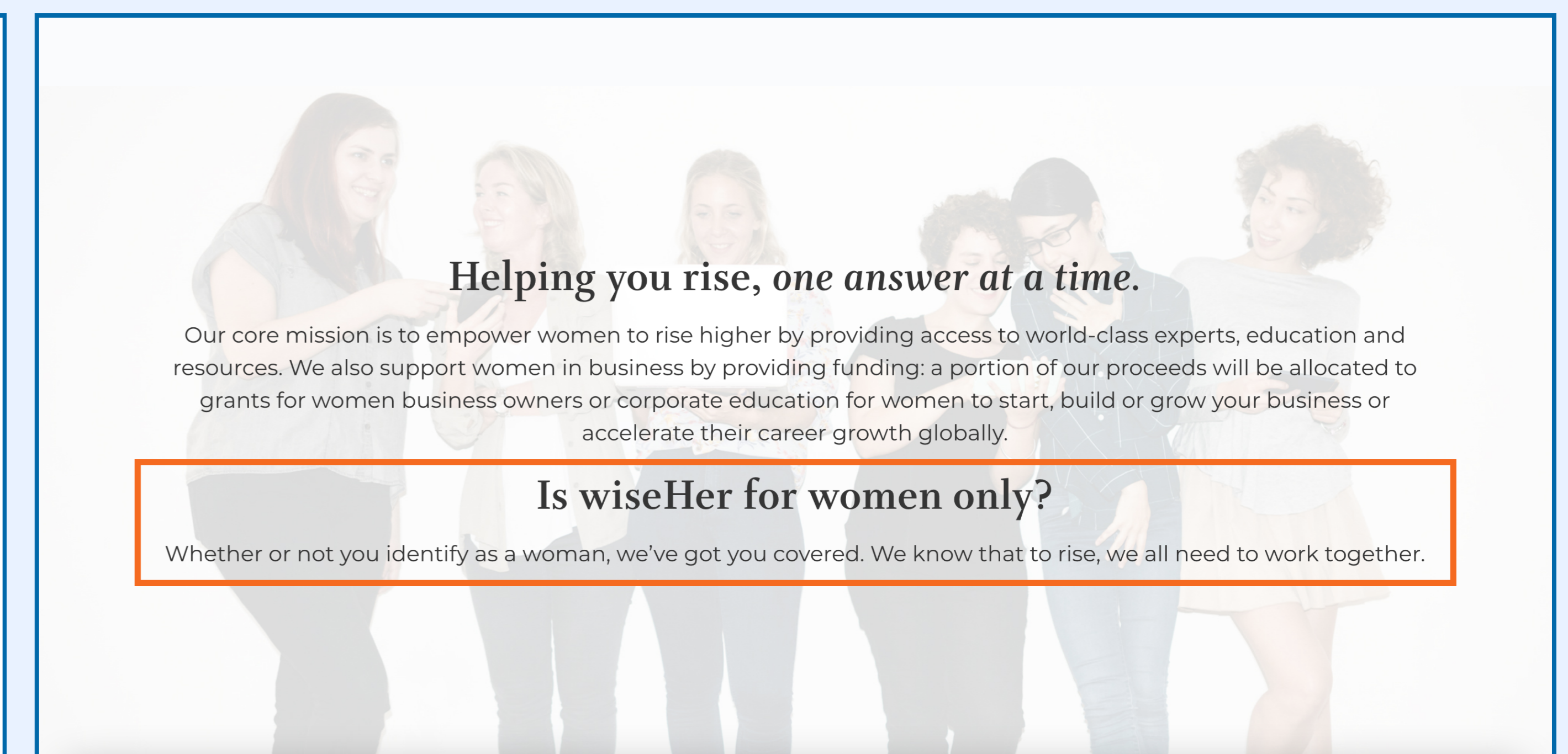
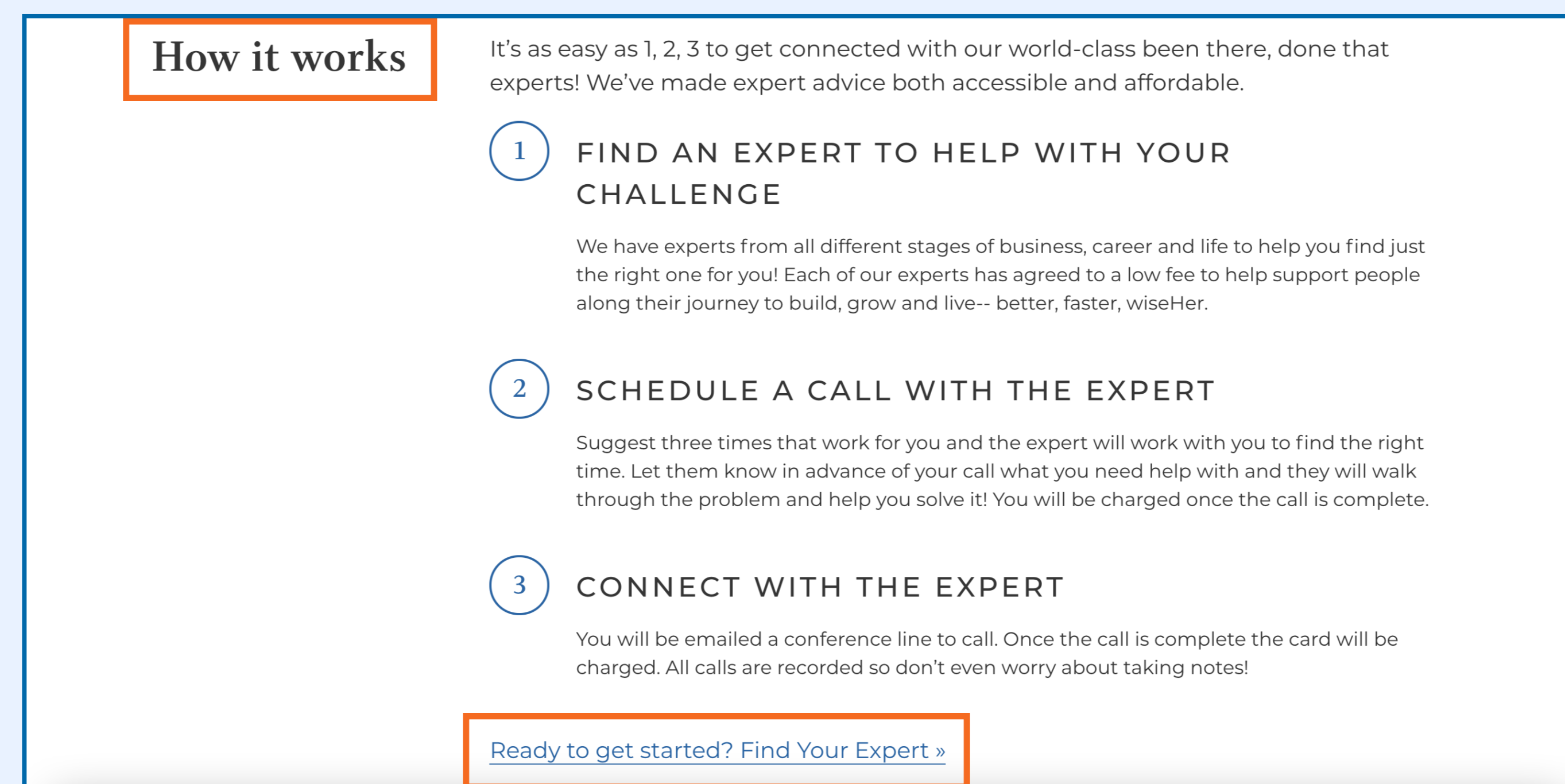
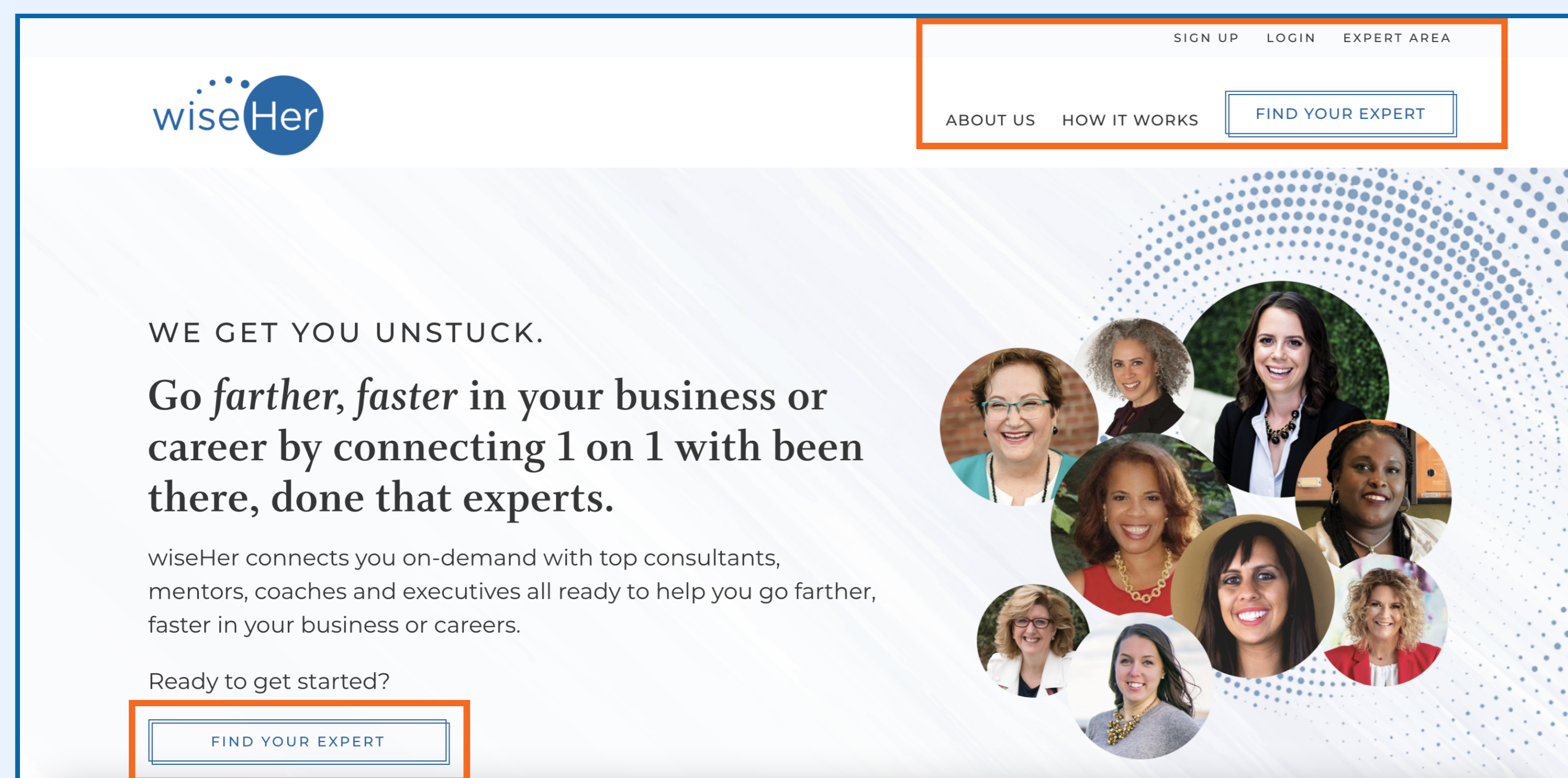


Design Audit: Homepage

The website's general design is simple and minimalistic; however, it lacks in color and personality making it unmemorable. There are a few more concerns with usability that need to be solved and addressed.



Website Navigation

The website's **top navigation** needs to be redesigned. Both rows need to be consolidated into one. The redesigned top navigation should be the same on every page of the website.

The **Find Your Expert** button repeatedly appears on various pages of the website. It is clear and is easily noticeable. When clicked, it leads to a page where the user can browse and search for experts. The **Expert Area** - which seems like an area that would have information for the experts and perhaps an expert login page - also leads to the same page where the user can browse and search for experts. This is confusing and inconsistent. It is surprising to see that those two seemingly different headings lead to the exact same place. There is a clear usability issue because it clashes with the user's expectations.

Text Layout

There is a good balance of text and white space on the homepage and the overall website, but some areas that have copy are too overwhelming and cluttered. There needs to be a more organized and consistent approach to **text layout** to ensure a legible and visually cohesive result. The typographic alignment of this page is different from the rest of the website, where it is primarily centered. This section has an unusual alignment and is hard to read.

Additionally, there are some inconsistencies with the **Find Your Expert** button. It should always appear the same, throughout the website. Here, it suddenly appears as a hyperlink. Instead, it should appear exactly like everywhere else: "Ready to get started?" should be part of the text and "Find Your Expert" should be a button.

Target Audience

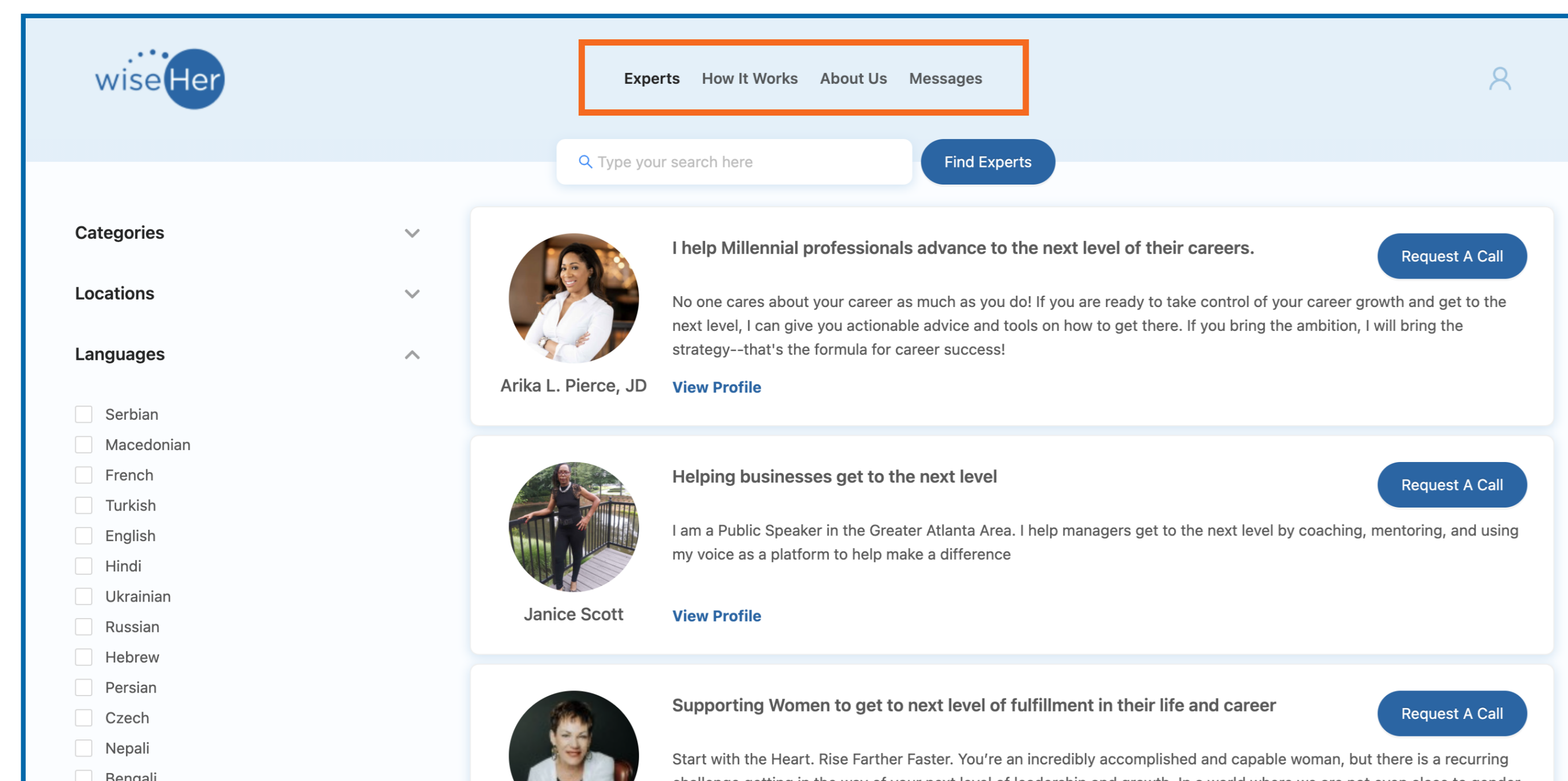
The answer to the question "Is wiseHer for women only" is a little ambiguous. As a result, the **target audience** is unclear. Is this a question about gender identity? Or is wiseHer actually accessible to all?

The website's "About Us" section provides a considerably more detailed description of the intended audience. Moving it to this section could be a good idea:

wiseHer is built by women and targeted to women—as we know the unique challenges that women face—but is available to all. Our team has been supported by so many throughout our journey and we welcome ALL to work with us and our experts and advisers.

Design Audit: Expert Page

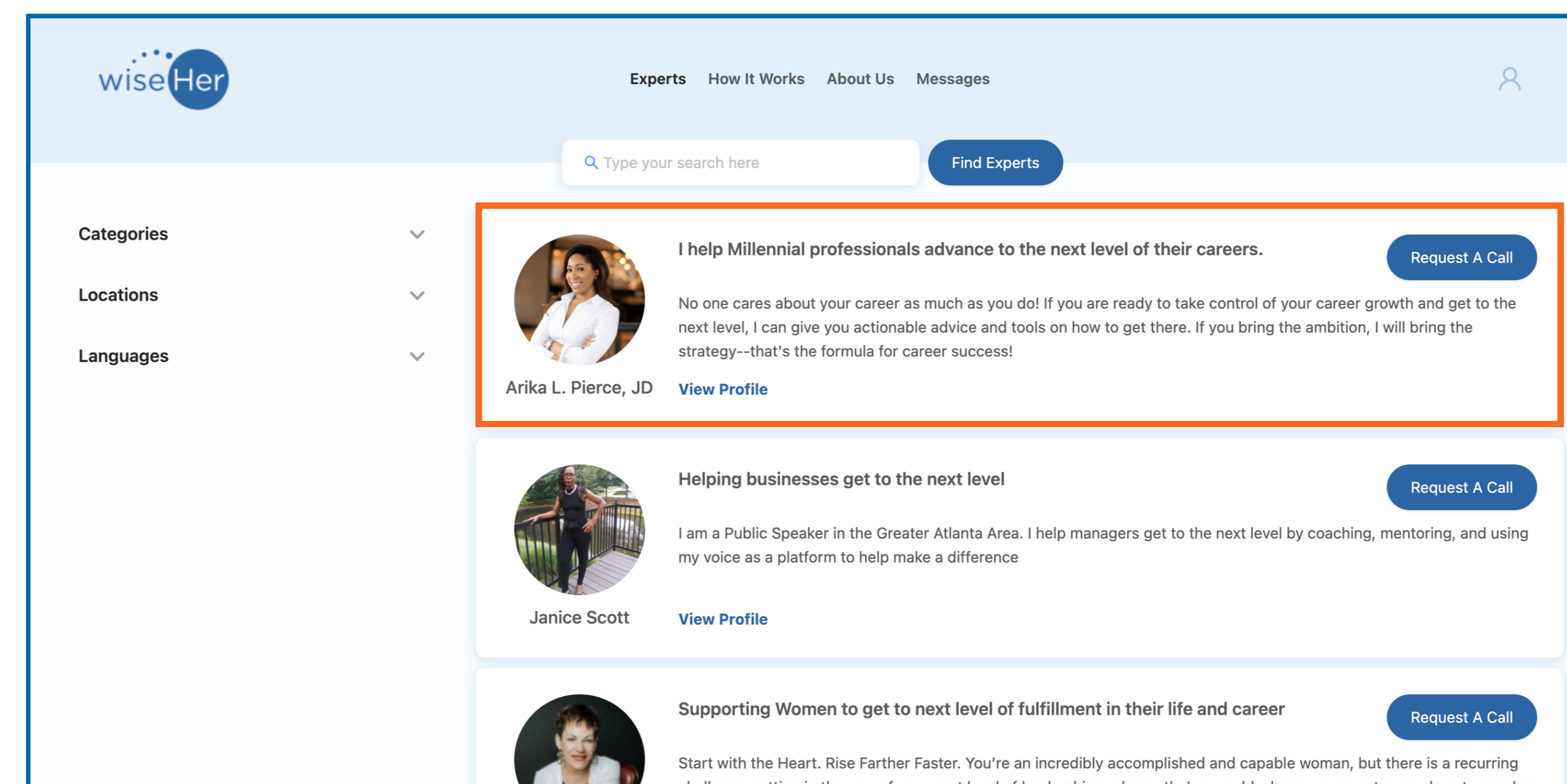
Users come to **wiseHer** to be connected to the “right” expert. The ability to help clients find the appropriate person for their issue is **wiseHer’s** raison d’être. It is therefore important for the Expert Page to be particularly well designed.



Search Filters

The **search filters** on the left-hand side of the Expert Page are a practical way of narrowing down the search results when browsing for an expert. Perhaps the “Categories” filter could be renamed to “Areas of Expertise” to highlight that these experts have specialized knowledge.

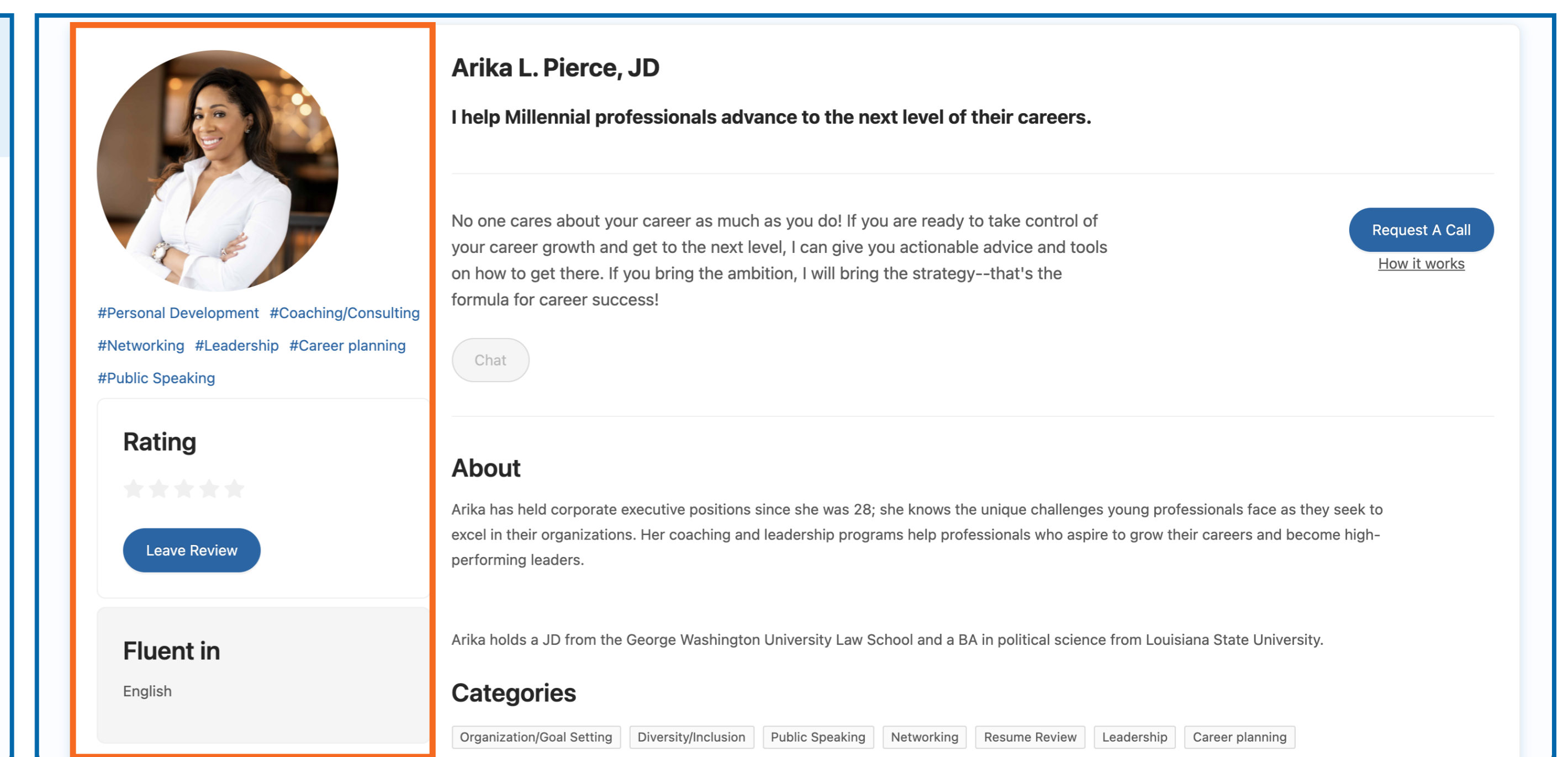
It’s useful to be able to search by Location and by Language. However, the languages are currently organised in a seemingly random fashion. They should appear in alphabetical order (like the categories and locations). For more specific expert searches, users could input keywords in the search text field.



Expert Short Profile

The expert’s **short profile** needs to be more structured, more standardized. It currently lacks consistency. Some **headlines** are only one word; others, are 3 lines long. Some headlines have a professional style; others, are more casual. The user shouldn’t be reading a very long headline trying to decipher information in order to compare experts to one another. This makes the expert search quite complex.

The **areas of expertise** and **years of experience** need to be clearly presented. This information needs to be included in the expert’s short profile to allow users to easily scroll through the Expert Page and decide which expert to contact for a call. To ensure that clients book expert calls, we need to remove any hesitation from the expert selection process. It has to be straightforward and smooth.



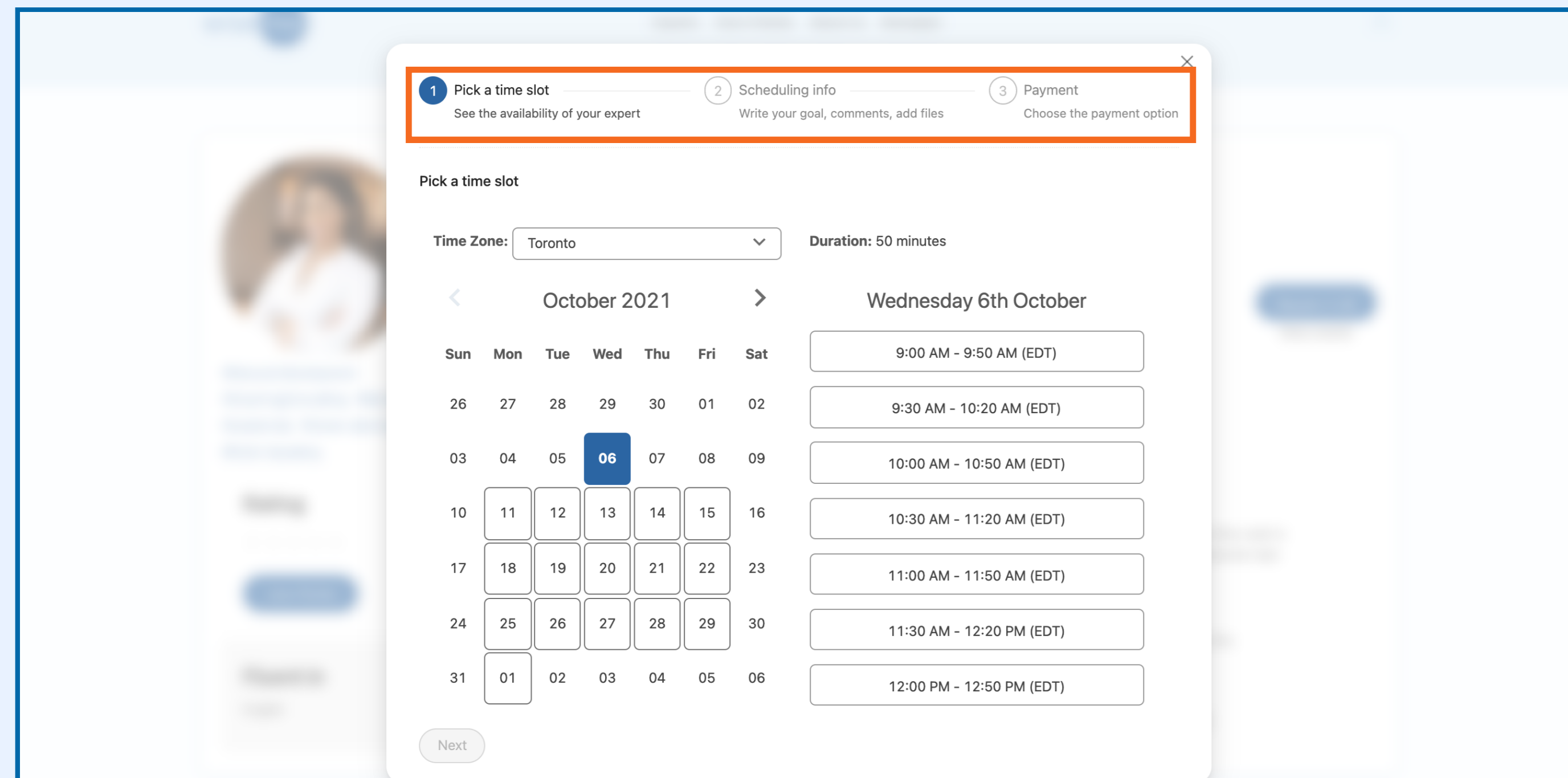
Expert Full Profile

The expert’s **full profile** should highlight the **areas of expertise** and **years of experience** in a visible place. This information could be placed on the left, under the expert’s profile photo, in the following order: Profile photo, Areas of Expertise, Years of Experience, Relevant Keywords (hashtags) and Languages. This would make it visually distinct from the rest of the screen, which could have the expert’s Name, Headline, Mission Statement and About sections. A more structured design with professional headlines will help establish a sense of trust with wiseHer and communicate to the user that there is an expert vetting system in place.

When looking through the expert short profiles and selecting experts to read about in more detail, it would be beneficial to **maintain scroll position**. Currently, the back button brings the user back to the top of the Expert Page, which means that the user must scroll back down to find the last position. Amazon does this very well. When you click on a product page and then click the back button, you automatically return to where you were just before you clicked to view the product. It’s a much smoother and more efficient user experience. Another option would be to make the expert’s full profile an **overlay window** that can easily be closed.

Design Audit: Request a Call

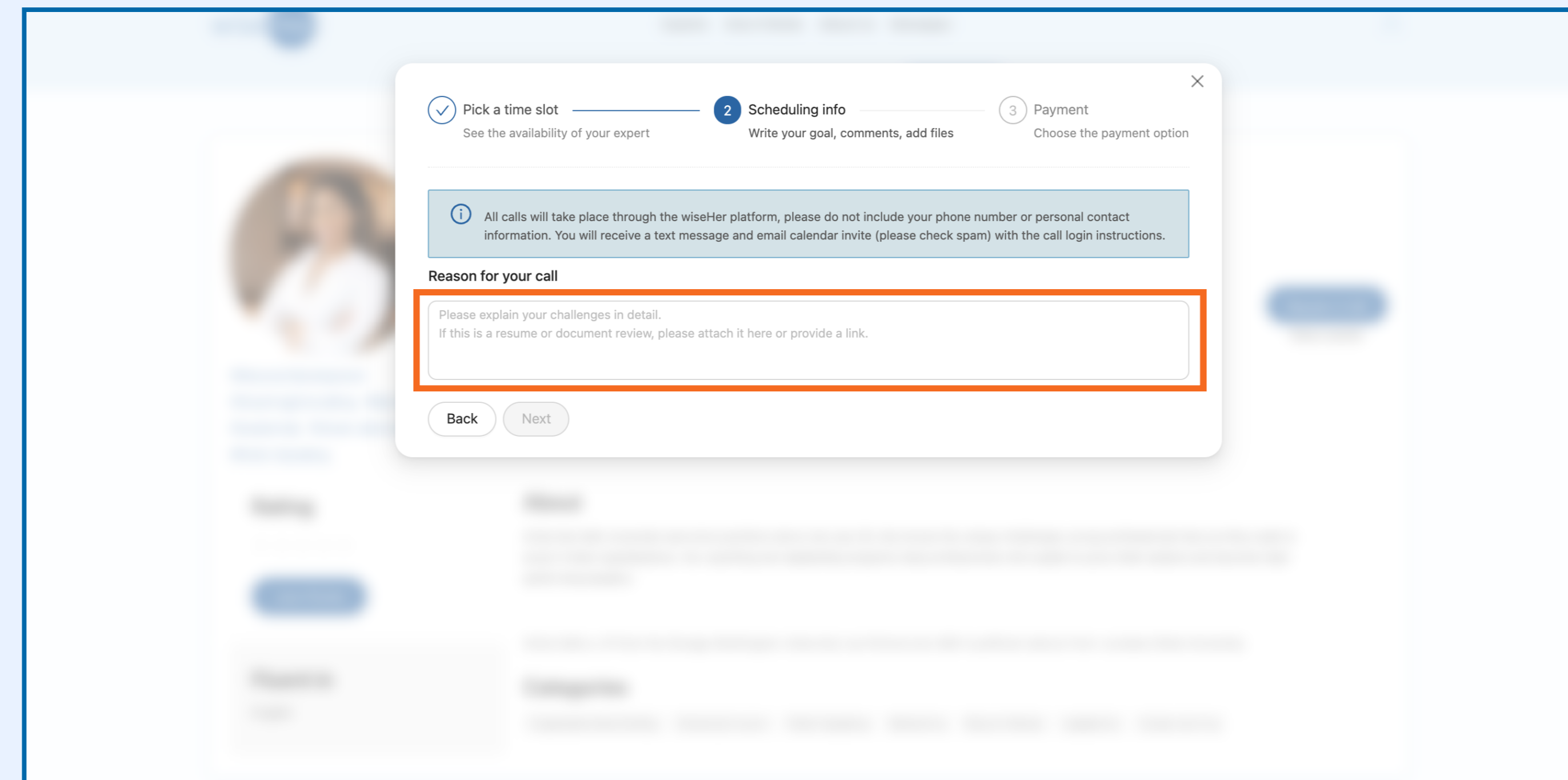
The “Request a Call” overlay window has a good user experience, but a few things could be improved to make it better.



Pick a Time Slot

WiseHer makes it very easy to request a call with an expert. Once the user selects the expert and requests a call, an overlay window appears with a **timeline** at the top. The call request process is separated into 3 steps: pick a time slot, scheduling info and payment. The user can therefore easily visualize the process and knows exactly where they are and what to expect. All the necessary information appears on the screen to pick a time: time zone, duration of call, calendar and available time slots.

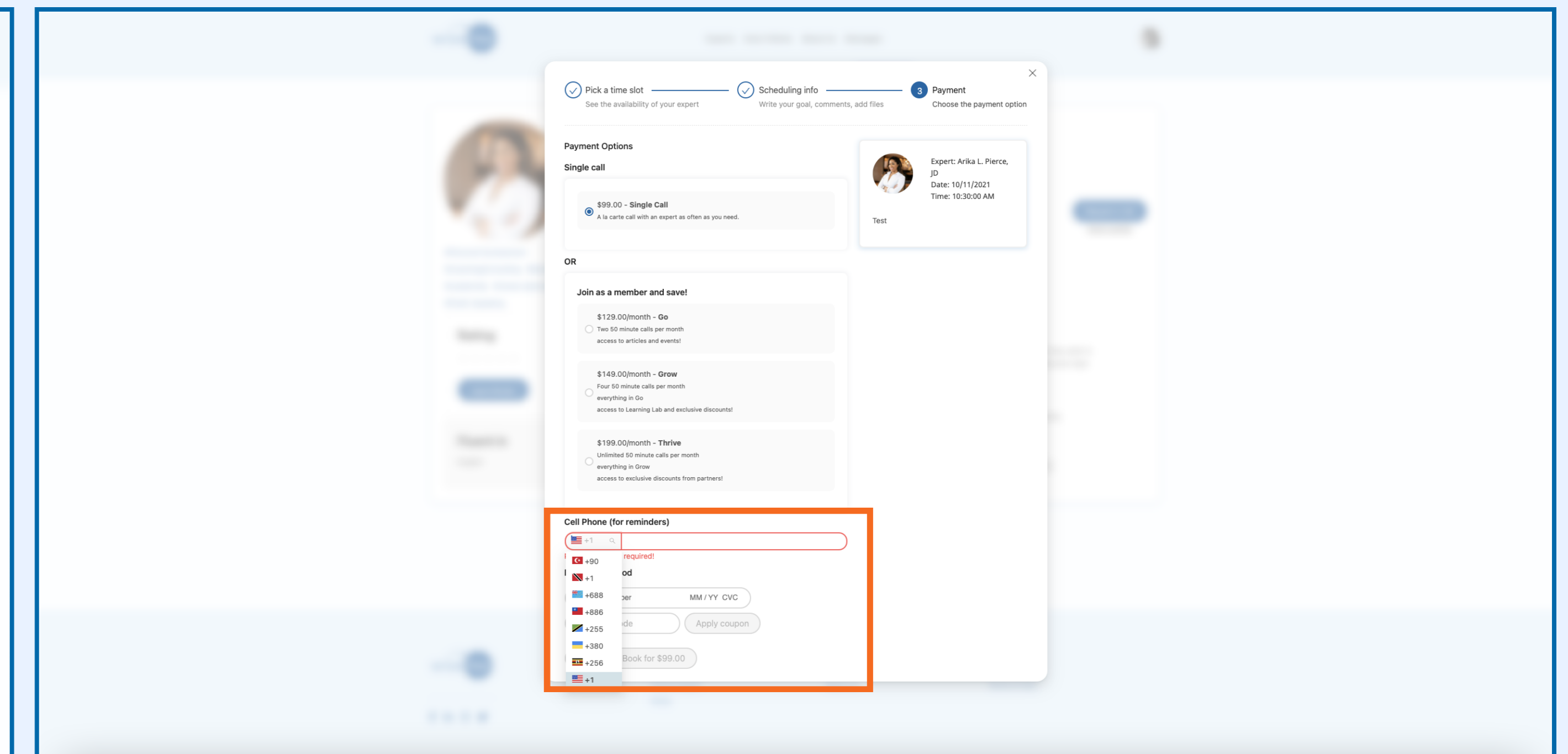
It would be useful to add the expert’s **name** and **profile photo** to this overlay window for the user to be able to see who the call is being booked with.



Scheduling Info

To keep a visual consistency with the previous overlay screen, it would be best to keep the **same format** for all three steps of the “Request a Call” process. The scheduling info screen should include the name and photo of the expert and the chosen date and time for the call.

There is currently no way to **attach files** to this document. This functionality needs to be added.



Payment

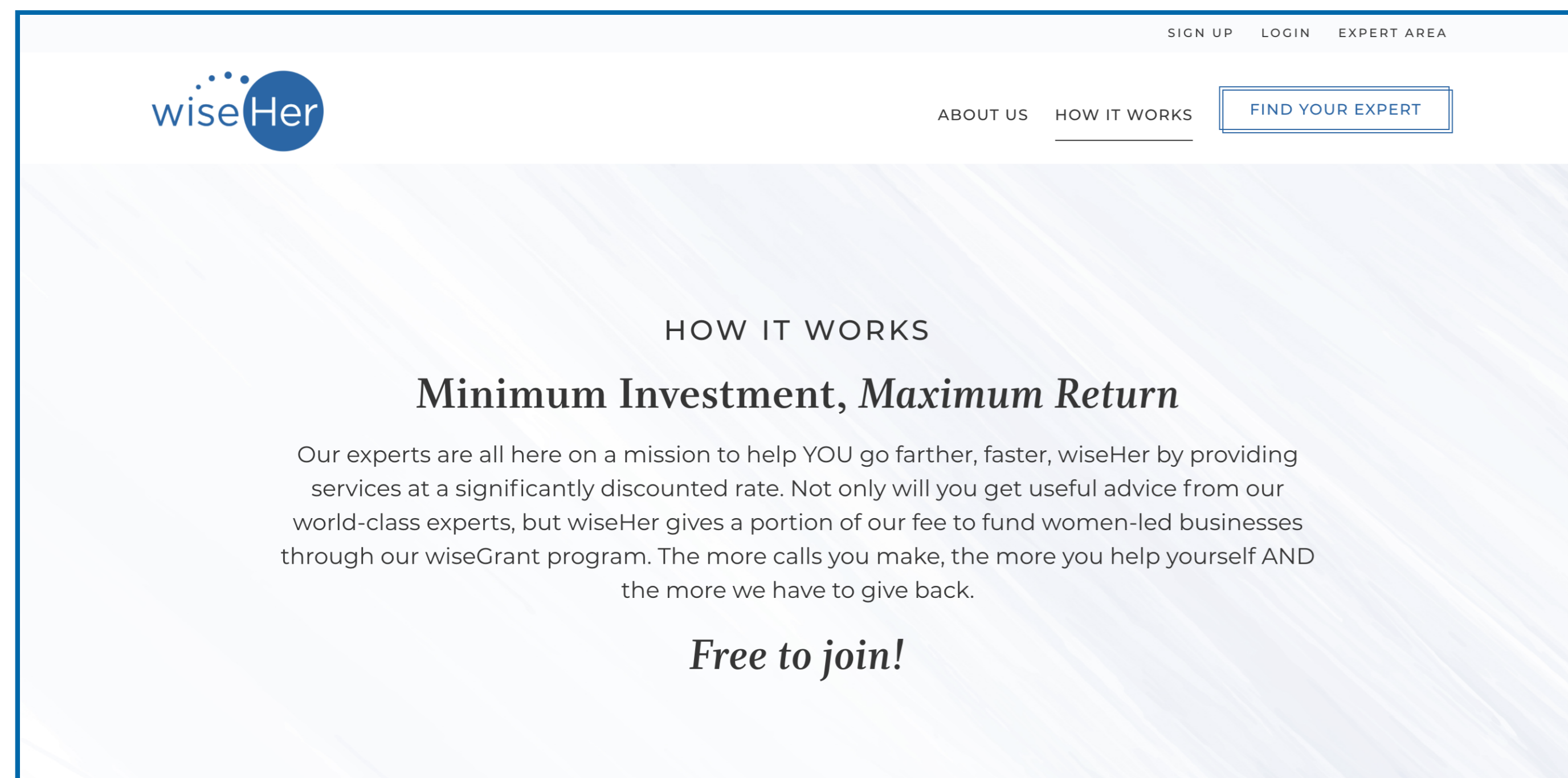
It’s a very good idea to reiterate the fee structure at this stage and to offer users the option to either pay for a single call or to get the subscription to save money on calls.

The **country code** for the cell phone should list the country’s name as well as the flag. Having only the flag makes it harder to navigate the list alphabetically and to find the right country.

Accepted payment methods should be added to the payment section.

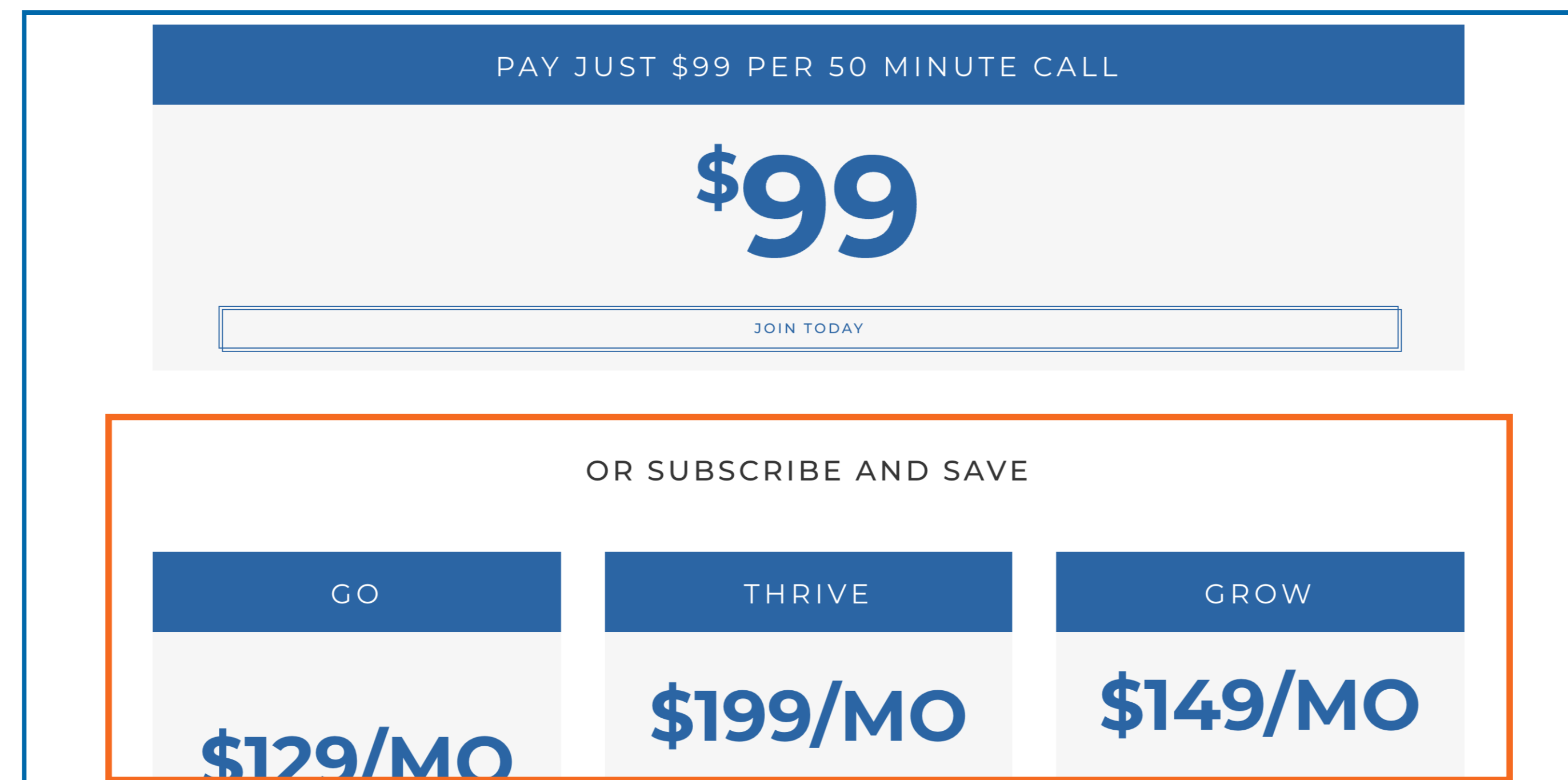
Design Audit: Pricing

The Pricing is presented in a confusing manner. The design needs to be improved to ensure a clear and immediate understanding of the fees.



How It Works

This paragraph provides a good **introduction** to the way wiseHer operates. This is most definitely the right place to mention that wiseHer gives a portion of their fee to fund women-led businesses through the wiseGrant program.



Fee Structure

The overall **fee structure** is somewhat clear, but there are some confusing aspects, especially with the subscriptions.

- \$99: 1 call
- \$129/month: 2 calls/month
- \$149/month: 4 calls/month
- \$199/month: unlimited calls

For the three monthly subscriptions, can the user subscribe month by month or is it necessary to subscribe for several months at a time?



Alignment and Design

There is an alignment issue with the three monthly subscription options. They are currently vertically centered, which is visually problematic because they appear **misaligned**. They need to be properly aligned at the top. The prices all need to be on the same line.

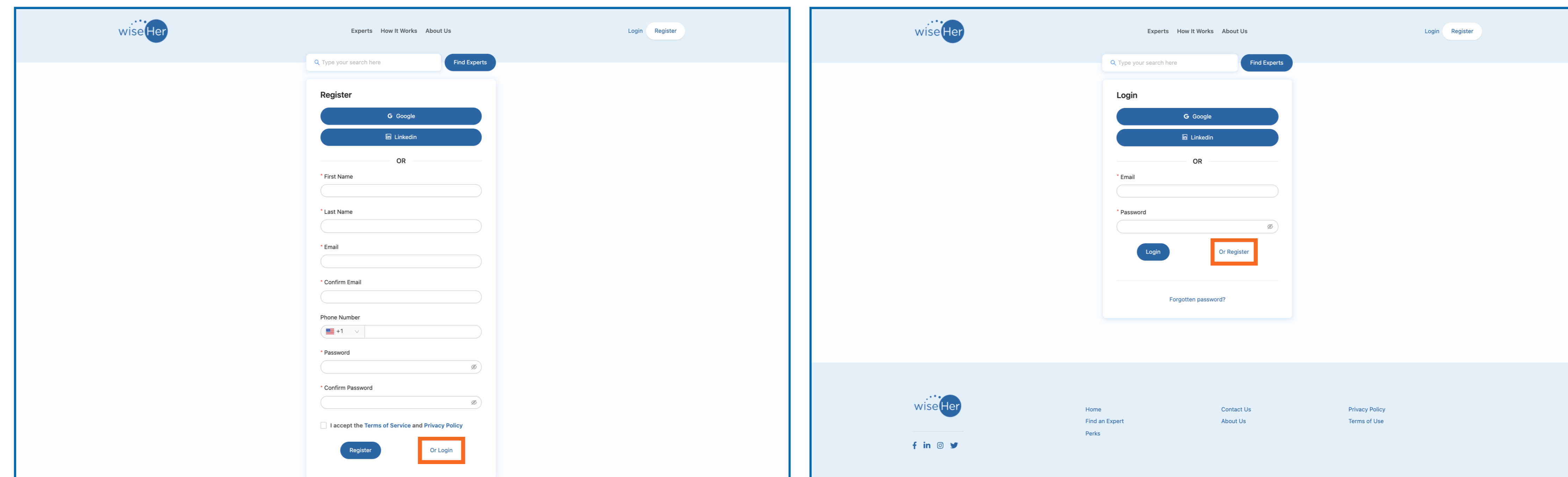
The **order** should also be changed. They fees should be organised from least to most expensive from left to right: \$129, \$149 and \$199. Perhaps the \$99 single call option should also be moved to a vertical rectangle and placed near the subscription fees in the following order: \$99, \$129, \$149 and \$199. By visually reducing the gap between the single call and subscription options, more users might decide to go for a subscription.

The **payment plan descriptions** are confusing and inconsistent. When presented in this way, it's difficult to see the distinctions between each option. It would be best to display the benefits of each fee in the following manner:

- Grow: Everything in Go + x
- Thrive: Everything in Grow + y

Design Audit: Sign-Up and Login

The Sign-Up and Login Pages don't need to be their own distinct pages. They can simply be overlay windows like the Request A Call window.



Sign-Up and Login

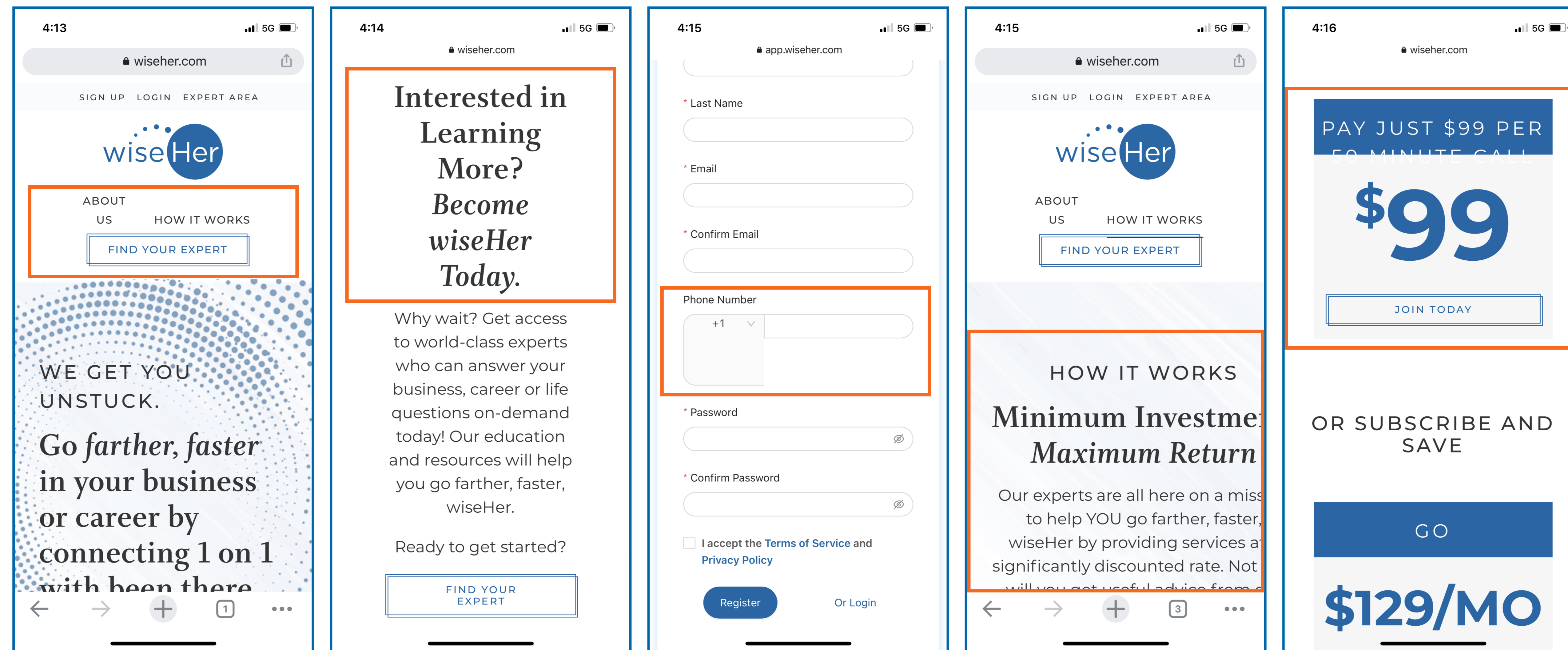
It is unnecessary to have two distinct pages for the Sign-Up and Login process. This can easily be consolidated in **one window** that would offer both options.

There is an inconsistency in the terminology used to describe the Sign-Up Page. On the wiseHer homepage, it is named "Sign Up", but the page itself is named "Register". In other instances, the word "Join" is used. It is important to decide which **term** to use for the overall website and only use that one word in all instances.

Additionally, on the Sign-Up Page it says "Register" and "Or Login". On the Login page it says "Login" and "Or Register". The word **"or"** should be removed.

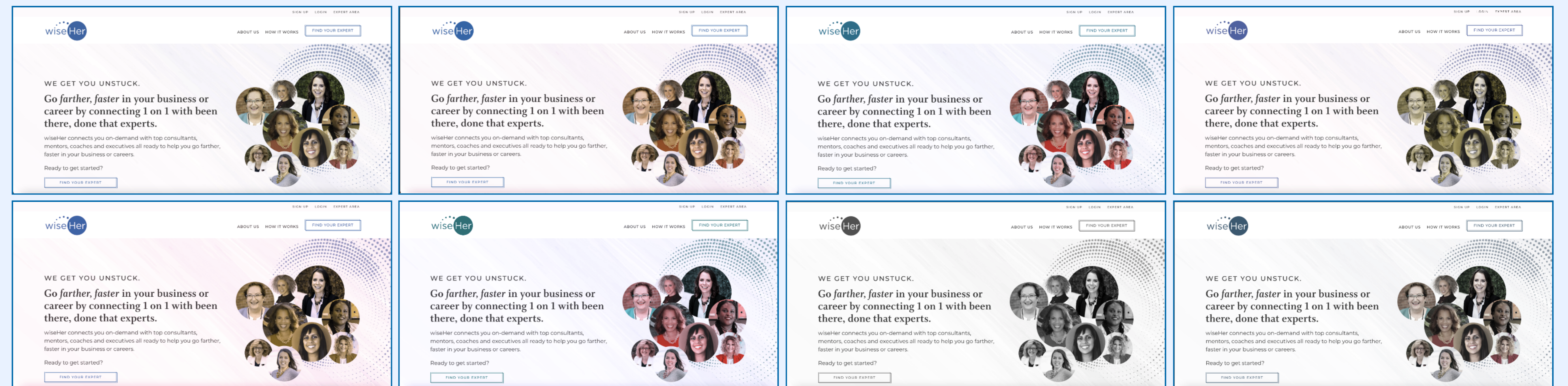
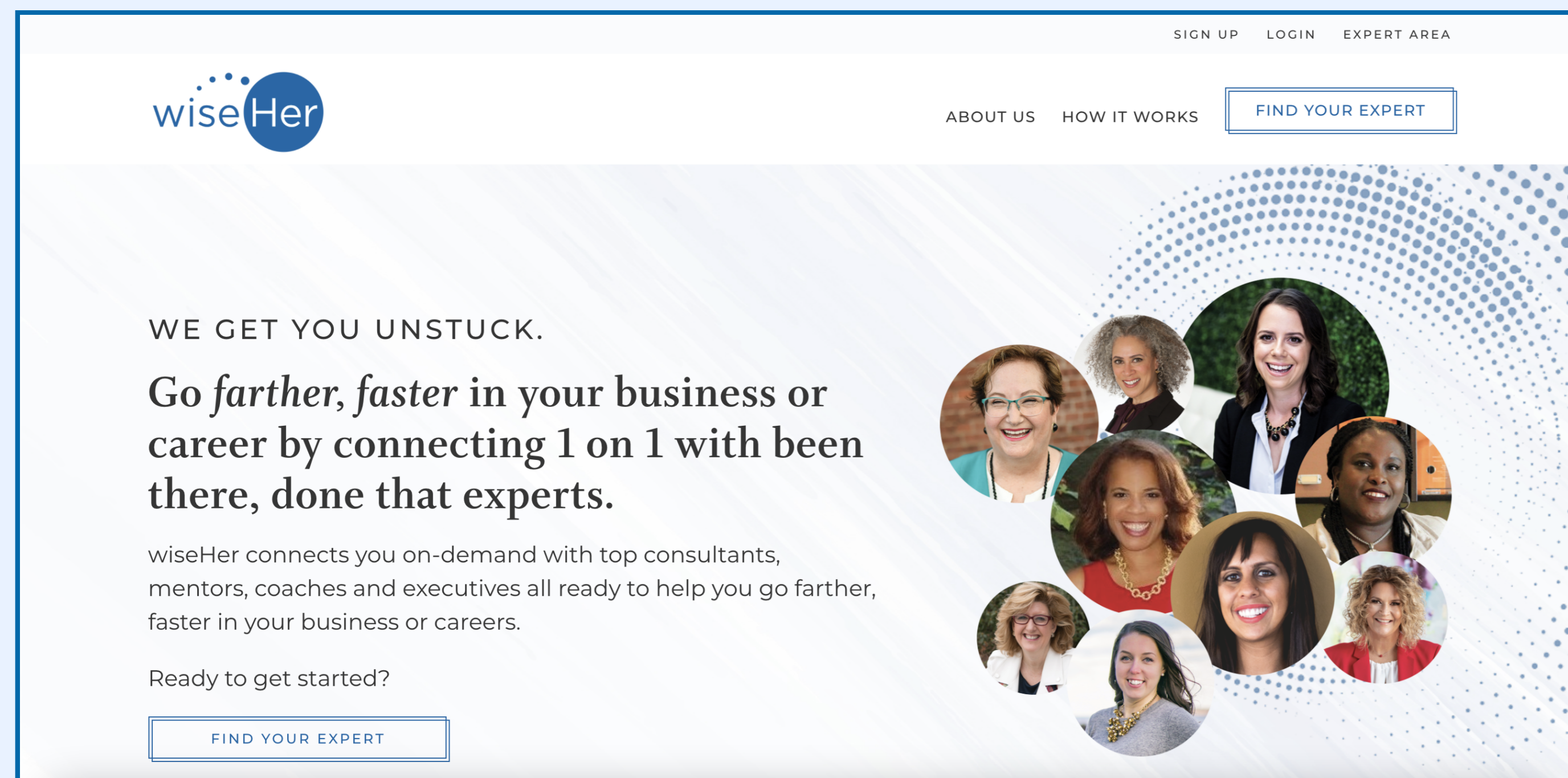
Design Audit: Mobile Web Experience

The website is not mobile-friendly. With so many users accessing the web from their mobile devices, a responsive website is an absolute priority. Here are a few examples to show some of the formatting problems and glitches that were observed when accessing the website from a mobile device (iOS). This needs to be resolved to provide a good user experience to **wiseHer's** existing and potential clients.



Design Audit: Color Accessibility

The current **wiseHer** website meets the color accessibility requirements, as shown by the Contrast Checker and the Color Blindness Simulator.



Contrast Checker

According to the **WebAIM Contrast Checker**:

Blue foreground color (#0068AA) **passes** accessibility on white background color (#FFFFFF)
The contrast ratio is 5.89:1.

Black foreground color (#363636) **passes** accessibility on white background color (#FFFFFF)
The contrast ratio is 12.08:1.

Black foreground color (#363636) **passes** accessibility on grey background color (#F5F6FA)
The contrast ratio is 11.18:1.

Blue foreground color (#0068AA) **passes** accessibility on grey background color (#F5F6FA)
The contrast ratio is 5.46:1.

Color blindness simulator

I checked accessibility with **Colblindor** - a color blindness simulator that is able to simulate how a webpage is viewed with different color blindness anomalies. There appear to be no color blindness issues with the current **wiseHer** webpage.

The following color blindness anomalies were checked:

1. Red-Weak/Protanomaly
2. Green-Weak/Deuteranomaly
3. Blue-Weak/Tritanomaly
4. Red-Blind/Protanopia
5. Green-Blind/Deuteranopia
6. Blue-Blind/Tritanopia
7. Monochromacy/Achromatopsia
8. Blue Cone Monochromacy

Design Audit: Next Steps

With the Design Audit, I was able to uncover strengths and flaws in the design of the current **wiseHer** website. The usability concerns identified in this document were used as a starting point for finding ways to redesign particular portions of the website and provide a more intuitive user experience, hopefully resulting in an increase in the number of clients and scheduled calls.

We suggested to rework elements from the following areas of the website:

- **Homepage**
- **Top Navigation**
- **Expert Page (with short profiles and full profiles)**
- **Sign-Up Page**
- **Login Page**
- **Request a Call Window**
- **How It Works (Fee Structure)**