

Research: Newport Yachting Center.com

Project Overview:

The Newport Yachting Center site was created in 1997 with the goal of providing an online "brochure". As the internet has progressed in web site designs and functionality, the NYC site has been lagging behind. To get up to speed, the outline below details the important concepts/goals to keep in mind as we develop this site.

User Experience:

- ◇ Branding/co-branding/online brand extension
- ◇ Information architecture (navigation, organization, restructuring)
- ◇ Visual graphic design
- ◇ Content development
- ◇ Personalization and customization
- ◇ Games and contests

Technical (Back-end):

- ◇ Content management system
- ◇ Personalization
- ◇ Traffic logging and analysis

Strategic Needs:

- ◇ Content and editorial strategy
- ◇ Commerce and merchandising plan
- ◇ Media strategy

Site Objectives:

- ◇ Reposition an existing marketing presence on the internet
- ◇ Develop one-to-one marketing initiatives and relationships
- ◇ Provide extensive customer sales or support functions
- ◇ Establish personal contact with visitors and elicit feedback
- ◇ Establish and maintain a technological edge over your competitors

Revenue or Cost-Saving Goals:

- ◇ Develop direct sales revenue for corporate groups/functions
- ◇ Reduce traditional sales or support casts
- ◇ Increase the productivity of internal operations
- ◇ Increase traffic to site

Audience:

Primary Audience:

- ◇ Corporate and independent meeting planners
- ◇ Destination management companies
- ◇ Independent people looking for rehearsal dinners
- ◇ Boaters looking for a marina in downtown Newport
- ◇ Yacht Club organizers looking for a rendezvous location

Secondary Audience:

- ◇ Brides
- ◇ Families (ie. Reunions)
- ◇ Consumers (ie birthday parties)
- ◇ Special Events (ie X-games)
- ◇ Winter storage customers
- ◇ Potential site sponsors
- ◇ Festival attendees looking for dates/info

What are the top four reasons first-time users would come to the site?

- ◇ View the property for wedding or outing
- ◇ Marina dockage
- ◇ Link from the newportfestivals.com stie
- ◇ Sailing the Adirondack

What are the top four reasons first-time users would become loyal return customers?

- ◇ Receive updated news on any special events (marina or facility)
- ◇ Give-aways and contests
- ◇ Special deals and reduced rates
- ◇ Online availability of tents and facilities