1.1. PROBLEM STATEMENT

What problem is your project trying to solve? This section should be written in paragraph form and tell the story of your design problem. Describe the broader user/societal/global context in which you're designing. What issues exist in that context? Why are they important?
How are you attempting to address those issues? You may find the Problem Statement Worksheet helpful in creating this narrative. This section should be written for a non-engineering audience, so be engaging and use non-technical jargon as much as possible.

Our project is trying to solve Buildertrend's problem of moving 70+ websites from the web building platform Duda to a different platform called WordPress. Buildertrend is a company that builds websites for different types of contractors, such as general contractors, subcontractors, residential builders, and commercial builders to name a few. Duda turned out to be more limiting for our client, hence why he wants to transition to WordPress. In this context there are some issues that exist, such as each of the websites being vulnerable to security attacks, or the people who own the websites may not know how to do website maintenance with WordPress, like updating posts or fixing links. These issues are important because people with mal-intent could try to steal sensitive information about their clients, and potential clients may receive a bad first impression if the website is broken during maintenance. We are attempting to address these issues by keeping the Duda websites active. When they are fully implemented in WordPress we will deactivate the Duda website and deploy the WordPress one.

1.2. INTENDED USERS

Who will use the product you create? Who benefits from or will be affected by the results of your project? List as many users or user groups as are relevant to your project (at least three). For each user or user group, (1)describe the user and their key characteristics (e.g., a persona), (2) identify their need(s) related to the project (e.g., a needs statement), and (3) discuss how they might benefit or derive value from the product you create. Justify how these benefits/this value connects to your overarching problem statement. Please include any user research documentation, empathy maps, or other artifacts as appendices.

The product (websites) we are building is for John who is our client and wants to leave a popular website builder platform called Duda. The beneficiary of the project is John and Buildertrend who would have more leverage and control over his websites compared to using the Duda platform. The decision to migrate from the Duda platform to WordPress will affect the Duda company because they will be losing a good number of their clients through John.

Users who are relevant to our projects are customers who are paying for web hosting services through Buildertrend, John and his company to be able to keep their clients, and customers who would eventually be using the sites to get information and carry out transactions with ease. One of the needs of the users is that they cannot have or experience downtime, should be able to transact on the websites with ease, should be able to login into their accounts if any and get

access to their data and information. The link below from the popular reddit site shows that 75 people recommended wordpress to the public over 3 people for Duda.

https://www.reddit.com/r/TechSEO/comments/urg394/duda_or_wordpress_whats_best/