



EQUALS GLOBAL PARTNERSHIP  
BUSINESS & LEADERSHIP COURSE  
FOR WOMEN IN THE TECH SECTOR  
#EQUALSinTech

Session # 9: How to digitalize your business and maximize  
user design/experience  
26 June 2019  
14:00- 15:00 GVA time

Hosted by ITC, EQUALS and She Loves Tech



## Session Objectives:

- 1) Explaining the benefits of digitizing a business
- 2) Presenting tips on maximizing user experience(after already digitizing your business)

## Proposed Agenda:

- I. Guest Presentation and Follow-up Assignment Instructions (40 min)
- II. Q&A (10 min)
- III. Closing Discussion (5 min)

## Questions from the Audience:

- Please type your question in the chat box, including your name and organization.
- If time does not allow your question to be answered during the session, the moderator will send it to the guest speaker to respond in writing.



## Rhea See

Co-Founder & COO at She Loves Tech



She Loves Tech is the world's largest startup competition for women and technology. Our mission is to create and scale the best women led and women impact startups.

[www.shelovestech.org](http://www.shelovestech.org)



# TRANSFORMING DIGITAL TRANSFORMATION





## Key challenges?

### 1. EDUCATION

**coursera**

**Udemy**

**codecademy**

### 2. PEOPLE

**freelancer**

**upwork**

**fiverr**<sup>®</sup>

### 3. PRODUCT

**buildfire**

**.bubble**

**Foundry**

**AppSheet**



**Why is it important?**



## Enhanced performance and productivity

- Automates processes and day-to-day tasks
- Improved collaboration and communication
- Increased flexibility



DocuSign



G Suite



Sourcify





## Improved sales and marketing

- Streamlines lead generation and sales
- Better target and reach
- Resource efficient

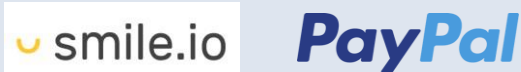






## Increased customer satisfaction

- Fosters strong customer relationships
- Better customer service
- Convenient and mobile





Companies that employ tech tools get even more work done in less time.

Used properly, these tools yield better profit margins, highly effective employees and more-satisfied customers.



## I'm Lina Bareno

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DM me on Instagram or use **#markofthebuffalo**

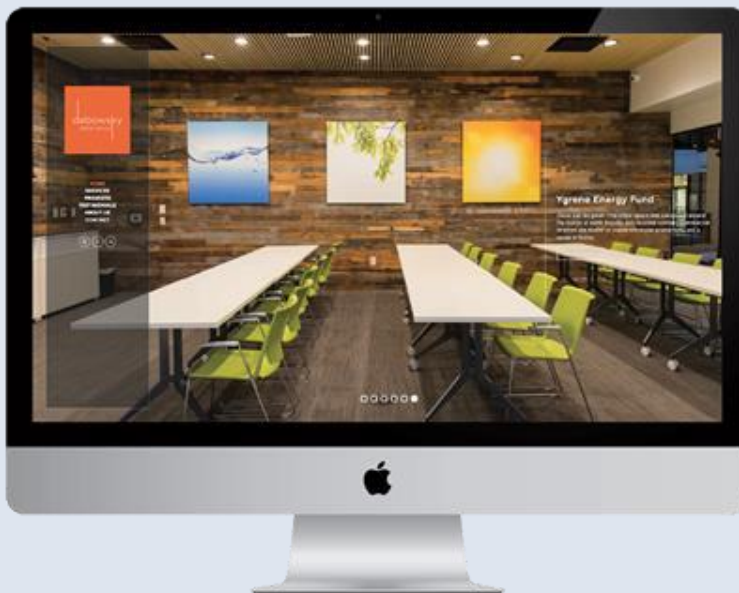
[lina@markofthebuffalo.com](mailto:lina@markofthebuffalo.com) visit my website [www.markofthebuffalo.com](http://www.markofthebuffalo.com)





## During this workshop you'll learn

- How to create your site Blueprint
- Simple steps to organize your information and design a site map
- The one thing you need to include on your web pages to create conversion
- 3 key elements to create a strategic layout that converts
- Wordpress, domains and hosting
- Key Questions to ask before hiring a web designer





## Building a website is like building a house





# Blueprint

## Target Audience (Ideal Customer Avatar)

- Who is your ideal customer?  
Be as specific as possible.  
Education level, income, gender...
- What are the needs of these customers?
- What are the pain points of your customers?
- List all FAQs your customers have





# Blueprint

## Services

- Describe each product in detail including pricing information
- Are you selling a physical product, a service, and digital product or a combination?

## Sales

- What's your sales process and how do you want clients to hire you?
- Do you use a specific application/technology to process payment?







# Blueprint

## Competition

- What makes your company better than theirs?**  
Find the gaps that you can fill with your services.

## Branding

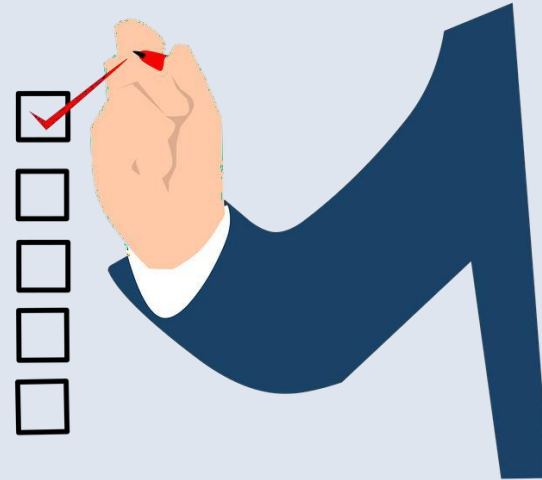
- What is the overall message you wish to portray with your brand?
- What should people feel when they see or think of your brand?
- Branding guidelines. Color References
- Logos in all formats. (Vectors, EPS, JPG, PNG)





# Blueprint

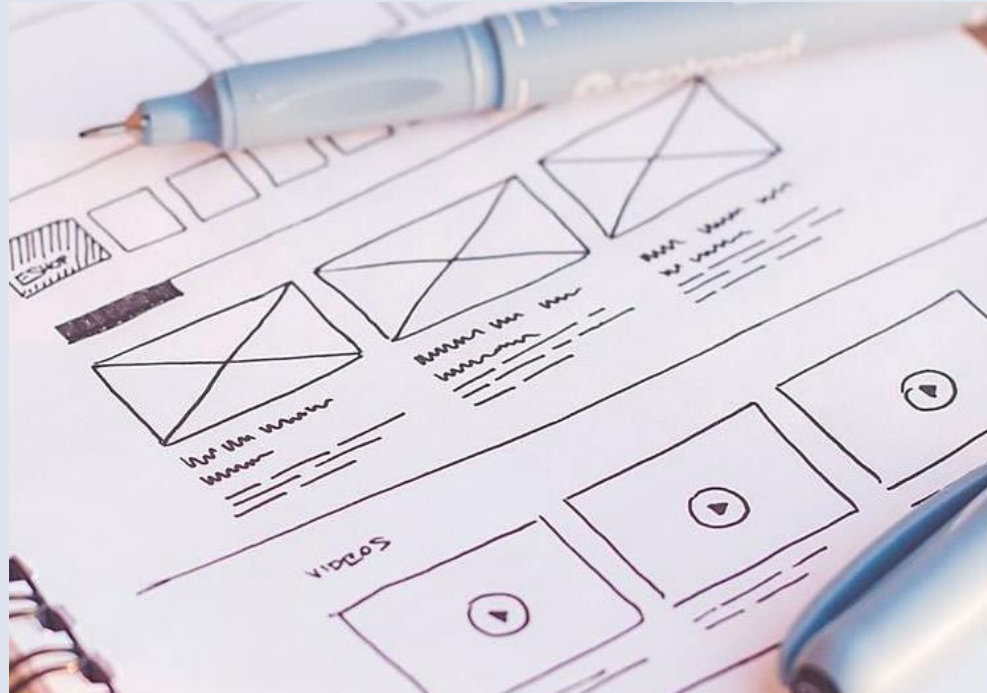
At the end of this training I'll share the questionnaire I use to help you define your ideal client, organize your information and sales process.





# Site Maps

There are different ways of doing site maps; these are just ideas





# Site Map



**Hi, I'm Ana** - Chef and  
Restaurant Owner

## My services are:

- Lunch & Dinner
- Catering for Special Events
- Take-out services

## Sales process:

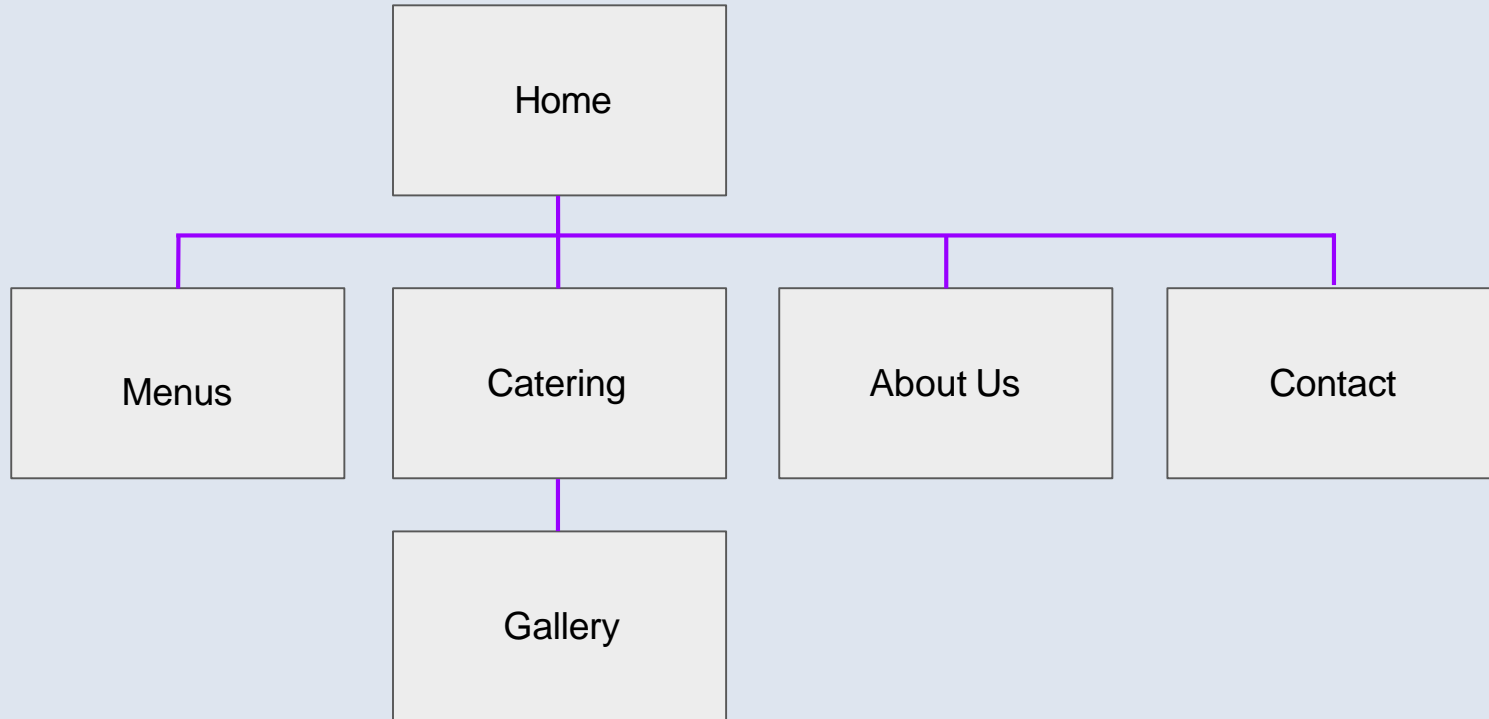
- Phone Reservations
- Online Reservations

## My clients are:

- Tourists
- Locals
- Event Planners

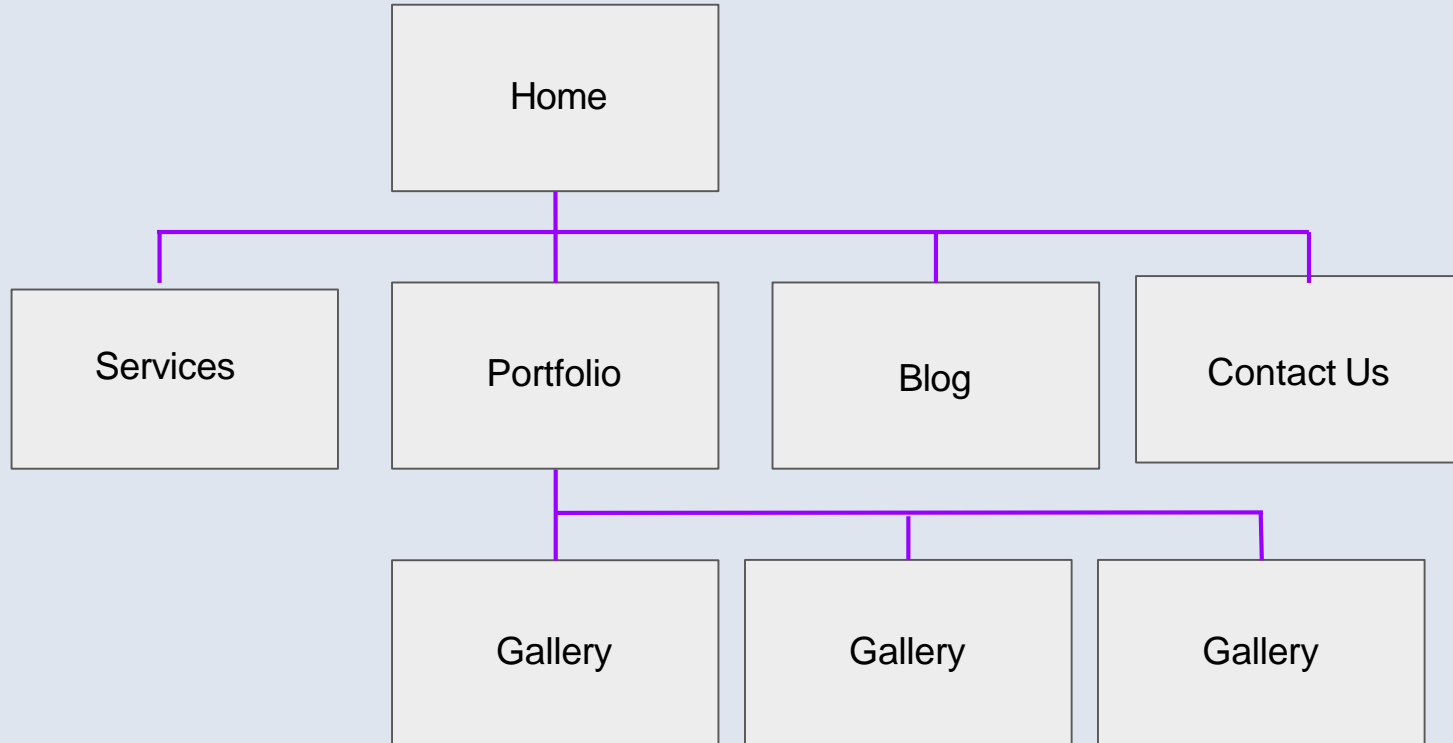


## Site Map - *Restaurant Owner*



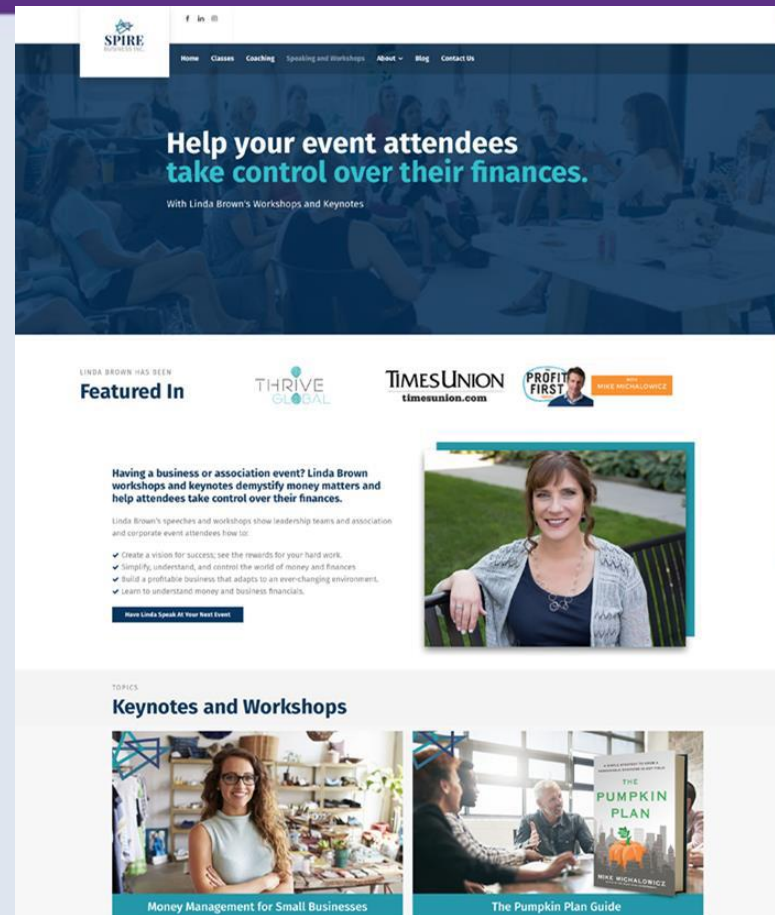
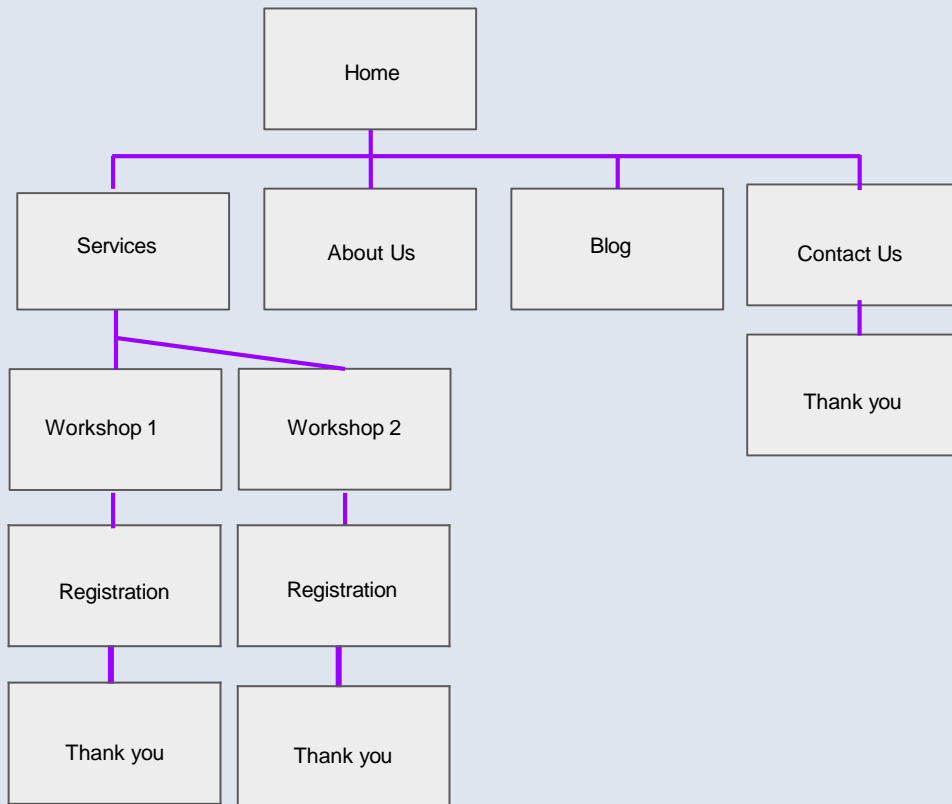


## Site Map - *Web Designer, Photographer, Graphic Designer*





# Site Map - Coach & Speaker





## Site map - *Quick tips*

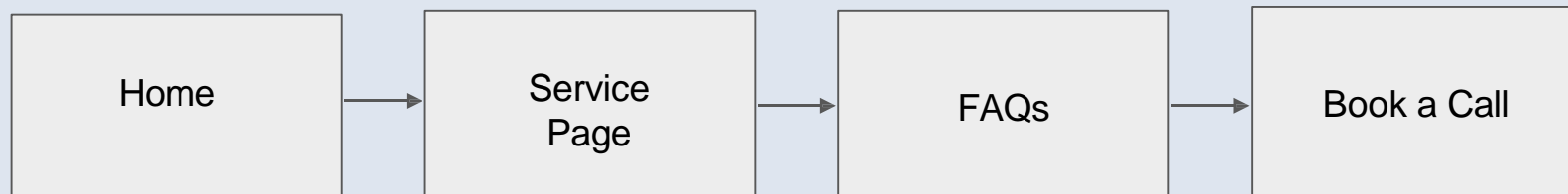
- Less is more; keep it simple
- Simple Menu options - Home, Contact Us...
- Short and sweet copy that humans understand
- Avoid external links to send prospects away
- If you don't use Twitter don't include it ;)
- Add a Call to Action on each page





# User Flow

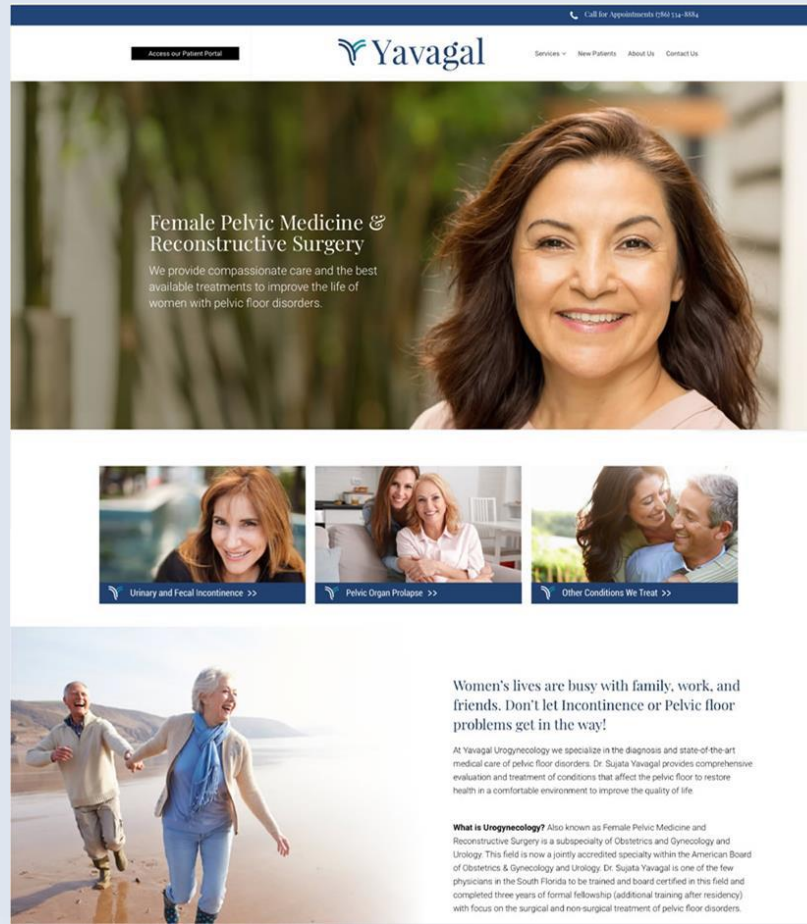
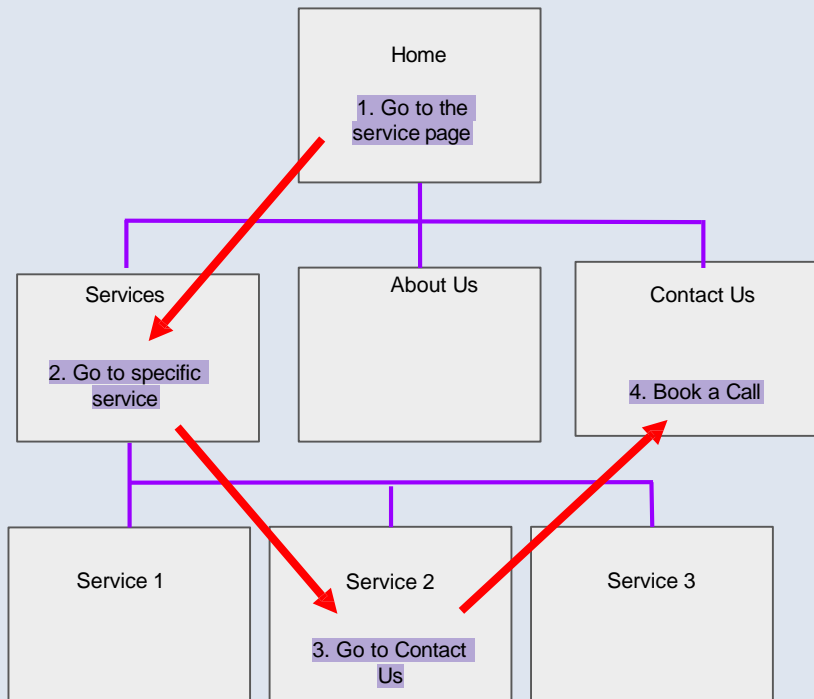
Lead your visitors through your website to where you want them to be.



- If your #1 Goal is “Book A Call/Contact/Purchase”
- Add action calls on each page on your site map
- Call to action to guide the user flow.



## Service Page





# Wordpress, Domain and Hosting

## Wordpress

- Wordpress.com
- Wordpress.org
- Themes
- Easy to use

## Hosting

- Daily Back Ups
- SSL Certificate
- Wordpress Core Updates
- Security Monitoring

## Domain

- Hosting Service
- [www.yourname.com](http://www.yourname.com)
- [www.yourcompanyname.com](http://www.yourcompanyname.com)
- Monthly or annually
- Sort and memorable

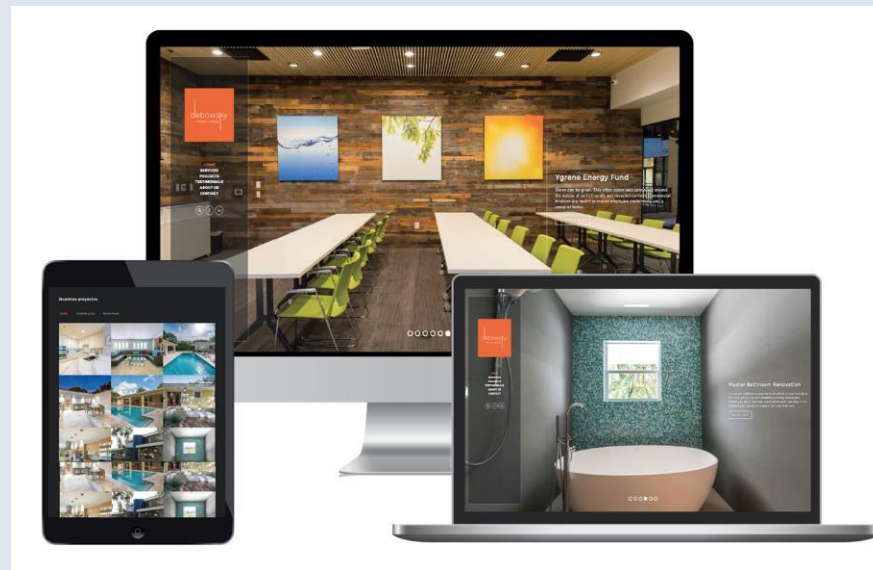




# Questions to ask before hiring a Web Designer

**Before you hire a web designer complete your questionnaire.**

- Do you have any experience in my industry?
- What is your web design and development process?
- Do you have a background in Marketing?
- Do you have a copywriter on your team?
- Do you have client references?
- How many revisions or set of edits are included?
- Do you offer training after the site is launched?





## Get in touch!

Get the most out of this webinar

DM me on Instagram or use **#markofthebuffalo**

[lina@markofthebuffalo.com](mailto:lina@markofthebuffalo.com) visit my website [www.markofthebuffalo.com](http://www.markofthebuffalo.com)



THANK YOU !  
Q&A



EQUALS BUSINESS & LEADERSHIP  
COURSE FOR WOMEN IN TECH

HAVE YOU  
SIGNED UP?

Marketing and Communications Strategies

**31 July 2019**

**#EQUALSinTech**



For any course-related inquiries, please contact: [womenandtrade@intracen.org](mailto:womenandtrade@intracen.org)  
(using subject line: “EQUALS Business and Leadership Course”)

For any questions about the EQUALS Global Partnership, please contact:  
[equals@itu.int](mailto:equals@itu.int)

Thank you!