

DIGICOTS

(MY INSIGHTS & POSSIBLE SOLUTIONS FOR ALL OUR WEBSITES)

[CREATED BY: ANUGREH KOUL]

Key issue across all websites:

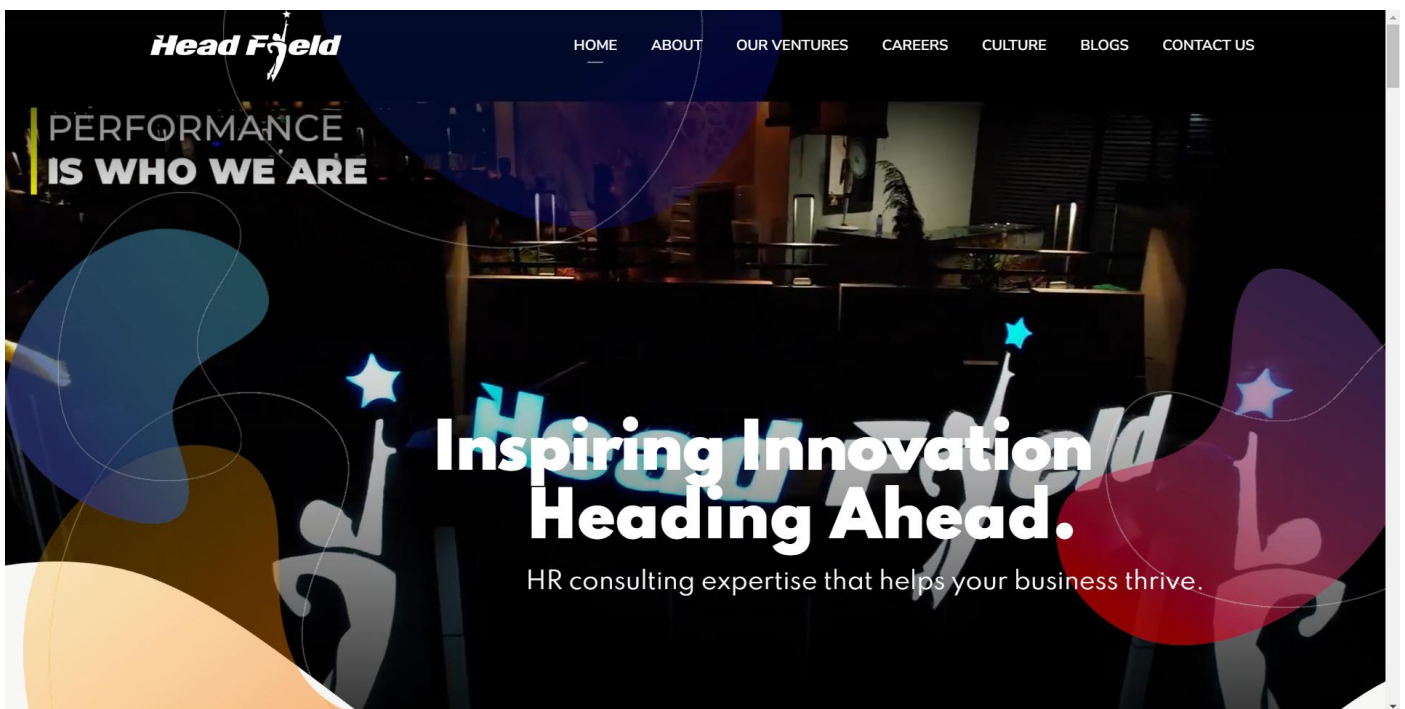
Media storage isn't optimised properly resulting in laggy media loading and overall website functionality.

Blog Pages

- Image quality is not up to the mark.
- Can provide brief intro/summary below blog titles instead of preview. Something that urges the reader to read further.

headfield.com

Home Page



Issues:

- The text displayed over the video is not popping out. It gets lost.
- Being a tagline, it needs to pop out and be easily readable.

Possible Solution:

- The font needs to change.
- Possibly the text color and positioning needs to change as well.

2007: A Startup Today: A Conglomerate with a Global Presence

From humble beginnings to this day, Head Field Solutions has come a long way. Today, we pride having many business verticals across the world.

Head Field's ecosystem is a diverse network of experts and industry professionals with a passionate mindset and a collaborative culture. We work to understand your issues and are driven to ask better questions in the pursuit of making your business work better. We also empower organizations with agile outsourcing solutions at scale to deliver unprecedented levels of performance and customer delight. Head Field has made strategic investments in different outsourcing domains. The company has established successful subsidiaries across the globe.

[Connect Now](#)


Issues:

- The paragraph does the job but isn't catchy enough.
- Images are really small and unrelated.

Possible Solutions:

- Paraphrasing the paragraph and changing the tone in such manner that it leaves the impression of a long, impactful and comprehensive journey of the brand.
- Images need to be enlarged and most likely changed to something which highlights the long journey.

CEO of Head Field Solutions

Kunal Jaggi

Head Field began with a dream, an idea. Through repetition and practice, I could visualize every aspect of my dream. Today, innovation is my vision and the group of companies - my DNA!



Issues:

- The image of Kunal sir is grainy.

Possible solution:

- It either needs to be edited or changed.

Leading Through Impact

We explore some of the latest trends and strategies



Expertise

More than mere services or products—we create environments where people can grow, thrive, and innovate.



Exceed



Excellence

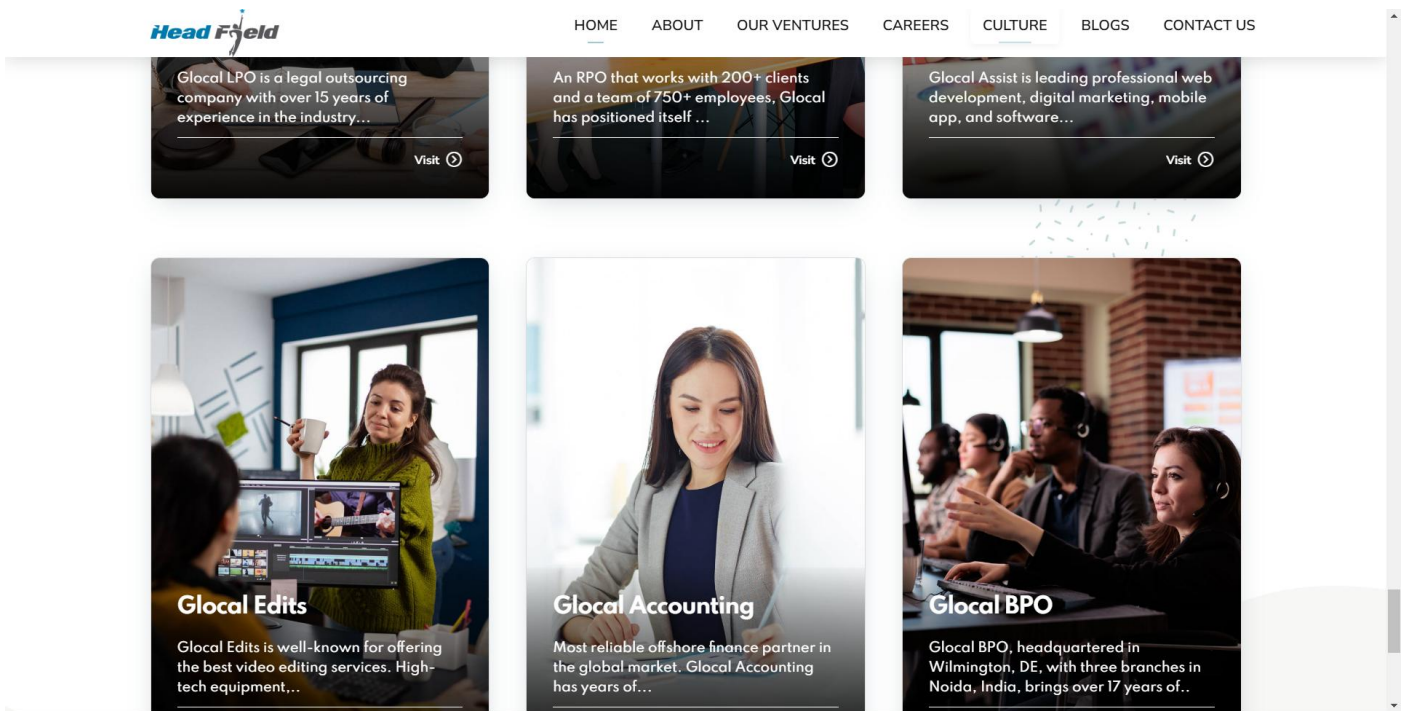
Our superpower as a company is the ability to understand your needs and deliver next-gen solutions.

Issues:

- The sub-heading of *Leading Through Impact* is quite vague.
- The descriptions for each of the subsequent values are very polite, unimpactful.

Possible solutions:

- Change the sub-heading to something like “*We craft systems based on industry practices à la mode.*”
- Change the descriptions to suit an impactful tone; something that leaves a mark on the reader.



Issues:

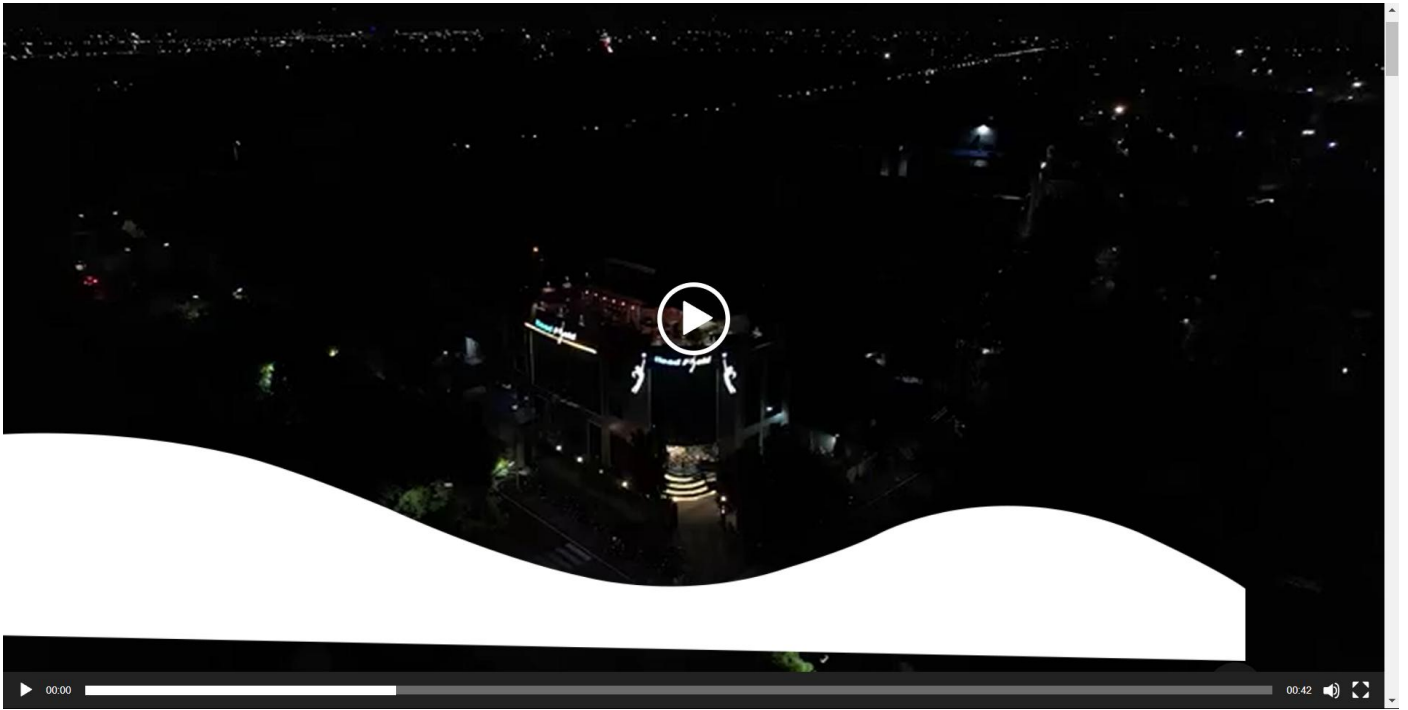
- LOB descriptions shouldn't end with three dots; it suggests uncertainty or a feeling of incompleteness.
- The descriptions are very plain and simple.

Possible solutions:

- LOB descriptions should end with either a full stop or nothing at all.
- The descriptions should be a little more compelling for the reader; more like a reason why they should choose it or even visit the website and consider it. Not completely sales-focused; rather need-focused.

Ex. Glocal Edit – Get your dream video delivered by a team of exceptional editors using state-of-the-art equipment.

About Page

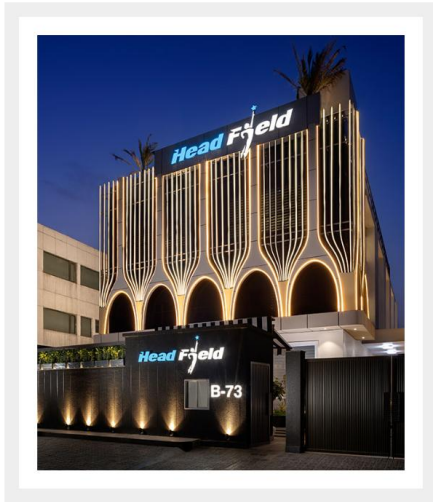


Issues:

- The video is grainy.
- It is not blending in to the web page and website's overall design.
- It is also kind of long.

Possible solutions:

- Use a better-quality video.
- Place it in a way that it blends in to the webpage instead of the abrupt layout it currently follows.
- We could make it shorter; with our LOBs flashing in shorter intervals of time. It will also help us grab the viewer's attention for the whole video.



March 2009
Started Glocal LPO company

December 2009
Founded Glocal Assist

2010

June 2010
Expanded team to 85+ headcount

2011

June 2011
Opened headquarters in Delaware, USA

July 2011
Opened Glocal Accounting venture

2013

June 2013
Expanded team to 185+ headcount

2015

June 2015
Expanded team to 370+ headcount

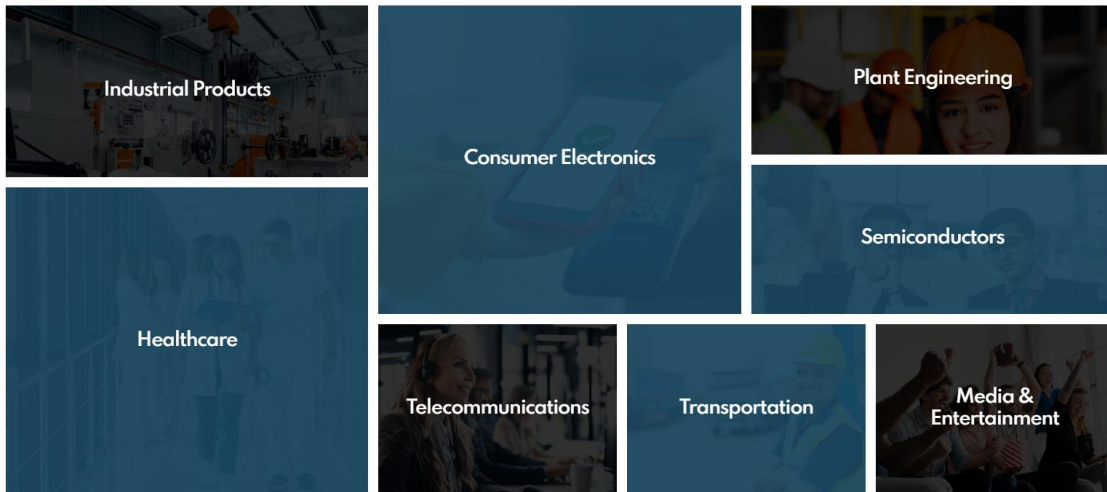
Issues:

- Building image has an abrupt layout.
- The timeline is static. (not really an issue; but can be improved)

Possible solutions:

- The image could be better blended into the design by adding to the background or using a better frame to support it.
- The timeline could be interactive and could change while we scroll or hover over it with the pointer.

Who We Serve



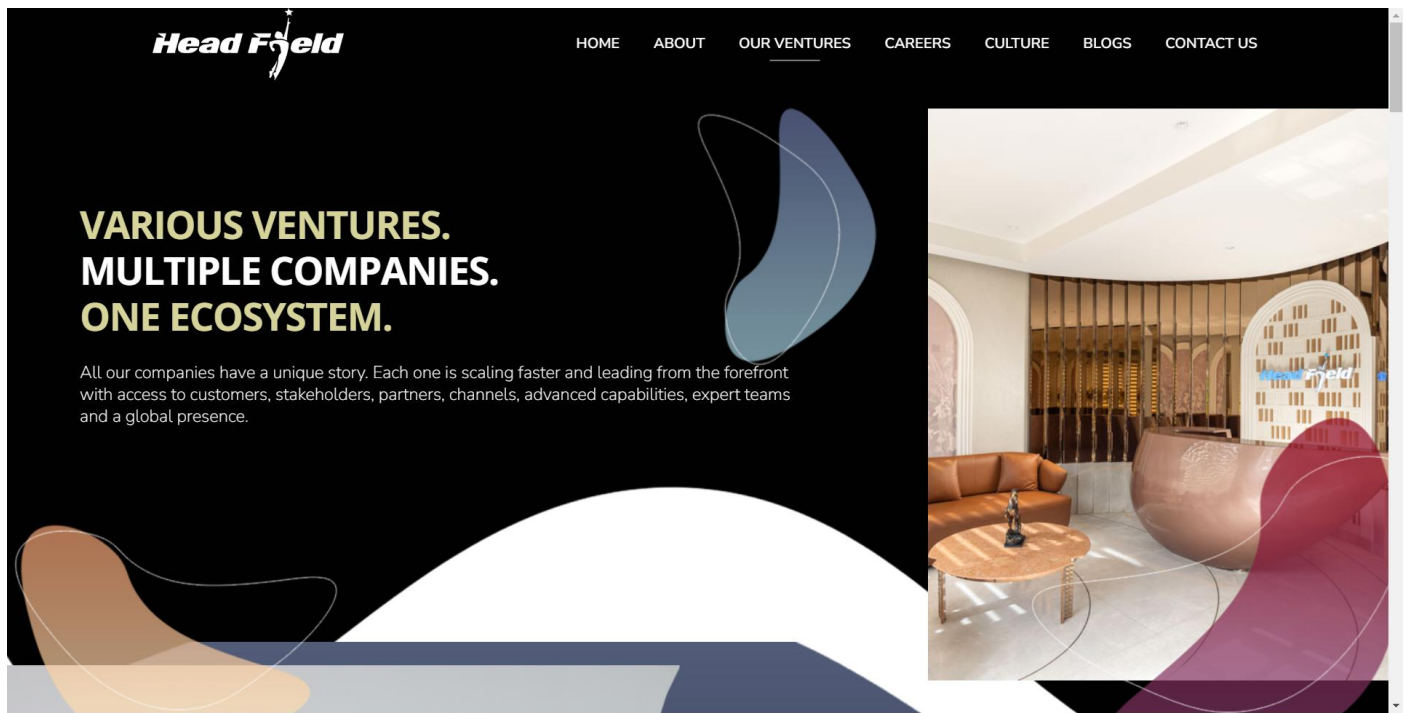
Issues:

- Irregular tints over images.

Possible solutions:

- A black uniform tint over all images would look better.

Our Ventures Page



Issues:

- The animations of these tableau-like objects are distracting and steal the focus from the text.

Possible solutions:

- We could make those objects static to maintain focus on the text.

Insight: The LOB descriptions on this page are amazing.



Issues:

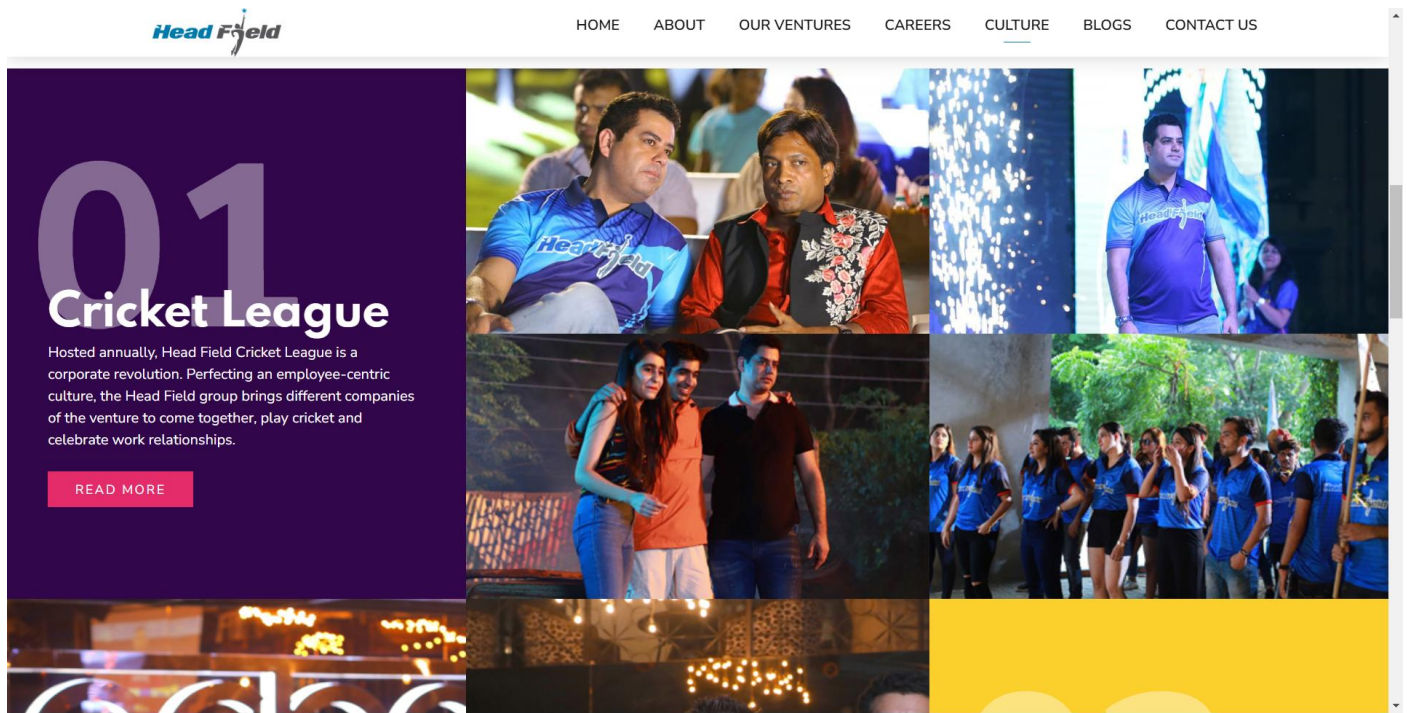
- The beginning of the video displays like this; it looks unprofessional.
- The video is not blending in to the web page and website's overall design.

Possible solutions:

- The beginning of the video needs to be fixed.
- Place it in a way that it blends in to the webpage instead of the abrupt layout it currently follows.

Insight: The video is crisp, attention-grabbing and has a great quality.

Culture Page




Issues:

- The images are grainy.
- The layout is very basic.

Possible solutions:

- Use better-quality images.
- Could place images in a smart stack or slideshow layout.

Contact Us Page



HOMEABOUTOUR VENTURES
CAREERSCULTUREBLOGSCONTACT US

HOW CAN WE HELP YOU OUT?
Reach out to us in the nearest office.
+91 (931) 056 8481 (India)




Corporate Headquarters
Head Field Solutions Pvt. Ltd.
Lajpat Nagar II
New Delhi - 110024

Head Field Solutions Pvt. Ltd.
B-8, Sector 59,
NOIDA - 201 301 (UP)

Branch Offices
Head Field Solutions Pvt. Ltd.
B-73, Sector -57
NOIDA - 201 301 (UP)

info@headfield.com
+1 (732) 344 4260
+91 (931) 056 8481 (India)

Social Media



CONTACT US
**Leave us a little info, and
we'll be in touch.**

Name*

Email*

Your Number

Message

Send a message

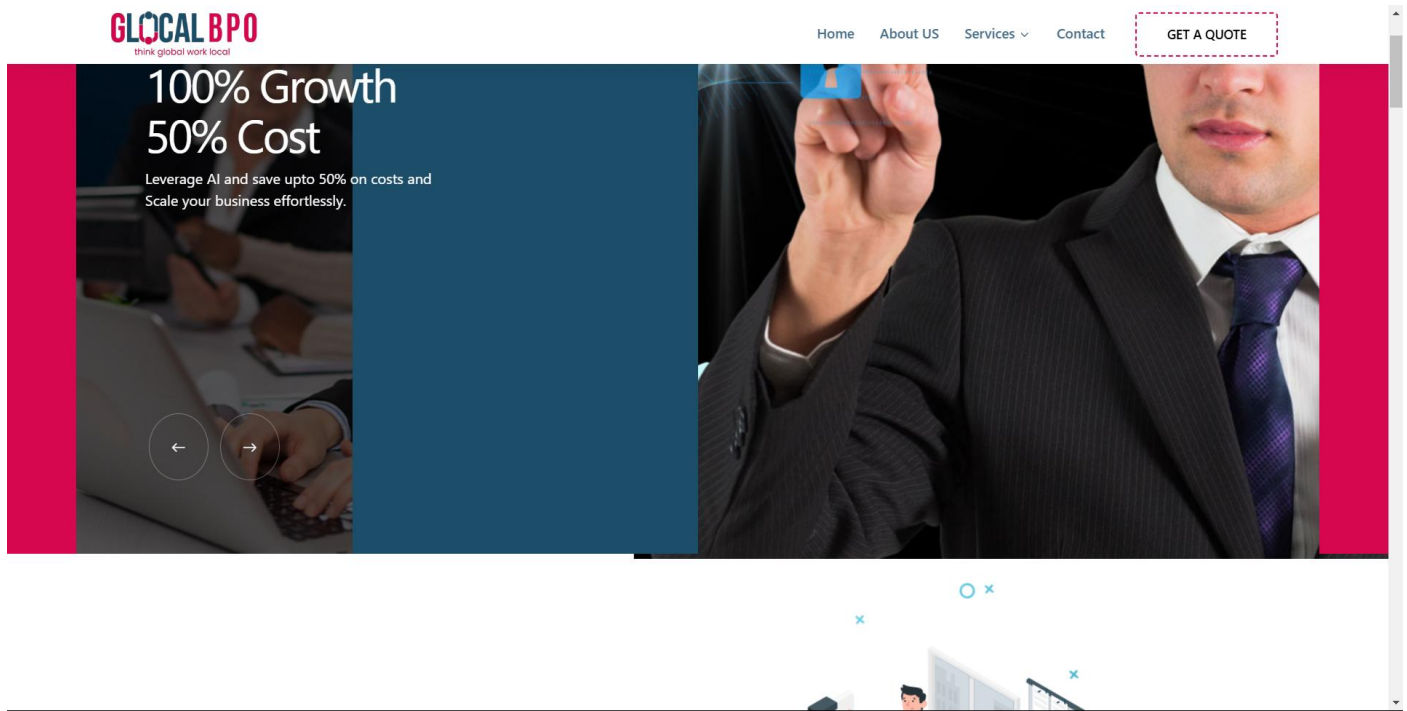
Issues:

- Looks pretty bland in terms of design.

Possible solutions:

- Could have an interactive map with the details displayed when hovered over locations.
- Could have icons for each details with pop ups when hovered over.

glocalbpo.com



Issues:

- Image quality is bad.
- Symmetry has been compromised.
- The layout is abrupt and doesn't blend in.

Possible solutions:

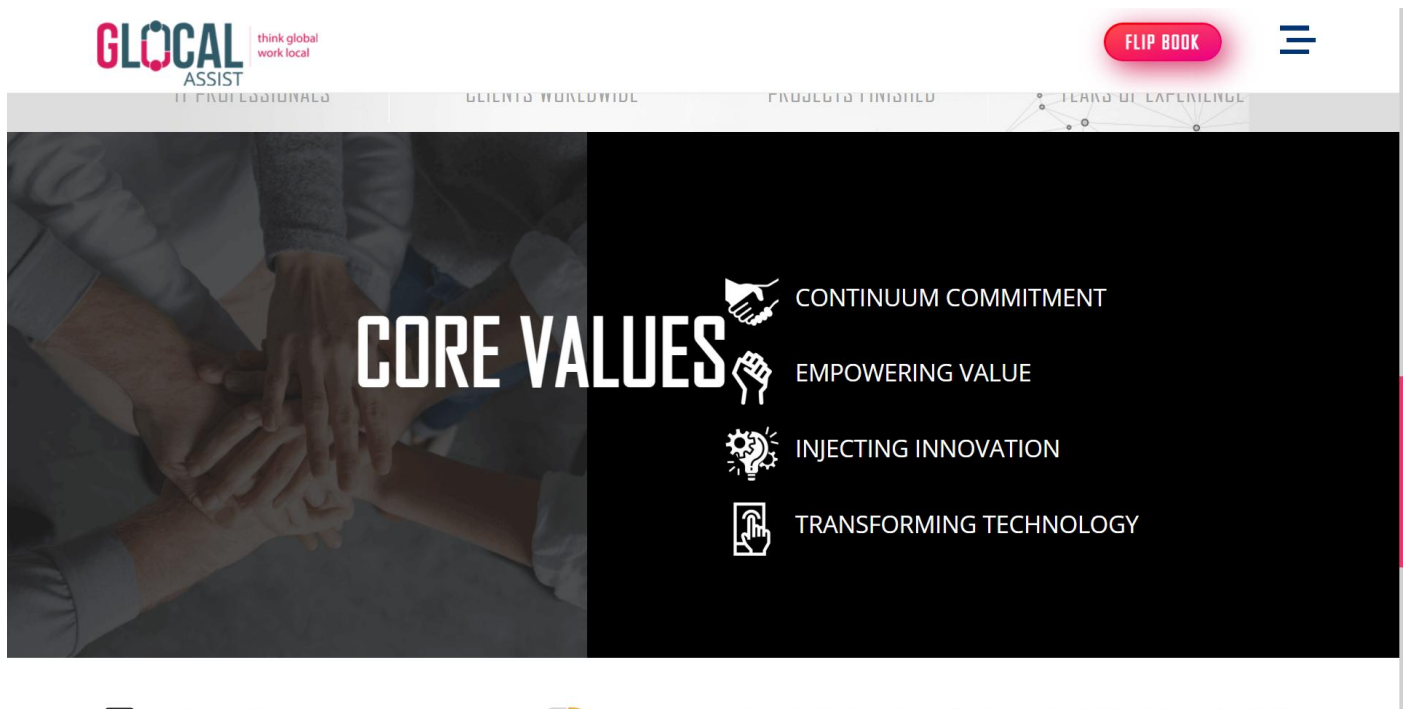
- Use better quality images.
- Maintain symmetry across layouts.
- Change the layout by using better frames or graphics to make images blend into the web page.

glocalas.com

Insight: The website is excellent and screams the field it serves in terms of design. However, the domain could be changed for better clarity and findability.

glocal-assist.com

Insight: It is an amazing website. It is interactive, attention-grabbing and impactful. The flip book is quite interesting use of tech.



Issue:

- The positioning of 'Core Values'.

Possible solutions:

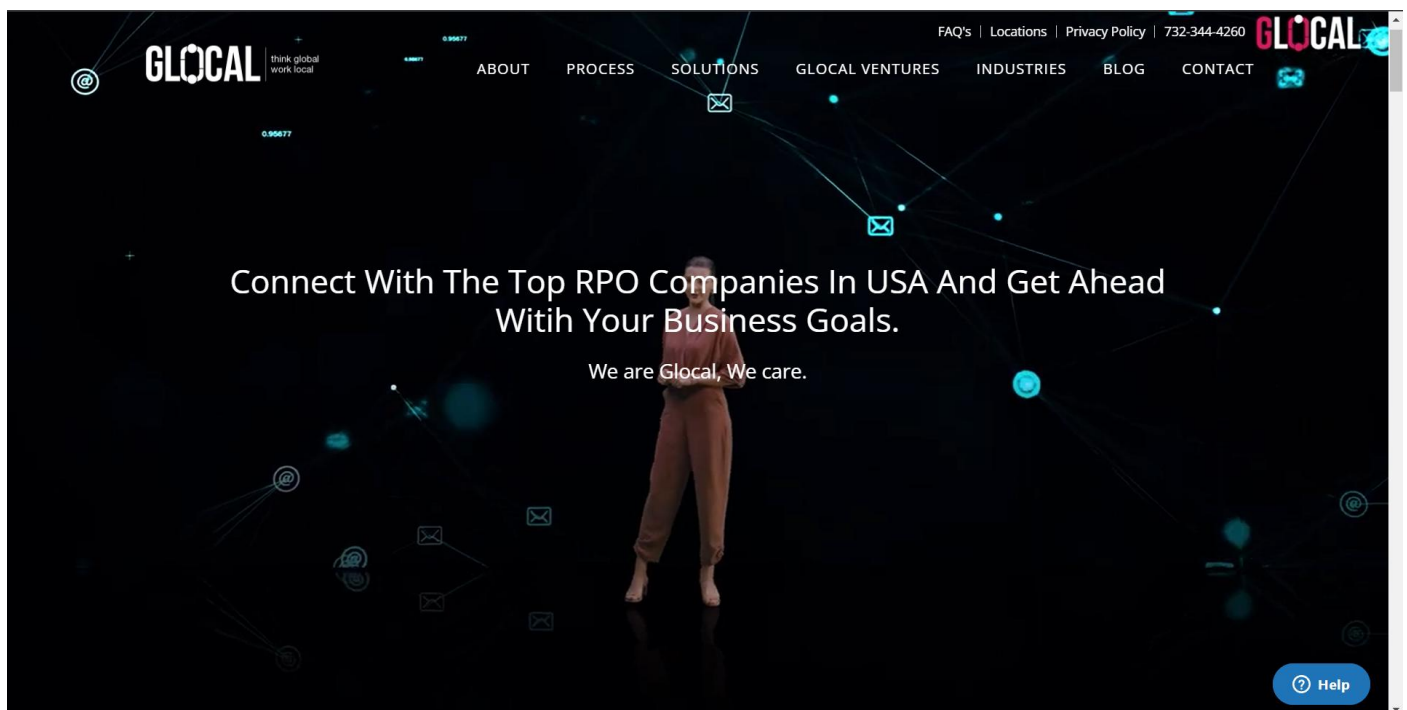
- Either image optimisation or replacement and re-alignment of heading.

Overall issues:

- The content throughout the website is too cluttered.
- The font used throughout is very bland and inexpressive.

Possible solutions:

- Use an expressive font.
- Re-align the content and try to make it concise for easier readability.



Issues:

- The video is grainy.
- The overlay text doesn't stand out.

Possible solutions:

- Improve video quality.
- Change the font and text positioning of overlay text.

Insight: Why do we have 'Glocal Ventures' when we have them listed as LOBs on headfield.com?

glocalpo.com

Overall issues:

- Images used are of low quality.
- The fonts used are again bland and inexpressive.
- The layout and design are just too crisp.

Possible solutions:

- Use better-quality images.
- Use fonts that are expressive.
- Relax the layout and design a bit.

headfield.in

Overall issues:

- Images used are of low quality.

Possible solutions:

- Use better-quality images.

glocaledit.com

Insight:

The website design in entirety gives the feeling of an individual editor or a beginner. It could be more professional and corporate looking or entirely shifted to very creative, relaxed looking. The font used is very monotonous and neutral. It could also be changed.