

TRUE LOCAL APPLICATION ENHANCEMENT



SITUATIONS/PROBLEMS/OPPORTUNITIES

There is no clear place for customers to write reviews. Would like to add a radio button that says , “write a review” .

There are no relevant articles that customers can refer with regards to their search. The articles could be about how to tile or fix a leak.

The tab showing business owners has no value-add info to sign up. Need to add data tables showing success

- There is an unnecessary icon as Business Products, but the website does not have other options to sell. Hence needs to be removed. Creates confusion for customers.
- Categories icon on the top brings all the categories however it does not appear under the search bar where we search for it. It just doubles up but not in a helpful place for customers to search.
- There is a tab which say “ add Business” however it doesn’t give information about adding business . That needs to be removed.
- There is no option to get FREE Quotes from tradies . It needs to be added and trades that offer free quotes needs to be listed.
- There should be a page header with the search bar which gives “What you are looking for and postcode” . So, as you scroll through the page , the search bar will still be visible
- The blog section of the site needs to be updated . It has several tabs that don’t work.

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Problem Statement

Although the existing 'True Local' website has effectively developed a solid operational rhythm, it is challenging to navigate, which makes it difficult for users to locate the information they need.

The current telephone directory website suffers from a slow search function and outdated design, making it difficult for users to efficiently find contact information. As a result, users often leave the site in frustration, leading to a decrease in traffic and engagement.

The website's design is not mobile-optimized, which further limits its accessibility. The objective is to enhance the website's user experience by improving the search functionality, modernizing the interface, and ensuring faster performance to increase user retention and satisfaction.

Objective

To demonstrate the feasibility and effectiveness of the proposed improvements, including enhancing the search functionality, improving the user interface design, and optimizing website performance.

To enhance the current telephone directory website by improving user experience, adding new features, and optimizing performance to better serve users' needs.

Proof of Concept

A Proof of Concept (PoC) for a telephone directory website is a demonstration to validate and showcase the feasibility of a proposed solution to address the issues outlined in your problem statement. The PoC aims to confirm that the proposed improvements or changes to the website (such as enhancing search functionality, modernizing the design, or improving performance) are technically possible and will provide the desired benefits.

Opportunities

In the POC, the creation of better website will improve performance of the site and drive customer satisfaction. Improve user interface (UI) and user experience (UX). Add advanced search functionality with filters (e.g., by name, location, company, etc.).

Implement mobile responsiveness for better performance on mobile devices.

Improve website speed and load time.

Integrate more robust data security measures.

Implement a more efficient content management system (CMS).

Update the design and structure for a more modern look and feel.

SCOPE

- ❖ Website Design and User Experience (UI/UX)
- ❖ Revamp the website design for a modern, clean look.
- ❖ Improve navigation for better accessibility (e.g., user-friendly menus, quick links).
- ❖ Create wireframes/mockups for new design and get stakeholder approval.
- ❖ Design a mobile-first experience (ensure website is fully responsive on various devices).
- ❖ Redesign or streamline the contact information layout for clarity and ease of use.
- ❖ Enhance the existing search function by adding advanced filters (e.g., search by area code, last name, or company name).
- ❖ Improve search speed and accuracy.
- ❖ Integrate suggestions or autocomplete functionality as the user types.
- ❖ Add an option for users to sort search results by name, location, and relevance.
- ❖ Ensure that the website complies with accessibility standards (WCAG).
- ❖ Implement on-page SEO practices, such as title tags, meta descriptions, and optimized images.
- ❖ Ensure proper website structure for better indexing by search engines.

GUIDELINES

1. Website Design and User Experience (UI/UX)

Revamp the website design for a modern, clean look.

Improve navigation for better accessibility (e.g., user-friendly menus, quick links).

Create wireframes/mockups for new design and get stakeholder approval.

Design a mobile-first experience (ensure website is fully responsive on various devices).

Redesign or streamline the contact information layout for clarity and ease of use.

2. Search Functionality

Enhance the existing search function by adding advanced filters (e.g., search by area code, last name, or company name).

Improve search speed and accuracy.

Integrate suggestions or autocomplete functionality as the user types.

Add an option for users to sort search results by name, location, and relevance.

3. Data Management and Content Integration

Implement an easy-to-use content management system (CMS) for adding and editing directory entries.

Ensure seamless integration of current directory data into the new system.

Implement validation rules for adding new entries to maintain data accuracy.

4. Security Improvements

Implement SSL encryption for secure data transmission.

Introduce stronger user authentication (e.g., multi-factor authentication).

Conduct regular security audits and implement safeguards against potential vulnerabilities.

5. Website Performance Optimization

Compress images and optimize media files for faster load times.

Minimize HTTP requests and streamline code.

Implement lazy loading for content-heavy pages.

Improve server-side performance to handle higher traffic volumes.

6. Backend and Database Upgrades

Review and optimize the website's database for faster query processing.

Migrate to a more scalable database if necessary.

Backup system to ensure that directory data is regularly saved and protected.

7. SEO and Accessibility Enhancements

Ensure that the website complies with accessibility standards (WCAG).

Implement on-page SEO practices, such as title tags, meta descriptions, and optimized images.

Ensure proper website structure for better indexing by search engines.

8. Integration with Third-Party Tools

Integrate with social media platforms for easy sharing of directory entries.

Enable options for users to create accounts and personalize their directory preferences.

9. Testing & Quality Assurance

Conduct usability testing on the new website design.

Perform cross-browser and cross-device testing.

Ensure the website is fully functional before launch (i.e., fix any broken links, test forms, etc.).

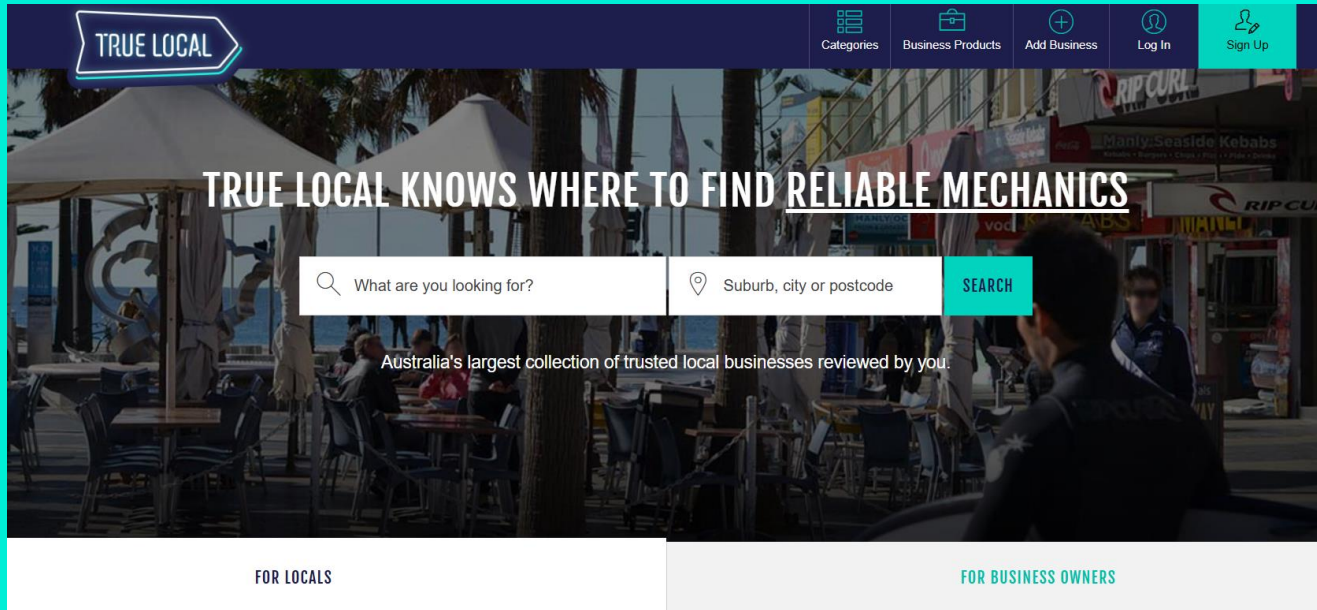
PROJECT BACKGROUND

Telephone directory website was originally developed to serve as a resource for individuals and businesses to easily access contact information for people, organizations, and services. Over the years, however, the platform has become increasingly outdated, with a design that no longer meets modern user expectations, limited functionality, and performance issues that are affecting the user experience.

As technology and user behavior continue to evolve, there has been a growing demand for websites to be faster, more intuitive, and mobile-friendly. The current website is not fully optimized for mobile devices, leading to poor usability for a significant portion of users. Additionally, the search functionality is basic and doesn't allow users to filter or sort results in meaningful ways, making it difficult to quickly find relevant contact information.

This project aims to revitalize the telephone directory website, improve its core functionalities, and enhance the user experience to make it more efficient, secure, and scalable for the future. The scope of the improvements will include a modernized design, advanced search features, mobile responsiveness, better performance, and stronger security measures.

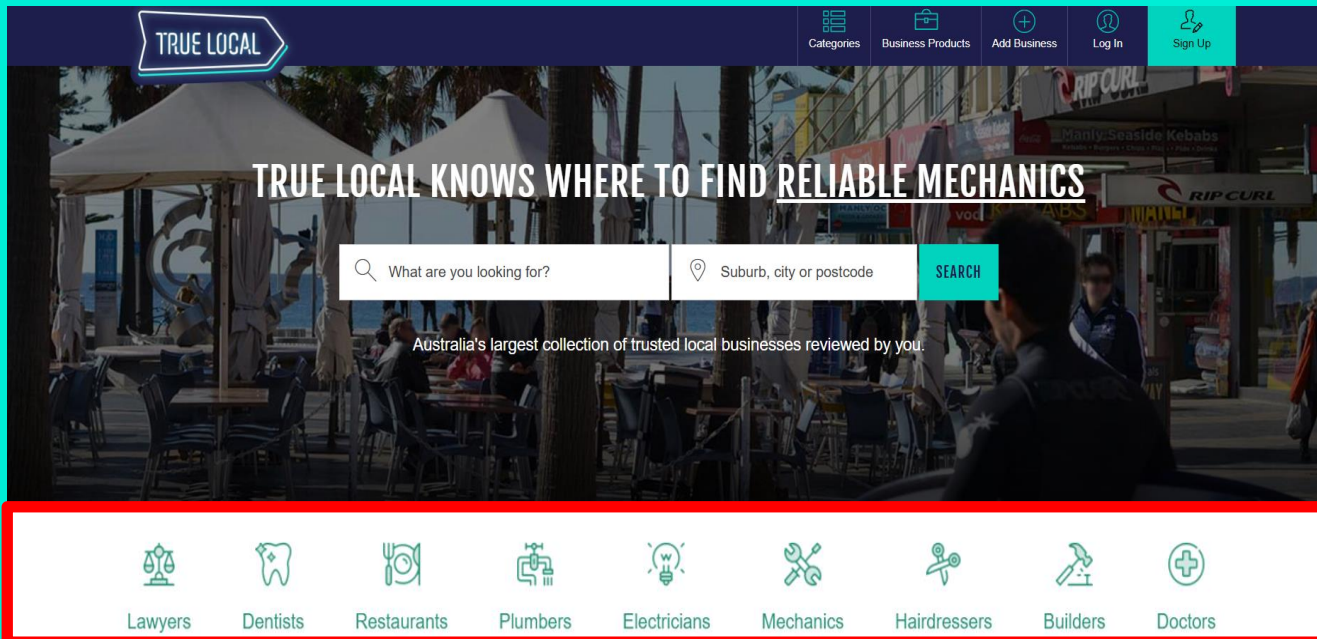
- Outdated Design and User Experience: The current design is not visually appealing or user-friendly, causing frustration for users.
- Lack of Advanced Search Capabilities: Users cannot efficiently search for contacts based on various filters (e.g., name, location, company).
- Poor Mobile Optimization: The website is not optimized for mobile devices, which negatively impacts the user experience for mobile users.
- Performance Issues: Slow load times and poor scalability during high traffic periods affect website usability and user satisfaction.
- Security Concerns: The website does not have the necessary security measures in place to protect user data and ensure privacy.
- SEO and Visibility Challenges: The website does not meet modern SEO standards, limiting its visibility and organic traffic from search engines.



1

LANDING PAGE

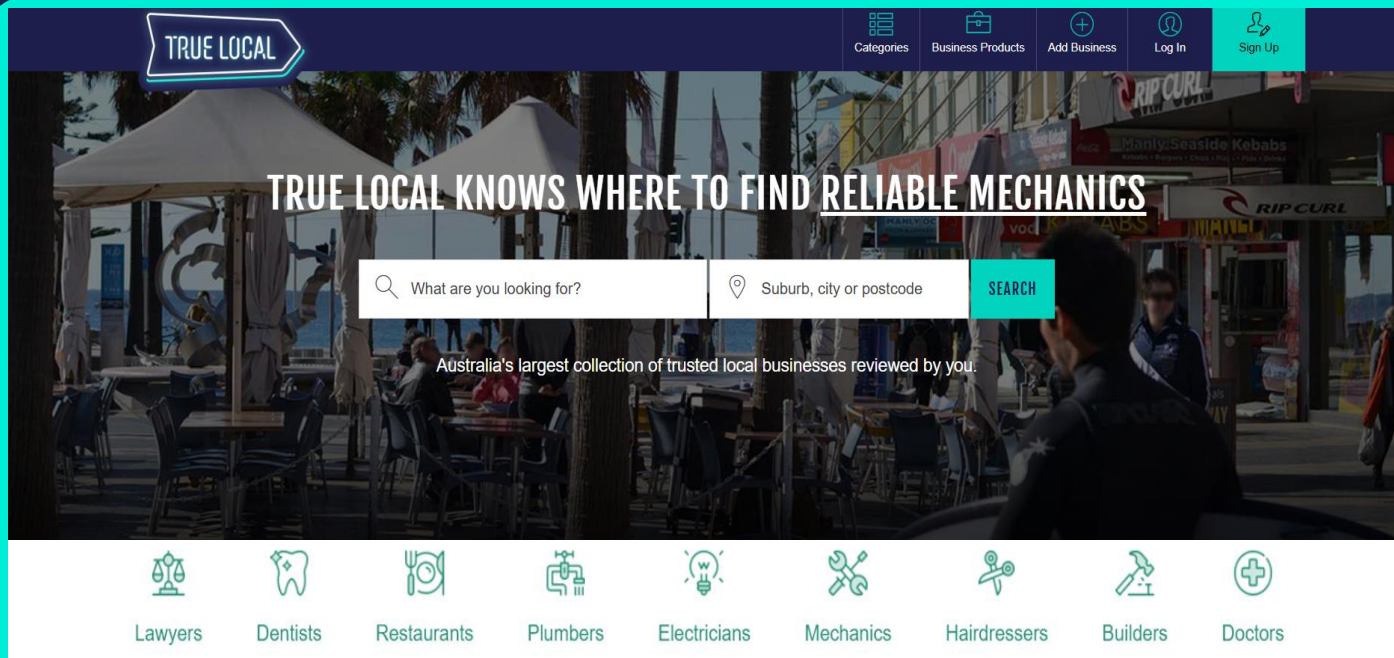
The website has no icons or keywords to prompt customers. The customers would like to use some keywords to find what they are looking for. – So, want some icons like restaurants, lawyers, dentists, vets etc as key icons.



2

LANDING PAGE

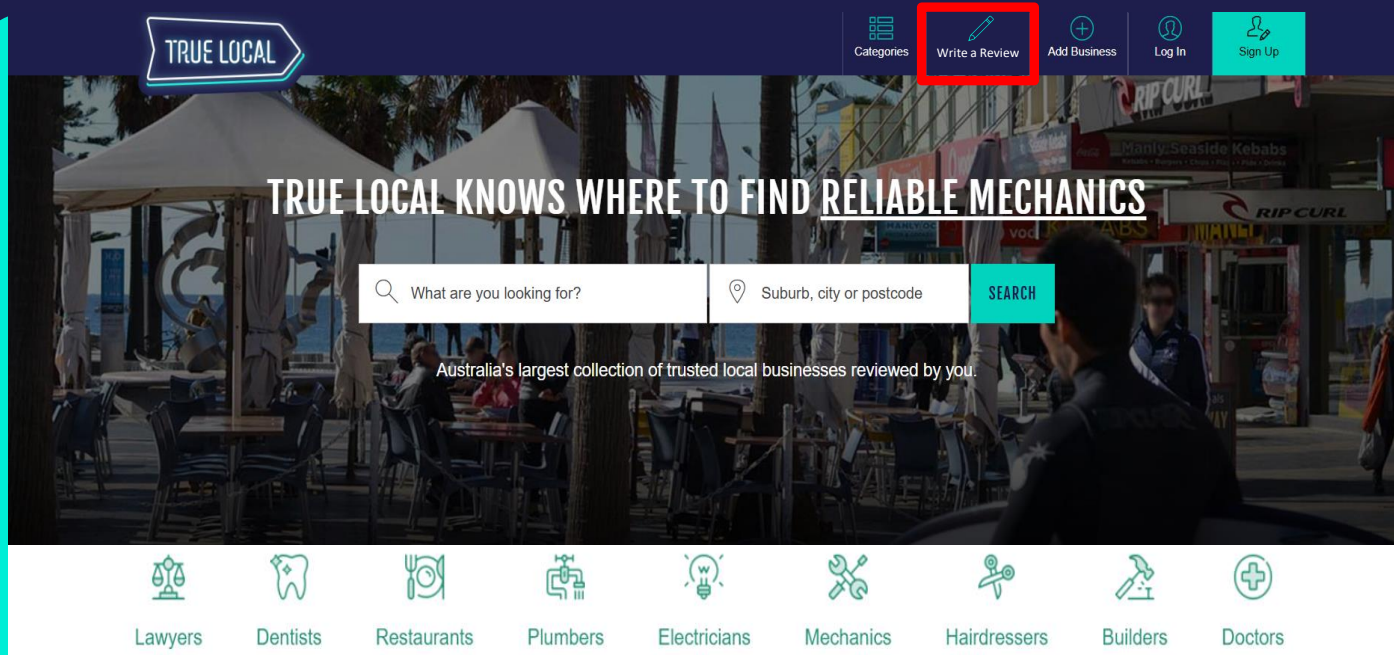
Improves navigation for better accessibility (e.g., user-friendly menus, quick links).



1

WRITE A REVIEW

Leaving a review is a key part in promoting a business, therefore it should be easy to access the review page. There was no place to clear place to leave a review, so I have removed the “Business Products” icon and added a “Write a Review” button.

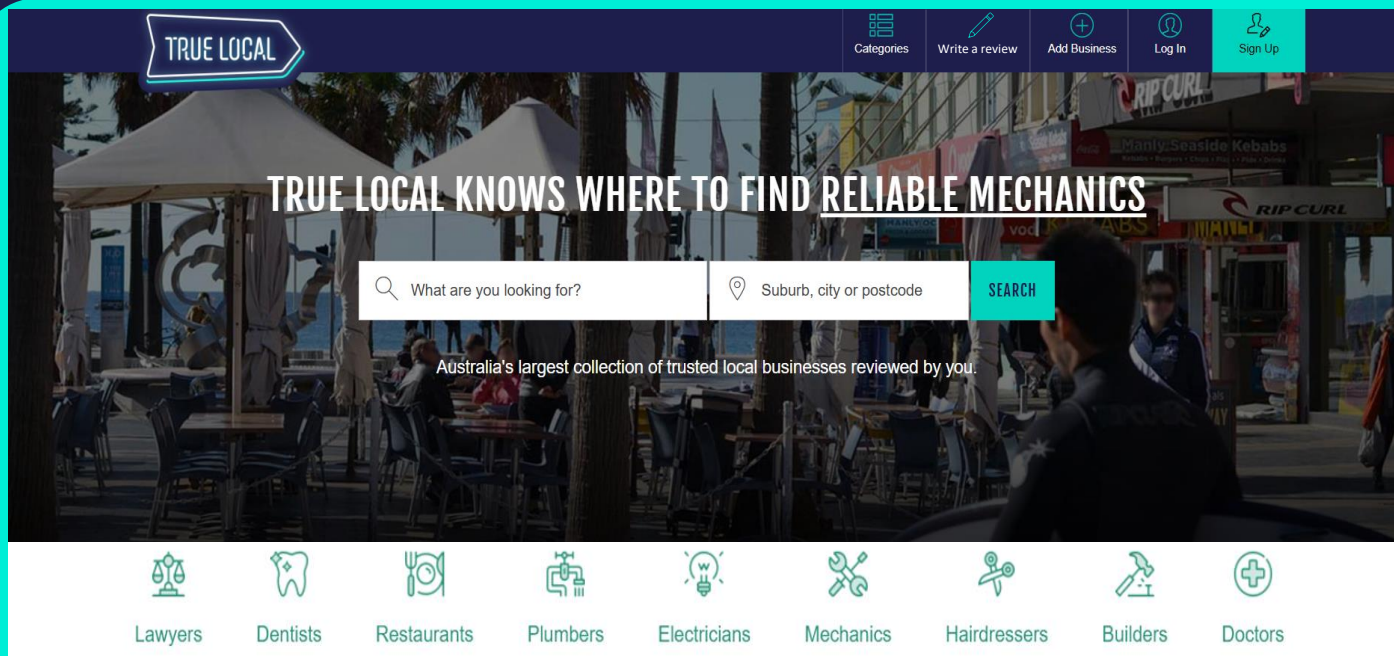


2

WRITE A REVIEW

Website Design and User Experience (UI/UX)
Revamp the website design for a modern, clean look.

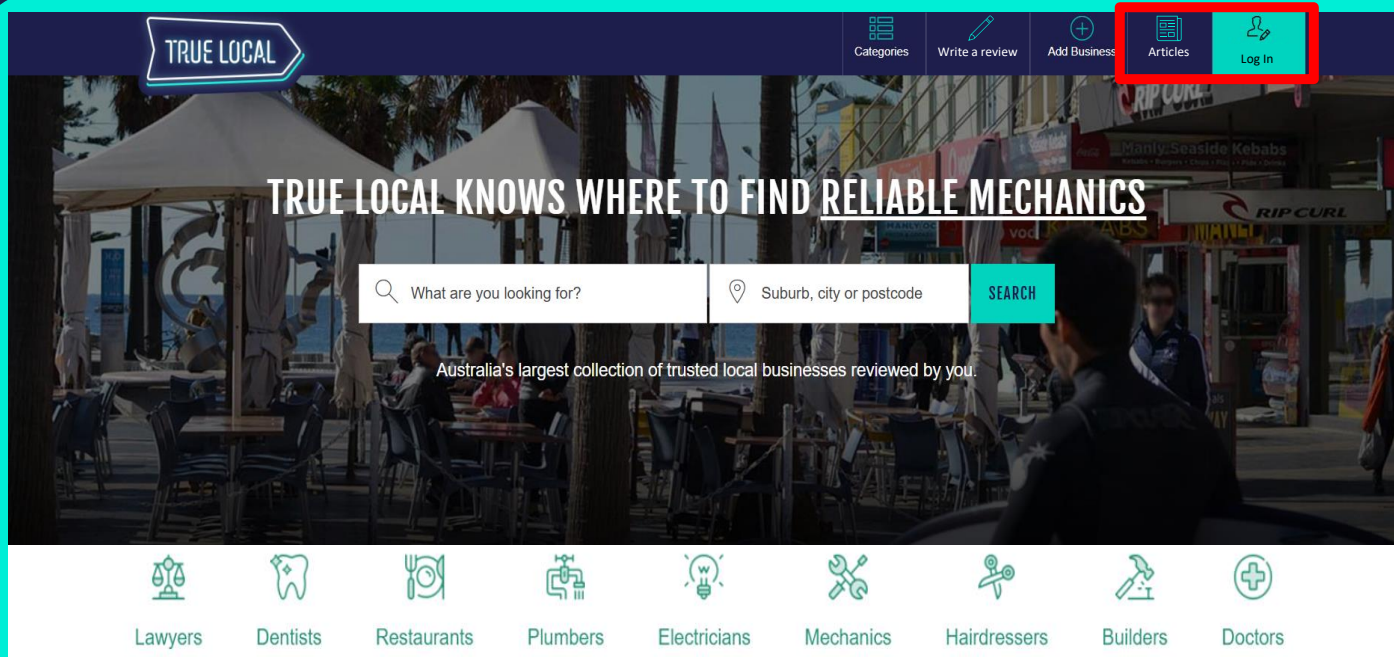
Integrate with social media platforms for easy sharing of directory entries.
Enable options for users to create accounts and personalize their directory preferences.



1

ARTICLES

Icons that serve no purpose needs to be revamped.



2

ARTICLES

Redesign or streamline the contact information layout for clarity and ease of use.



RENOVATE



Summer Outdoor Setting Design Ideas

JUDE CASTELINO • Jan 22, 2018

Summer has arrived in Australia and what better way to enjoy the longer days and warm, sunny weather than in the...



5 Indoor Plants For Around Your Home

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Despite our massive land mass and spectacular natural scenery, Aussies are amongst the most highly urbanised...



How to Give Your Home a Spring/Summer Makeover

Dec 4, 2017



Tradie-quette: What to Do When Hiring a Tradie

Sep 11, 2017



1

ARTICLES LANDING PAGE

There are no relevant articles that customers can refer with regards to their search. The articles could be about how to tile or fix a leak.



I'm looking for articles on...

Popular articles are...

RENOVATE

[D.I.Y](#) [Cost Guides](#) [Renovations](#)

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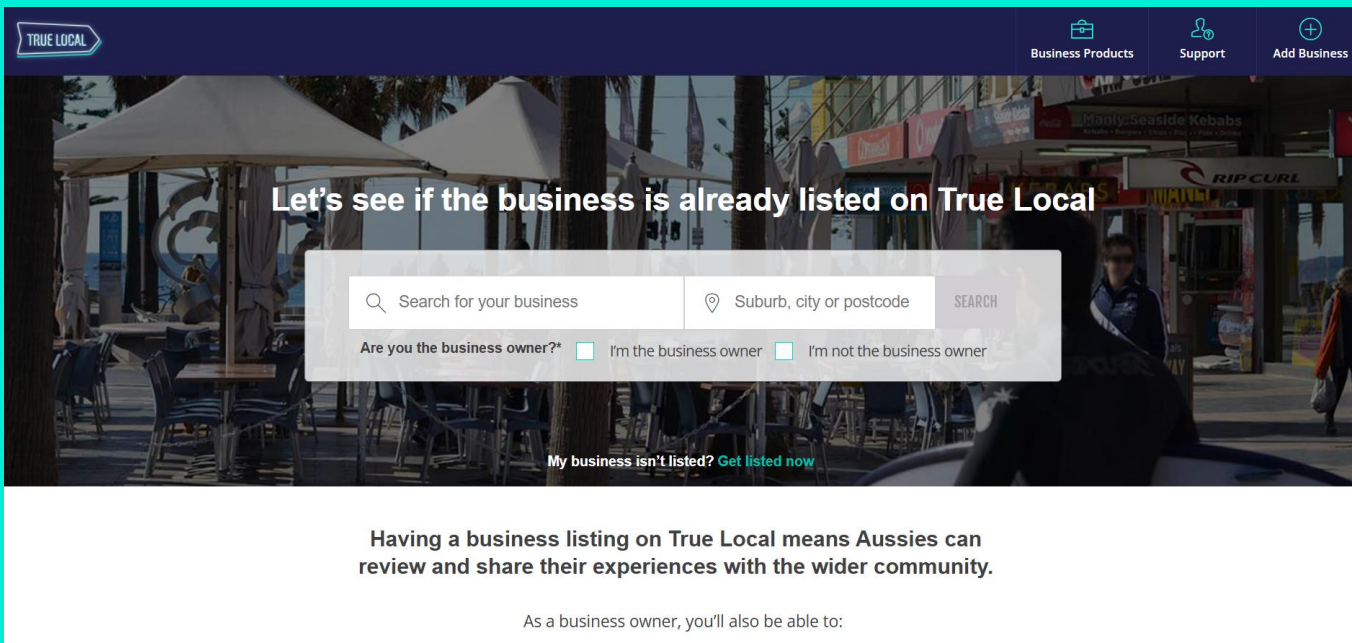
2

ARTICLES LANDING PAGE

Enhance the existing search function by adding advanced filters (e.g., search by area code, last name, or company name).

Improve search speed and accuracy. Integrate suggestions or autocomplete functionality as the user types.

Add an option for users to sort search results by name, location, and relevance.



1

LIST A BUSINESS

There should be a page header with the search bar which gives “What you are looking for and postcode”. So, as you scroll through the page , the search bar will still be visible
The blog section of the site needs to be updated . It has several tabs that don’t work



2

LIST A BUSINESS

The current design is not visually appealing or user-friendly, causing frustration for users.
Lack of Advanced Search Capabilities: Users cannot efficiently search for contacts based on various filters (e.g., name, location, company).

Deliverables

Design Documents – Wireframes, mockups, and user flow diagrams for approval.

Updated Website – Fully responsive website with improved design and features.

User Manual – Documentation for administrators on how to manage the directory, add/edit listings, and perform backend tasks.

Security & Performance Reports – Testing results for security and optimization improvements.

SEO & Analytics Setup – Integration with Google Analytics and other SEO tracking tools.

Post-Launch Support – Troubleshooting and bug fixes for a set period after launch.

Success Criteria

User Experience (UX) Improvements:

Increased User Engagement: Higher time spent on site and more page visits per session.

Reduced Bounce Rate: Lower percentage of users leaving after viewing only one page.

Enhanced Accessibility: Improved scores on accessibility audits and compliance with standards (e.g., WCAG).

Design and Aesthetics:

Consistent Branding: Cohesive and visually appealing design that aligns with brand identity.

User Satisfaction: Positive user feedback on design and usability through surveys or feedback tools.

Content Quality :

Relevant Content: Content updates that align with user needs and preferences.

Higher Content Engagement: Increased interactions with content, such as shares, comments, and likes.

Stakeholder Satisfaction

Positive Stakeholder Feedback: Meeting or exceeding expectations of stakeholders (e.g., clients, management).

Implementation Plan

Phase 1 – Search Functionality: Develop and integrate a basic prototype of the enhanced search function, incorporating improvements such as keyword matching, auto-suggestions, or filtering by category.

Phase 2 – UI Redesign: Create a simple, modern design for the homepage and search results page that focuses on simplicity and clarity.

Phase 3 – Performance Optimization: Implement basic performance improvements, such as optimizing images, using lazy loading, and testing database query speed.

Timeline

Phase 1: Discovery and Design – 2 weeks

Phase 2: Development and Implementation – 6 weeks

Phase 3: Testing and Quality Assurance – 2 weeks

Phase 4: Launch and Post-launch Support – 1 week