

How would I improve the structure of the Front Pages and Marketing Sites of Evulpo?

To my surprise, when I woke up early today to take some time to analyse the website, I noticed that they have released a new version of the site. So, the study that I was doing on the structure of the pages, is no longer useful.

Anyway, I will try to analyse the new version trying to compare what has been improved and what can still be improved.

FRONT PAGE:

In summary, the improvements I had noticed for the main page (old version) were:

- Need to implement real images and not just drawings.
- Give the user a better understanding of what evulpo does and what it offers to the users.
- More content. Although many times "less is more" I think that in this case, and also to help SEO, the frontpage needed a little more text.

Fortunately, in this new version of the website these points have been covered. Yey!

Some future improvements to consider:

- 1) The user spends an estimated 7 seconds on entering the page to quickly scan and find out if it is what they are looking for or not.

In the case of Evulpo, the first thing you read would be this:

Deine Hilfe
beim Schulstoff!

Immer. Überall. Und für alle.

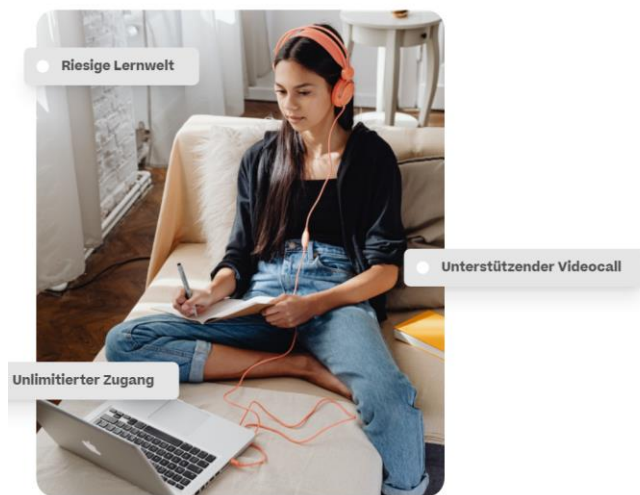
- ✓ Erklärvideos, Zusammenfassungen, Übungen
- ✓ Mathe, Deutsch, Französisch, Englisch
- ✓ Für Schüler:innen, Eltern, Lehrpersonen

Jetzt lernen

4.9 Stars ★★★★★ 
Provided by review-widget.net

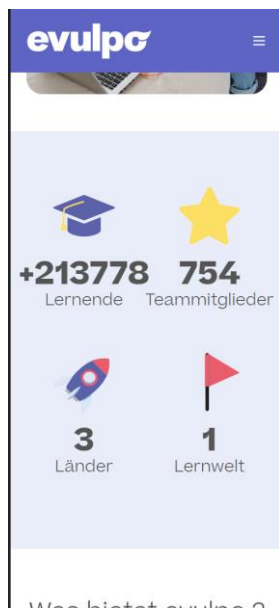
I think the slogan confuses rather than clarifies. While it's fine to have a slogan, it doesn't seem to me to be the place there. I would take it out and put a short phrase that represents Evulpo's objective a bit more: "Your online platform for learning" or "Evulpo helps you excel in your exams" and I could think of thousands of other examples.

- 2) I love the image on the left, I think it is ideal for any teenager to enter and feel identified. What doesn't convince me are the floating posters that when you touch them, nothing happens, and they just disappear. It seems to me that this functionality only takes attention away from what is really important and that maybe if these buttons lead to a result, I would leave them, but as they have no functionality and on top of that they get in the way of the flow of the page, I would remove them.
- Maybe leave the image of the girl alone, or replace it with Evulpo's explanatory Youtube video which I found very practical and understandable as a user.



Note: Even in the mobile version, these posters cover the image of the girl.

- 3) I'm not a fan of the banner with the icons. I feel it's just filling a gap, but anyway no big deal, if you leave it, I would just make sure to make it a little bit smaller for mobile and cleaner (the first two icons tend to overlap with each other).
- Don't forget that the more the user has to scroll (in this case talking about mobile) to find what they need, the more likely they are to leave the site. That's why I would make the block with the icons much smaller.



- 4) Improve the UI. Rectangles with the same width gives a sense of tidiness. Also, I think it's important, for symmetry reasons, either that one button is below the other, or that all three are on the same line. The way it is at the moment it doesn't look professional or neat.

Ich bin:

Schüler:in	Lehrperson
Elternteil	

- 5) It gives a feeling that everything is very separate and somehow looks strange. I would try to put the text a bit closer to the image and the button closer to the text. This gives the user the feeling that the text belongs to that image and the button belongs to that text, otherwise it looks like 3 separate things.



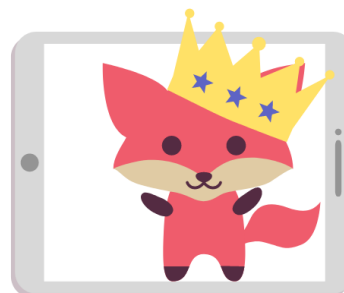
evulpo unlimited

Mit einem unlimitierten Zugang zur Lernwelt von evulpo bekommst Du unbegrenzte Hilfe beim für Dich relevanten Schulstoff. Durch evulpo unlimited hast Du unbeschränkten Zugriff auf alle Lernmaterialien, auf alle Lernstatistiken und auf alle Gruppenfunktionen. Du gewinnst dadurch eine tolle Unterstützung, welche Dich fortan durch Dein Schulleben begleitet.

evulpo unlimited

Mit einem unlimitierten Zugang zur Lernwelt von evulpo bekommst Du unbegrenzte Hilfe beim für Dich relevanten Schulstoff. Durch evulpo unlimited hast Du unbeschränkten Zugriff auf alle Lernmaterialien, auf alle Lernstatistiken und auf alle Gruppenfunktionen. Du gewinnst dadurch eine tolle Unterstützung, welche Dich fortan durch Dein Schulleben begleitet.

evulpo unlimited kaufen



evulpo unlimited kaufen

Note: For the Evulpo Unlimited image I would add a "VIP" since in general what the user reads first is the title and the image. Putting a VIP in general always implies that you are offering a paid pack with better functionalities.

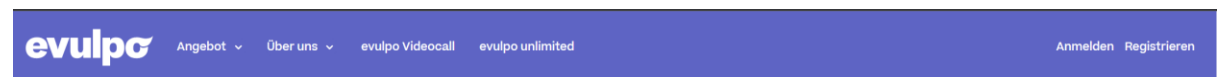
- 6) Same margins for titles.

Was andere über evulpo sagen

4.9 Stars ★★★★★
Provided by review-widget.net

Unsere Vision

WEBSITE STRUCURE:



To begin with, I find the two buttons "Anmelden" and "Registrieren" very impractical. Personally I would leave only one button (and try to distinguish it from the other tabs), for example "Anmelden" and when you open it, the option "Registrieren" also appears. Example: Don't have an account yet? *Insert Registrieren button*.

Also, the hover effect seen in Anmelden and Registrieren is not the same as for the other menu options. This doesn't look really good; it shows that there is no fixed pattern.

On the other hand, I find the menu layout completely overloaded and confusing.

Angebot: evulpo Videocall and evulpo Unlimited are repeating themselves. While there is no rule that says this can't be done, it seems to me that considering the fact that they have a menu with 6 options and 13 subtabs, it's not a good idea to do this.

Maybe I think the term "Angebot" is not the best way to express it, I would change it to "Our services", since that is kind of what you are offering in that section.

Über uns: I invite you to think about which tabs really matter? Maybe your vision, your team, FAQs, and I would say that's as far as it goes.

Cooperation, Presseartikel, Blogbeiträge I would include on another page as User Vision. For example, explain your vision and then add buttons that go to your blogs, articles...etc. Or maybe summarize these 3 tabs into one tab "Communications" or something like that.

Kontakt & Support I would just leave it in the footer.

Evulpo VideoCall and Evulpo Unlimited I would really remove it from the menu since it just confuses the user and gives too many options. Keep it Simple.

Note: The mobile menu version does not match the web menu version at all. While this is not a major problem, it is good practice to make it look at least similar.

EVULPO VIDEOCALL:

- Maybe too much repetition of the button “Finde Deine passende Lehrperson”
- Change the colors of the “Wo brauchst Du persönliche Nachhilfe?” Example: Mathematik is color pink. If you Google what color is most associated with Math, you will find:

color blue

In fact, the color **blue** is associated with math because it is a cool technical color devoid of emotion and represents the kind of technical subject that is based mostly on facts and logic. 3 jun 2022

Another example:

What Color is English? English, including reading and writing, is in a similar situation as math. It's **usually either labeled as blue or red, but it can relate to yellow too**. Yellow could be similar to the reason for social studies since older pages might have a yellow tint.

- This is actually the most important part to make money and it somehow is lot in all of that waterfall of information. This needs to be first if you ever want the user to see it.

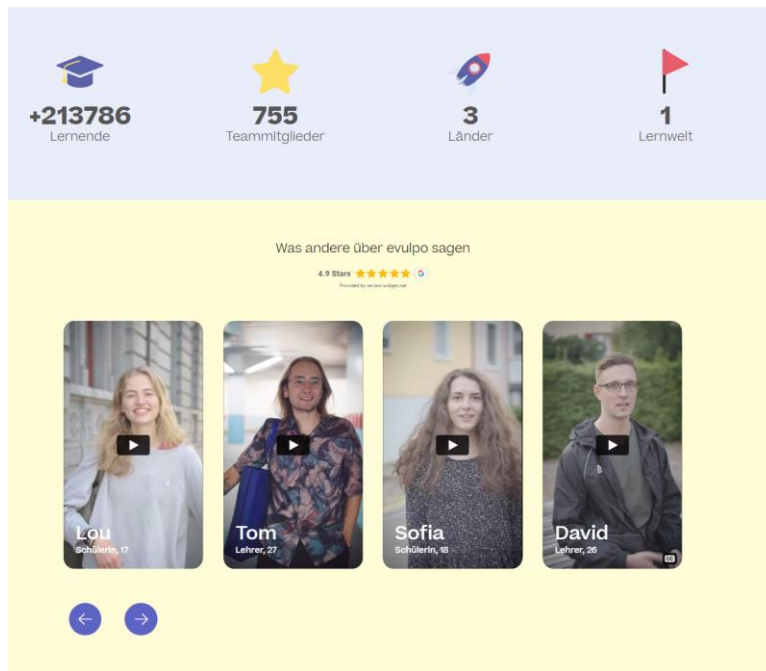
Kaufe Credits und buche damit einen evulpo Videocall

Mit einem Credit kannst Du eine 50-Minuten Lektion mit einer Lehrperson deiner Wahl buchen. Die Credits kannst Du auch zu einem späteren Zeitpunkt einlösen.

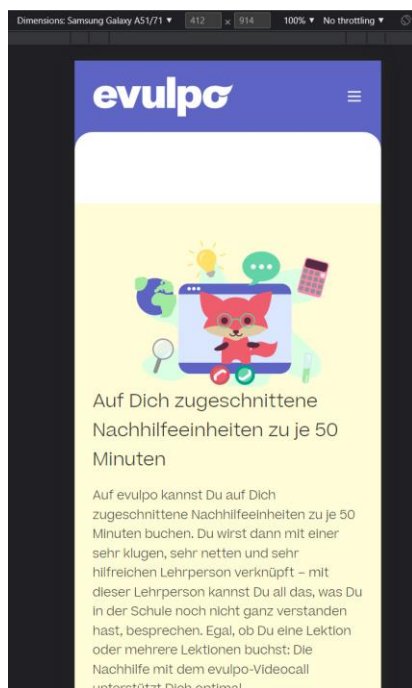
Package	Credits	Price (CHF)	Price per Lesson (CHF)	Discount
1 Lektion	1	49.00	-	-
3 Lektionen	3	138.00	46.00	6%
5 Lektionen	5	215.00	43.00	12%
15 Lektionen (Meist gekauft)	15	585.00	39.00	20%

Each package includes a button: "Finde Deine passende Lehrperson"

- I would completely remove these two sections from evulpo Videocall. I think it just adds a lot of more content that it's not useful for this specific topic.



For mobile: Title missing



EVULPO UNLIMITED:

This section makes no sense it's here. Doesn't add any value and it is not the objective of that page.

evulpo Angebot Über uns evulpo Videocall evulpo unlimited Anmelden Registrieren

Profitiere von einem unlimitierten Zugang zur Lernwelt von evulpo

Mit einem unlimitierten Zugang zur Lernwelt von evulpo bekommst Du unbegrenzte Hilfe beim für Dich relevanten Schulstoff. Durch evulpo unlimited hast Du unbeschränkten Zugriff auf alle Lernmaterialien, auf alle Lernstärkern und auf alle Gruppenfunktionen. Du gewinnst dadurch eine Unterstützung, welche Dich fortan durch Dein Schulleben begleitet. Immer. Überall. Und auf Knopfdruck.

Zum Angebot

+213786 Lernende

755 Teammitglieder

3 Länder

1 Lernwelt

Warum evulpo unlimited?

Mit evulpo unlimited erhältst Du unlimitierten Zugang zur

I would replace that section with this other one:

Wähle das für Dich passende Angebot

Du kannst evulpo unlimited entweder monatlich oder jährlich bezahlen. Jederzeit kündbar.

Spare bis zu 45% bei einer jährlichen Bezahlung.

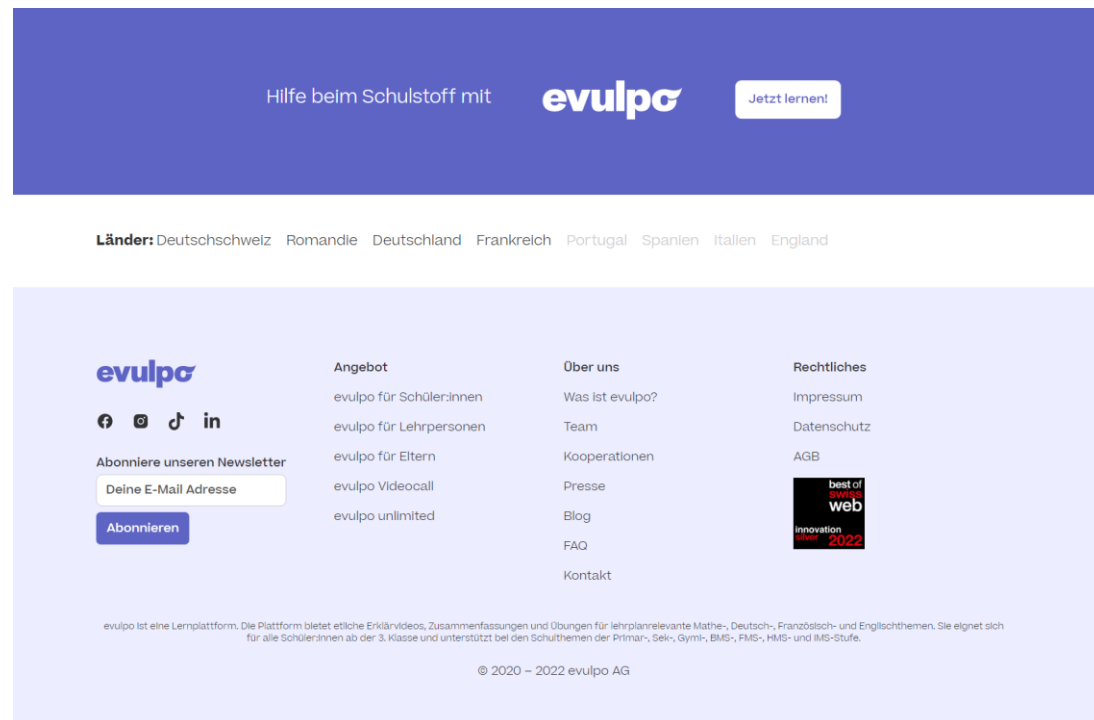
Monatlich **Jährlich**

unlimited solo	unlimited duo	unlimited trio	unlimited quad
Für 1 Zugänge <small>Neuest gekauft</small>	Für 2 Zugänge	Für 3 Zugänge	Für 4 Zugänge
CHF99 /Jahr 1 Zugänge CHF 8.25 pro Person/Monat	CHF164 /Jahr 2 Zugänge CHF 6.83 pro Person/Monat	CHF224 /Jahr 3 Zugänge CHF 6.22 pro Person/Monat	CHF279 /Jahr 4 Zugänge CHF 5.81 pro Person/Monat
Unlimitierter Zugang zur Lernplattform für Dich.	Unlimitierter Zugang zur Lernplattform für Dich und eine zusätzliche Personen.	Unlimitierter Zugang zur Lernplattform für Dich und zwei zusätzliche Personen.	Unlimitierter Zugang zur Lernplattform für Dich und drei zusätzliche Personen.
Auswählen	Auswählen	Auswählen	Auswählen

FOOTER:

To be honest I don't know who would really pay attention to that footer full of content and buttons all over the place. I would simplify it a lot more. For example: Länder section I would remove it from there and maybe put a dropdown with languages in the menu bar. I really don't think that this way you can change the language of the page.

In fact, I myself, not knowing so many German, needed a translation of the site and as I did not see at first glance that there was no translation of the website into another language, I opted to use the google functionality to translate the site. This happened to me, but it may be the case for other users as well.

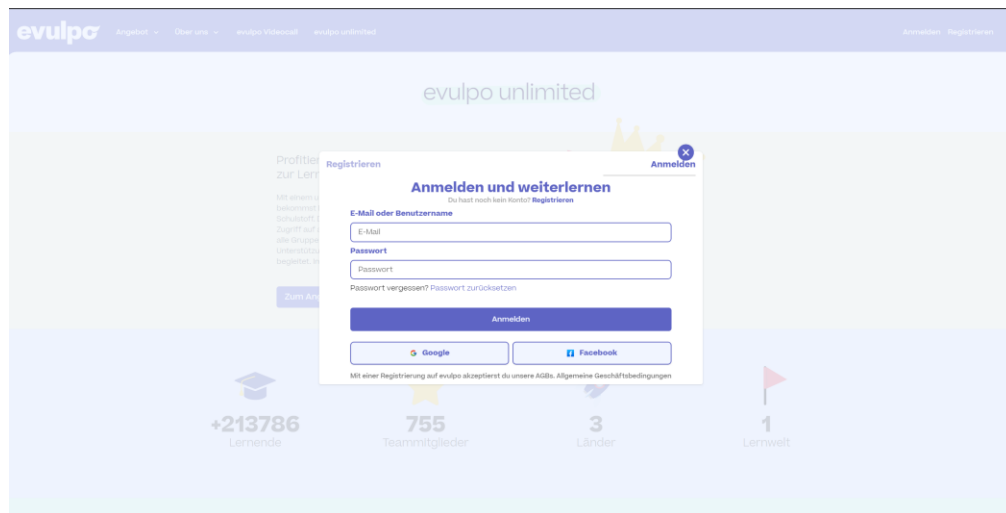


ANMELDEN/REGISTRIEREN SECTION:

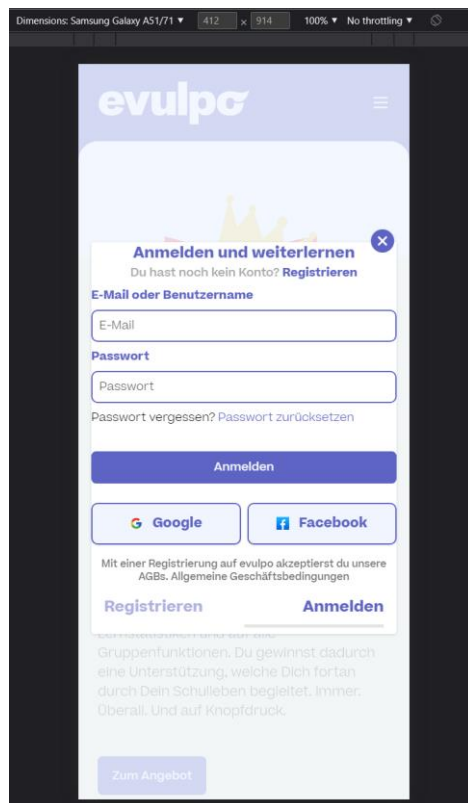
I think this section needs the most work. It looks completely unintelligible. The back blur is not blurred enough so it gives a feeling that there is too much information on the screen. I would opt for making the background white.

On the other hand, I think it's too long. Very long buttons, very long fields. I would choose to reduce the width especially of the pop-up.

Also, I would add more margins, it's all too close together and it's not pleasant at first sight.



And in mobile, looks even worse



EXTRA - SOCIAL MEDIA SITES:

In general terms, it is noticeable that a lot of effort is being put into social media. They post frequently and try to innovate, especially with videos.

I have noticed that they you left **Facebook** a little bit aside, although I understand that it is not the social network of choice for young people, but that makes me think "But what about the parents or teachers of these kids? Don't they use Facebook?".

I think that by identifying their 3 users, **students**, **parents**, and **teachers**, they should try to redirect some of the material to be published. That is to say, on Facebook publish content that may be of interest to parents or teachers and on other younger social networks such as Instagram or TikTok more related content for young people.

On **Instagram** they definitely have a better audience, especially on reels. In this aspect I think it's good that they continue to publish the reels, the only thing I think they need to improve is the feed. It doesn't look "catchy" at all and it's not pleasing to the eye to scroll through and see more content.

Also, I think it's important that every few posts, you re-post a feed about "What is Evulpo?" "What do we do?" "What do we offer?" as it's very difficult to find this in a simple and quick way on your current Instagram.

I also see that you have some engagement problem. Their biggest reel has around 199k views, but less than 1% of the audience liked this reel. This means that the algorithm is working for them but either it's not reaching the right audience, or it's not really liked by the users.

Maybe they can try to make informative content but more "Fun at the same time".

Some proposals (Both for Instagram Reels and for TikTok or even YouTube:

- Change faces (since you always see the same two girls).
- Create a challenge. For example, "The Evulpo Challenge" where they go out in the streets of Zurich to ask questions about Maths, German, French...etc and people must answer well to pass the Evulpo Challenge.
- Use viral sounds and not your own sounds
- Videos of the team explaining what they do in the company.
- Try to follow the trends. For example, I haven't seen on TikTok that they have done the Corn trend. Although it sounds silly, I have seen countless companies that have reached more than 50k with the corn song and changing it to what the company does.

Example:

For me... I really like * Evulpo *

What do you like about Evulpo?

It's *Evulpo*! The best platform online to learn

It has *Math, Deutsch, French lessons*.

It's Evulpo! I can't imagine a more useful thing!

-Last, I would try to make duos or interact commenting in famous accounts to gain more visibility and in the eyes of young people this looks like "Cool company".

As for TikTok, I think the content is a bit messy. I would try to organise it in sections such as French, German, General questions...etc. Also, putting TikTok identification signs always helps to keep the feed tidier and cleaner.

Also, in TikTok I would link to the Instagram account and not to the YouTube account as this one has no reach at the moment.

Finally, as for YouTube, it seems to me that this is where you have to exploit the content more. Both for SEO and in general, YouTube is one of the social networks with the most active users. If you use this tool well, you could not only give it much more visibility, but you could even increase its popularity.