

Content Strategy Analysis

<https://www.ifixit.com/>



Figure 1 ifixit logo

Profile

Audience and Purpose

Purpose

The purpose of ifixit.com is to make repair tutorials accessible to consumers. By using a wiki-based submission and editing system it helps our audience salvage damaged equipment. This helps reduce throw-away consumerism and combat planned obsolescence.

Planned obsolescence, in this case, is when a company refuses to allow devices to be repaired except by authorized retailers who keep the prices of parts and repair so high the consumer is forced to buy a newer device because it costs less than the repair.

Audience

Our target audience at ifixit.com starts young at 14 with at least an eighth-grade education and continues from there. Most of our audience are between the ages of 18 and 50 with no distinction between genders. Ifixit is accessible in any area with internet access and is relevant to anyone with technology to repair, or post repairs about.

...our website is for people who want to extend the life of their devices...

Our audience comes from a middle-class or higher background with the income to buy the technology but without the ability or willingness to buy a new device every time an old one breaks or becomes obsolete. Frequently all an old device requires is to have a part replaced or new software installed to bring it in-line with the newer device.

The primary focus of our website is for people who want to extend the life of their devices rather than throw them away and buy a new one. This could be for economical or ecological reasons.

Languages:

Our website is translated into these 12 languages:

1. Deutsch
2. English
3. Español (Spanish)
4. Français (French)
5. Italiano (Italian)
6. Nederlands (Dutch)
7. Português (Portuguese)
8. Русский (Russian)
9. Türkçe (Turkish)
10. 中文 (Chinese)
11. 日本語 (Japanese)
12. 한국어 (Korean)

This allows for our audience to experience our website in their native language more often than not.

Frequency of Publication

Our internal staff posts new content every day. From tech news to fixer reviews, and teardown videos to repair radio shows. We make sure that our audience has something new every day. We make sure to keep our non-repair updates relevant to the interests of our audience.

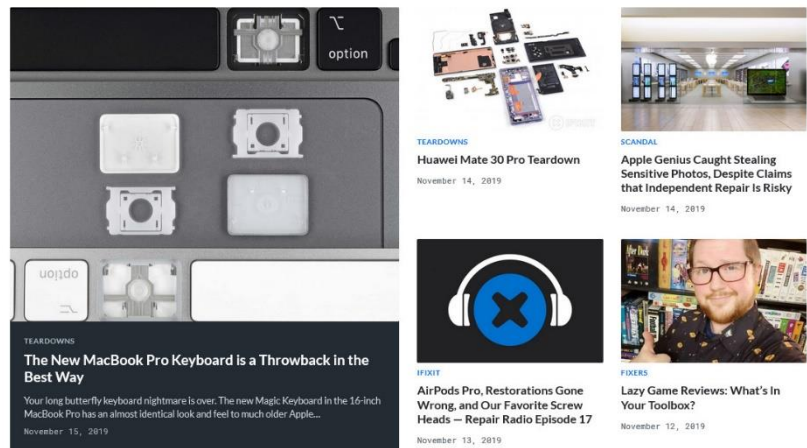


Figure 2 New content on the left, past articles on the right

Information Challenges

We don't receive information directly from many of the manufacturers on our website. Most of the tech companies we have guides for refuse to allow third party repairs. They claim copyright and proprietary information and limit access to the official repair guides to encourage consumers to purchase new or refurbished products directly from them or authorized repair centers.

We rely mostly on contributions from our audience that have taken the time and risk to void their warranties, either in pursuit of their own repair or for the good of the repair community. We rely on our community to provide us with quality guides and take the time to edit and

improve the guides as we are able. This often prevents us from getting the latest guides quickly.

Content Fitness

When a user is unable to find a specific guide on our website, they can hop over to our Answers Forum where they can get their questions answered by other users. They can access the forum through a link at the top of the page in our navigation menu. The audiences' eyes most often fixate in the upper left of a webpage first, before hovering, then moving left to right so this will be one of the first things they scan, (Carroll, 2017, p. 85). The main page of our website is dominated by a search engine for people that are looking for repair guides giving them direct access to what they want, (Carroll, 2017, p. 103). This keeps in mind the purpose of our website and calls attention to the repair seeking audience. There is also a consistent search box in the header for quick page changes. The home page is easily accessible through the whole website, (Carroll, 2017, p. 103).

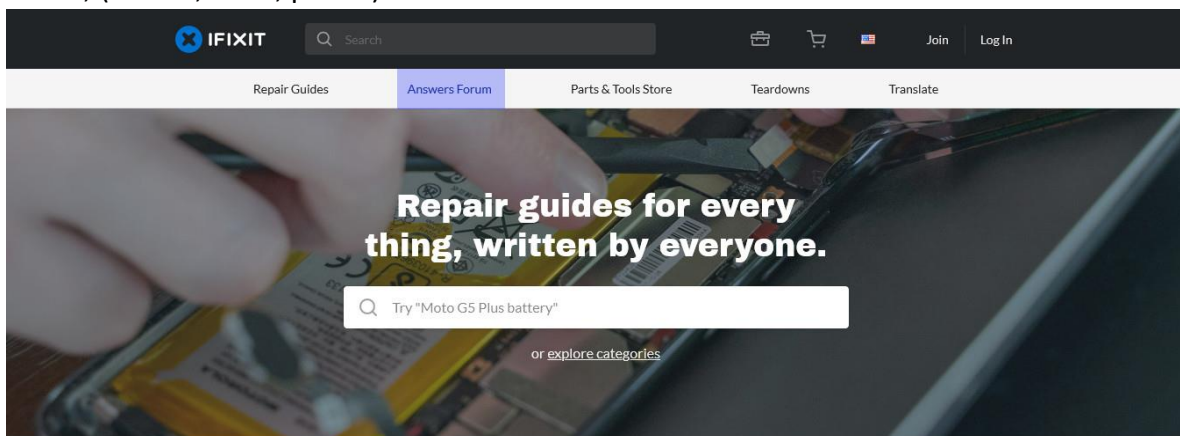


Figure 3 Ifixit main page with Answer Forum button highlighted in blue.

Social Media Presence

Our website does not have a specific blog; however, we do offer tech news updates and guided tear-downs of new technology across multiple platforms, including:

- Instagram
- Twitter
- Facebook

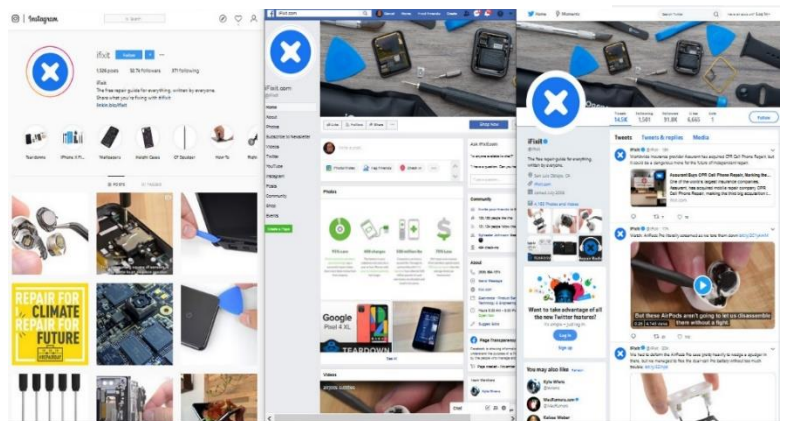


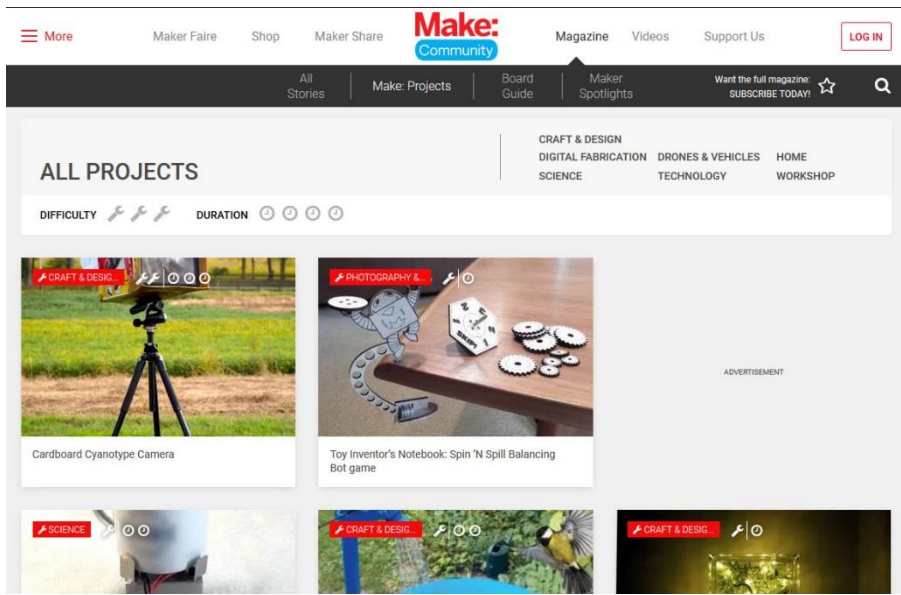
Figure 4 Ifixit social media outlets Instagram, Facebook, Twitter (from left to right)

This is relevant to the users of our website that are looking to repair new devices or are just looking to see the insides of something (usually) expensive.

Compare Competitors

We facilitate a community of Do-it-Yourselfers to extend the life of their devices and create a space for people to access the potential of their technology. But we're not the only ones:

Make <https://makezine.com>



Make magazine is a DIY magazine that has a large reader-base and an active community of “makers”. Their website isn't as easy to navigate and encourages readers to browse through articles or work to get to the knowledge they are looking for. They have a more active social media presence, but this is partially because of Make sponsored conventions that consistently grow their community. They do not strictly offer device teardowns but do foster technology learning.

Figure 5 Make page showing no sorting options and limited filters and navigation.

Instructables <https://www.instructables.com/>

Instructables is a website that offers user-generated instructions to do just about anything you can think of, from brewing a pot of coffee to removing a car engine. They don't strictly focus on device teardowns and instead focus on general knowledge sharing. Their website offers easy searches but browsing individual categories is a chore unless your audience is looking for project ideas. They also have a strong social media presence due to their active DIY community.

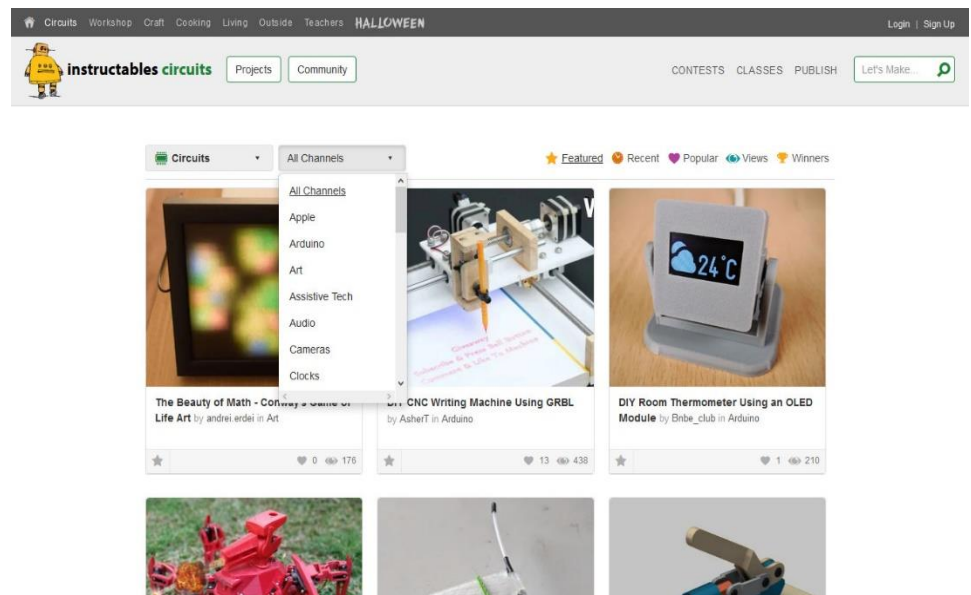


Figure 6 Instructables page showing navigation, sorting, and filter options

Content Strategy Proposal

Web Presence

Our community is smaller than both of our competitors. This is detrimental to us, as we rely on our community to build our database of useable guides. With each new member that joins our community we have more opportunities to expand and help our audience improve their technology library. The best thing we can do to improve the quality of our data is to increase the number of skilled fixers that are members of our community.

Community

We advocate for repair and have links to repair.org which is a non-partisan community dedicated to changing legislation related to open source repairs and improving the rights of the owners of devices. We could create a section of our website to allow our users to form local groups that could get together in person and help each other improve their abilities as fixers and advocate to local governments to change the relevant legislation.

...take that step towards
tech independence

By creating a space for groups to gather and schedule meetings we grow our communities outside of our web presence. These communities of fixers can generate new content which would fill our archives with more usable repair guides. The group spaces on our website could even be used to hold sponsored events, where fixers can gather to learn more about what is going on in the repair community and learn from skilled fixers the best practices for personal tech repair.

Social Media

We can post the articles and special interest pieces, like our radio shows, to our social media platforms to generate more interest in our website. Creating hashtags that are relevant to our content and including them in our social media posts will ensure that we appear more frequently in the feeds of people that may not know about us from anywhere else.

Conclusion

There is a lot we do right for the limitations that we have. The average user won't take the risk to attempt a difficult repair on their own. Why? Because if they make a mistake and need to send it to be repaired anyway, they'll have already voided their warranty. Creating local communities of fixers can help improve the skills of their members and can even encourage new fixers to take that step towards tech independence.

Our web community is relatively small compared to our nearest online competitors. However, there is room for improvement to help our community grow. Bringing in more people through our social media is a big step in that direction. Creating relevant hashtags and generating interesting content can gather more people to our website. If people don't know we exist, they

may not know that they don't have to settle for going to an authorized service center or buying a new product to replace one they could otherwise easily fix on their own.

Reference:

Figure 1. Colby, D. (2019, October 31). *Ifixit_logo*. [Image Screen Capture]. Retrieved from: <https://www.ifixit.com>

Figure 2. Colby, D. (2019, October 31). *Main_page_content* [Image Screen Capture]. Retrieved from: <https://www.ifixit.com/>

Figure 3. Colby, D. (2019, October 31). *Ifixit_main_page*. [Image Screen Capture]. Retrieved from: <https://www.ifixit.com>

Figure 4. Colby, D. (2019, October 31). *Ifixit_social_media*. [Digital Image]. Created from: <https://twitter.com/ifixit>

Figure 4. Colby, D. (2019, October 31). *Ifixit_social_media*. [Digital Image]. Created from: <https://www.instagram.com/ifixit/>

Figure 4. Colby, D. (2019, October 31). *Ifixit_social_media*. [Digital Image]. Created from: <https://www.facebook.com/iFixit/>

Figure 5. Colby, D. (2019, October 31). *Make_page*. [Image Screen Capture]. Retrieved from: <https://makezine.com/projects/>

Figure 6. Colby, D. (2019, October 31). *Instructables_page* [Image Screen Capture]. Retrieved from: <https://www.instructables.com/circuits/projects/>

Carroll, B. (2017). *Writing & editing for digital media* (3rd ed.). New York, NY: Routledge

Addendum

Purpose

The purpose of ifixit.com is to make repair tutorials accessible to consumers. By using a wiki-based submission and editing system it helps consumers salvage damaged equipment. This is to help reduce throw-away consumerism.

Interactor Analysis

Age: The targeted interactors are 14 and up.

Gender: The intended interactors are of any gender.

Education: The targeted interactors has an eighth-grade equivalent education.

Context: The intended interactors are urban, suburban and rural with access to the internet and relevant technology to repair.

Cultural Perspective: The targeted interactor speaks at least one of the following languages; Deutsch, English, Español, Français, Italiano, Nederlands, Português, Русский, Türkçe, 中文, 日本語, and 한국어. Those are the languages for which the website has translations available. A culture that prefers repair and reuse over toss and consume.

Socio-Economic: The intended interactor is lower to upper-middle class. They are somebody more intent on saving money or more concerned about the environment. They also have access to, or can afford, the tools needed for repair.

Expertise: The targeted interactor must have a basic understanding of the topic or be willing to learn as they go. Difficulty levels are provided.

Attitudes: The intended interactor has a neutral to favorable attitude about the topic.

Trusted Writer Review

Name: Rachel N. Colby

Date/Time: November 14, 2019 10:00PM

Email: Rachel@wineandflours.com

Questions: Should I remove the references to the advocacy group that Ifixit supports even though it doesn't reference specific political parties or topics? Do the pull-out quotes detract from the flow of the proposal?

Reflection:

Remembering to avoid political areas was a little difficult for me during my conclusion. Making sure to indicate that the advocacy group is non-partisan was an afterthought that I'm glad I included. I'm passionate about end-users and device owners being able to do what they want with the products they own. Being passionate is good for writing but making sure to focus that passion is important. It's easy to alienate an audience if they are neutral about a topic or passionate about an opposing viewpoint.