

YEAR

2024-25

BY

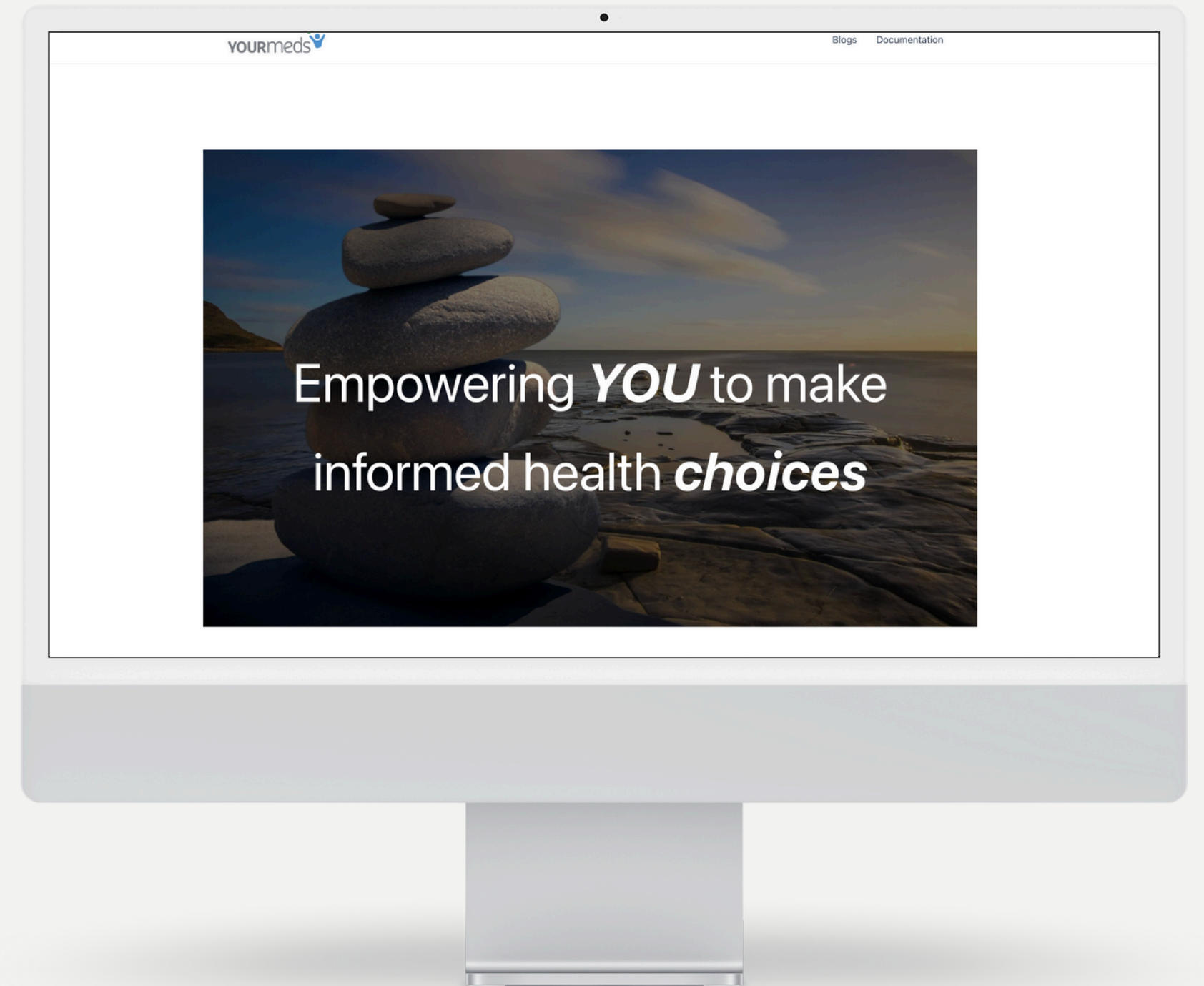
Emily Parekh 23755592

YOURmeds Blog Launch Plan

Agile project plan for the YOURmeds blog page.

PROJECT

www.23755592.webdevmmu.uk



Agenda

01

Planning Documentation

Proposal

Audience

APIs

Project Plan

Project Timeline

02

Workflows

Admin Workflows

User Workflows

Site Map

Wireframes

03

Evaluation

SEO Strategy

Feedback

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INTRODUCTION

Proposal

The rationale for presenting this information as a blog is based on academic research on how to increase sales. According to Bump (2021) updating blogs increase SEO, site traffic and educate prospective customers about different company offerings.

01

The primary objective for the YOURmeds blog is the drive for more sales.

The company aims to achieve this by educating buyers on the importance of medication and demonstrating how their products can help.

02

The second objective is to build trust and credibility amongst visitors.

The company aims to achieve this by educating buyers on the importance of taking medication correctly and demonstrating how their products can help.

[NEXT](#)

Audience

The key is to know your audience. This is important to the planning process as improving customer relationships can result in long-term success (Gibson, 2024).

75%

Family and Friends

The primary audience is the family, friends and loved ones of the end user. This is due to their significant role in supporting and care for the end user.

21%

End Users

The minority audience is the end users because they may not be aware of the benefits of the device and rely on caregivers to make these decision for them.

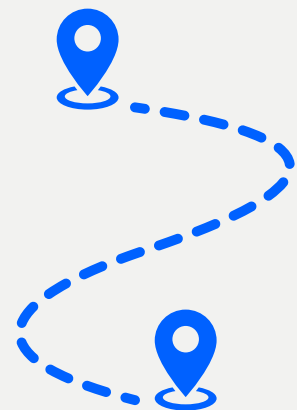
58%

Care Agencies

Business who provide care for and monitor patients can use these devices as a tool to relieve stress on the carers. Targeting them increases the number of bulk purchases.

APIs

Application Programming Interfaces are mechanisms that allow two software components to talk to each other (Amazon Web Services, 2024). Listed below are the suggested APIs that can be used in the blog.



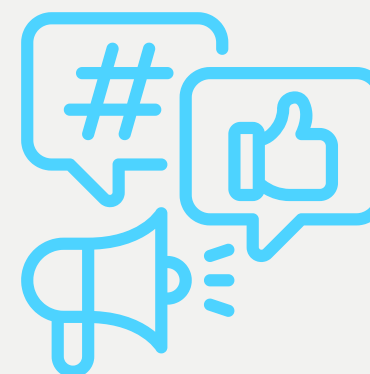
Pharmacy Finder

A map of pharmacies near the user that has products in stock the user is looking for. Google Maps can be used as an API to do so.



Medicine Information

A symptom checker or medicine interaction check could be relevant and convenient to the user.



Social Media

Other blog posts have linked to social media posts and gain more interaction with users thereby promoting and establishing their product online.



Video Clips

Testimonials and educational videos by YOURmeds that are informative and can encourage purchases.

Project Plan

Features

APIs

- Spotify
- Social Media posts
- Reading list

Regular Content

- Up to date blogs
- New articles every week
- Health specialist authors are interviewed or write an article entry

Interactive

- Comment section
- Subscription to weekly email



Content Plan

Key Topics:

- Health
 - Medication importance
 - NHS
- Wellbeing
 - Exercise
 - Mental health

Schedule:

- Weekly posting by marketing team
- Monthly contributions by guests

Marketing:

- Promote blog on YOURmeds social media handles

Project Timeline – 1. Plan & Prep

01.

Ideation & Branding

Decide visual look and feel, tone of voice; educational but friendly and comprehensible

03.

Domain & Host

Decide Domain
23755592.webdevmmu.uk
and 34SP to host.

05.

Content Strategy

Plan content, gather themes and distribute amongst team

WEEK 1

02.

Select CMS Platform

Decide which CMS software is most convenient out of WordPress, Magento and Joomla

04.

Mockups

Design visuals, and wireframes of the website and test user flow.

06.

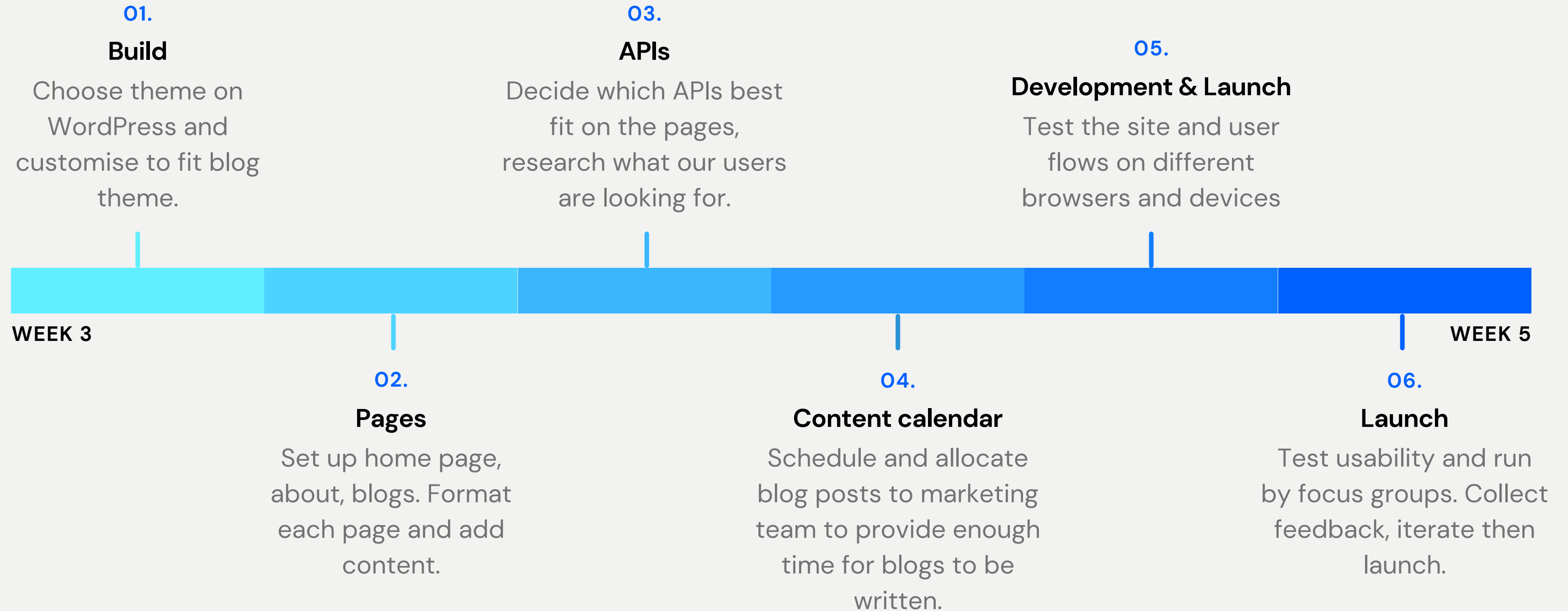
SEO

Search Engine Optimisation plan. How to increase traffic and google searches.

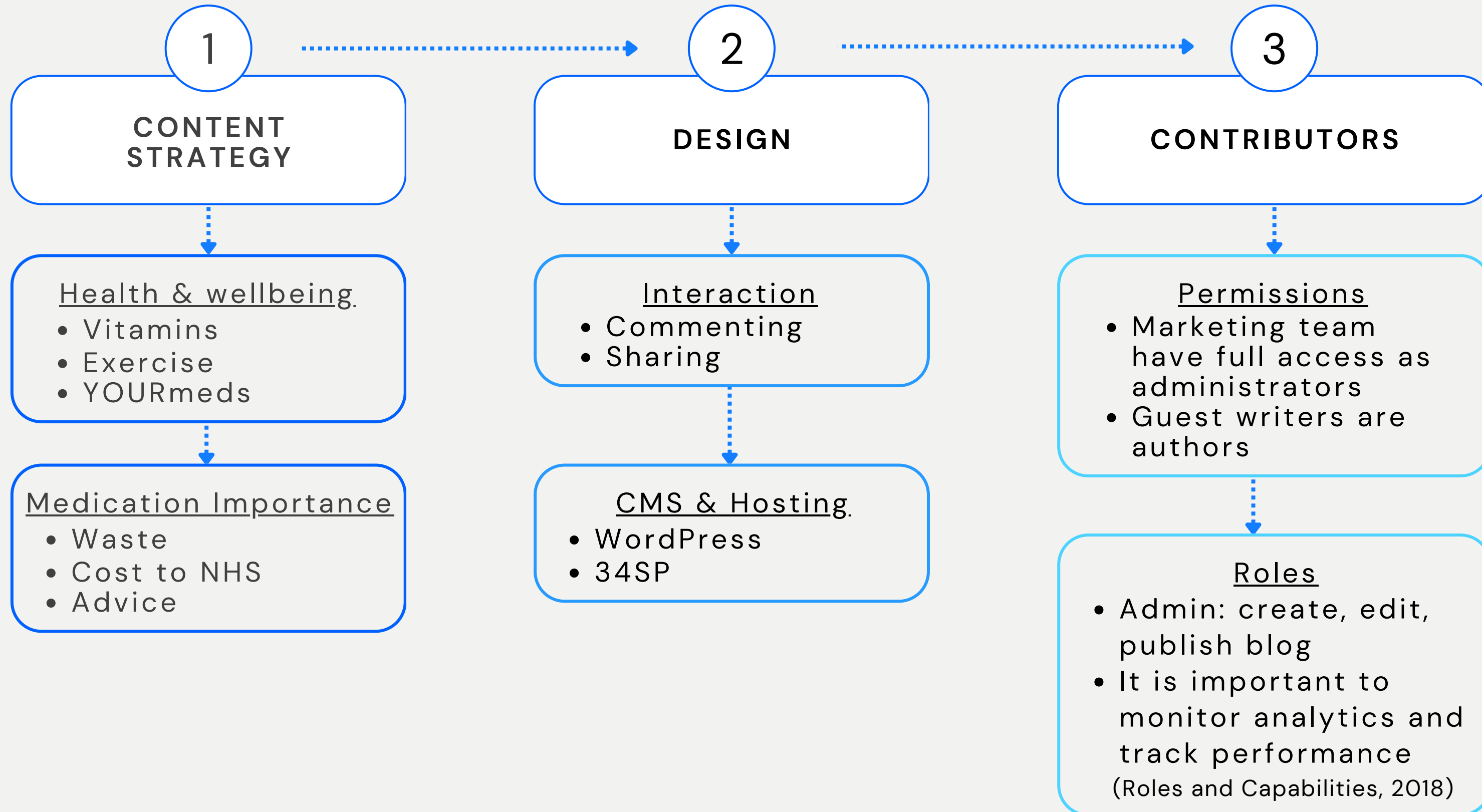
WEEK 3

[NEXT](#)

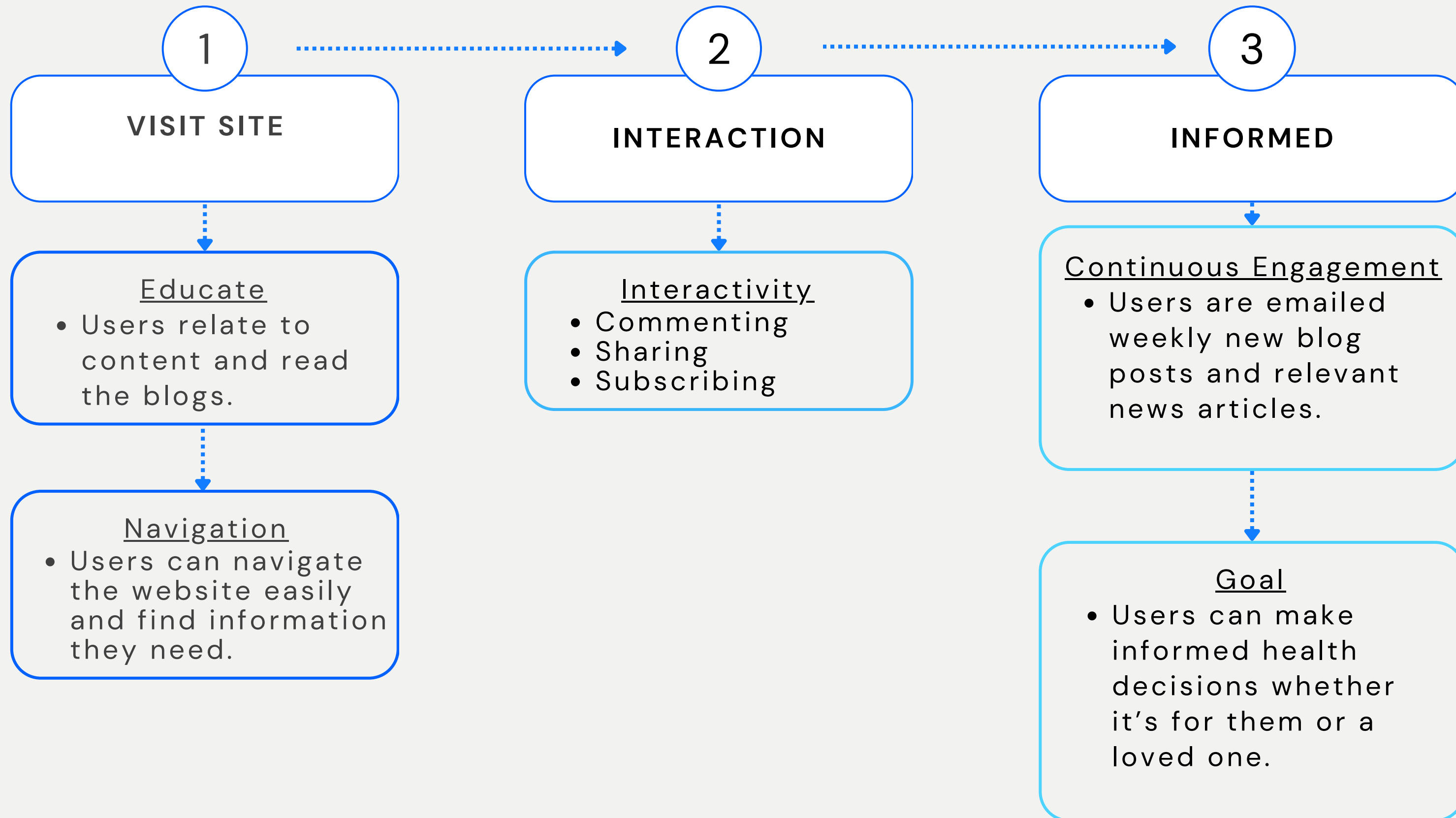
Project Timeline – 2. Set Up



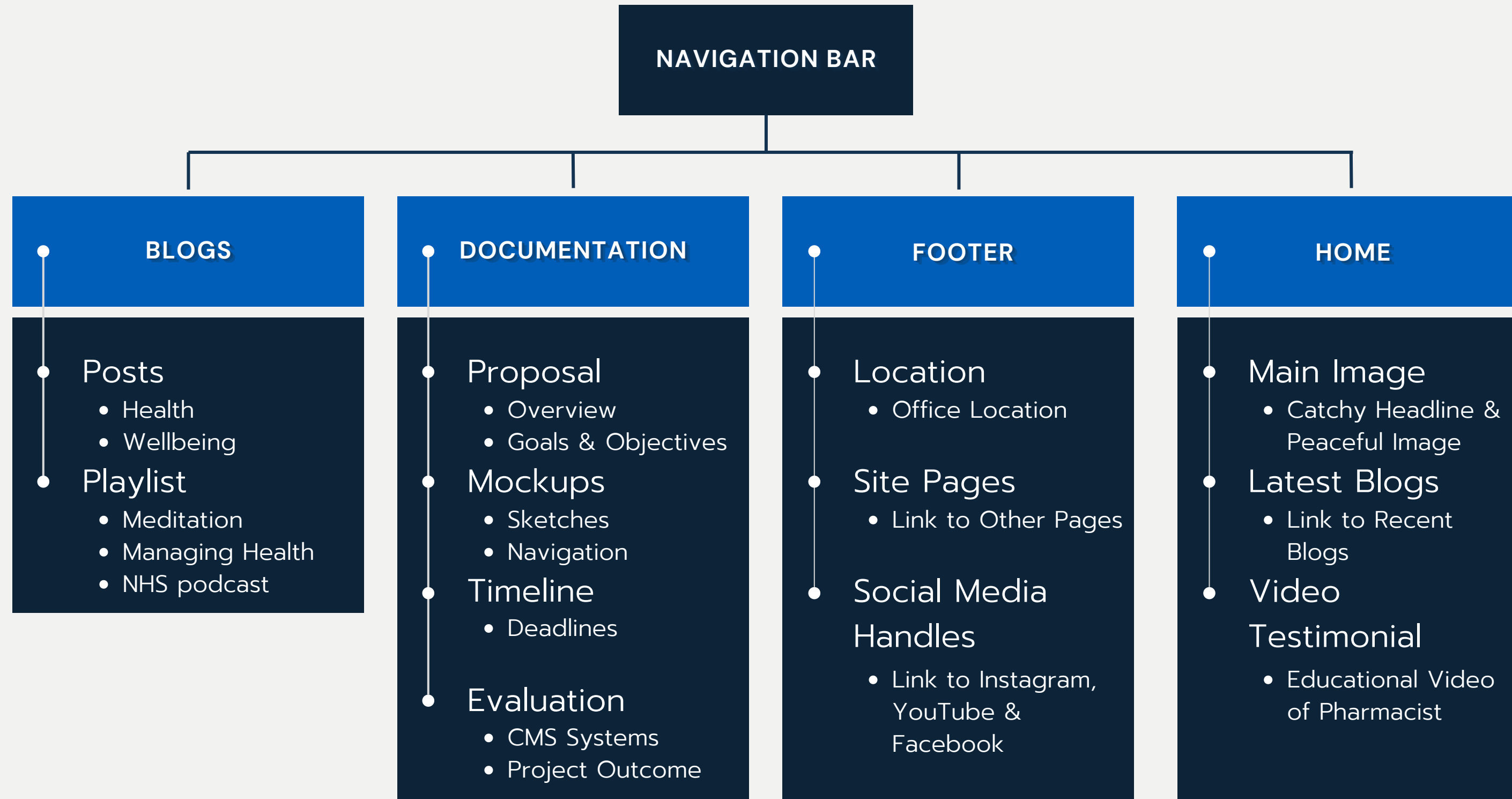
Admin Workflow



User Workflows

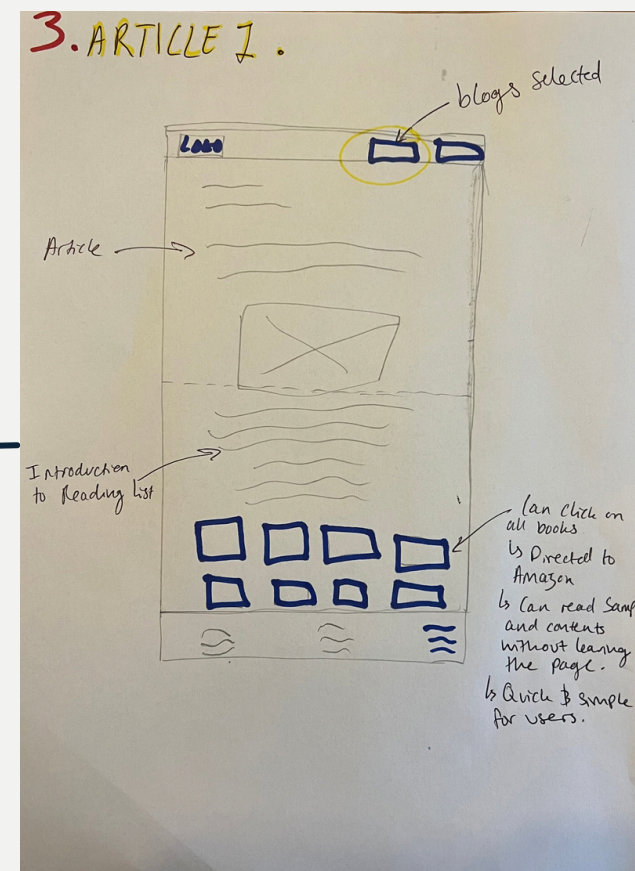
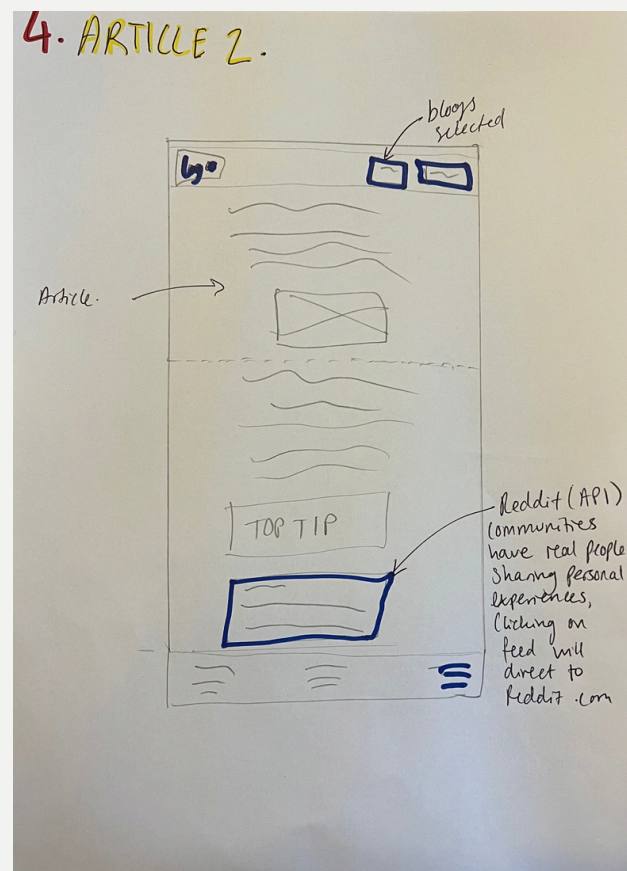
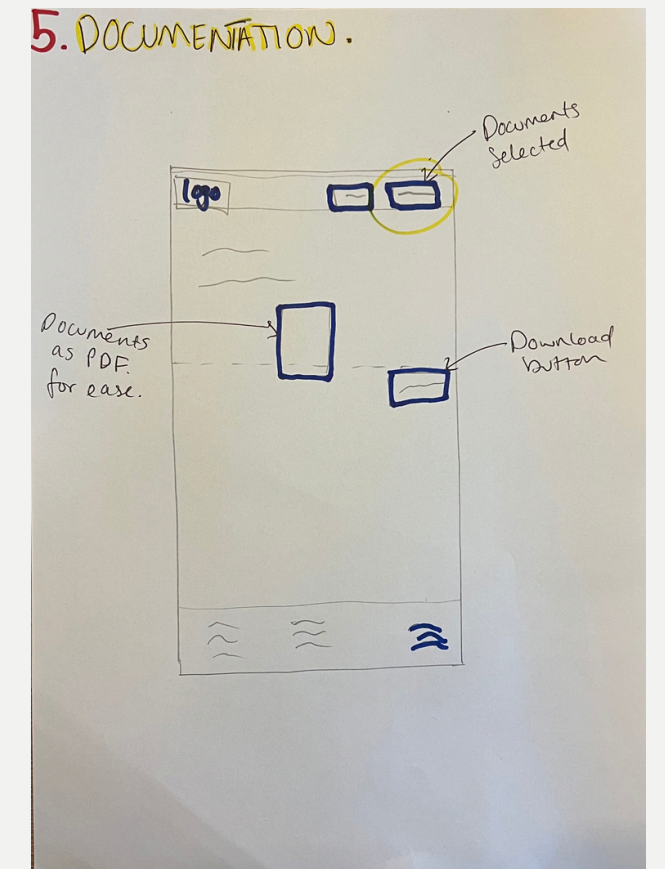
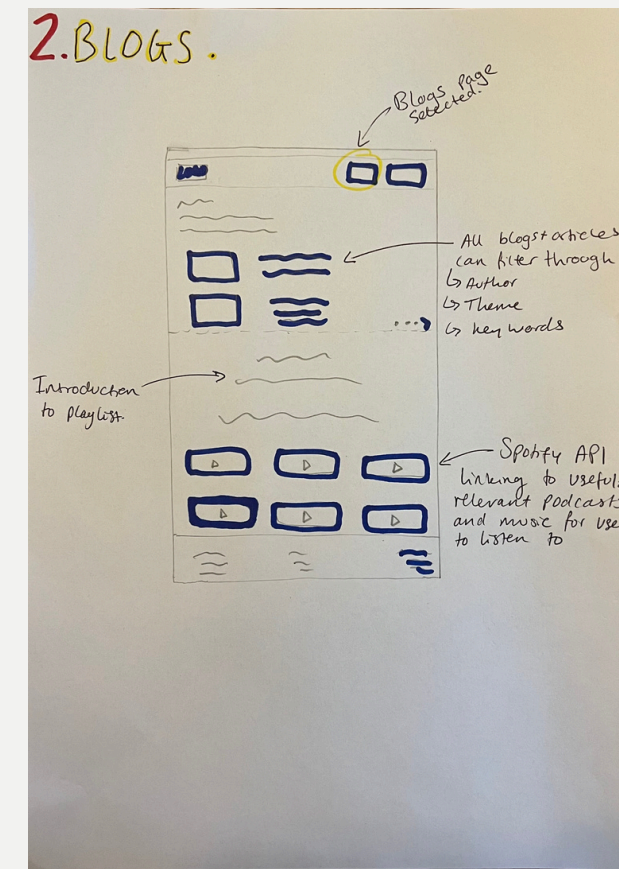
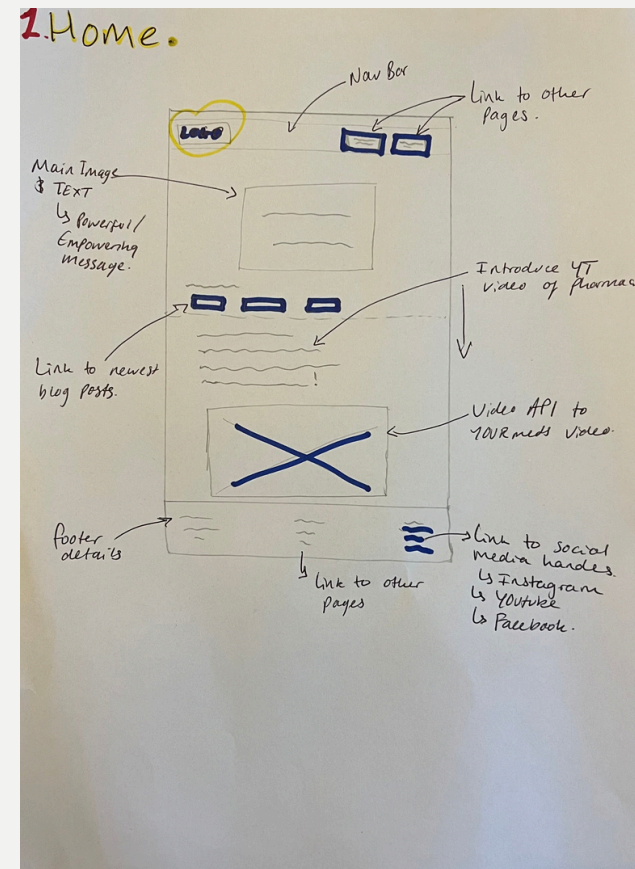


Site Map



Wireframes

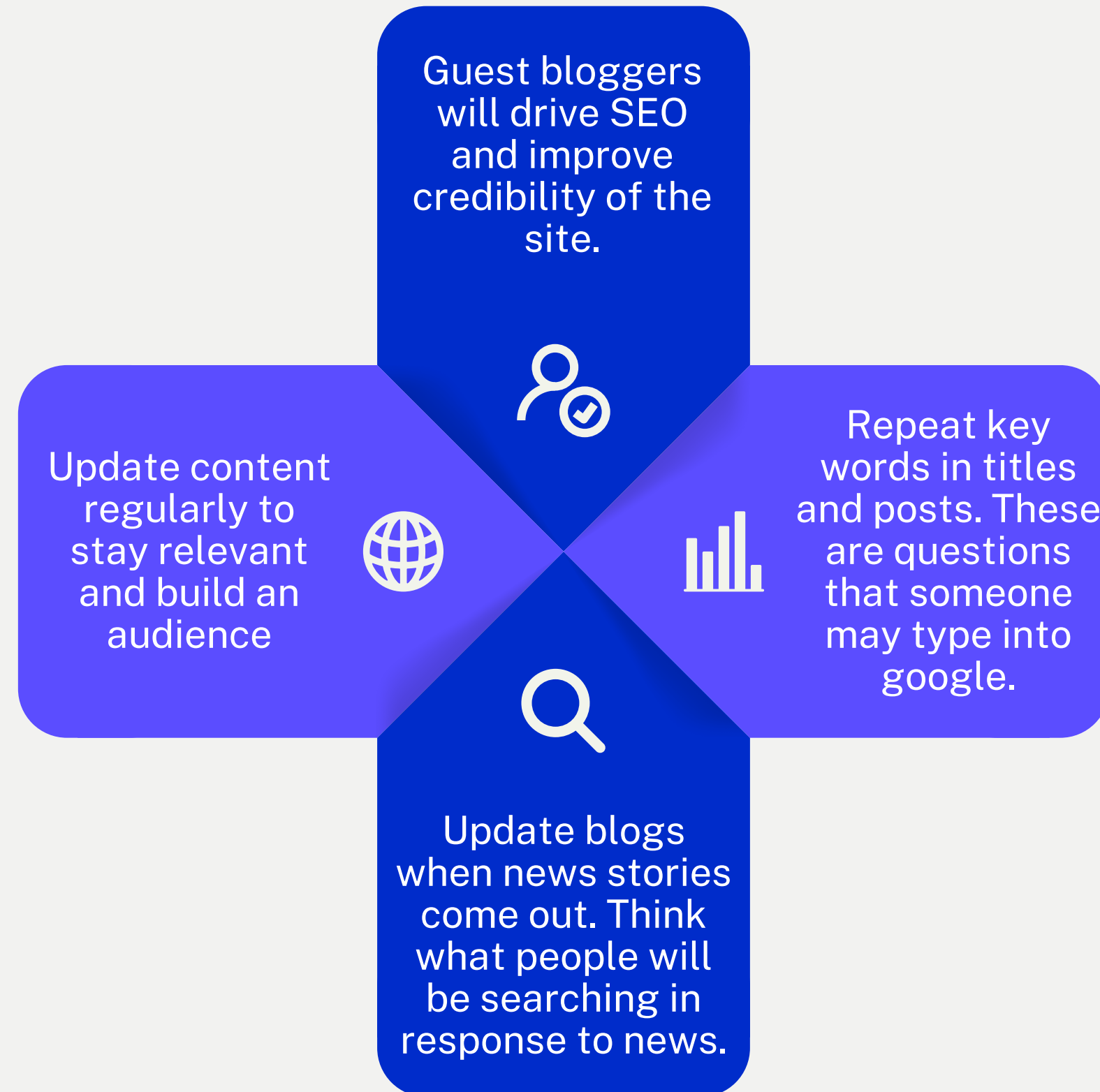
From the Navigation bar, you can access the 3 main pages: Home, Blogs & Documentation



The articles will aim to have an API to add dynamic content to the articles.

EVALUATION

SEO Strategy



(Michigan Technological University, 2022)

NEXT

Feedback

Both CMS and APIs have benefits and drawbacks. In workplace processes, CMSs are used to power companies' digital platforms. Specifically, for YOURmeds, it is a marketing and educational tool to attract more customers and uphold ethical practices by ensuring technology illiterate user groups can access and benefit from the content. According to Migrator (2012) CMSs are important as they boost SEO and update automatically which is important to businesses as they attract more visitors to the site. They are also beginner friendly as there is a wide range of themes and the interface is simple so that non-technical users can create, manage and post content. However, they can be difficult to customise due to excessive plugin use and constraints within the themes which can be frustrating for users. An important environmental factor to consider is the energy optimisation of CMSs and programming platforms. Research from Spencer (2023) shows that Optimizely is more than 150% more energy efficient than WordPress. On reflection, the choice of CMS used for the project should be reconsidered and an eco-friendlier system used.

In workplace products, Fatemi (2019) explains that APIs are an easy way to connect data across different systems within businesses or the outside world over 57% of users reported purchasing the same product from a different company because they had a better experience. APIs are a seamless way of allowing data to flow freely to maximise customer experience. Disadvantages to consider with APIs is that there are complex security requirements and can be susceptible to cyber-attacks as with CMS systems. However, APIs are more complex as they are dependent on the third-party data to be correct and updated which is outside of their control (Healthie, no date).

The use of CMSs and APIs is appropriate when the organisation requires them. For example, CMSs are used to set up a businesses' website. For a start-up company, using a CMS is the better option than using a self-hosted platform. Self-hosted platforms require more technical knowledge as you need to determine server specifications, security and design the website.

The benefits are that everything is fully customisable and there are limited restraints with data as there are no third parties involved Marketing Manager (2023). A case study by Okta (2017) on a US government policy demonstrated that their success was partly due to the efficient integration of an API that allowed different user groups to access their data. The designers were able to provide a human-centred approach that made the service user friendly, differentiating it from other government services. By utilizing these tools in an environmentally conscious manner, CMS systems and APIs can significantly enhance workplace processes while minimising their ecological footprint.

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Amazon

<https://amzn.eu/isOmTl6>

<https://amzn.eu/eA8dgxl>

<https://amzn.eu/f2giqkw>

<https://amzn.eu/i7mwocj>

<https://amzn.eu/fXkXYFg>

Spotify

<https://open.spotify.com/show/3GKkl4kyUsjOSkTKNWVRzL?si=7VjCrLm8T0Gbxgy5HMMZug>

<https://open.spotify.com/show/6NyPQfcSR9nj0DPDr2ixrK?si=JEG01AvdTJi4FjYJ9B3nEQ>

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