



### Volkswagen MLP Exploration

I designed forward-thinking illustrative prototypes that animated , on a 3 day timeline, using insights from previous user tests and presented the ideas to Ken Nutter at Volkswagen

## ENHANCE PAGE ENERGY

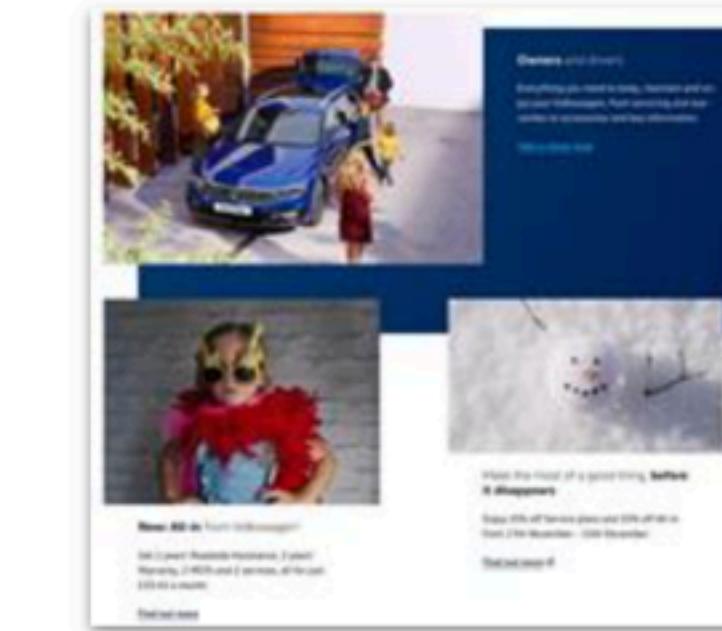
- User-centric content - product visualizations, and relevant copy, visuals, video and tutorials
- Richer header content, photograph, gifs/or video - note many testers saw the "Sign and Drive" promotional module in the header
- Less white space throughout the page
- More photography - lifestyle, details, interior
- Dynamic video (see more video)
- Carousels for imagery when possible
- Expose interactive modules and galleries at page level, rather than overlays (e.g. 360 interactive tool, interior galleries)



Looping gifs or carousel in header.



23



Look for opportunities to interrupt the white backgrounds



360° interactivity exposed and possibly dynamic with scroll UI

Other top recommendations include data, scrolling, photo, video, and validation

Dec 12, 2021 - User Testing #1 Recommendation

**“Enhance Page Energy”**



Beer, wine,  
cupcakes and Ink.  
My recipe  
for success.

Marla Dent,  
owner Sweet Lounge.

CHASE BUSINESS  
ink.

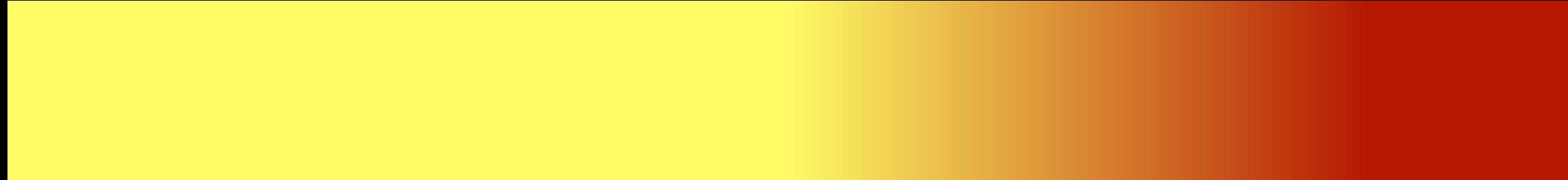
I'm not your typical business owner. Which is why I'd never settle for a typical business card. Ink gives me twice the acceptance worldwide as American Express. And if I ever need cards for my employees, they're free. Make your mark with Ink. Go to Chase.com/ink.

CHASE WHAT MATTERS<sup>SM</sup>

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CHASE

**ART**



**BUSINESS**

**BUSINESS**

**ART**



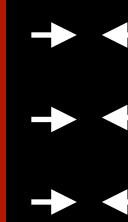
**ART**



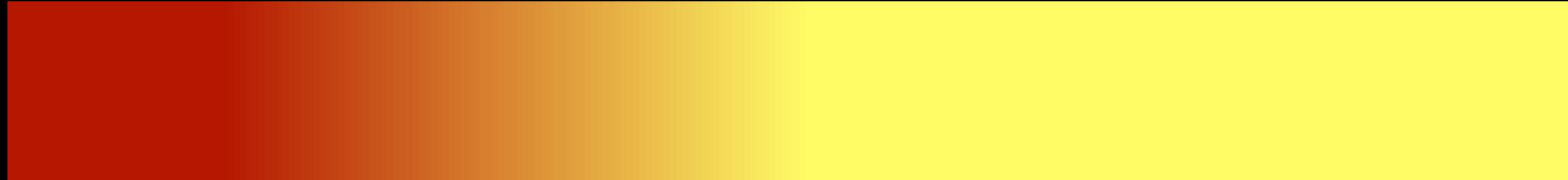
**BUSINESS**

**ART**

**BUSINESS**



**BUSINESS**



**ART**

**ART**

**BUSINESS**



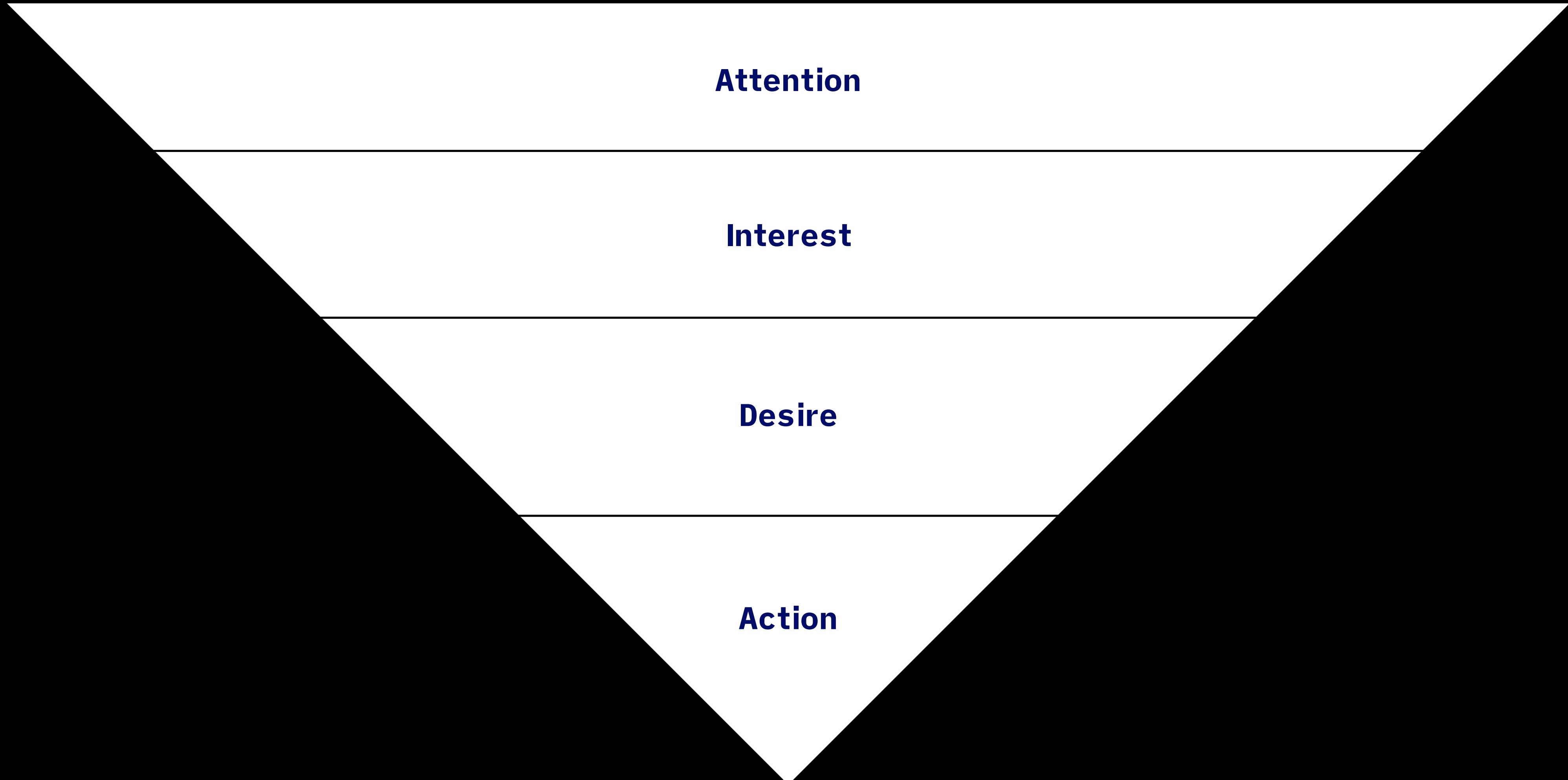


**"We see with one eye, and feel with the other"**

**- Paul Klee**

**Design not only to create solutions to business problems  
but to make people *feel* something**

How does the MLP do all of this?



Attention

Interest

Desire

Action

**How does the MLP do all of this?**

What's under the hood?

**Attention**

**Interest**

**Desire**

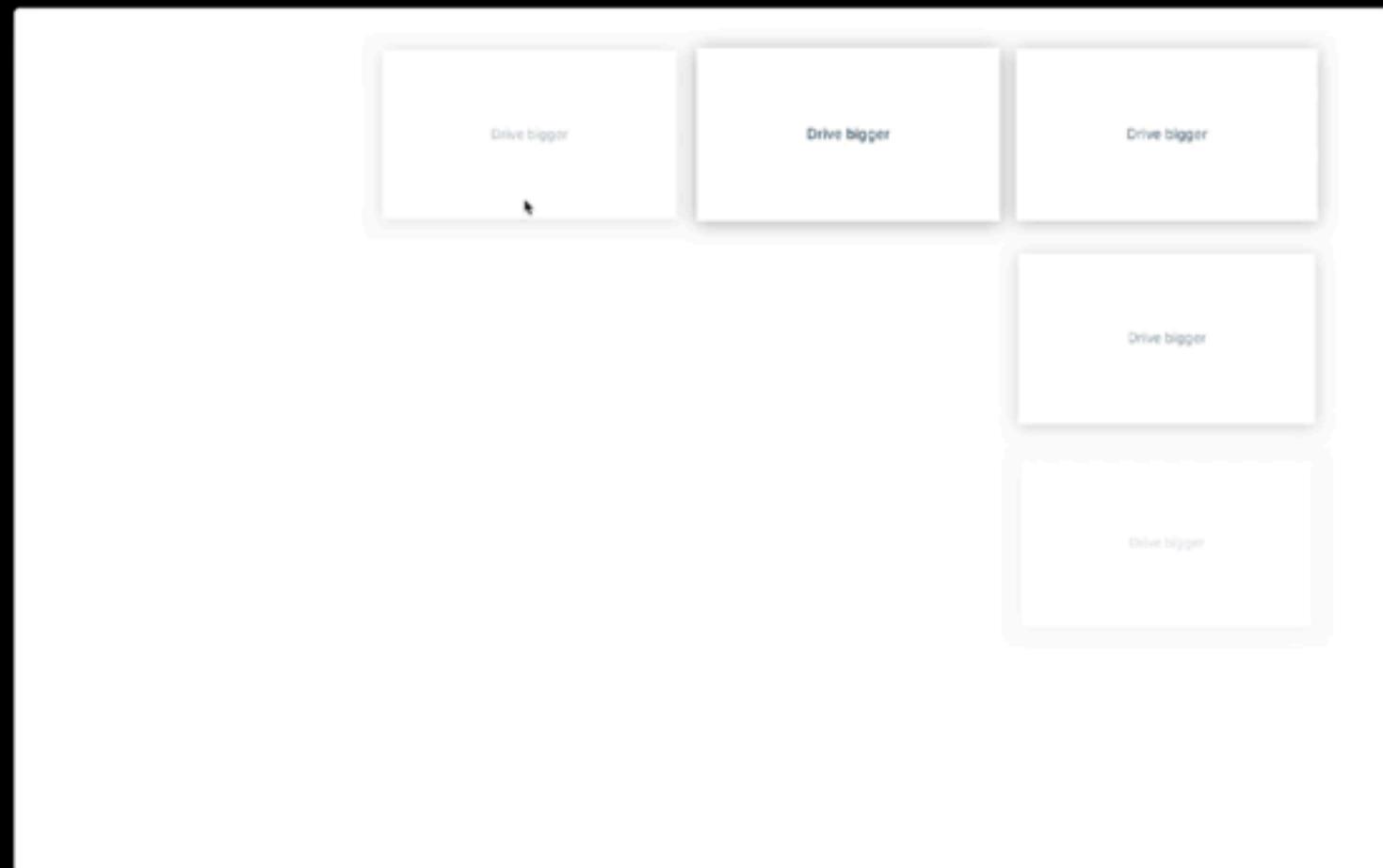
**Action**



**“Fingerspitzengefühl”**  
(literally, “finger-tip-feeling” in German)

## Prototype One - Most Provocative

Designed a landing page that would appear blank, but rapidly respond and visualize user mouse movements, and then reveal the vehicle details in a scroll-friendly UI upon user's first click



## Prototype Two - More Common

Design a landing page with full-screen imagery and a special chapter-style scroll bar that responds to the user hover nearby

