**Overview**

The Training Game is a gamified platform making 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 and learn on the go. 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.

**Challenge**

Even though The Training Game is increasing revenue for its big-name clients, its website wasn't driving business to the company due to a number of major site flaws. Loading time was significant and occasionally got stuck at 94%. On the site itself, the convoluted navigational structure hid the product’s core benefits or even what the product was. There was also no place for the company to share success stories and game statistics, 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 would take pressure off the sales team and help the company scale. An improved user experience and more introductory content would better 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

I made sure this information was represented on the new site in order to lessen the burden on the sales team. I also ensured that everything on the site spoke to tangible manager benefits; the original site appealed to the employees playing the game rather than the management teams actually viewing the website.

*Wireframing*

Sales Huddle had already run extensive A/B tests to determine the types of pages they wanted for the site, so I used these to arrange data into an information architecture. A marketing associate also helped me sort through Sales Huddle’s vast informational archives and prioritize what to include on the site.

I then used Balsamiq to prepare wireframes, below. Sales Huddle and NVP’s investment team largely approved these with some comments, as evidenced in the final screenshots below.

[insert wireframes]

*Website Creation*

Sales Huddle’s previous website was powered with WordPress, so the company asked me to develop the new site on WordPress as well. A developer associate got the site running on the Genesis Framework and we used <a href=”#”>this theme</a> with heavy modifications.

For some elements, I modified the theme’s underlying CSS. Many of the elements were additionally modified in-line to fit Sales Huddle’s stylistic requirements.

We also tested this site with random users online, asking them to identify what they thought the product was as well as the site’s ease of use. We received positive feedback from each user we tested with.

[insert webpage scrollboxes]

**Reflections**

Sales Huddle ultimately decided not to use the site I created for them, instead opting for a non-WordPress site maintained by an external front-end developer. Due to time limitations imposed by the accelerator of which we were both a part, I was unable to step into this additional maintenance role.