

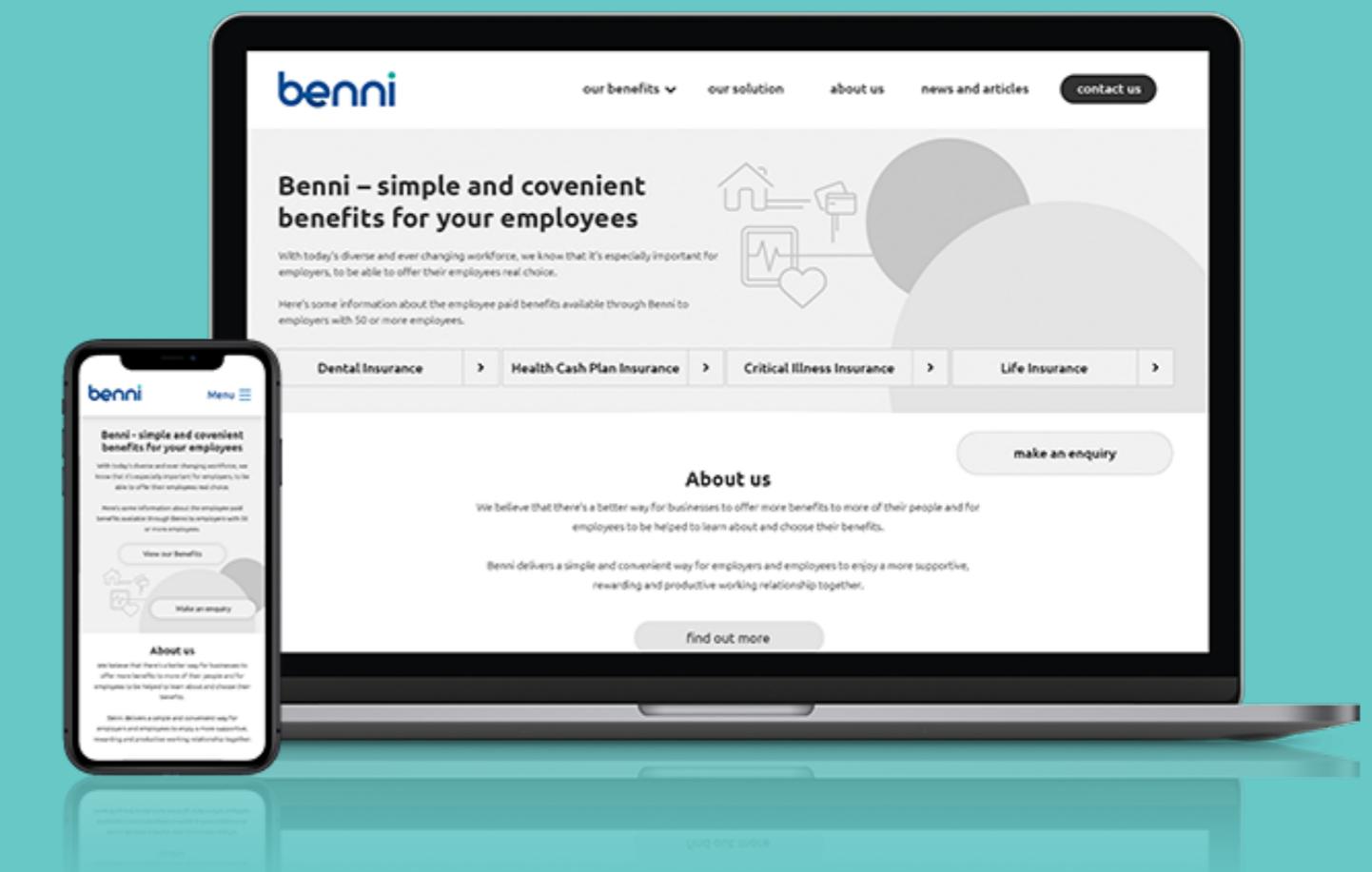


Website Redesign



The Challenge

At the moment Benni is not an effective website. not getting enough leads. The challenge is to update the website keeping the style of an upbeat eye catching website. Benni needs to work on desktop but most importantly mobile as most people surf the web on their hand held devices.



Research

Competitor Analysis

Research - Competitor Analysis

The desktop homepage of Vitality features a prominent red hero section at the top with the headline "Positively different". It includes a sub-headline "Stay active and be rewarded with Amazon Prime" and a sub-image of a dachshund standing next to two Amazon boxes. Below this, there's a product bar with categories: "Health Insurance", "Life Insurance", "Investments", "Rewards", "Support", and "Community". The main content area is divided into three sections: "HEALTH INSURANCE", "LIFE INSURANCE", and "INVESTMENTS", each with a brief description and a "Explore [Category]" button. At the bottom, there's a section titled "Why Vitality is positively different" with a "Healthy living" heading and three sub-sections: "Comprehensive plans", "Discounts and rewards", and "Vitality VIP". A "Our reward partners" section is located at the very bottom.

The mobile version of the Vitality homepage has a similar structure but lacks the product bar at the top. The hero section is taller and pushes the call-to-action buttons ("Amazon Prime offer", "Get Quote", etc.) over the fold line. The main content area follows the same layout with "HEALTH INSURANCE", "LIFE INSURANCE", and "INVESTMENTS" sections, each with a "Explore [Category]" button. The overall design is more compact due to the lack of the top navigation bar.

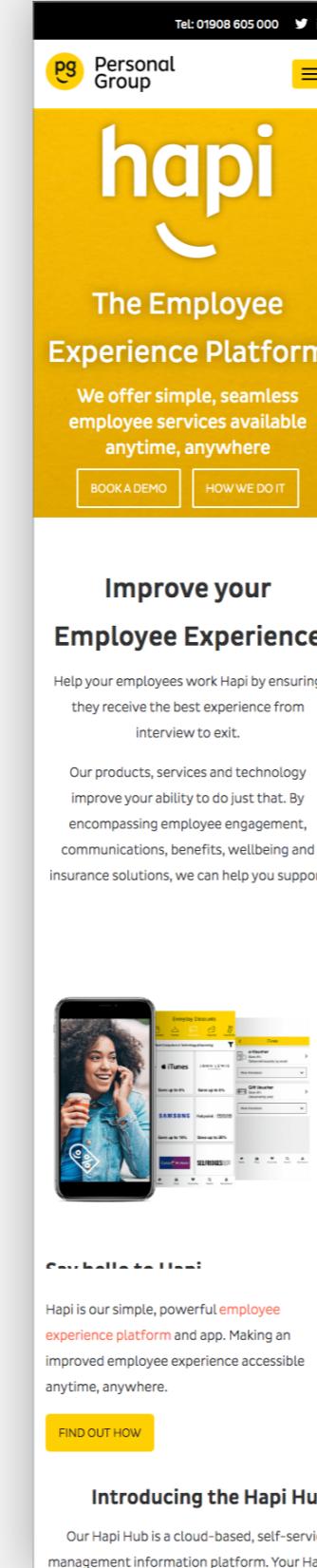
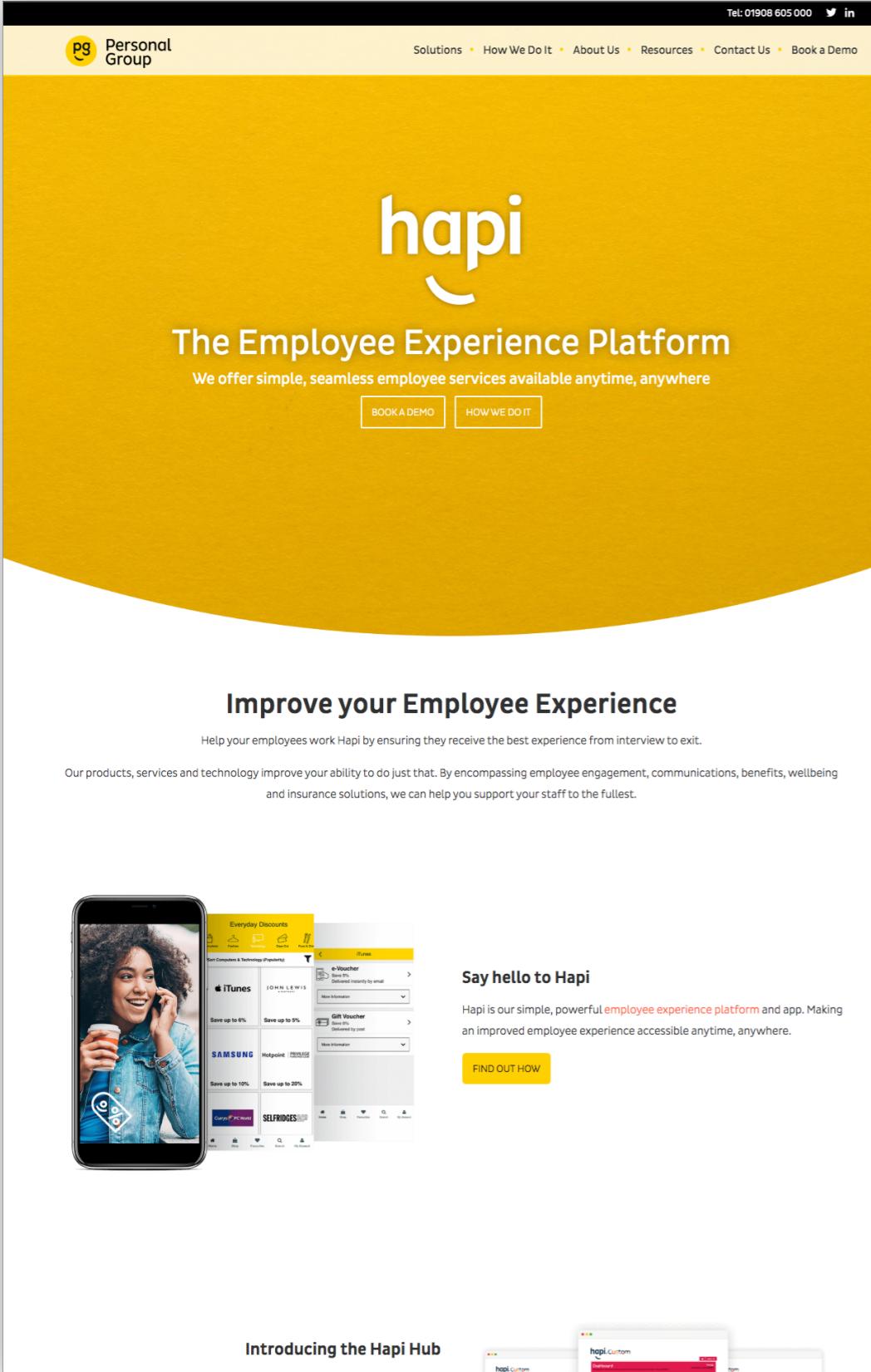
Vitality

The desktop homepage of Vitality is very eye catching and well designed. Customers are introduced into the brand straight away and they are showing the products in a bar, which follows the customer as they scroll.

The mobile version has lost the product bar unfortunately. The hero section is very tall and pushes the call to action over the fold line.

The strong pink color is very engaging; this might draw the attention of their audience. The use of drop shadow gives the category blocks depth.

Research - Competitor Analysis



Personal Group

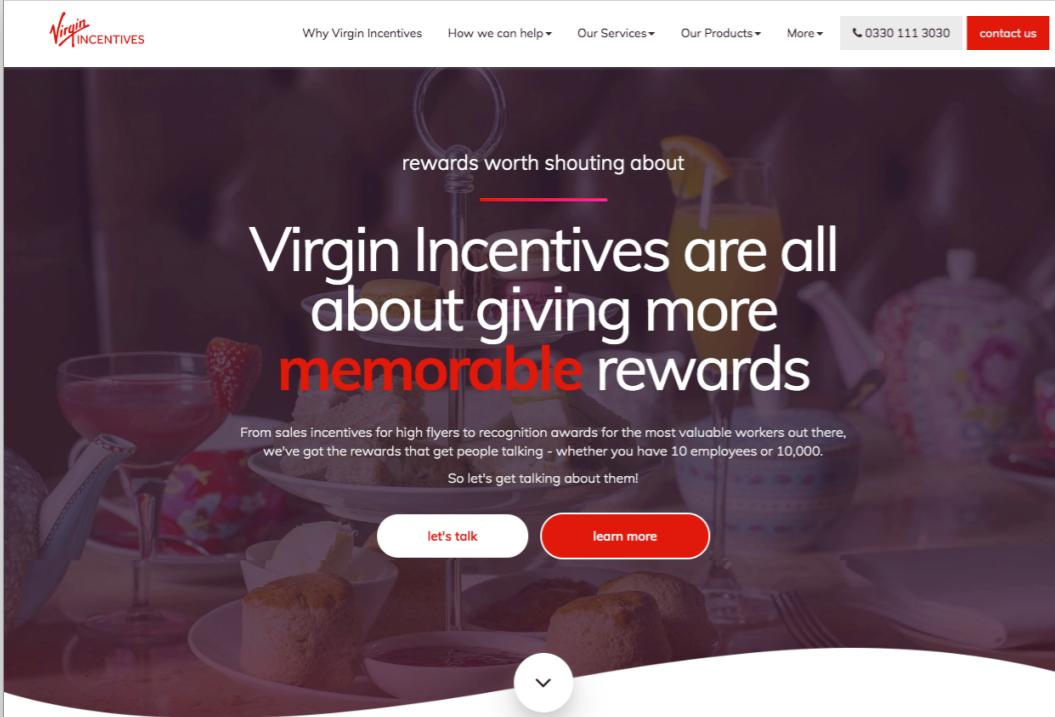
The desktop of Personal group is very creative. Customers are introduced to a sub brand "hapi" which is a play on words and meaning. Hapi is very similar to the word happy and Hapi was a provider god of Egypt. Personal Group seems to suggest that we will give you what you need to be happy. With the strong yellow colour, the curve to represent a smile and the play on words "hapi", Personal Group clearly what to make the customer feel happy as soon as they enter the site.

The logo also has a quarter circle, which seems to portray a side grin. With the inclusion of the call to action buttons, Personal Group is setting up the customer to be happy with everything that they provide before they scroll down the page.

The page is very spacious with no visible cut off until you scroll down to the bottom of the page. The layout follows the natural structure of how people read, left to right. Each group of text is split, left then right then left again.

The mobile has the same curve, which represents a smile but this is after the fold of the page. The calls to action buttons are also before the fold so the customer can view the products straight away.

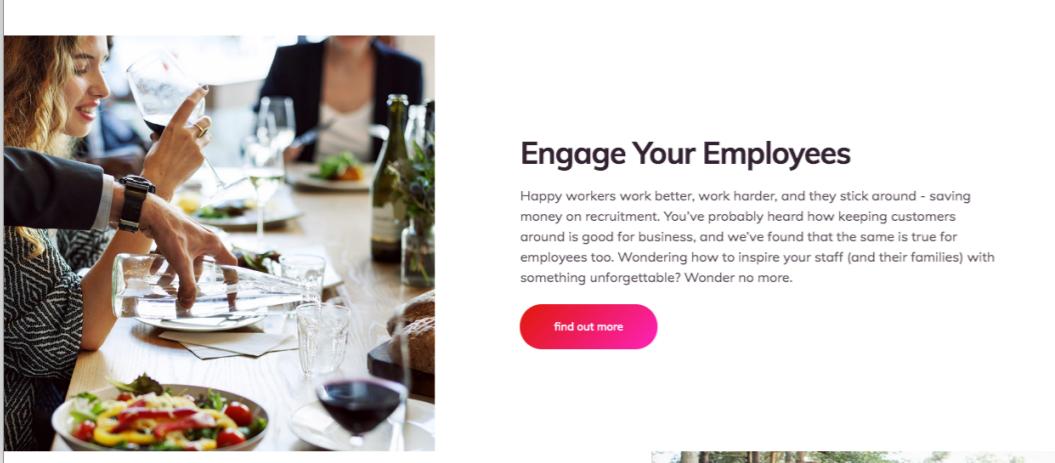
Research - Competitor Analysis



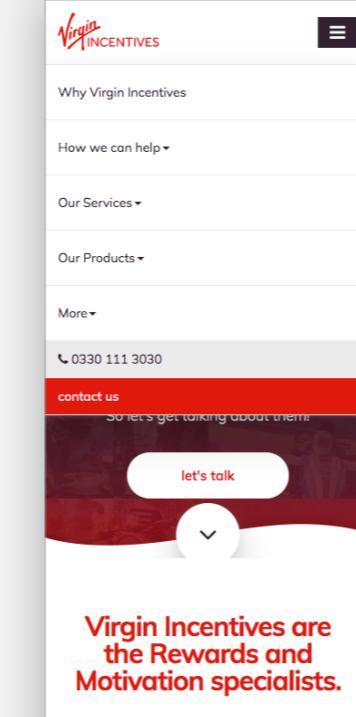
The desktop version of the Virgin Incentives website features a large, dark hero section with a video background showing people at a social gathering. Overlaid on the video is the text "rewards worth shouting about" and "Virgin Incentives are all about giving more memorable rewards". Below the video, there is a subtext: "From sales incentives for high flyers to recognition awards for the most valuable workers out there, we've got the rewards that get people talking - whether you have 10 employees or 10,000." Two prominent call-to-action buttons are visible: "let's talk" and "learn more". The top navigation bar includes links for "Why Virgin Incentives", "How we can help", "Our Services", "Our Products", "More", and a contact number "0330 111 3030".

Virgin Incentives are the Rewards and Motivation specialists.

Virgin Incentives provide the perfect choice for creating inspirational and memorable incentives that get people talking and keep talent around. Through Long Service Awards, Sales Incentives, Customer Acquisition and more, we specialise in making the people you work with happy. Wherever you, your staff or employees want to go, we've got the partners to suit: with Silverstone, the Ritz, Jamie Oliver, Pizza Express, Premier Inn, Virgin Active and Virgin Holidays as just a taster of what's on offer.



The mobile version of the website has a clean, minimalist design. It features a vertical navigation menu on the left side with options like "Why Virgin Incentives", "How we can help", "Our Services", "Our Products", "More", and a contact number "0330 111 3030". The main content area contains the same promotional text and "let's talk" button as the desktop version, but it is presented in a smaller, more compact form. A small image of a woman at a meal is visible at the bottom of the page.

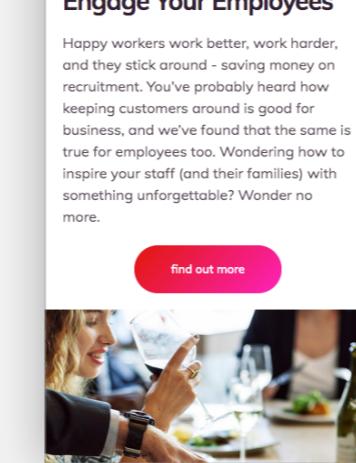


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Engage Your Employees

Happy workers work better, work harder, and they stick around - saving money on recruitment. You've probably heard how keeping customers around is good for business, and we've found that the same is true for employees too. Wondering how to inspire your staff (and their families) with something unforgettable? Wonder no more.

[find out more](#)



The mobile version of the website has a clean, minimalist design. It features a vertical navigation menu on the left side with options like "Why Virgin Incentives", "How we can help", "Our Services", "Our Products", "More", and a contact number "0330 111 3030". The main content area contains the same promotional text and "let's talk" button as the desktop version, but it is presented in a smaller, more compact form. A small image of a woman at a meal is visible at the bottom of the page.

Virgin Incentives

The desktop of virgin incentives is very eye catching with the video hero, this captures the customers attention straight away. The customers are shown the different incentives that virgin offer and they also have two calls to actions buttons in their hero.

There is then a down button, which informs the customer that there is more information lower down in the page. The curve line of the hero also gives some style to the hero. This is a break from the normal straight cuts that most other companies have.

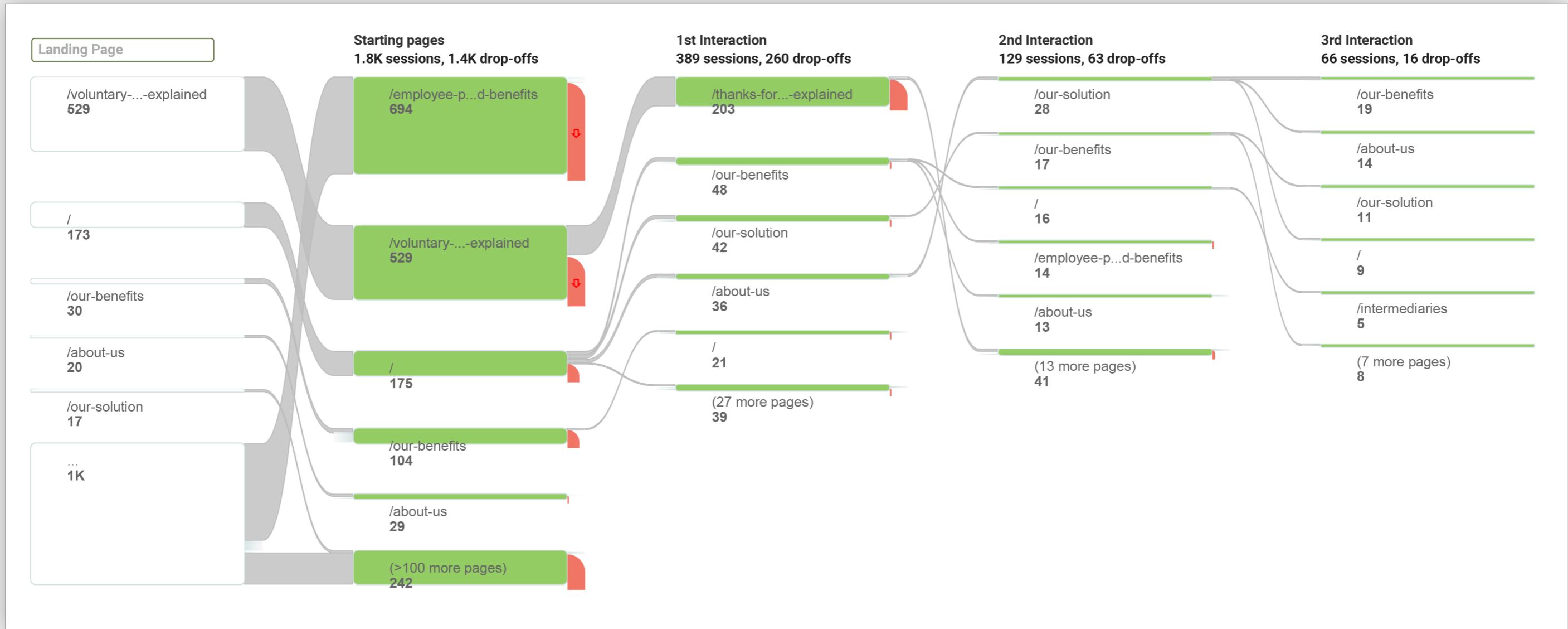
The Call to action buttons down the page are also bright and big so that customer can clearly seem them. This encourages the customer to click on the button.

Mobile is also very clear and easy to navigate. "Contact Us" is high lighted so that customer can easily find help. Mobile is very easy to ready with attractive imagery.

Research

Google Analytics

Research - Analytics



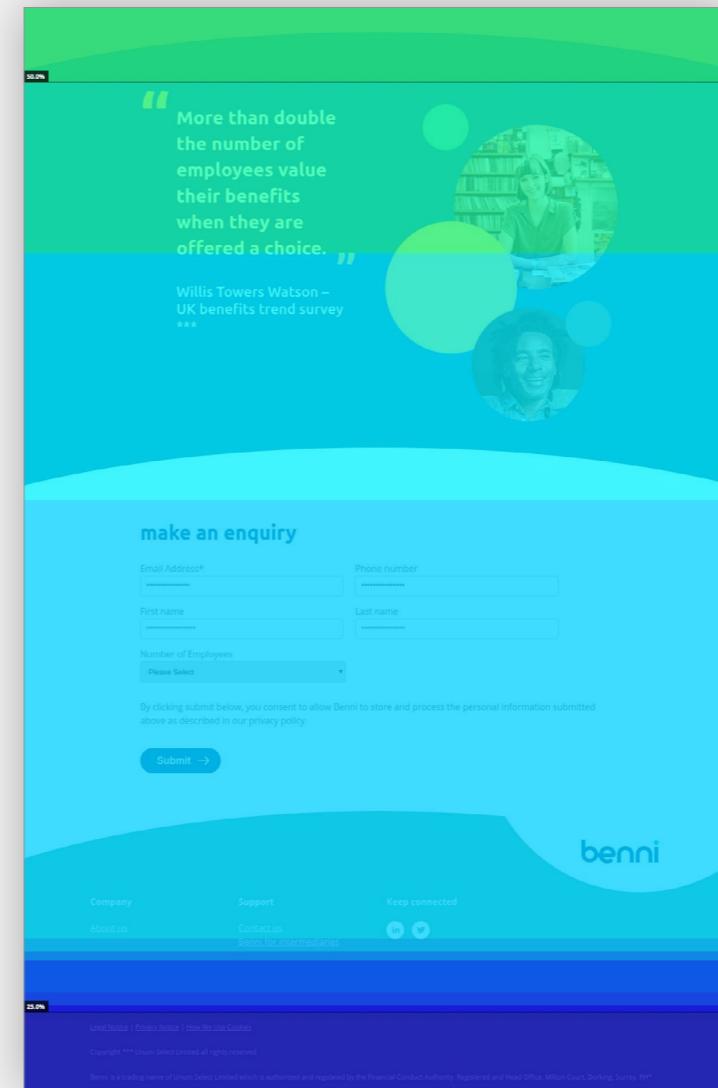
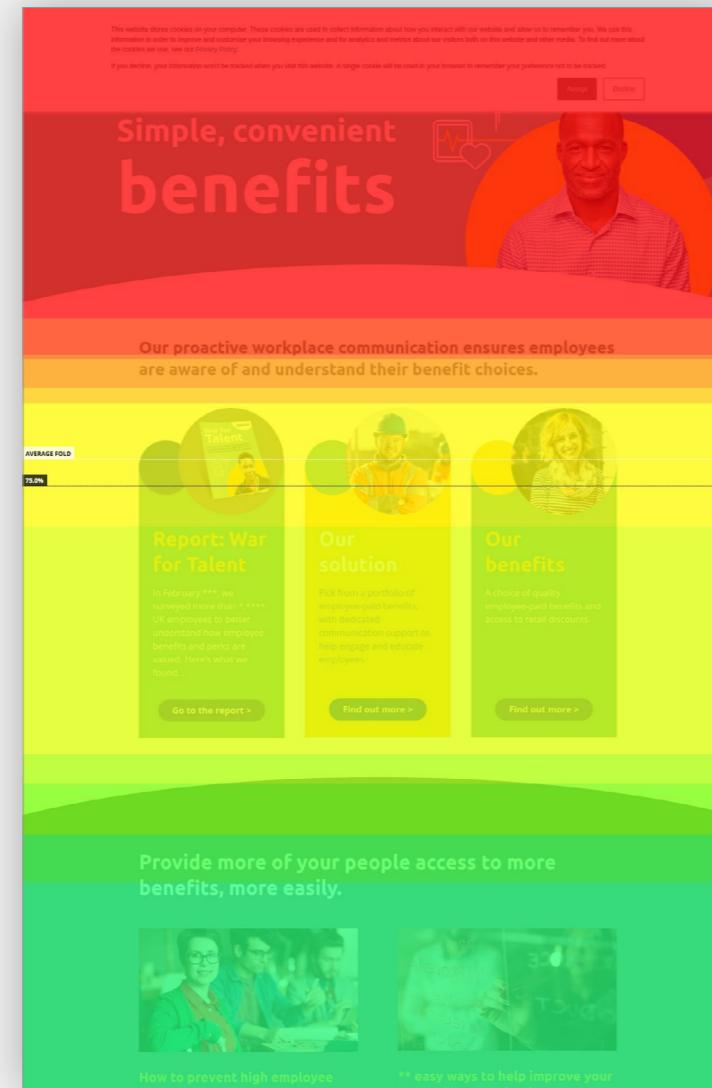
Behaviour Flow - September 2019 to October 2019

Looking at the customer behavior flow for 1 month, 1.8k customers was registered coming onto the website but 1.4k of those customer dropped off after the first click. The most common page leading on from the homepage is the benefits page. This only has 48 customers visiting this page out of 1.8k customers to the site.

Research

Heat Maps

Research - Heat Map - Scroll



Homepage Scroll Map – Desktop

Using Hot Jar I can see the heat map for the current Benni page. As you can see the section that is seen the most is the top section then the future down the page you go the lower the customer attention is.

As you can see here there is no calls to action in the hero section. The navigation links are the only buttons, which the customers can click on.

The “make an enquiry” form Benni is at the bottom of the page, on desktop top the engagement of this section is only 30% and on mobile it is 10%. Customers are not viewing the form; this is probably why Benni does not have many leads.

Research - Heat Map - Scroll - Mobile

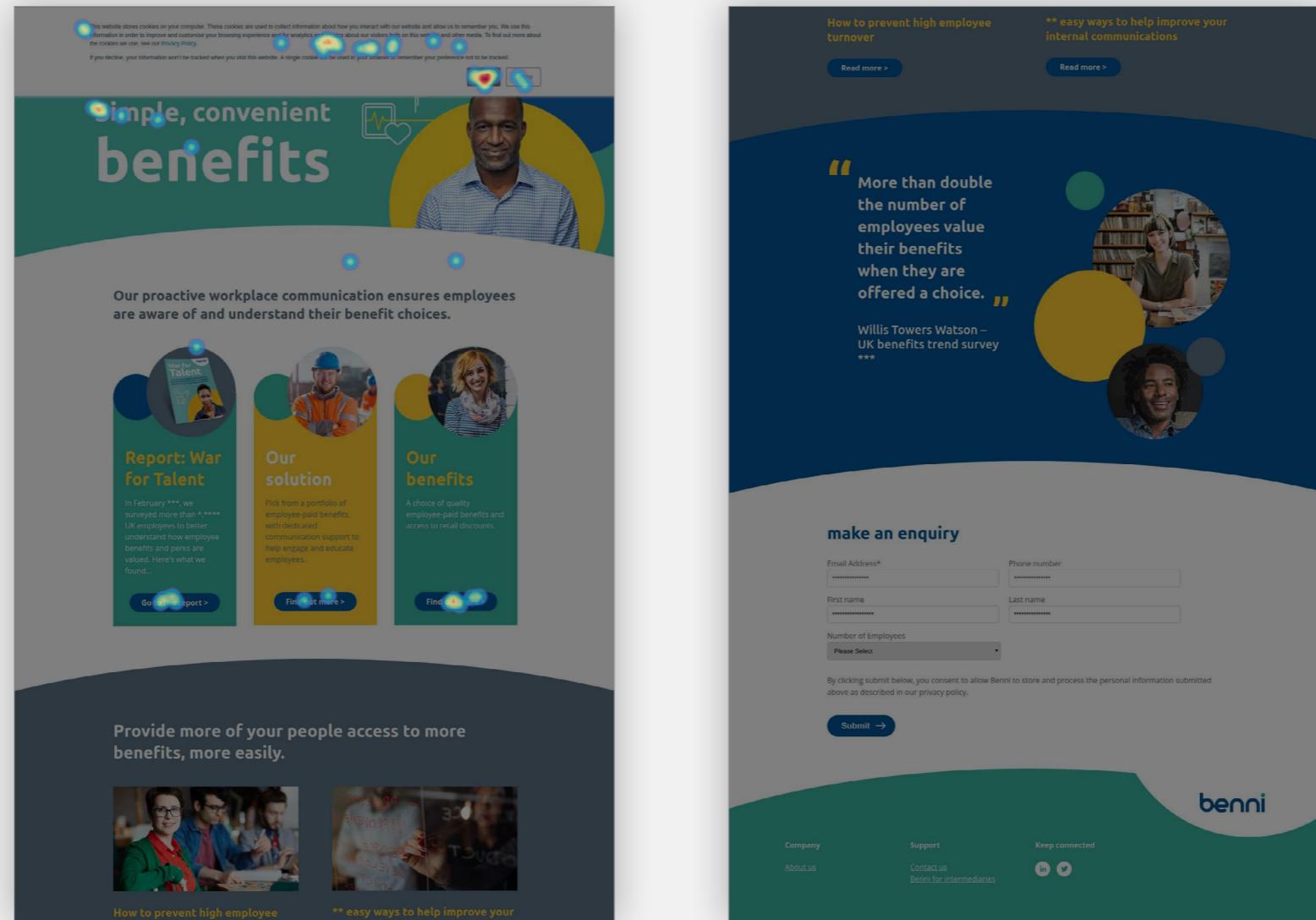


Homepage Scroll Map – Mobile

On the mobile version of the home page, the text is different sizes, which is not best practice.

The engagement of the site drops to 40% after the fold and then a further 90% before the customer gets to the “make an enquiry” form. It would be a wise decision to move the form higher in the page so that more customers see the form.

Research - Heat Map - Click - desktop

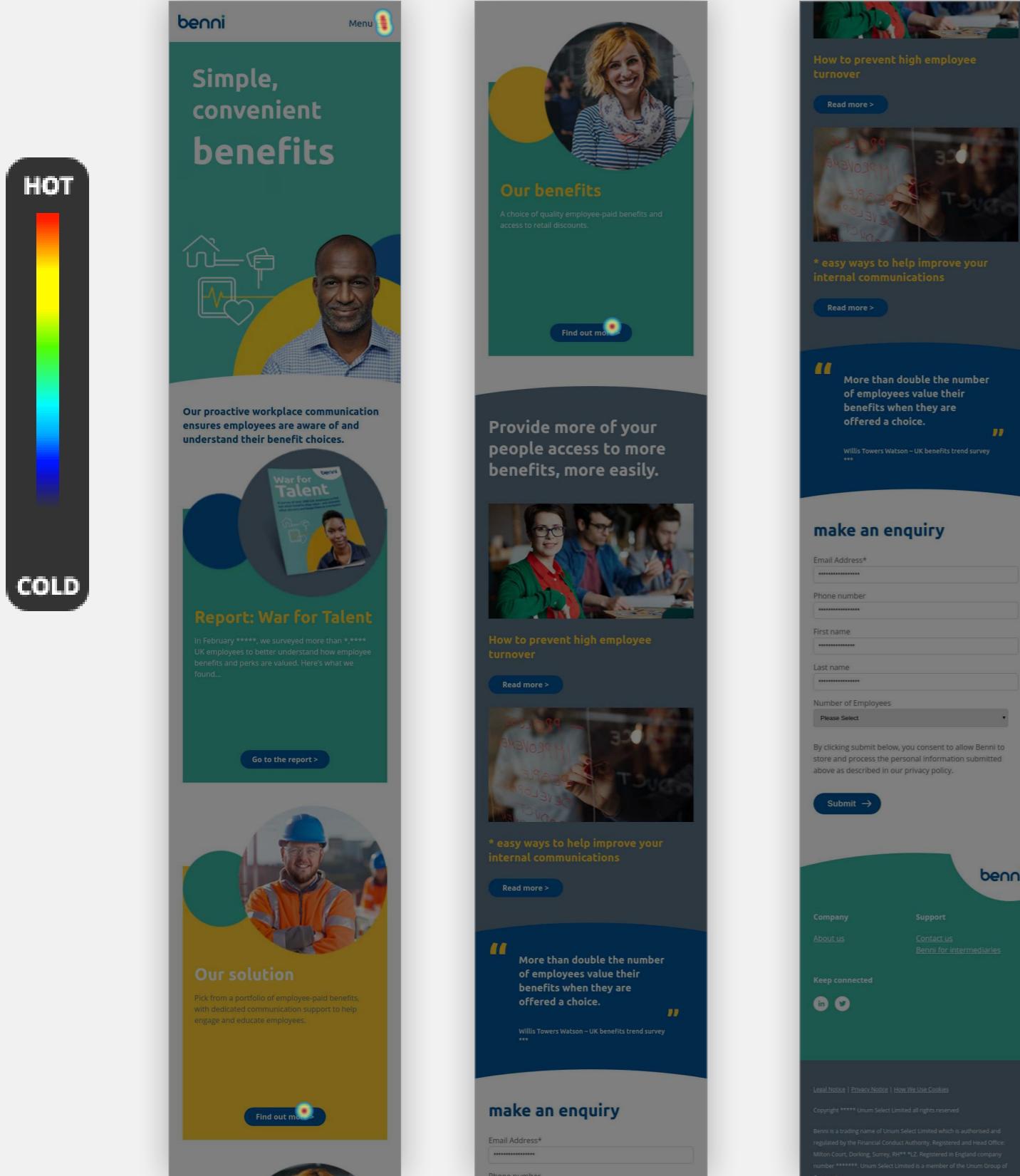


Homepage Click Map – Desktop

Comparing the scroll map to the click map you can see a correlation to what the customer are actually doing on the page. Most of the customers are going straight to the navigation menu at the top of the page. The second most clicked on button on the page is the “Our Benefits” call to action. This should be pushed higher on the page.

The make an enquiry section is not click on at all. In order for the Benni Website to get more leads, the form needs to be simpler and quicker for the customers to click on. The footer is clicked on more then the form.

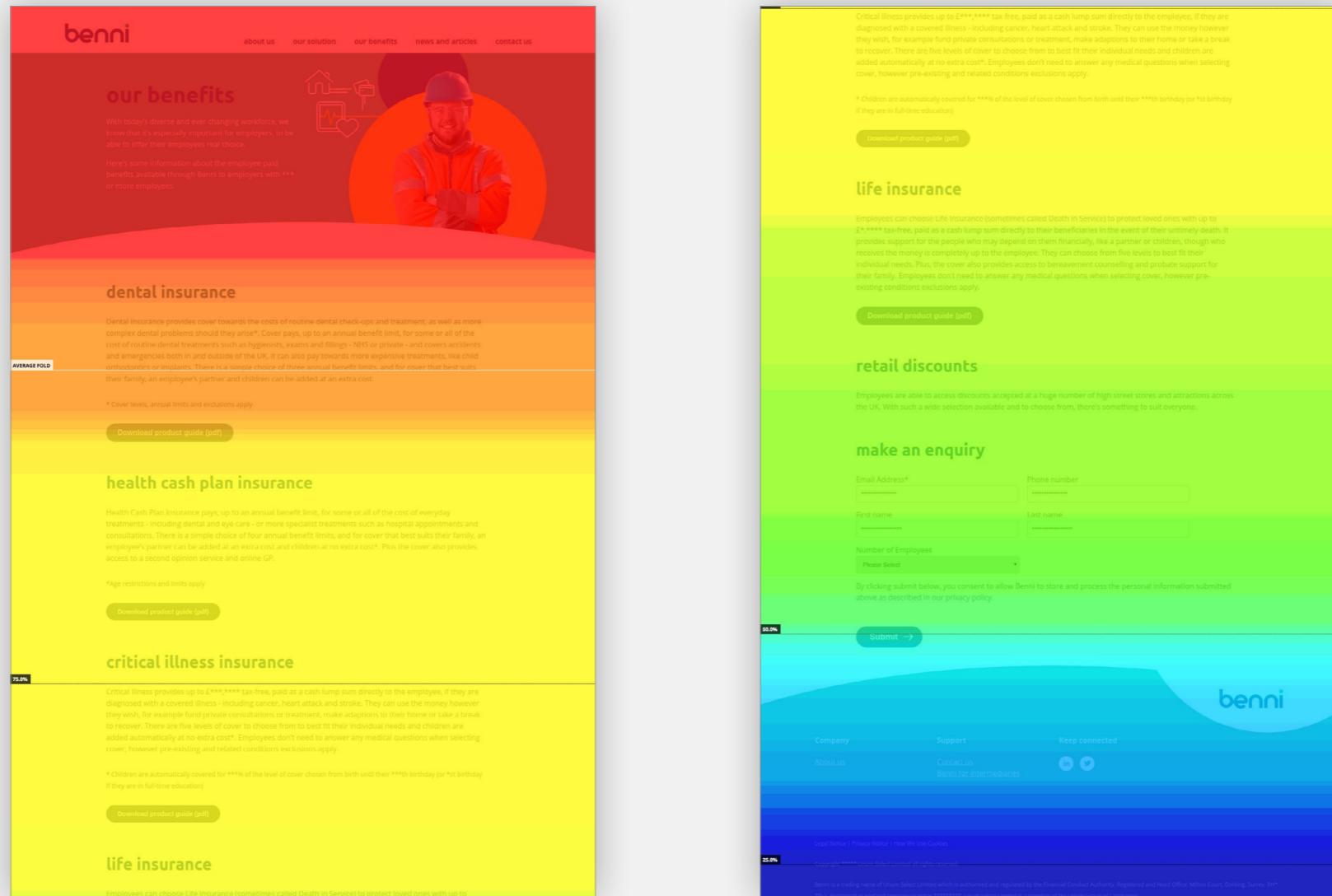
Research - Heat Map - Click - Mobile



Homepage Click Map – Mobile

On the mobile homepage you can clearly see that customers are not clicking on the make an enquiry section. Customers are scrolling to the benefits block but unfortunately the blocks are too tall with little information, this is using unnecessary space.

Research - Heat Map - Scroll Map

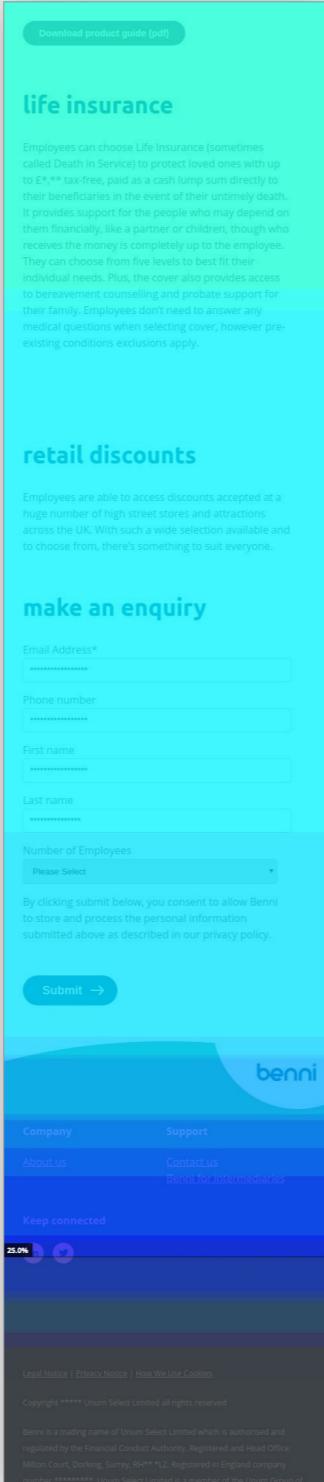
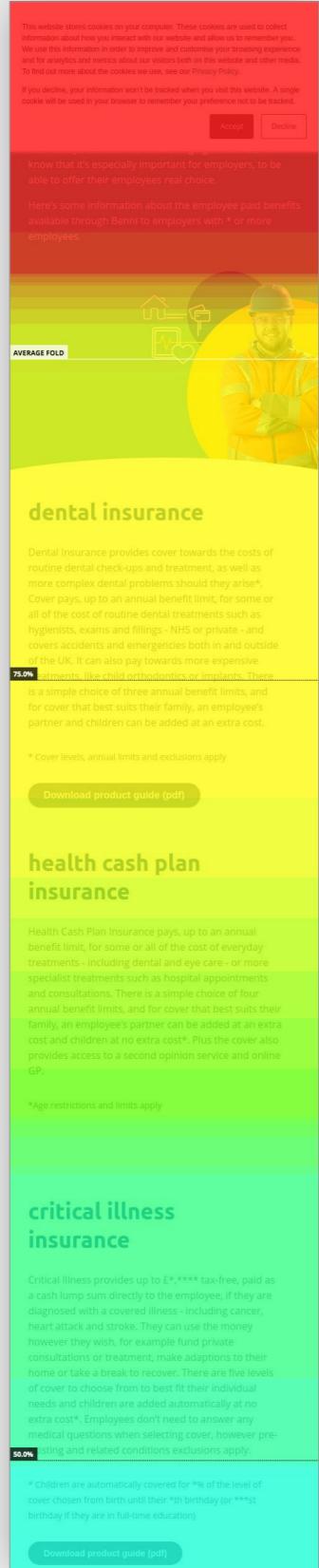
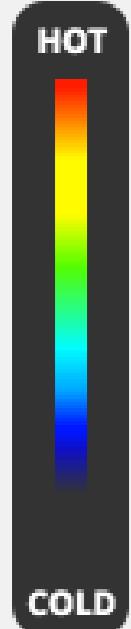


Benefits page Scroll Map - Desktop

On the desktop version of the Benefits pages, most customers view the hero section then decide to scroll down the page. There is not any call to actions until the customer scrolls down the page. At this point when the customer scrolls down the page a percentage of customers have all ready have left this page.

Similar to the homepage, the bottom of this page has very little customer participation.

Research - Heat Map - Scroll - Mobile

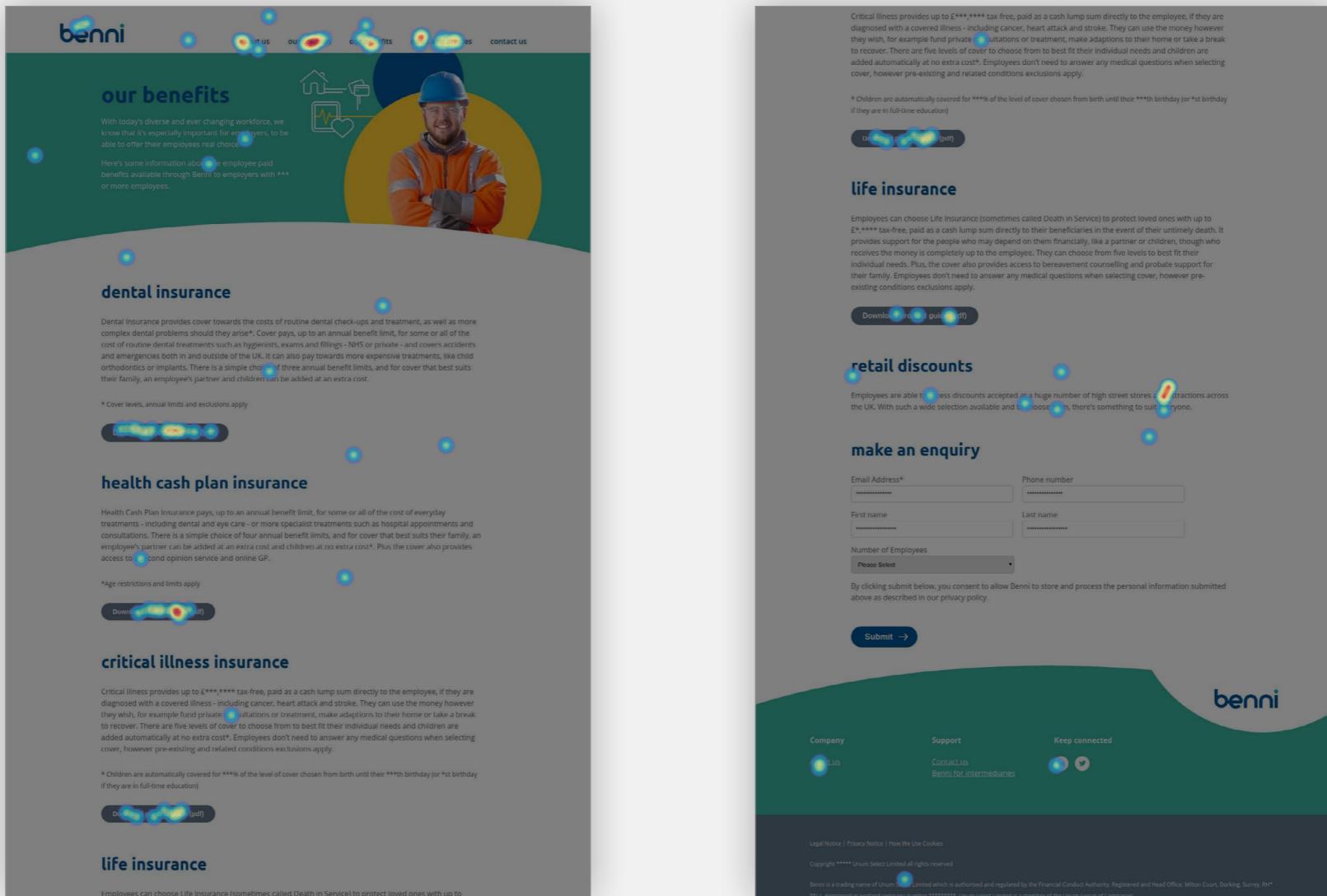


Benefits page Scroll Map – Mobile

On the mobile version of the benefits page, 20% of customers leave this page before they scroll down the page. Then a further 30% of customers leave after they scroll past the first product.

There is far too much text on this page. Customer might be coming onto this page and leaving straight away as they are looking for a result straight away.

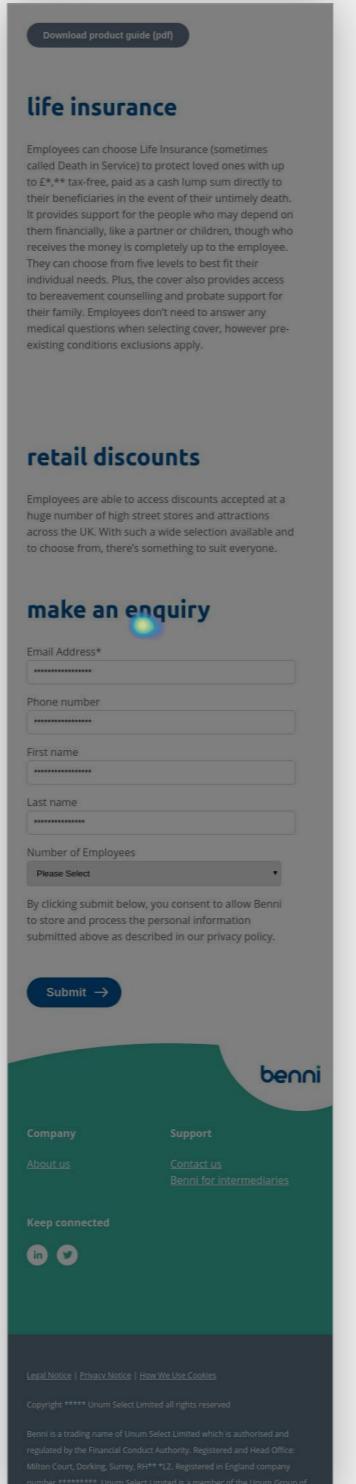
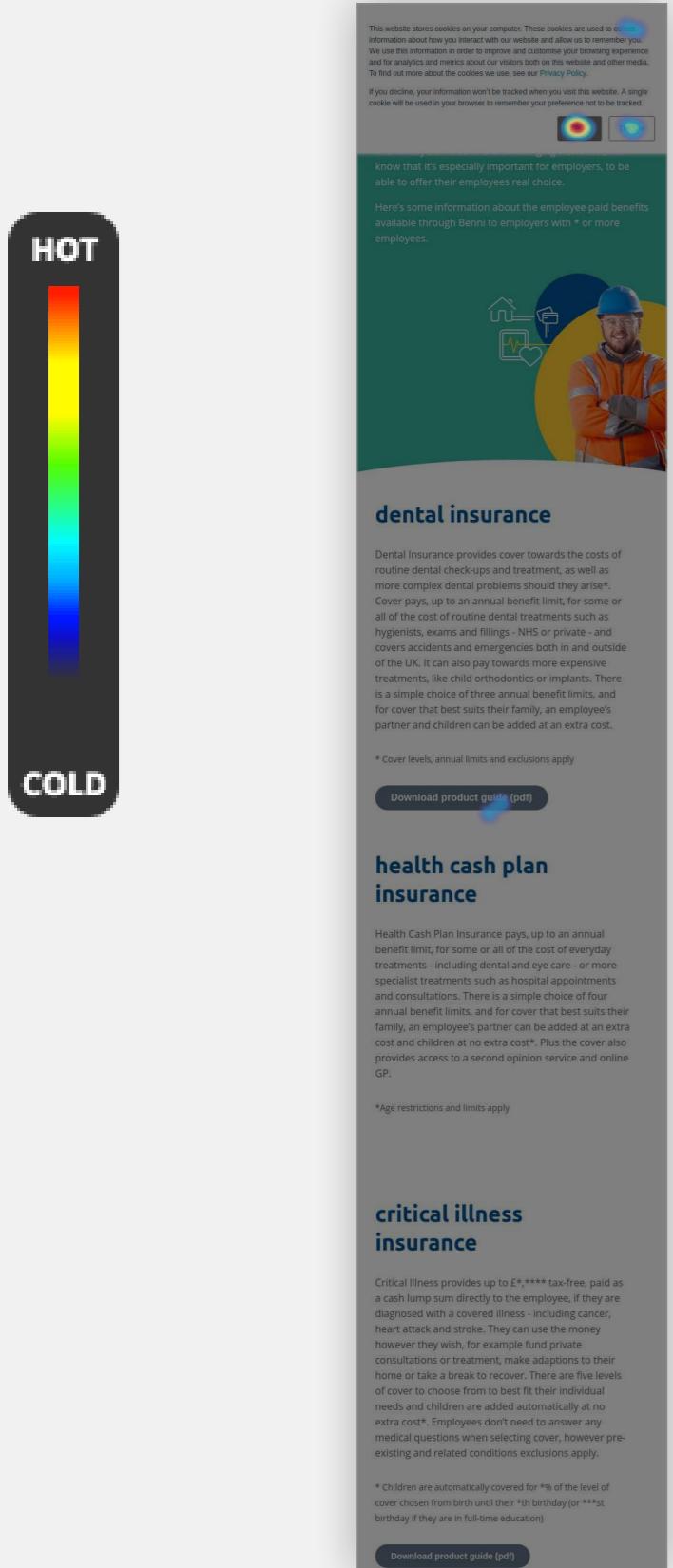
Research - Heat Map - Click Map



Benefits page Click Map

Customers are clearly clicked on the call to action button, but comparing this to the scroll map, this page is losing a lot of customer before they get to the call to action. Customers do clearly not understand what the retail discount is all about. Customers are click on the text for retail discount but not realising that this section is just a bonus add on.

Research - Heat Map - Scroll - Mobile



Benefits page Heat Map

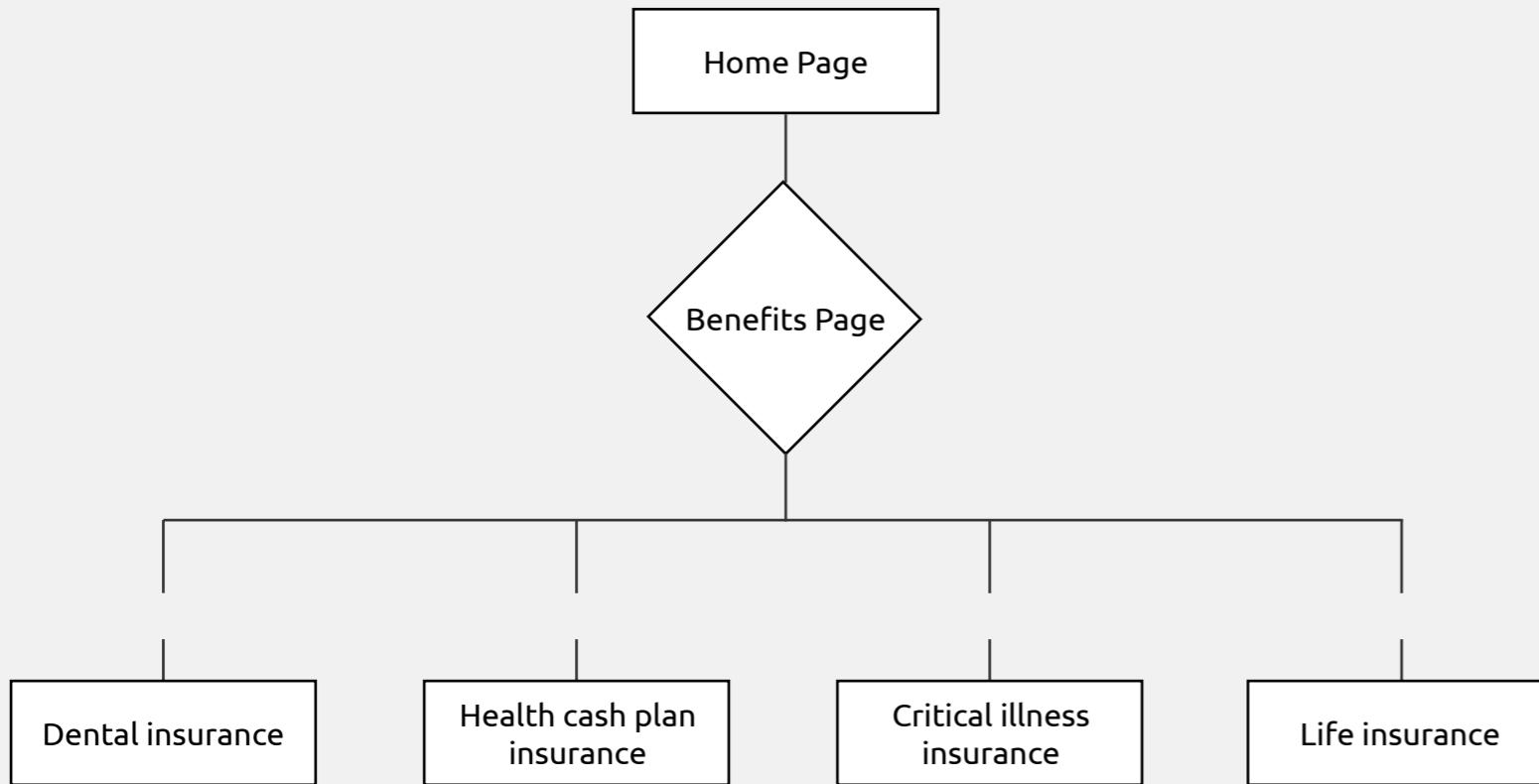
On the mobile version of the benefits page, customers seem to be less likely to read through the page and click on the call to actions. This might be due to the most customers on mobile phones commuting.

Customers have click on the title of “make an enquiry” but they have not filled out the form or click on the submit button.

Although this page has the same about of traffic as the homepage, customers are less likely to click further down the page. This could be use to the page being quite long and fill with only text.

User Journey

User Journey- Current User Journer

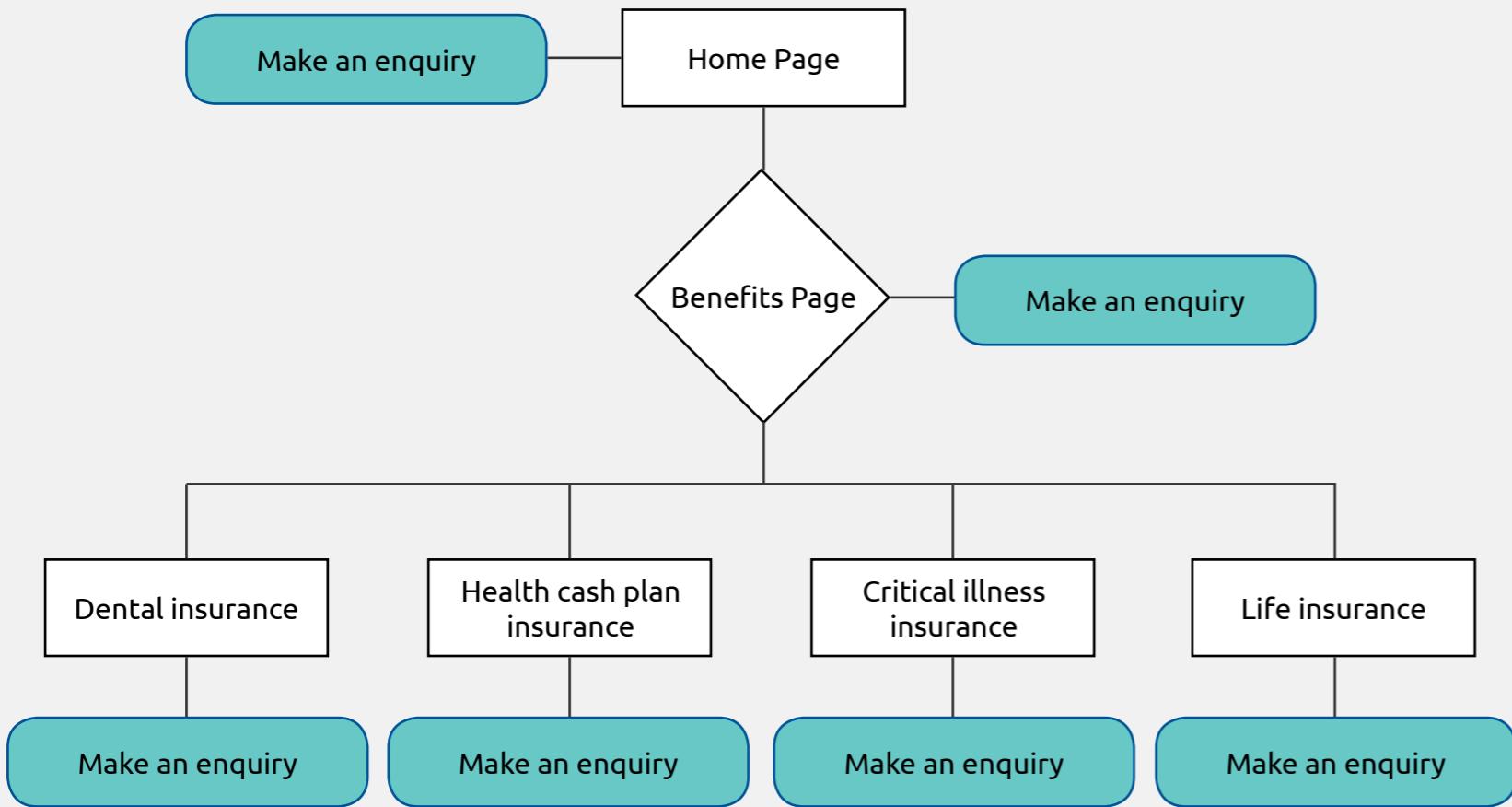


Current User Journer

The current user flow is broken. The customer land on the home page or the benefits page, then they can click on the product call to action, which leads you to a downloadable pdf. Once the customer views the pdf they are off the site and they have no way of filling out the “make an enquiry” form.

On the home page and benefits page there is a “make and enquiry” form but as we previously saw from the scroll map and the click map, no one is clicking on the form.

User Journey – Suggested User Journer



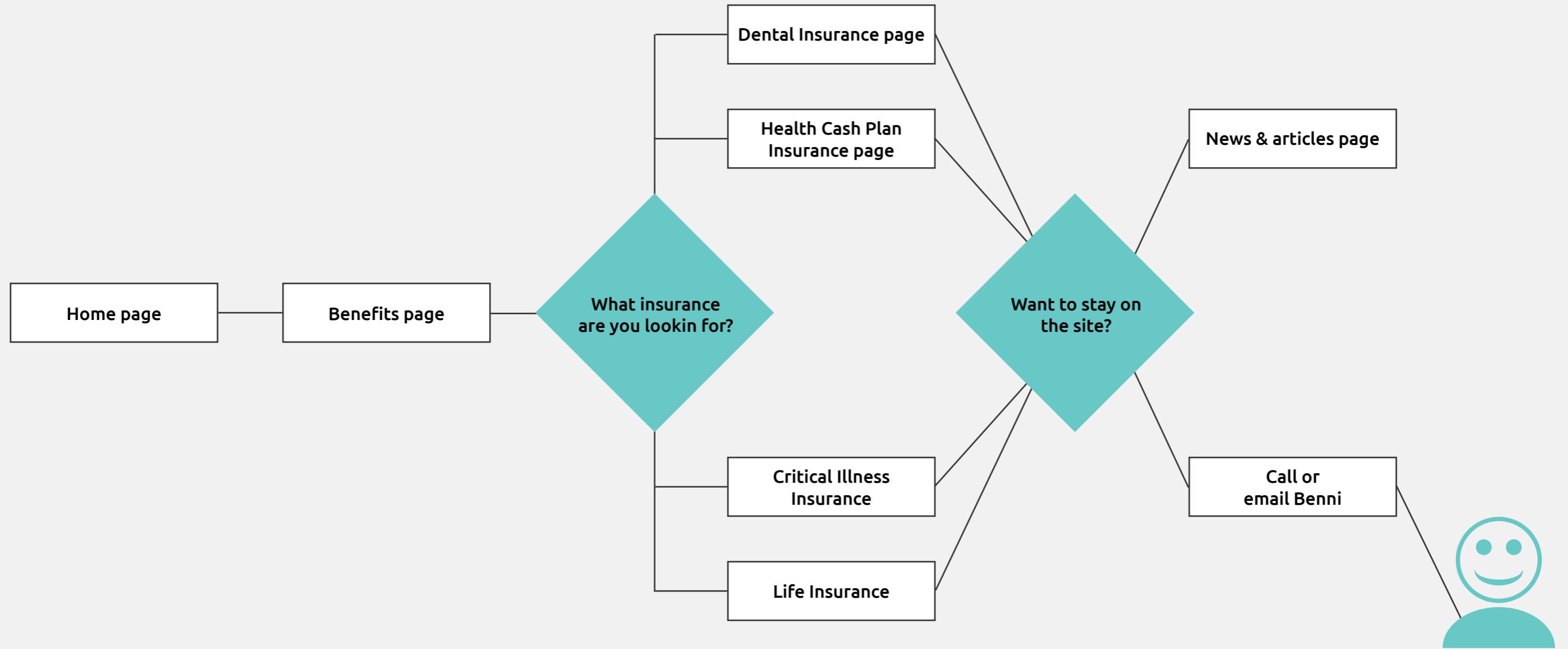
Suggested User Journer

With this suggested user flow the customers can clearly see the “make an enquiry” form. The will be places higher on the each page so that it is more noticeable.

Each product also has its own page; this helps with SEO of the site. Each page can have its own key words to drive traffic to the site. This also stops the customer journey from being broken and the customer can make an enquiry on every page.

Due to the customer not leaving the site they are able to view more than one product. The customers are able to shop without a broken path.

User Journey – Suggested Flow



Suggested Flow

To keep customers coming back to the Benni website, building a relationship is key. Instead of giving the customer the product and then having them leaving the site, offering them an alternative such as directing them to the News and articles would peek there interest.

Some customers might not want to continue to another page, but if you give the option to move onto another page some customer may chose to stay. This is a better solution rather than having all customers leave the site.

Wireframes

Wireframes - Homepage - Desktop

The wireframe shows the desktop version of the Benni homepage. At the top is a navigation bar with links for 'benefits', 'solution', 'about us', 'news and articles', and 'contact us'. Below the navigation is a hero section with the Benni logo and the heading 'Benni – simple and convenient benefits for your employees'. It features a small icon of a house, a heart, and a graph. Below this is a section titled 'About us' with a 'make an enquiry' button. Further down is a 'Our solution' section with a 'find out more' button. At the bottom is a 'Benni benefits barometer' section with a 'Select from Dropdown' dropdown menu and 'Previous' and 'Next' buttons.

The pink dotted line represents the fold of the web page.

There are three calls to action buttons above the fold; the contact us button in the nav, the benefits button in the hero section and the make an enquiry button which follows the customers as they scroll down the page.

Looking at the scroll map, 100% of customer would be able to notice these 3 calls to action before they scroll down.

The click map and google analytics both show that the Benefits page is the most clicked on button. With this knowledge I have decided to change the order of the top navigation so that the benefits navigation link is placed first.

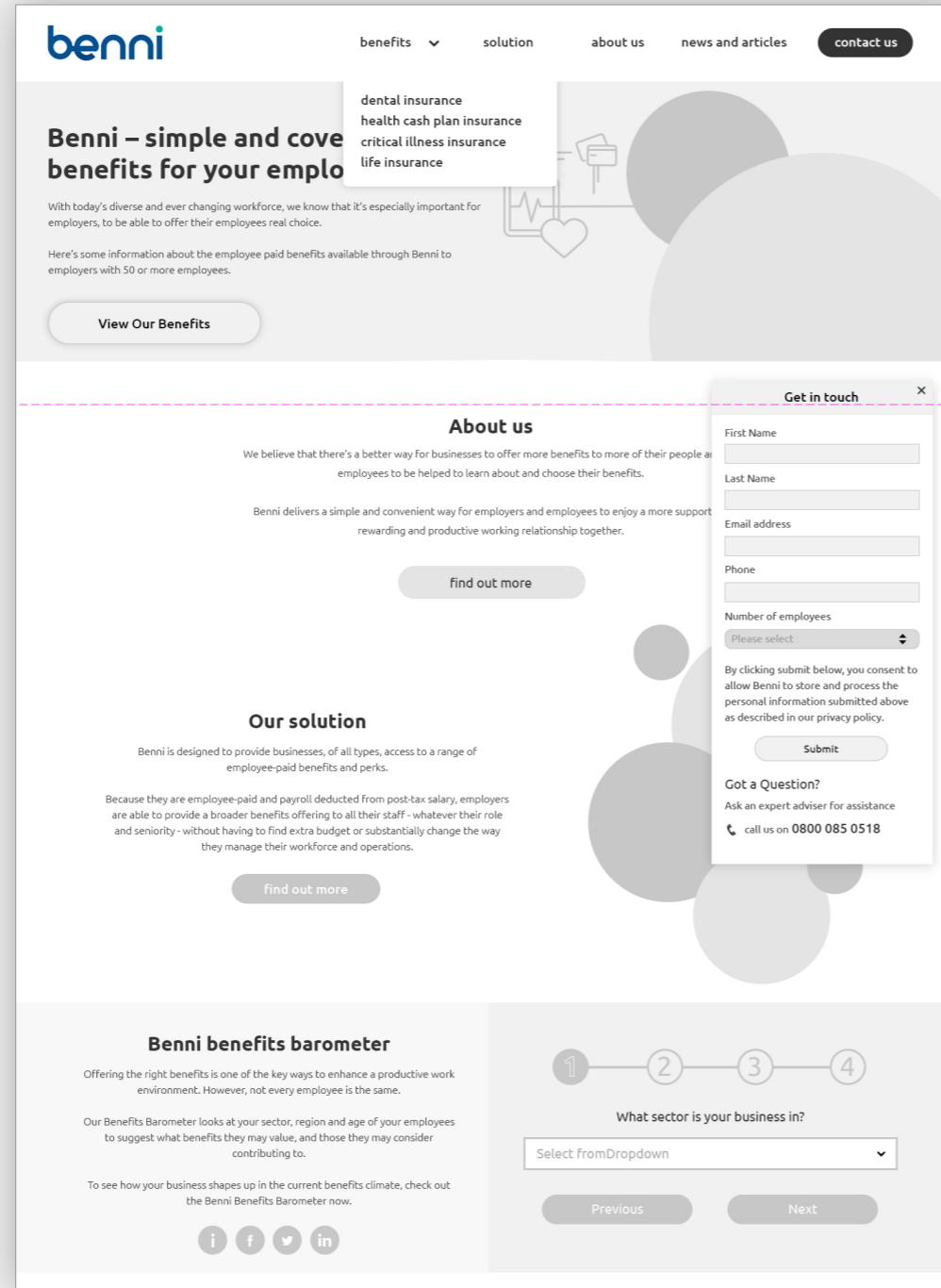
After the fold you have the about section, then the our solutions section. The main objective of Bennie is to get companies to sign up to the different insurances for their employees. This is why "Our Bennie fits are first".

News and articals section is placed in a carousel, this bring interactivity to the page, grabbing the attention for the customers.

The footer has been redesigned. This footer cleaner and helpful to the customer. There are 3 sections, first section is the "benni" logo with social buttons. The second section is a site map and the third section is the "Contact us" section which helps customer find what they are looking for.

The wireframe shows the desktop version of the Benni homepage after redesign. The 'Our solution' section now includes a 'find out more' button. The 'Benni benefits barometer' section has been updated with a numbered navigation (1-4) and a 'Select from Dropdown' dropdown menu. The 'News & articles' section is now a carousel with three news items, each with a 'read more' button. The footer features the Benni logo, social media links (LinkedIn, Twitter, YouTube), a 'Helpful links' section with links to 'about us', 'our solutions', 'our benefits', 'life insurance', and 'news and articles', and a 'Contact us' section with phone number, email, and live chat options. Legal notices and copyright information are also present.

Wireframes - Homepage - Desktop

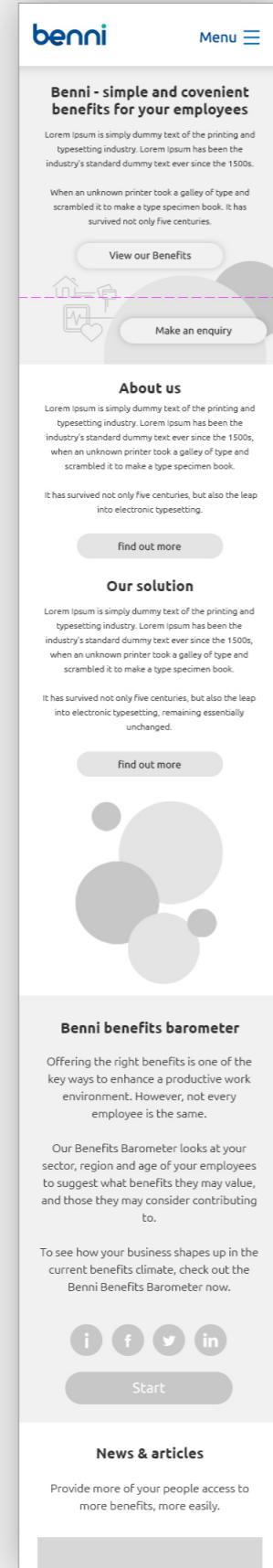


Looking at the heat maps, customers tend to click on the top nav first. By adding a drop down customer can see the products straight away.

The nav would change from a fix position nav to a nav that follows the customer as they scroll down the page, similar to the nav on Unum.

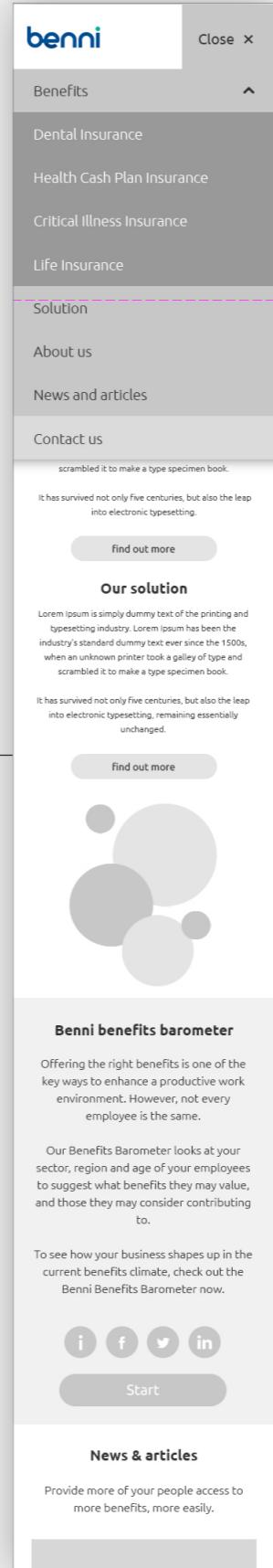
Once the customer clicks on the "make an enquiry" a form will appear. This gives the customer to fill out the form as soon as possible. There is also the contact number after the form if the customer wants contact benni straight away.

Wireframes - Homepage - Mobile



The “View our benefits” button has been placed above the fold and centered, so that it is in a primary position for customer to notice.

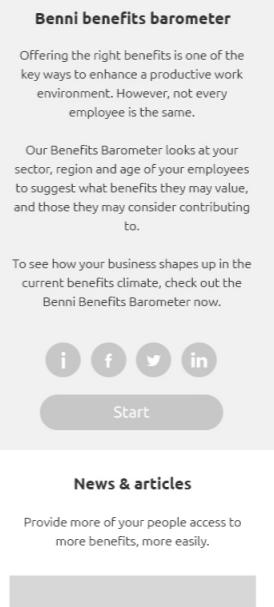
Just under the fold there is the “Make and enquiry” button. Looking at the heat map this section of the page still has 90% of customers.



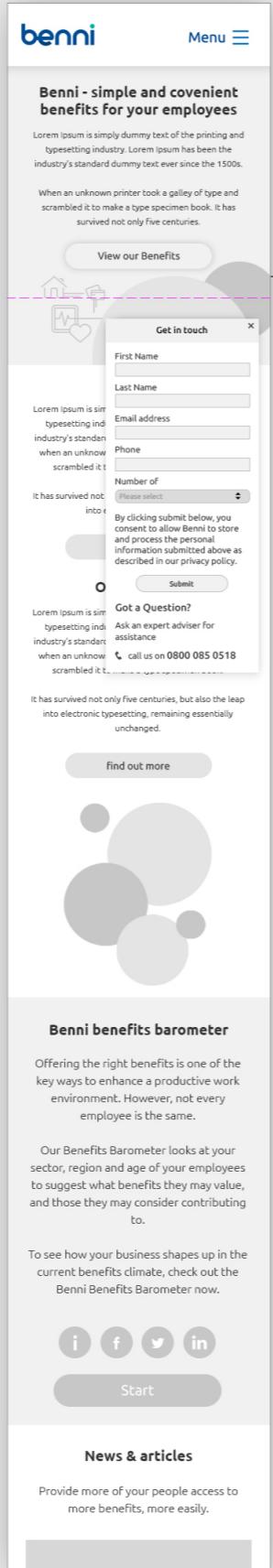
In the mobile menu, the Benni menu item has a drop down which customers can see the different products.

Each of these products are above the fold so that can easily see which products benni offers.

The contact menu item has also been highlighted so that customers can clearly find help if they need it. This builds trust with the customer.



Wireframes - Homepage - Mobile



The mobile “Make an enquiry” form follows the customer as they scroll down the page.

This is also help as the customer does not need to scroll to the button of the page to get in contact. The customer can also click on the number after the form and this would call the number straight away.

Wireframes - Benefits page - Desktop

The wireframe shows a desktop view of the Benni Benefits page. At the top, there's a navigation bar with links for 'benefits', 'solution', 'about us', 'news and articles', and 'contact us'. Below the navigation is a section titled 'Our Benefits' with a sub-section 'Employee Paid Benefits'. It features a large circular graphic with icons for a house, a key, a heart, and a pulse. A breadcrumb navigation shows 'Dental Insurance > Health Cash Plan Insurance > Critical Illness Insurance > Life Insurance'. A 'make an enquiry' button is positioned above the fold. The main content area contains four product sections: 'Dental Insurance', 'Health Cash Plan Insurance', 'Critical Illness Insurance', and 'Life Insurance', each with placeholder images, descriptions, download PDF buttons, and 'View the page' links. Below these is an 'Additional benefit' section for 'Retail discounts' with similar structure. The footer includes the Benni logo, social media links (LinkedIn, Twitter, YouTube), 'Helpful links' (about us, our solutions, our benefits, dental insurance), 'Contact us' information (phone numbers, email, chat), and legal notices.

On the click map of the benefits page, a percentage of customers are scrolling down the page and clicking on the product calls to action buttons. The scroll map shows that Benni does lose customers after the fold of the screen. By giving the customers the chance to click on the product CTA sooner, this gives Benni the chance of reaching more of the customers.

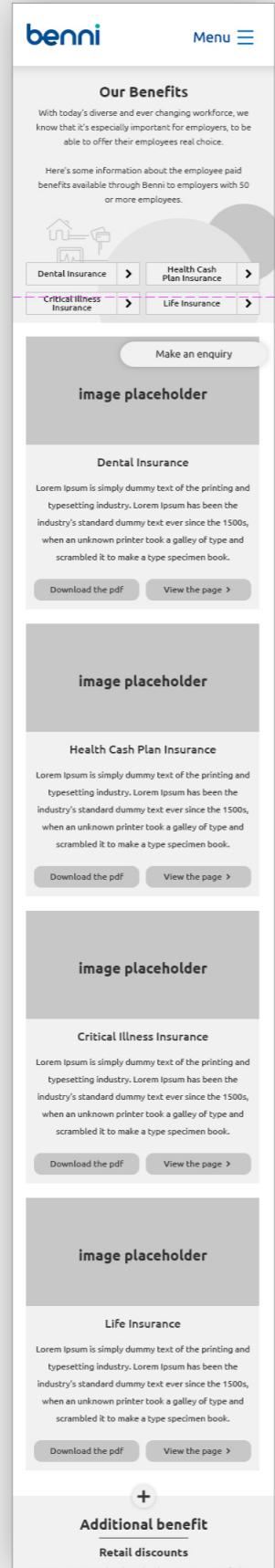
Make and enquiry button appears on all pages as a floating button. This is helpful for the customer, as some people might miss it on the home page but as it is on every page, it should be noticed. This button is also above the fold on every page so it should always be seen.

The product section is split into 2 columns so that more can be seen straight away. Each product block has an image, a download pdf and a click to view the product page. Online pdf's needs to slowly faded out so that customers are not alienated from the site. Moving from online pdfs to online pages gives you the chance to rank each page in google, this would give the benni site better online visibility which in tern will help to reach more customers.

Looking at the click map, customers are clicking on the title and the text for retail discounts. Customer are not realising that this is an add-on, when you get two or more insurances with Benni. I decided to separate the style of this section from the product section to show that the retail discount is different. This also will have text that informs the customer that this is an add-on and how the add-on works.

This detailed view of the Benni Benefits page focuses on the 'our benefits' section. It includes a large image of a smiling construction worker in a hard hat. Below are sections for 'dental insurance', 'health cash plan insurance', 'critical illness insurance', and 'life insurance'. Each section has a brief description, a 'Download the pdf' button, and a 'View the page' button. A 'make an enquiry' button is located at the bottom right of the page. Click maps are overlaid on the page, showing high interaction areas around the product titles and the 'make an enquiry' button.

Wireframes - Benefits - Mobile



Similar to the home page, the product buttons have been centered in a 2 column grid , above the fold. This gives the customers chance to click on the products as soon as they land on the page.

The “make and enquiry button” has been pushed down slightly to give more room to the product buttons.

The product blocks have been given some extra padding so each block does not feel cramped.

Wireframes - Product page - Desktop

The wireframe shows a desktop product page for 'Dental Insurance'. At the top, there's a navigation bar with 'benefits', 'solution', 'about us', 'news and articles', and 'contact us'. Below the navigation is a large circular 'Plus' icon containing a tooth icon and text about 100% reimbursement on NHS treatments up to annual limits. A 'make an enquiry' button is located at the bottom right of this section. A dashed pink line separates this from the main content area. The main content area features a heading 'Cover yourself today for the everyday comfort you and your family need' followed by a bulleted list of benefits: 'Endorsed by your employer', 'Visit any dentist of your choice', 'Worldwide cover for dental treatment', 'Reimbursement for implants up to the policy limits', 'Emergency cover including overnight hospital stays (excluding in the ROI)', and 'Simple claims - just take a photo of your bill and upload it via the app'. Below this is a 'Product Features' table with columns for 'Provider', 'Benefits', 'Type of coverage', 'Who can be covered?', 'Cost of cover', 'What is not covered?', 'Changing cover', and 'Rate guarantee'. A single row is shown for 'Unum Limited (Unum Dental)'. Under the 'Benefits' section, there's a placeholder for 'Benefits' with a note: 'Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.' Below this are three tabs: 'Essential', 'Standard', and 'Premium'. The footer contains small print about Unum Dental and Benni's trading name.

The product Have benn given its own page, this will help to rank each product in google and intern will increase the leads.

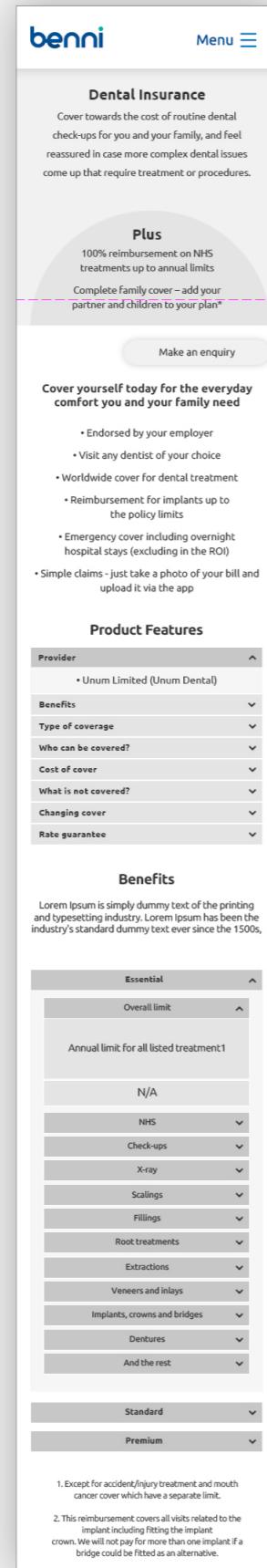
The look and feel has not changed dramatically from the PDF. On every page the content starts before the fold and enticing the customer to scroll down the page to view more information.

The retail discount section has been placed onto every product page. If customers miss this information on the benefits page and have this reminder to further inform them that this is an add on.

By adding in the "News and articles" section on the product page, this provides the customer with way of staying on the site. This intern builds a relationship with your customer.

The wireframe shows a news and articles section. It includes a header with 'Additional benefit' and 'Retail discounts'. Below this is a note: 'Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.' The main content area features a 'News & articles' section with a heading 'Provide more of your people access to more benefits, more easily.' It shows three news items with placeholder images and titles: 'News title' (with a note: 'Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.'), 'News title' (with a note: 'Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.'), and 'News title' (with a note: 'Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.'). Below this is a 'view more articles' button. The footer contains links for 'Helpful links' (about us, our solutions, our benefits, dental insurance, news and articles), 'Contact us' (phone number 0800 085 0518, email hello@benni.co.uk), and 'All ready a customer' (phone number 0800 121 4120, email chat@benni.co.uk). The footer also includes legal notices: 'Legal Notice | Privacy Notice | How We Use Cookies' and 'Copyright 2018 Unum Select Limited all rights reserved. Benni is a trading name of Unum Select Limited which is authorised and regulated by the Financial Conduct Authority. Registered and Head Office: Milton Court, Dorking, Surrey, RH4 3LZ. Registered in England company number 07203708. Unum Select Limited is a member of the Unum Group of Companies.'

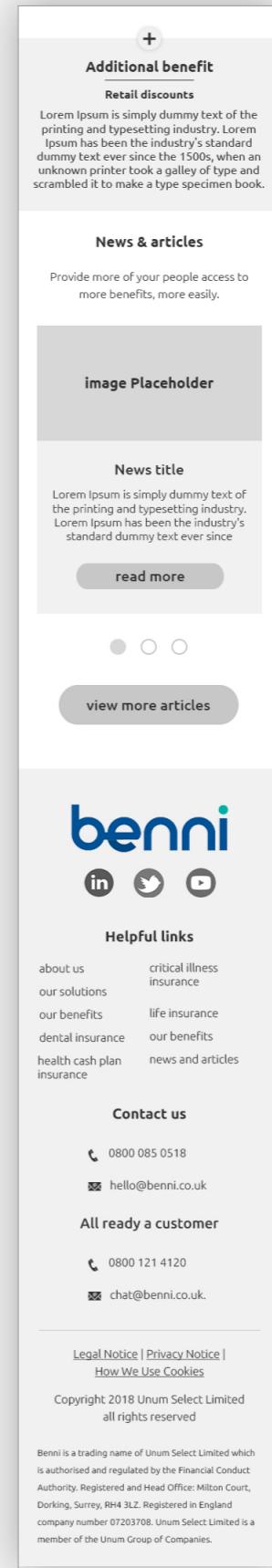
Wireframes - Product page - Mobile



The mobile version of the product page keeps the same flow as the pdf. Customers are greeted with an effective image, description on the product as well as the plus information section before the fold.

The product features have been changed to a drop down so customer can have the option to select which feature they would like to know more about.

The benefits section as also been made into a drop down so customers can select which level of benefits they would like find out about.



Emotive Imagery

Emotive Imagery

Old hero banners

Home Page



About Us



Our Solution



New hero banners

Home Page



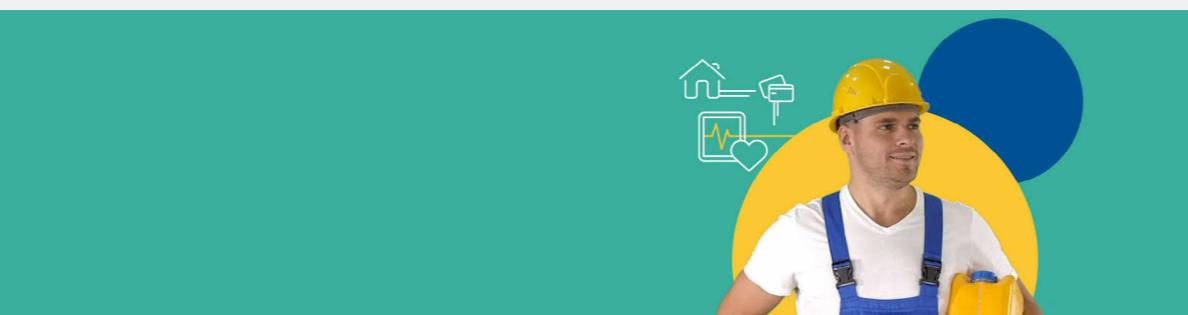
About Us



Our Solution



Our Benefits



The current hero banners are currently broken and they do not look professional. With still images that are cut half way, this is very distracting when you view the page on other devices.

I have an animated hero would bring life to the pages. I decided not to have the animation constantly looping, as this might no look professional.

Each page also has its own character which is diverse not only in race but in profession. This indicates to the customer that Benni is for everyone.