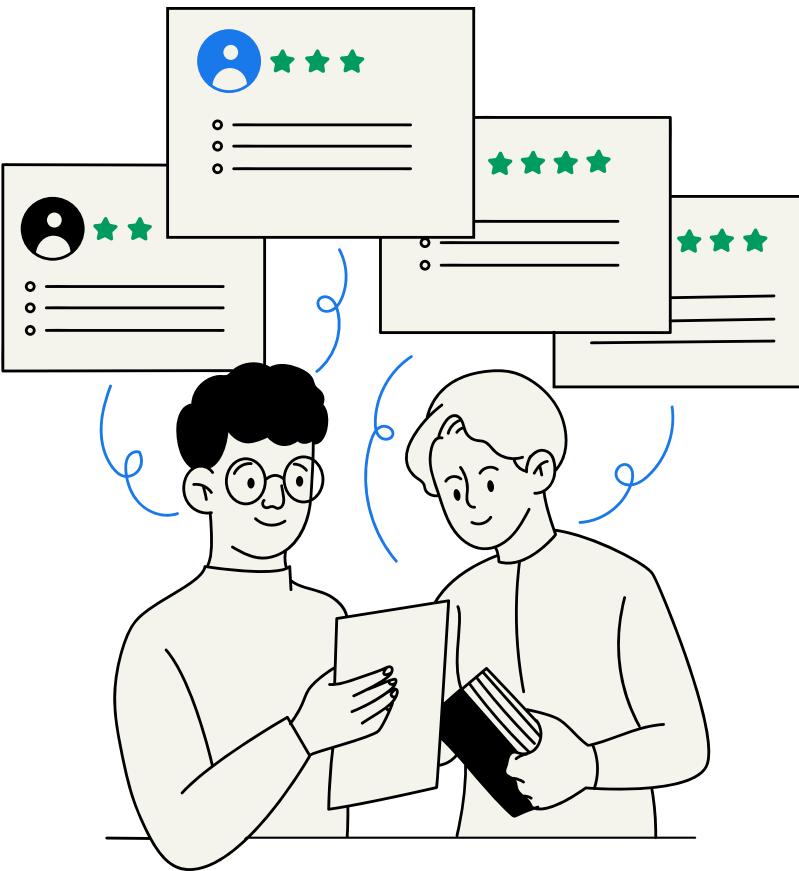




taking local Small and Medium  
businesses online within 15 minutes flat.



# Mapping User Journey

STAGES	GOAL	TRIGGER	FRICTION
Install / Sign Up	Get the user into the product quickly	Ad click, referral, or app store search.	App permissions, slow load, trust signals.
Business Info Setup	Enter basic business details (name, category, location).	This defines all auto-generated content.	Users may not know what to enter; need pre-filled suggestions.
Theme / Design Selection	Choose a template that looks “professional.”	Users need instant visual gratification.	Too many choices or poor previews can cause drop-offs.
Content Upload	Add photos, services/products, contact info.	This is what makes the site usable.	Users may not have ready content or may fear typing in English.
Publish Website	Get the site live.	This is the “aha” moment when users feel they've achieved something.	Domain confusion, last-minute doubts, preview anxiety
Share Website	Post link on WhatsApp Status, Facebook, etc.	Helps bring traffic and builds pride.	Users may not understand how sharing works.
Upgrade Plan	Convert free users to paid plans.	Monetization step.	Unclear value, price hesitation, payment friction (esp. for UPI-first users).
Edit / Update Site	Make changes—add offers, photos, price updates.	Keeps site relevant and boosts retention.	If edits are hard to find or require technical steps.

# 3 Major Drop Off Points

1

## Before Publish

User gets stuck after previewing or before hitting “Publish.”

- Uncertainty about domain (subdomain vs custom)
- Fear of making the site public “before it’s ready”



2

## Payment Failure

User wants to pay but fails or exits at checkout.

- Unclear invoice / hidden charges
- No UPI or mobile wallet option
- Payment gateway delay or error

3

## No Engagement

User publishes the site but never returns.

- Doesn’t know how to promote or share it
- No traffic = no reward loop



# Product Level Changes

## “Website Health Meter” Gamified Progress Bar

Introduce a visual progress tracker or “health score” for the user’s website shown right after setup and on the dashboard. It could show:

- Business info added**
- Domain not connected**

### ADVANTAGES:

- Gives users a clear sense of what's left to do
- Turns setup into a checklist game which drives engagement
- Creates mini-conversion goals before the final publish or upgrade
- Visually rewarding and motivating.

## Value-Focused Upgrade Triggers With ROI Proof

Before showing the upgrade screen, show a success metric like:

- “54 people visited your site this week”**
- “3 users tried to contact you – unlock contact form to view”**

### ADVANTAGES:

- Builds trust and perceived ROI before asking for money
- Solves upgrade drop-offs due to unclear value
- Emotionally motivates users to "not miss out"

# Retention Feature: Festive Campaigns

Auto-suggest and pre-create festival-specific banners, offers, and WhatsApp messages that users can apply to their website in 1 tap.

- “ Diwali Offer: 10% Off on All Items – Add to Website”
- “ Eid Mubarak! Custom WhatsApp greeting ready to send”
- “ Rakhi Poster Ready – Share on WhatsApp Status”

## ADVANTAGES

- Gives users a reason to come back every week or two
- Keeps the website “fresh” with minimal effort
- Taps into India’s hyper-seasonal small business behavior
- Triggers a sense of celebration, relevance, and social sharing

Push notification: “Add Raksha Bandhan banner to your site in 1 tap!”

In-app tile: “This Week’s Festival Toolkit <img alt="Wrench icon" data-bbox="885 875 905 905”/>“

# Competitive Analysis

## Competitor WIX

### 🎯 Strength Highlighted

- AI Website Builder (Wix ADI)

### 💡 Key Feature

- Smart onboarding that interviews users and creates personalized websites with structure + content.

### ↗️ Supportive UX

- Guided setup with tips, progress indicators, and content suggestions to reduce drop-off.

## Features to adopt for



- **Conversational Onboarding (AI-Lite) – Ask 3-5 simple, mobile-friendly questions:**
  - Business type (e.g., salon, tutor, food delivery)
  - Business goal (e.g., get leads, take orders, showcase work)
  - Preferred features (e.g., WhatsApp button, gallery, pricing)
  - Based on answers, auto-select template + pre-fill key content blocks.
- **Progress Nudges – Gamify setup with behavioral nudges:**
  - “You’re 70% done! Just add a logo to go live.”
  - “Add your WhatsApp button to start chatting with customers.”
  - Use emoji + color to boost motivation.
- **Pre-written AI Content Suggestions – Offer starter headlines, descriptions, and service blurbs per business category (like salon, tiffin, yoga trainer, etc.).**
- **Mobile-first Wizard Flow – Optimized for low-tech users with swipe/tap navigation and auto-save.**



# Competitive Analysis

Feature	Wix ADI	Websites.co.in Proposal
Target User	Designers, SMBs	Micro-businesses, solopreneurs
Setup Complexity	Moderate	Ultra-simplified, mobile-first
AI Personalization	Website structure & content	Templates + goal-driven features
Mobile App Integration	Partial	Full mobile creation/editing
WhatsApp/Social Commerce Focus	Low	High – built-in call-to-action flow



- Reduce site creation drop-off rate
- Increase setup-to-publish ratio
- Improve perceived value with faster “wow moment”



# Strong UX/Onboarding: Instant Preview Before Signup

Let users see a working preview of their business website before asking for full sign-up or setup.

**Just ask for info like Business name, Category, Optional logo or image**

Then instantly generate:

A live preview (with dummy content)

A CTA like: **“Like what you see? Claim and customize it now.”**

Wix: Uses a quiz-style “Wix ADI” flow to generate the site upfront.

## ADVANTAGES

- Reduces fear of complexity
- Creates an emotional hook by showing early value
- Makes the user feel they've already earned something - increases commitment to complete onboarding

## How to adapt it for Indian SMBs:

- Use familiar, low-effort prompts like:
- “Your Kirana Store Website, Ready in 10 Seconds”
- Voice input in Hindi/Regional language
- Show WhatsApp and Google Maps integration in the preview

# Redesigning the Landing Page in Figma

## The current landing page:

The screenshot shows the homepage of [Websites.co.in](#). At the top, there's a navigation bar with links: Home, Features, How it Works, Mobile App, Services, Pricing, Contact, Free Signup (purple button), and Login (purple button). Below the navigation is a large headline: "Create Your Website, Blog, Or E-Commerce Site In 5 Minutes". To the right of the headline is a circular graphic featuring three devices (laptop, tablet, smartphone) displaying website designs, with a callout text "Zero technical knowledge needed". On the left side, there are three icons with statistics: "4 million users in 190+ countries", "Create your website in 98 languages", and "4.5 star ratings on Google Playstore". Below these stats are two buttons: "Get Started For Free" (purple) and "Download Mobile App" (outline). A small note at the bottom says "No credit card required.". At the bottom of the page, there's a section titled "As Seen In" with logos from THE TIMES OF INDIA, yahoo!, BW BUSINESSWORLD, The Print, IIFL, and Tracxn.

## Potential Weak Points:

- The theme of website does not follow the theme of logo.
- “Features” and “How it works” sections are not aligned properly when scrolled down.
- Used blurry emoji-images instead of icons for important selling points.
- Lots of empty space: not utilizing the landing page properly.
- Lack of emphasis on the important selling points like “4 million users in 190+ countries”.
- Not enough product representation.

[Click here for solution](#)

# Solution Preview



Home How It Works Features Mobile App Services Pricing Contact

Free Signup

Login

Website. Blog. Shop.  
Live in 5 minutes.

4 Million users in 190+ countries

Create your website in 98 languages

Zero technical knowledge needed

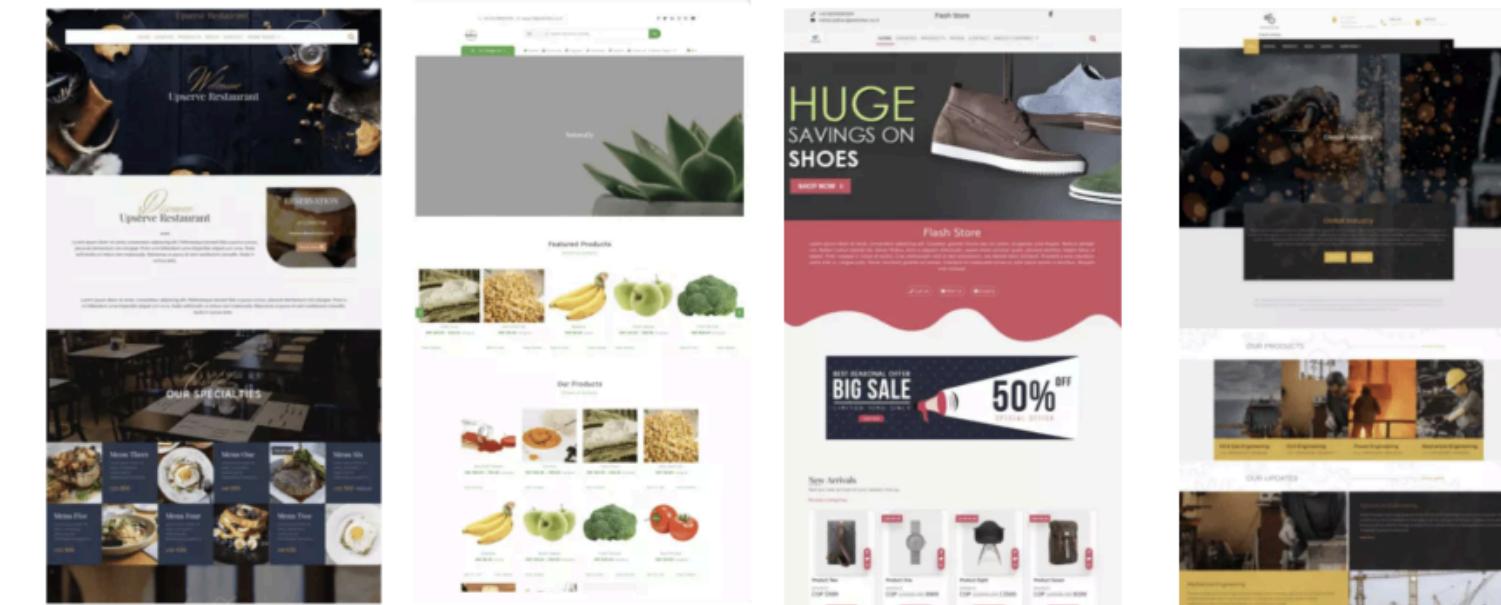
4.5 star rating on Google Playstore

Get Started For Free

No credit card required!

Download Mobile App

Explore now!



Variety of templates to choose from!

Our Business Partners



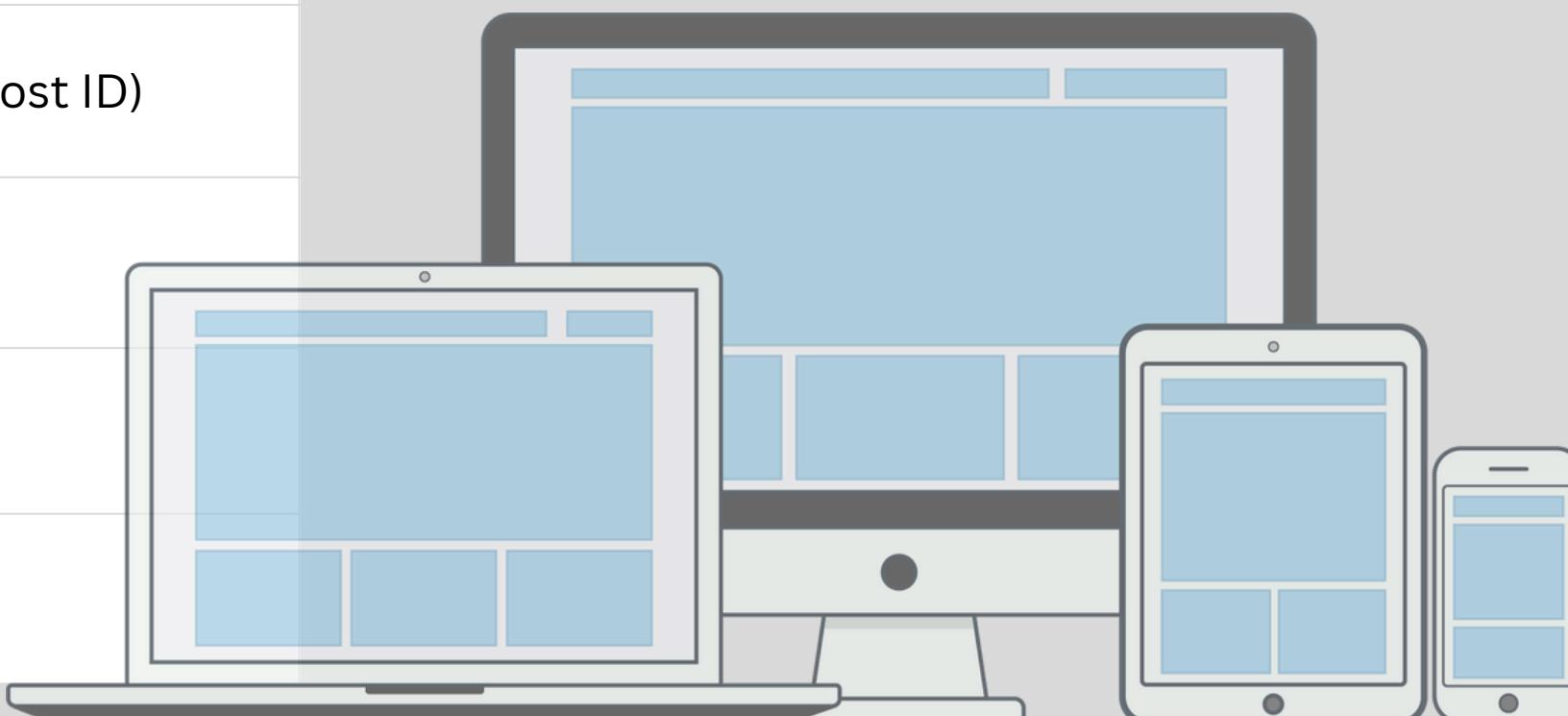
# Explanation of UX improvements.

The screenshot shows the homepage of Websites.co.in. At the top, there's a navigation bar with links for Home, How It Works, Features, Mobile App, Services, Pricing, Contact, a Free Signup button, and a Login button. Below the navigation, a large blue banner with white text reads "Website. Blog. Shop. Live in 5 minutes.". Underneath this, there are four orange callout boxes: "4 Million users in 190+ countries", "Create your website in 98 languages", "Zero technical knowledge needed", and "4.5 star rating on Google Playstore". To the right of these boxes is a grid of nine thumbnail images showing different website templates for various businesses like restaurants, e-commerce, and blogs. Below the thumbnails is a yellow button labeled "Variety of templates to choose from!". At the bottom of the page, there's a footer section titled "Our Business Partners" featuring logos for The Times of India, Yahoo!, BW BUSINESSWORLD, ThePrint, IIFL, and Tracxn.

- Changing the theme of the website to match the aesthetic of the brand logo more.
- Emphasized on the main 4 selling points than before. Making it more noticeable and presentable. Also, completely removing the use of emoji-images that gave a novice look to the website.
- Using catch phrases like “Explore now!” and “Website. Blog. Shop. Live in 5 minutes” to get the visitor’s attention.
- Adding templates on the landing page so visitor can see our product as soon as he visits the website.
- Used the landing page area more appropriately so that no space is wasted.
- Adding an additional button of “Variety of templates to choose from!” that will redirect the visitor to the templates section.
- BONUS: Add the discounts banner on the landing page during festive seasons.

# Database Details

Column Name	Data Type	Description
id	INT (PK, AI)	Unique log ID (primary key, auto-increment)
user_id	INT / VARCHAR	ID of the user who performed the action
action_type	VARCHAR(50)	Type of action (e.g., 'click', 'publish')
action_details	TEXT / JSON	Optional metadata (e.g., page name, post ID)
timestamp	DATETIME	When the action occurred
device_info	VARCHAR(100)	Optional: user agent/device type
ip_address	VARCHAR(45)	Optional: user's IP address



id	user_id	action_type	action_details	timestamp	device_info	ip_address
1	1021	click	{"page": "dashboard"}	2025-07-05 12:30:00	Chrome on Windows	192.168.0.1



# Push Notifications



Websites.co.in

now

**Your website misses you** 😢

Give it some love. Log back in and finish building today!

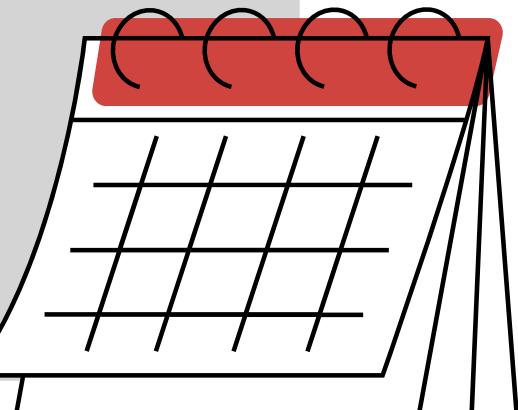


Websites.co.in

now

**Don't let your progress fade**

It's been 3 days. Complete your site and make it real.





Let's build better websites for India's micro-businesses.

Thank You



Questions or feedback?

Let's talk:

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