



This is my mockup for my Codi one page website on [ingridhong.com/codi](http://ingridhong.com/codi)

**Target user:** Parents of diabetic kids

**Assumptions:** Parents have access to internet, could afford a smartwatch, are involved in their child's health and nutrition.

**Goal:** To give the potential buyer, parents, an overview of the product and highlight some of the beneficial features.

Note: I created all the images unless specified on Illustrator.

**Landing view/main view:** I kept it simple and friendly with the title "Meet Codi" to emphasize to parents how kid friendly is our product. I also put a tagline to hopefully intrigue whoever lands on the page to scroll down and learn more, especially if he or

**Second view (when you scroll down):** On the top I presented a problem and right underneath is the solution: Codi! I also intended a video to be displayed to the side to display an in-depth walkthrough of how exactly Codi works and how Codi can really help.

The video will ideally contain kids and parents who have used the product to really drive home the effectiveness of the product and create a sense of legitimacy Codi.

**Third view:** In the previous section I pointed out the things Codi can do for the user (the parent) and his or her child. Here I flipped it around and demonstrated how with Codi, the child and the parent will be more empowered and can accomplish much more than they can do now.

I also put images of the interface so at a quick glance, when the user is just scrolling down the site, can see what Codi is about if they choose not to watch the video.

**Disclaimer:** The gift box icon is from the nounproject.

**Final view:** Finally, I have a call to action for the users to order Codi now! However, from Nielsen's heuristics I know that it is important to have some kind of way for the user can receive help or support. If not, it might deter the user to not order and close the window if they have any doubts about the product - hence the email at the corner.