

# Team 14

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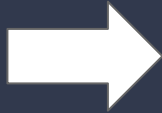
# Project Overview



- Client: Buildertrend
  - Design websites for remodelers, construction, and real estate
- Canceled partnership with Duda (70 websites)
- Goal: Transfer to WordPress platform

# Problem Statement

**duda**



Migrate the 70 existing websites that were created on Duda over to WordPress. The quality of the websites should be equal or better than the existing sites.

# Persona 1: Buildertrend client



- May lack advanced website building skills on WordPress
- Wants a good quality website
  - Will use sites for their own clients
- Wants to be able to update the sites
- Needs: Simplistic website structure, scalability, and updatability

## Persona 2: John (Buildertrend employee)

- Wants to migrate websites to WordPress
- Wants to keep the same quality of sites
- Wants to meet client expectations
- Knows how to use WordPress well

# User Needs



- High quality website with simplistic structure
  - Easier to update
- Site to be secure
  - Use safe plugins
- Easy to navigate
  - For clients of the site
- Convey what the company offers
  - Via pictures and text

# Conclusion



- Migrate 70 websites from Duda
- Keep or improve quality
- Make it easy for client company to navigate and update
- Show what the company will provide to users