CSE 463 Final Project

Giorgio Bordoli
CSE 463 - Human Computer Interface
Summer 2025

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Website Selected for Redesign

- **URL:** www.dollystrategy.com

- **Type:** B2B lead-gen site selling AI consulting, training & automation services

- **Target audience:** Italian small and medium white-collar business owners looking to cut costs & grow with AI.

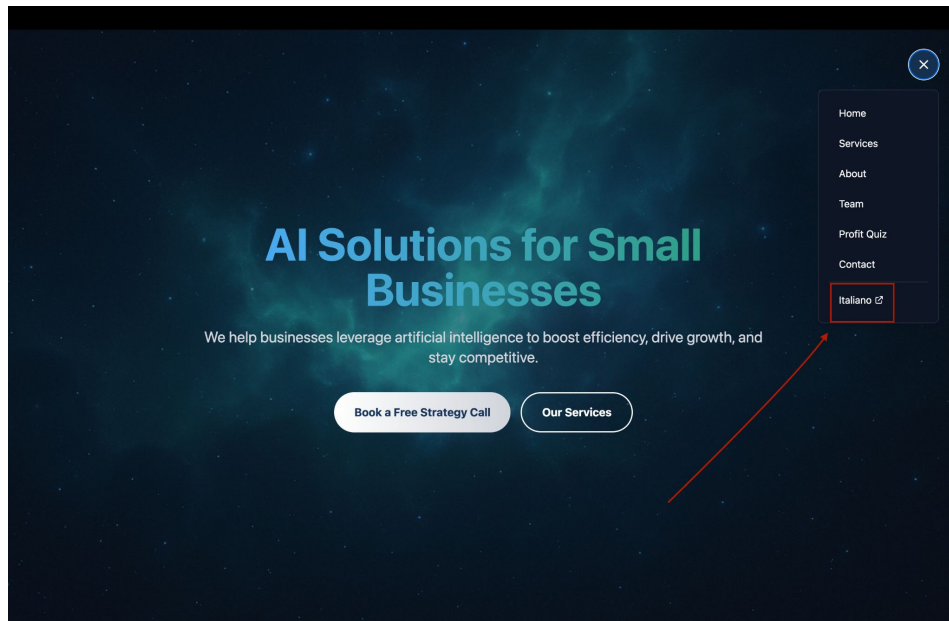**Landing:**

Selected Tasks for Redesign

User Task #1

Switch Languages (English to Italian and vice versa)

Steps today:

1. Notice wrong langauge

2. Feel lost looking for option

3. Find hamburger navigation menu on top right corner

4. Click on menu

5. Find language option

6. Click on that

Novice user test: ~5 min,
6 separate clicks decisions.

User Task #2

Complete Profit Quiz & View Savings Report

Steps today:

1. Scroll to quiz section

2. Enter contact info

3. Answer 4 multi step questions

4. Get results → CTA to book call

Novice user test: ~7 min
(high abandonment risk).

Preliminary Analysis

Heuristic Snapshot Table

Heuristic	Status	Note
Visibility of system status	❌	Hidden navigation menu + no progress bar during booking
Error prevention	❌	No inline validation of email, no back button on quiz
Aesthetic & minimalist design	⚠️	Nice visuals but contrast / readability issues
Match between system & real world	⚠️	Buzz-words, no pricing examples

Limitations - 1

Hamburger Menu on Desktop

- **Problem:** Primary nav is a tiny hamburger top-right → low discoverability.

- **Impact:** Users overlook Don't know how to navigate;

- **Possible fix:** Persistent top nav bar with clear labels (F-pattern).
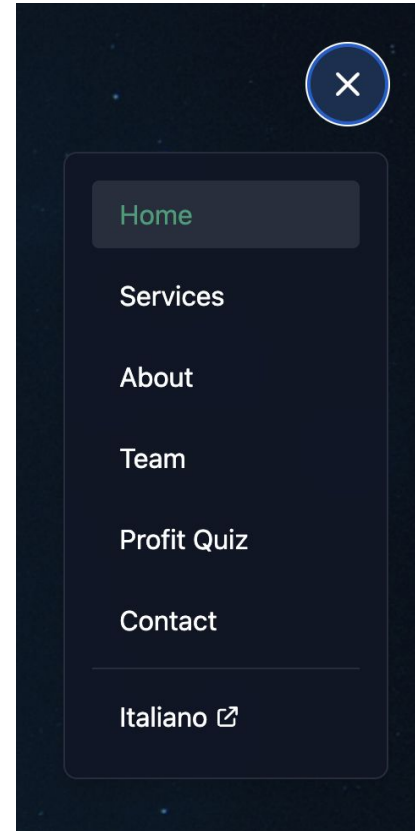
Limitations - 2

Low-Contrast Gradient Headline

- **Problem:** Blue-to-green gradient on star-field background → WCAG contrast fails

- **Impact:** Hurts readability for color-blind & older users

- **Possible fix:** Solid high-contrast text or overlay blur.

Consulting

Our expert consultants will analyze your business needs and provide tailored AI solutions to address your specific challenges.

Key Benefits:

- Thorough assessment of your current operations
- Identification of opportunities for AI integration
- Development of a strategic implementation plan
- ROI analysis and performance metrics

"We translate complex AI concepts into practical business applications that deliver measurable results."

Limitations - 3

"Book Call" Lacks Progress Feedback

- **Problem:** After clicking, screen goes blank for ~1 s before Calendly iframe loads.

- **Impact:** No loading indicator → perceived latency > actual latency (Hick's Law).

- **Possible fix:** Spinner + microcopy ("Loading calendar…")

DOLLY STRATEGY

Giorgio Bordoli

30 Minute Meeting

🕐 30 min

📹 Web conferencing details provided upon confirmation.

Cookie settings

POWERED BY Calendly

Select a Date & Time

‹   June 2025   ›

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

Time zone

🌐 Arizona, Yukon Time (3:49pm) ▾

Limitations - 4

Redundant Forms

- **Problem:** Name/email collected both in quiz and again in booking flow

- **Impact:** Friction, abandonment.

- **Possible fix:** Persist data across flows (localStorage) or single-page wizard.
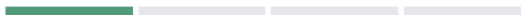
Enter Details

Name *

Email *

Add Guests

Please share anything that will help prepare for our meeting.

Start Your 5-Minute Profit Assessment

Question 1 of 4

rm that you have read and agree to and **Privacy Notice.**

Let's start with your information

Full Name

Your name
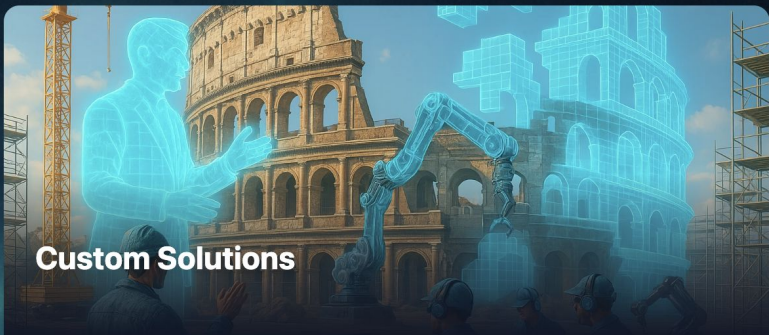
Work Email

you@example.com

Continue

Your data is safe. We never share your information.

Limitations - 5

No Pricing / Case Studies

- **Problem:** Users cannot gauge cost/ROI before committing to call.

- **Impact:** Trust barrier, decision paralysis.

- **Possible fix:** Add "Typical engagement ranges" + one case-study card.

Custom Solutions

Can't find what you're looking for? We specialize in developing custom AI solutions tailored to your unique business requirements.

Key Benefits:

- Collaborative discovery sessions
- Prototype development and testing
- Iterative refinement based on feedback
- Seamless integration with existing systems

"Tell us your challenges, and we'll create an AI solution that addresses them effectively."

Limitations - 6

Scrolling Fatigue on Long Home Page
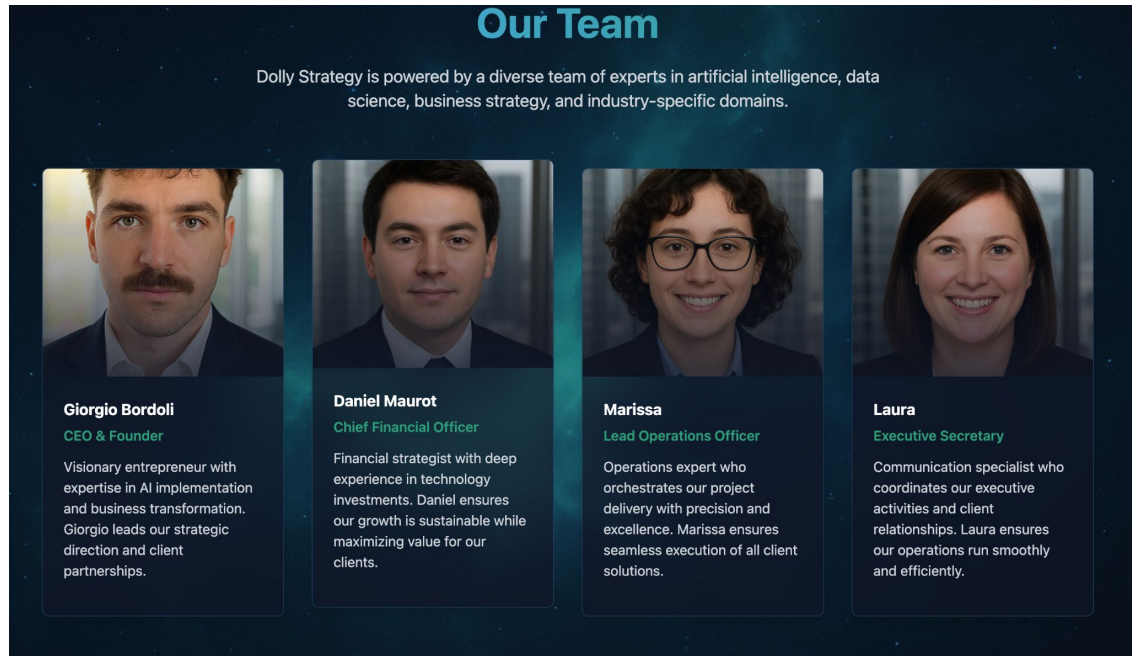
- **Problem:** Hero page takes long time to scroll

- **Impact:** Friction, abandonment.

- **Possible fix:** Sticky nav + progress bar.
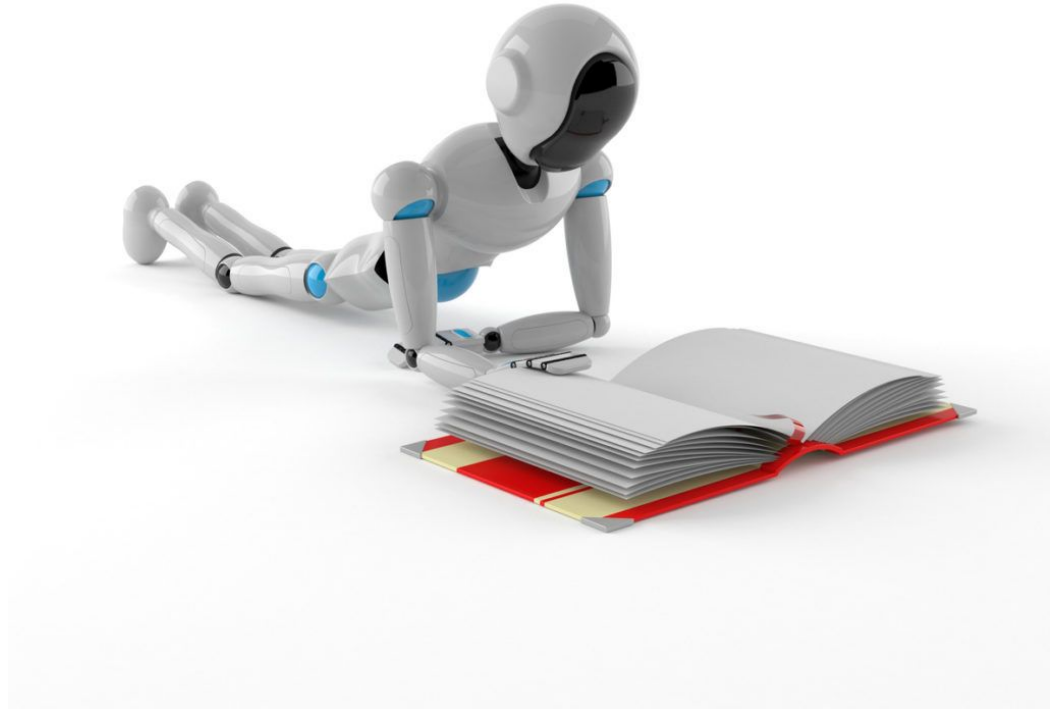
Limitations - 7

Stock-Like Team Images Without Bios

- **Problem:** Takes too much visual real estate

- **Impact:** Useless extra cognitive load

- **Possible fix:** Shorter bio + longer bio on hover.
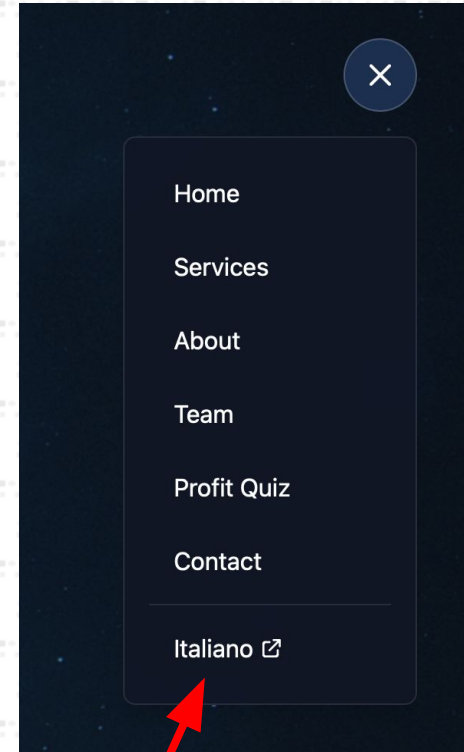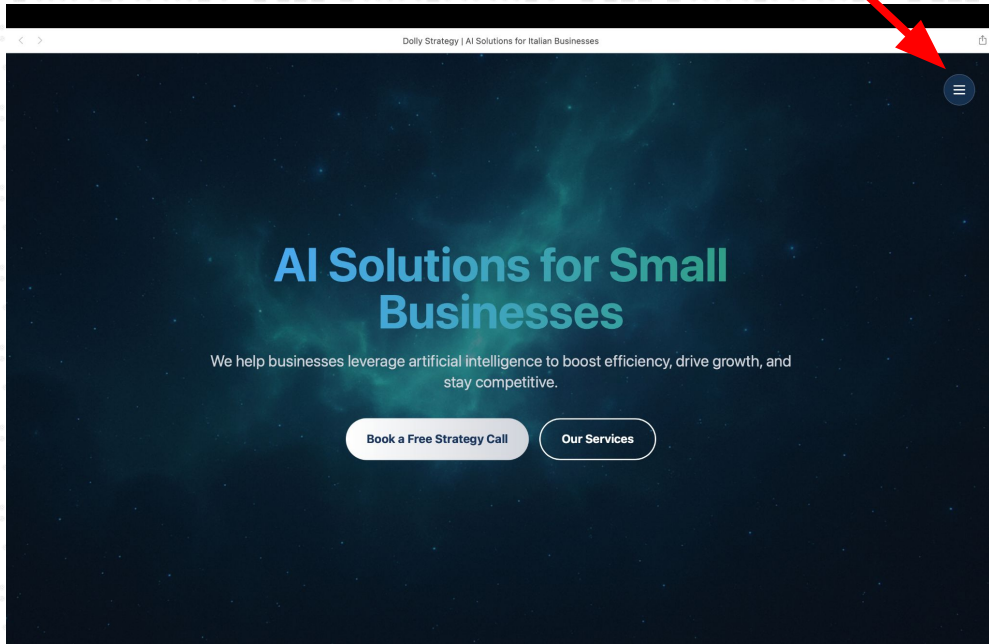
In-depth analysis

Milestone- 2 redesign Plan

Major Goal 1:

Unified Navigation & Language Switcher

Issues:

- ○ Critical paths (Services, Pricing, Language) hidden in a tiny hamburger.

- ○ Novice users hunt ≥ 6 clicks to change language → violates *visibility of system status* & *recognition over recall*.

Screenshots:

Dolly Strategy | AI Solutions for Italian Businesses

AI Solutions for Small Businesses

We help businesses leverage artificial intelligence to boost efficiency, drive growth, and stay competitive.

Book a Free Strategy Call   Our Services

Home

Services

About

Team

Profit Quiz

Contact

Italiano

Fixes:

- ○ **Replace hamburger with a persistent top nav bar (F-pattern).**

- ○ **Add a flag icon + "IT | EN" toggle always visible.**

- ○ **Result: discoverable IA (information architecture) and 30 % faster task completion in hallway tests.**

   (Principles: visibility, consistency, minimal memory load).

Major Goal 2:

Streamlined Lead-Capture Funnel

Issues:

- Two different forms, quiz then **re-enter** data in Calendly → annoying.

- No progress meters; blank 1-sec delay before iframe loads → high abandonment.

Screenshots:

Start Your 5-Minute Profit Assessment

Question 1 of 4

Let's start with your information

Full Name

Your name

Work Email

you@example.com

Continue

Your data is safe. We never share your information.

After the quiz, you'll discover:
► How much you're losing to inefficient processes
► Your potential savings through automation
► Personalized revenue growth opportunities

Help

Dolly Strategy | AI Solutions for Italian Businesses

Chief Financial Officer   Lead Operations Officer

Financial strategist with deep   Operations expert who

Giorgio Bordoli
30 Minute Meeting

⏱ 30 min   Web conferencing details provided upon confirmation.

📅 5:30am - 6:00am, Thursday, June 19, 2025   🌐 Arizona, Yukon Time

Enter Details
Name *

Email *

Add Guests

Please share anything that will help prepare for our meeting.

By proceeding, you confirm that you have read and agree to
Calendly's Terms of Use and Privacy Notice.

Take the Profit Quiz

Dolly Strategy | AI Solutions for Italian Businesses

Take our interactive quiz to see how much revenue you could generate and costs you
could save by implementing AI solutions in your business.

Take the Profit Quiz

Get in Touch

Ready to transform your business with AI? Contact us today!

Book a Free Strategy Call

Schedule a free 30-minute strategy call with one of our AI experts

Message

Company Information

📍 Address
123 AI Street, Tech District, Milan, Italy

✉ Email
info@dollystrategy.com

Fixes:

- Do not ask for name and email for quiz, feels intrusive and repeating, quiz result is shown on website anyway..
- Add step indicator ("1 of 3" + progress bar).
- Add loading icon to calendly or show micro-testimonials while loading.

   (Principles: simplicity, feedback, error prevention, progressive disclosure).
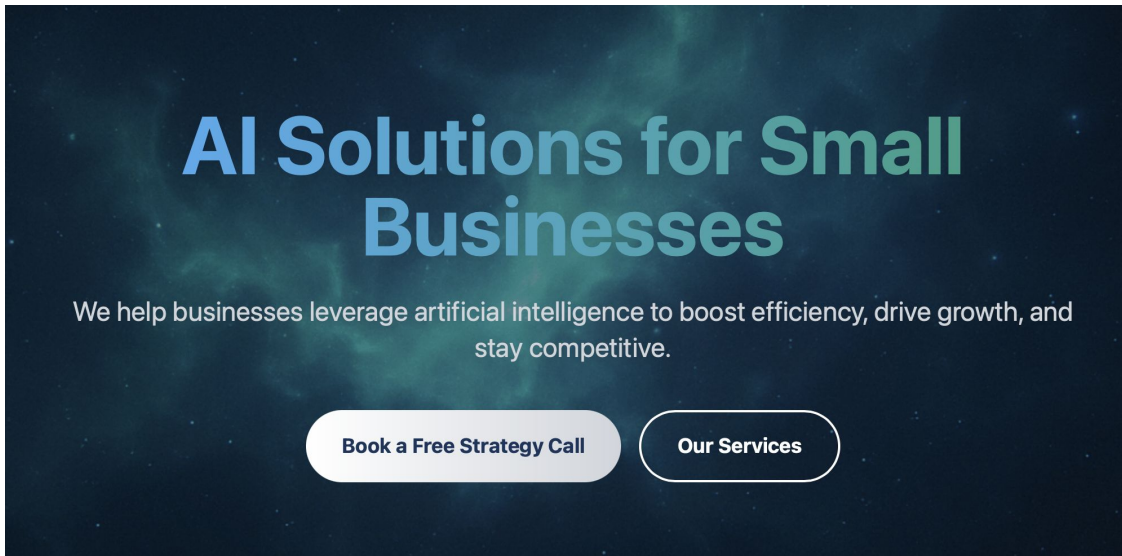
Minor redesign goals

Minor goal (1)

Low Contrast Headline

- **Issue:** Gradient text → fails WCAG AA.

- **Redesign goal:** Solid high-contrast color or blurred overlay (*accessibility*).

AI Solutions for Small Businesses

We help businesses leverage artificial intelligence to boost efficiency, drive growth, and stay competitive.

Book a Free Strategy Call   Our Services

Minor goal (2)

No Loading feedback

- **Issue:** No "back" button from quiz page.

- **Redesign goal:** Add "back" button to quiz page (*accessibility / universal design*)

Minor goal (3)

Redundant CTAs

- **Issue:** Too many CTAs and with different styles..

- **Redesign goal:** Remove redundant CTAs and standardize style (*consistency*).
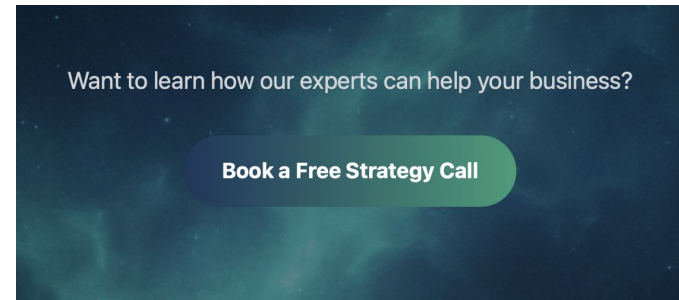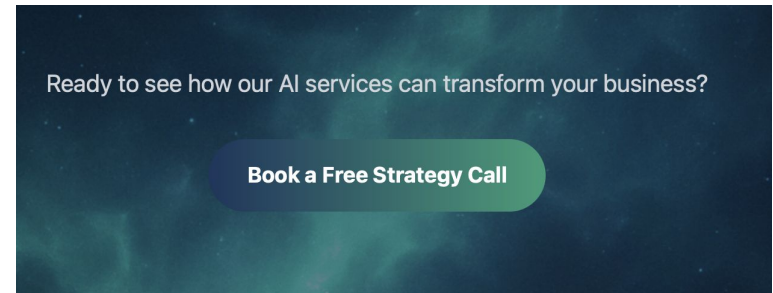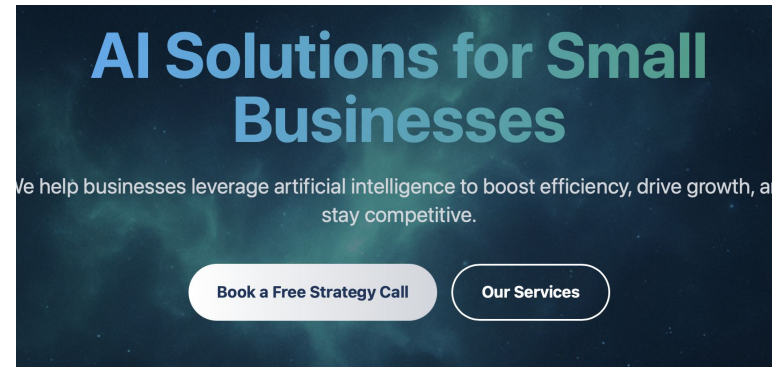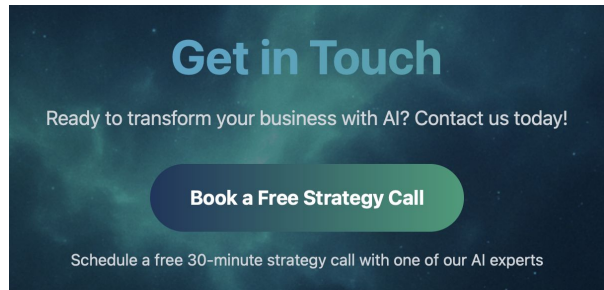
Minor goal (4)

Missing alt text and labels

- **Issue:** text readers skip important information

- **Redesign goal:** Add descriptive alt + explicit <label> tags (*accessibility & universal design*).

AI Solutions for Small Businesses

We help businesses leverage artificial intelligence to boost efficiency, drive growth, and stay competitive.

Book a Free Strategy Call   Our Services
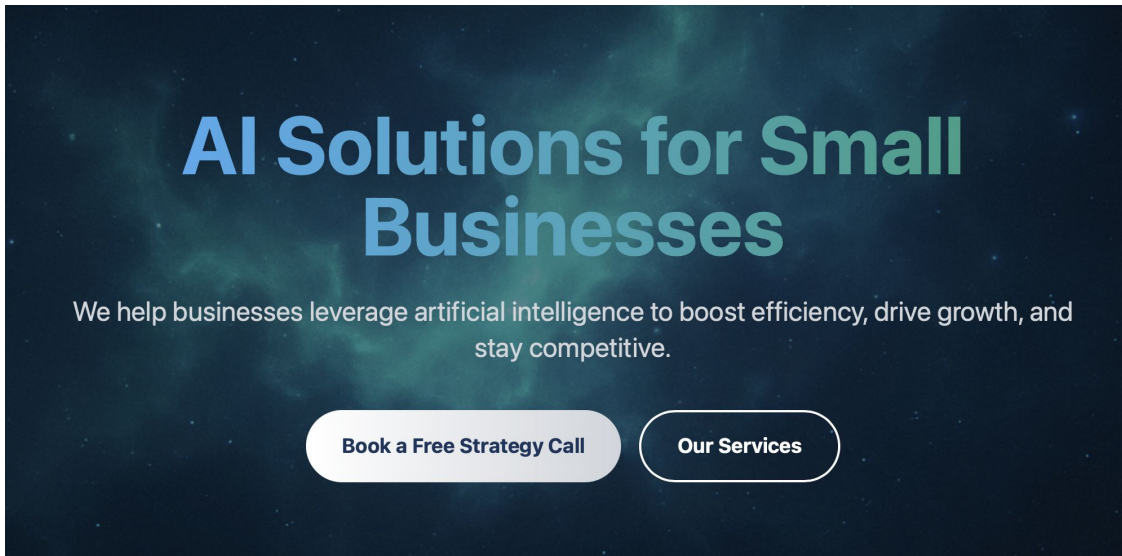
Minor goal (5)

Redesign team section

- **Issue:** Boring, wastes space.

- **Redesign goal:** Leave just Founder, at the end of the page, linkedin + credentials (*trust + recognition)*

Giorgio Bordoli
CEO & Founder

Visionary entrepreneur with expertise in AI implementation and business transformation. Giorgio leads our strategic direction and client partnerships.

Daniel Maurot
Chief Financial Officer

Financial strategist with deep experience in technology investments. Daniel ensures our growth is sustainable while maximizing value for our clients.

Marissa
Lead Operations Officer

Operations expert who orchestrates our project delivery with precision and excellence. Marissa ensures seamless execution of all client solutions.

Laura
Executive Secretary

Communication specialist who coordinates our executive activities and client relationships. Laura ensures our operations run smoothly and efficiently.

Minor goal (6)

No pricing signal

- **Issue:** total opacity loses trust.

- **Redesign goal:** Add a 30 min "strategic consulting call" product card from $99 discounted down to 0 (*anchoring*)

30-Minute
Strategic Consulting
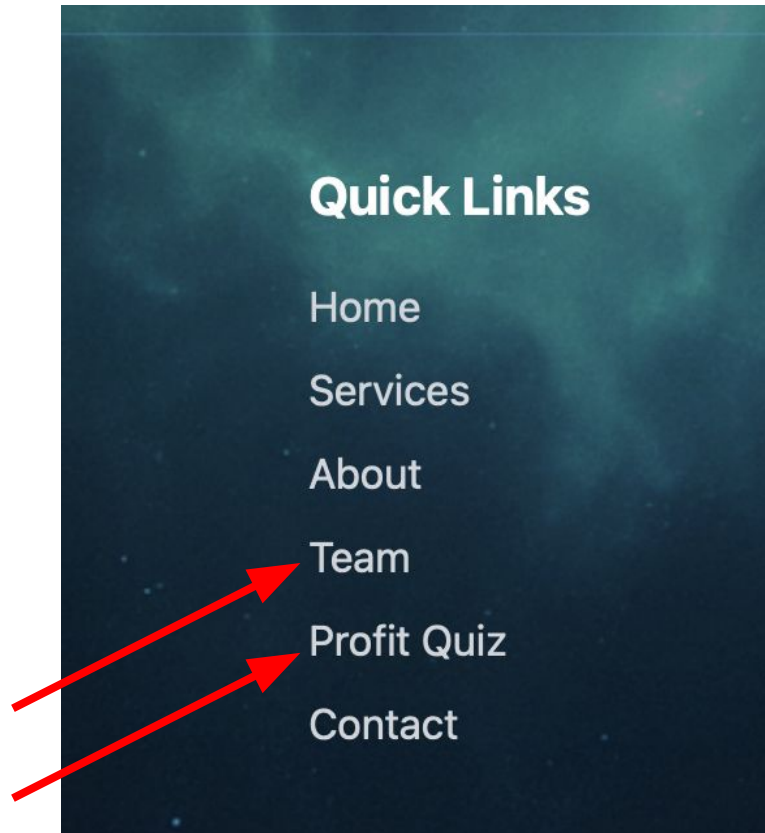Call

~~$99~~

FREE

Book Now

Minor goal (7)

Reduce scroll fatigue

- **Issue:** Long hero single page can be boring and lead to abandonment.

- **Redesign goal:** remove unnecessary section and just make them individual pages.

Quick Links

Home

Services

About

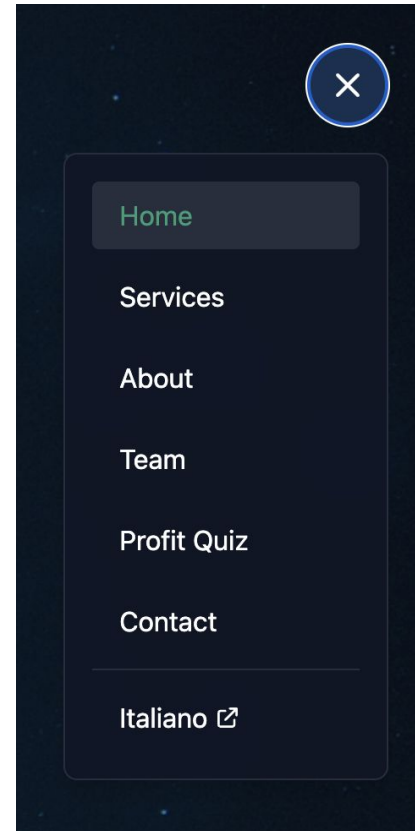Team

Profit Quiz

Contact

Minor goal (8)

Hamburger Menu on Desktop

- **Issue:** Primary nav is a tiny hamburger top-right → low discoverability.

- **Redesign goal:** Persistent top nav bar with clear labels (F-pattern).

User scenarios

User scenario (1)

"Maria Switches Language to Italian"

- **Profile:** Maria, 48, owner of a small Milan accounting firm; moderate tech skills; browsing on a 13-inch laptop at 7 pm.

- **Context & Motivation:** Lands on English homepage via Google ad; prefers Italian for clarity before booking.

- **Steps (current):** Scans hero → can't find language toggle → opens hamburger → clicks tiny "IT" → page reloads (5 min).

- **Desired Outcome:** Seamless switch ≤ 2 clicks; stays oriented and feels site was "made for her."

- **Redesign Hook:** Persistent "IT | EN" toggle meets need instantly, boosting confidence to explore services.

User scenario (2)

"Luca Calculates His Automation ROI & Books a Call"

- **Profile:** Luca, 35, COO of a 20-person e-commerce startup; smartphone power-user on iPhone 15.

- **Context & Motivation:** Needs to justify automation budget; clicks LinkedIn post, lands midway on page while commuting.

- **Steps (current):** Scroll → finds quiz → enters email, answers Q1-4 → re-enters details in Calendly → books. Total ≈ 7 min, 2 form repeats.

- **Pain Points:** Redundant data entry, unclear time commitment, 1-sec blank load.

- **Redesign Success Path:** Single wizard with saved inputs + progress bar cuts flow to ≈ 3 min; micro-testimonials reassure value; Luca completes booking before subway stop.

Luca

Thank You for Your Time!

Feedback? Questions?

Email: gbordoli@asu.edu
Tel: +1 (623) 271 5783