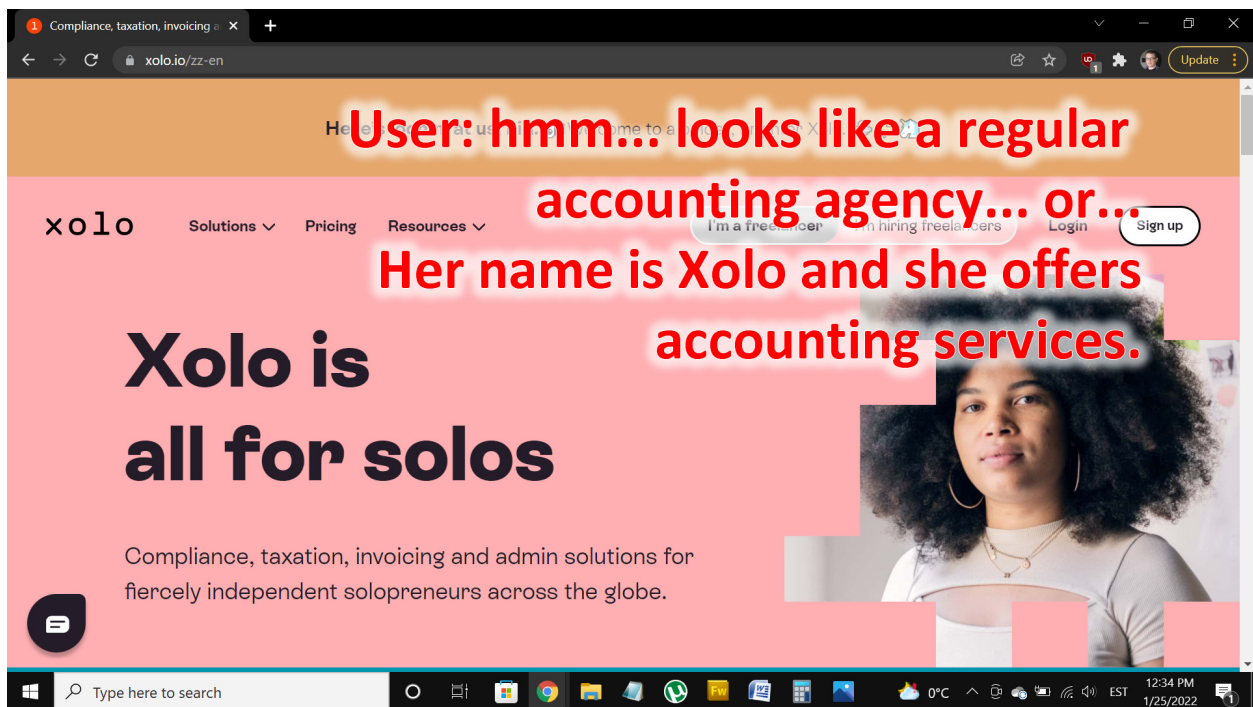


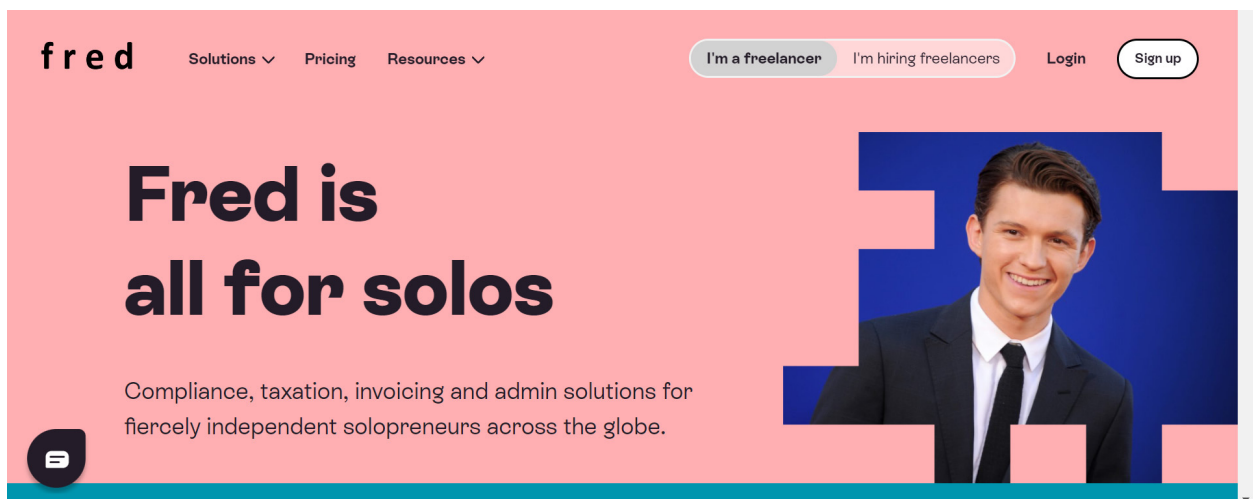
UX ADVICE FOR XOLO

1. Main idea/purpose

According to usability, you should communicate the main idea/purpose from the beginning. Your current main message is **too abstract**, users won't catch the point and will most likely get a wrong impression. They may not dig deeper... and leave your website, if you didn't communicate your point (or that you have something interesting at least) from the beginning.

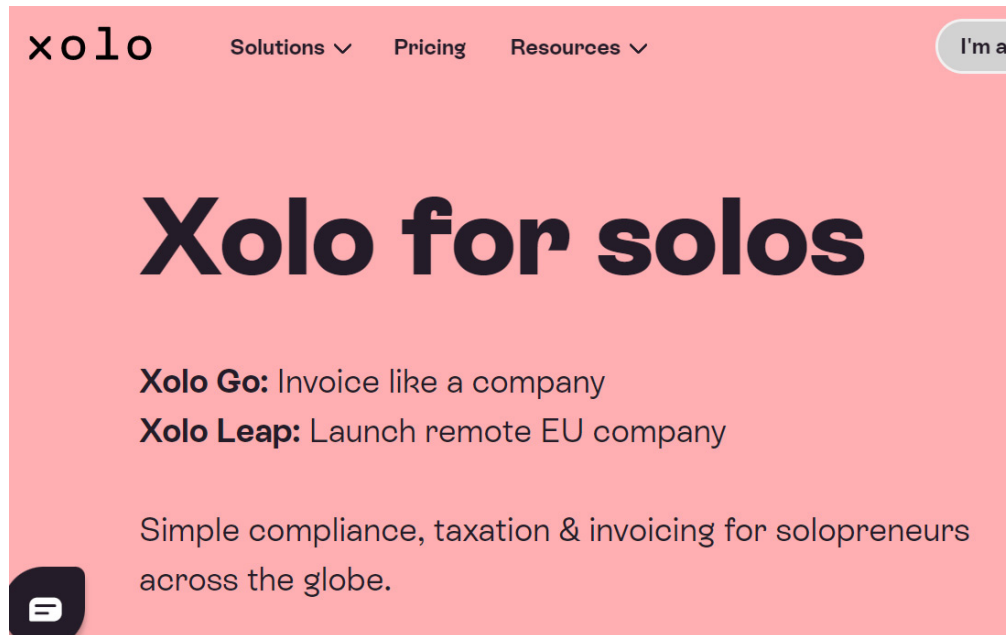


If it didn't convince you, see a slightly modified version with **the same** message:



Of course, some things give users a tiny hint that it could be an agency, not just one person, but it doesn't help much, as you're not just a regular agency (specializing on small businesses / solopreneurs? - regular agencies do it, too), but have something more interesting to offer.

How to fix the issue? See my variant below. I'm not saying it's the best – it's just something that came into my mind quickly, but it's already much better than your current message. Please note: there is no photo below, but I'm not suggesting to remove the photo, I'm suggesting to change the message :)



Also, your current version is especially not good on a mobile, just check it out:

1. The first thing user sees is a little bit abstract message
2. If s/he scrolls down, the second thing s/he sees is "Launch an EU business"
3. S/he has to scroll more or go to the menu to see "Invoice like a company"
 - S/he may not do it, leaving with a wrong impression about your solutions

2. Why Estonia?

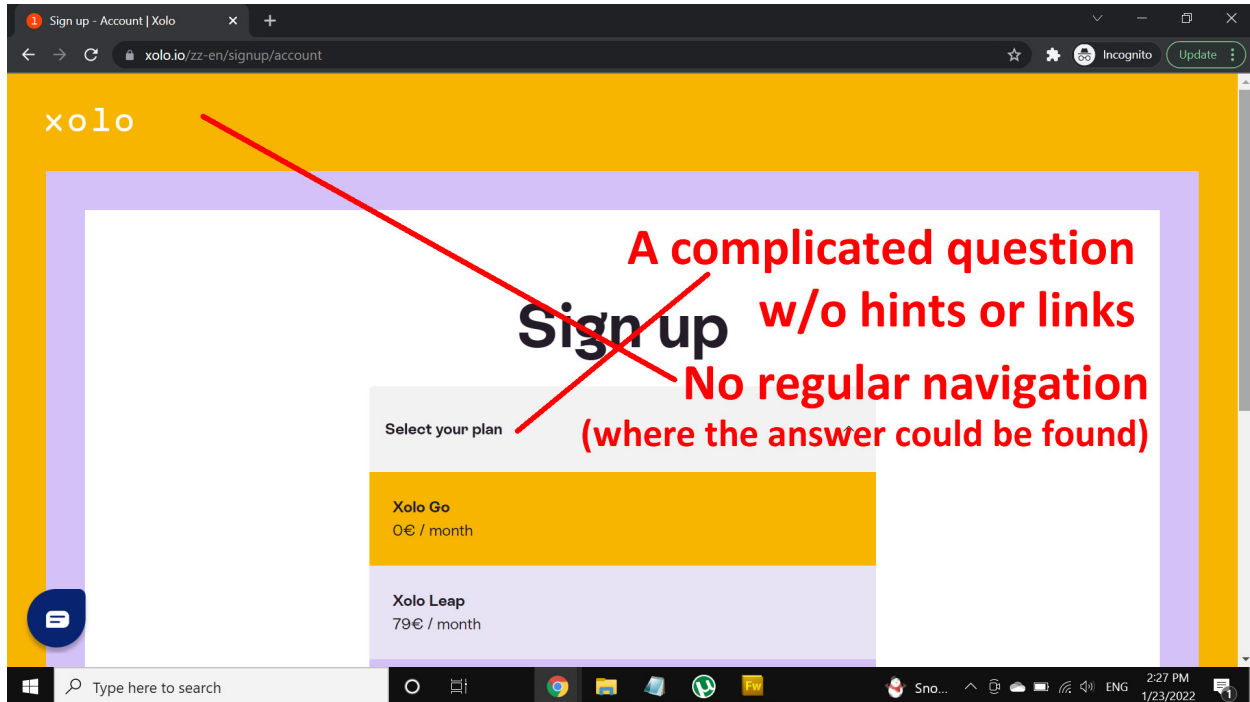
Well, it's communicated a little bit, but weakly... **It should be one of your main messages**, as freelancers probably don't know a lot about Estonia. Therefore, one of the main messages should be that Estonia is extra good, not a shady offshore zone and so on.

3. Sign Up

You have call-to-action forms/buttons:

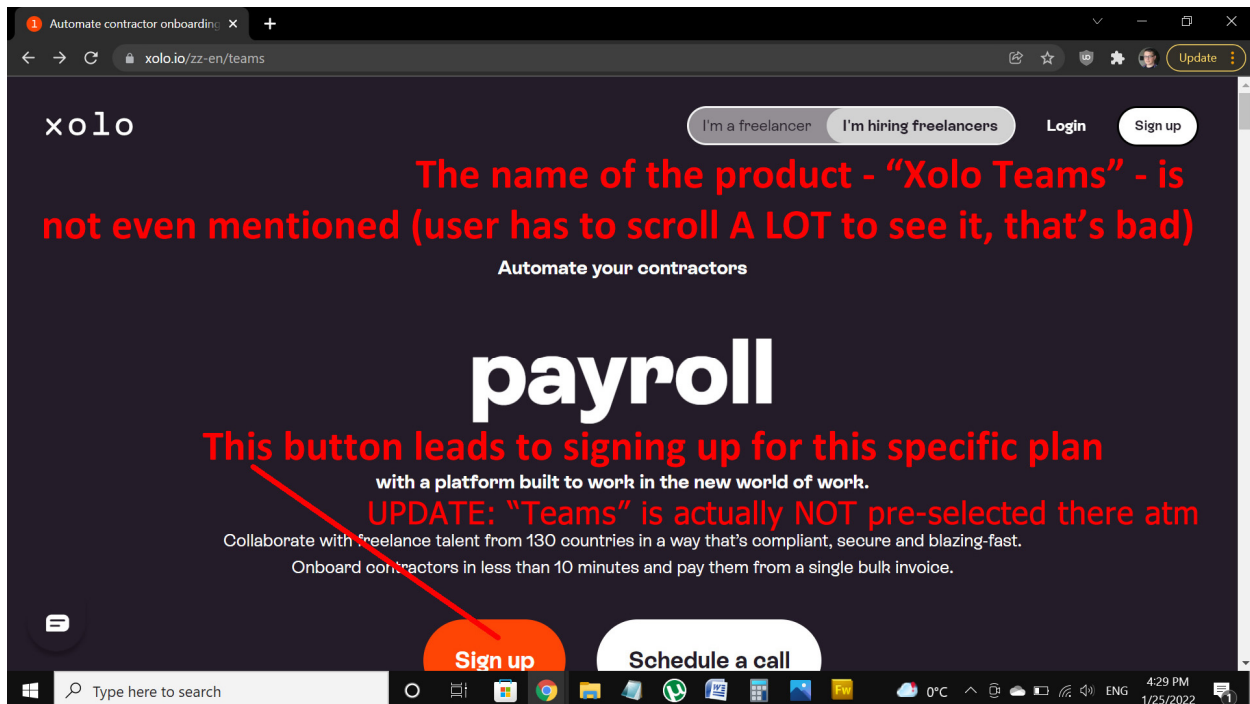


But, then...

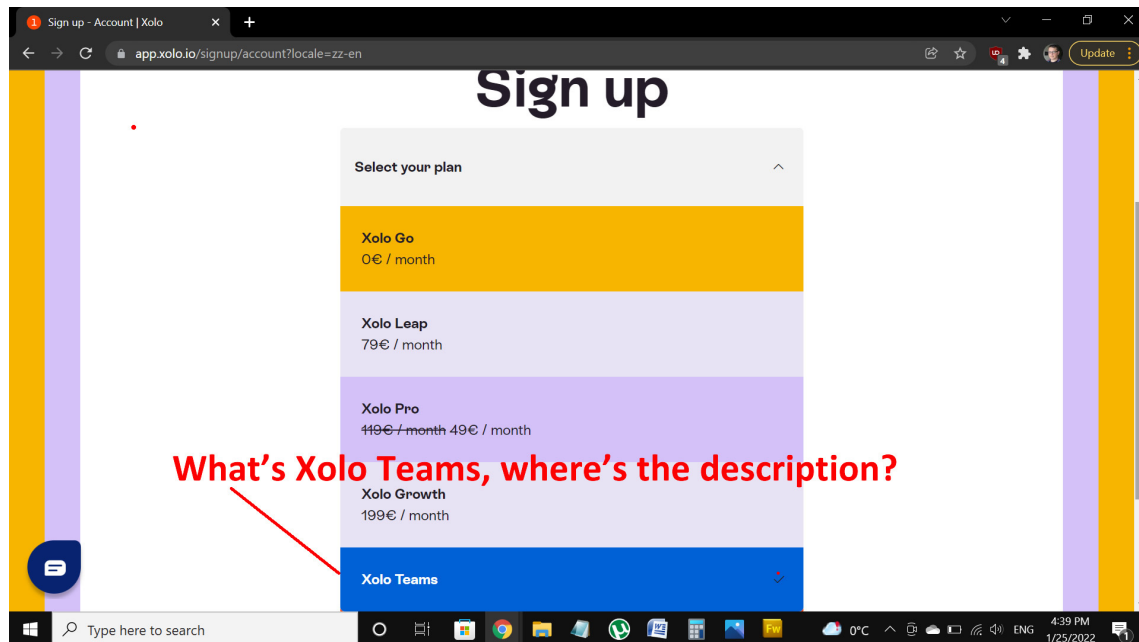


You have followed standard best practices suitable for standard cases where just signing up is all that's needed for beginning... But, you have a non-standard case and things should be done differently.

Also...



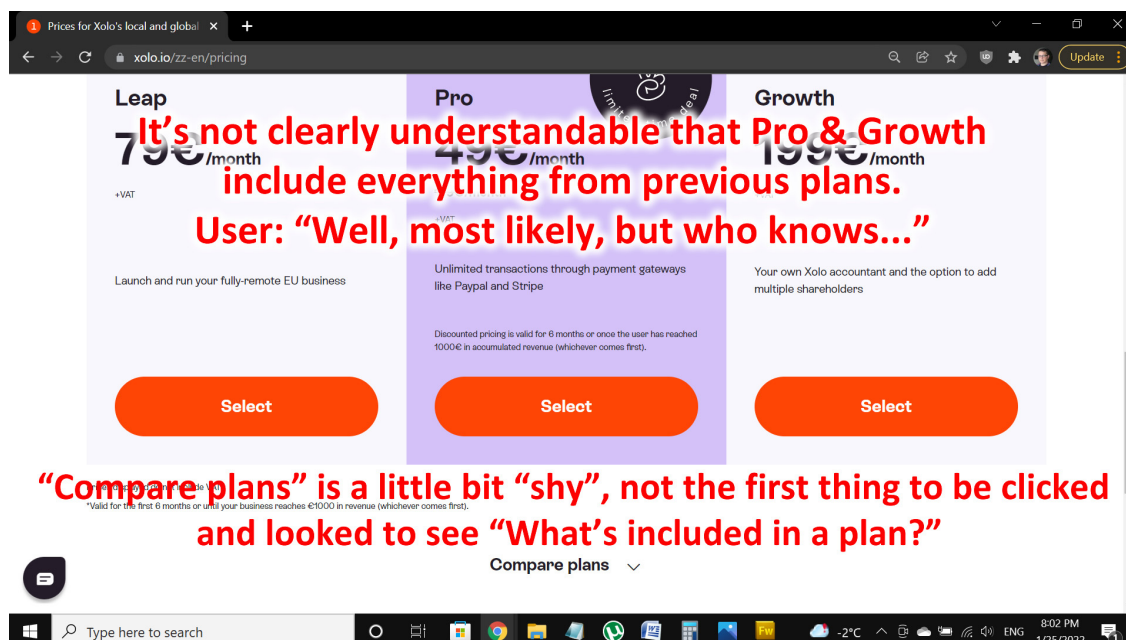
Still, the regular Sign Up form also contains Xolo Teams - it's hard for users to find out what it is and whether they should choose it or not. My quick suggestion is to add a hint: (for hiring freelancers).



Also, it's not super easy to find out what Xolo Pro and Xolo Growth are, because these are not mentioned in navigation - they're buried in the description of Xolo Leap.

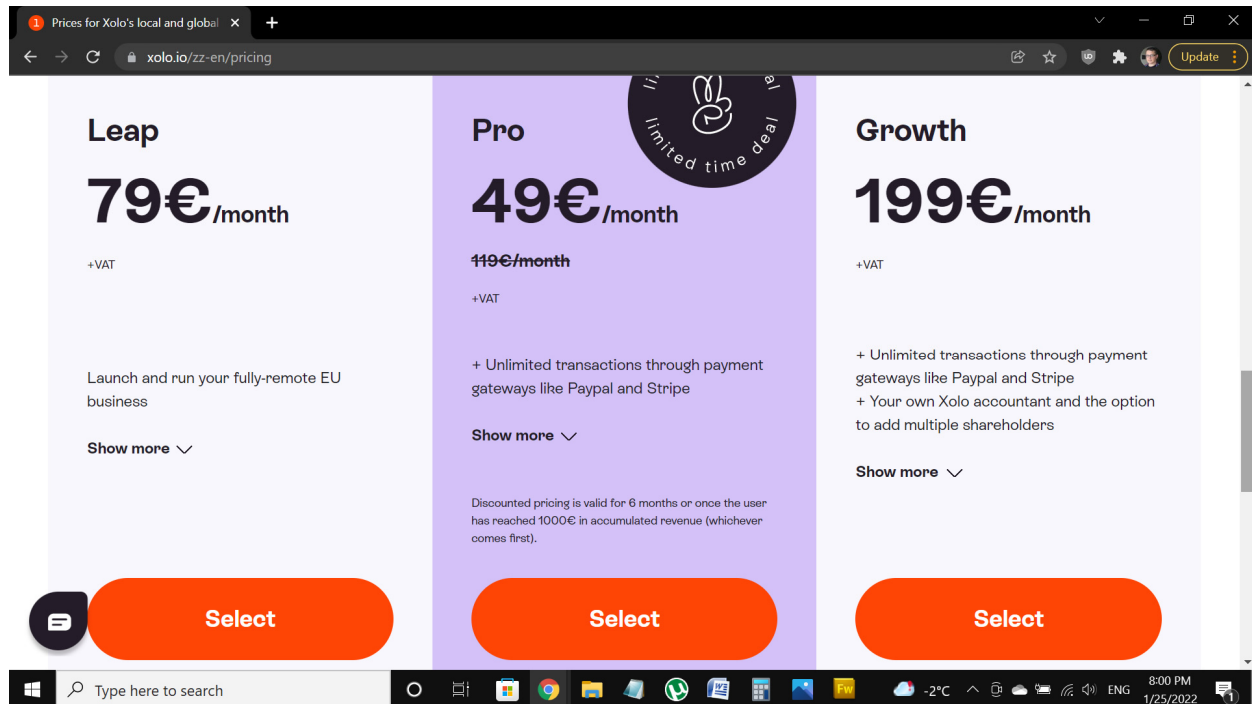
My quick suggestion is to rename these to Xolo Leap Pro and Xolo Leap Growth – this will make things more intuitive. (some other solutions are also possible)

4. Pricing

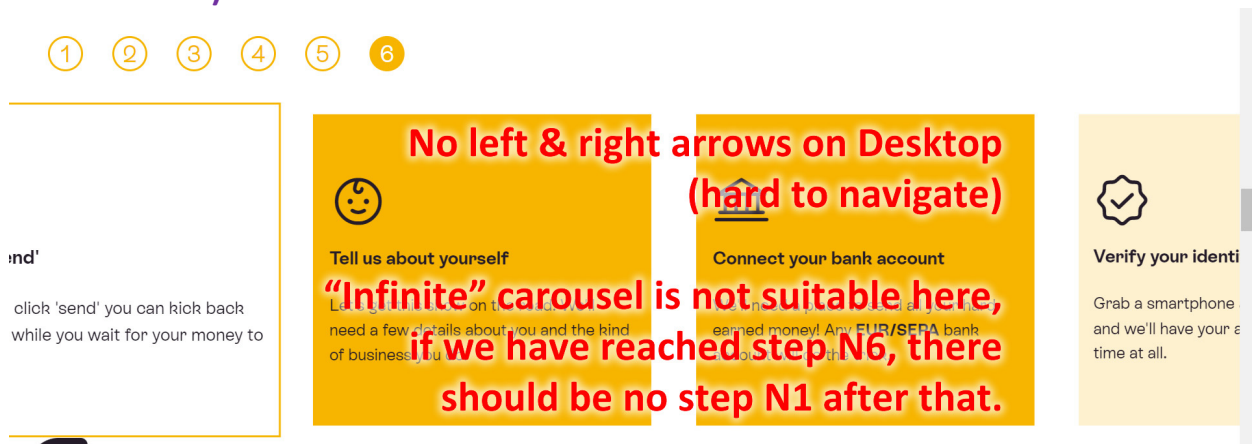


My variant:

- + something gives a clear picture that the plans offer **more** instead of offering different things.
- In-content “Show more” (or “See all features”) is more intuitive. Actually, you have the same approach on a mobile, the only difference on Desktop would be to show additional information for all plans at the same time.
- The final version may be a little bit different, this is a concept, not the final version :)



5. More issues? Of course there are more issues, Estonian IT corporations have a lot of issues :)



If you still want to use an “infinite” carousel here, there’s one more-or-less acceptable solution: show numbers on the cards (and that’s actually a good idea in any case).

See also: <https://optim.ee/4xolo2.pdf> (Part 2)