Team 14: Design Part 1

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Project Overview

- Website Migration
  - Duda -> WordPress
  - 70+ sites
- Maintain or improve site quality
  - Different themes and requirements per site
- Easy to edit
  - Non experienced users
- Scalable
- Secure

Ideation: Lotus Blossom

- Visual representation
- Breaks apart the goal
- Flexible & adaptable
  - Easy for us to go back and update
- Organized
  - Simple and understandable
- Brainstorming
  - Everyone has a chance to add something

Design	Widgets	Clients	Plug-ins	Menu	Footer	Live Link	Connect	Open site
Themes	Duda	Pages	Themes	WordPress	Pages	Admin	Local	Blueprint
Security	Scalable	Services	Browser compatible	Customization	Security	Connect	Community	Secure
Font	Color	Syntax	Duda	WordPress	Local	Website Hosting	Download zip files	Security
Performance	CSS	Organization	CSS	Migrate sites	Flywheel	Saves sites	Flywheel	Collaboration
Libraries	Architecture	Design	Users	Pages	Elementor	WordPress	History	Cloning
Experience	Site management	Contact	Floor Plans	Home Page	About Us	Videos	Icons	Buttons
Scalable	Users	Security	Join the Team	Pages	Contacts	Text Box	Elementor	Drag and Drop
Feedback	Update	Resources	FAQ	Services	Layout	Logo	Links	Widgets

Potential Idea: General Theme

- **Idea:** create a simple general page layout
- **Reason:** Sites follow similar vertical scrolling layout
  - Main difference: text, picture, & links
- **Benefit:**
  - Saves time
  - Flexible
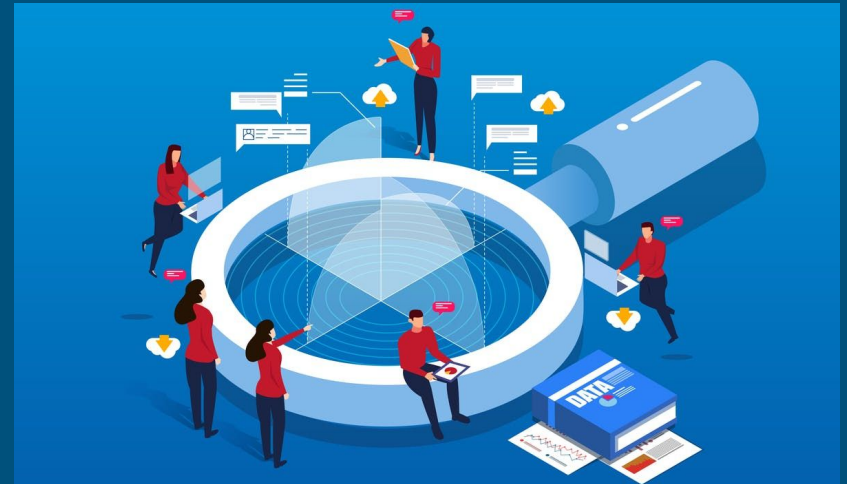 - Adaptable
  - Easy to edit

Market Research: Site Migrations

- **Advantages:**
  - Utilizes tools/services
  - Structured approach
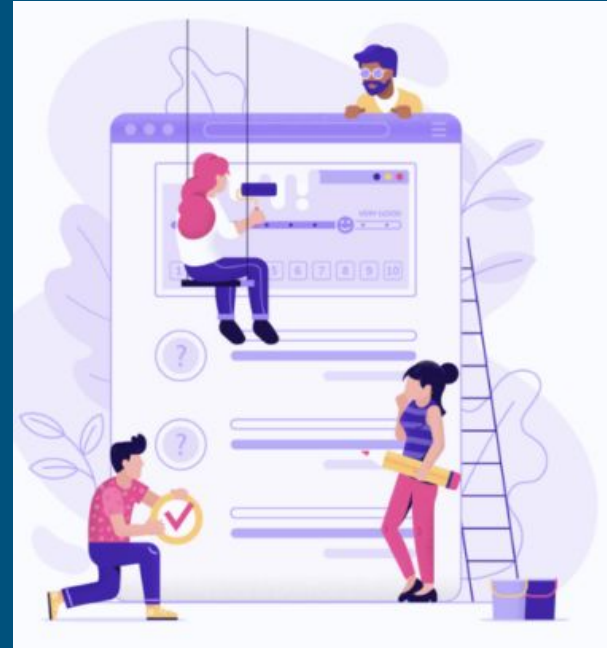 - Offer security & analytics
  - Personalized to client
- Disadvantages
  - Cost
  - Needs access to resources
  - Different restrictions for each service
  - Loss of premium services
  - Varying complexity

Market Research Takeaways

- **Do:**
  - Utilize resources and tools
  - Take organized approach
  - Potentially implement security & analytics
- **Don't:**
  - Us premium services too much
    - Clients may need to edit in the future
  - Use tools with limited compatibility
  - Avoid too much complexity

Conclusion

- **Goal:** Migrate sites
- **Ideation:** Lotus Blossom Diagram
- **Idea:** General Theme
- **Market Research:**
  - Learn from other services
  - Optimize tools
  - Organize the process
  - Keep it simple