



University of Wisconsin-Madison

## **UW E-Business Consortium**

*"Helping Industry Gain Competitive Advantage Through E-Commerce and E-Business"*

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Project Report

# **Website Redesign Strategy for JX Enterprises**

## **Project Sponsor**

**JX Enterprises**

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## Executive Summary

JX Enterprises is the premiere dealer of Peterbilt trucks in Wisconsin and Illinois. The company offers a full complement of products and services including leasing, servicing, parts, and financing. JX Enterprises first website was unveiled in 2000 using the www.jxe.com domain name. The current website design has been in place since 2003 and has seen few modifications or updates since its initial release. The company is planning to redesign its Website so that it more effectively conveys the value proposition and brand strategy of the company and serves the needs of its customers and employees. The objective of this student-team project was to assist JX Enterprises in developing its Website redesign strategy.

To research and gather information to support the Website redesign, the team engaged in three sets of activities namely employee survey, customer interviews, and competitive analysis. The employee survey provided information regarding usage needs and desires for employees of JX Enterprises. The customer interviews provided information regarding current perception and usage needs of existing JX Enterprises customers. The competitive analysis provided information allowing the direct comparison of the JX Enterprises website with their primary direct competitors.

Based on the analysis of the gathered information, this report presents insights gained regarding the needs of users and Website design best practices, along with proposed design concepts for redesigning JXE's Website.

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