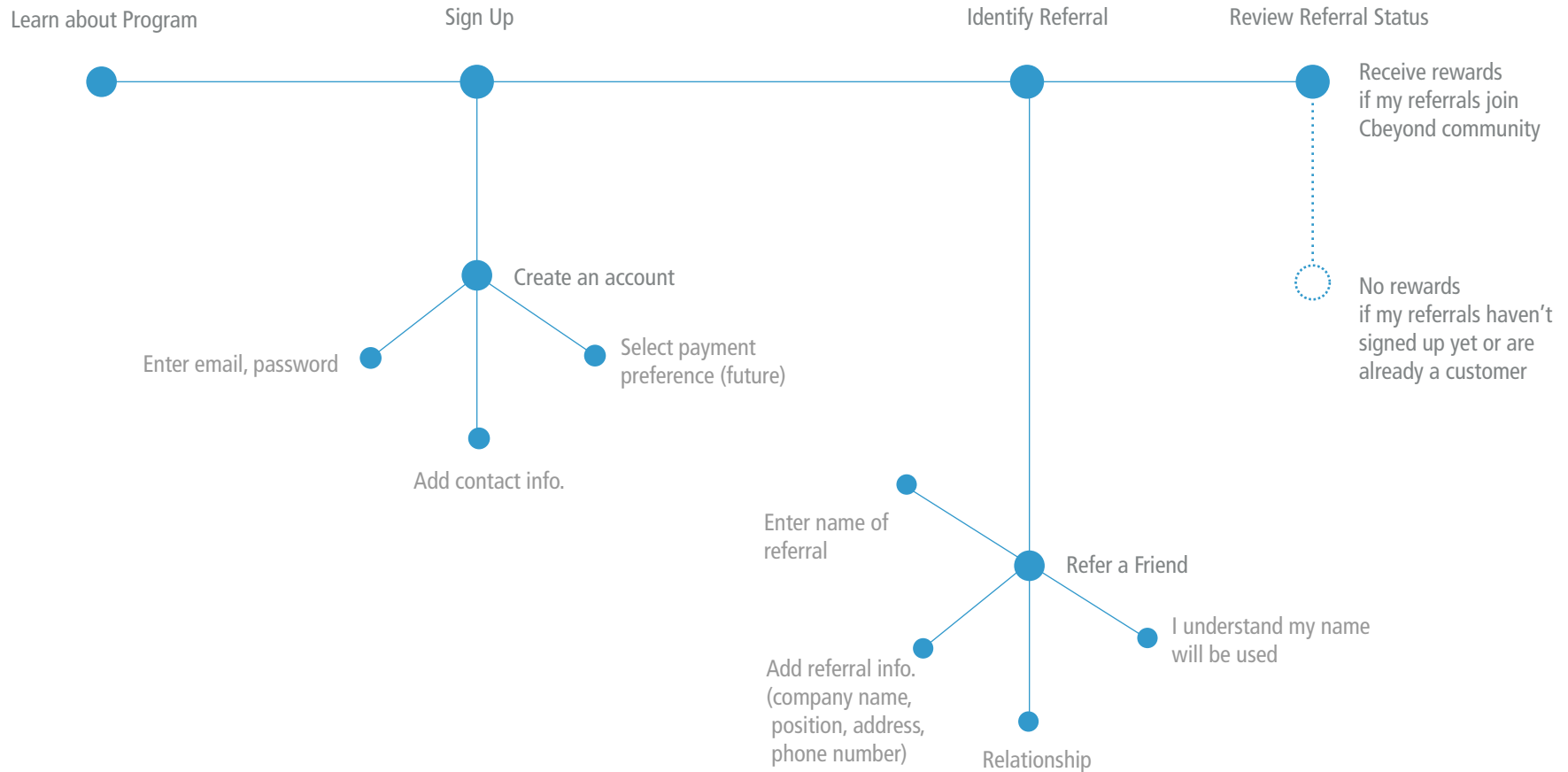
- Get rewards
- Build / Improve relationship with Cbeyond
- Value Cbeyond

- Take advantage of Cbeyond service
- Trust the advice of a friend
- Attracted to referral program

Workflow

The experience when entering should be encouraging and supportive. To do this, there should be a clear indication of what the user needs to do.

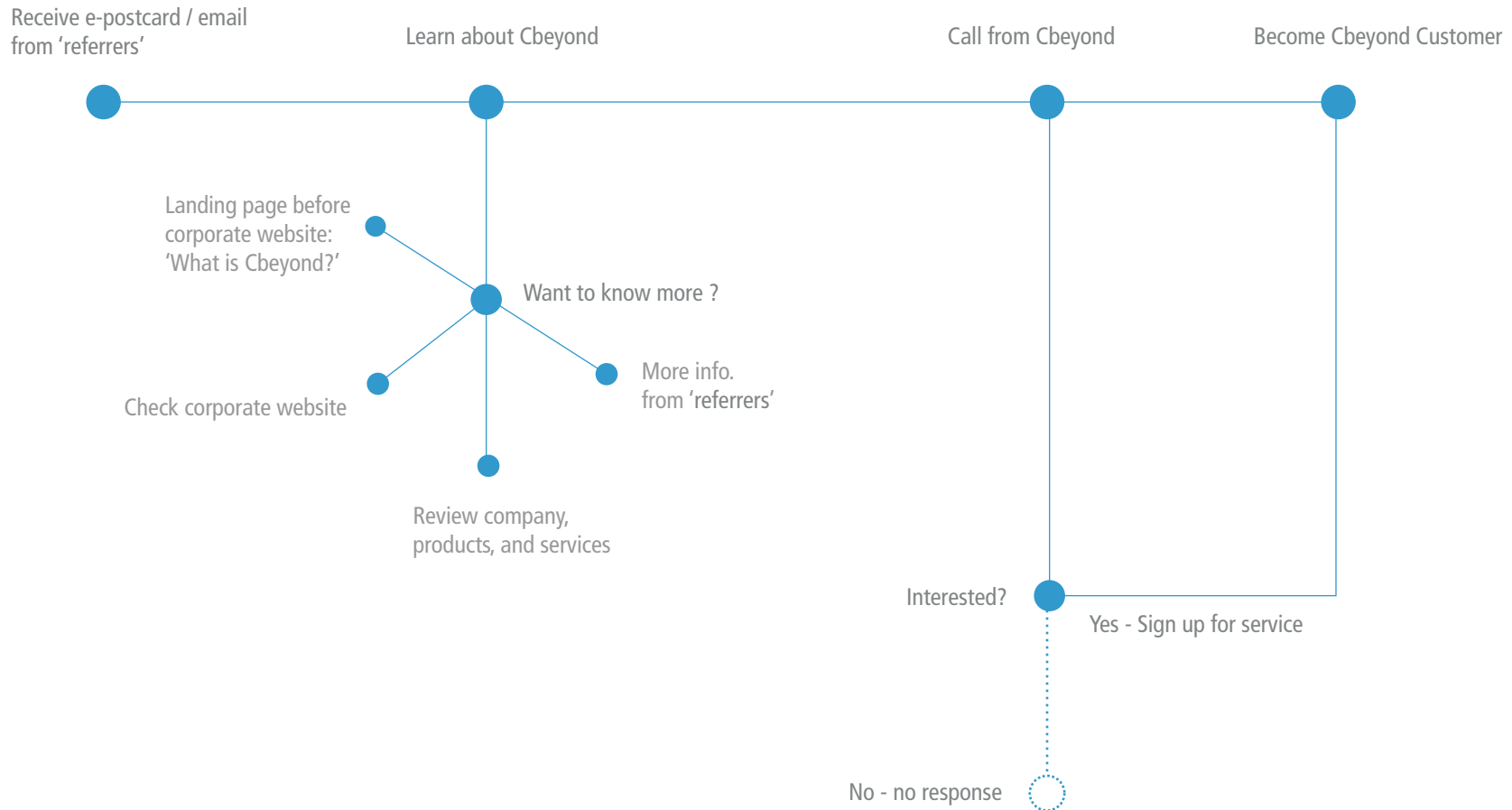
New member for the program
(Cbeyond Customers / Partners / Employees / General Public)



Workflow

The experience when receiving an e-postcard or email from 'referrers' or Cbeyond should be trustworthy, friendly, and reliable. To do this, information should be clear and processes explicit.

Contacts who received referral



Preliminary Content List

From this preliminary content list, PixelMEDIA will be able to define all the possible relationships between content, features, and functionalities.

Note: For new members, 'Refer a Friend,' 'My Account,' section will automatically link to the 'Sign Up' section.

About Cbeyond

- Overview (mission / vision / value)
- Products & Services
- Cbeyond Story
- Cbeyond Community

What is Cbeyond Rewards?

- About Rewards Program
- How It Works
- FAQ

Refer a Friend

- Spread Rewards
- Send Cbeyond e-postcard
- Print Cbeyond Card

My Account

- Account Overview
- My Referrals
- My Profile
- Payment Preference (future)

Sign Up

Sign In

Contact Cbeyond (help / inside sales)

Information Architecture

Information architecture involves structuring a website’s content to make it more accessible and meaningful to its audience. The information architect focuses on understanding how web users behave and organize information in order to help them perform tasks quickly and easily.

This diagram is not final and does not represent the actual contents of the site. Instead, it gives the overall organization of the site.

