

RIGHT COMPLY

Website Redesign and Rebranding Proposal

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Headquartered in Palo Alto, CA, Right Comply's goal is to ensure complete transparency throughout and between various factors of the hiring life cycle. The Right Comply framework brings pre-hiring and post-hiring compliance to you. A simple, intuitive application built with the best of artificial intelligence and adaptive machine learning technologies.

The following proposal is for the

(1) Redesign of the current website for Right Comply.

(2) Rebranding and Content Strategy.

This proposal outlines the challenges and goals for the project.

Next Steps:

Timeline and budget.

Project members:

- Sanchith Kuttappa: UX/UI Designer
- Eloisa Docton: UX/UI Designer

Current Website Design Challenges:

There are six main challenges with the current website of Right Comply that the redesign would focus on:

1. Organization and usable navigation on the website are lacking. As a service portal for Right Comply the website should be intuitive for users to quickly find the information they need and discover new information. As the site currently exists, there is no overarching structure of the site making it difficult to find the wealth of research and tools that the service offers.

2. Content of the website is not to the point, and appears scattered. The font style is outdated, the weight is too bold, and the size is too large, making it hard to read through all the information. This is also creating issues with the hierarchy between the different sections.
3. The imagery and color schemes throughout the site is widely varied, creating a disconnect in the style between the different sections, and does not encourage users to engage in the content.
4. The current website lacks a clear brand/identity that highlights the company's mission. Because the website functions as a service platform, anyone who visits the website should be able to quickly identify the company's mission, goals, and service.
5. There is not enough emphasis/description about the actual product or it's functionality.
6. The current form of contact is not clear enough.

Proposed Solutions:

This proposal will solve these problems by rebranding, updating the content strategy and redesigning the layout of the website. The redesign will have a modern yet professional look and feel. It will use clean design and a modular layout so that the content is the main focus.

Rebranding: We recommend the creation of a new logo with similar symbolisms as the original logo but with a fresh feel. The colors can remain in the same color-family and will be updated to a more contemporary and uniform palette.

Website Redesign:

1. Improve the information architecture by arranging the content by relevancy - change the flow of information to outline the problem/need of the customer first, followed by the presentation of the solution, which entails an explanation of the product, who Right Comply is, and who it is designed for, and lastly, a call to action, which would be a request for a demo or a contact.
2. Based on research users prefer more to the point information - Improve the copy to be more succinct, change the font family and size to be more readable, and make the navigation clearer and simpler, making the content more engaging.
3. Eye tracking and usability studies show that a user is drawn to color, contrast and images. The redesign will incorporate these findings into a user friendly and engaging website by unifying the different sections of the website with the same style, color scheme and font-family.
4. Align the brand/identity of the product and service to be consistent with the company's mission and goals. We will do that through a single style guide, clearer layout, outlining

a to-the point description of the company and product and keeping the emphasis on the visual content.

5. Our research showed that companies generally offer a demo of their products as a way to engage their customers and facilitate an understanding of their products/services. This demo is offered once the potential customer gets in touch with the company. We recommend making the demo offering prominent on the website as a tool to feature the product and create an awareness of its benefits.
6. Contacting the Right Comply team should be simplified by filling out a short, simple form or sending an email vs pinging or using LinkedIn for communication. The simpler that this process is for the customer, the better the user experience.