Rough sitemap

Front-end keeps existing sales funnel & promotional copy, with a publicly available selection of useful content for the target audience.

Login area has additional useful content, visible to registered users only, adding value to the product offering.

Dashboard/login area where registered users access, browse and download the content from the archive.

The platform will be added to the existing Wordpress website, with the new login area, dashboard and content archive on the same site as the front-end brochure pages.

The site needs some form of database to store customer data and run automated comms. This could be Hubspot or equivalent.
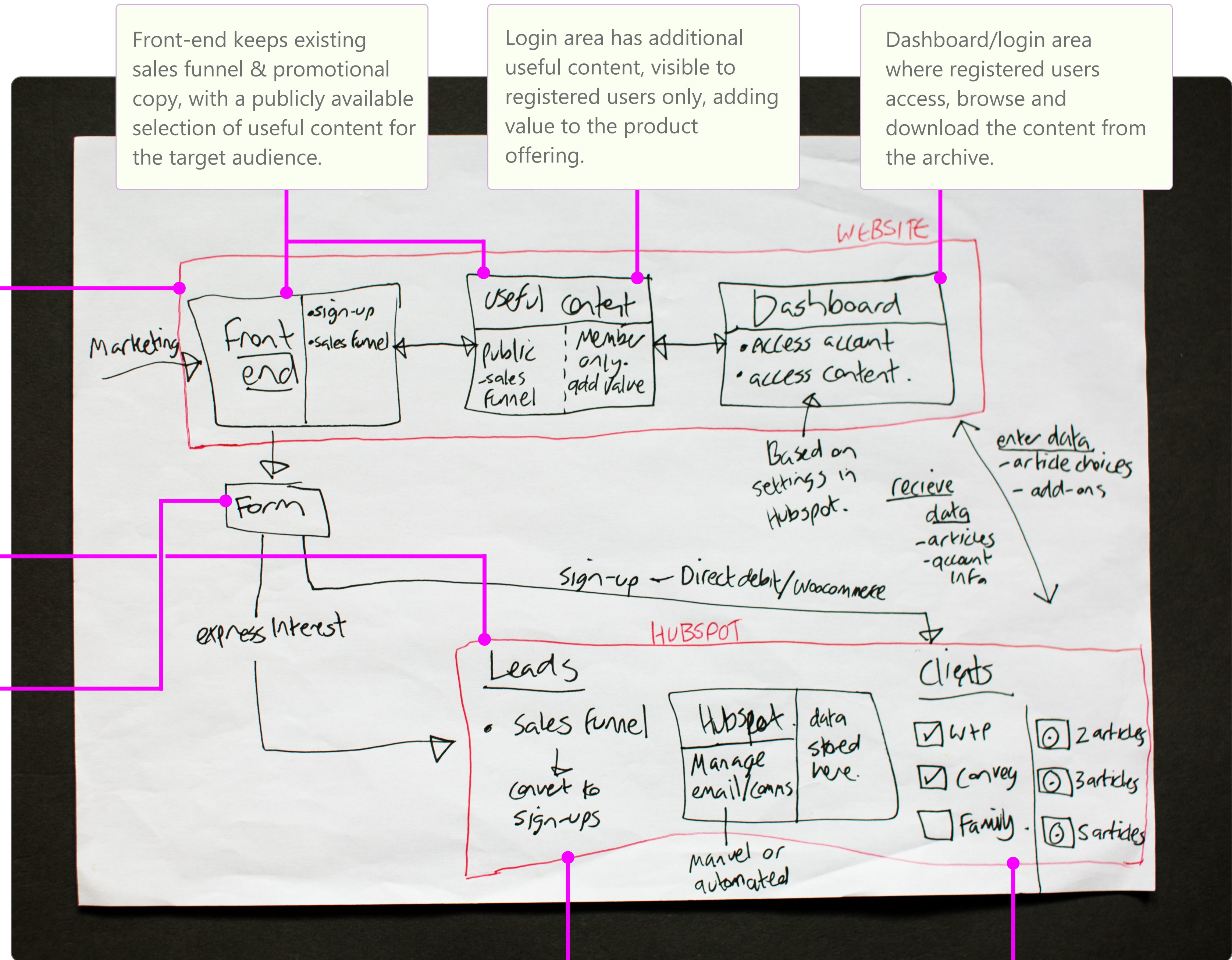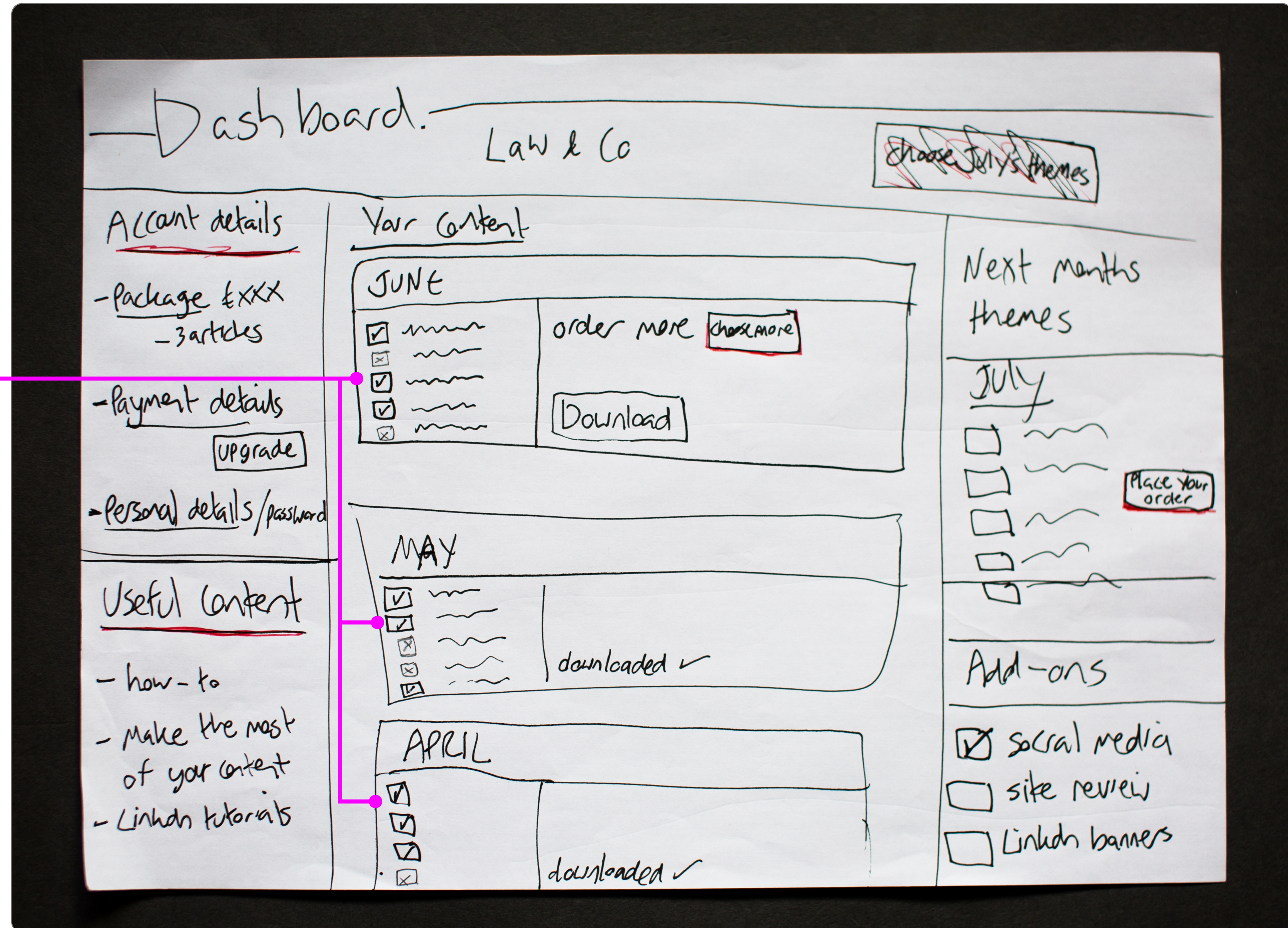
Users can either request more info via data capture form, or sign-up straight away with registration process.

Customer database stores both unconverted leads for further marketing, and registered users for account management.

WEBSITE

Marketing

Front end
- sign-up
- sales funnel

Useful content
Public - sales funnel
Member only - add value

Dashboard
- Access account
- access content.

Based on settings in Hubspot.

enter data
- article choices
- add-ons

recieve data
- articles
- account info

Form

express interest

Sign-up — Direct debit / Woocommerce

HUBSPOT

Leads
- Sales funnel ↓ convert to sign-ups

Hubspot. Manage email/comns. data stored here.

manual or automated

Clients
☑ WtP
☑ convey
☐ Family

⊙ 2 articles
⊙ 3 articles
⊙ 5 articles

1st sketch

The first sketch replicated the existing monthly delivery structure exactly.

Each months new articles are displayed in a section for that month, and as each subsequent month is added, the previous months are listed down the page, remaining in their sections.

David, the MD at Today's Media had envisaged that the articles would all be together in one archive, although keeping the addition of 15 new articles each month.

The sketch was updated accordingly....

2nd sketch

The 2nd sketch kept a box at the top of the page for each months new articles.

All previous articles were now together in one searchable archive.

It still has the monthly structure, but also with a full back-catalogue to browse.

Once this was clarified with David, we were good to go with the research - time to meet the users.

Both the new monthly articles and the full archive have tabs for each area of law.

The five articles for each area are displayed as modals within the tab for each area, with 'add to cart' buttons to select chosen articles

Selected articles are displayed in the cart area. The number of articles that can be added depends on what package the user has.