

STATEMENT OF WORK

Website Redesign

Moxie Institute

Tailwind CSS · Nuxt 3 · Design & Development Scope

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LOGINS AND PLATFORMS

Tech Stack

CATEGORY	PLATFORM	CREDENTIALS
Staging Site	beta.moxieinstitute.com · /training · /coaching	N/A
Hosting / Distribution	Cloudflare	[Redacted]
Component Library	Tailwind UI	[Redacted]
Coding Framework	Nuxt	N/A
Coding / CMS	GitHub	[Redacted]
Design Platform	Figma	N/A
Image Repository	Adobe.com	[Redacted]

Credentials have been redacted in this version, request access from the team lead if needed.

PROJECT OVERVIEW

Redesign MoxieInstitute.com using Tailwind CSS modules on top of Nuxt 3. The goal is a fast, efficient, high-converting website that is fully responsive, optimized for search engines, and easy to edit going forward.

Project Milestones

1. Research

- Our team has already completed much of the initial research, competitor analysis, heatmap analysis, user behavior on the current website, user personas, user journey mapping, navigation structure, and a full webpage inventory. We have also compiled a list of sites with elements we like, to help convey the direction we'd like to go. The goal is to minimize research time for the UX/UI designer and move into wireframing and design as soon as possible.
- The UX/UI designer will review this document and all research compiled by the Moxie Institute team. Any additional research the designer identifies as needed must be cleared with the Moxie team first.

2. Wireframing

- This phase will be broken into blocks:
 - Block 1: Homepage
 - Block 2: Primary Services Pages (Training, Coaching, Courses, Landing Pages, etc.)
 - Block 3: Secondary Pages (blogs, thank-you pages, everything under the About and Resources tabs, etc.)

- Not all pages may need wireframing, and some pages may end up sharing a wireframe.

3. Design

- The UX/UI designer will compile a Moxie-branded component library using Tailwind modules, so the library can continue to be used going forward without ongoing custom design work.
- Current design guidelines will be retained. The UX/UI designer will build on them to create more effective design elements that work seamlessly with what already exists. This phase breaks into the same blocks as wireframing:
 - Block 1: Homepage
 - Block 2: Primary Services Pages (Training, Coaching, Courses, Landing Pages, etc.)
 - Block 3: Secondary Pages (blogs, thank-you pages, everything under the About and Resources tabs, etc.)
- The UX/UI designer will create a prototype with working animations, as applicable.

4. Development

- The UX/UI designer will continue working with the developer to confirm design and UI carry through the development process.

GOALS

WEBSITE GOALS

Primary: Schedule Consultation (book a call)

Secondary: Download ebook (capture email address)

Tertiary: Provide value and encourage engagement, give people a reason to come back

Performance Goals

METRIC	TARGET
Avg. time on page	1 min+
Avg. pages per session	2 (i.e., a user should be able to find what they're looking for in two clicks)
Avg. site conversion rate	2.5% (industry standard)

WEBSITE THEMES

Primary theme options to convey in the website design (not all need to be incorporated):

- Moxie
- Impact
- Influence
- Inspire
- Neuroscience
- Adult learning & education
- Transformation & skill building
- Courage & confidence
- Peak performance, high performance, improved performance
- Performing arts & storytelling
- Intelligent & sophisticated

USER BEHAVIOR

Target audience includes professionals, executives, and entrepreneurs across a wide variety of industries, departments, and companies, with the goal of upskilling themselves to further their personal and career goals, or upskilling their teams.

General User Traits

TRAIT	DETAIL
Education level	Bachelor's or higher
Age	30+
Gender	N/A
Employment status	Employed
Computer savviness	High

General User Behavior Observations

DATA

- Audience tends to read content, sometimes thoroughly
- Avg. time on page is over 1 minute
- Avg. pageviews per user is 3+

CONTENT

- Users read through content, scroll back up, and re-read specific sections
- Users trace content with their mouse, indicating they are reading word for word
- We do have skimmers, but most users read content to varying degrees

- Coaching is the most popular page clicked, regardless of how the user entered the site
- Long sales process for our target avatar. High buyer intent still means users compare against competitors and return to our site multiple times to review information or find an answer to a specific question. This is not an impulse buy.

CTAS

- Users either click out of all popups immediately, or fill out all popup forms; popups do not appear to raise bounce rate, but may not be effective at generating the conversion type we want as-is
- Users who download an ebook usually do so from a popup, early in their time on site
- Users also tend to download multiple ebooks
- Users are reluctant to click "Schedule a Consultation," but when they do, they click right back out and continue exploring the site
 - *Note: no heatmap data exists for users who continue to book through Calendly; we have no way of seeing their behavior after clicking to book a call unless they return immediately to browse further.*

CTA SPLIT-TEST RESULTS

We tested "Schedule a Consultation" against "Book a Call." "Schedule a Consultation" had a much higher click-through rate, but did not appear to impact conversion rate.

User Personas

[Website Redesign | User Personas](#)

Basic User Journey Map (Corporate Training)

	AWARENESS	RESEARCH	COMPARE	CONSIDER	DECIDE
User Goal	Looking for training to upskill team, or looking for 1:1 coaching to help them grow in their careers	Understand options, what's included, price, duration, etc. User is thorough, digging into as much info as they can find.	Determine which company or training options best suits team and organization needs	Books consultations with top companies	Chooses the company that best suits all of organization's goals
Touch Points	Google Ads, organic search, referral	Blogs, training web pages, about team, possibly downloads lead magnet	Training web pages, additional lead magnets, possibly "Take the First Step"	Schedule consultation, meet with Susan for discovery call	Signed proposal

	AWARENESS	RESEARCH	COMPARE	CONSIDER	DECIDE
			form		
Pain Points	Time, budget, not sure what they're looking for yet	A lot of information to go through; possible overwhelm	Needs last bit of information and a way to pitch it to stakeholders (what's the training, how long will it take, how much does it cost)	Needs last bit of information and a way to pitch it to stakeholders (what's the training, how long will it take, how much does it cost)	None, we've identified and provided the cure for all their ailments
Thoughts & Emotions	Too many options, needs to use training budget, wants to make the right/best decision for team and/or stakeholder	Might be frustrated, as they expect to be able to see pricing and options. User learns that Moxie customizes training plan and pricing according to company needs.	Likely frustrated, but also beginning to narrow down options as user gets a better sense of what training options are out there and which ones are the highest quality and best fit for their organization's needs. Likely narrowed to 2-4 options by this point.	Speaks with Susan and everyone loves Susan. User gets excited about working with Moxie.	Ecstatic! They finally found a great team and are incredibly pleased with the training, and ask for more.

NAVIGATION

Proposed Navigation Structure

[Website Navigation Structure](#) | [Tailwind Redesign](#) | [March 2024](#)

Note: this document also contains full lists of our page inventory:

- [Webpage Inventory](#)
- [Landing Page Inventory](#)
- [About Page Inventory](#)
- [Blog Inventory](#)
- [Testimonial Inventory](#)
- [Case Study Inventory](#)

New Pages Needed

- Rehearsal Bootcamp
- Moxie Method

BRANDING AND STYLE GUIDE

- [Interim Brand / Style Guide](#)
- [Moxie Brand Guide & Style Guide](#)
- [Moxie Institute | Avatar Brief | March 2023](#)

PAGE TEMPLATES NEEDED

Some of these pages may use the same template, to be determined by the designer. "W" = wireframe needed; "NW" = no wireframe needed.

#	PAGE	STATUS	NOTES
1	Homepage	W	
2	Main / Overview Page	W	Training • Coaching • Parent
3	PLOC / Online Workshop / Virtual Workshop	NW	
4	Online Course	W	
5	Services Overview Page	W	or just PLOC & On-Demand again
6	Professional Speaker Services	NW	
7	Done-For-You Service Page	W	
8	About	W	Leadership / HQ Team / Moxie Employees • Moxie Model
9	Testimonial Main	NW	+ Testimonial Individual
10	Case Studies	W	
11	Blog Landing Page / Category Page	NW	
12	Blog Page	NW	
13	Fia's Keynoting Page	NW	

#	PAGE	STATUS	NOTES
14	Moxie Podcast Page	NW	
15	Contact Us	NW	
16	Thank You Page	NW	
17	Book a Call Page	NW	could be same as above

Additional Non-Designed Pages (for reference)

- MoxieU
- Moxie Talk
- Ebook landing page

SITE SCALE

Total indexed webpages: 558

Total indexed and unindexed pages: 1,236

WEBSITE STORY

We've outlined the general story and our notes for some of our primary pages, aligned with our research and our target audience's needs and expectations.

Content Story

- [Website Redesign Content Ideas](#)

Social Proof and Stats

One of the most persuasive elements of who we are is who we've worked with. Determine a way to include:

- **Who we've worked with**
 - How we're currently doing it: moxieinstitute.com (note: ours is a scrolling component)
 - How competitor Duarte.com is doing it
- We'd like to incorporate hard-hitting, persuasive stats that demonstrate our impact. Exact figures are still to be determined, but please account for a stats section on applicable pages (see the Accenture reference in Competitor Research).

COMPETITOR RESEARCH

Generally, we aren't huge fans of our direct competitors' websites. Some secondary or indirect competitors have more elements we like. Because our audience is likely comparing us to other options, we do need to take competitor designs into consideration so we can outperform them. Review the sites below, and feel free to do further research as you see fit.

Competitor Sites We Like

- <https://brandbuildersgroup.com/>
 - Overall story presentation and strong brand identity
 - Big, bold font, easy to read, skimmable; imagery and coloring are lively and exciting
- <https://www.seconddcityworks.com/services/overview>
 - Copy and content is witty and clever for our target audience
 - Interesting animation woven throughout the site, we might consider something similar that highlights Moxie, performance, professional development, confidence, connection, amplification, etc.
- <https://www.heroicpublicspeaking.com/>
 - Flow and some of the messaging (who we are, what we do, who it's for)
 - Typographic hierarchy, tab structure to hide content
 - Use of less-is-more
 - Direct competitor
- <https://www.duarte.com/>
 - Direct competitor; not sure there's anything specific to learn from, but we look at their site a lot, recommend the UX/UI designer review it
- <https://www.ccl.org/>
 - Imagery and fonts are weak and design choices questionable, but the size and clean space of the overall layout works
 - Sections are well differentiated, with moments of bold, large copy and imagery balanced against denser copy so it flows better
- <https://themindgym.com/>
 - Hits the pain points
 - Note: we do not like the way they designed their content, everything competes for attention
- <https://effectivepresentations.com/>
 - Direct competitor; not sure there's anything specific to learn from, but we look at their site a lot, recommend the UX/UI designer review it

Websites With Design That Communicates “Moxie”

All of these sites, in our opinion, could use some editing to be more sleek, but for what they are, they convey a sense of energy and excitement.

- cpgagency.com/services

- helloendless.com
- iv.com
- jackmorton.com
- csi-dmc.com
- gpj.com
- cpgagency.com

Websites in General to Reference

- <https://www.accenture.com/us-en>
 - Great site that highlights our target audience
 - Strong brand identity, classy and professional, with minimal visible text and content packaged appropriately
 - Love the animation and transitions that keep the reader engaged
 - Love the way they highlight stats and compelling figures
- <https://impacteleven.com/>
 - Similar to above, bold, engaging, feels exciting
 - However: too colorful and over the top; needs editing to feel more professional
- <https://www.secondcityworks.com/>
 - Reference only the animation and how it's woven through the site and different pages to reinforce a consistent point
- <https://stripe.com/>
 - Homepage story, flow, and messaging
- <https://www.phoenix.edu/professional-development/>
 - Navigation, a point worth considering