

fbf-services.com

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Contexte

fbf-services.com présente l'expérience de Magali Ferare, son background, et les services qu'elle propose en tant que consultante freelance. L'objectif est de trouver des clients dont la demande est adaptée aux service qu'elle propose, aux valeurs alignées.

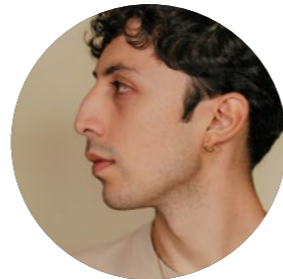
Qui sont les utilisateurs ? Proto-personas :



Anne Sophie

- Typical user
- 40 something
- Used to work in a start-up, now is all about her own business and looking to make it grow
- objective : looking for confirmation that you can offer her what she wants quickly ; and how to contact you.
- she's using your website after you applied to a job post
- she's an extrovert, a leader, makes spontaneous decisions. Enjoys movement and simplicity.

Mobile user



David

- he doesn't actually need your services
- 36
- Is convinced networking is important!
- objective : would like to know precisely what you have to offer in case he knows someone he can recommend you to.
- use : he uses your website after you posted on LinkedIn
- introvert, business oriented, humanistic.

Mobile user



Eowyn

- Typical user
- 27
- She owns a small business and doesn't have much experience with tech or project management
- objective : wants to know how you can help her, how to contact you, what to ask of you. Needs to be convinced.
- she's using your website after finding your profile on Malt
- introvert, generous, passionate, methodical she likes to think things through

Desktop user

1 Context and constraints

Storyboard

This is our user experience:



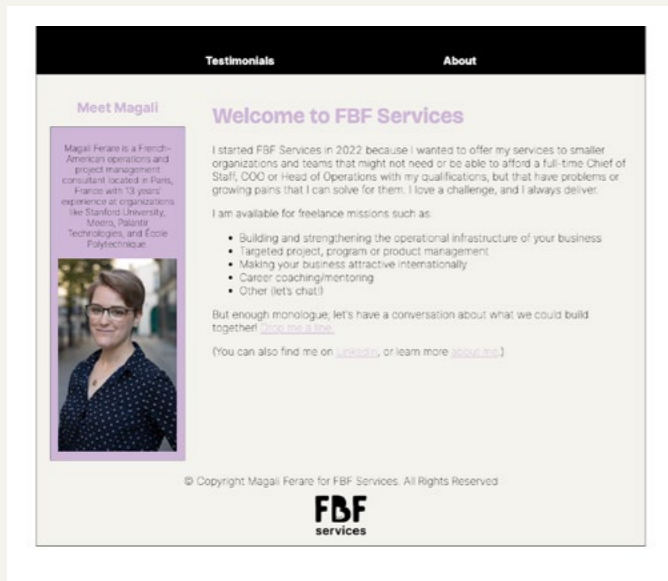
Constraints

It's important for the website to be accessible, to load fast, and to be simple and easy to use.

2 UX & SEO pain points and successes

Bastien & Scapin heuristics

2.1 Home page



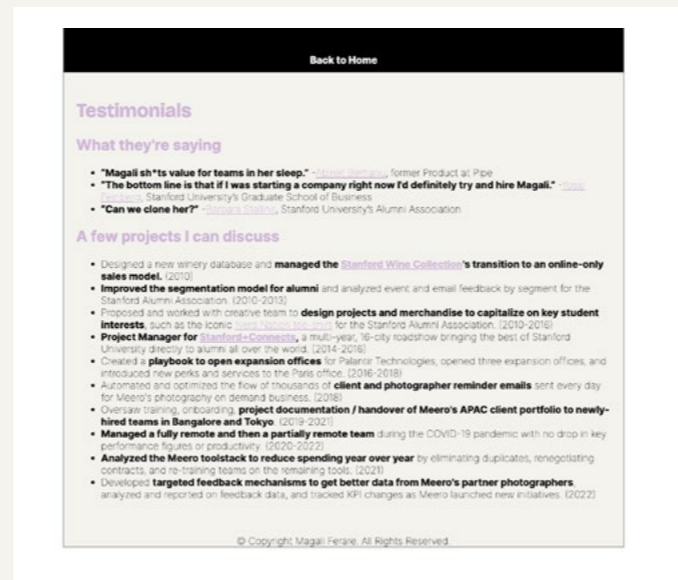
Successes

- ✓ Loads fast
- ✓ Easy to use
- ✓ Concise
- ✓ Design consistency
- ✓ Tags
- ✓ SSL certificate

Pain points

- ✗ Compatibility: it's common to have a contact section and social media links in the menu or footer, users aren't accustomed to having to read the content to find them.
- ✗ SEO: low word count, no metadescription, title tag too short, no sitemap.xml

2.2 Testimonials



Successes

- ✓ Guidance: user know what page they're on
- ✓ Loads fast
- ✓ Easy to use
- ✓ Concise
- ✓ Design consistency
- ✓ Metadescription
- ✓ Tags
- ✓ SSL certificate

Pain points

- ✗ Workload: information is a bit dense
- ✗ Explicit control: we can't go to About or contact, only to home page
- ✗ Compatibility: it's common to have a contact section and social media links in the menu or footer
- ✗ SEO: no metadescription, title tag too short

2.3 About



Successes

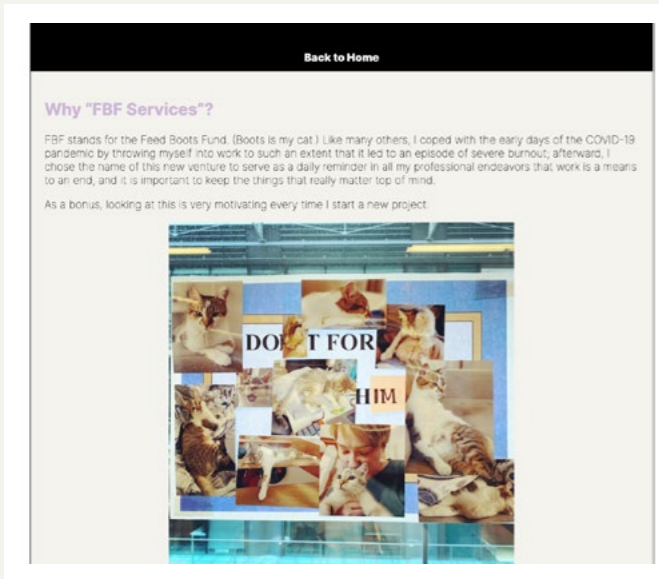
- ✓ Loads fast
- ✓ Easy to use
- ✓ Concise
- ✓ Design consistency
- ✓ Metadescription
- ✓ Tags
- ✓ SSL certificate

Pain points

- ✗ Workload: information is too dense
- ✗ Explicit control: we can't go to Testimonials or contact, only to home page
- ✗ Compatibility: it's common to have a contact section and social media links in the menu or footer
- ✗ SEO: there's no H1 tag

2 UX & SEO pain points and successes

2.4 Why FBF



Successes

- ✓ Loads fast
- ✓ Easy to use
- ✓ Concise
- ✓ Design consistency
- ✓ Metadescription
- ✓ Title tags
- ✓ SSL certificate

Pain points

- ✗ Explicit control: we can't go to About, Testimonials or contact, only to home page
- ✗ Compatibility: it's common to have a contact section and social media links in the menu or footer
- ✗ SEO: low word count, no H1 tag

2.5 404 Page not found



Pain points

- ✗ Explicit control: user can't go anywhere
- ✗ No design consistency

2.6 A quick note on accessibility :

From a quick accessibility audit here are the informations I gathered:

Successes

- ✓ Keyboard navigation
- ✓ Good use of HTML and tagging
- ✓ Good use of navigation

Pain points

- ✗ Voiceover need a tag with the language of the page in the xls sitemap
- ✗ Light purple texts are low contrast (oups)
- ✗ Missing alternative texts for images
- ✗ Missing some tags H1

3 Problematics & possible solutions

Analyzing the results of our audit I identified these different problematics and solutions:

General problematics	Possible solution
Top menu doesn't indicate to the user what page they're on, or possible actions.	Design a new top menu that gives more freedom to the user to navigate to other sections
Can't access contact or social medias easily	Include contact, socials in the header or footer of the website
How do we adapt to different personas that need more or less informations?	The website could be one page and succinct, translate the website in French, more info could be displayed on horizontal scroll
No sitemap.xmls which highly impacts SEO	Create a sitemap + add the language in the tag for voiceover
Light purple texts are low contrast	avoid important informations in this format (such as H1)
Missing alternative texts for images	easy fix

3 Problematics & possible solutions

Page specific problematics	Pages	Possible solution
Low word count that highly impact SEO	Home, Why FBF	The website could be one page to avoid pages with minimal info, more info could be displayed on click in a modal, or on horizontal scroll
404 page: no design coherence, no possible action	404	Design a 404 page
H1, metadescriptions and title tags	All	Easy fix
Informations are too dense, legibility can be increased	Testimonials, About	Legibility increase by prioritization of information and more variety in the display of informations (create cards, integrate icons...)

Recommendations: wireframe


The wireframe shows a professional website layout for 'fbf-services.com'. Key sections include:

- Navigation:** Home, About, Services, Testimonials, Projects, and a contact form (email or phone).
- Hero Section:** "Hello I am Magali Ferare! I'm currently available for freelance work." with an "About FBF Services" button.
- Services & Values:** A section titled "FBF services" and "Our values" with icons representing various services and values.
- Background & Experience:** "What I bring to your organization" and "My background" sections, followed by "Past experiences" with detailed text about roles at Stanford University, Palantir Technologies, and Meers.
- Services:** A section titled "Services" with a list of offerings such as "Part-time leadership consulting", "Building and strengthening the operational structure", and "Strategic projects".
- Testimonials:** A section with three quotes from clients or partners.
- Projects:** A section titled "Projects" with a grid of project cards, each with a title, description, and dates.
- Modal Window:** A grey box at the bottom left titled "modal window" containing the text "Why 'FBF Services'?" and a small image of a cat.
- Calendar:** A "Select a Date & Time" calendar for December 2023, showing dates from 1 to 31.

Recommendations: design

F&F [HOME](#) [ABOUT](#) [SERVICES](#) [TESTIMONIALS](#) [PROJECTS](#) [CONTACT](#) [E-mail me](#)

Hello I am Magali Ferare!
I'm currently available for freelance work.



[About me](#)

About me

I joined F&F Services in 2023 because I wanted to offer my services to another organization and teams that might not need or be able to afford a full-time Chief of Staff, COO, or Head of Operations with my qualifications, but that have problems or growing pains that I can solve for them. I love a challenge, and always deliver.

Values

- Technology enables for innovation and will prevail over the other way around.
- Development comes first, always and will prevail over the existing state of any product.
- Organizational change happens at the individual level.
- We can build a more great world starting with the workplace.

What I bring to your organization:

- 14** Years experience in project, product, operations, and people management.
- Humane** People focused management, adept at addressing and resolving issues.
- Many** fluency in English, tools, and trainings.
- 2** Different cultures, selected in multicultural and multi-national environments.

My background

After graduating from Stanford University in 2010, I've spent my career between the San Francisco Bay Area, California and Paris, France. During that time I've held positions in academic, research, start-up, scaling and volunteer organizations, including **Evolve Performance**, **Palumbo Technologies**, **the French government's DREAF**, and **others**.

My previous experiences

When I worked at **Stanford University**, I was regularly referred to as a "professional staff member" as I learned by bringing together large cross-functional teams to deliver student-facing projects and products on budget and on time, every time, for six years.

Then I worked at **Palumbo Technologies** increasing the day-to-day operations of 5 satellite offices, and managed infrastructure projects and developed tools to help employees to thrive in a workplace with colleagues in every time zone imaginable.

And at **Evolve**, I built the operational structure and processes that underpinned the delivery of millions of images to clients all over the world, and then spent four years strengthening and refining them as the organization grew.

More about me

I am an **ambivert**, a **boarding member** of **Code4a**, a **podcast guest** since 2015, and love to volunteer with **La Roche TCM**, **United States Olympic & Paralympic Committee**, and an **ambassador**. As a member of the LGBTQ+ community, I focus on helping small organizations serving underrepresented communities.

Services

- Part time leadership**
An empowering business (e.g., VP of Operations, Chief of Staff, COO)
- Building & strengthening infrastructures**
• Business requirement
• Tool development or customization
• Data gathering, analysis, and reporting (e.g., OKRs, KPIs, CRM)
• Documentation
- Making your business attractive internationally**
• English copy writing, editing, and proofreading
• French-English translation, including patents
• Interpretation assistance for international meetings
- Targeted projects**
• Product initial planning
• Change management
• Membership creation and distribution
• Marketing campaign development and evaluation
- Monitoring & employee career development**
Boosting skills, confidence, and career growth for individuals.
- Something else**
Let's talk about what we could build together!

Testimonials

"Magali sh'ts value for teams in her sleep."
- **Benjamin**, former Product at Piv

"The bottom line is that if I was starting a company right now I'd definitely try and hire Magali."
- **Yves Pothier**, Stanford University Graduate School of Business

"Can we clone her?"
- **Benjamin**, Stanford University Alumni Association

Projects

A few projects I can discuss:

- 2020-2021** Designed a new strategy initiative and managed the Stanford MBA Club's transition to an **online-only** sales model.
- 2019-2020** Improved the organization model for alumni and analyzed event and email feedback by segment for the Stanford Alumni Association.
- 2018-2019** Proposed and worked with creative team to design projects and merchandise to apply to **on-line student interests**, such as the **Stanford MBA Club's** for the Stanford Alumni Association.
- 2017-2018** Project Manager for **Stanford-Comcast** in multi-year, 24-city initiative bringing the best of Stanford University directly to alumni all over the world.
- 2016-2017** Created a playbook to open expansion efforts for **Palumbo Technologies**, gathered client expansion efforts, and introduced new parts and services to the Paris office.
- 2015-2016** Automated and optimized the flow of thousands of client and photographer website emails sent every day for **Wessex's** photography on demand business.
- 2014-2015** Created writing, editing, proofreading, and translation services for **Meer's AMC** about portfolio to serve **France, Belgium, and Tokyo**.
- 2013-2014** Managed a fully remote and then a partially remote team during the COVID-19 pandemic with no drop in key performance metrics or productivity.
- 2012-2013** Analyzed the team's workload to reduce spending year over year by eliminating redundancies, negotiating contracts, and re-training teams on the company book.
- 2011-2012** Developed targeted feedback mechanisms to get better data from **Wessex's** portrait photographers, analyzed and reported on feedback data, and created 20 changes in Wessex's portrait new initiatives.

Contact me

ABOUT
Magali is an operations and project management consultant with 14 years experience.

SERVICES

- Leadership
- Project management
- Building & strengthening operations infrastructures
- International business
- Marketing

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