



ELMORE VILLANUEVA | CASE STUDY

SUMMER 2018

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# PROJECT DEFINITION

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## **PROBLEM**

Not enough traffic and page views are in existed in the 'Buyer's Guide' page. No user flow that connects from the homepage, to article, to buyer's guide page. Content is clutter and counter intuitive which creates a distortion in the user journey, with results of user drop outs within 2 clicks.

## **SOLUTION**

Create a user flow that connects the user from homepage, to article, to buyer's guide. Content must be seamless and intuitive to transition the user efficiency and effectively. A linear user flow will be must impactful with out disrupting the user flow. Flow will consist of 5 clicks to get user to homepage to buyer's guide.

## GOALS

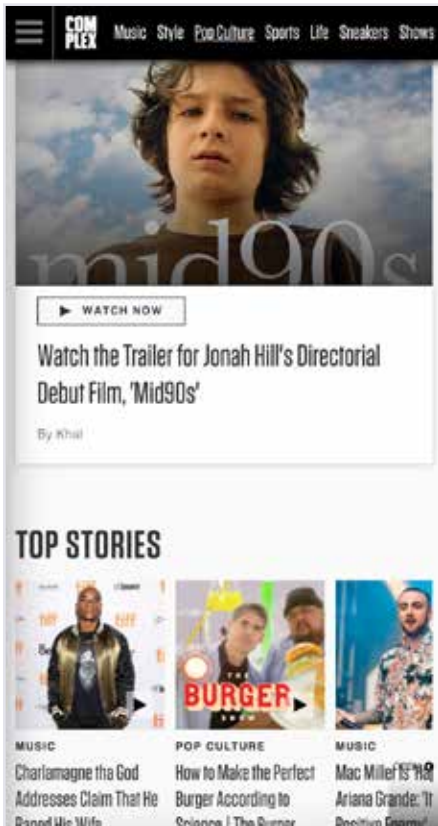
Structure content in a way that encourages interaction, easy skimming, and accessible entry and exit points. Enable users to effortlessly lead towards the 'Buyer's Guide' page, which will empower the user to take control over the content that's provided. How the user interacts within the content, and basic styling that supports our goals.

# RESEARCH

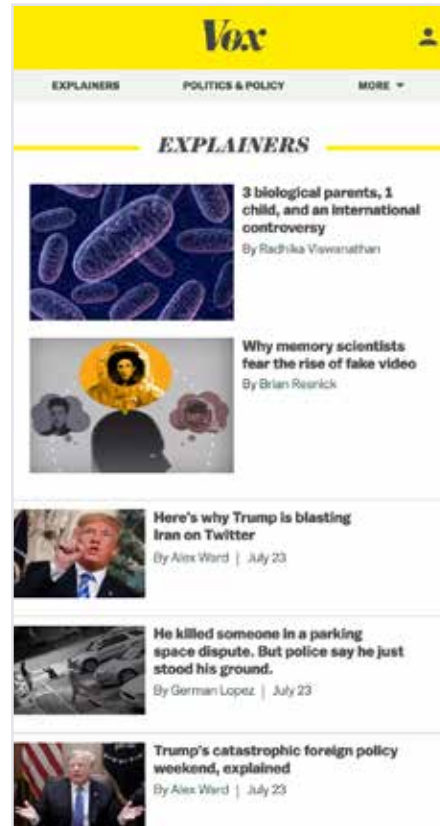
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# UI PATTERNS



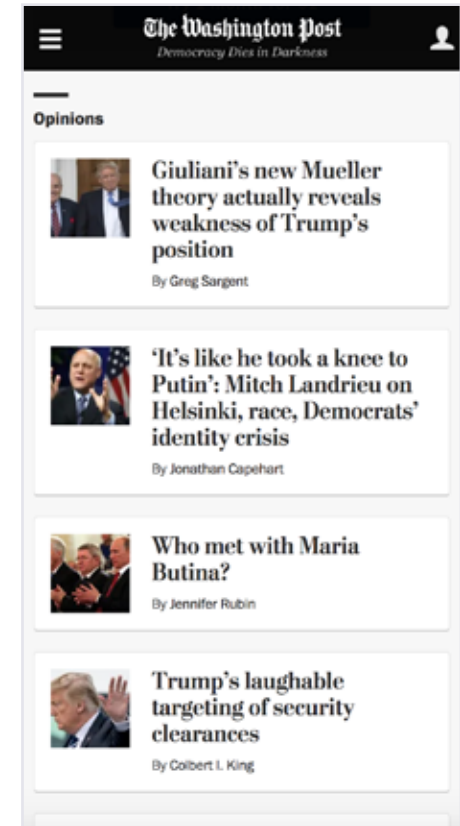
Complex Media



Vox Media

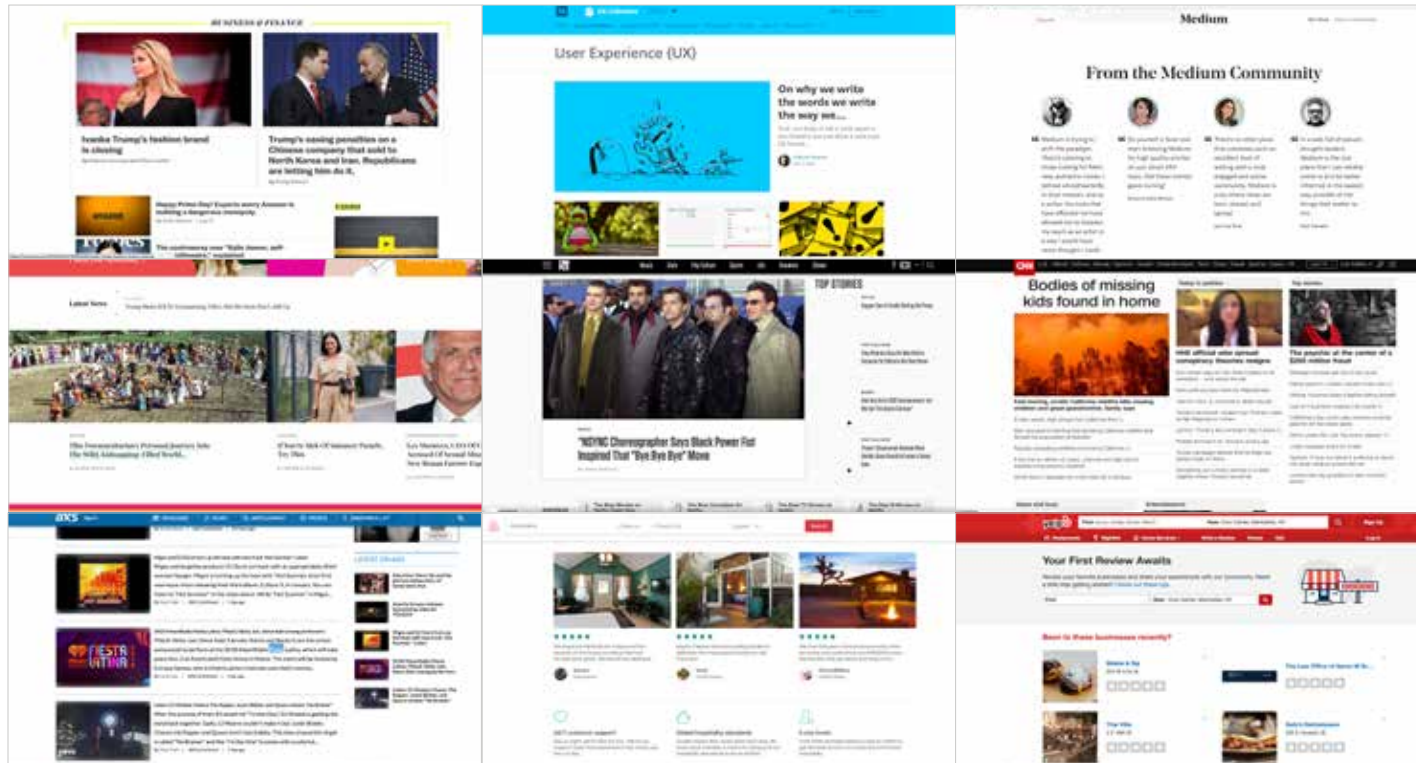


Refinery29



The Washington Post

# UI INSPIRATIONAL / MOOD BOARD





# USER STORIES / USER FLOWS

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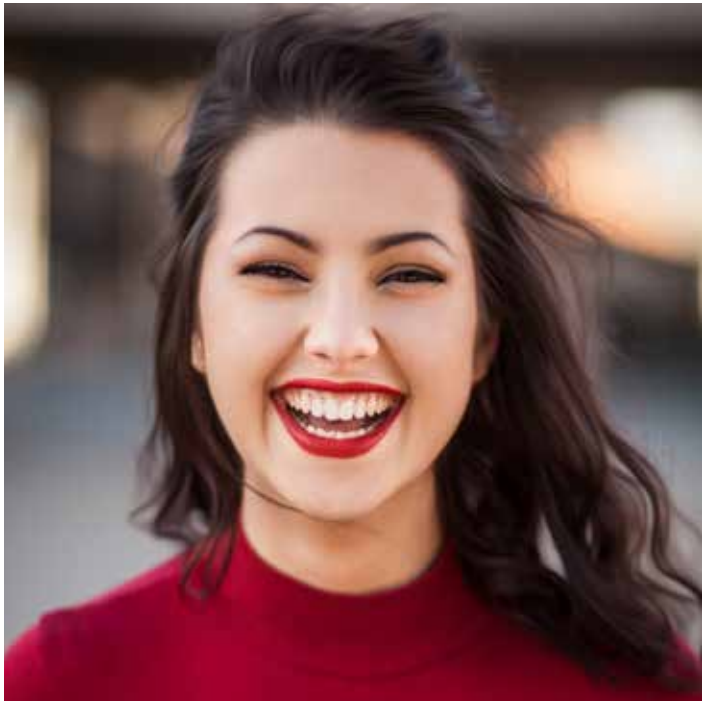


## **PETE** (Curiosity)

**AGE:** 20

**MOTIVES:** Discovery and curiosity of Centsai stories.

Pete is finance student who is always on the lookout for the latest finance news and trends. While commuting to his job on the busy subway, he makes it a point to scroll through his news feed (on his phone), where he follows finance content such as CNN, Washington Post, Huffington Post etc. He's an avid user of his social media platforms.



## **JANE** (Content Collector)

**AGE:** 29

**MOTIVES:** Planning and researching on owning her first home.

Jane has taken on planning to own her first home. She wants to stay up to date with current trends and anything relevant to her home planning needs. As a doctor she is very busy and has extremely long shifts. Her lunch and her commute to work are her only free times during the day, she is trying to collect content that will inspire her for her first home.



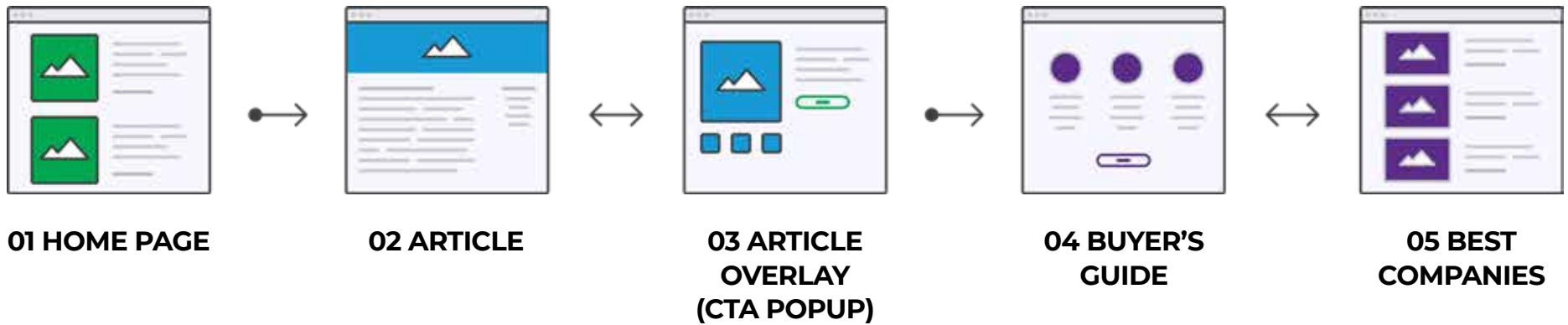
## **JAMES** (Knowledge Gainer)




**AGE:** 34

**MOTIVES:** Finding and coming up with solutions.

James is a creative in the tech world. He likes to stay up to date and be inspired by the latest news. As an heavy email checker, he never misses a beat. He is extremely organized and thoroughly enjoys expanding his knowledge on any and all subjects.

## USER FLOWS



-  HOME PAGE
-  ARTICLE PAGE
-  BUYER'S GUIDE

## HOMEPAGE

When new users come to centsai.com they are looking for finance needs, assistance, and experience stories. The newly design homepage is easy to navigate where users can go towards there designated article. Each section is broken up to different colors with an oval shape (centsai logo shape) to create a content funnel, directing the user and enticing to go down towards the page.



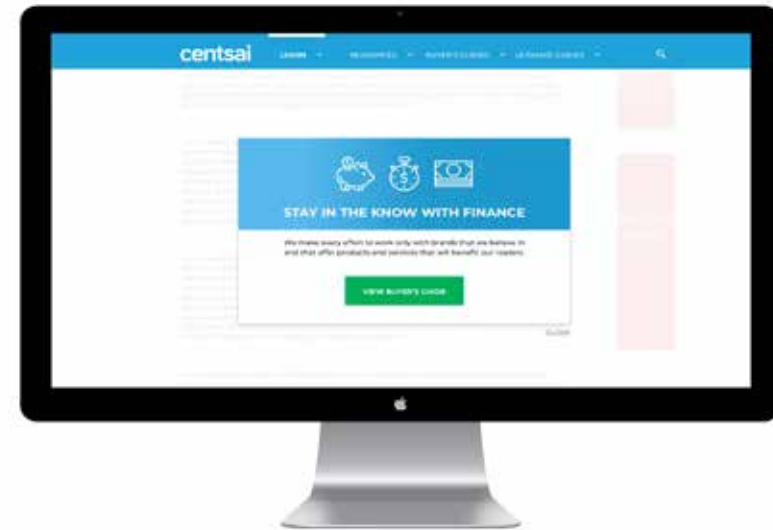
## ARTICLE

When users get to their desired article. The approach is clean and straight to the point, the research I've gathered from other content sites is a consistent look to trending UI patterns. At this point, you cannot confuse a user with something they are familiar with. When users scroll and read the content (reaching to the bottom of the hero image) the navigation turns to a solid blue color, during this segment of the scroll - users see a different interaction occurring, besides the primary action.



## ARTICLE OVERLAY (CTA POPUP)

Without disrupting the user, the user experience is crucial without letting the users drop out of the site. While the user is reading the content, once they reach a certain point during the scroll a overlay pop-up comes up. Suggesting to check out the buyers guide. Users at that point can close or go towards the buyers guide. If they do close the overlays, a subtle sticky footer banner will appear, to direct them to the buyers guide. This is not disrupting the user's content. Where this is a 'wink' method rather than suffocating the user to go towards the buyers guide.





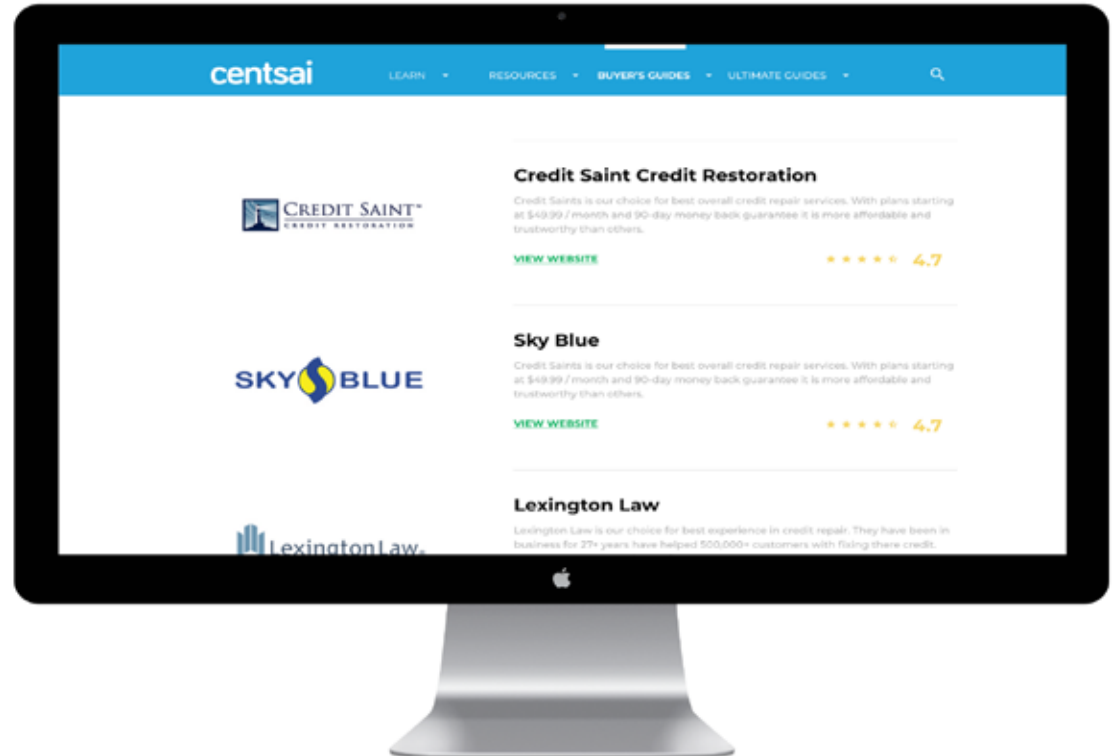
## BUYER'S GUIDE

When the users get the Buyers guide, there's a small description of what the page consists of. When the user scrolls down, I approach it in a card carousel system. That way the user can interact on a one page and click through what the user wants and needs. I added also a comment description where users can tell their experience. That way, new users can relate to other users that used other services. I've also added a rating system to the point out the services and the experience that other users have. This is a trending UI pattern within services to show there services.



## BEST COMPANIES

When the users come to the best companies, I approach this UI/UX as line items. This approach shows that the user can look at companies and consume/digest the content. Users can look at rates and see what are the best options. No pressure and no land mines are planted for the user as they think about their thought process and moving forward to the next step.



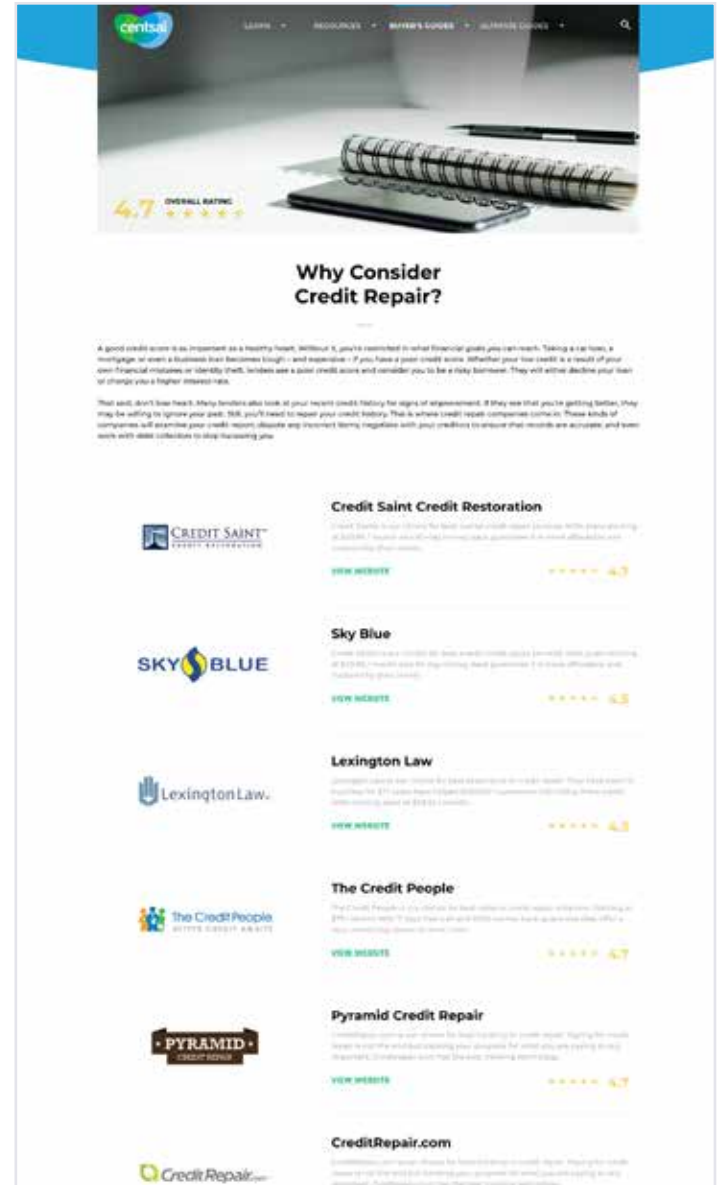
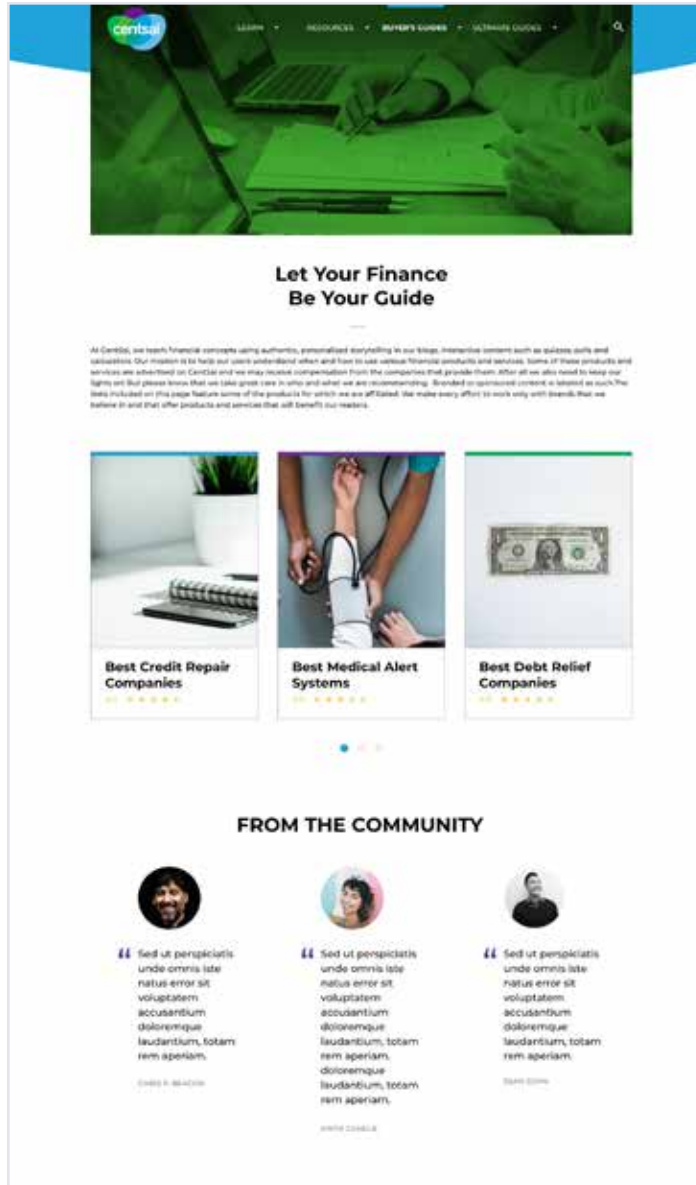
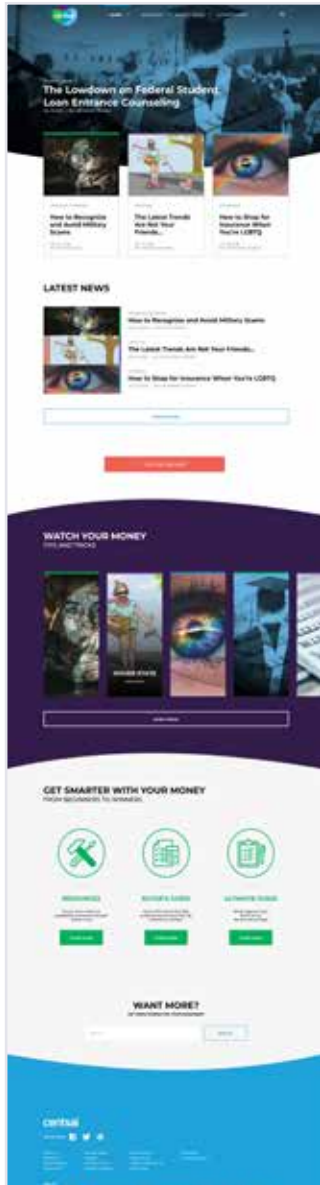
# PROCESS

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# HI FIDELITY COMPS



# SUMMARY

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## **FINAL INPUT**

We want to make Centsai accessible and relevant to a fresh, new audience whose primary source of finance stories is their upcoming. We will create a seamless, quick content browsing and consumption experience.

**THANK YOU!**

