

OVULINE

PROBLEM

Create an online portal to educate potential advertising partners and generate leads for sales people at Ovuline. Maintain the portail design, inline with the current branding.

HYPOTHESIS

By creating a lead generation portal with a higher-lever of detail that the advertiser is requesting, accompanied by an information page, salespeople at Ovuline will spend less time on the phone with advertisers explaining their offerings and will be able to increase their volume of advertising.

SOLUTION

INFORMATION + LEAD GENERATION

Turn the PowerPoint slides into an information page on the advertising portal. All material was pulled from the existing branding. Ovuline did not want to make the prices public, which is inline with many companies in the native advertising space. This form give the sales people enough information to understand the customer's need, while maintaining pricing information private.

The image shows a vertical stack of six mobile application screens from the Ovuline app. From top to bottom: 1. A screen titled 'GET IN TOUCH' with fields for Name, Company, Email, and Phone, and a pink 'ADVERTISE WITH US' button. 2. A screen titled 'How It Works' showing four icons: 'Create custom content and ad assets', 'Amplify exposure to assets across multiple platforms (iOS & Android)', 'Users engage with your ads', and 'Receive monthly reports on performance'. 3. A screen titled 'Services' showing two phones displaying different service offerings. 4. A screen titled 'Social' showing a phone displaying social media integration. 5. A screen titled 'Our Audience' showing demographic data: AGE (18-24, 25-29, 30-34, 35-43, 44+), NUMBER OF CHILDREN (First time mom, Second time mom, Third time mom), and HOUSEHOLD INCOME (\$0-\$25k, \$25k-\$50k, \$50k-\$75k, >\$75k). 6. A screen titled 'How We Design For You' showing a process flow: 1. Ovuline proposes ideas, 2. Initial Client Approval, 3. Ovuline creates drafts, 4. Client provides consolidated feedback, 5. Ovuline makes revisions and collects art from client, 6. Final client approval. A pink 'ADVERTISE WITH US' button is located at the bottom of the stack.

USER EXPERIENCE

There are two sides of the experience: potential advertiser and Ovuline's sales person.

We created a design that involved only two stages for the advertiser: an information page and a request page. It is statistically shown that users leave pages the more steps they need to go through, so we minimized the number of pages for the advertisement request. Even within the first page, which only takes name, company, email, and phone, that information populates into the database for the lead generation, should the advertiser drop-off on the first page. The second page is predominantly a series of buttons, requiring little effort on the part of the advertiser. The last page is simply confirmation that the request has been sent to Ovuline for review.

ADVERTISER'S REQUEST EXPERIENCE

The image shows three screenshots of the Advertiser's Request Experience interface. 1. The first screenshot shows a 'GET IN TOUCH' form with fields for Name, Company, Email, and Phone, and a red 'ADVERTISE WITH US' button. 2. The second screenshot shows a configuration screen for 'Chose an app:' (fertility, pregnancy, both), 'Select your platform:' (android, iOS, both), 'What kind of advertising are you interested in?' (sales (ads), brand awareness (articles), both), 'Product selector:' (sales (native ads), ovia exclusives, brand awareness (article ads), email campaign), and 'Budget:' (Monthly Advertising Budget: \$2,500 - \$5,000, Start Date for Campaign: 09/01/2014, End Date for Campaign: 09/30/2014). 3. The third screenshot shows a confirmation message: 'Thanks for your interest! In the meantime, be sure to download Ovuline and Ovia Pregnancy apps.' with links for 'fertility' and 'pregnancy'.

OVULINE'S SALES PERSON EXPERIENCE

The image shows two screenshots of the Sales Person Experience interface. 1. The first screenshot shows a list of 'ALL QUOTES' with columns for Contact Name, Company, Email, and Phone, and a 'Delete' button. 2. The second screenshot shows a configuration screen for 'MANAGE EMAIL NOTIFICATIONS' with sections for 'Choose an app:' (fertility, pregnancy, both), 'Select your platform:' (android, iOS, both), 'What kind of advertising are you interested in?' (sales (ads), brand awareness (articles), both), 'Product selector:' (sales (native ads), ovia exclusives, brand awareness (article ads), email campaign), 'Budget:' (Monthly Advertising Budget: \$2,500 - \$5,000, Start Date for Campaign: 09/01/2014, End Date for Campaign: 09/30/2014), and 'Target audience:' (trying to conceive, pregnant, the significant other, in first trimester, in second trimester, in third trimester).

ABOUT THE COMPANY

Ovuline uses data to help start families. Ovuline uses machine-learning, big data, wearable devices and clinical guidelines to guide women through the fertility process and provide personalized health advice and safety monitoring during pregnancy. Ovuline wants to take on the burden of analyzing health data for their users and help them make some of the most important decisions in their life.