

# 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.

## 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

### OVULINE'S SALES PERSON EXPERIENCE

## 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.