**Overview**

The Training Game is a gamified training platform that makes training for corporate teams easier, more effective, and more competitive. The game is available as both an app and web-based platform, allowing teams to play on the go and continue their learning. The platform also includes a manager dashboard providing in-depth reports on play.

I was asked to redesign the product's website to showcase The Training Game's best features and client success stories. I, along with a developer and business development specialist, then created a new website for the product.

**Challenge**

Even though The Training Game is increasing revenue for its big-name clients, its former website wasn't helping to drive business to the company due to a number of major site flaws. Initially, the site needed time to load and occasionally would get stuck at 94% loaded. Once able to view the site, the convoluted navigational structure made it difficult for visitors to learn the core benefits of the product or even what the product was. The confusing structure also meant that there was no place for the company to share success stories and game statistics, and so a wealth of compelling information went unused. Furthermore, the original site was focused on appealing to one vertical, whereas the company actually serves companies in eight different industries.

**Approach**

The company is growing and generating revenue, but a website that generates leads for them would take pressure off the sales team and help the company to scale. An improved user experience and more introductory content would allow the site to appeal to a casual visitor without background knowledge of the company. It could also generate leads to the site by allowing the company space to publish findings and establish itself as a leader in the gamified training space.

*Research*

The company’s sales process is as follows: after reaching out to an organization, the sales team directs their contact to the website before scheduling a demo call. Site analytics confirmed that the majority of site traffic was coming from individuals the company had already contacted, and a survey of the sales team revealed that after exposure to the introductory email and website, organizations typically needed more information about the following:

the game’s key features

tangible benefits for a business

how the game works

platform setup/maintenance

whether the game is applicable to their business/industry

Site analytics showed that the great majority of traffic to the site came from individuals the company had already contacted, which was consistent with how the company represented its sales process: after reaching out to an organization, the sales team referred their contact to the website before scheduling a call. I interviewed the sales team

According to site analytics, the great majority of the traffic to the original site came from individuals the company had already contacted. Their company’s sales team, however, aimed to generate leads through organic traffic to the new site. Additionally, the group is normally selling to a manager responsible for a team rather than a member of the team itself, and so while the player benefits are an integral element of the game, I made sure to focus on the manager benefits to appeal to the site’s audience.

**Results**