



The Redesign Case Study: **Kizen AI Lab**

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01 Discover

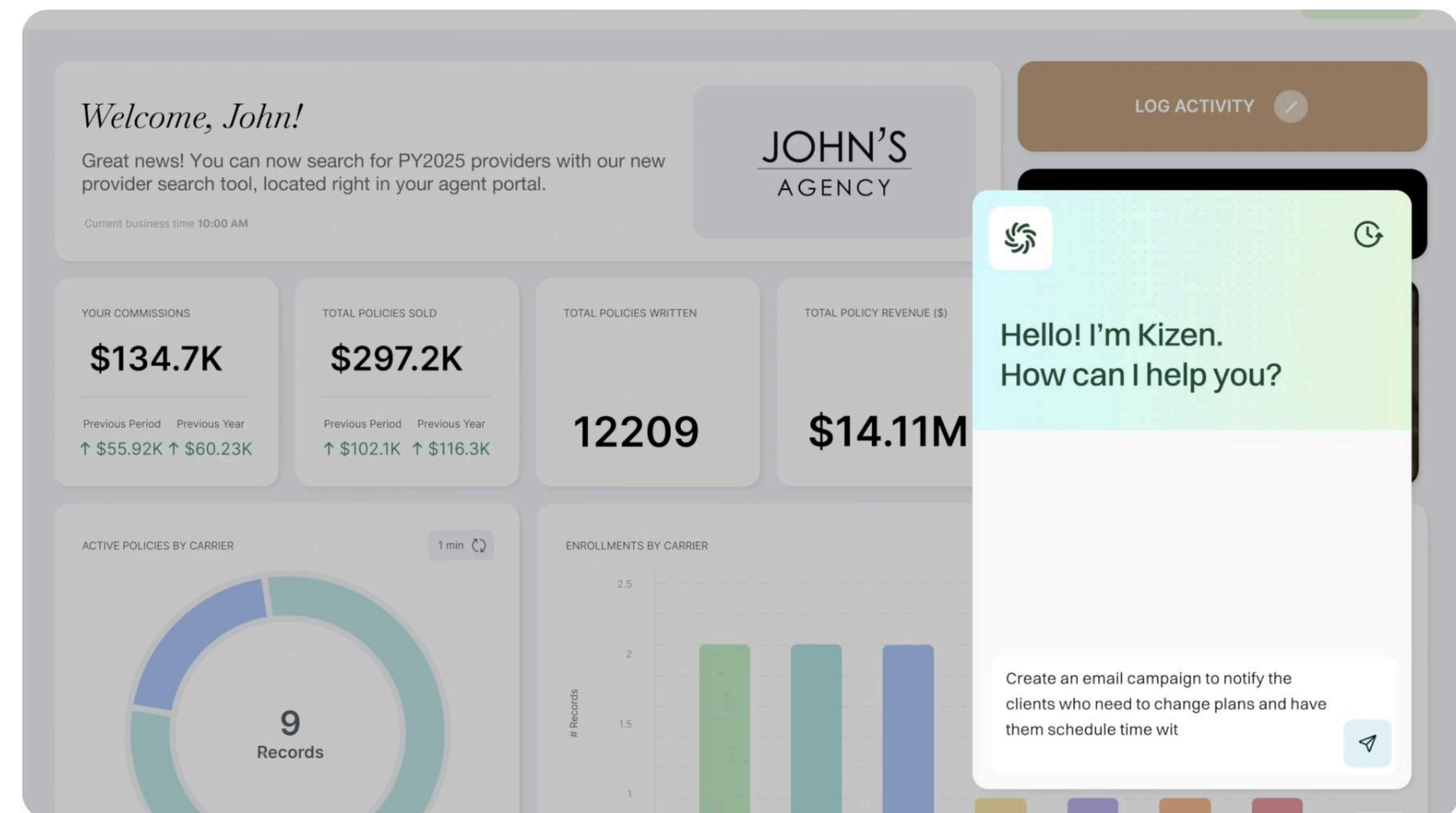
OVERVIEW • THE AUDIT / PROBLEM

About Kizen

Overview



Kizen is a SaaS company founded in 2018. It empowers the creation of custom enterprise applications, focuses on AI-driven automation and data integration, built in minutes and configured to the exact specifications within an hour or an afternoon, depending on complexity. Customized to work precisely the way users want at a price every team can afford.

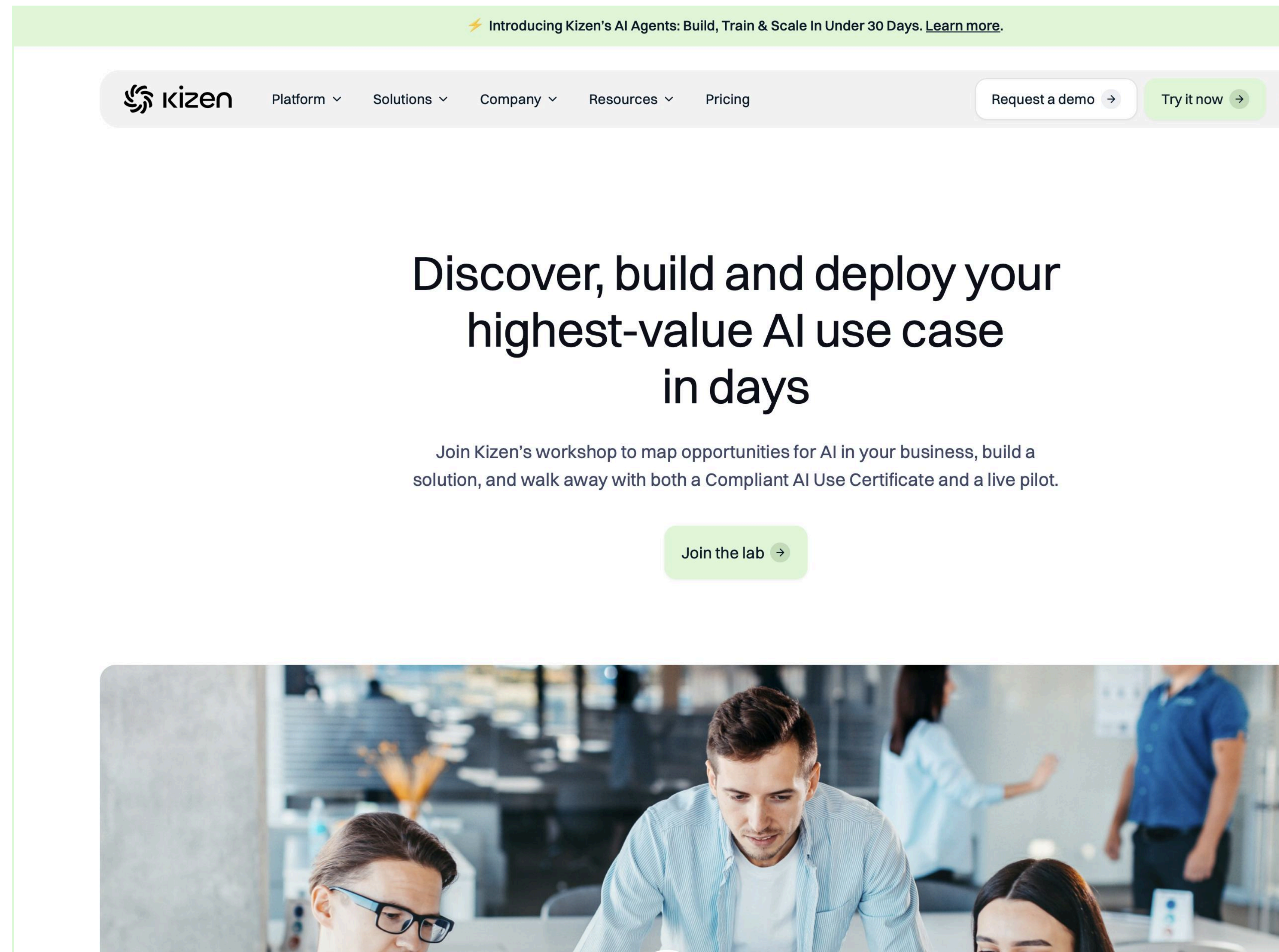


About The Project

The scope of the project was to solve the issues starting from the **AI Lab landing page** and after that, potentially redesigning the website which has around 10–12 pages. But in this case study, I'm going to focus on this landing page.

Disclaimer: At the time of writing this case study, the new website is not yet live as it is under development.

Old design



Discover The **Problem**

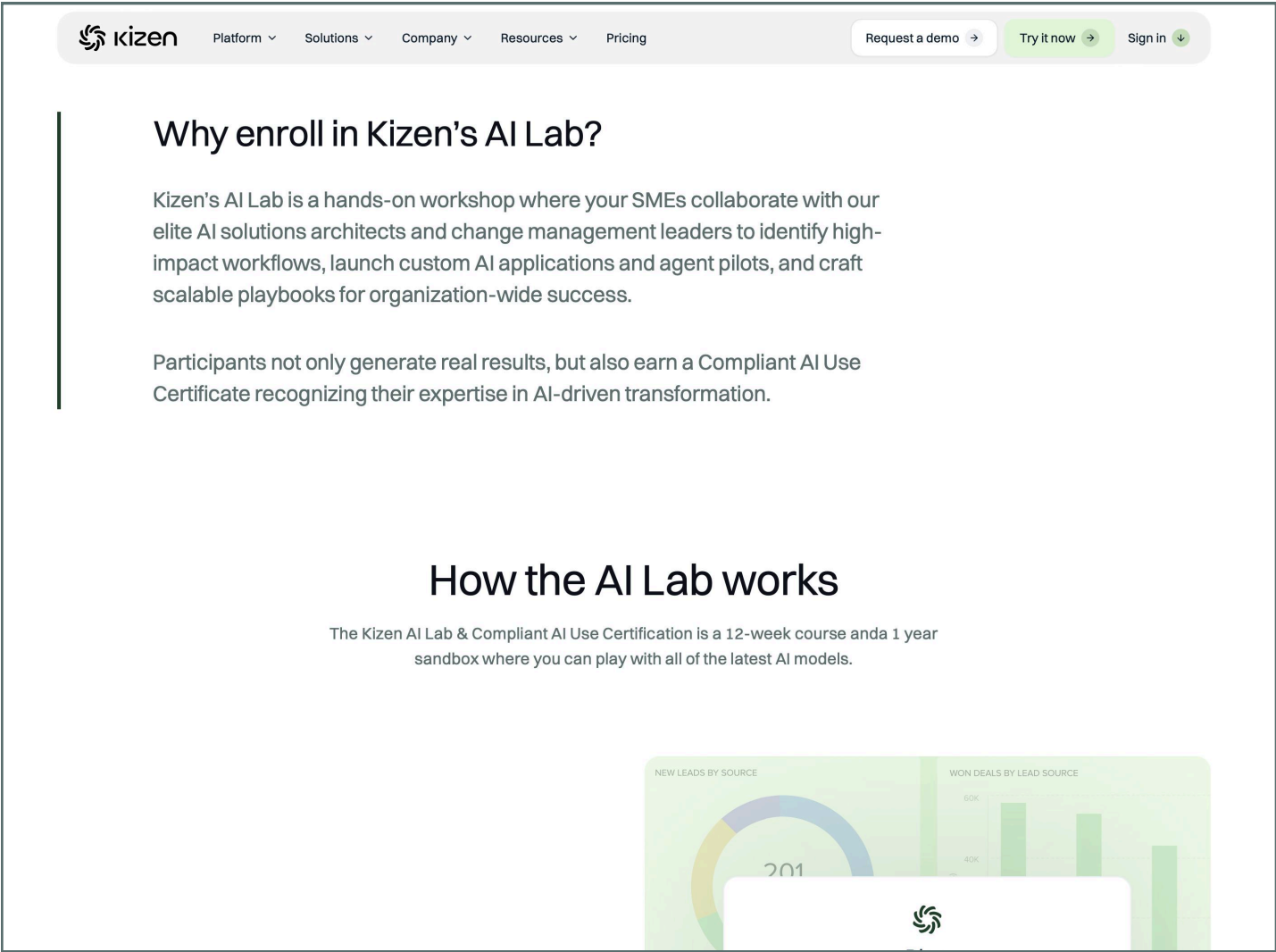
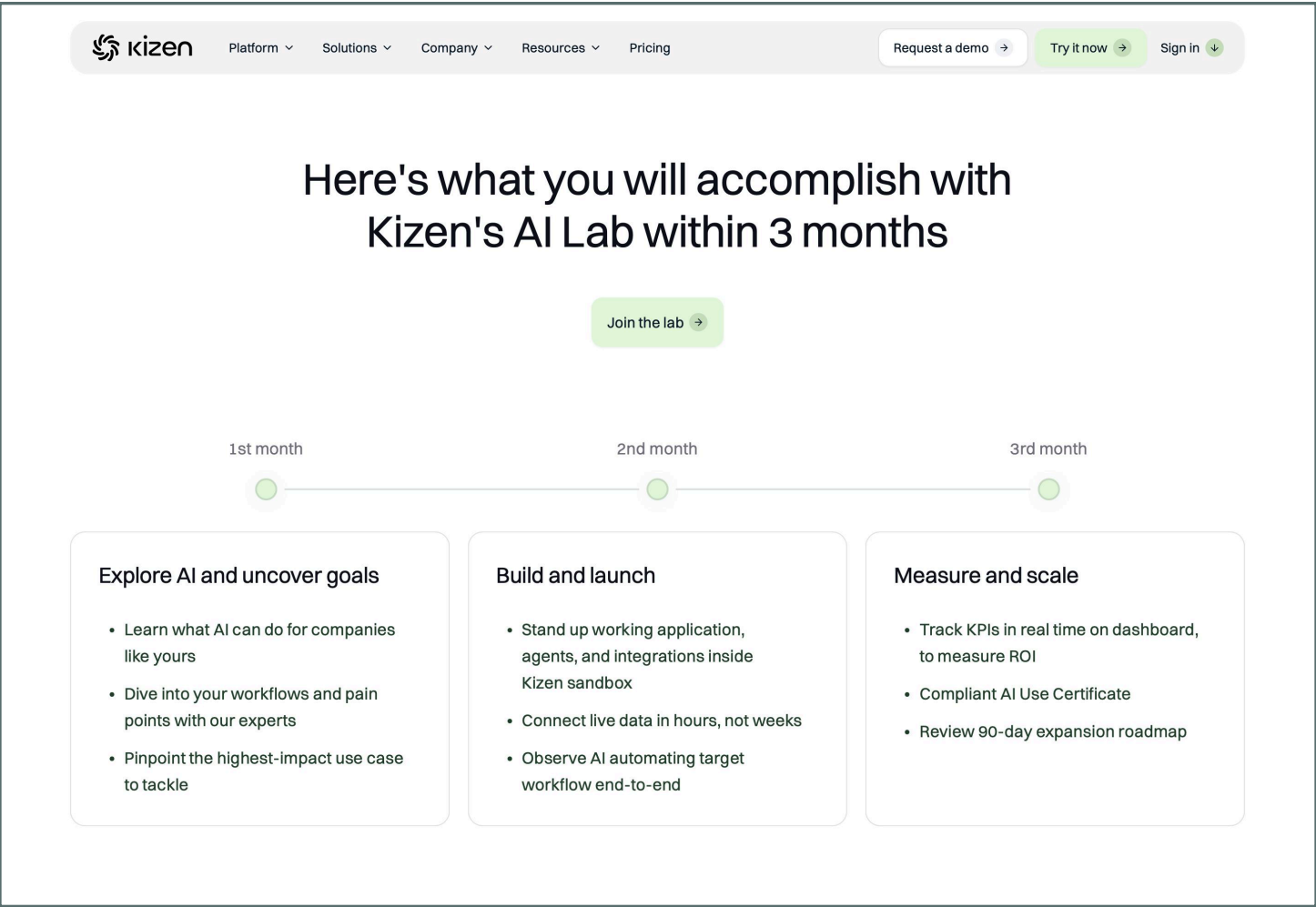
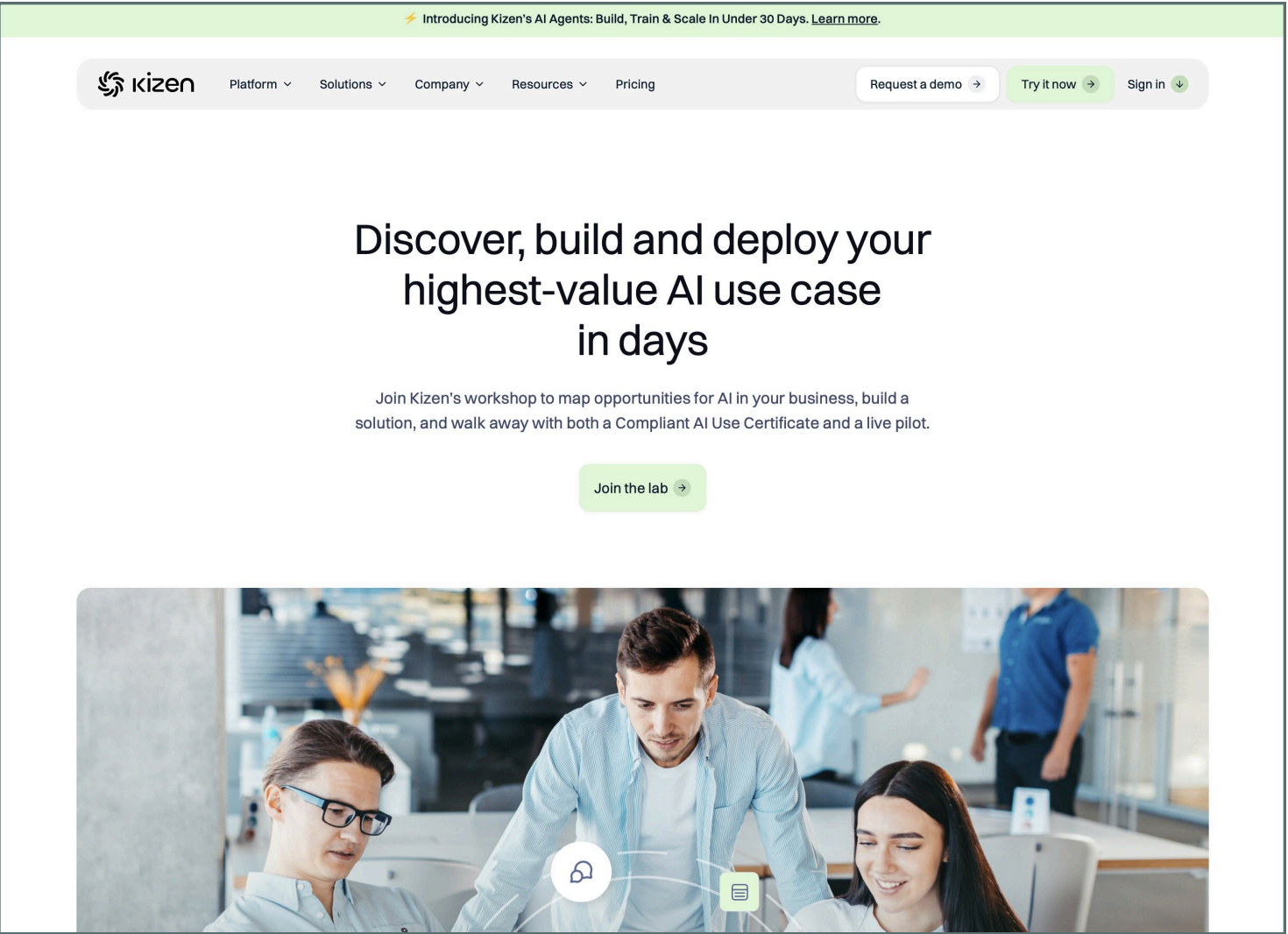
After having a good discussion with the client, I understood what they were looking for and what their requirements were.

One of the main problem they had, was to get users to submit their info/emails, to learn more about their products and AI lab program.

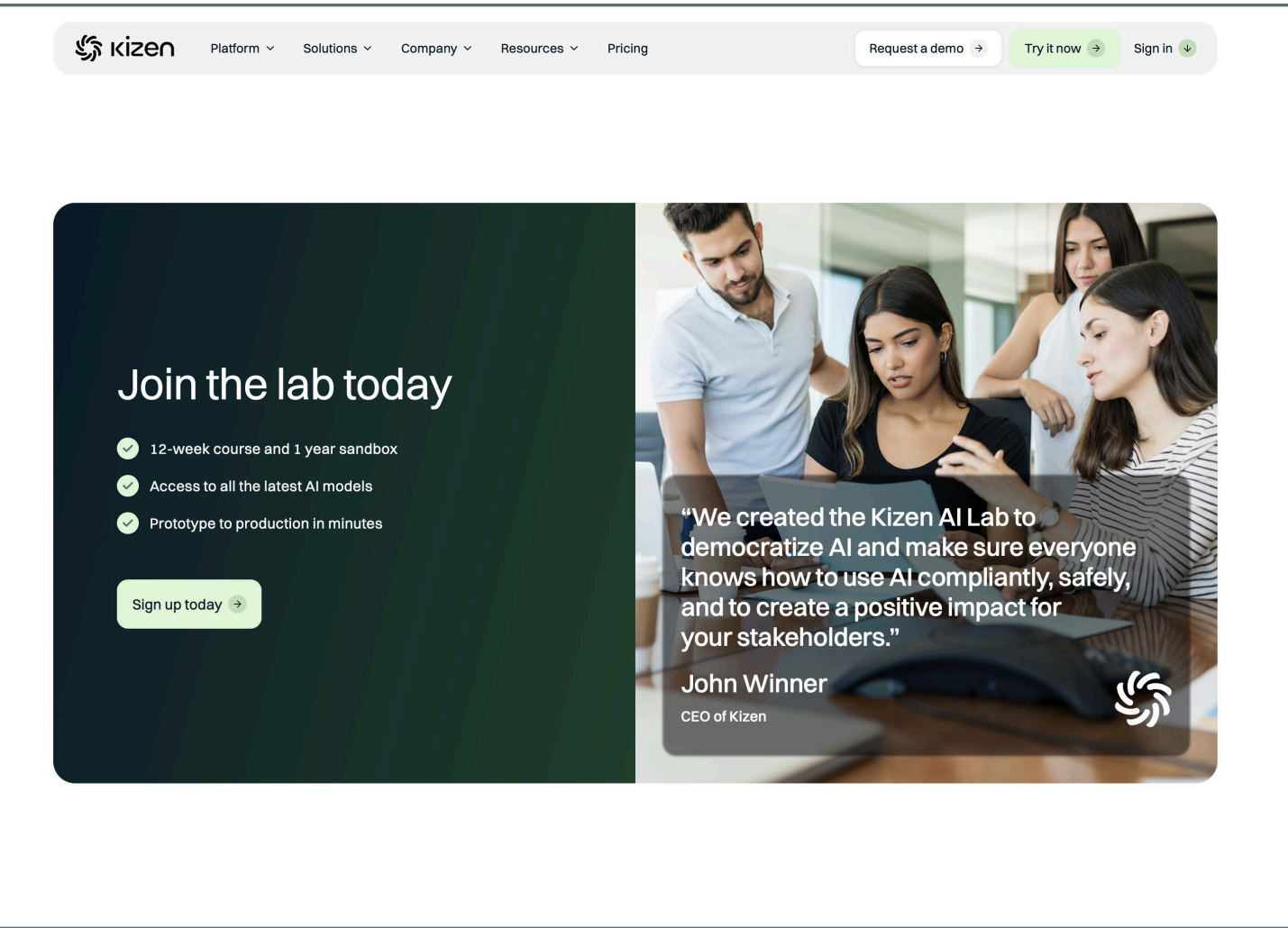
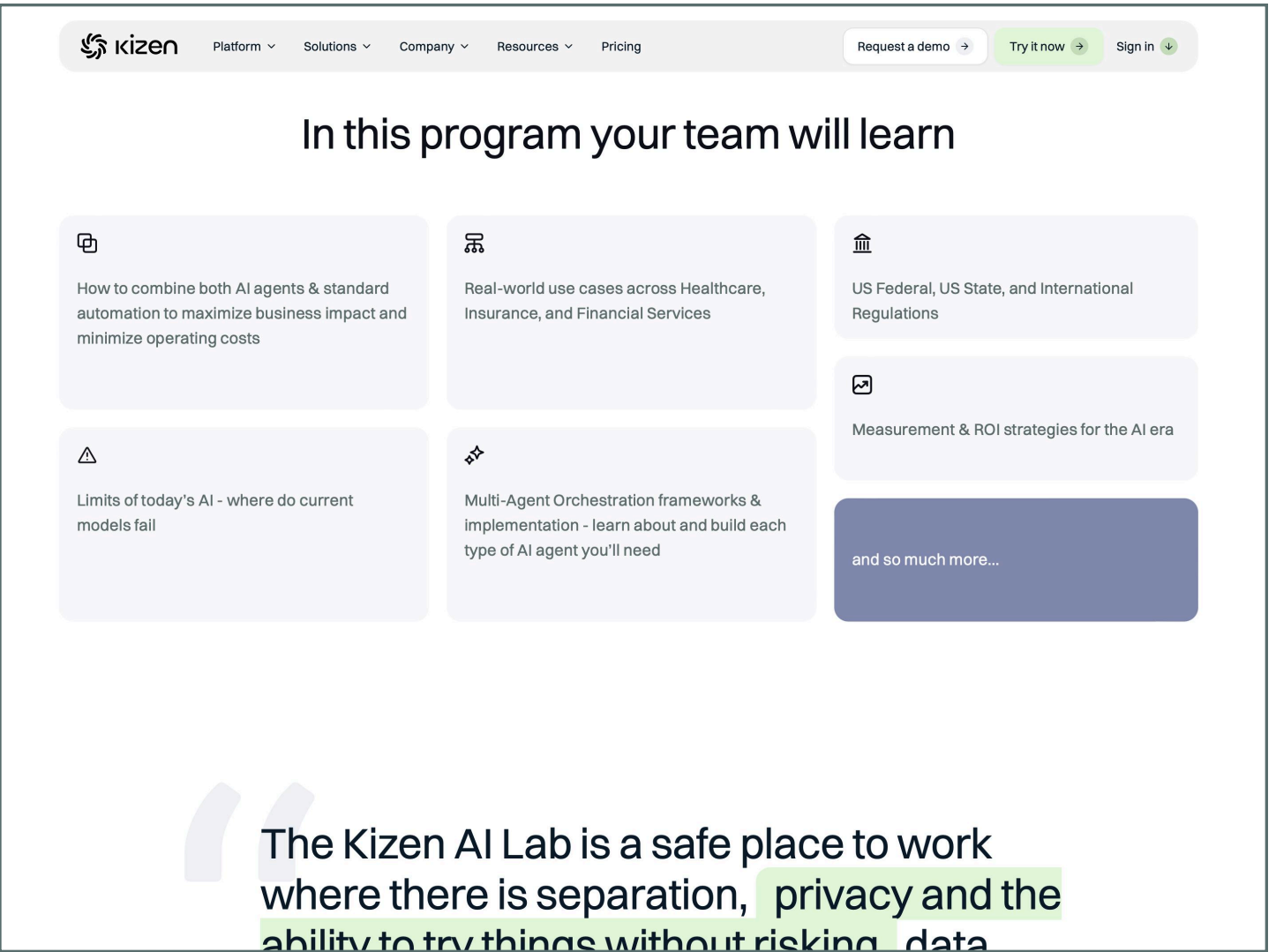


**Very low conversion
and engagement
rates**

The Audit: Kizen Existing Design



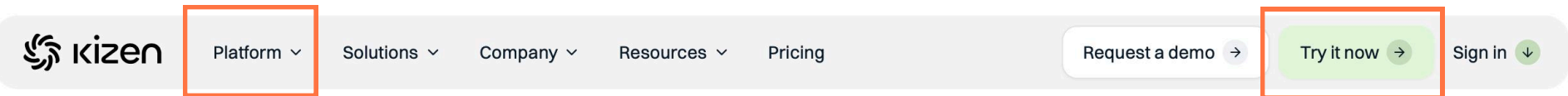
I conducted an audit of the overall site and found many UX/UI issues that I believe directly caused poor user experience leading to the concerned problems....



The Problem:

Poor flow design to the target page

When the journey is difficult, visitors are less likely to explore more pages or engage deeply with the content, resulting in low time on site, leading to significant problems with conversion rates, creating frustration and poor UX.

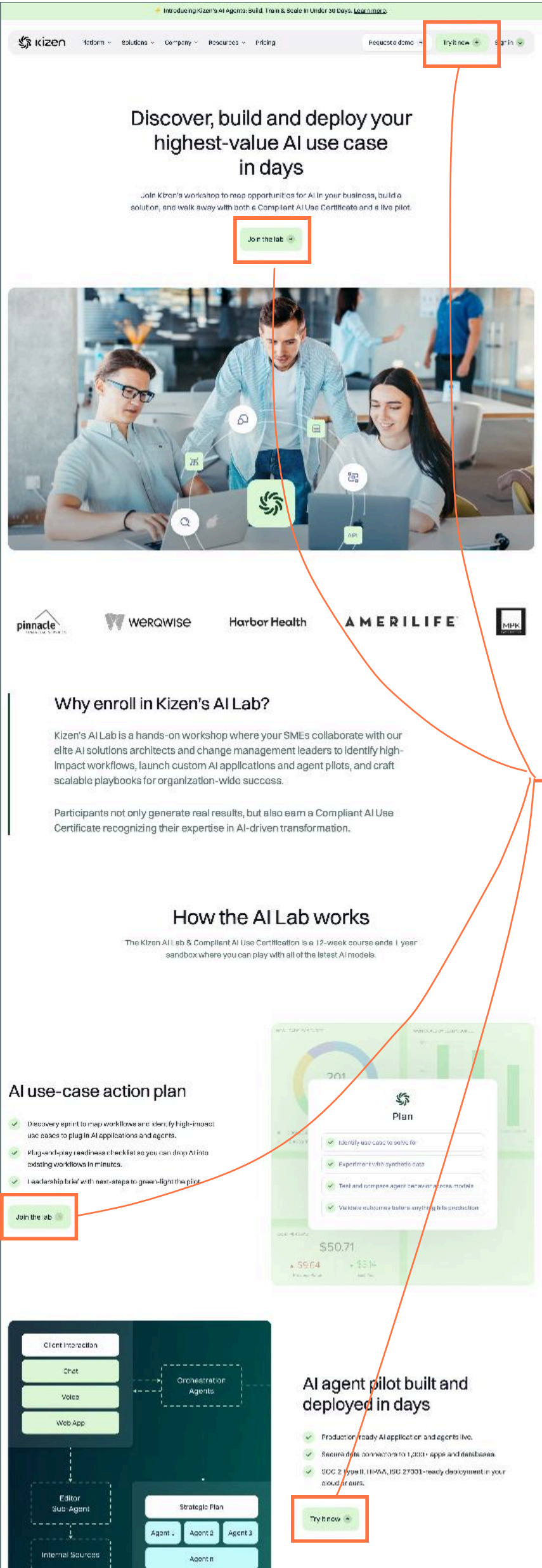


Top Nav

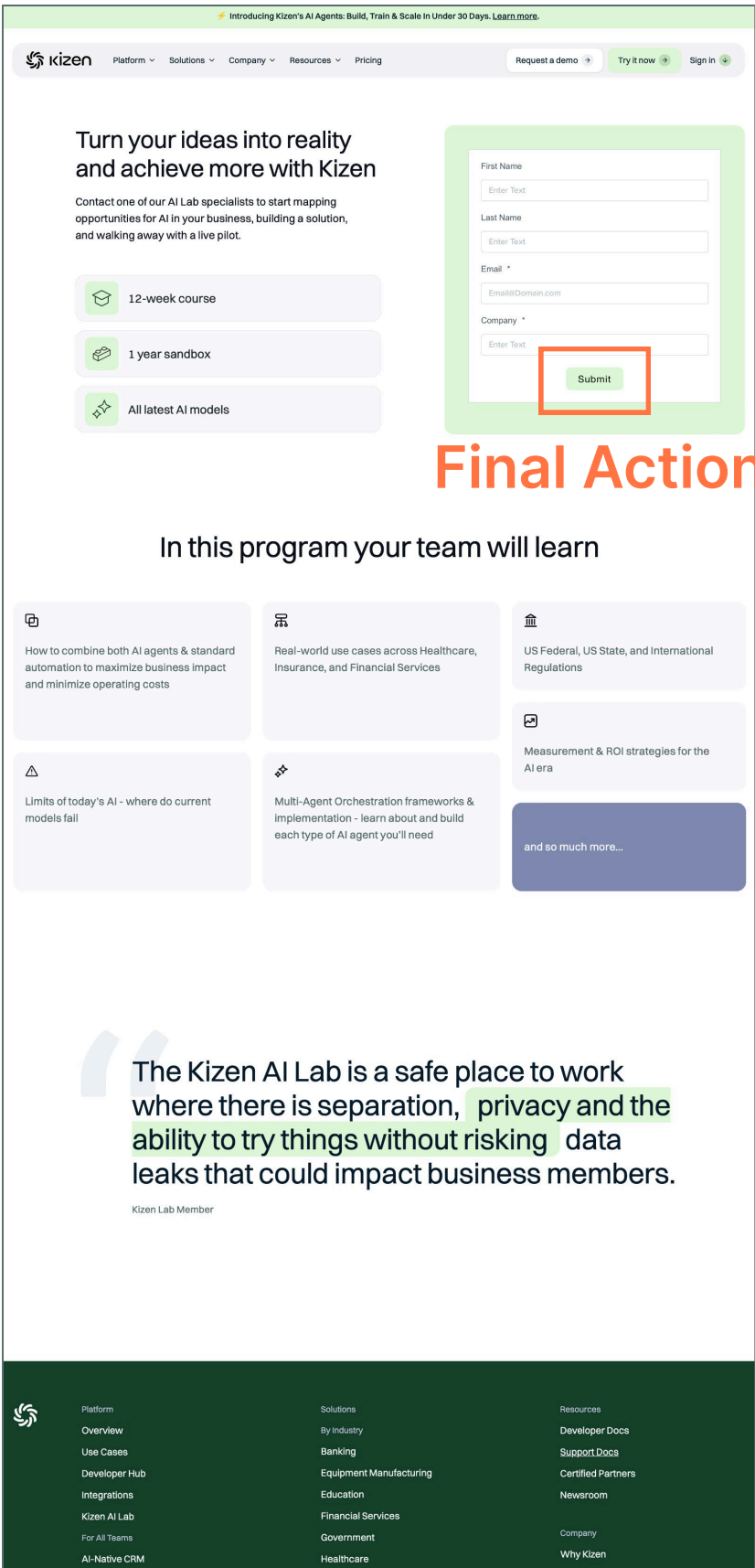
Footer



AI Lab Landing Page



AI Lab Form Page (2nd landing page)



Final Action

The Problem:

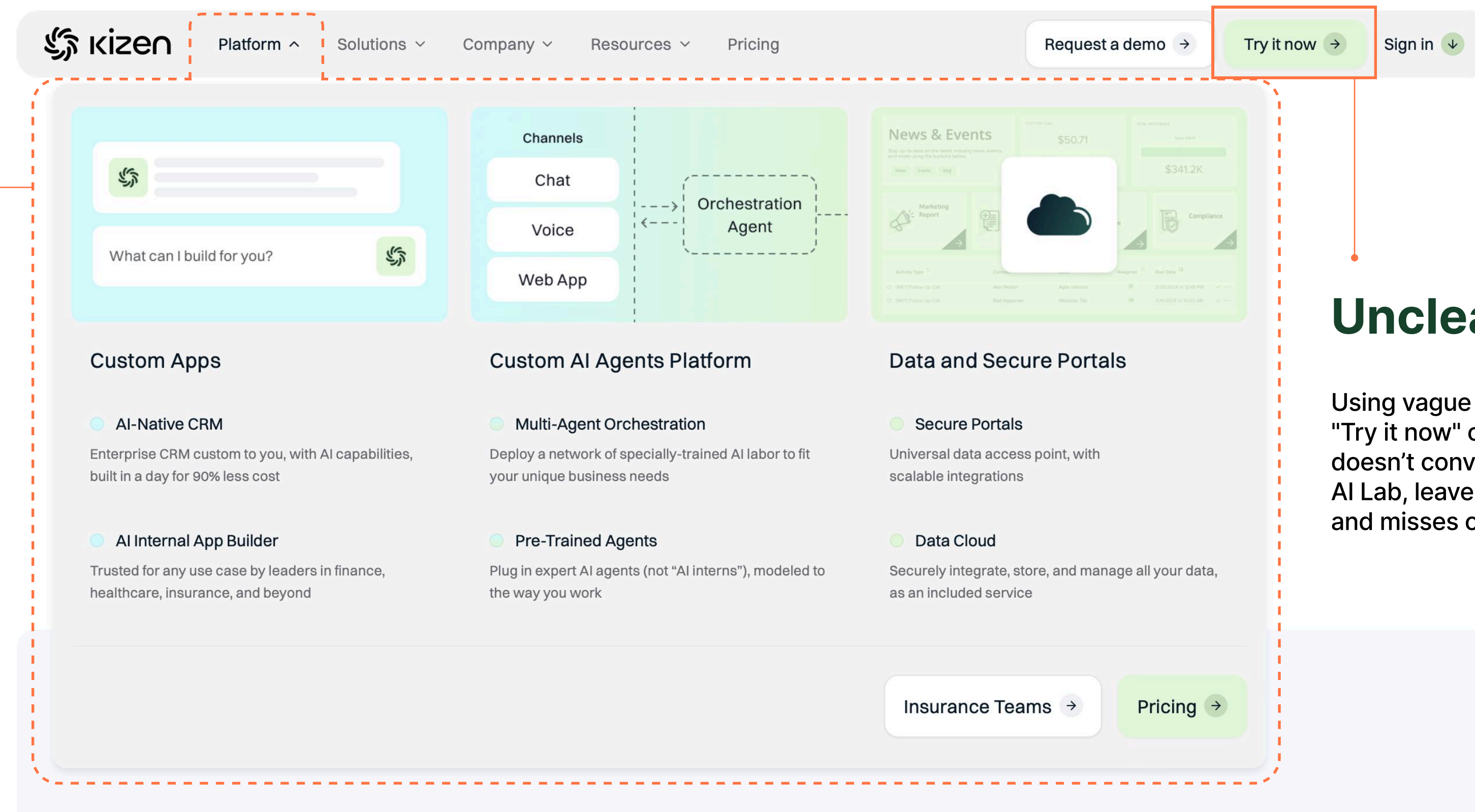
Confusing Navigation

When navigation is confusing or pages are hard to find, users quickly become frustrated and leave the site without completing their goal.

Hidden and complex dropdown menus

Overloaded dropdown menus can be difficult for users to scan and miss opportunity to lead them to the form submission in this case

**Where is AI Lab link in this dropdown??
(It's in this dropdown...)**



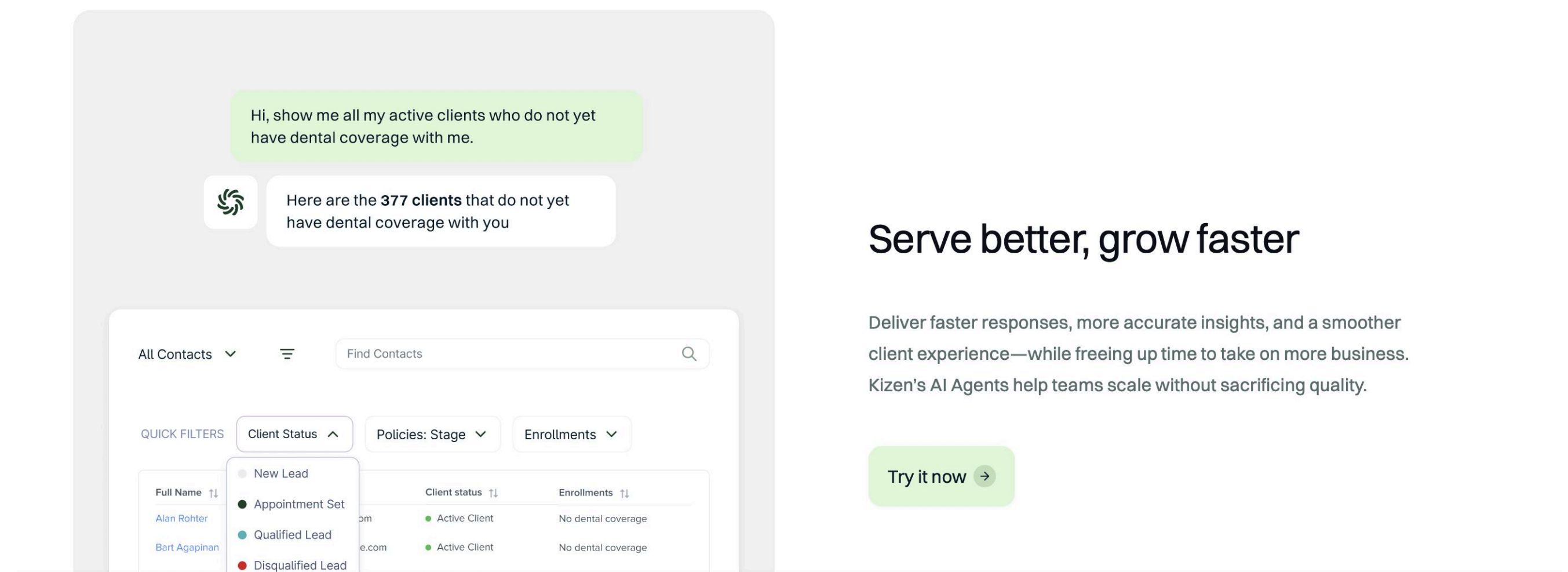
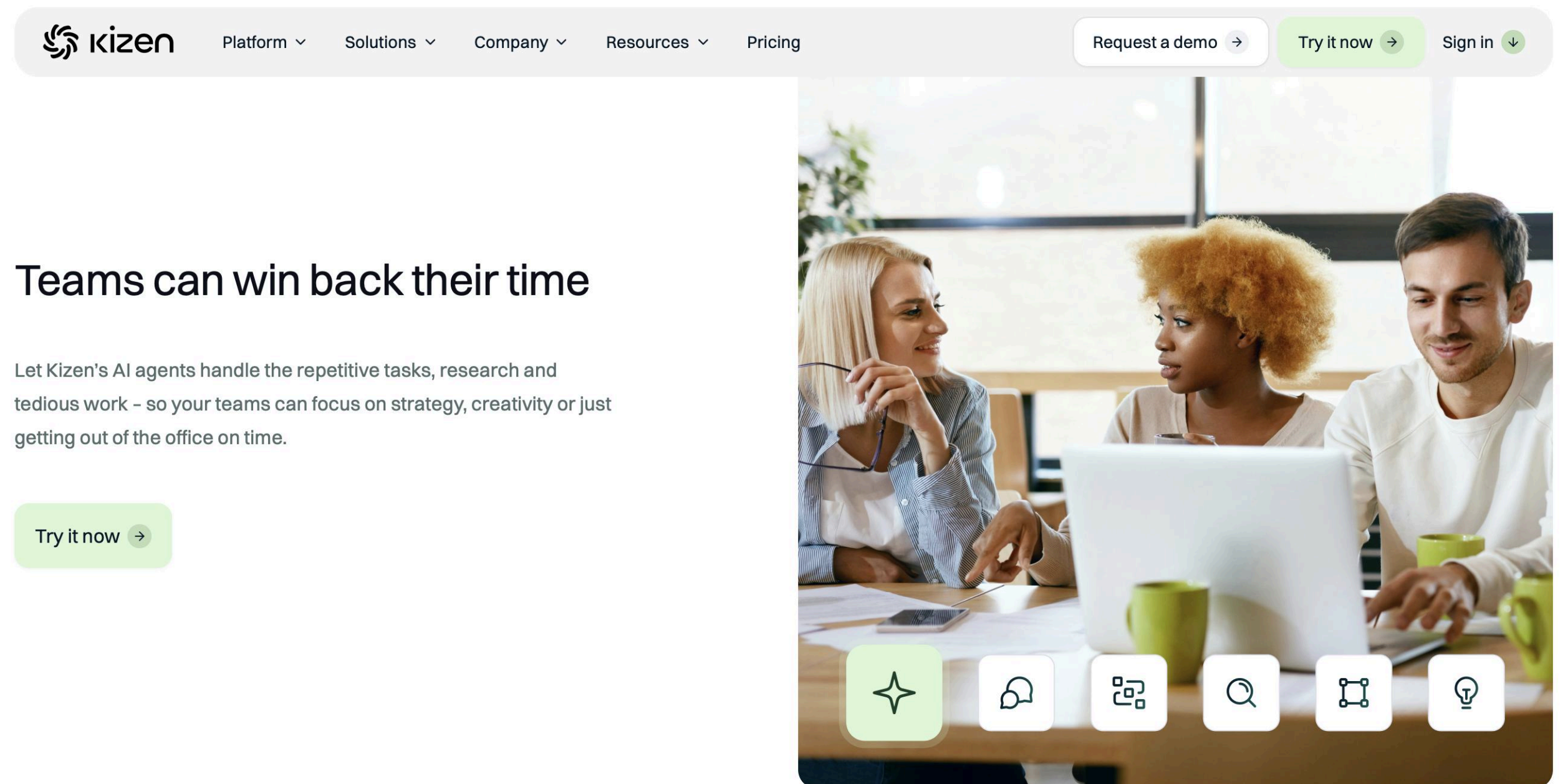
Unclear labels

Using vague menu labels like "Try it now" on the main nav doesn't convey that it's a CTA for AI Lab, leaves users guessing and misses opportunity.

The Problem:

Ineffective calls-to-action

There are many CTA buttons on the existing design, but it is difficult to spot them or realize that they are clickable...



Serve better, grow faster

Deliver faster responses, more accurate insights, and a smoother client experience—while freeing up time to take on more business. Kizen's AI Agents help teams scale without sacrificing quality.

Try it now →

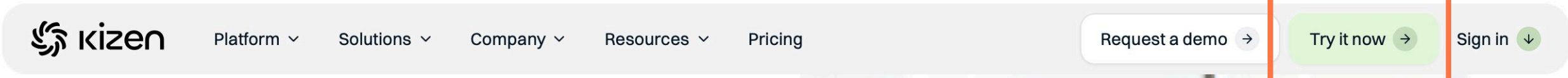
The Problem:

Ineffective calls-to-action

...since the shape/color/type styles of these buttons are quite similar to other design elements. The same CTA color is also used as surface color on large area through out the site...

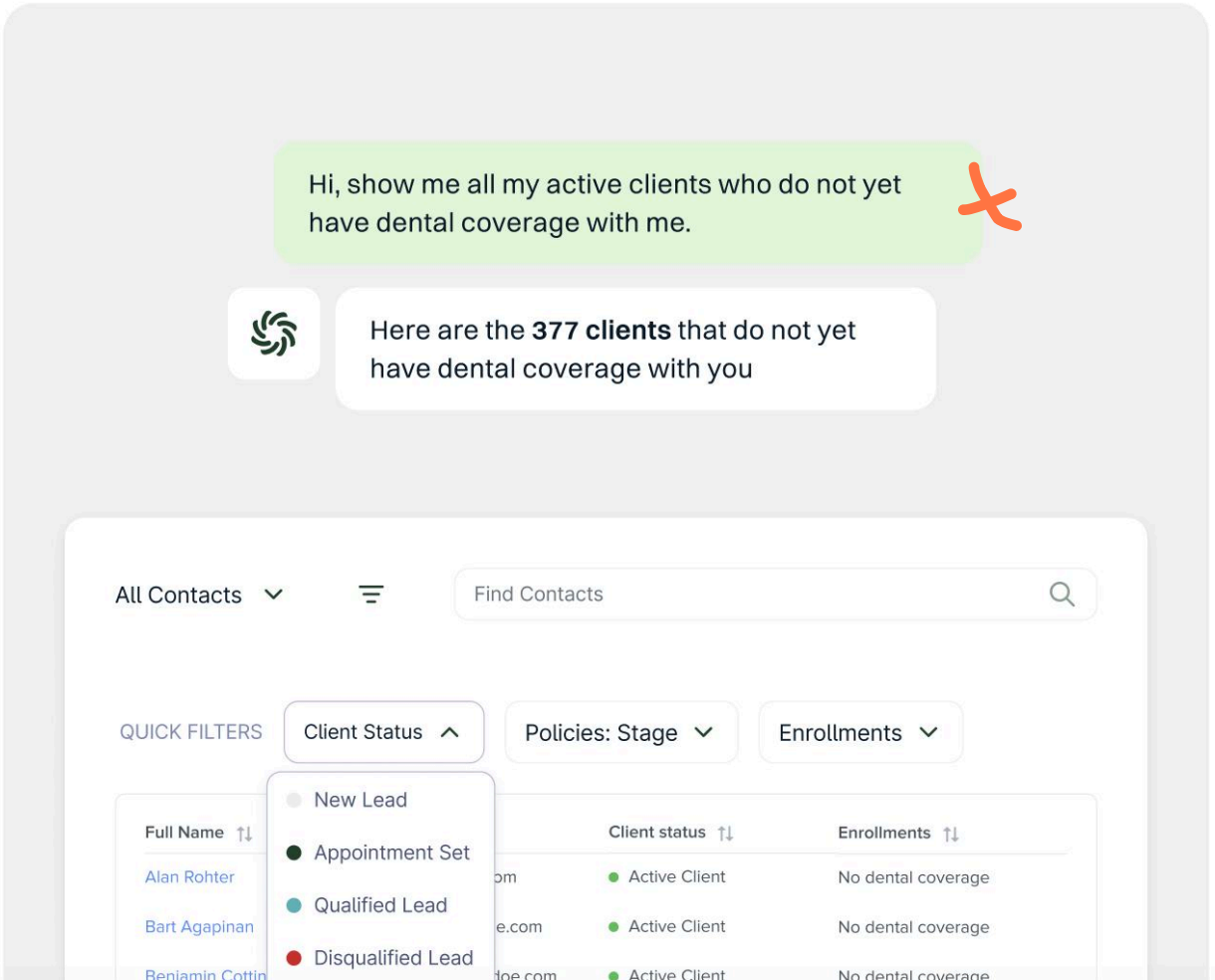
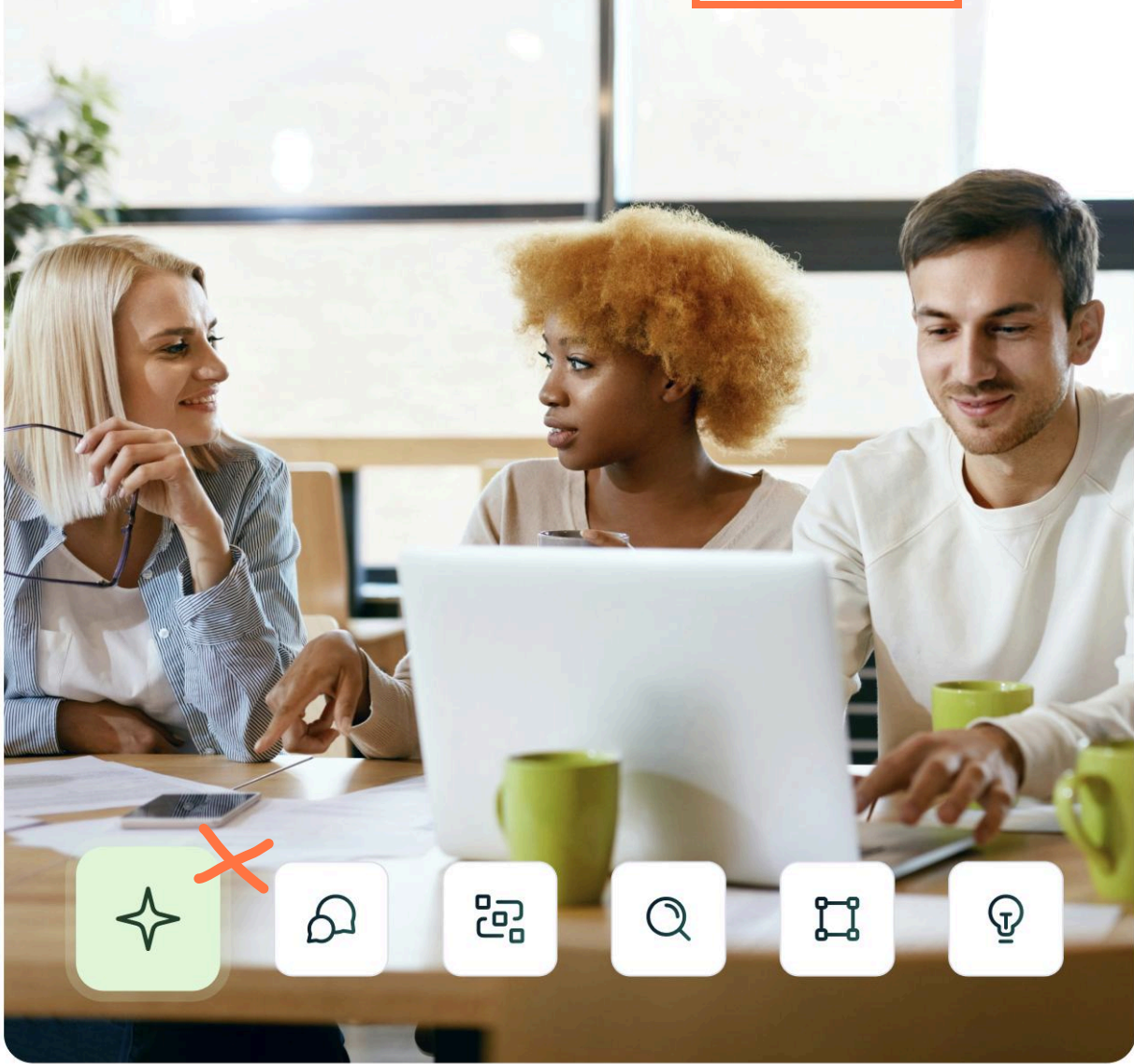
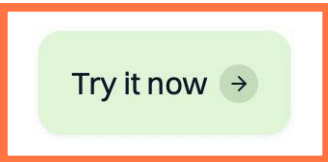
 A button

 Not a button



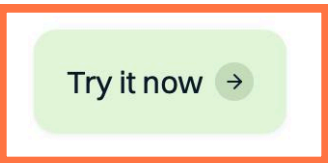
Teams can win back their time

Let Kizen's AI agents handle the repetitive tasks, research and tedious work – so your teams can focus on strategy, creativity or just getting out of the office on time.



Serve better, grow faster

Deliver faster responses, more accurate insights, and a smoother client experience—while freeing up time to take on more business. Kizen's AI Agents help teams scale without sacrificing quality.



kizenPlatformSolutionsCompanyResourcesPricing

Request a demoTry it nowSign in

AI use-case action plan

- Discovery sprint to map workflows and identify high-impact use cases to plug in AI applications and agents.
- Plug-and-play readiness checklist so you can drop AI into existing workflows in minutes.
- Leadership brief with next-steps to green-light the pilot.

Join the lab

NEW LEADS BY SOURCE

201

WON DEALS BY LEAD SOURCE

60K

40K

Organic Search

Leads

GOOGLE A

FB ADS (18)

Plan

Identify use case to solve for

Experiment with synthetic data

Test and compare agent behavior across models

Validate outcomes before anything hits production

COST PER LEAD

\$50.71

\$9.64

Previous Period

\$3.14

Last Year

kizenPlatformSolutionsCompanyResourcesPricing

Request a demoTry it nowSign in

Who attends the lab

Technical teams

Who want to experiment with synthetic data, test and compare agent behavior across models and validate outcomes before anything hits production.



Business leaders

Who want to understand the capabilities of AI in a safe and compliant environment.



Client Interaction

Chat

Voice

Web App

Orchestration Agents

Editor Sub-Agent

Strategic Plan

Agent 1

Agent 2

Agent 3

AI agent pilot built and deployed in days

- Production-ready AI application and agents live.
- Secure data connectors to 1,000+ apps and databases.
- SOC 2 Type II, HIPAA, ISO 27001-ready deployment in your cloud or ours.

Try it now

Here's what you will accomplish with Kizen's AI Lab within 3 months

Join the lab

1st month

2nd month

3rd month

Explore AI and uncover goals

Build and launch

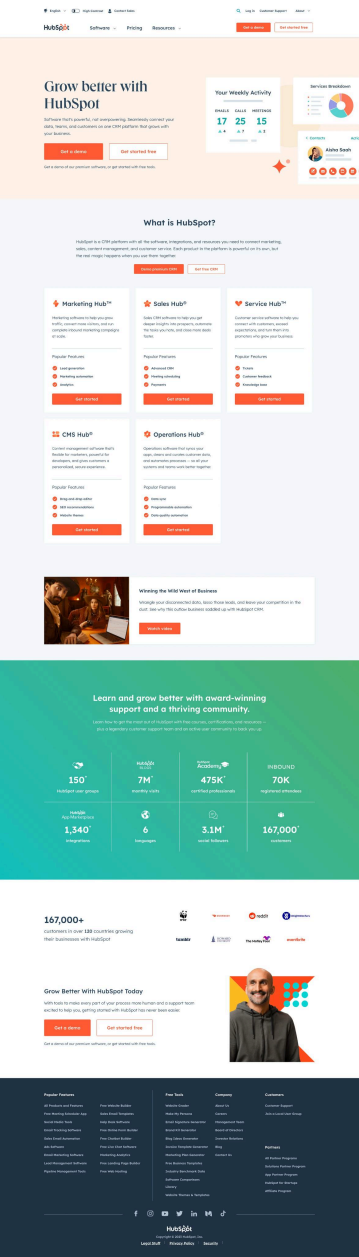
Measure and scale

 A button Not a button

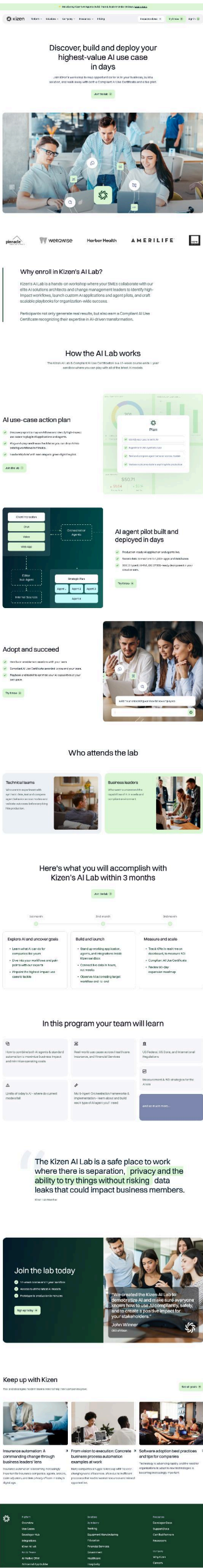
The Problem:

Very long page length

HubSpot

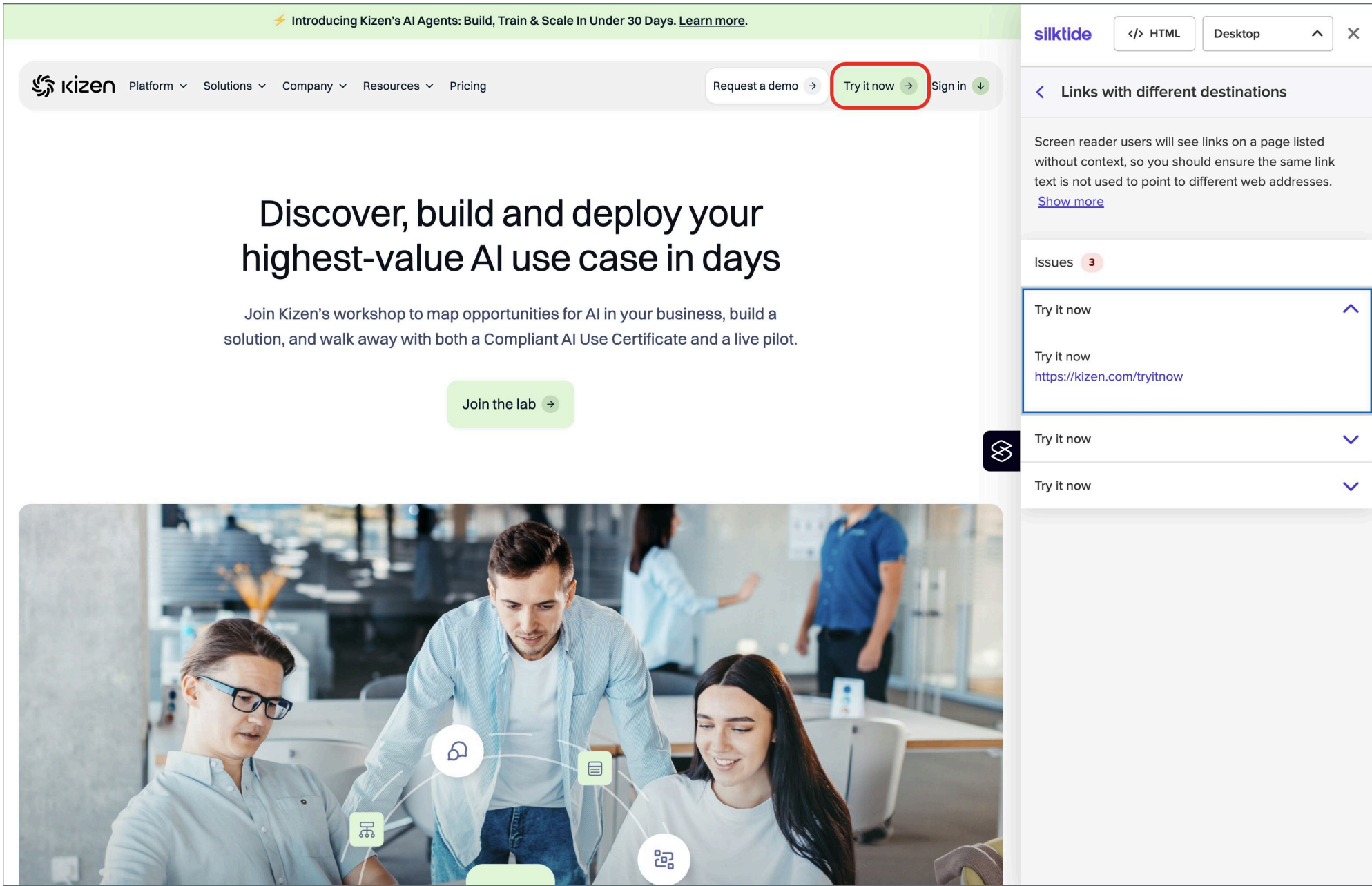


Kizen

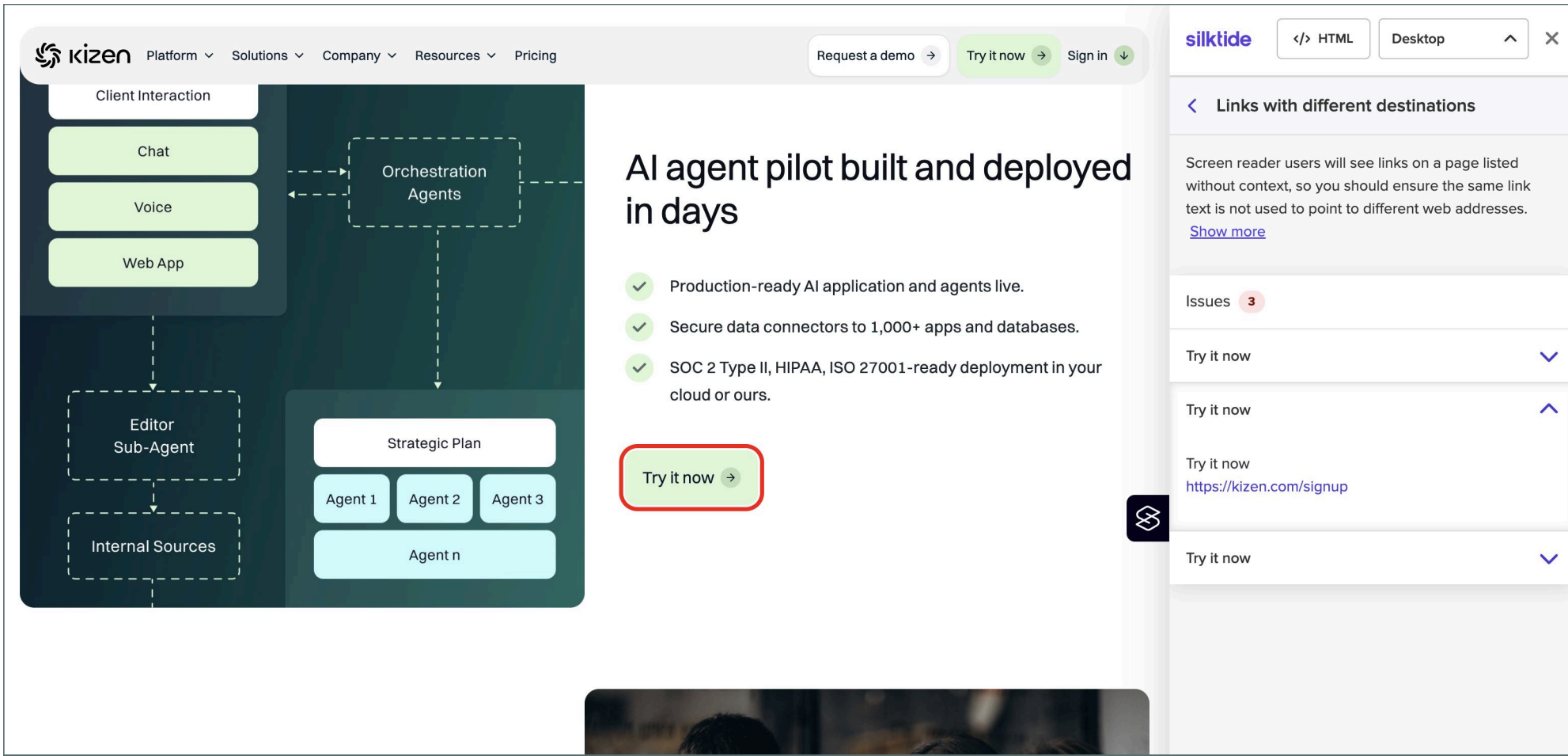
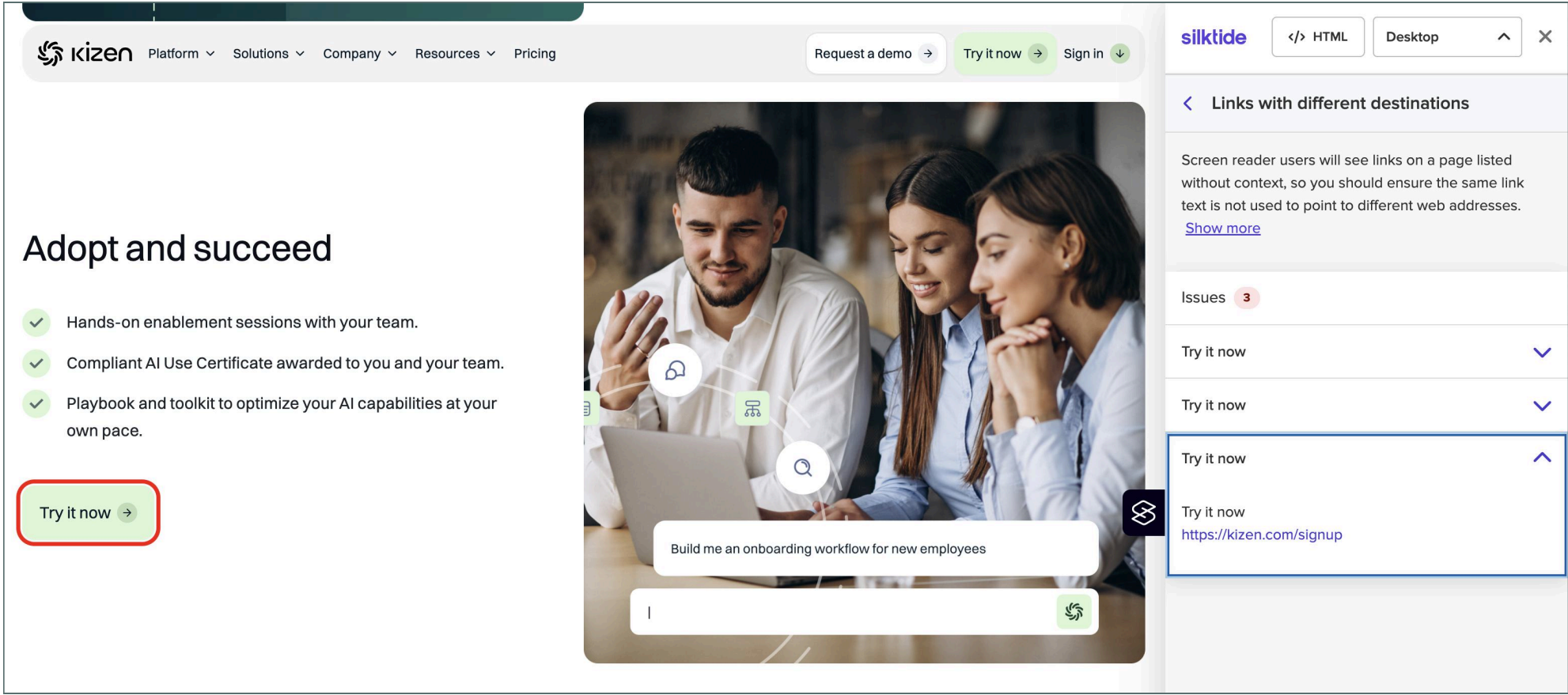


The Problem:

Links with different destinations



Using **Silktide**, the in-depth accessibility testing tool, I found major accessibility issues on the current site. One of the issues was, CTA buttons with similar copy but pointed to different target pages. This could mislead users from the main action intended.



Accessibility checking on the old page design

Last But Not Least Problem:

Final Action Wasn't On The Same Page

Besides the long lengthy page issue, AI Lab call-to-action buttons on this page linked to a 2nd landing page with submission form + similar content as on this page.

There should be quicker and more effective ways for visitors to reach the final action or to gain access to the desired conversion. **Submission form should be available on this main AI Lab page.**

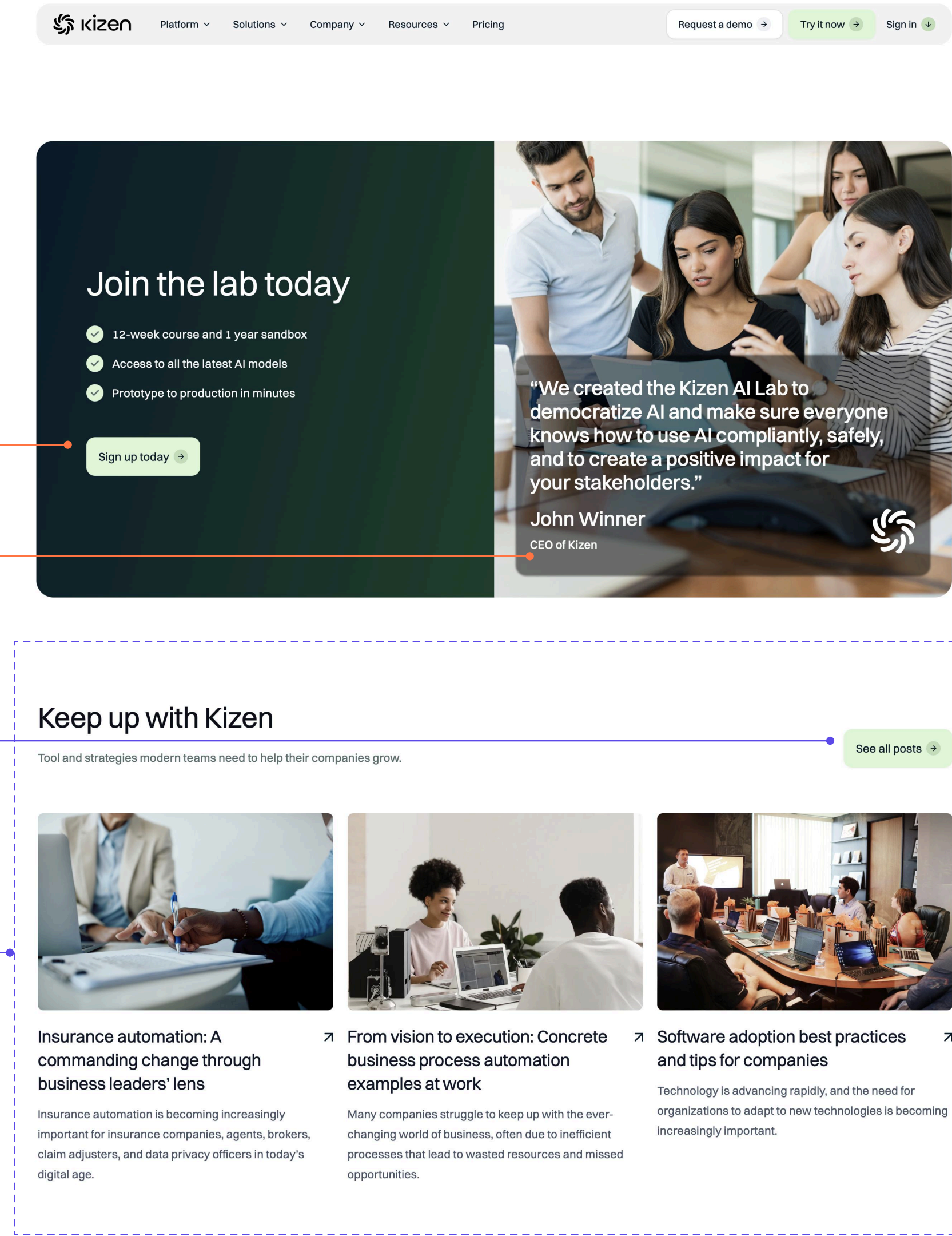
The blog section also loaded visitors with unrelated content with a CTA linked to its blog page, taking visitors away from the target action all together.

No sign up form in this section!
The CTA linked to another landing page to submit the form with all other redundant content similar to this page

Instead of the CEO quote, a real AI Lab participant's testimonial could help motivate and create trust.

This CTA takes users away from AI Lab form page!

When there are many unclear call-to-actions on a lengthy page and the final action is hard to find (form submission), the flow becomes difficult and less effective. Visitors are less likely to explore more pages or engage deeper with the content, in this case, another dedicated blog page (which can be accessed from the main sticky NAV). **Perhaps this blog section should be in a compact modal or banner.**



02 Define

THE GOAL • COMPETITOR ANALYSIS • DESIGN PROPOSITION

Define The Goals

1

To gain more user engagement and motivate them to learn more about the program, leading to conversion (submitting their info/emails)

Relook at some principles of the ergonomics in UI design such as affordances - natural visual cues like **buttons, icons, labels** etc. These should effectively guide users to browse and understand the page easily and quickly which should help create a positive effect on conversion.

2

To improve & elevate the overall design and experience

The content should be simplified so that users don't get overwhelmed by a large amount of information and long scrolling without getting to the priority target action on the page before losing interest. UX copy on CTA buttons should be relooked at as well.

Looking at

Competitor Analysis

I started researching website design on Kizen's main competitors in the AI-powered sales enablement and productivity space include **Salesforce**, **HubSpot**, **Collective[i]** and **HighTime** along with the major sales and marketing platforms like **ActiveCampaign**. These competitors offer a range of solutions, from comprehensive CRM platforms to specialized AI tools that automate sales processes, improve data accuracy, and provide valuable insights to sales teams.



Looking At Competitors

ActiveCampaign

A marketing automation platform with a broad feature set that **competes in the same space as Kizen.**

ActiveCampaign >

Platform Use Cases Learn Pricing Demo

EN Log in Free trial

Autonomous marketers break through the busywork

Our autonomous marketing platform cuts the tedious parts of automation, builds optimized cross-channel journeys, and shows what drives revenue—so you launch in minutes, not weeks.

Start your free trial > Get a demo >

Create an automated 7-day drip email

Join 180k+ customers and start automating today — no credit card needed. Email address Start your free trial

ActiveCampaign >

Platform Use Cases Learn Pricing Demo

EN Log in Free trial

USE CASES AI AGENTS

You dream it. AI agents deliver it.

Our AI agents are built to handle your marketing autonomously—from content creation to segmentation to real-time automation and reporting. Each one is focused, customizable, and ready to scale what works across every channel.

Start your free trial >

Let's automate your success.

Show the the campaign performance on my flash sale campaign

Attach Add contacts

Email Campaign Welcome Series: "What's Your Learning Style?" Automate 5-Day Skill Discovery Journey Post Map Your Learning I Onboarding

Join 180k+ customers and start automating today — no credit card needed. Email address Start your free trial

ActiveCampaign >

Platform Use Cases Learn Pricing Demo

EN Log in Free trial

NEWSLETTER

Get the latest product updates to ActiveCampaign

Sign up for a monthly email of our latest product releases and enhancements

Email address Enter your email Subscribe

By submitting this form, I agree to receive marketing emails from ActiveCampaign. I can unsubscribe at any time and view ActiveCampaign's Privacy Policy [here](#).

COLLECTION

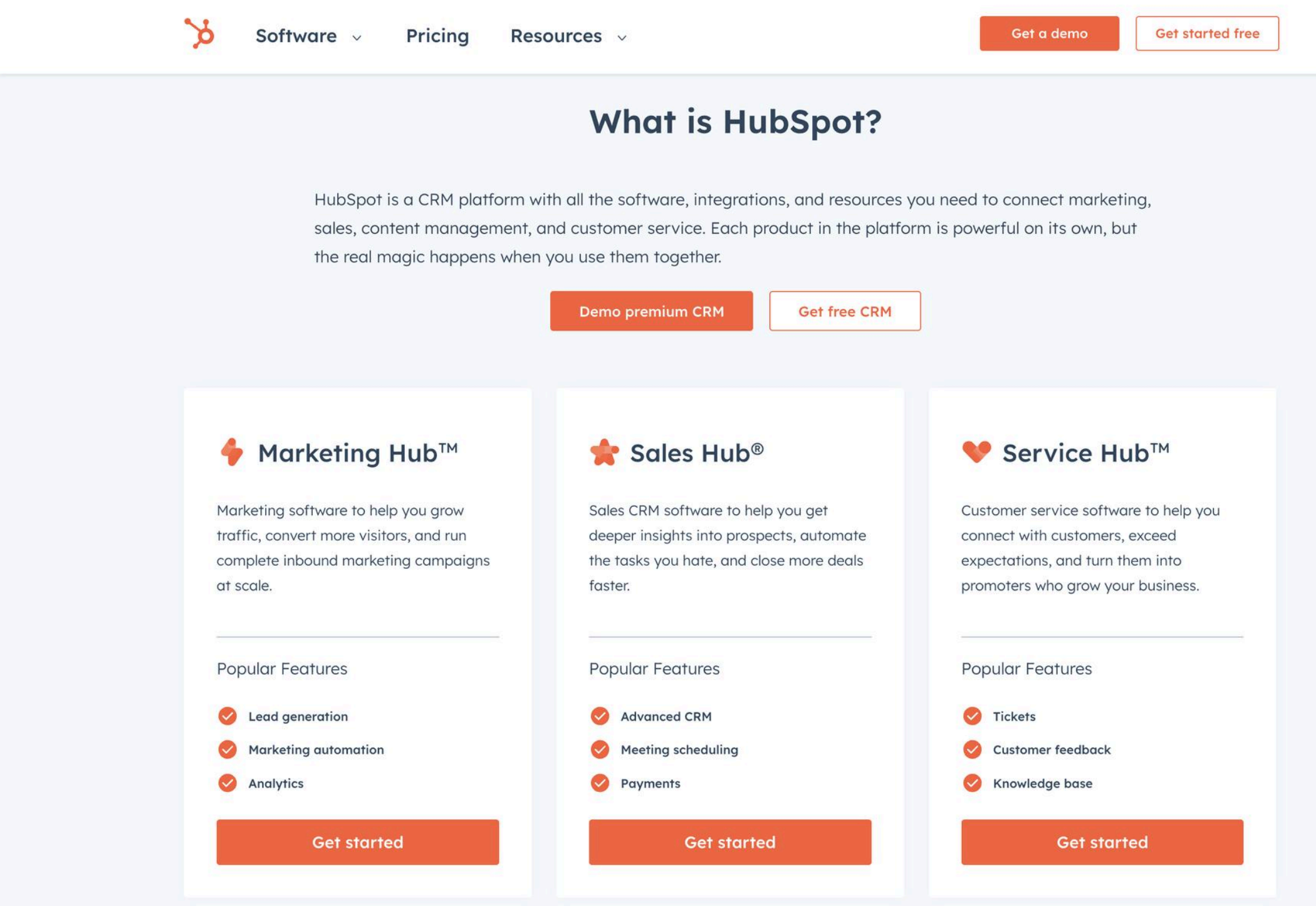
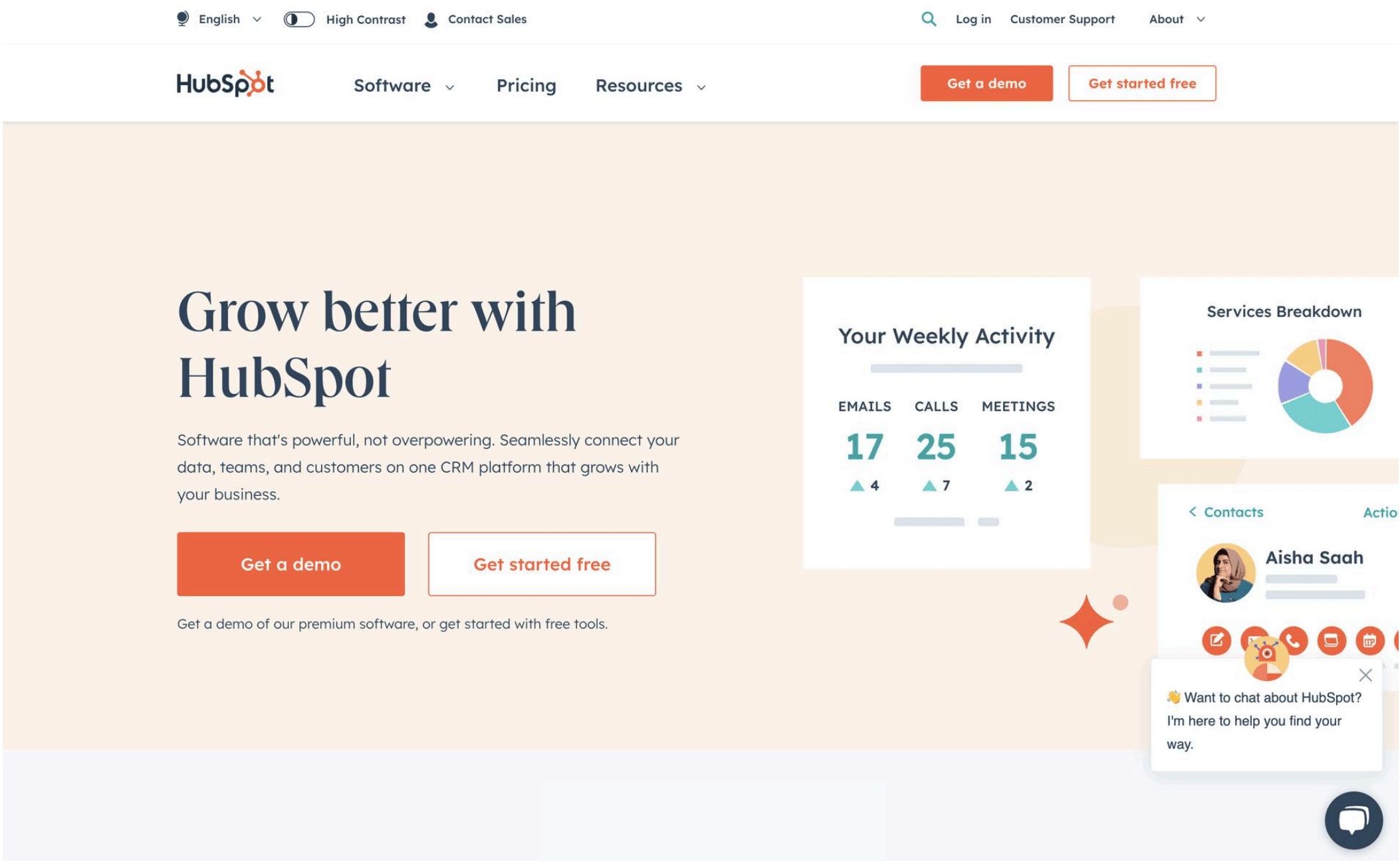
Spotlight

Join 180k+ customers and start automating today — no credit card needed. Email address Start your free trial

Looking At Competitors

HubSpot

Provides a broad suite of marketing, sales, and service tools, including CRM functionalities, and integrates with various marketing automation solutions.



Looking At Competitors

Collective[i]

Specializes in enterprise AI solutions for sales, focusing on areas like automating CRM data entry and improving sales forecasting.

collective[i].

Why Collective[i]

Product

Safety

Company

Sign in

Enterprise AI to optimize how people do business

Forecast sales, improve productivity, expand margins, and grow revenue

Learn more

“...A B2B company that’s quietly amassed an impressive roster of enterprise customers who leverage shared data and the company’s proprietary platform to better understand buying and selling activity. The technology has taken years to build and was developed by a team of founders with their own deep expertise.”

Fortune CEO Daily, March 12, 2024

Revenue optimization starts with sales. A strong foundation of data, reliable forecasting, and productive teams win, even in volatile markets.

CRM data quality

- For decades, revenue organizations have struggled with CRM data quality. Capturing this data has come at tremendous cost in productivity.
- The lack of good activity data inhibits revenue operations from making data driven decisions. The poor quality of contacts hampers marketing.

Forecasting

- Collective[i] provides a fully automated daily sales forecast that is on average 96%+ reliable.
- Our Intelligent Forecast™ leverages AI to automate the traditional forecasting process with the added benefit of adjusting probabilistic predictions to reflect changing economic conditions

Execution

- Collective[i]’s model and applications produce insights that guide people to optimal outcomes
- Whether it’s surfacing timely odds, risks, human connections and more, we help teams meet the needs of distracted and demanding prospects, buyers, and customers

Learn more

Learn more

Learn more

Our applications

AI to Improve Data: Intelligent WriteBack™ (IWB)

Intelligent WriteBack cleanses the data in CRM and automates activity and contact capture and maintenance, eliminating the need for manual logging and updates.

Learn more

AI to Provide Insights: C[i] for Sales™

An AI-first platform designed for buyer centric, data driven, and agile selling. C[i]™ leveraging AI to radically improve productivity and grow revenue growth.

Learn more

AI to Surface Connections: Intelligence.com®

Intelligence.com is the first network to leverage AI to support a community of Connectors™, the people who make things happen in business and life.

Visit intelligence.com

Enterprise-level security and privacy

Our first priority is keeping your data private and secure. We recognize the importance of balancing confidentiality, integrity, and the availability of business information. From its inception, Collective[i]’s applications are designed with a multi-layered approach to securing key information. Our security and privacy program is designed to provide our clients with the utmost confidence in our protection of their data.

Learn more

Looking At Competitors

Hightime

Uses AI to automate workflows and assist sales professionals with their processes.



JOIN THE WAITLIST >

Hightime: AI-Native Sales Workspace

Focus on building deeper customer relationships, while our AI-copilot takes care of the rest.

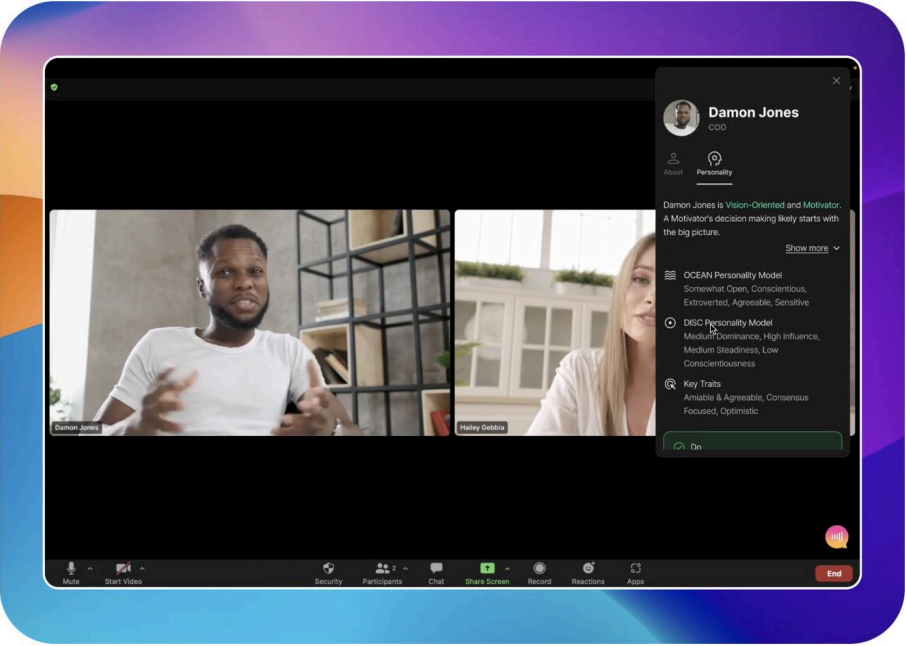
JOIN THE WAITLIST >



JOIN THE WAITLIST >

Relevant context

Hightime brings relevant context from your CRM, communication channels, and around the internet to the seller precisely when and where it's needed.



Be the first to experience the magic

Join the waitlist to experience it yourself.

JOIN THE WAITLIST >

Looking At Competitors

Salesforce

A leading CRM provider that offers AI-driven features within its Customer 360 platform.

Products

Industries

Customers

More

Ask Agentforce anything

Contact Us

1-800-664-9073

Login

Try for free

Salesforce is the platform for the Agentic Enterprise.

Our deeply unified platform brings together apps, data, agents, and metadata to drive customer and employee success. With trust and governance built in, Salesforce ensures your AI and business scale securely, reliably, and with confidence.

See all products

Agentforce

Customer 360

Banking Agents, Product Agents, Ops Agents, Sales Agents, Support Agents, Marketing Agents, CX Agents, Analytics Agents, Finance Agents, Commerce & POS, Slack, Experience, Tableau, Service, Marketing

Products

Industries

Customers

More

Ask Agentforce anything

Contact Us

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Login

Try for free

Salesforce. The #1 AI CRM.

Humans and agents drive customer success together.

Agentforce transforms Sales, Service, Commerce, Marketing, IT, and more by uniting apps, data, and agents on one trusted platform. Now every department is an engine for growing customer success – from Sales following up on every lead instantly to Service delivering 24/7 expertise. Proven ROI, delivered.

Explore Agentforce

Calculate your ROI

Woman smiling

CRM

Overview

What is CRM?

Solutions

Resources

Pricing

Watch demo

CRM Dashboard

CRM Dashboard

Starter Suite

The marketing, sales, service, and commerce tools you need to succeed – all in one CRM suite.

Try for free

Pro Suite

The enhanced CRM suite that scales with your business using powerful automation and customization.

Try for free

Ask me about products, features, and pricing, or connect to a sales rep.

Connect me with a sales rep

Show me an Agentforce demo

How can Salesforce help my business

How Competitors Differ:

Takeaways

Scope

Some competitors, like **Salesforce** and **HubSpot**, offer broad CRM and marketing platforms with AI capabilities, while other, like **Collective[i]** focuses on more specialized AI or integration solutions.

Features

Competitors vary in their focus, with some emphasizing data automation, others workflow automation, and some providing a full suite of sales and marketing tools to streamline operations.

Market Position

Kizen competes within the sales enablement and AI productivity categories, facing competition from established players like **Salesforce** and **HubSpot**, as well as more specialized AI solutions.

Design

Some things Kizen can learn from its competitors' site design...

- Most of them have large and vibrant CTA buttons (**HubSpot**, **Collective[i]**, **Hightime**), placed on strategic spots throughout the pages
- Highlight conversion form as a hero module on the homepage (**ActiveCampaign**)
- Have email submission form as sticky modal at the bottom of every page (**ActiveCampaign**)
- Use 'cards' for feature content (**Salesforce**, **ActiveCampaign**) to keep page length shorter and flexible to customize (side by side cards...etc.)
- Use AI initial conversation starter form as sticky modal at the bottom of the pages (**Salesforce**), this can be considered for Kizen future design

Based on the discovery and research, I've proposed strategic plans and design executions to improve user experience that ultimately should lead to better engagement and conversions....

Define The

Design Proposition

1

Significantly increases CTA buttons visibility

to effectively guide users to perform the actions, making them immediately noticeable and compelling through visual cues like contrasting colors, appropriate sizing, and strategic placement within the UI. Ensuring that it encourages engagement, facilitates a smooth user journey and lead to conversions.

2

Improves flow

Explore quicker ways to provide AI Lab submission form to users. Either a sticky bar at the bottom of every page or the form should be available on the same AI Lab landing page instead of linking to the 2nd landing page.

3

Revises UX copy

Copy on CTA buttons should be clear and concise, while structuring content for scan-friendly layouts. Keeps copy short and focused to optimize mobile experience.

4

Reduces page length

To improve user engagement and decrease bounce rates, content should be scannable. Compact visual cue like badges should be explored in the design to help reduce cognitive load.

5

Uses accent colors

Explore new accent colors that can complement the existing primary color scheme by creating visual hierarchy to help users to navigate and quickly scan the content.

03 Design

COLORS • CORE UIS • PROTOTYPE

ReDesign:

Color Palette

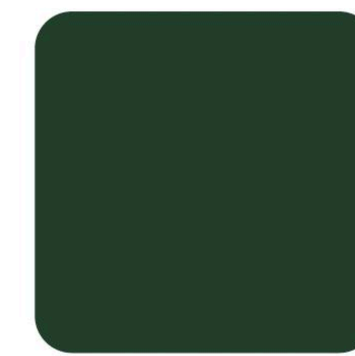
Client likes the existing primary brand color palette but open to exploration. To fix the issues discovered earlier, I proposed adding a **couple complementary accent colors** to the system which can be used subtly for color-coded elements that can help organize information and reduce the effort needed to make sense of it.

Existing

Primary Colors



#DCF8D6

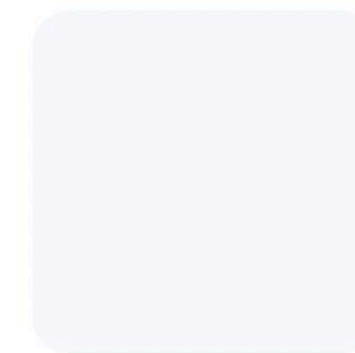


#16412B

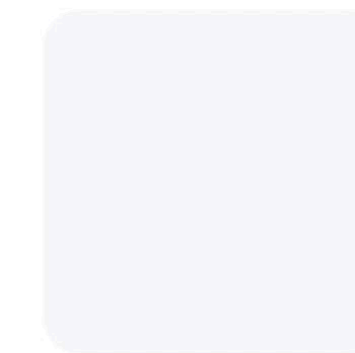
Secondary Colors



#5A6E6E



#F5F9FF



#F9F9FB

New

Accent Colors



#5B49E9



#FF7442

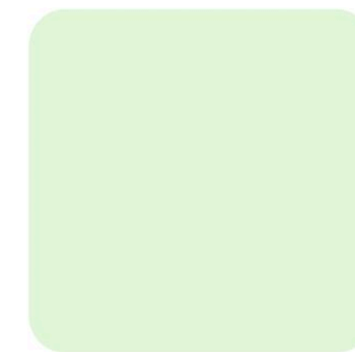


ReDesign:

CTA Buttons

To increase CTA visibility, I saw an opportunity to use the primary dark forest green for CTA buttons as it gives proper contrast to ensure prominent CTA buttons across pages, comparing to the light mint green, while still cohesively adheres to the brand look.

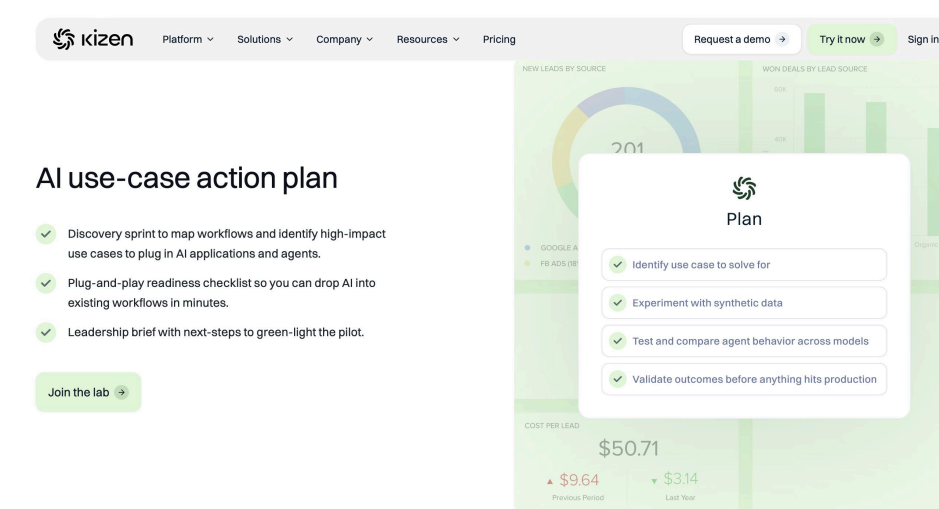
Mint Green



#DCF8D6

No

Primary Button →



Forest Green



#16412B

Yes

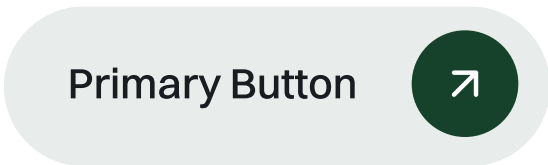
New CTA Design

Old

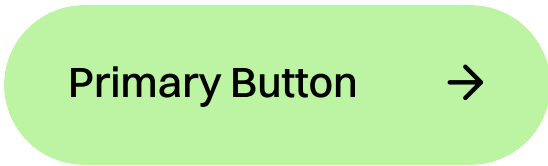
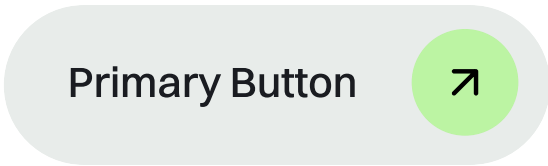
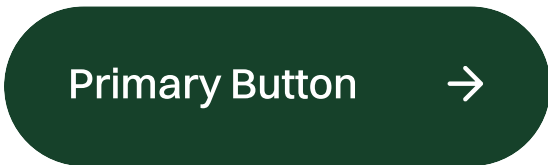


New

A



B

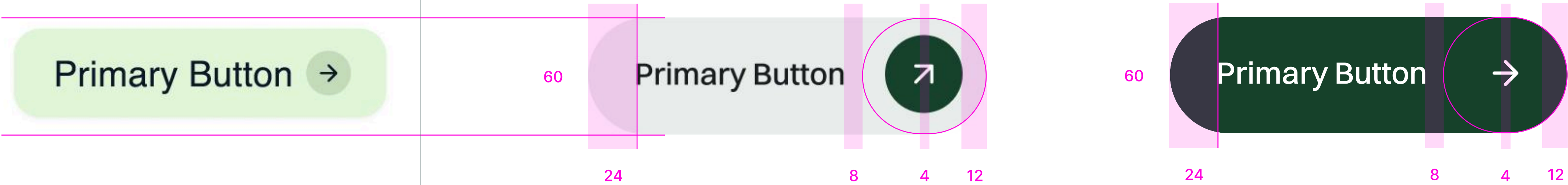


I De-constructed the design from the existing button into the more elevated / premium / modern look as **lottie CTA with micro-interaction states** that respond to user actions (on hover for A, on press for B).

Button Anatomy

Old

New



Built on 8-point grid system, I optimized the CTA button dimension to increase visibility and click area.

Button States & A/B Testing

Old

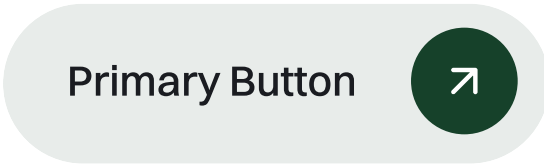
Control



Hover

New

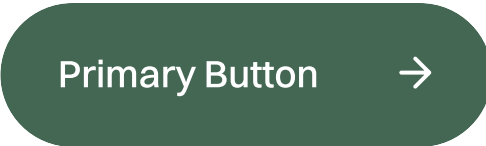
Variant A
desktop



Variant B
mobile



Hover



Press

CTA buttons to be A/B tested.

NEW Buttons

Primary

Secondary

Tertiary

Desktop /A

Mobile /B

Hover /A
Press /B

Home > Button Set

Light_Primary · ...
Button text ↗

Dark_Primary
Button text ↗

Light_Primary...
Button text →

Dark_Primary_...
Button text →

Light_Primary · ...
Button text →

Dark_Primary · ...
Button text →

Small_Ligh...
Button text ↗

Small_Dark...
Button text ↗

Small_Dark...
Button text →

Small_Blue...
Button text ↗

Small_Ligh...
Button text ↗

Small_Ligh...
Button text →

Small_Dark...
Button text →

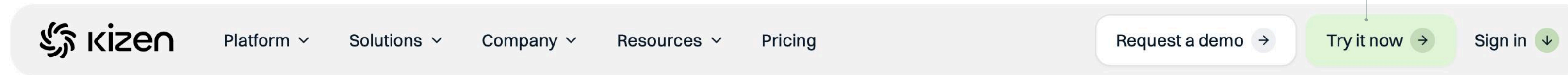
Small_Blue...
Button text →

Small_Ligh...
Button text →

Small_Ligh...
Button text ↓

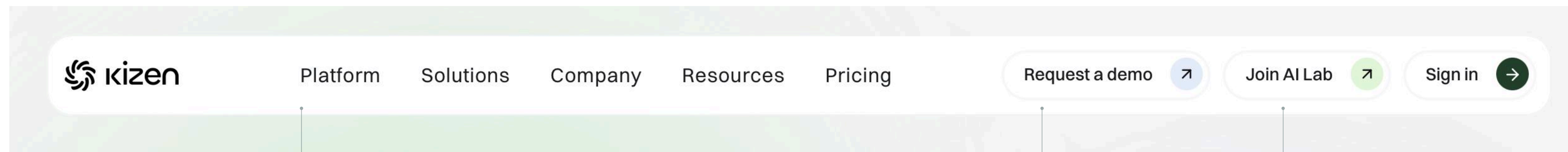
Showing variant A only for secondary and tertiary buttons

Old



Unclear labels for AI Lab CTA, create issue to flow and adding friction to user journey

New



Redesigned typography in the subtly taller white bar to improve accessibility, enhance visibility. Nav is now cleaner and more modern design.

Using the new tertiary lottie CTA buttons with micro-animation

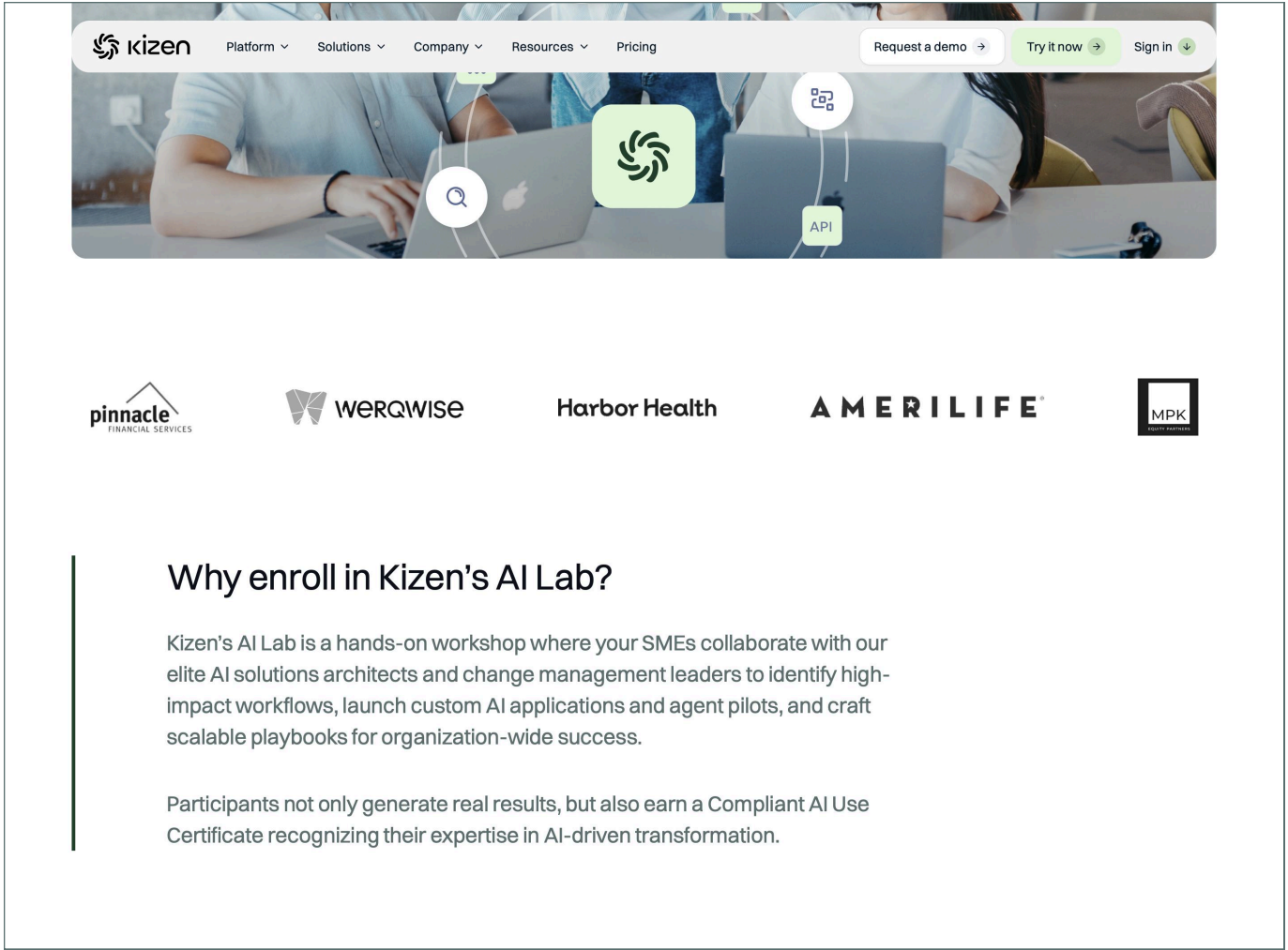
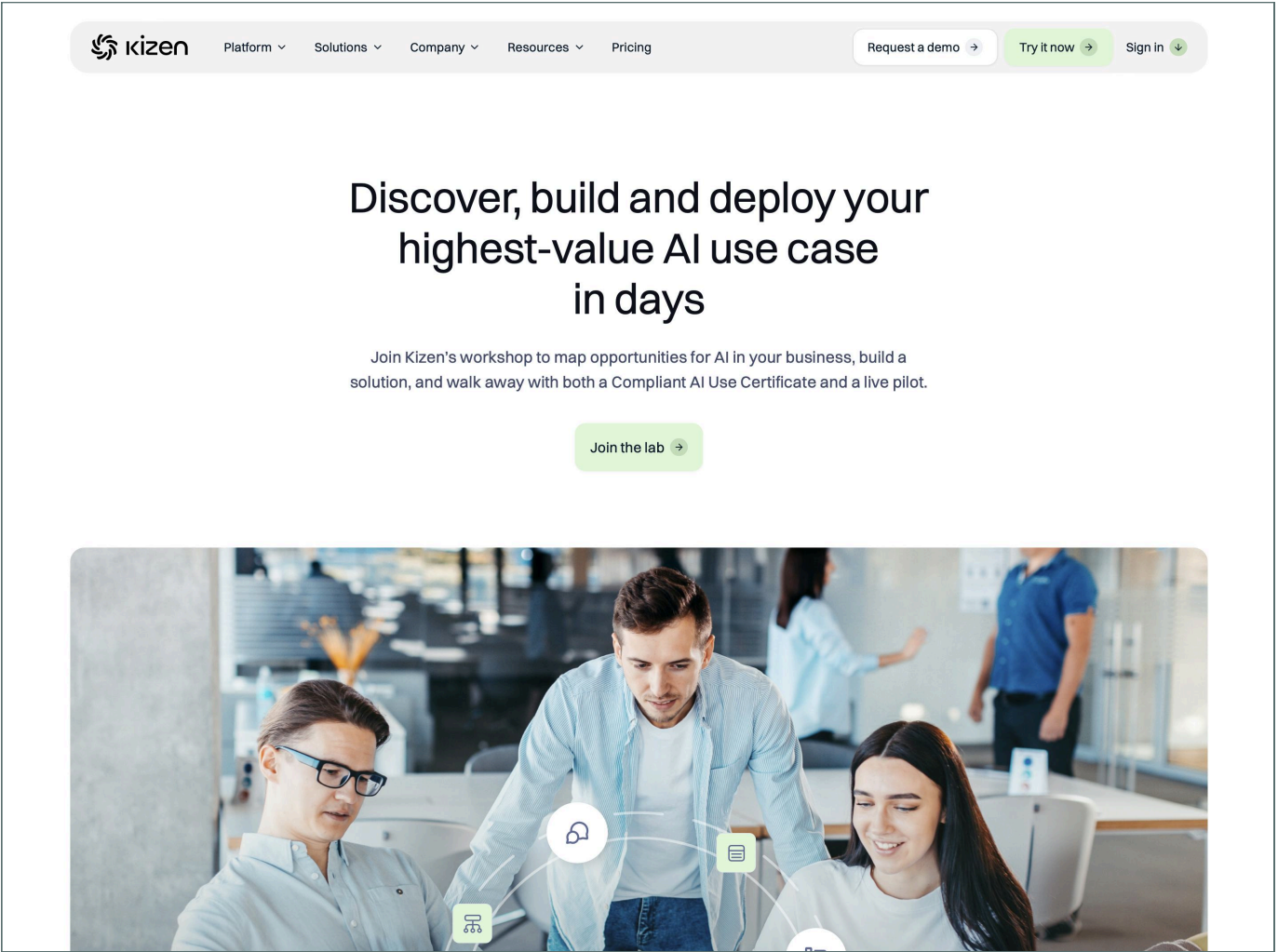
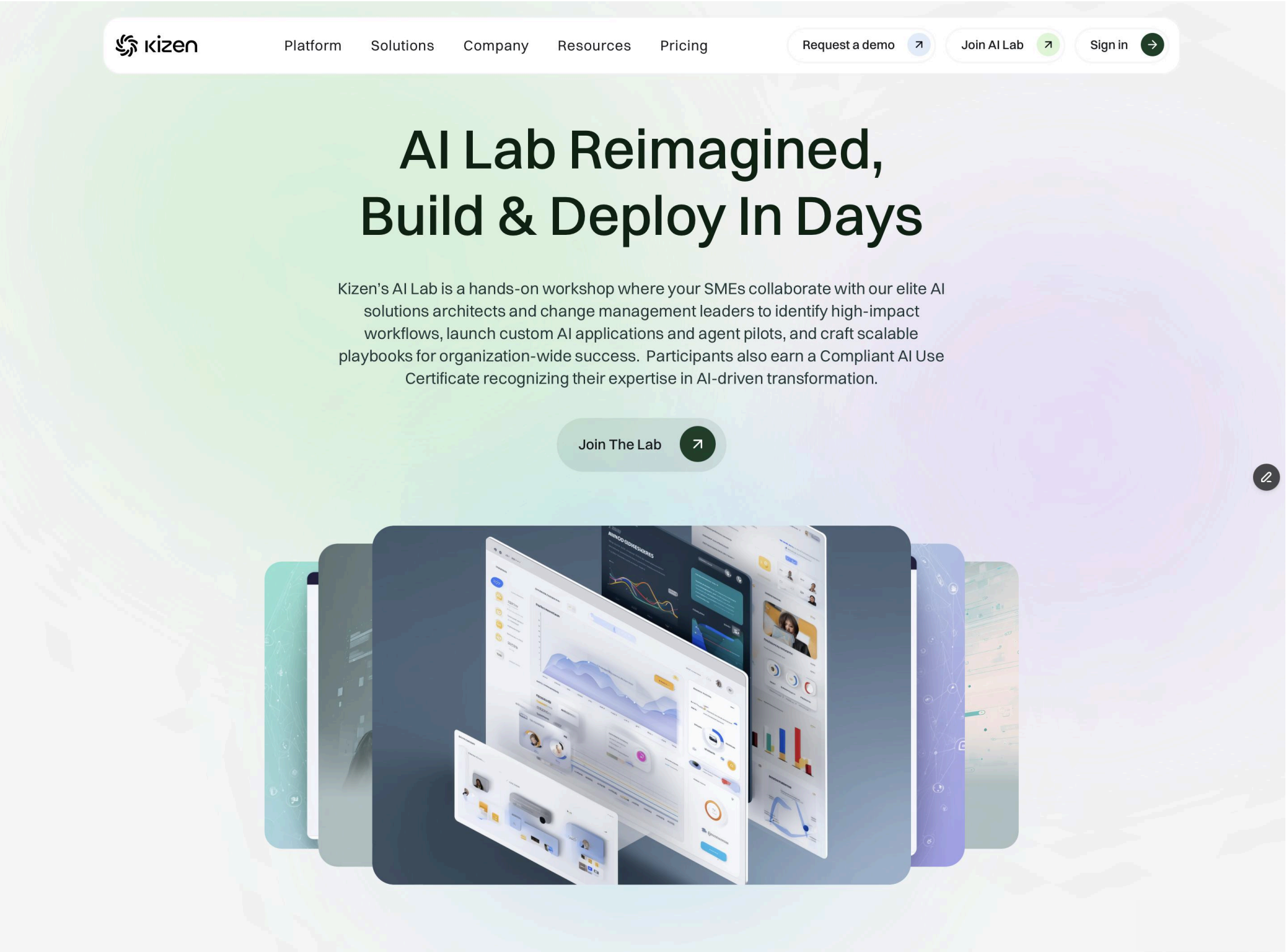
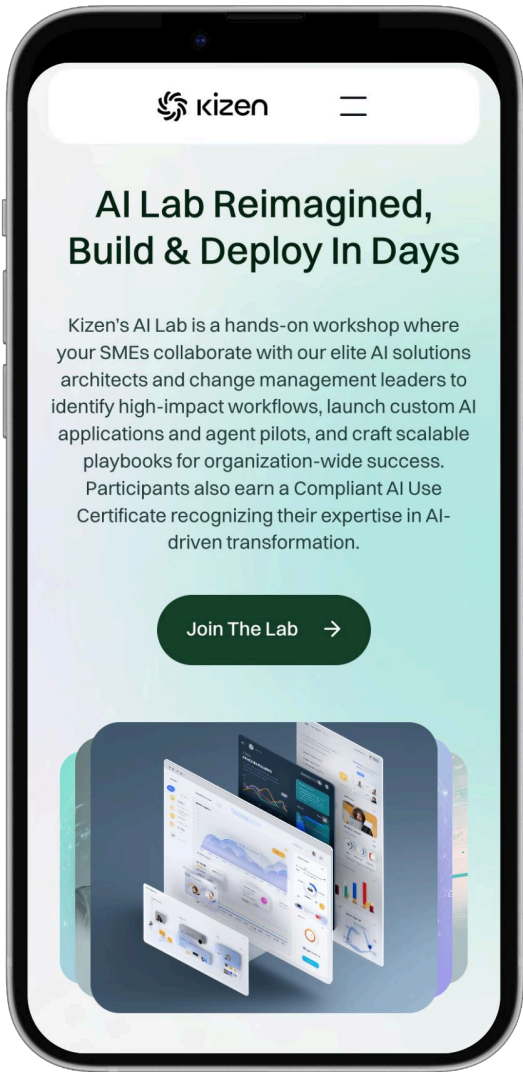
Clearer labels for AI Lab CTA. This is the main access to AI Lab landing page across the site.

ReDesign:

Sticky Nav Bar

New

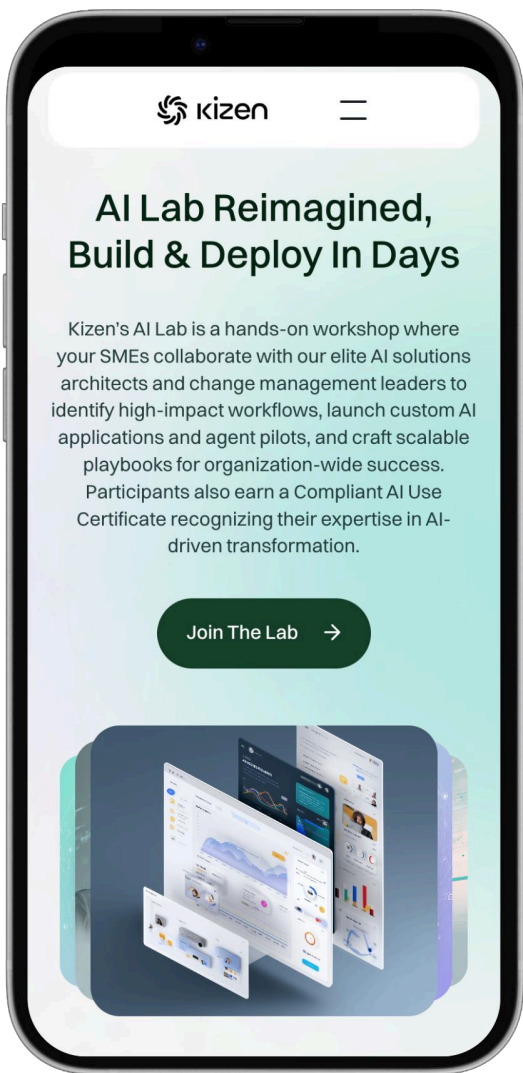
Old



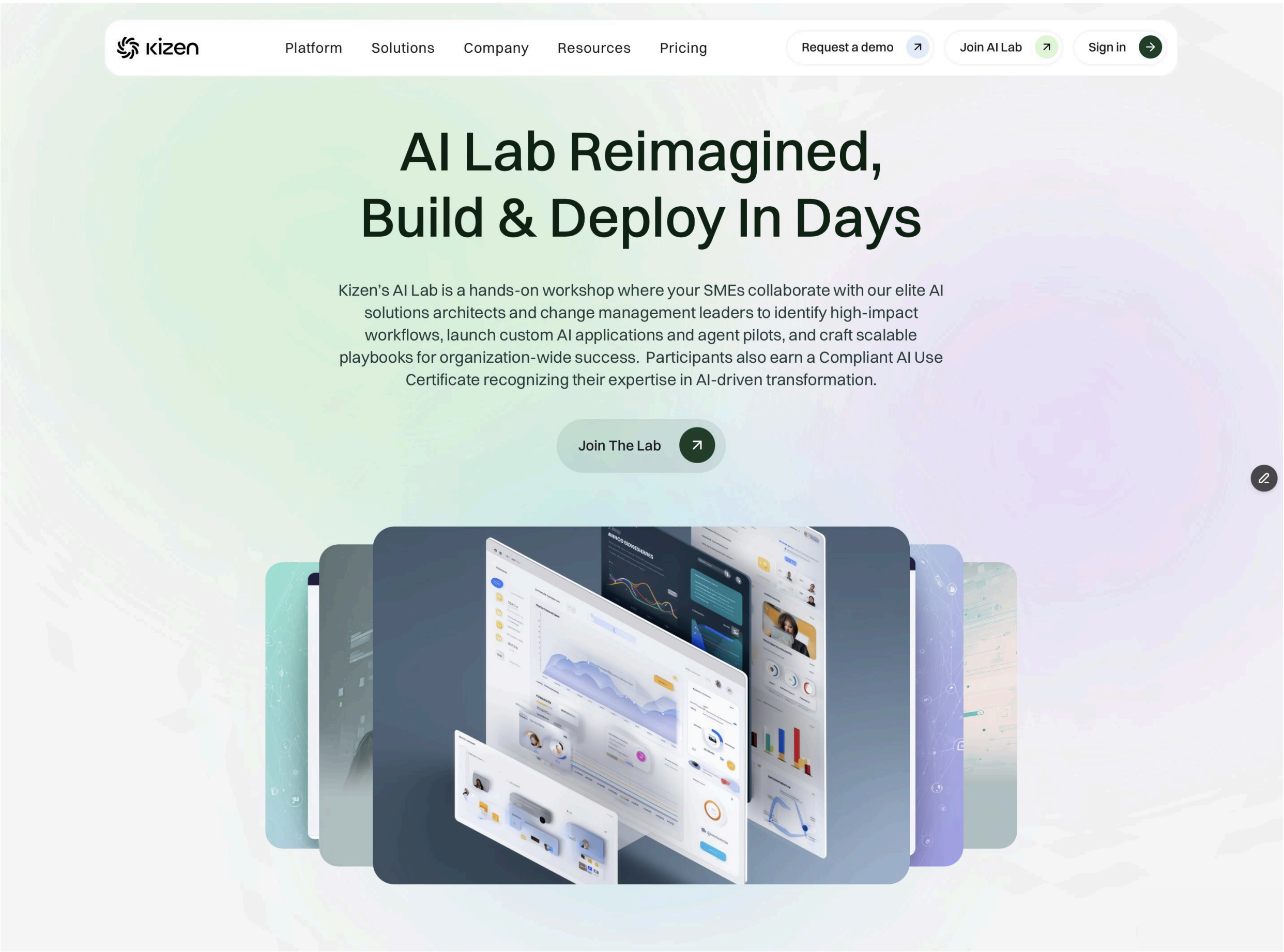
ReDesign: Hero Section

Old: Lengthy design, information scattered above/below the excessive size static hero image

The New Hero Section



CTA buttons that stand out
(to be A/B tested)



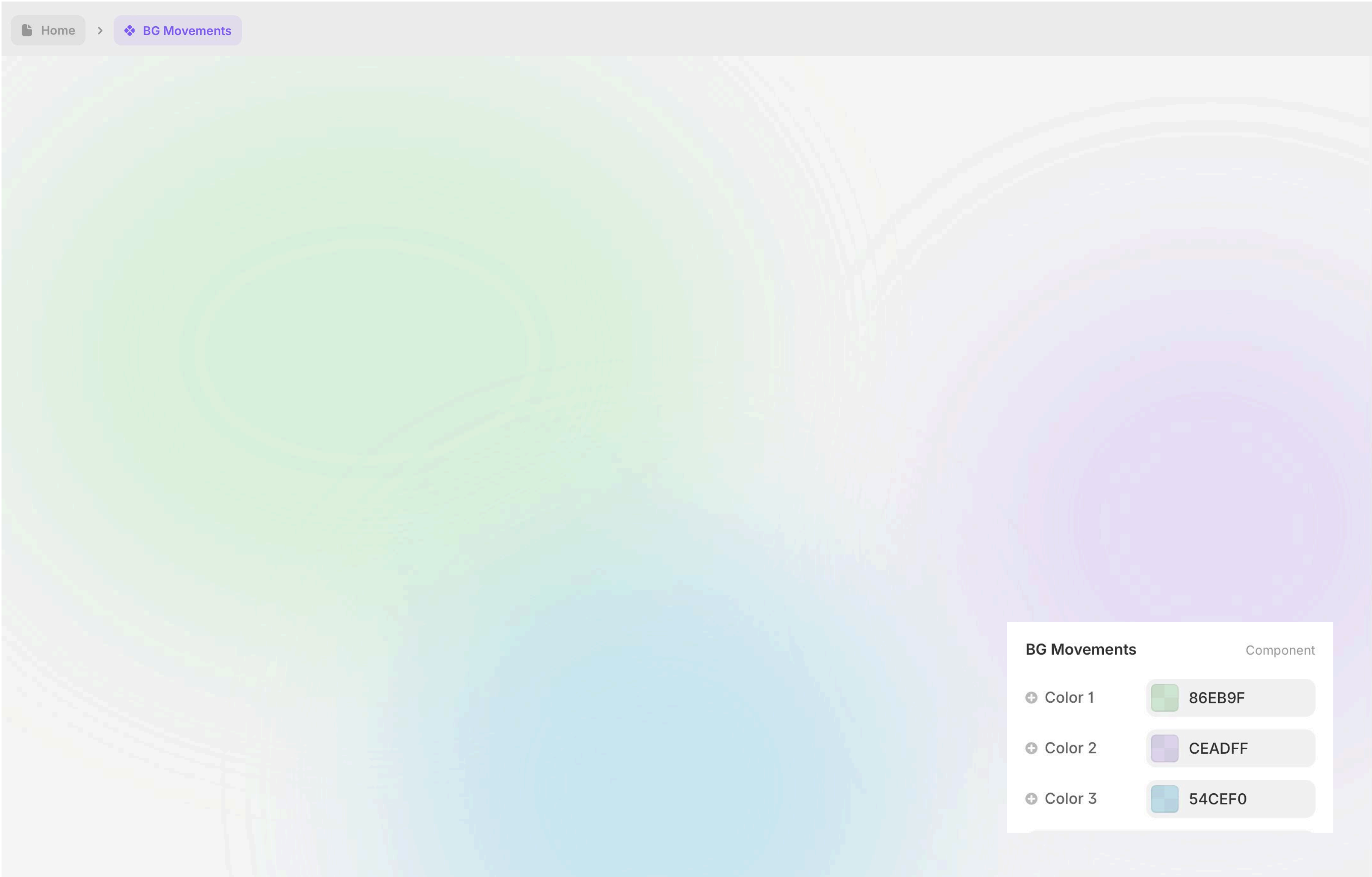
Nav bar with new buttons and
clearer AI Lab copy

Better typography hierarchy,
clearer headline message,
summarizing lengthy sections into
main paragraph in the hero

Dynamic colored BG movements,
creating AI ambience

Introducing image carousel to
maximize the number of feature
images while keeping the
dimension smaller, ensuring the
whole hero section approximately
stays above the fold across
different screen sizes

Creating AI Ambience with Dynamic Backgrounds

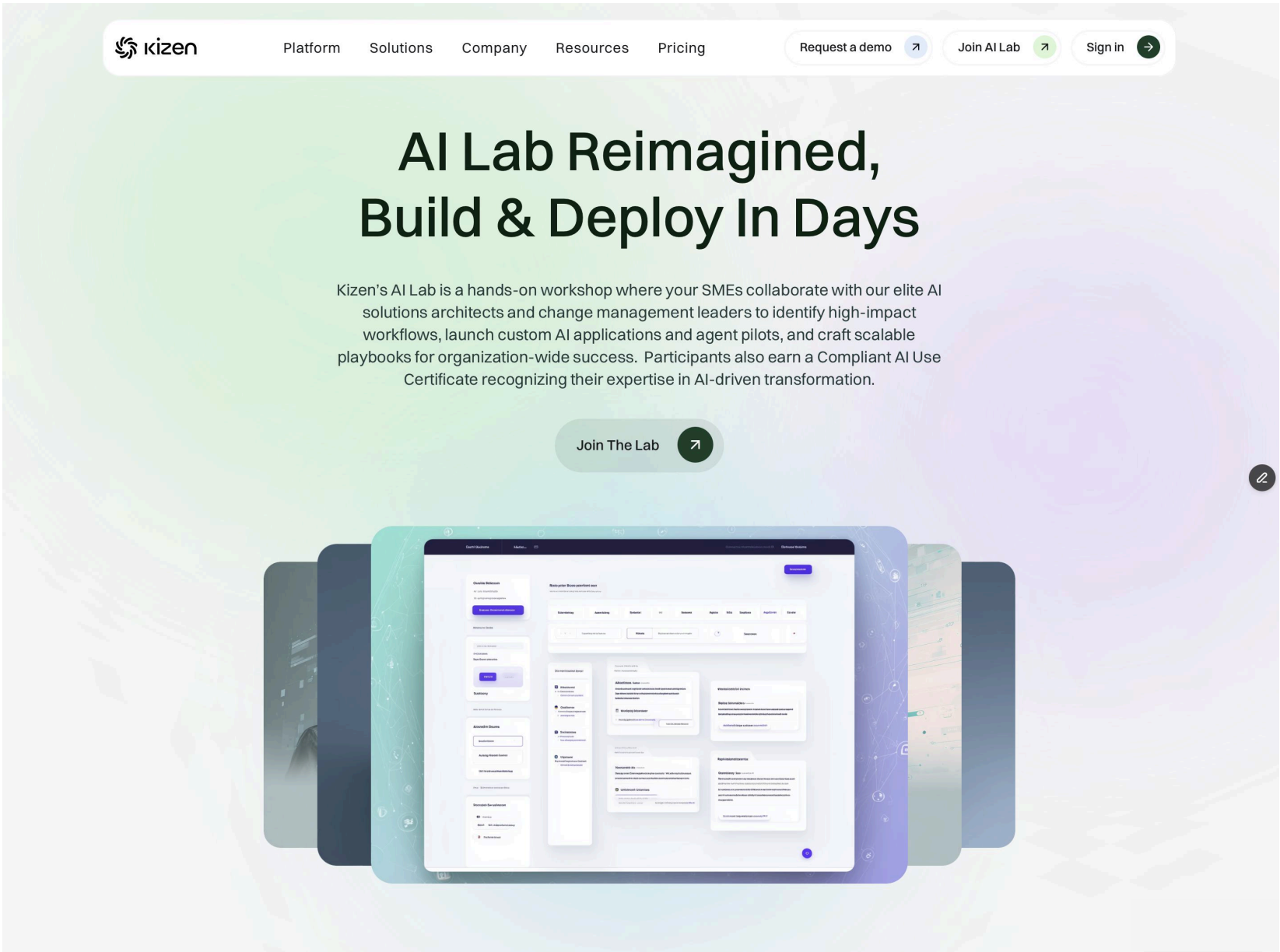
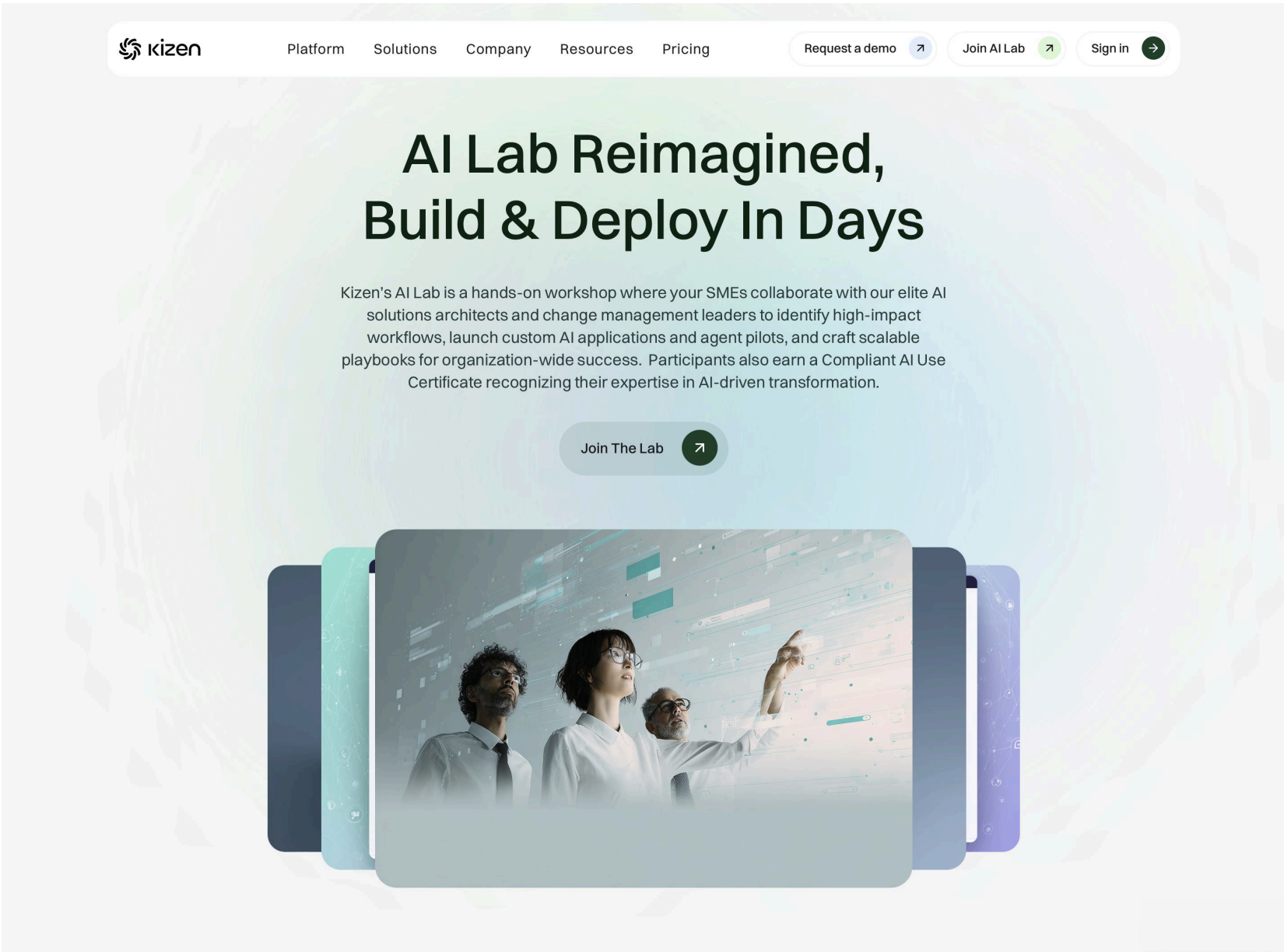
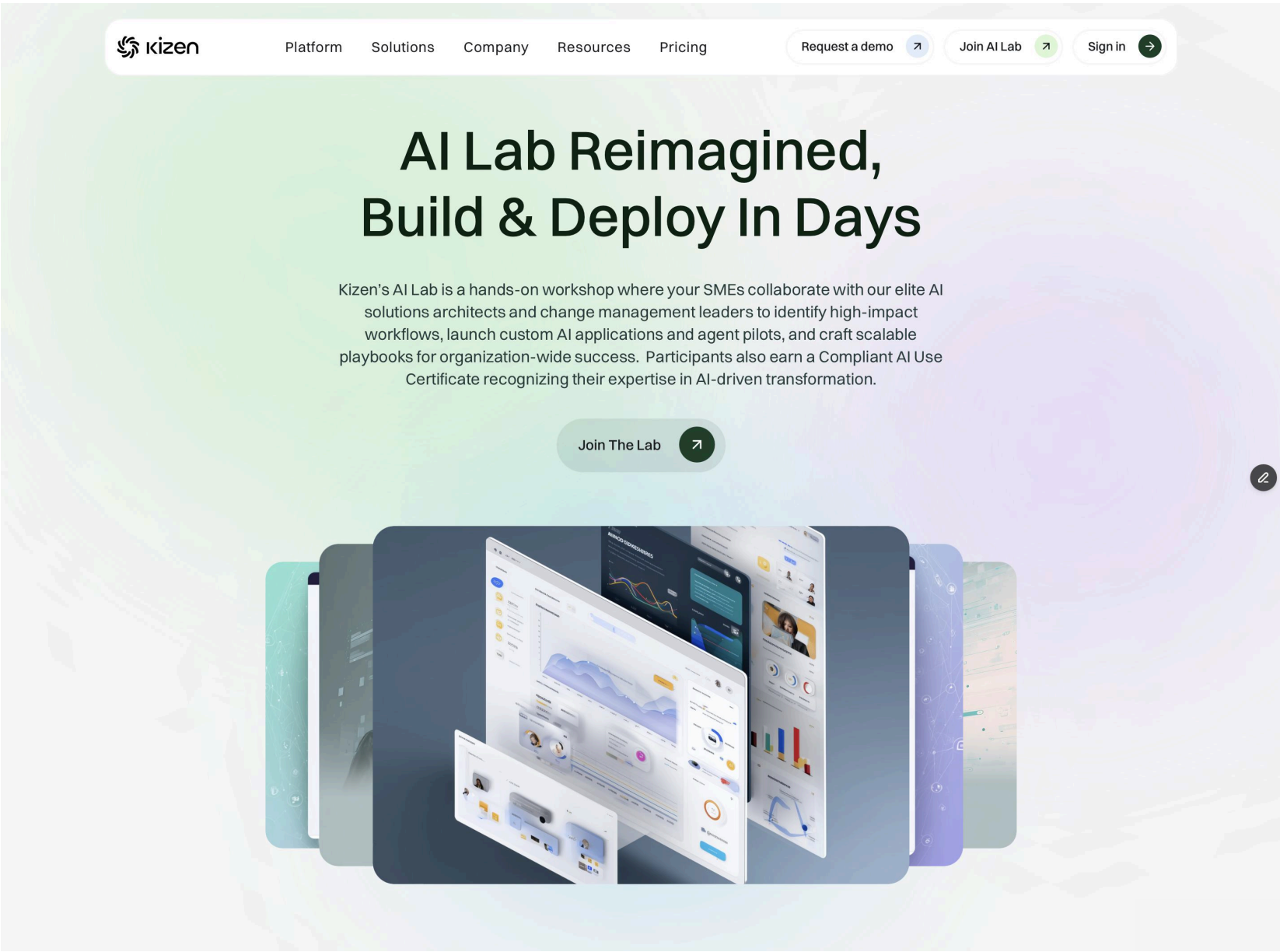


Using both the existing brand colors and the new complementary color, I created the soft gradients background with complementary colors, adding random movements to give a sense of AI-driven product to the featured hero section.

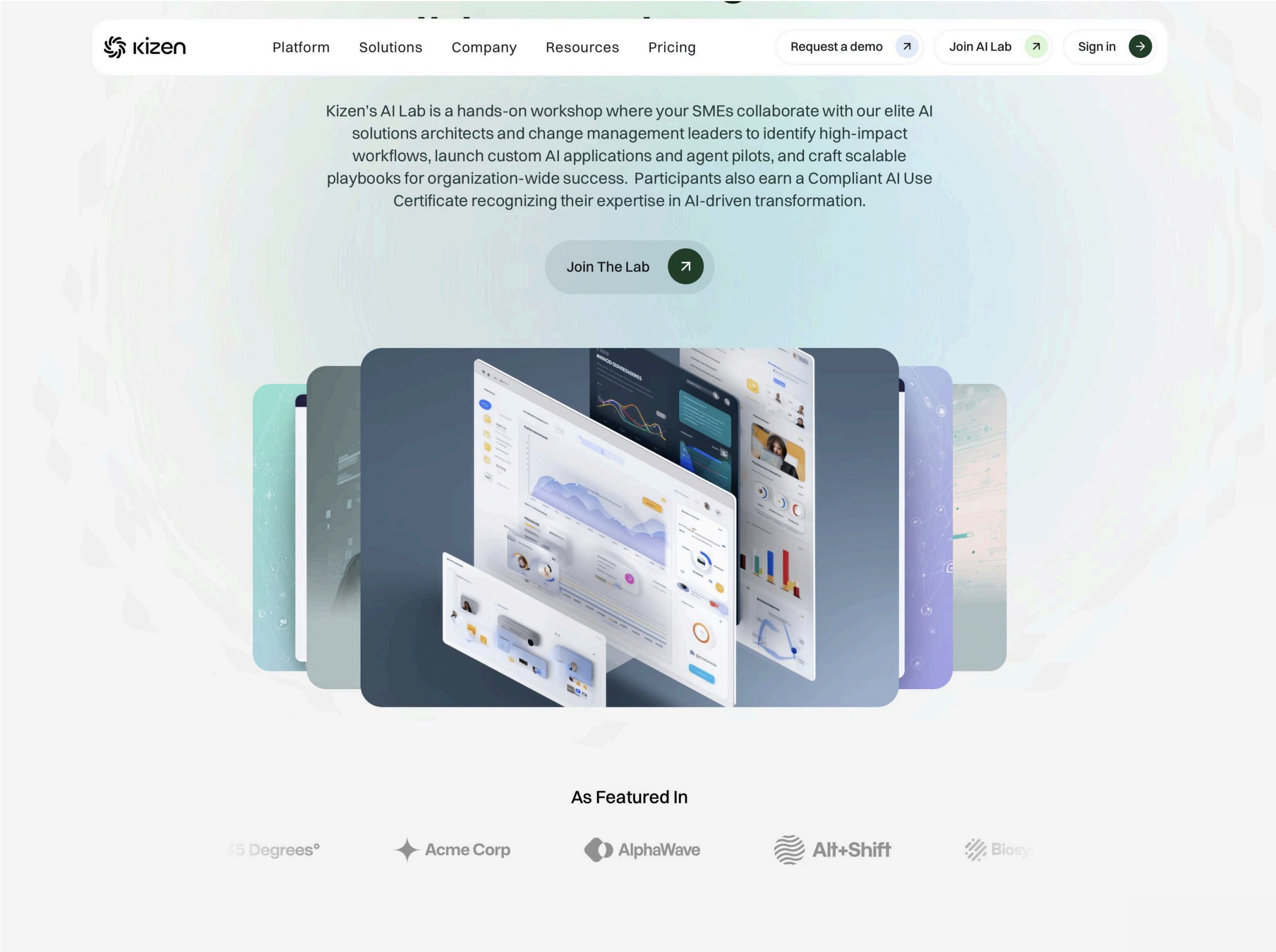
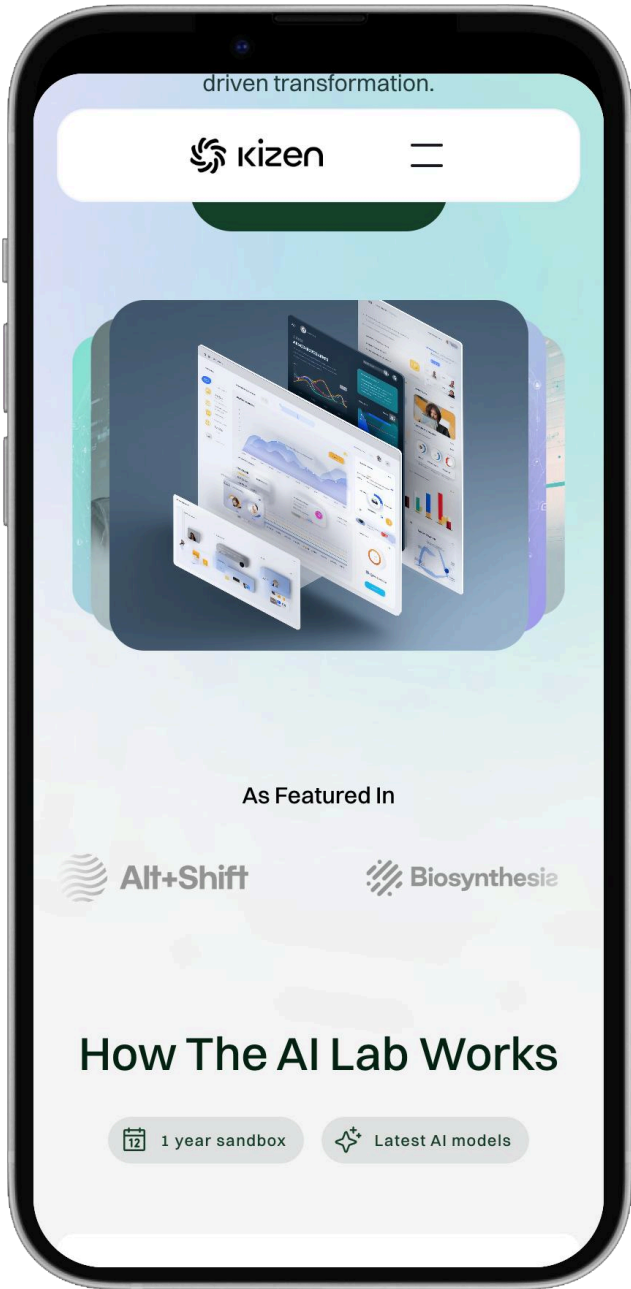
This effect can be achieved using pure **CSS** for seamless and continuous movements.

New Hero Image Carousel

Designed for maximum flexibility, to feature up to 3 images/products. The carousel is automatically rotated or can be manually shuffled. It is also built in CMS for easy update.

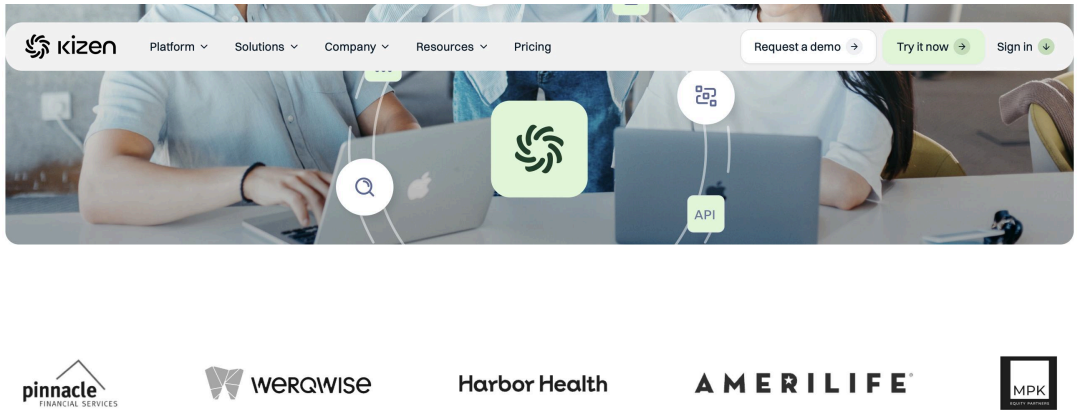


Company Logos Carousel



New

Company logos in a scalable animated carousel allows for growing list of companies



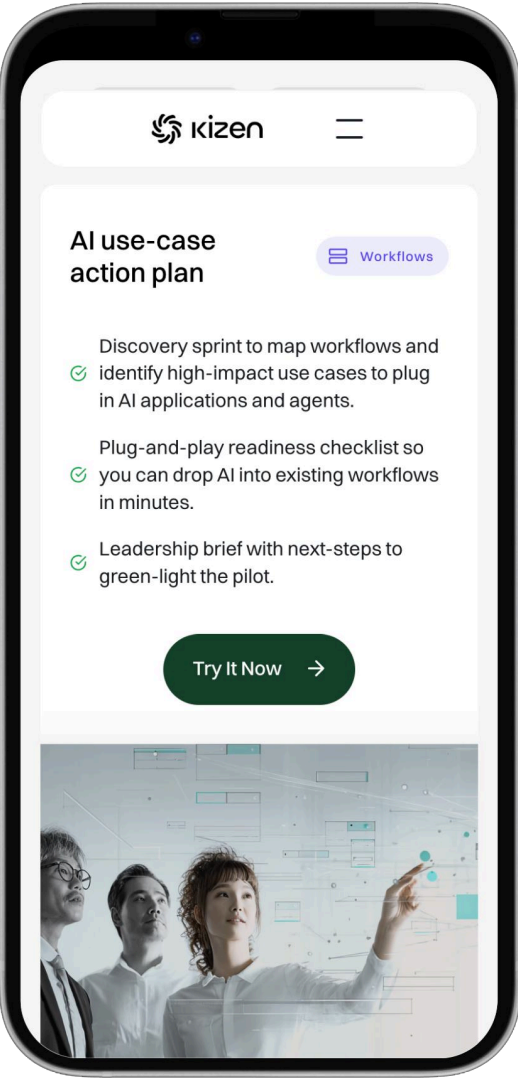
Old

Static company logos, difficult to update/scale

ReDesign: Feature Section

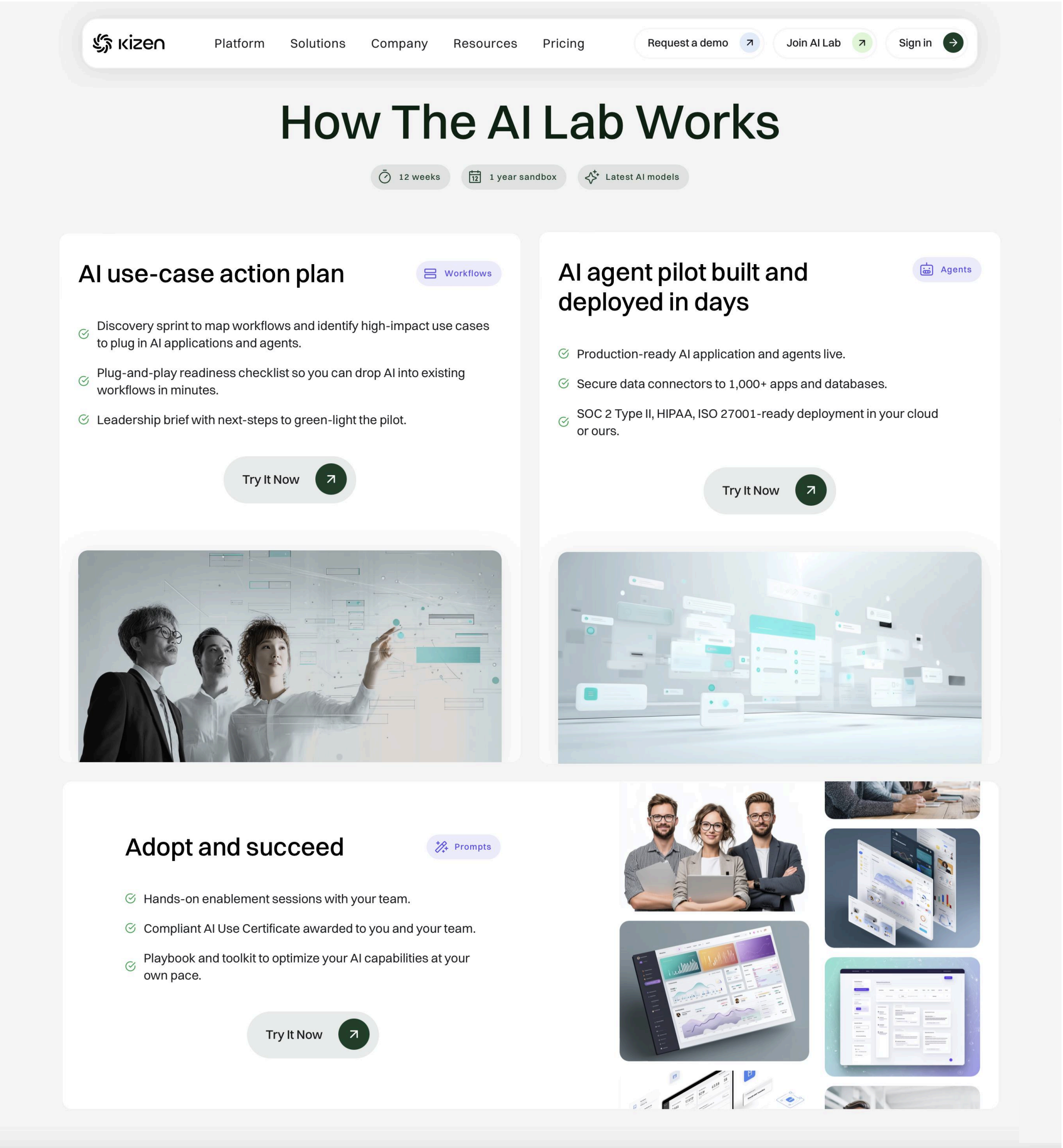
Content is now neatly organized in **modular style cards**, displays better content hierarchy and reducing page length being able to have 2 columns side by side cards.

The new **badges** help summarize important content, reduce cognitive load by providing a compact and scannable visual cue.

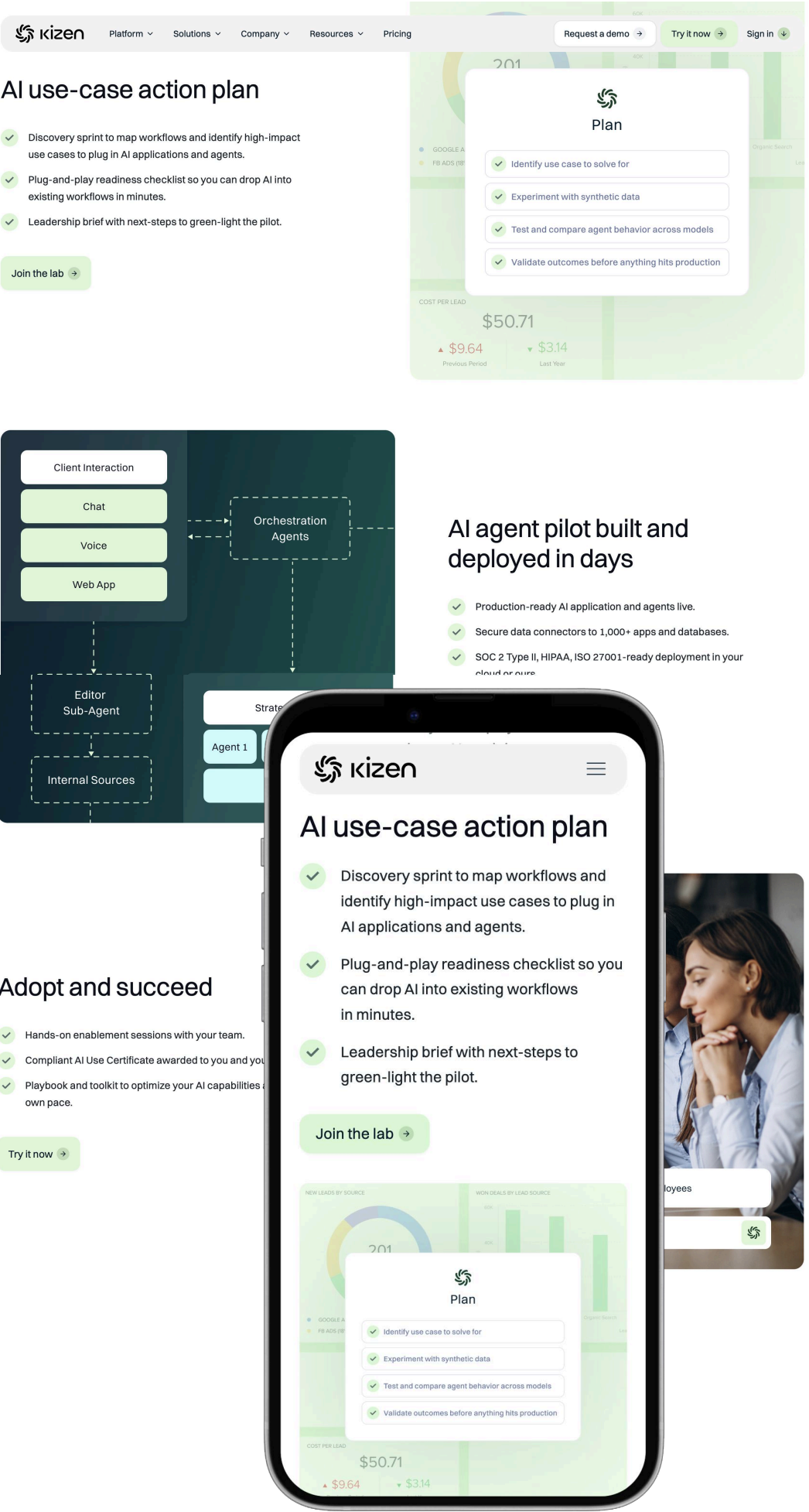


New

The same content + more can be easily scanned in a much shorter page length



Old



Modular Cards

Cleaner, more organized and scannable content in modular responsive card system also makes it **efficient for teams to customize content quicker and easier.**

Card 1
Static image

Desktop

AI agent pilot built and deployed in days

Agents

- ✓ Production-ready AI application and agents live.
- ✓ Secure data connectors to 1,000+ apps and databases.
- ✓ SOC 2 Type II, HIPAA, ISO 27001-ready deployment in your cloud or ours.

Try It Now



Tablet

AI agent pilot built and deployed in days

Agents

- ✓ Production-ready AI application and agents live.
- ✓ Secure data connectors to 1,000+ apps and databases.
- ✓ SOC 2 Type II, HIPAA, ISO 27001-ready deployment in your cloud or ours.

Try It Now



Mobile

kizen

AI agent pilot built and deployed in days

AI Agents

- ✓ Production-ready AI application and agents live.
- ✓ Secure data connectors to 1,000+ apps and databases.
- ✓ SOC 2 Type II, HIPAA, ISO 27001-ready deployment in your cloud or ours.

Try it now



Card 2
Animated carousel

Adopt and succeed

Prompts

- ✓ Hands-on enablement sessions with your team.
- ✓ Compliant AI Use Certificate awarded to you and your team.
- ✓ Playbook and toolkit to optimize your AI capabilities at your own pace.

Try It Now



Adopt and succeed

Prompts

- ✓ Hands-on enablement sessions with your team.
- ✓ Compliant AI Use Certificate awarded to you and your team.
- ✓ Playbook and toolkit to optimize your AI capabilities at your own pace.

Try It Now



kizen

Adopt and succeed

Prompts

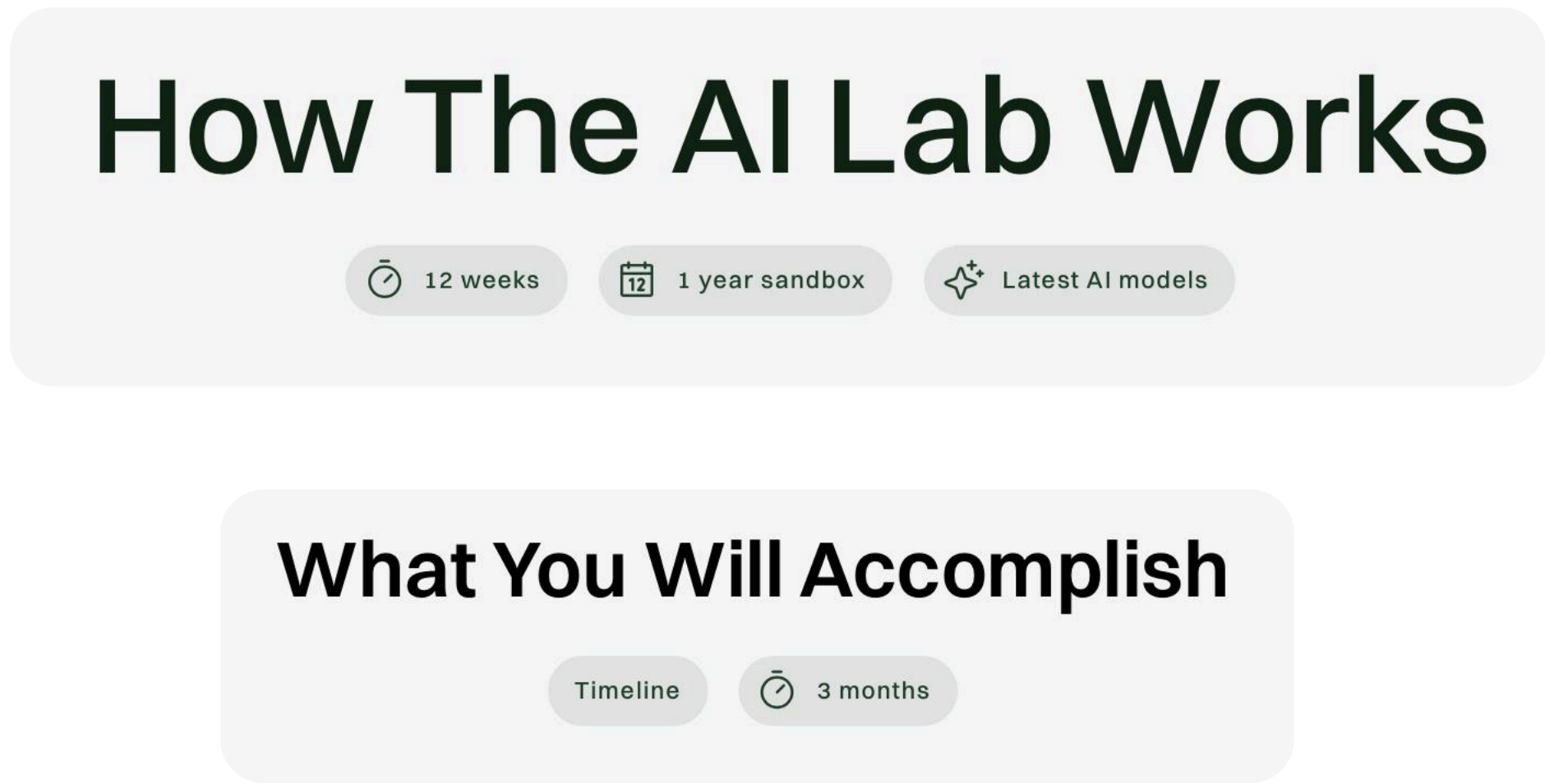
- ✓ Hands-on enablement sessions with your team.
- ✓ Compliant AI Use Certificate awarded to you and your team.
- ✓ Playbook and toolkit to optimize your AI capabilities at your own pace.

Try It Now

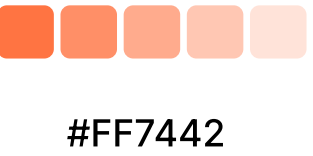
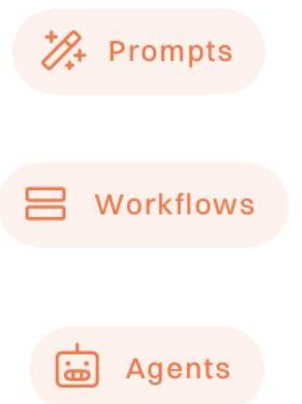
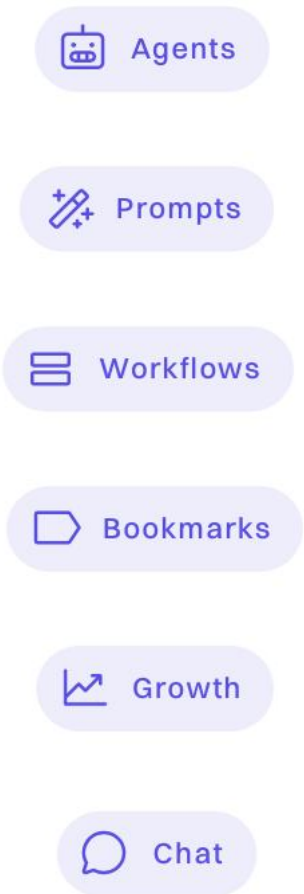


Badges

I introduced badges to the design to visually help summarize and organize important content that scattered across the pages in the old design, making it easier for users to scan. Some of the relevant information wasn't on this landing page but on the form submission page (program duration, the length of access...etc.), **using badges to summarize these crucial info on the same page, creates leaner flow, saving users from having to click or read through details to understand it.**



Using color-coded badges helps create hierarchy and reduces cognitive effort. IE; Using primary forest green badges to clarify the main section headline, using complementary accent colors for badges on modular cards. **Badges can be used with or without icons.**

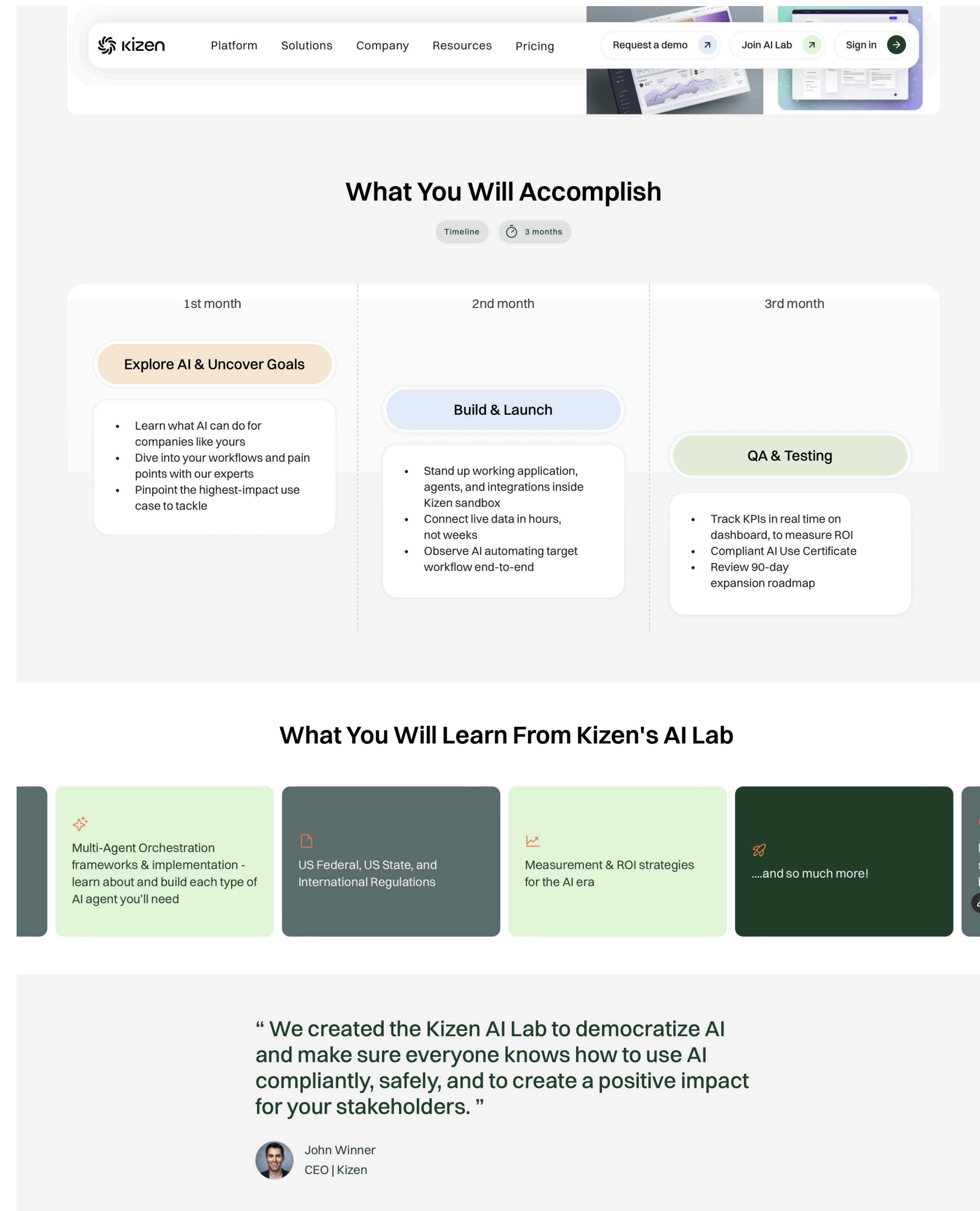


Timeline, Info Card & Testimonial

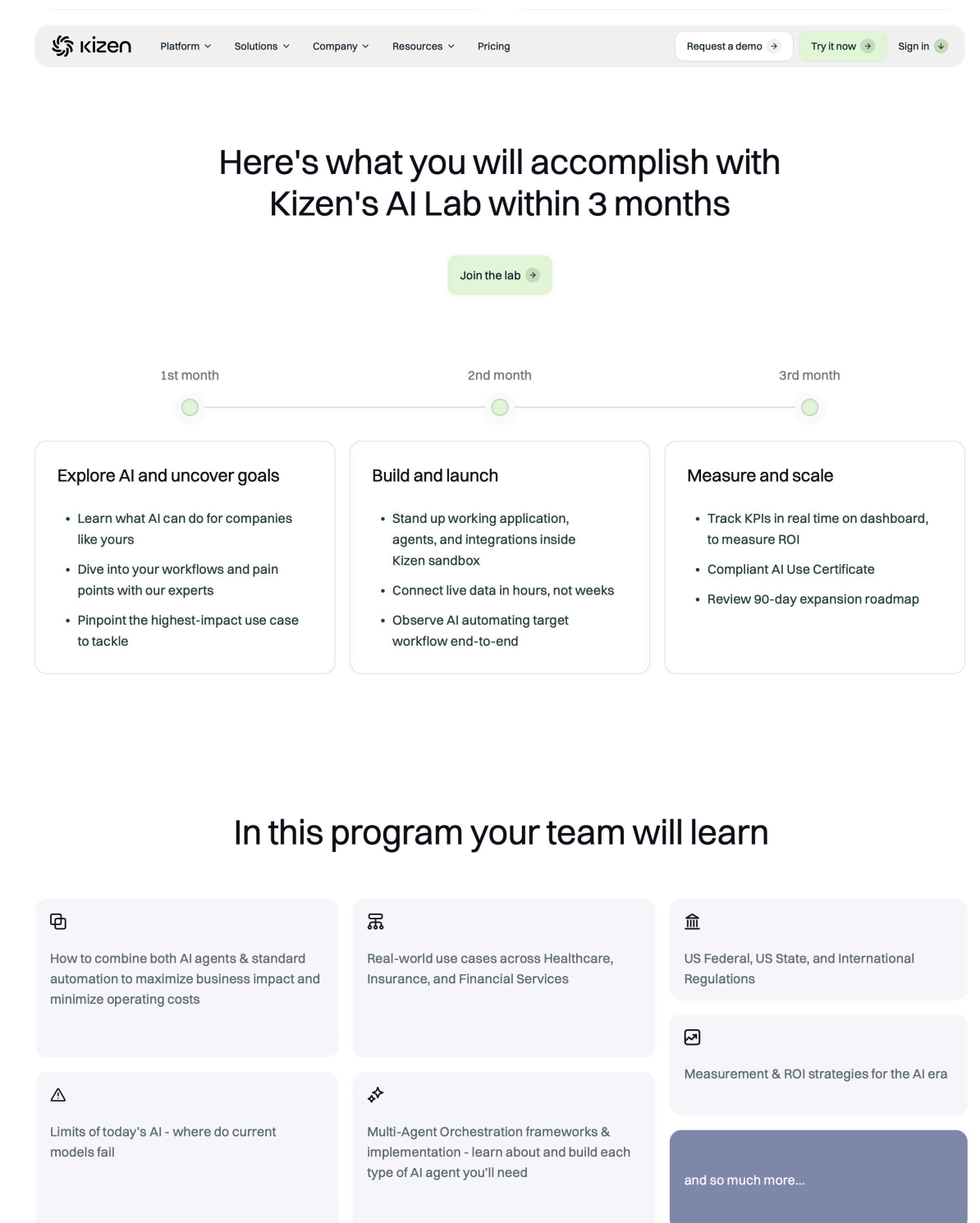
Interactive
timeline with
micro-animation
when scrolled

Info cards in animated carousel

Testimonial



New



The Kizen AI Lab is a safe place to work where there is separation, privacy and the ability to try things without risking data leaks that could impact business members.

Kizen Lab Member

Old

In the most important section with action to gain conversion, the new design addresses all the issues from discovery stage, **offers the sign up form right on the same AI Lab main page.**

In the most important section with action to gain conversion, the new design addresses all the issues from discovery stage, **offers the sign up form right on the same AI Lab main page.**

Solutions

Please refer to the problem findings on the old design (right), presented with the redesigned solutions (left)


[Platform](#)
[Solutions](#)
[Company](#)
[Resources](#)
[Pricing](#)
[Request a demo](#)
[Try it now](#)
[Sign in](#)

- ✓ 12-week course and 1 year sandbox
- ✓ Access to all the latest AI models
- ✓ Prototype to production in minutes

No sign up form in this section!
The CTA linked to another landing page to submit the form with all other redundant content similar to this page

Instead of the CEO quote, a real AI Lab participant's testimonial could help motivate and create trust.

Tool and strategies modern teams need to help their companies grow.

The Blog CTA takes users away from AI Lab form page!

[See all posts](#) →

When there are many unclear call-to-actions on a lengthy page and the final action is hard to find (form submission), the flow becomes difficult and less effective. Visitors are less likely to explore more pages or engage deeper with the content, in this case, another dedicated blog page (which can be accessed from the main sticky NAV). **Perhaps the blog section should be in a compact modal or banner.**

Insurance
command
business I

Insurance automation is becoming increasingly important for insurance companies, agents, brokers, claim adjusters, and data privacy officers in today's digital age.

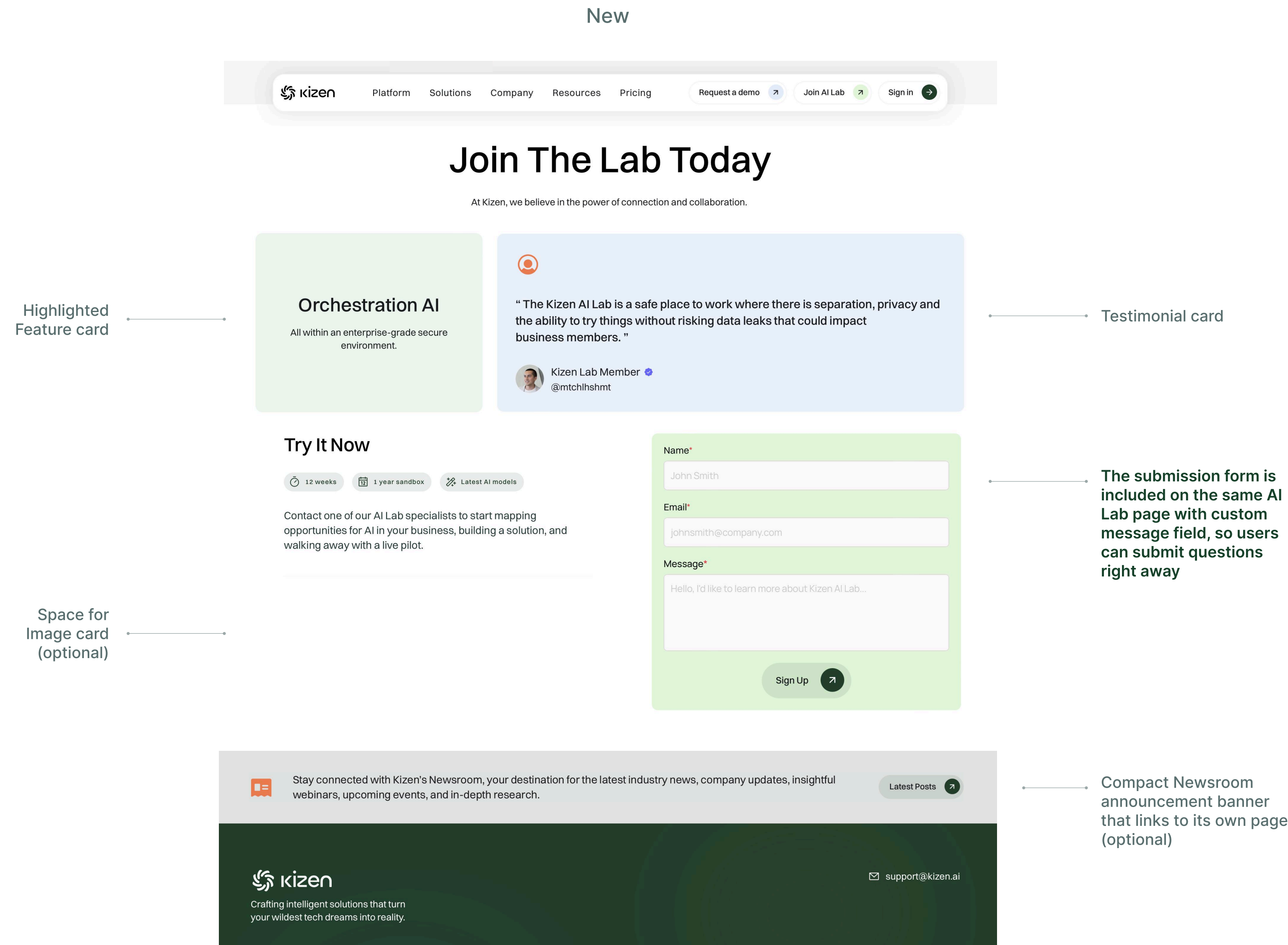
ed from the main
the **blog section**

Many companies struggle to keep up with the ever-changing world of business, often due to inefficient processes that lead to wasted resources and missed opportunities.

Software adoption best practices and tips for companies

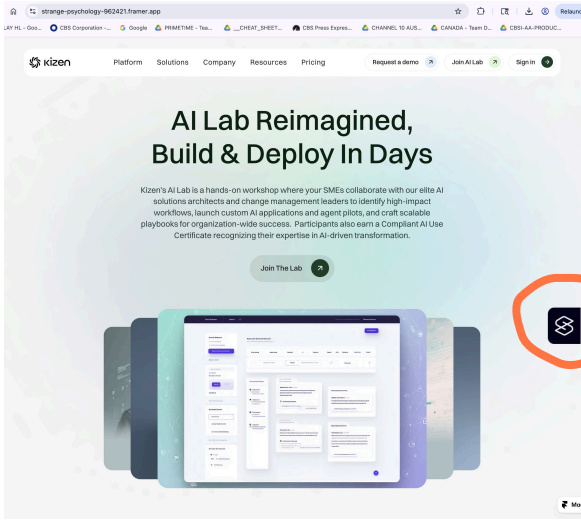
Technology is advancing rapidly, and the need for organizations to adapt to new technologies is becoming increasingly important.

The Final Action Section Revamp



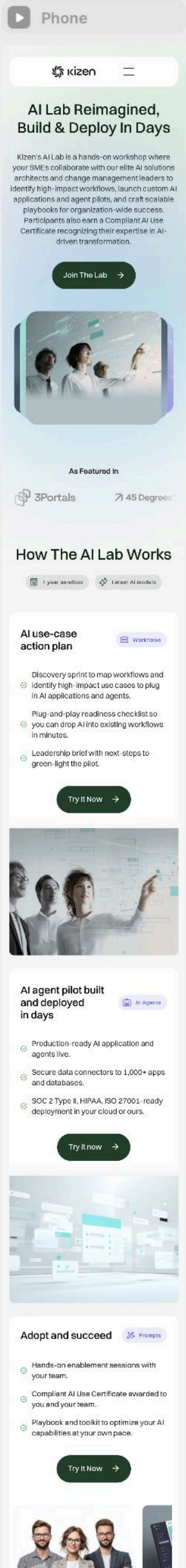
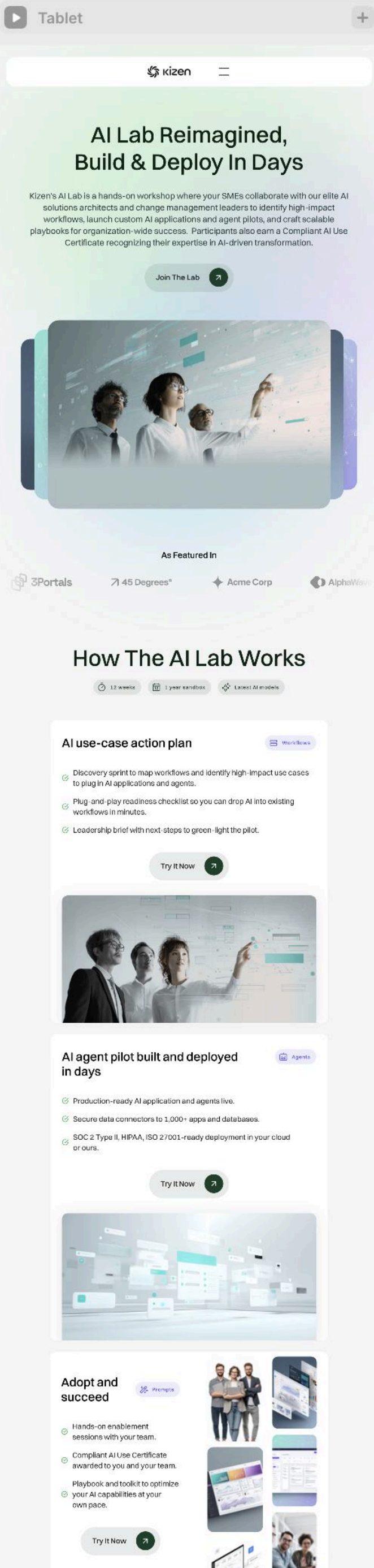
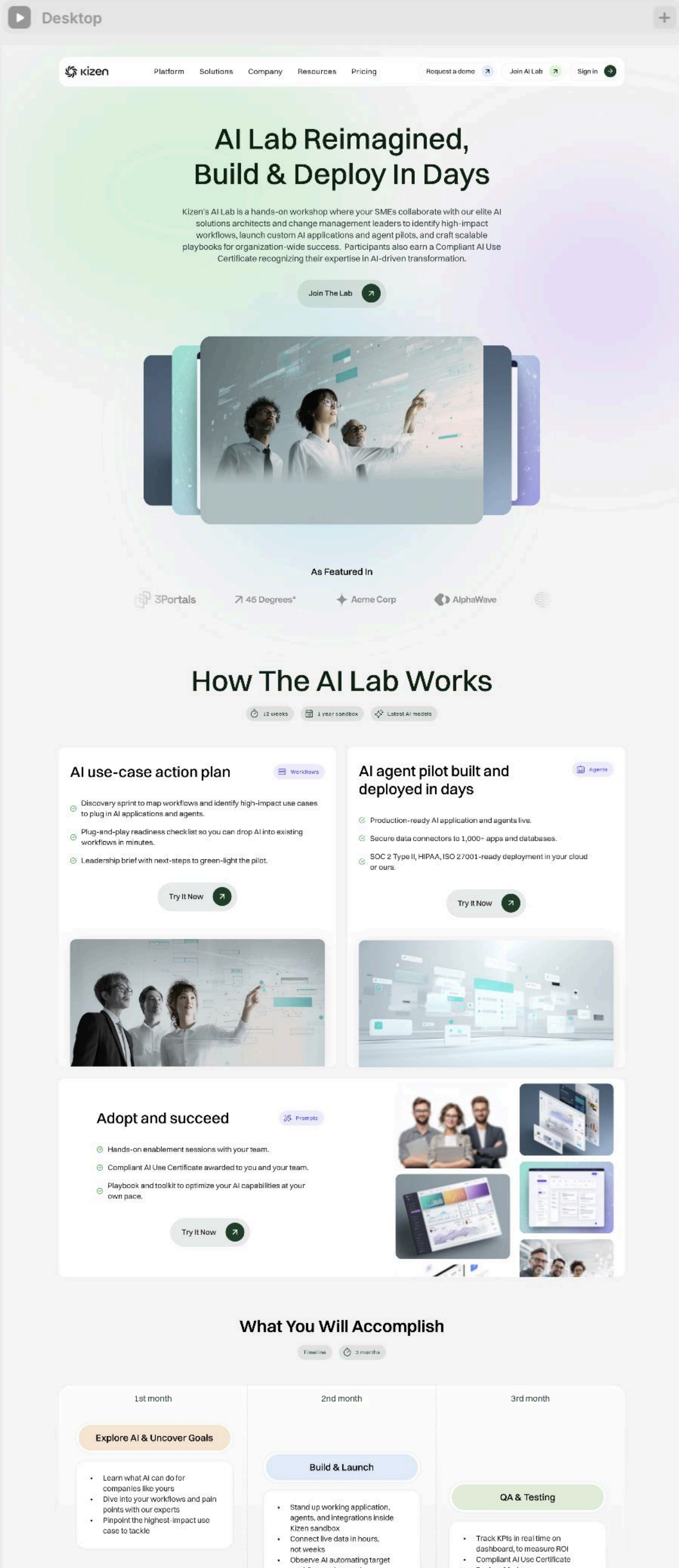
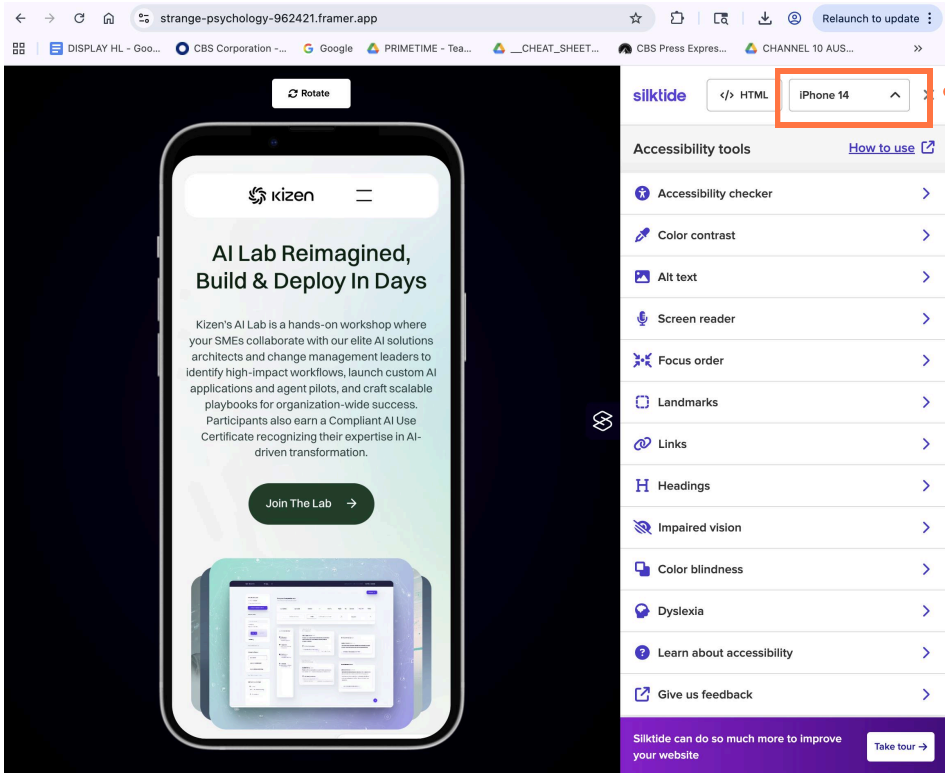
Click here to view Prototype

To view mobile prototype
(different CTA buttons)
please download 'SilkTide'
Chrome extension



Once SilkTide extension is installed on Chrome, a small tab appears on the right side. On desktop prototype page (prototype link above), click on this little black 'S' tab.

Select 'iPhone 14' from the pulldown list.



04 WIP / Validate

WHAT'S NEXT

Checking Off All The Boxes From ~~Design Proposition~~

WIP Outcomes



Significantly increases CTA buttons visibility

- CTA button is now larger, in higher contrast color to ensure they're noticeable and effectively guide visitors to perform the priority actions
- Micro animation on hover and press stages not only respond to user interaction but encourages engagement and guide them to take a desired action, like clicking a button, improving the efficiency and flow of the UX



Improves flow

- Form is now on the same AI LAB landing page
- All AI Lab CTA buttons from the home page, sticky NAV to this landing page linked to the submission form to ensure smooth user journey that leads to conversions



Revises UX copy

- CTA copy on the main sticky NAV was revised to say 'Join AI Lab' instead of 'Try It Now', more clear and concise
- Headlines and copy were revised to be shorter and more focused to optimize mobile experience



Reduces page length

- Badges are used in the design to help summarize crucial info, help reduce page length significantly and reduce users cognitive efforts



Uses accent colors

- A couple accent colors were added to the system
- They create visual hierarchy, highlight important info, helping users quickly scan and understand the content

Looking At

What's Next...

Next step is to validate all my new design, more to come...

1

To conduct broad user testing between the old vs. new AI Lab pages

Metrics will be used to iterate the design on the next stage

2

To conduct A/B testings on a few UI elements such as CTA buttons, UX copy for headlines / buttons / form etc.

Using A/B testing tool such as Optimizely to test

3

To finesses the final art direction on the overall images

I created all the images here as placeholders using Midjourney. The general image art direction is clean, modern and tasteful

Thank You

Shari Chittchang

cnamwan@hotmail.com • 347-451-0472