UX CASE STUDY

WEB HOSTING

PART 2 UX CASE STUDY

COMPANY

Rackco is a company offering provider company, which deals in selling and distributing shared hosting, VPS hosting, cloud hosting, and domain registration. Rackco founded in 2004 is increasing rounder for small scale business.

Rackco aim to become the most reliable hosting provider company, focus on customer, innovation, and remarkable user targeting business who are looking for affordable and reliable hosting.

PROJECT

Website Redesign

CONTACTS

Lead Product Designer, Lead Web Developer, Lead Marketer, Lead Copywriter

ROLE

UX Research
UI Design
Website IC, Illustrator

OLD LOGO

OLD WEBSITE

PROJECT SUMMERY

Rackco is a company offering provider company, which deals in selling and distributing shared hosting, VPS hosting, cloud hosting, and domain registration. Rackco founded in provider for small scale business.

Rackco aim to become the most reliable hosting provider company, focus on customer, innovation, and remarkable user targeting business who are looking for affordable and cost-effective hosting solutions.

WEBSITE

Website Redesign

WEBSITE LINK

www.rackco.com

PROJECT TYPE

Redesign, Brand Identity, And Products

SECONDARY RESEARCH

Secondary research is a research method using data from other sources, such as government, market, or other organizations. It is a cost-effective way to gather information, saving time and resources.

We found that Green Geeks is a company that hosted many similar companies, including Rackco. Green Geeks has a wide range of hosting services, including shared hosting, cloud hosting, and VPS hosting. They also offer various support options, such as live chat, email, and a knowledge base. Green Geeks provides its customers with a variety of tools and resources to help them manage their hosting accounts, including cPanel and Softaculous.

INTERVIEWS AND QUESTIONS

Interviews and questions are a qualitative research method used to gather information from individuals or groups. The goal of interviews and questions is to understand the perspectives, experiences, and opinions of the participants.

- Self-knowledge
- Know what is hosting
- Do-dos of web hosting

User Goals

- Find a reliable hosting provider
- Find a cost-effective hosting plan
- Find a user-friendly control panel
- Find customer support and resources

User Needs

- Clear information and pricing
- Easy to use control panel
- Reliable hosting service

TARGET AUDIENCE

Rackco's target audience is a diverse group of people and businesses who are looking for a reliable and cost-effective hosting provider. The target audience includes individuals, small businesses, and medium-sized businesses.

PERSONAS #1

NAME Jonathan
AGE 35
OCCUPATION Freelancer
LOCATION Washington, USA

Jonathan is a secondary designer who creates a lot of wordpress websites for clients and also has a small business selling digital products. He is looking for a reliable and cost-effective hosting solution which can provide good quality bandwidth and ensure fast loading of his WP Woocommerce pages, posts and images.

GOALS

- Project Plans that meet hosting needs
- Upskilling to cost-effective hosting solutions
- Ad Hoc Backup Demo and securing website's content support
- Good uptime and excellent customer support
- Least security and backup plans.

PAIN POINTS

- Clients complain about Non-aesthetic hosting dashboard and find it very hard to navigate
- Customer support took forever to response
- Can not make much profit on managing clients hosting
- Plans speed on shared resources

PERSONAS #2

NAME Mike
AGE 45
OCCUPATION Freelancer
LOCATION Washington, USA

Mike is an IT Engineer and creates web applications for clients. Mike is always interested in learning new technologies and staying up-to-date with the latest trends in the tech industry. Starting a business from scratch is a challenge and he is looking for a cost-effective hosting provider that can provide the tools and resources he needs to develop and connect his clients.

GOALS

- Looking for a dedicated server resource for large enterprise
- Virtual Private Hosting with Multi-Site Control Panel and Unlimited Bandwidth for all applications
- Get real time traffic analysis hosting reports
- On-demand customization and scalability of resources
- 99.9% guaranteed uptime and bandwidth

PAIN POINTS

- Long wait to customer support for assistance
- Lack of knowledge in customer support and technical support
- Lack of advanced troubleshooting resources in the server
- Expertise and current plans for hosting provider are not enough to fulfill the requirements and meet user needs
- Lack of consultations, can not meet expectations over the year

PROBLEM STATEMENT

Rackco has potential, quality services but, it has a lot of competition in the market. In order to stand out, it has to choose a specialized target audience with excellent customer support, price transparency and few clicks checkout.

SITE AND CONTENT AUDIT

Site and content audit is a process of evaluating the quality and suitability of existing content on the website. It is very important to understand user needs and provide the relevant information or useful data, which ensures relevance for users to complete the task.

PURCHASE JOURNEY

WIREFRAME

With all information collected from above we designed some Home and Product pages which should be important for the customer. We created mobile page for Product page.

HOME PAGE

Header Text
Product Headline
Goes Here
Hosting Plans
Shared Hosting
Cloud Hosting
Dedicated Hosting
Domain Search
Domain Transfer
Domain Registration
Domain Renewal
Domain Transfer
Domain Registration
Domain Renewal
Domain Transfer
Domain Registration
Domain Renewal