Menus:  
  
DNA TESTING, COMPANY, USER EXPERIENCE, REPORTS, FAQ, ORDER  
Ancestry About How It Works  
Health Contact Frequent Questions

Blog

Menus: add images/ logos beside drop down for products,.

(One order Option Page)  
Multiple Landing pages about product. Ancestry + Health – all drive to one order page.

Order:  
3 options:  
  
Ancestry $99  
  
Health $129  
  
Ancestry + Health $199 (All inclusive)   
  
  
Scroll down report side by side with checkmarks, wahts included whats not,  
like 23and me.  
Then FAQs,  
  
**MENUE: “Reports”**

Like the FAQ question section,

That opens up the image to reveal what report looks like.  
the image is as if they are in the user interface,  
customer clicks on report and full report image opens up for everyone.  
  
FAQ  
Drop down menu: “How It Works” (landing page like description of genetic process, illumina chip etc”  
Second menu dropdown “Frequent Questions”  
  
Ancestry Front end section:  
add the new report images  
Add new copy to reflect ancestries we offer:  
“Including: Jewish, Full African breakdow, full Asian(East, West, etc), Full European background, etc.  
Dual reports: going back 5 generations - 500 years, second going back 1000+  
  
Haplo groups on front end, what they are, etc.  
Famous people.   
timeline