



Landing Page Reconfiguration

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Agenda

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 - Work Plan
 - Methodology
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 - Usability
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- Prototype
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01

Executive Summary

Executive Summary

Objective

- Wellacopia wishes to increase its basic sign ups and referrals by redesigning the landing page of the website

Problem Statement

- Low engagement on landing page
- High drop-out during sign up process

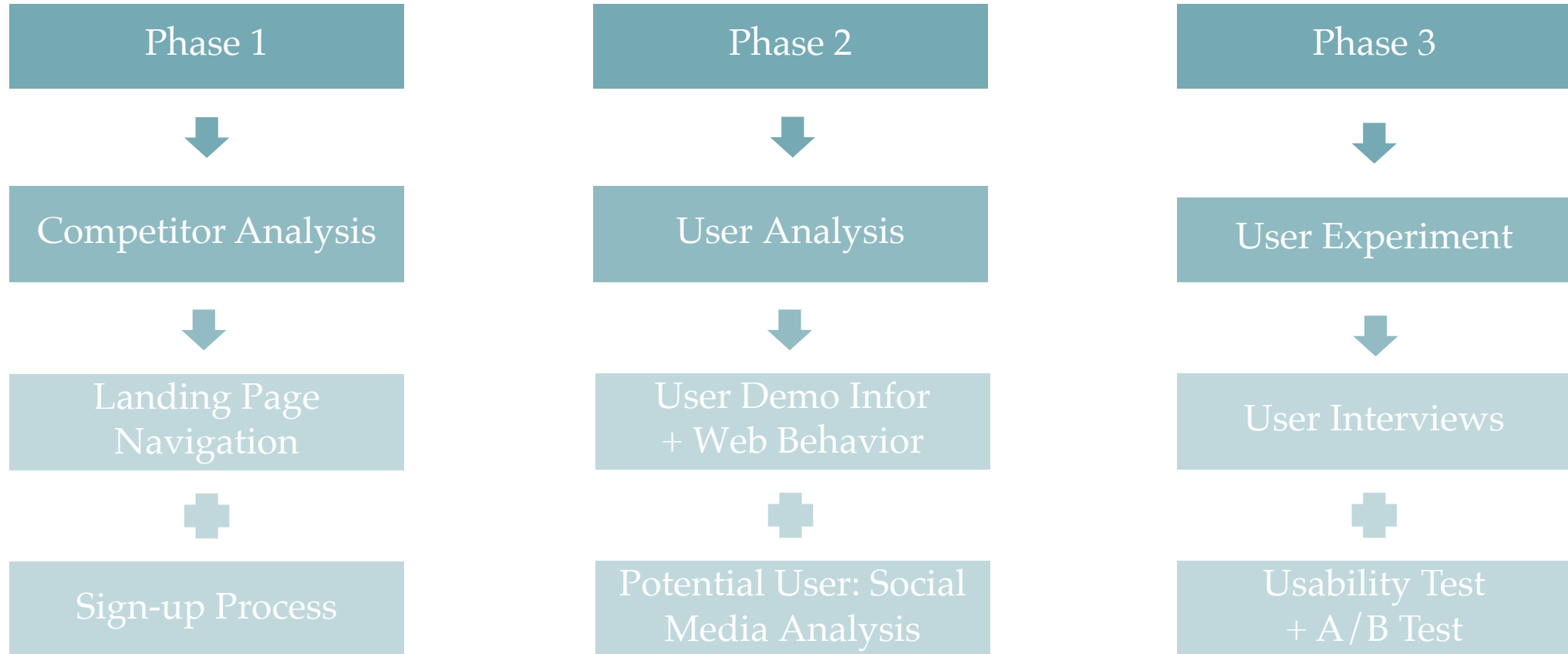
What We Do

- We will deliver recommendations (create a prototype) for a redesigned landing page navigation that could increase basic sign ups and referrals of the seekers by 10%

Work Plan

	Phase 1: Define Project	Phase 2: Conduct Research	Phase 3: Develop Landing Page Prototype	Phase 4: Evaluate and Finalize Page Design
Activities	<ul style="list-style-type: none"> • Understand Situation, Complication, and Resolution • Agree on expectation of outcomes • Identify sub-tasks 	<ul style="list-style-type: none"> • Identify users' scope of interests • Identify the missing opportunities • Conduct user interviews 	<ul style="list-style-type: none"> • Conduct usability studies • Develop a landing page prototype based on study results 	<ul style="list-style-type: none"> • Review draft design with mentor and client • Update the prototype based on review comments
Deliverables	<ul style="list-style-type: none"> • Proposal with work plan 	<ul style="list-style-type: none"> • Landing page navigation design assumptions 	<ul style="list-style-type: none"> • Landing page prototype 	<ul style="list-style-type: none"> • Final prototype • Final report
Resources	<ul style="list-style-type: none"> • Info about Wellacopia • Client meeting 	<ul style="list-style-type: none"> • Registered user data • Account access 	<ul style="list-style-type: none"> • User interviews: active, potential, drop-out users 	<ul style="list-style-type: none"> • Client evaluations
Date Complete	10/29/2018	11/14/2019	11/28/2019	12/05/2019

Methodology



Landing Page | Recommendation summary

Usability	Credibility & Emotional Bonding	Referral & Sign Ups
<ul style="list-style-type: none">• Add a Search bar with a filter function• Add 'How It Works' navigation menu containing interactive guidance• Add navigation menu for 'Our story' and 'Our mission'• Add a 'know my practitioner' navigation menu	<ul style="list-style-type: none">• Testimonials (community) navigation menu• User reviews (Include high performance quotes)• Doctors' professional experience, endorsement / collaboration• Stats: user matching satisfaction	<ul style="list-style-type: none">• Referral<ul style="list-style-type: none">• Email + Pop-up• Sign Ups<ul style="list-style-type: none">• Only name & email• Add sign-up functions on log-in page

02

Usability

Usability | Add a search bar with a filter function

- Adding a search bar that directly leads to doctor result page can reduce user loss
 - Existing users expect to use a search bar on landing page to directly search for practitioners (user interview)
 - Potential users prefer the prototype with search bar (usability test)

Match with a practitioner who specializes in *you*.

You're living in pain and you've looked everywhere for answers and relief, but you still haven't found the right practitioner.

Wellacopia can help.

CONDITIONS

EMAIL ADDRESS

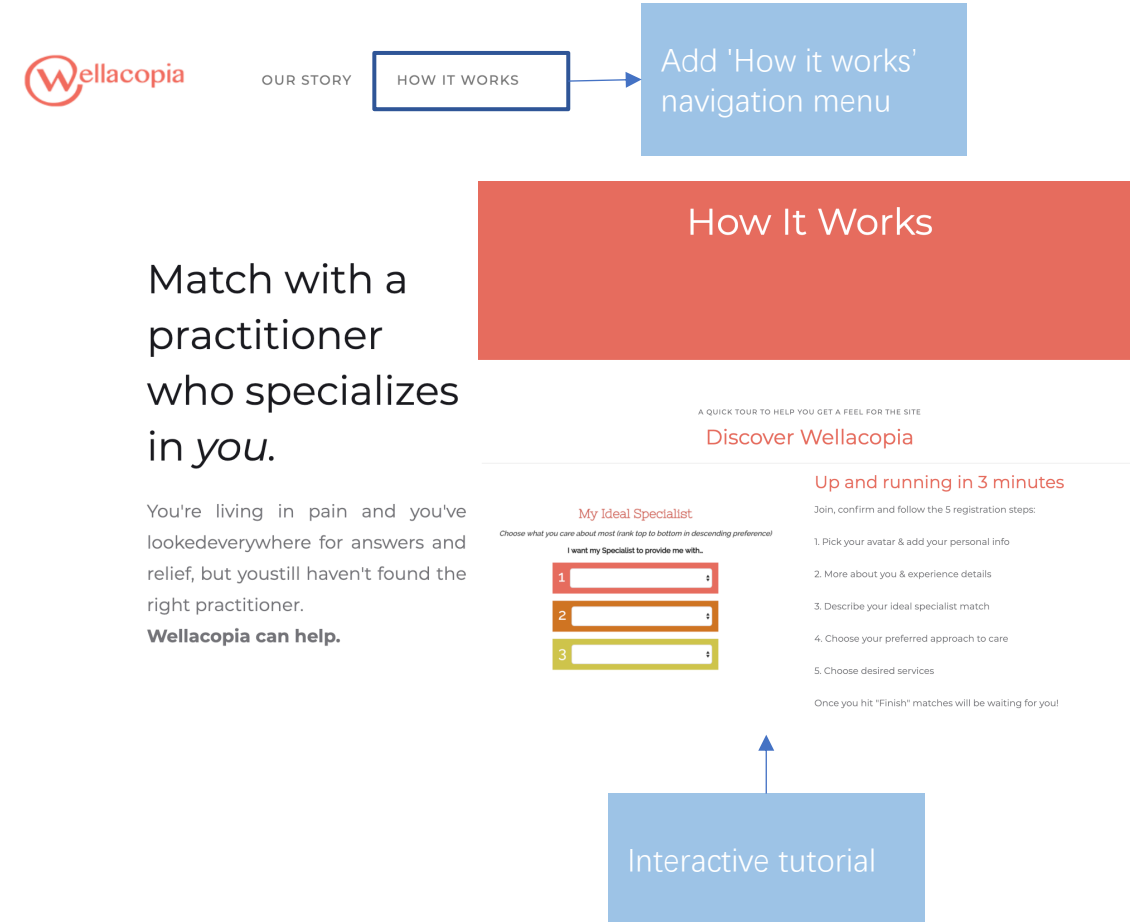
START NOW

Match patients with practitioners based on specialty



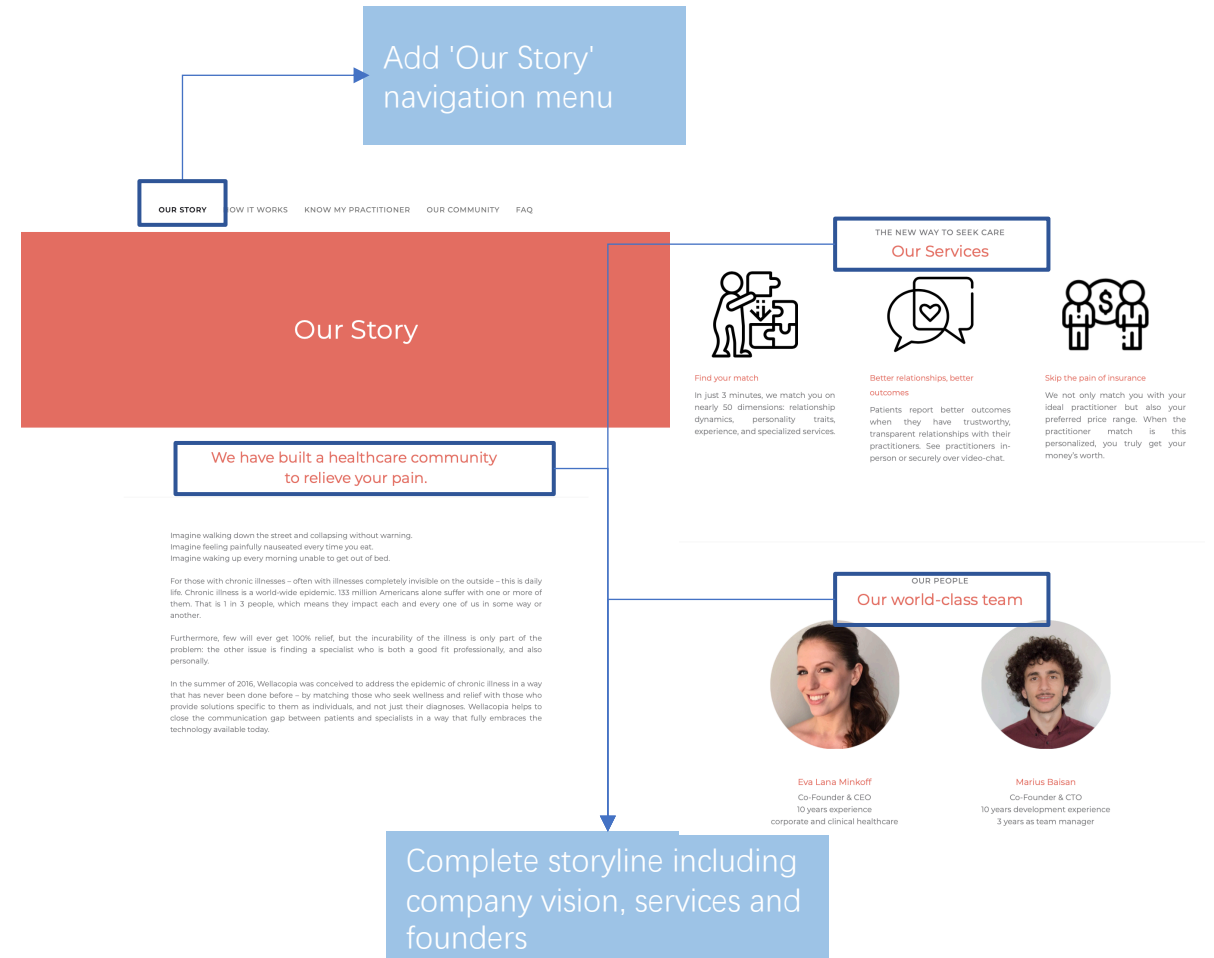
Usability | Add 'How it works' navigation menu

- Making 'How it works' more visible can let users easily find guide when they get lost
- Current tutorial is invisible to users
 - F & Q – 'Are there demo videos of Wellacopia?'
 - 'Discover Wellacopia' on dashboard
 - Only 7% of users clicked tutorial on dashboard



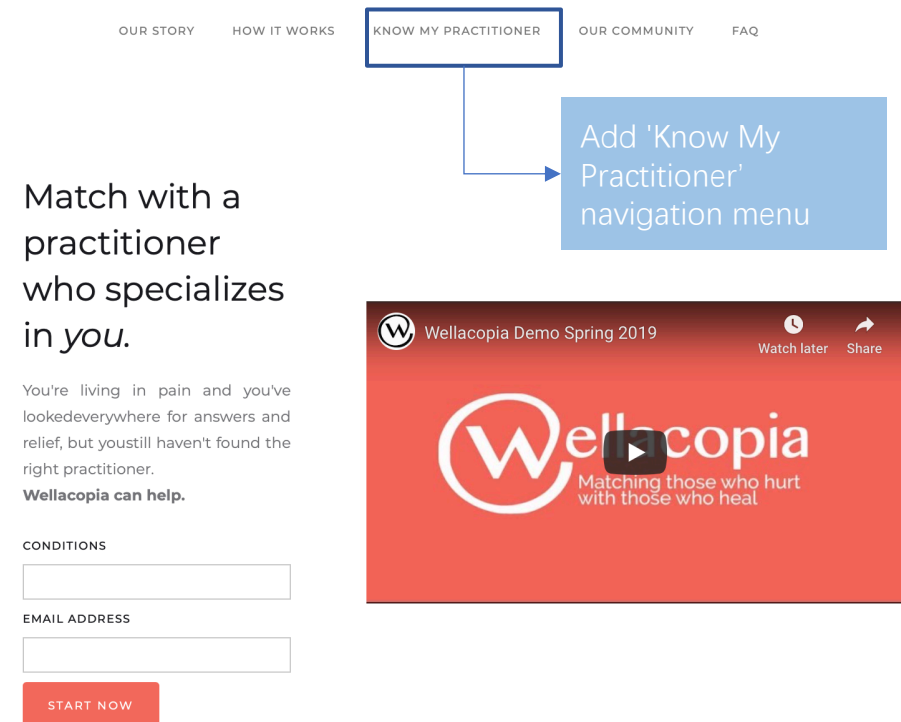
Usability | Add 'Our Story' navigation menu

- Adding an 'Our Story' page helps users learn about Wellacopia through a complete storyline
 - Information about Wellacopia's services, mission and vision is scattered on landing page, under 'Our Story' and 'Our Mission'
 - Some users joined the community because Wellacopia's story and mission resonated with them (user interview)



Usability | Add 'Know My Practitioner' navigation menu

- Adding 'Know My Practitioner' helps seekers learn about our practitioners
 - 30% of the users do not know the type of specialists they should be looking for (user data analysis)
 - Information about practitioners is one of the aspects that seekers care most about (user interview)
 - Users hesitated when inputting 'condition' (usability test)
 - Users feel easier to choose a practitioner after browsing 'Know My Practitioner' page (usability test)



03

Credibility

Credibility | Add user reviews / quotes

- User reviews build a belief of credibility based on other's experience with the site
 - 35% of the users did not find their ideal practitioner before using Wellacopia (user data analysis)
 - High-performance quotes & video on social media platforms, are emotionally related to the seekers (social media analysis)
 - Users expect to see successful cases and good reviews as a reference when selecting a practitioner (user interview + usability test)

Our Seekers

Most things are beyond our controls ... but we CAN control our responses and micro experiences.

" People used to tell me 'You're just depressed.' or 'Just try harder!'

*Like I haven't tried that...
I found the true professional support I need here. "*

Vidha – Seeker

" I've been sick for so long, some people seem to think I should be used to it. But it just gets more exhausting.

*I found the right specialist.
Everyone should try this! "*

Mike - Seeker


Credibility | Add doctors' professional experience & endorsement

- Adding doctors' professional experience and quotes helps build a belief of credibility based on someone being viewed as authoritative
 - Users choose practitioners based on credibility and professional experience (user interview)
 - Social media posts that collaborate with doctors perform well (social media analysis)

Our Specialists

Voted on by their peers as the best of the best in over 450 specialties


Dr.Bojana



"Our bodies and minds have the innate ability to heal. My goal is to inform and empower you in your healing journey, through evidence-based approaches, and inspire you to transform your health."

[Read More](#)


Dr. Anderson



"Having struggled with general anxiety, panic disorder, and OCD I know how one feels who live with this struggle on a daily basis. It's my life's passion to help others overcome their struggle and find their own purpose in life."

[Read More](#)

Dr. Brook

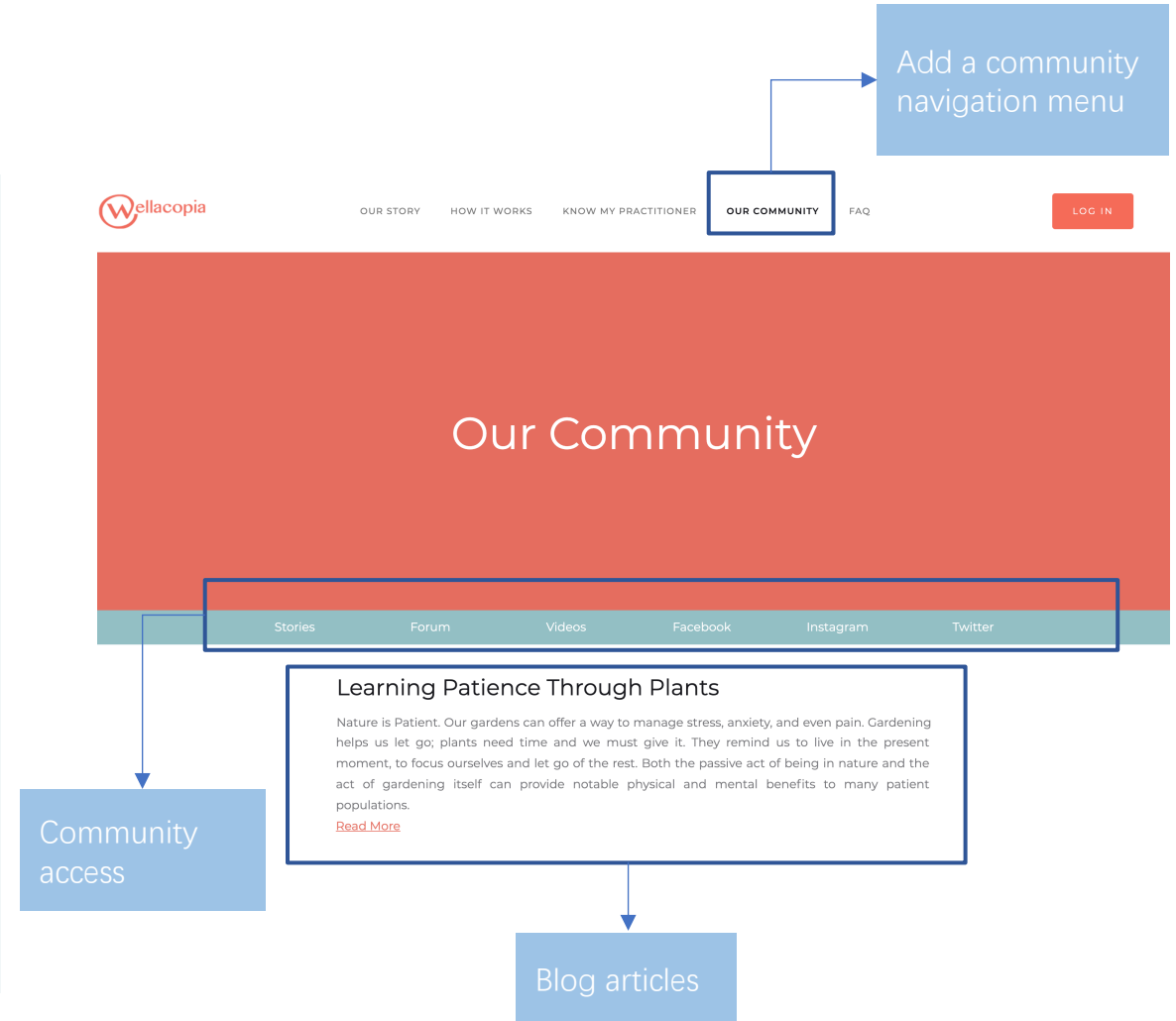


"I worked as a professional actor primarily, thus giving me the experience to understand the demands of the performing artist to provide a well-rounded holistic approach for all types of fitness and physical levels."

[Read More](#)

Credibility | Add a Community Navigation Menu

- Adding community navigation menu conveys a message to users that Wellacopia is a community-based platform
 - Current community button is hard to find
 - Large fan base on social media platforms
 - Users want to share blog/writing content as referrals (user interview)

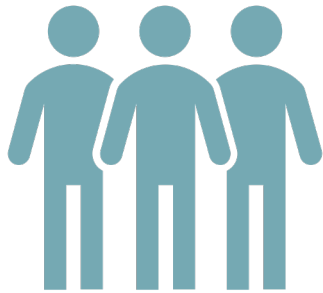


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Referral & Sign-up

A/B Testing

Email / Without email



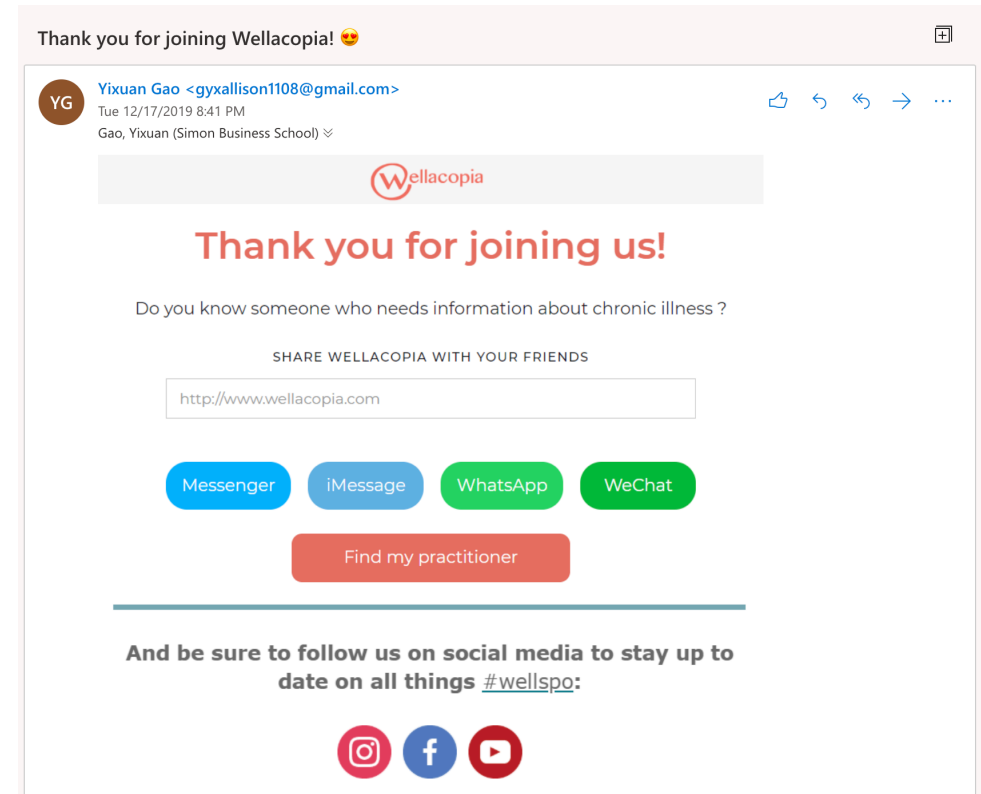
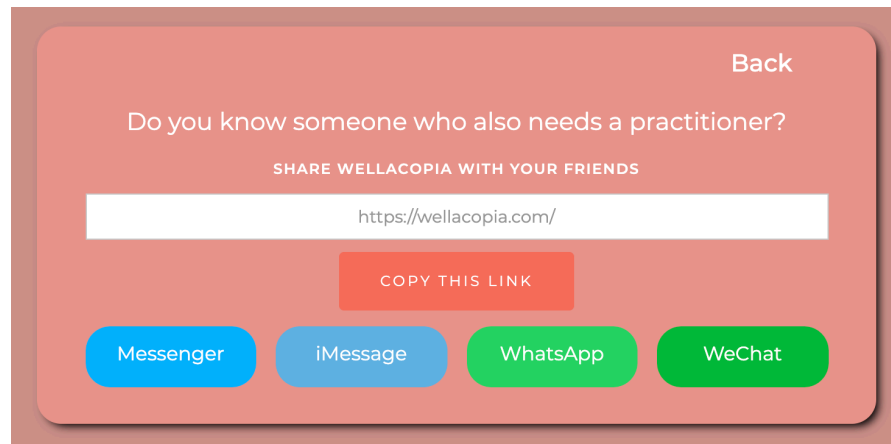
Pop-up / Without pop-up



Referral | Adopt the combination of email and pop-up

	Cost	Benefit
Email	<ul style="list-style-type: none">• Delayed effect: users are not aware of the refer notification until they open the email inbox	<ul style="list-style-type: none">• Appealing to potential users -> not distracting during web exploration
Pop-up	<ul style="list-style-type: none">• Not appealing to potential users -> distracting during web exploration	<ul style="list-style-type: none">• Users can see the notification immediately

Referral | Adopt the combination of email and pop-up



Sign-up

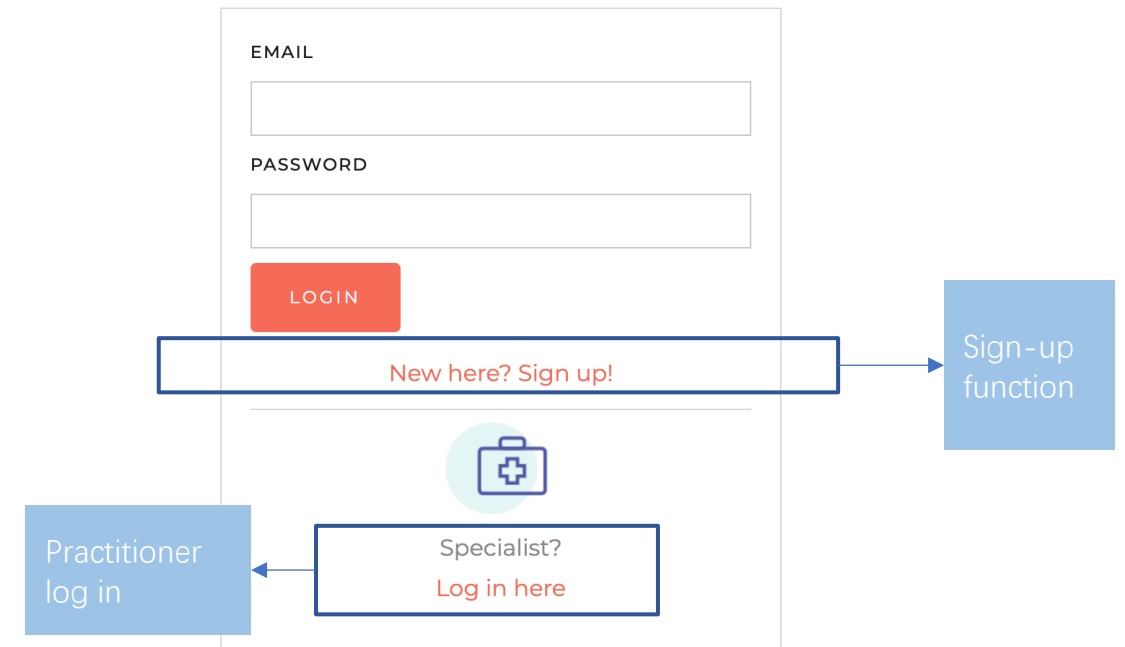
- Simplify the sign-up process
 - Only condition and email address

CONDITIONS

EMAIL ADDRESS

START NOW

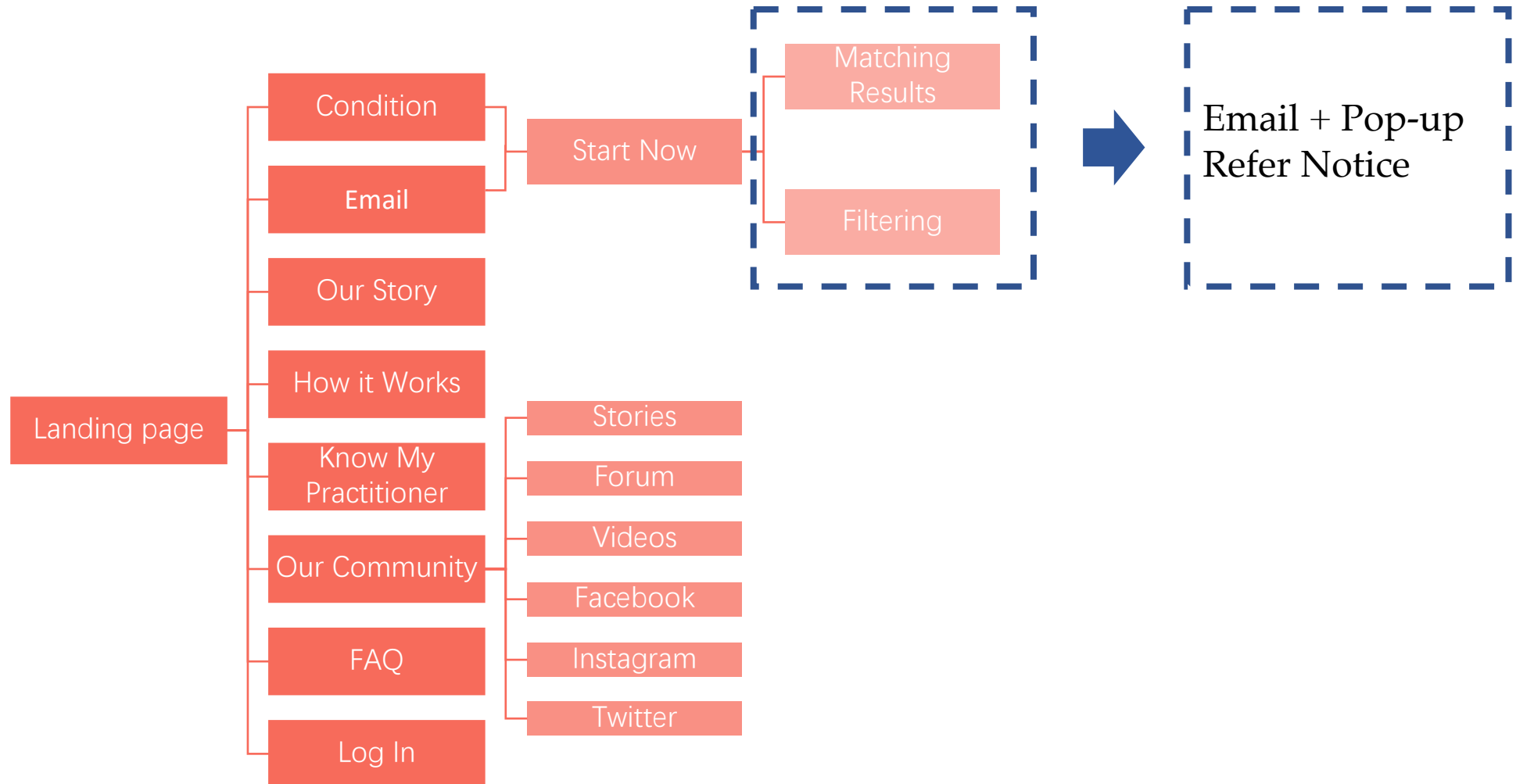
- Add sign-up functions on log-in page
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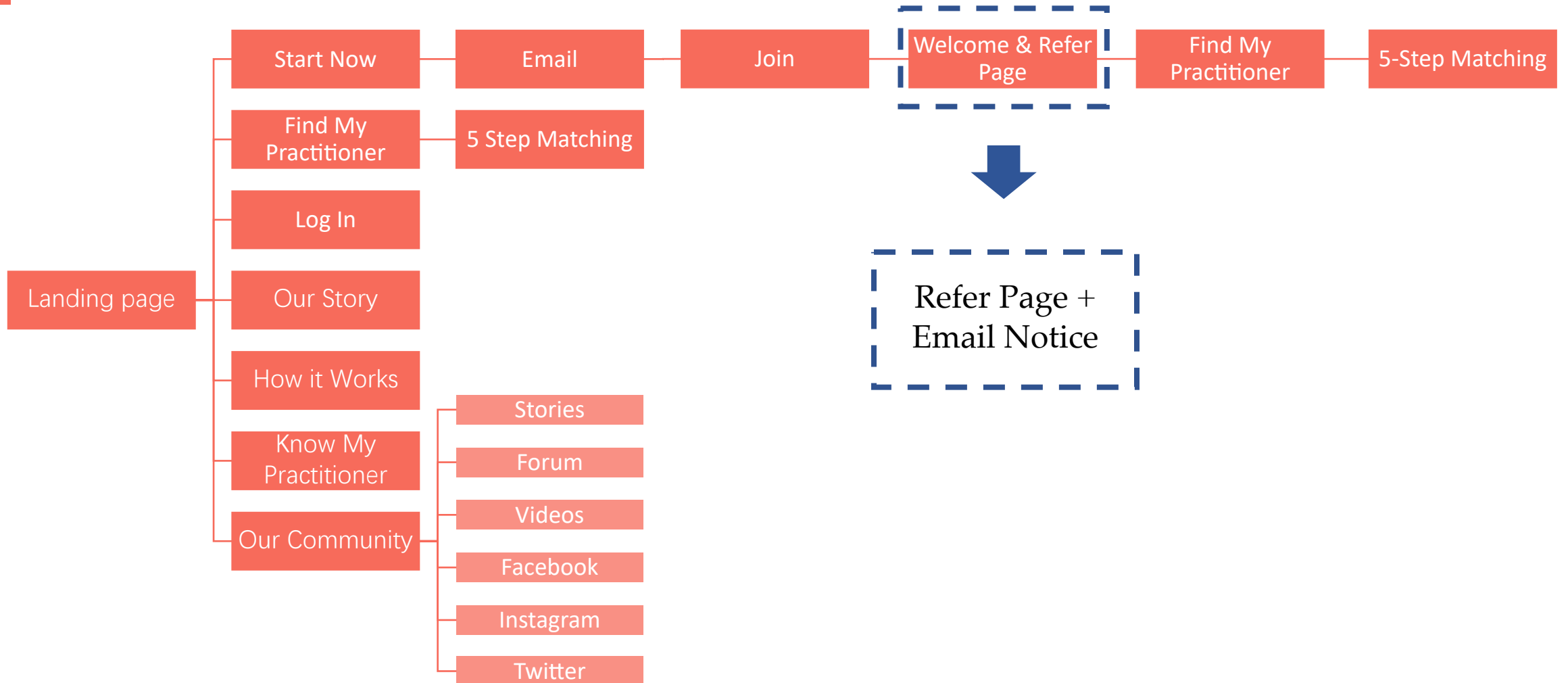
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Prototype Flow chart

Prototype | Prototype 1 flow chart



Prototype | Prototype 2 flow chart



06

Prototype Demo

07

Summary

Prototype | Cost-benefit analysis

	Cost	Benefit
Prototype 1	<ul style="list-style-type: none">• New experience might not be appealing to existing users• High developing cost (time, budget)	<ul style="list-style-type: none">• Shorter time (less steps) to get users the matching results• Preferred by potential users -> effective to attract new users
Prototype 2	<ul style="list-style-type: none">• Not appealing to potential users• Longer time (more steps) to get users the matching results	<ul style="list-style-type: none">• Familiar to existing users• Low developing cost (time, budget)

Prototype | Recommendation summary

- For landing page:
 - Use prototype 2 in the short term - quick improvement with little cost
 - Update to prototype 1 in the long term - huge improvement with higher cost
- For refer notification:
 - Use the combination of pop up and email

Q & A
