

Overview of Work needed for OLU.com

1. Homepage (<https://olu.com>)
 - a. The homepage suffers from the misaligned color scheming as the rest of the website. But the layout, design is fine and does not need changing. Changes are welcome though, if they add to the final product. The only thing that needs to be fixed is the coherent color scheming.
2. Review Page (<https://olu.com/en/reviews/>)
 - a. This page is fine as well, it just needs color scheme adjusting.
3. Contact Page (<https://olu.com/en/contacts/>)
 - a. This page needs color scheme adjusting, minimally.
4. Quiz Page (<https://olu.com/en/quiz>)
 - a. This one of the problem childs. The questions are often below the questions in the “reading-hierarchy”, this creates confusion in my opinion. The layout of the questions/answers has to be reworked.
 - b. Additionally, font sized, styling features like bold, italic, should be used coherently.
 - c. Image sizes need to be adjusted.
 - d. On every device, Answer, Question & Next button (if used) need to be above the fold reachable without 0 scroll.
 - e. If it makes a good design decision, Questions & Answers should be distinguishable by color.
 - f. Question 15 & 16 should be revised in their CSS when selecting multiple questions. The text is not easily readable once a question has been selected - and it overall color scheming looks out of place.
5. Calculating Page (<https://olu.com/en/calculating/>)
 - a. This page needs to be color-adjusted.
 - b. This page needs a new animation, that ideally is in the color scheme of OLU
6. Summary Page (<https://olu.com/en/summary/>)
 - a. This page is a catastrophe. Generally, we tried to model the summary page after a competitor. This website can be given to you in personal communication. We would want to be as coherent as them, basically copying their page 1:1, but with our own colors and without stealing any HTML/CSS code from them.
 - b. Again, here it is important to pay attention to what happens above the fold. This needs to be perfect on all screen sizes (mobile, tablet, desktop).
7. Email Capture Page (<https://olu.com/en/emails/>)
 - a. This page needs very simple color adjusting.
8. Checkout Page (<https://olu.com/en/checkout1/>)
 - a. In principle, this design / layout is good. It is just the too large pacing between the objects. This needs to be more compressed to make it easier on the eye.
 - b. The colors have to be adjusted to our color scheme.
9. <https://olu.com/annual-plan-upgrade/>, <https://olu.com/anxiety-elimination-pack/>,
<https://olu.com/high-achievers-guide-to-productivity/>,

<https://olu.com/peaceful-sleep-energy-pack/>, <https://olu.com/secret-offer-checkout/>,
<https://olu.com/special-offer-t1/>, <https://olu.com/thank-you>

- a. These pages need minimal Color adjusting.