

2017 HealthTap Communications Design Challenge

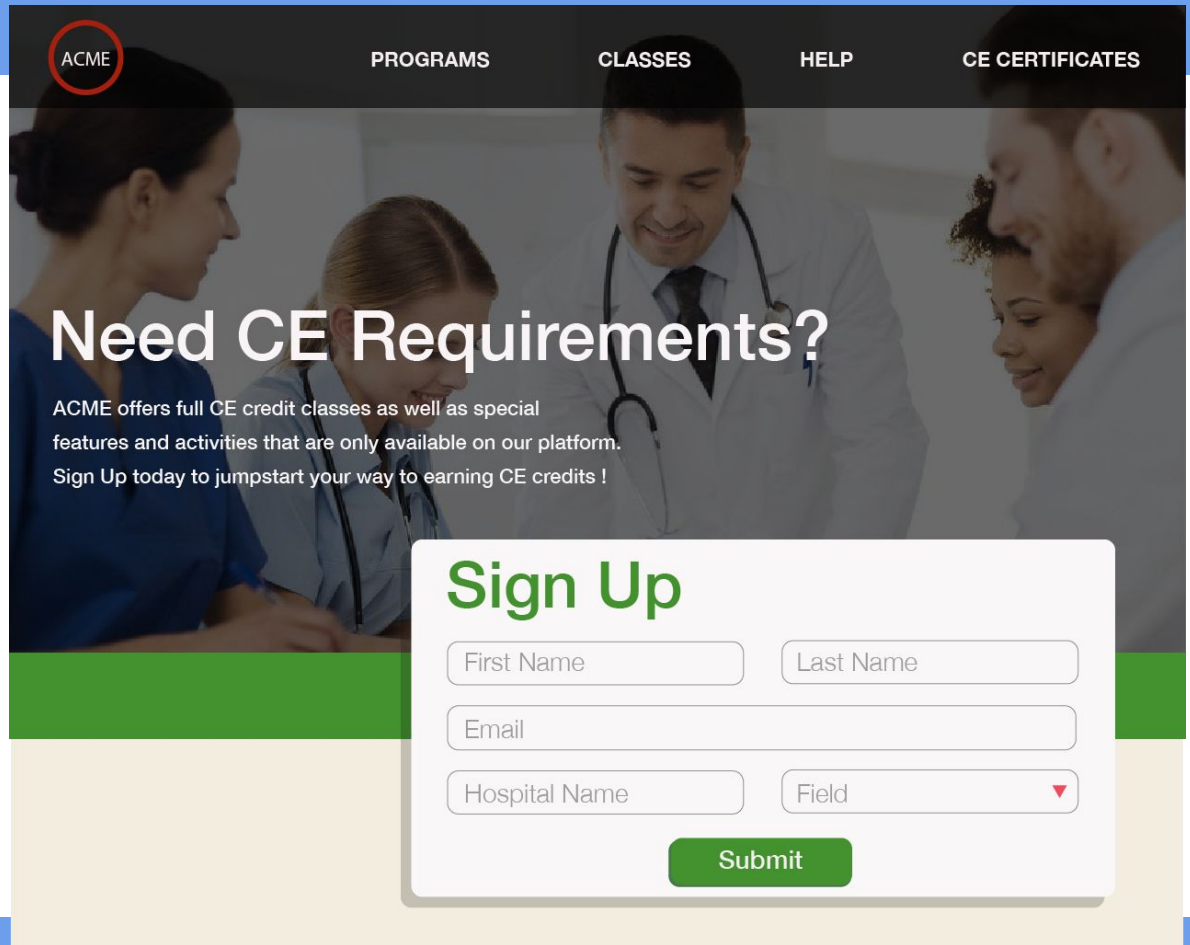
Landing Page Conversion

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3.1 Inputs

- Campaign Concept/Vision-Images
- Brand Guidelines
- Mission Statement - What is the company's mission and what are they aiming to achieve through this landing page/campaign (Headlines or copy)
- Value Proposition
- *While creating the landing page, I kept these aspects in mind and produced my own copy/image for who ACME was as a company and it's branding guidelines

- Decided on a **green color scheme** as it impresses that one should “go” and is consenting to “sign up”
- Created a rough logo for ACME as it’s **easier for consumers to recognize logos and images** in association to a company
- Chose the Helvetica Neue typeface due to it’s **easy to read format and modern feel**
- Placed a training image on a darkened backdrop to **enhance text readability and message understanding**



3.3 Testing

- **Amount of information** - whether it would be more informative for users to have a CTA button or the full sign up sheet available
- **Headline Placement and Wording** - how much should the headline explain (can users understand the message without more information); Will more users be attracted to the left to right reading style than having the information centered

3.4 Process

- Goals: the main goal of the landing page is to **attract more doctors to sign up for ACME training activities**; It also aims to **engage/target doctors** to ACME's training services rather than competitors'
- Problems to solve: **Effective interface** - making sure that the directive (sign up) is clear and understandable; having an aesthetic **interface that enhances the landing page's purpose and attracts users**

Part 2:

- 1) **Ideation**-coming up with different ideas to decide which idea will best fit the project
- 2) **Research**-relying on color theory, other landing page designs and user testing to decide which idea to move with
- 3) **Wireframing**-creating a backbone to the page to see a visual roadmap of how the page will be designed (almost like an instruction manual that will help you understand where things are meant to be)
- 4) **Final product**-using Adobe Illustrator to create the final visual and to export the asset

3.5 Analysis

1. Success is measured by a **high conversion rate** - which tells us that the **landing page is intuitive to the user and is engaging**. A high conversion rate can also suggest that the **marketing (visuals, headline and sub-headers) was effective** in reaching it's audience
2. a. The **page may not be compelling** - not as engaging as other competitors or the strategy may be lacking in benefits (competitors may offer something more); the **interface is difficult to use** and not easily understandable (too many click-throughs may also be a problem v having all aspects of sign up available)

b. I would test these hypotheses by **conducting A/B tests to search for the core problems** and fix them with user testing and discussions.

c. From these learnings, I would **look for the main problems with the current landing page and see where users found the most confusing or least engaging**. By conducting A/B tests, we can see which page users would prefer and make the necessary changes-whether it be content, positioning or design

d. After this, the next steps would be to **create a few landing pages with the new changes (dictated and analyzed by the A/B user tests) and review the pages with the rest of the marketing and design team** to decide on the final product