◼ PURPOSE

We are a locally owned comic book, board game, and toy shop, proudly embracing our inner nerd! Our website keeps users up to date with the latest news, new releases, events, and subscription info. We host game night and weekly tournaments, creating a fun and friendly space for people to come together.

FIGURE 1: Screenshot of home page

◼ AUDIENCE

Our customers are passionate geeks and nerds of all ages. Men, women, and children from Huntsville, AL and the surrounding areas visit us to shop for collectibles, play games, and have a great time together.
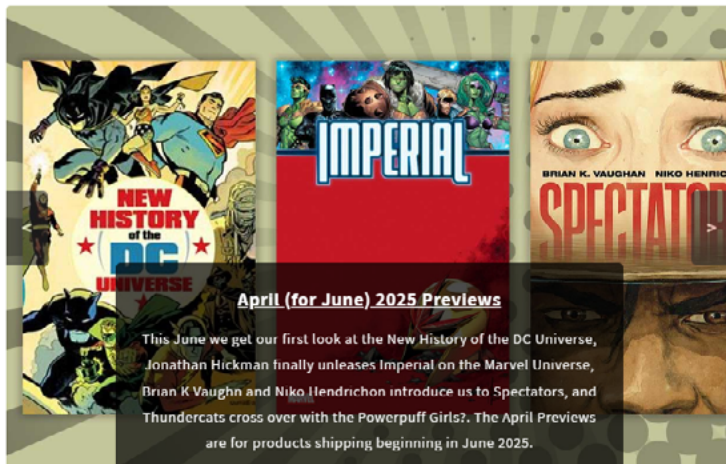
Our audience consists of:

• all ages in-store
• website is for teens, young adults & adults
• male and female
• elementary education and up
• low to high class socio-economic status
• some knowledge of comics, games, and toys
• positive attitude towards others
• enjoy comics, games, and/or collectibles

Figure 2 | Photo by Lisa Campbell Walls

FREQUENCY OF PUBLICATION

While much of the content on our website is current and relevant, it also serves as a platform for selling products and promoting weekly tournaments and game nights.

To keep the site fresh and engaging, regular content updates are essential. Given the frequency of our events and subscription offerings, updates should ideally be made on a weekly basis.

FIGURE 3: Screenshot of Subscriptions page graphic

CONTENT FITNESS

By assessing the quality of the information we provide, we can better understand what our target audience is looking for and how to attract and retain potential users. Research has shown that visitors tend to focus more on a site's appearance and the quality of the information presented, rather than how the site functions (Carroll, 2023).

INTRINSIC IQ

While most of the information on our website is reliable, there are some issues:

• the home page content is outdated
• several navigation links lead to the same page
• shop links direct users to external sites without notice
• the About Us section requires too many clicks to access
• the Subscribers page lacks key information.

These areas could benefit from thoughtful improvements to enhance the overall user experience.

FIGURE 4: Screenshot of About Us submenu

REPRESENTATIONAL IQ

The voice used across our website and social media is consistent and easy for users to understand. The content is generally accessible for the average visitor, and the navigation is straightforward. However, the lack of a cohesive design across pages and the use of different logos across platforms makes the site feel disjointed, which can affect user trust and overall experience. While the information provided is concise, it often lacks the depth and organization needed to be truly comprehensive.

CONTEXTUAL IQ

Our site includes images of subscription items, publishers, and weekly gaming events to give users a clear idea of what we offer. While most pages have been updated to stay relevant and informative, there are still a few areas that need improvement.

The Weekly Events page offers helpful links on how to play the games featured in-store, providing valuable support for both new and experienced players.

FIGURE 5: Screenshot of Weekly Events page

The Subscription page gives a visual overview of what's included, but it lacks important details about how the subscription process works and how much it costs to subscribe without creating an account or logging into the site.

On a positive note, the Contact Us page is thorough and includes:

• physical address
• phone number
• hours of operation
• social media links
• a contact form

This makes it easy for users to get in touch.

FIGURE 6: Screenshot of Contact Us page

ACCESSIBILITY IQ

Our website is secure, as indicated by the "https" in the URL. However, there are areas where accessibility could be improved. While the navigation makes it relatively easy to find information, some links lead to the same page, and users often have to click multiple times to access certain content or return to the homepage. These issues can hinder the overall user experience and should be addressed.

INFORMATION CHALLENGES

Some of the challenges we face on our website include:

• duplicated navigational elements
• an empty online shop
• layout inconsistency
• lack of color and highlighted elements
• missing information about how subscriptions work

We can tackle these challenges by implementing an optimized the navigation, creating a consistent layout, incorporating element highlights, and adding additional information to the subscriptions page.

SOCIAL MEDIA PRESENCE

We currently actively use Facebook and Instagram, but our X (Twitter) and YouTube accounts have remained inactive for over a year. We maintain an active presence on Facebook and Instagram, where we share original content related to comics and cards, along with promotional posts for card and board games. We've seen that original posts consistently generate more engagement than standard advertisements.

To further boost interaction, we should include clear call-to-actions in our social media posts, encouraging followers to like, comment, and share. Our YouTube account is currently inactive. Reviving our YouTube channel with video content—such as previews of new products, sale spotlights, and footage from game nights— would be another effective way to connect with our community.

Additionally, since many of our followers are gamers who frequently use Discord to connect with others, launching a dedicated Discord channel would be a smart move. This would:

• provide a direct line of communication with our audience

• help build a more engaged and interactive community

FIGURE 7: Screenshot of Discord logo

COMPETITORS

The DeeP is one of the most recognized comic book and collectibles shops in Huntsville, AL. However, we do face competition from other local businesses such as Raging Gazebo Comics & Games and 2nd & Charles. When compared to these competitors, there are several areas where we currently fall short.

KEY: worse ✗ *similar* = *better* ✓

Element or Characteristic	THE DEEP Comics Games Toys		Raging Gazebo Comics & Games		2ND & CHARLES	
Audience	gamers, collectors of all ages	=	readers, gamers and collectors of all ages	=	readers, gamers, and collectors of all ages	=
Voice & Tone	casual, friendly, quirky	=	casual, friendly	=	formal, friendly	=
Layout Consistency	no	✗	yes	✓	yes	✓
Navigation Consistency	no	✗	yes	✓	yes	✓
Visual Consistency	no	✗	yes	✓	yes	✓
Logo	inconsistent	✗	consistent	✓	consistent	✓
Game Room	yes	✓	yes	✓	no	✗
Social Media Presence	🅕 ⧉ ▶ ✕	✗	🅕 ⧉ ▶ 🎮	✓	🅕 ✕ ⧉	✓

To retain and engage our audience more effectively, we need to focus on the following improvements:

- enhance the layout of our website for a cleaner, more modern look
- streamline site navigation to make it more user-friendly
- incorporate more visuals and high-quality images to enhance the user experience
- increase engagement on social media through consistent, interactive content
- launch a Discord channel to build a stronger community and foster real-time interaction
- use one logo across all platforms to build on recognition and trust

CONTENT STRATEGY PROPOSAL

WEB PRESENCE

A simple and clear site design is needed to enhance the user experience (Krug, 2019).

To attract and retain our audience, we should focus on the following:

• creating a cohesive and consistent design across our website
• regularly updating content
• adding clear call-to-action buttons

These improvements will enhance user interaction, as well as overall site usability and accessibility.

The Home/News page is a great place to share updates on the latest product releases, subscription box information, and weekly tournament highlights. Regularly using this space can help engage visitors and keep content fresh.
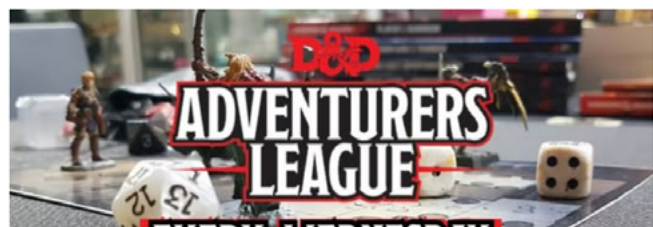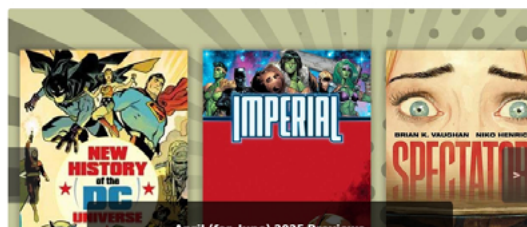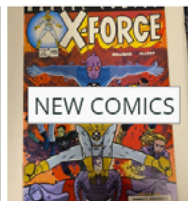

Possible new home page design

SOCIAL MEDIA

We have access to several social media platforms, but we're currently falling short in maximizing their potential. Metrics like shares, likes, comments, and views provide immediate insight into the type of content our audience enjoys and engages with (Carroll, 2023).

While we maintain an active presence on Facebook and Instagram—posting ads, event updates, and in-store product highlights—our content isn't consistently shared across both platforms. To address this, we should implement a social media management tool like Buffer or Hootsuite to streamline and schedule posts for better consistency.

Other issues we need to address:
• posting ads and information in a timely manner
• responding to comments in a timely manner
• utilizing a Discord channel
• inactive YouTube and X accounts, creating missed audience opportunities

Platform	# of Followers	# of Posts	# of Interactions	Engagement Rate
Facebook	9.8K	17	119	0.07%
Instagram	482	6	25	0.86%
YouTube	315	0	0	0%
X (Twitter)	980	0	0	0%

Engagement rates in April 2025; engagements include likes, shares, and comments

READERSHIP

To boost readership, the first step is getting our website in top shape. Once that's in place, we can develop and implement a consistent content strategy for our social media platforms to keep our audience engaged. The more connected we can get with our users, the greater the impact and likelihood that the reader will engage with our content (Carroll, 2023).

SUMMARY

There are several opportunities to improve both our website and social media platforms to boost user engagement and encourage repeat visits. A clean, consistent layout across all pages helps build trust and keeps users engaged (Carroll, 2023).

Enhancing the homepage with additional graphics can improve scan-ability and make content more memorable. Since we only have a few seconds to capture our audience's attention (Carroll, 2023), eye-catching visuals are key to making a strong first impression.

Creating a consistent social media schedule across all platforms, along with actively responding to comments, will help boost user engagement and drive traffic to both our website and brick and mortar store.

Implementing these changes will improve the usability, accessibility, and scan-ability of our website, help build trust with our audience, and ultimately attract more visitors.

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ADDENDUM

PURPOSE

Deep Comics is a shop in Huntsville dedicated to bringing collectible comic books, games, and toy items to the city.

INTERACTOR ANALYSIS

Age: The intended interactors are all ages, but mostly 16 and up

Gender: The target audience is men and women

Education: The target audience has at least some elementary education

Context: The target audience is from Huntsville, AL and surrounding areas

Cultural Perspective: The intended interactors are from Huntsville and their culture and heritage aligns with the geek culture and collector enthusiasts

Socio-Economic: The intended interactors are low to high class status

Expertise: The target audience knows at least a little bit about comic books, games, and/or collectible toys

Attitudes: The target audience already has the attitude of being interested in collectible items and may refer to themselves as "geeks" or "nerds".

TRUSTED WRITER REVIEW

REVIEWER INFORMATION

Nicholas Yurko
April 13, 2025 @ 2pm CT
nicholasyurko@gmail.com

QUESTIONS FOR THE REVIEWER

I'm worried about the APA references for my own images and if they are correct?
Do you think I've included enough information about the intended audience?
Is the overall layout confusing or crowded?
Have I used first person plural throughout the document?
Are there any grammatical errors or sentences that need restructuring?

Nick objectively reviewed my second draft, highlighting areas for improvement. He again provided several suggestions for sentence structure and word choice. He also helped me with APA referencing (one day I'll "get it"). Overall, I feel he has helped me improve this piece of work and made helpful suggestions about connecting the dots between my analysis and this document.