

Website Refresh 2018

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The Problem

Users are coming to the DivvyCloud website and exiting without engaging or navigating to other pages, they are not grasping what DivvyCloud does or is.

The Solution

Make sure all the crucial information about the company is visible to the user as soon as they enter the site and easy to understand.

The Objective

To make the DivvyCloud website **clear and to the point** for users **instead** of confusing and vague.

The Strategy

To convince website users

To engage when visiting the website

Instead of exiting the site

Because the site explains clearly what the function of the company is the flow of the site convinces them to engage.

Competitors (Indirect & Direct)

Slack: <https://slack.com/>

Atlassian: <https://www.atlassian.com/>

Cloudability: <https://www.cloudability.com/>

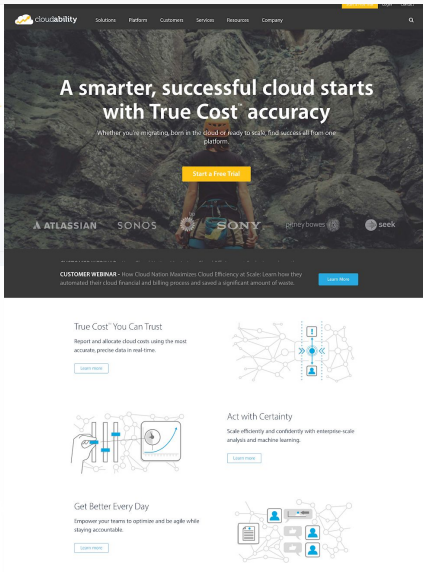
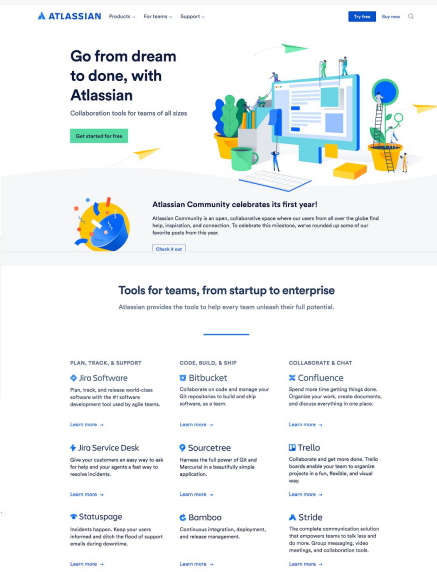
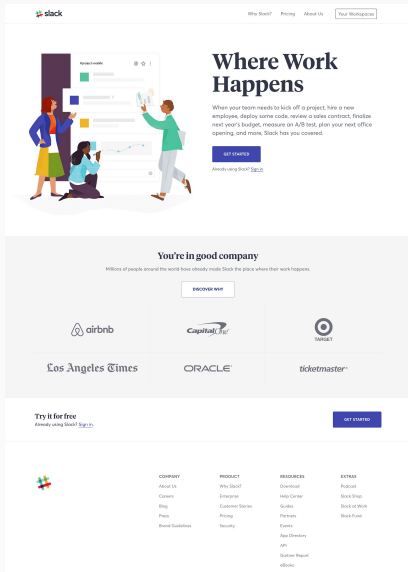
Redlock: <https://redlock.io/>

Cloud Checkr: <https://cloudcheckr.com/>

Botmetric: <https://www.botmetric.com/>

Cavirin: <https://www.cavirin.com/why-cavirin.html>

Competitor Survey (Visual)



Competitor Survey

Findings:

- Most of the sites have a short descriptive title, followed by a longer description and call to action button in heading
- Most also had an interactive element above the fold accompanying the former; an illustration, a video, or an image
- Mainly white, with pops of color used

Audience Survey

Findings About our Audience, they are:

- Busy
- Decision Makers
- Uniformed (in some cases)
- More business-savvy less tech-savvy
- Internal barriers for adoption of the DivvyCloud tool

Keywords

Mood

Trustworthy

Creditable

Professional

Legible

Easy to Skim

Informative

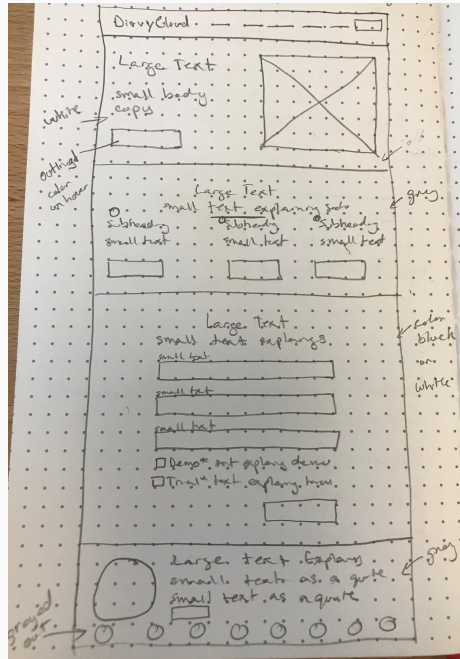
Guiding/Leading

Moodboard

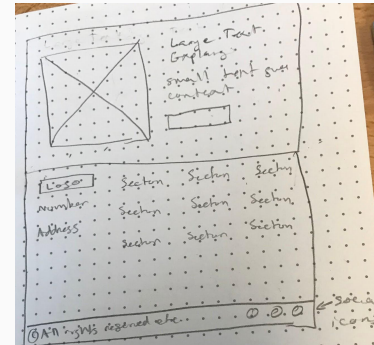


Convey:
Trust
Credibility
Efficiency to read

Low Fidelity Mockup



Top



Bottom

Typography

Headings: Museo Slab 500
48pt

Subheadings: Lato 32pt Bold

Body Copy: Lato 24pt Regular

SMALL TEXT: MONTSERRAT 15PT BOLD CAPS

Color Theory

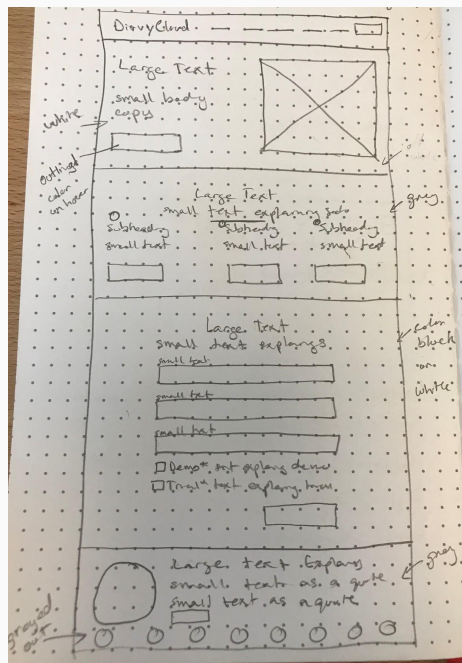


Emotional Response to Accent Colors:

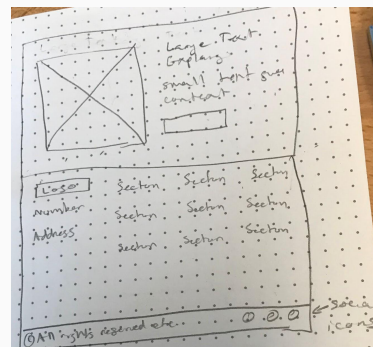
Blue - is soothing and relaxing, trustworthy, responsible, etc.

Purple - is associated with royalty, credibility, importance

High Fidelity Mockup



Top



Bottom

Let's Take a Look:

<https://divvycloud.com/>