

## Review of <https://unison.io/>

My first impression of the website is mostly positive. I like the modern design of its components and I really appreciate the explanatory images below the banner. I would also give extra points for showing the testimonies in the home page, which helped me to understand how the software is used in several contexts and its different means of communication.

In terms of information, I think the "How it works" section is really clear and precise about what the software does, thus rendering it really useful for first time visitors.

Overall, the website is easy to navigate and I could find the more relevant sections like "Contact Us" and "Create Account" quite easily.

I could also find some things to change or add that, in my opinion, would make the user experience better.

I think the "Contact us" and "Sign in" buttons could easily fit in the main navbar with the rest of the sections, and it would give a sense of more unified design. I also think it would be a good idea to make this navbar smaller as the user scrolls down and leave it in a fixed position on top of the page, for easy access.

I would also recommend to put a "Go to top" button at the bottom of the different pages, so the users can easily go back to the top and have quicker access to the "Home" button (that is actually the logo).

In addition, I would position the "Get started for free" promo in a more visible place, because it is quite tempting to have a free trial of this software and I believe this would increase the amount of registrations.

In conclusion, I think the website is really clear and it completely fulfills its objective of explaining what the software is about and to what kind of groups it would be useful, though I believe that with the little changes and additions I mentioned, it would be even better for the user experience as well as for the software promotion.