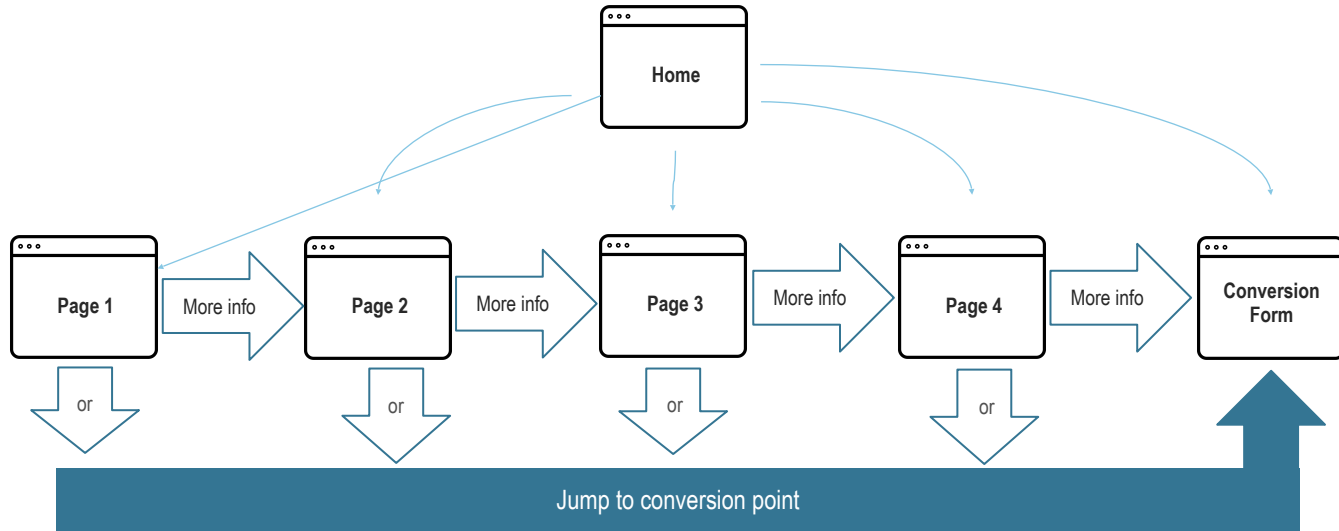


# Immersion Active's Design Philosophy

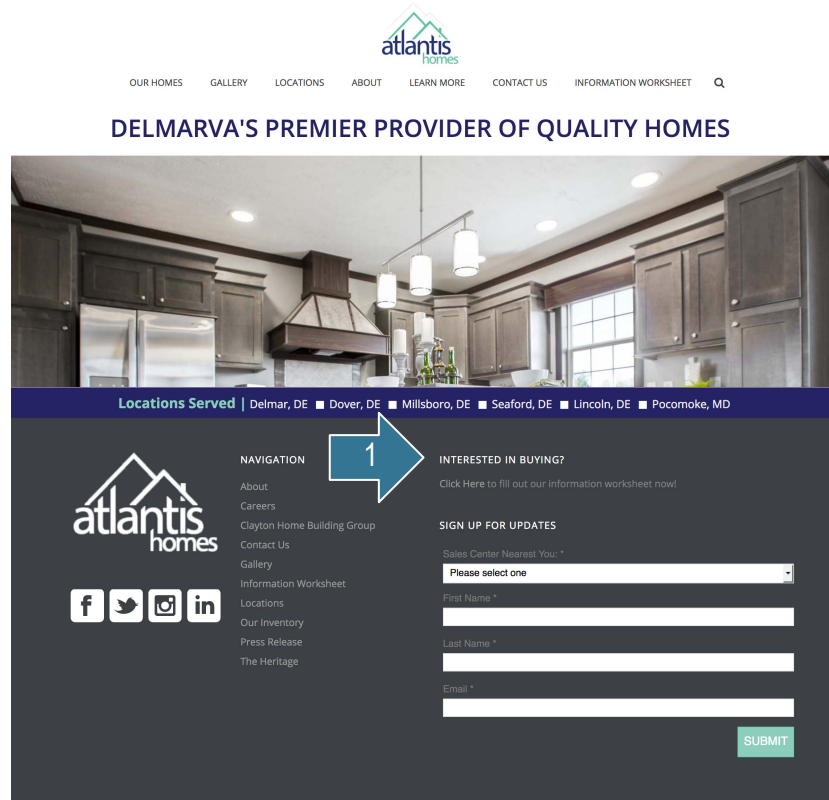
The goal of your website is to generate a **conversion**:  
an action you want a user to take.

A conversion can take many forms:  
providing you with contact information, making an online  
purchase or reserving an appointment.

Every page on a website has a purpose: removing obstacles preventing a user from converting (by providing information) or guiding them to the conversion point.



# Primary Conversion Point



The "Information Worksheet" appears to be the primary conversion point, but the user flow is not optimized for that task.

- "Information Worksheet" is not a term users will be searching for to complete a purchase.
- Proximity to "Contact Us" forces the two to compete for attention.
- Body content rarely directs users to complete the worksheet.
- 1) Call to action reiterated in footer where it competes with the "Sign Up for Updates" form.

# Primary Conversion Point

INFORMATION WORKSHEET

HOME / INFORMATION WORKSHEET

Nearest Sales Center \*

Please select one

Housing Consultant

Street Address 1 \*

City \*

State \*

Postal Code \*

First Name \*

Last Name \*

Home Phone

Mobile Phone

Email \*

Have you been to Atlanta Homes before?

☐ Yes

☐ No

Do you currently rent or own?

☐ Rent

☐ Own

Why do you want to make a housing change?

How soon do you plan on making a move?

Please select one

Where do you plan to place your home?

How many are in your family?

Top 1/3 of form

The "Information Worksheet" is not optimized for completion.

The form should be reviewed, with possible fixes including:

- Explaining the outcome/next steps after form completion.
- Removing non-critical fields.
- Breaking the form into steps to avoid overwhelming the user.
- Allowing users to save progress and pick up where they left off.

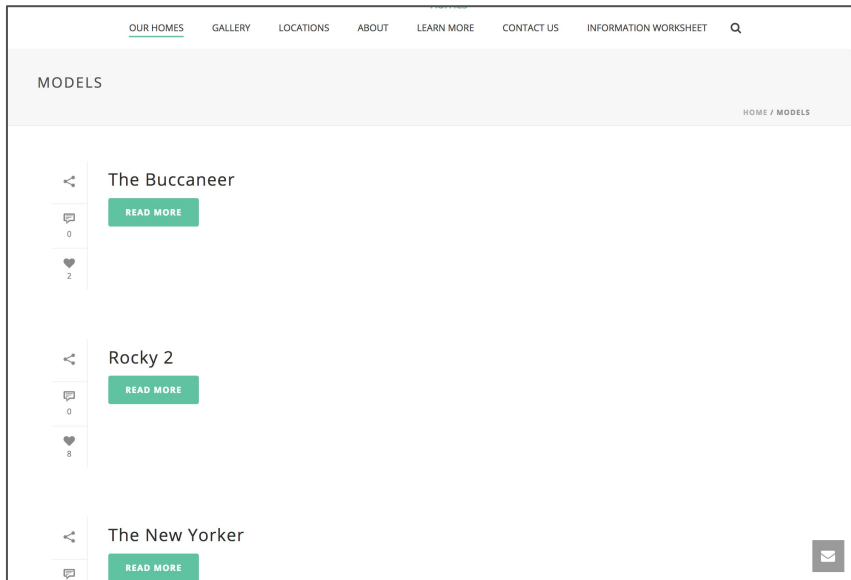
# Home Page Brand/Message



The “Home Page” primary navigation does not include a home link.

- The logo is linked to the home page, but users expect home in top left navigation.
- From links off of primary navigation, not easy to navigate back to home page.
- Logo – supporting brand – is small and tucked at the top of the page. Integrating brand logo into home page layout will best support the brand image, look/feel.
- Home page content should connect the perspective buyer with the product – although value is described, content is not personal, does not evoke emotion.

# Promote Value Proposition



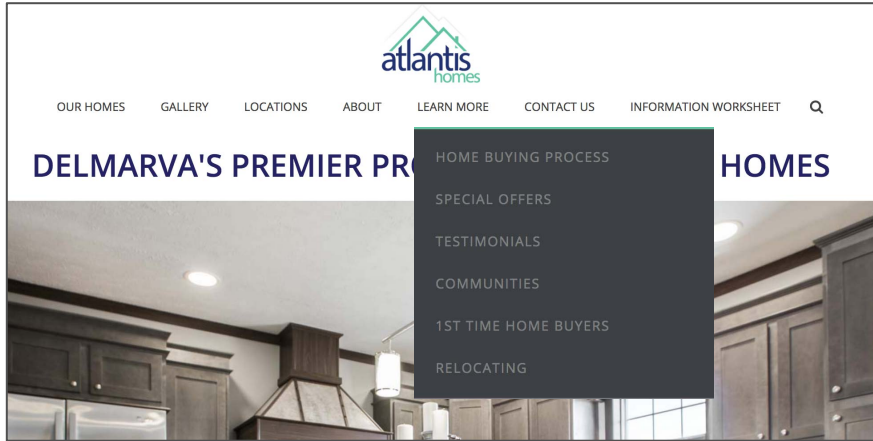
## The overview of “models” is not user friendly

A user is given no information to help them decided on which model to explore. The opportunity to excite a user is lost with the clinical presentation of each model.

At this point, users should be able to choose between models based on:

- Photos, floorplans
- Square footage, number bedrooms, features and amenities
- Cost

# Navigation

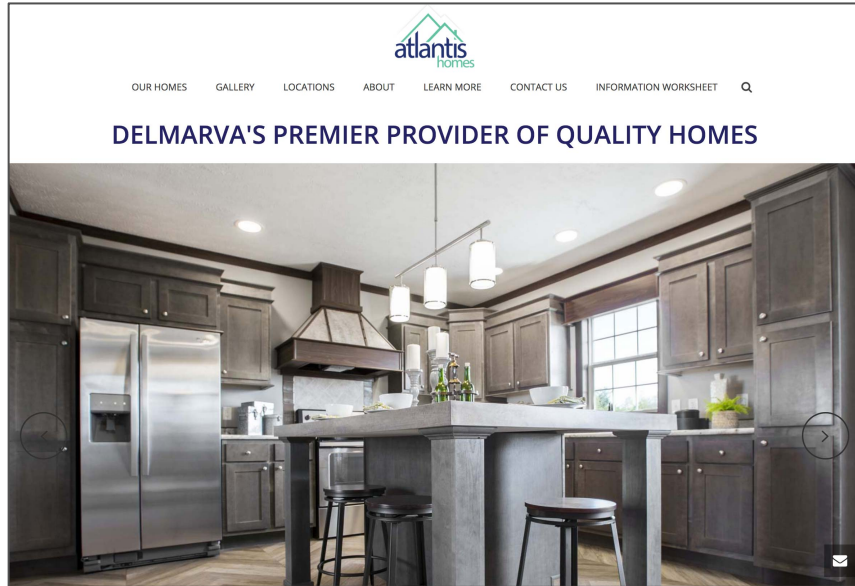


**Not all of the navigation has been organized to UX best practices.**  
The “Our Homes”, “Gallery”, “Locations” navigation elements are clear and concise.

“Learn More” does not offer user’s clues to what might be found within it.

Upon hover, the pages grouped within it appear to have been placed in Learn More as a catch-all. A refined navigation structure will make exploring the site and gathering information easier for users, and more likely to result in a successful conversion.

# Atlantis Homes Suggested Course of Action



While Atlantis Homes features a clean and professional aesthetic, the underlying content and UX issues suggest an overhaul of the website.

Our suggested course of action includes:

- MOEM (Meaningful Online Engagement Modeling), User Flow and Information Architecture.
- Wireframes.
- Updated style guide and design comps.
- Wordpress site build using a custom theme.



# Website Functionality/Load Time/SEO

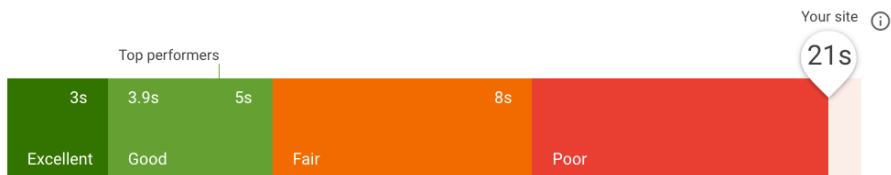
www.atlantishomesllc.com

21s

Loading time on 3G: **poor**

35%

Industry comparison

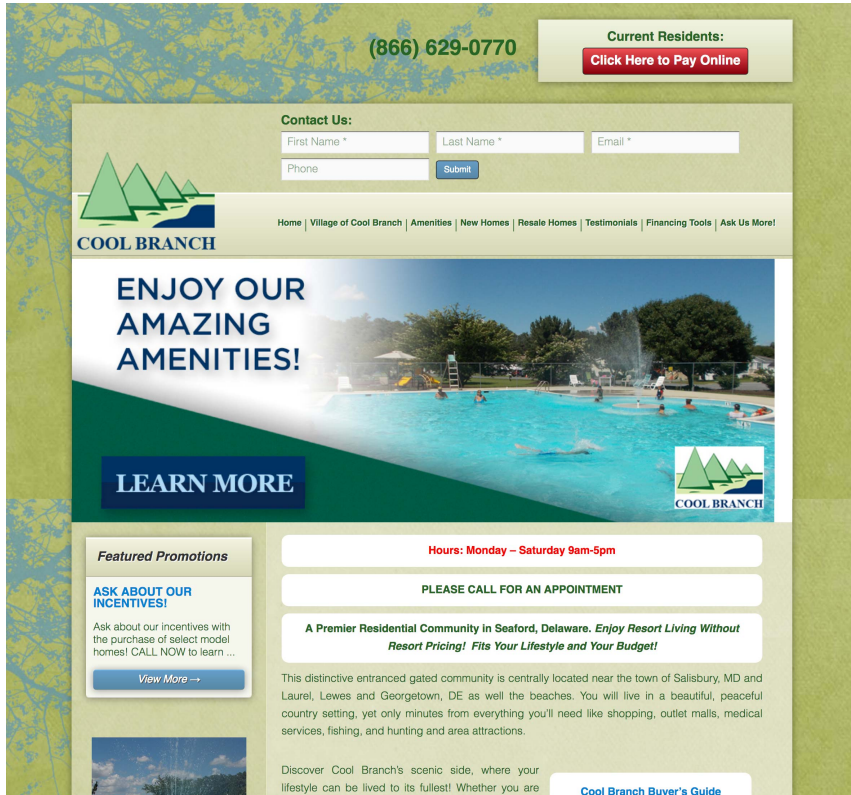


www.atlantishomesllc.com is slower than the top-performing sites in the **Business & industrial** industry

Industry best practice for page load time is between 2-3 seconds – after which time a brand begins losing potential customers.

- Current home page load time is – 21 seconds
- Losing an estimate 35% of prospects on the website
- Within the industry, far beyond the competitors in page load time.
- Issue Fix: Page load time can be fixed to the 2-3 second load time by rebuilding the website – updating and cleaning the coding, adding renderingblocking JS, mobile optimizations.

# Cool Branch Suggested Course of Action



Cool Branch has the same challenges as the Atlantis Homes website plus additional aesthetic, layout and optimized code issues.

Our suggested course of action includes:

- MOEM (Meaningful Online Engagement Modeling), User Flow and Information Architecture.
- Wireframes.
- New style guide and design comps.
- Wordpress site build using a custom theme.

# Cool Branch Website Functionality/Load Time

coolbranch.com

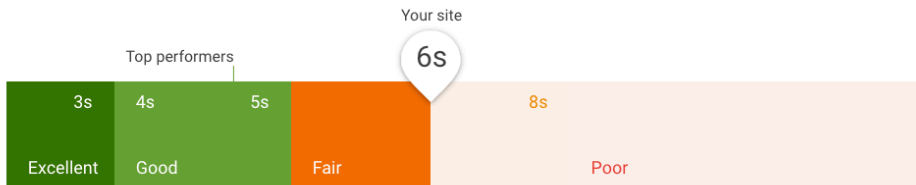
6s

Loading time on 3G: **Fair**

24%

Est. Visitor loss  
(Due to loading time)

## Industry comparison



Industry best practice for page load time is between 2-3 seconds – after which time a brand begins losing potential customers.

- Current home page load time is – 6 seconds
- Losing an estimate 24% of prospects on the website
- Within the industry, far beyond the competitors in page load time.
- Issue Fix: Page load time can be fixed to the 2-3 second load time by optimizing images, adding renderingblocking JS, reducing server response time, mobile optimizations.