

Verifi, LLC.

SA | Benson, Hickson, & Lammer





Discussion points

Business Summary
User Studies
Journey Mapping
Empathy Mapping
Proposed Improvements
Wireframes

Business summary

Provides employment screening services for corporate and private clients.

Goal

Improve qualified lead generation through website.

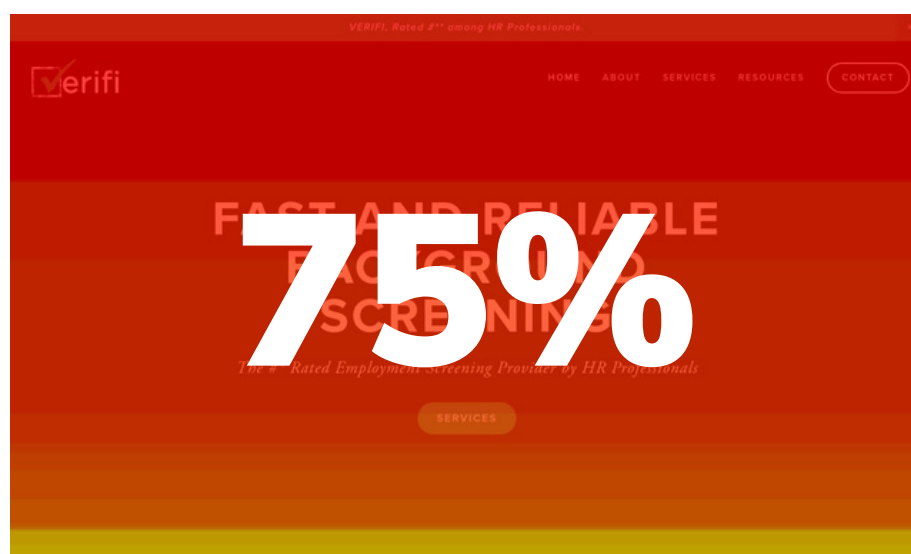
Target Audiences

- HR Professionals, Hiring Managers
- Anyone looking for high-quality, thorough background screening and vetting services.



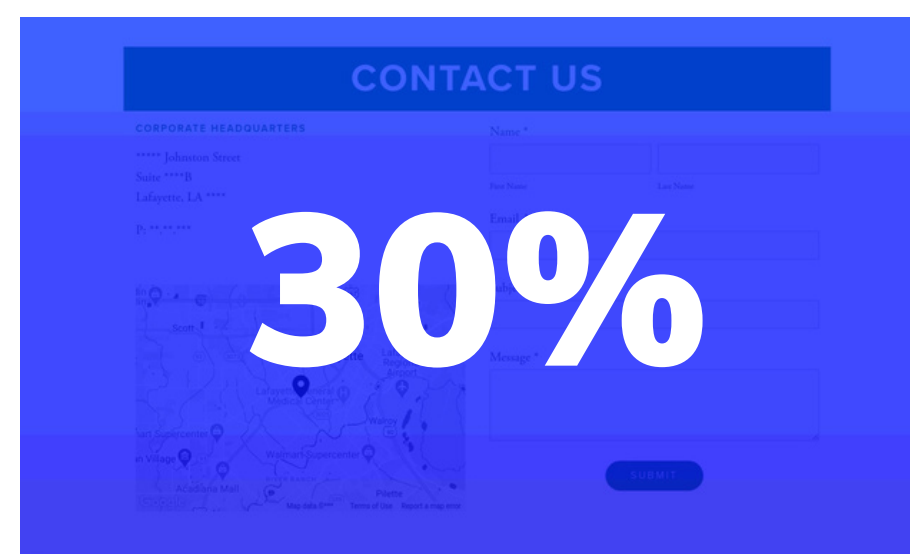
Hotjar Heatmaps

← Click to view full maps



Depth of scroll

75% of users do not scroll below the fold and roughly 11% of traffic visits a secondary page.



Form submission

The contact form is at the bottom of the home page with less than 30% scroll depth.



Mobile accessibility

Less than 50% of visitors scroll below the fold and minimal usage of the expandable menu.



Journey Map

Since this website is a lead generation page, all roads lead to the contact us area.



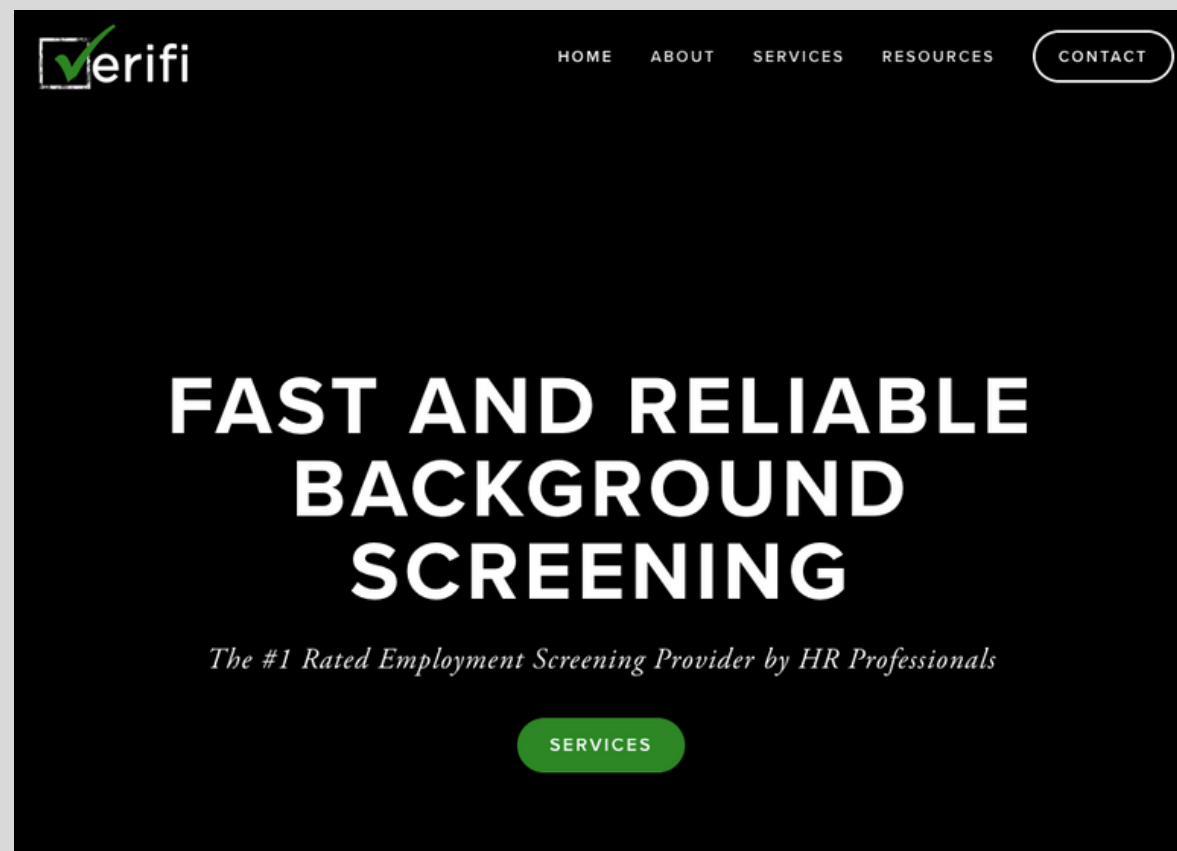
"Can't find what I am looking for"

"Is the mobile site easier?"

"Can I do a bulk Check?"

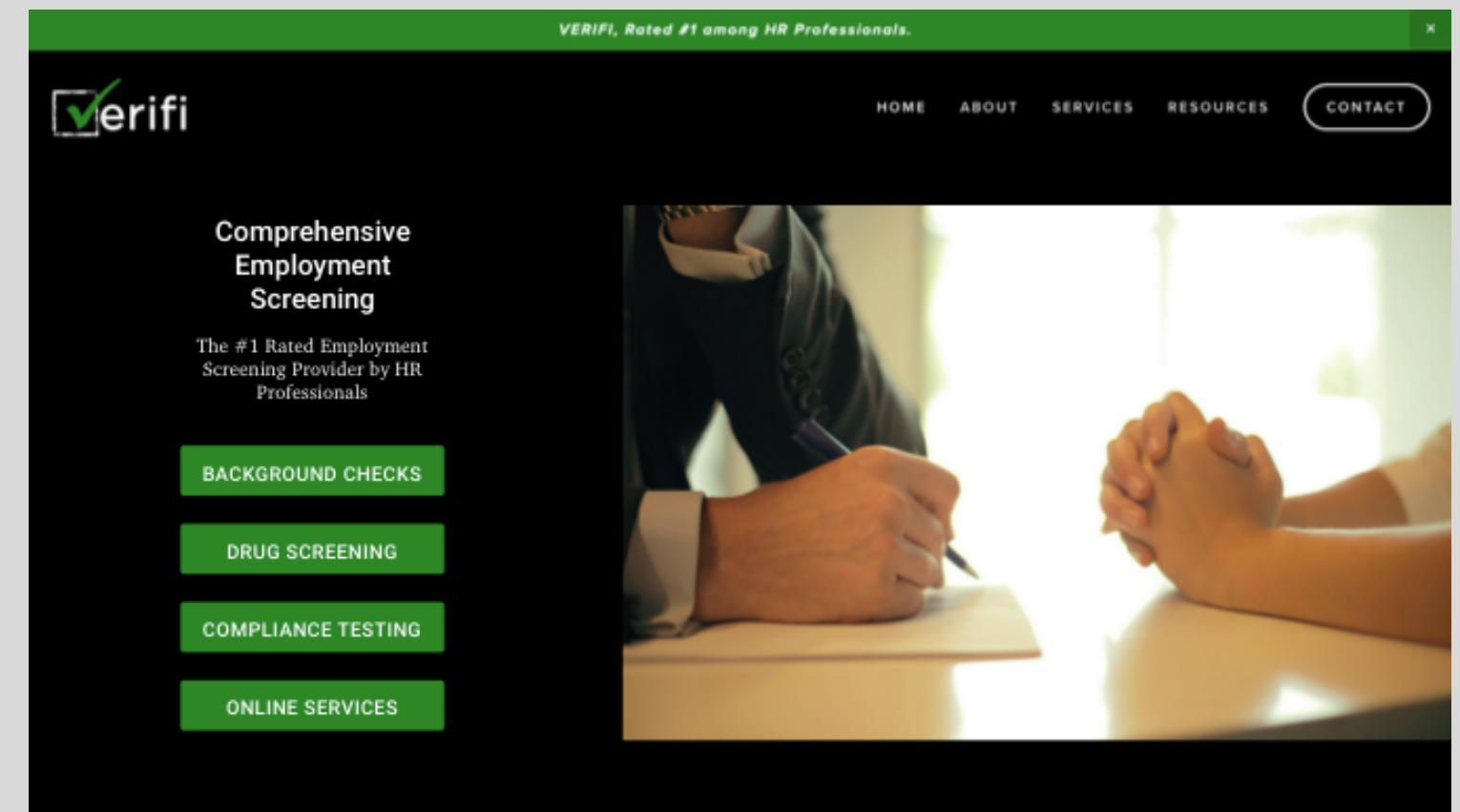
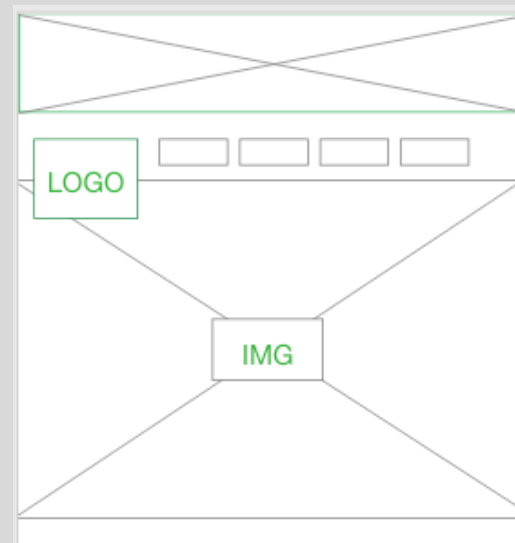


Homepage Banner



Before

Wasted space, not very engaging.



After

Clear services, more engaging.

Contact Form

The 'Before' design features a green header with 'CONTACT US' in white. Below it, the 'CORPORATE HEADQUARTERS' address is listed. To the left is a map of Lafayette, LA. The form itself is on the right, containing fields for Name (split into First and Last), Email Address, Subject, and a large Message field. A green 'SUBMIT' button is at the bottom right.

CONTACT US

CORPORATE HEADQUARTERS

2701 Johnston Street
Suite 201B
Lafayette, LA 70503

P: 803.367.0096

Name *

First Name Last Name

Email Address *

Subject *

Message *

SUBMIT

Before

Too many fields, all the way at the bottom of the page with only 30% viewership.

A wireframe diagram showing the layout of the contact form. It includes a 'LOGO' placeholder at the top left, a large 'IMG' placeholder in the center, and a 'Submit' button at the bottom right. The form fields are represented by rectangular boxes of varying sizes.

LOGO

IMG

Submit

The 'After' design is a simplified version of the contact form. It features a black header with 'Contact Us' in white. Below it, the 'CORPORATE HEADQUARTERS' address is listed. To the right is a map of Lafayette, LA. The form is simplified, with fields for Name*, Email*, Company, and a green 'Submit' button.

Contact Us

CORPORATE HEADQUARTERS

2701 Johnston Street
Suite 201B
Lafayette, LA 70503

P: 803.367.0096

Name* Email*

Company:

Submit

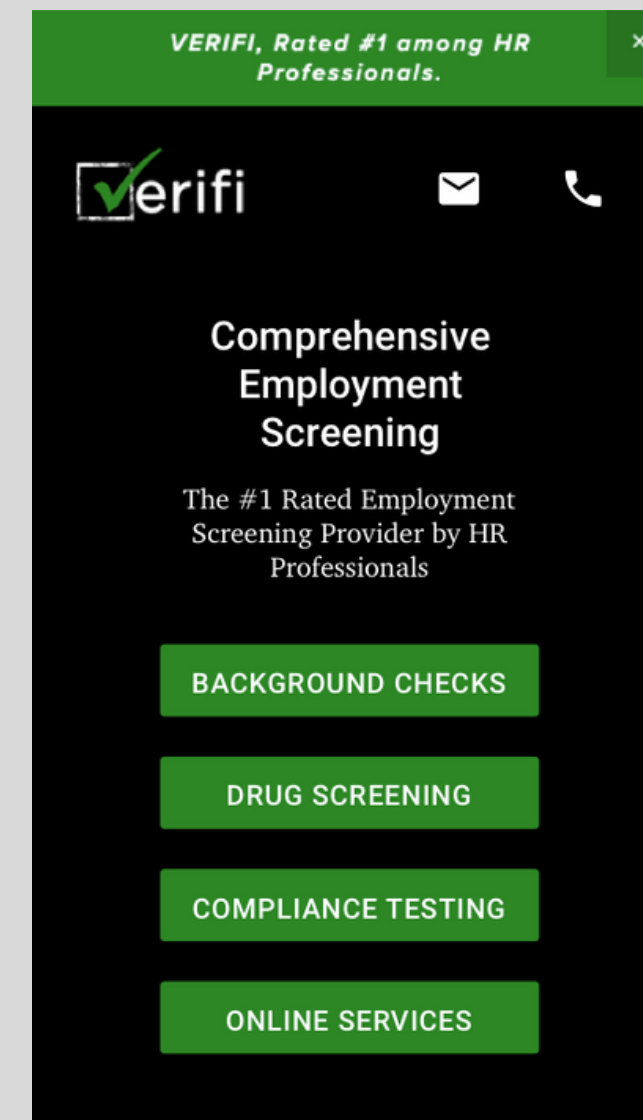
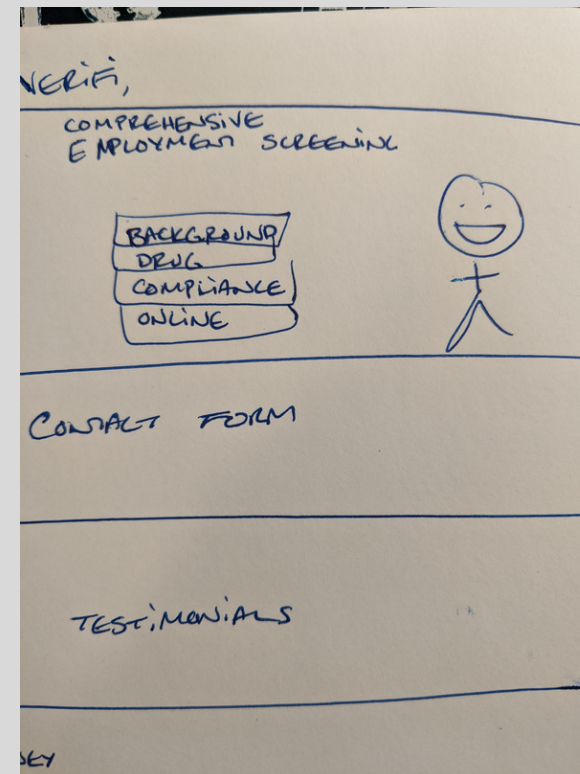
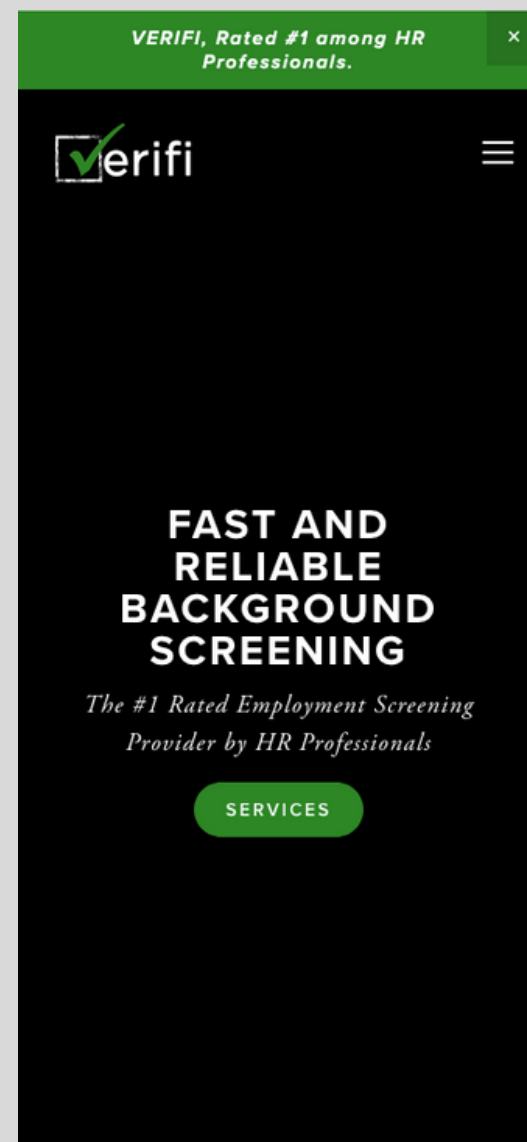
After

Moved just under banner, simplified requested information.

Mobile-Friendly

Before

Lots of wasted space, no easy contact points



After

Services clearly presented above the fold, with one-click means of contacting the business.



Thank you!

Questions? Clarifications?