

## SIGNED-UP USERS

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### ***GREAT EXPERIENCE***

Your sign up process does a great job with it's call to action. It is very welcoming and by finding the user's preferences, it reduces the amount of navigation required for a user to find what they are looking for. It felt like a white-glove service that guided me through the starting process, helping me find what I was looking for a lot faster than if I was to do it alone for the first time.

## USERS NOT SIGNED-UP

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### ***MEDIOCRE EXPERIENCE***

As a first time user, not signed up, there's no welcoming calls to action. Although there are secondary implied calls to action via the side navbar to help users navigate, this can often times be overlooked resulting in lower click rates, user experience, and sign-ups.

The user has to learn how to navigate the site to find what they are looking for themselves. How can we speed this up?



### **VENNGAGE UX PROBLEM?!**

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***"It is like Finding a  
Needle in a Haystack."***

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It can be overwhelming to find the best Template amongst a large number of Examples.

## SOLUTION

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### ***FANTASTIC OVERALL EXPERIENCE***

Adding explicit calls to action emulating the sign up process to find the user's preferences or a welcome message with a filter-type solution similar to your side navbar's navigation (Industry? Design type?) but on the main body of the page. Having this in the user's line of vision will improve the user experience, as opposed to secondary focal point's which can sometimes be ignored. It extends that White-Glove Treatment you provide in your sign-up and helps the user get to what they're looking for faster. You can also prompt them to save these preferences for future use by signing up, which will also increase users.