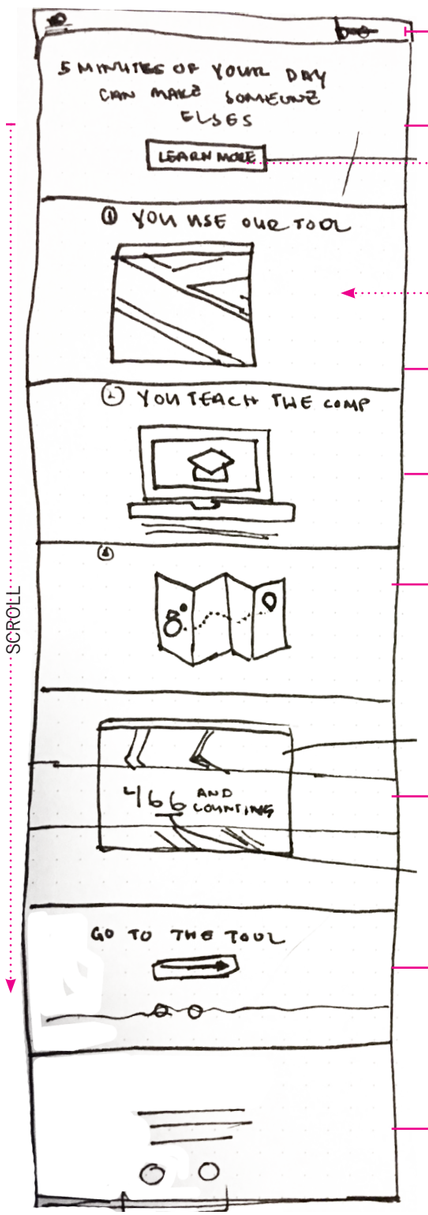
THREE SKETCHES

PRIMARY GOAL: get users to sign up for audit
SECONDARY GOALS: (a) Clarify what is needed from the user and how work is being done; (b) what work is being done.

OPTION ONE

Breaks each part into sections, and has the user scroll through how the tool is used. The top menu would follow the user, and the button to use the tool would be present as an option at all times.



Top Nav would have logo, user name (if logged in) and CTA to use tool or login

5 minutes of your day can make someone else's

CTA: "LEARN MORE" This links directly to the panel below

HOW THE TOOL WORKS SECTIONS

Section One: Use Our Tool

Section Two: You teach the computer through using the tool

Section Three: This will inform other tools

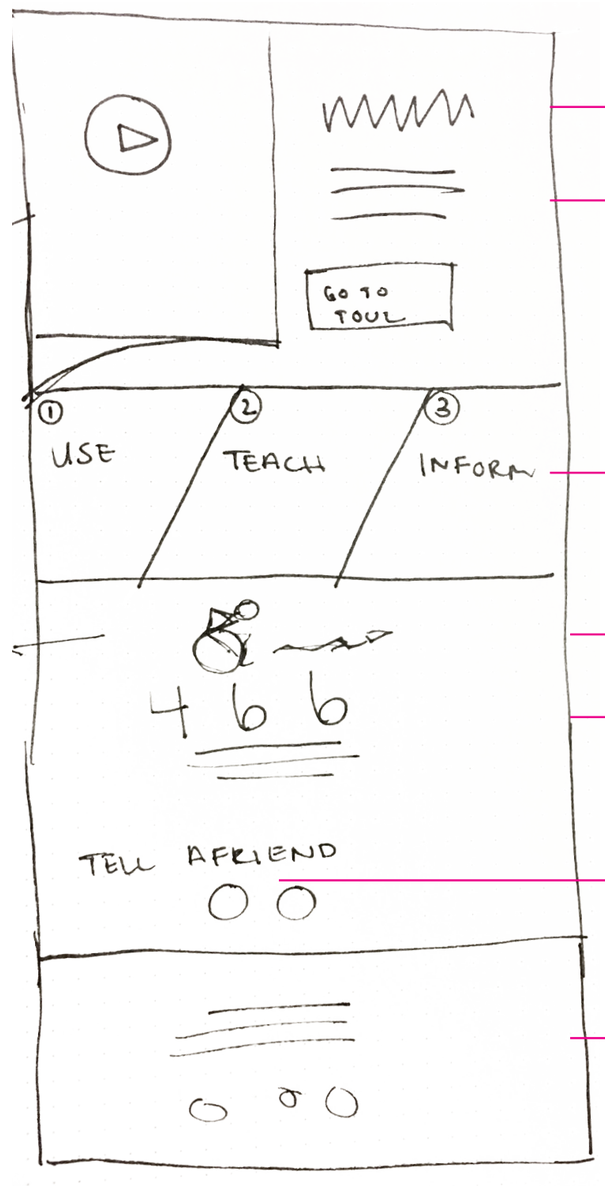
THE AMOUNT OF USE THE TOOL HAS GOTTEN.

Go to tool CTA

FOOTER

OPTION TWO

This version relies on video and GIFs. This sketch aims to break the design out of the "block" idea and only have some portions blocked off. The CTA would be about the tool itself, so the user can either learn more or immediately sign in for the tool.



Video loop of someone using the tool

Begins with a CTA to use the tool.

The three ways in which the tool will be used. Titled: USE, TEACH, INFORM.

gif of icon moving across screen

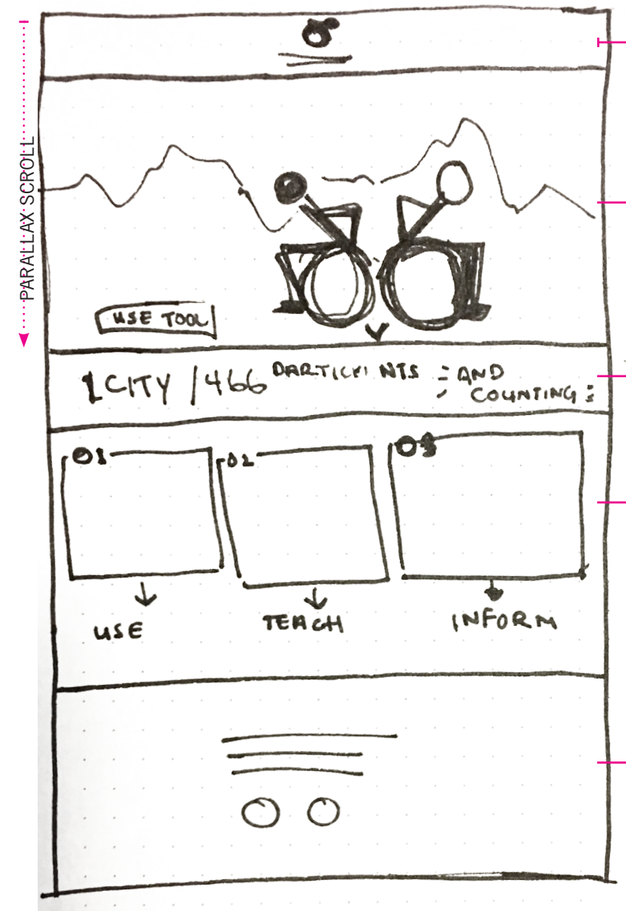
Count of users

Option to share progress with friends

Footer: social media included

OPTION THREE

The simplest version. The top nav would have a parallax scroll feature (on desktop only) that would feature a graphic. This version also leads with a "use tool" CTA.



Top Nav has logo in middle only, and disappears when user scrolls.

Begins with a CTA to use the tool.

Parallax scrolling: we could have the marks move to show a path

Shows the amount of users right underneath.

The three ways in which the tool will be used.

Footer: social media included