

XOOM Landing Page Product Enhancement

Goals

The overall goal of this project is to improve the visual design of the landing page and its components. More specifically, the goals are:

- to give the brand a voice of “personal”, “secure”, “friendly”, “professional”
- to reassure the user that their transaction will be secure
- to surface the idea that transactions are personal (as opposed to business) between family and friends
- to create a template that will be used for each destination country
- to differentiate the XOOM brand from competitors
- to provide a set of design rules for promotional content

Landing Page Components

The product team has identified three main components to the Xoom landing page. Visual prominence should be given to each component in the following descending order:

1. Value Proposition

This area should communicate the following messaging to the user:

- What the product does (send money to friends or family in other countries)
- How to do it (quick overview of process)
- Why it is valuable (how Xoom offers value)
- Who Xoom is (make user comfortable with choice)

2. UI for initiating action

- Select country
- Send money
- Track your order

3. Promotional Area(s)

Use this area to show timely or seasonal messaging or value incentives

Open issues:

- Should the sign-in UI be more prominent for returning users?
- Can the page be 750 pixels wide?
- Keep space for partner logos, information, etc. on country landing pages?
- Do you want to show security logos on the landing page(s)?
- Remove unserved countries from drop-down list (add some other way to request email notification of country availability)
- Who are the main competitors besides Western Union and iKobo?

Process and schedule

The following outlines the steps to be taken for the completion of the product enhancement design and time budget:

Design Round 1 – 1 week

This is a preliminary assessment of product goals, competitive analysis, early explorations and includes the following deliverables:

- Enhancement Document (this document)
- Wire frame layout explorations
- Brand voice visual explorations and competitive/related site audit –specifically, this is a variety of screen captures of what other similar or related sites are doing visually and other ways Xoom content could be treated visually to accomplish goals
- Rough comps –exploring image options, color, fonts, etc.

Design Round 2 – 3 days

This period will be shorter and based on the feedback for the initial rough comps. It includes the following deliverables:

- 1-3 More finalized comps reflecting feedback from Xoom Product and Marketing

Design Round 3 – 2 days

This period will be shorter and based on the feedback for the more finalized comps. It includes the following deliverables:

- Final comp

Design Final (optional)

This step is provided in the event that there are unforeseen needs or changes that arise which will affect the final design in small ways:

- Deliverables as determined