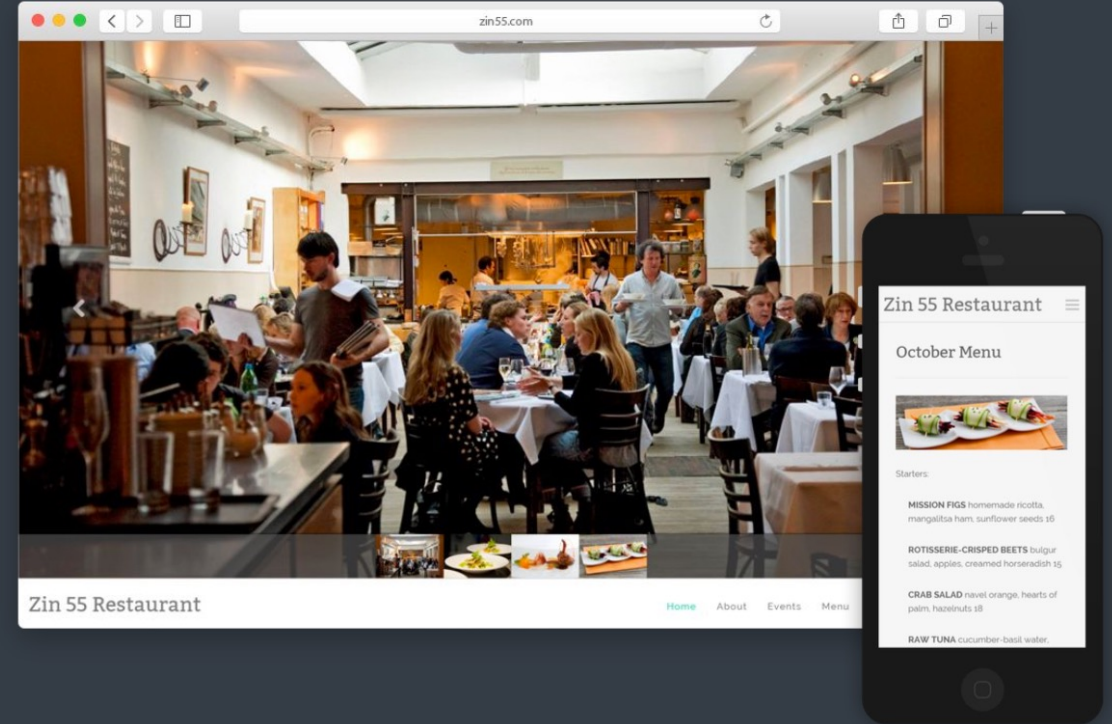


# Pagevamp, the best **website builder** for **SMBs**

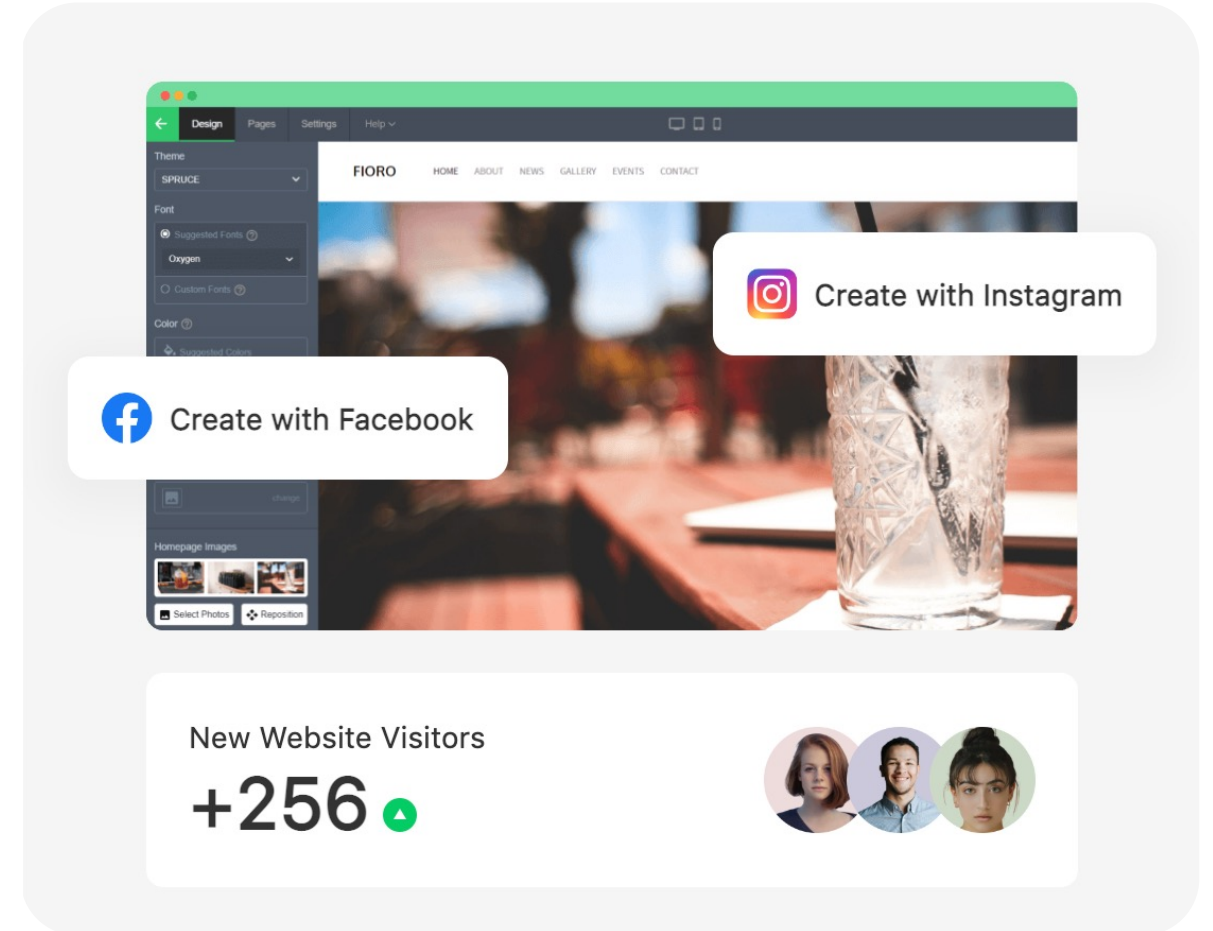


## Case study – Pagevamp

### Context

Pagevamp is the first one-click website builder for small businesses, clubs and organizations that is truly “one-click”. Using a business or organization’s Facebook page data, Pagevamp instantly builds a new, sleek website with all of the content already published.

The new site is synced with Facebook so updating it is as simple as editing the Facebook page itself. Businesses can switch their site design at the click of a button to best match their needs.



## The Challenge

Revamping the user onboarding flow and introduced key functionality upfront for users.

- ❖ ~30% users' asks for custom domain linking option
- ❖ ~20% users' requests to update Pagevamp's subdomain
- ❖ ~10% users' website doesn't include basic information in their facebook page
- ❖ ~ 15% users' have privacy concern as Pagevamp asks for their facebook page linking with the app
- ❖ ~20% users' who doesn't own FB page drops right after Free trial signing up

## The Objective

Research, strategize and design a new onboarding flow with a focus on:-

- ❖ Extracting necessary information upfront for the website
- ❖ Simple and intuitive website building experience
- ❖ Easy domain selection option [Buy domain, customize subdomain or link pre-owned custom domain]

## Case study – Pagevamp

### Targeted Audience

- ❖ Individual business owners
- ❖ Small Business owners
- ❖ Writers
- ❖ Musicians
- ❖ Artists
- ❖ Photographers etc.

## My design approach

---

1. Empathize

2. Define

3. Ideate

4. Prototype

5. Test

1. Empathize

2

3

4

5

Dived into an intensive 2-week research sprint and collected information using different qualitative and quantitative research techniques.

- ❖ User interviews & Contextual inquiry (10+ interview)
- ❖ Client demos (10+ demos)
- ❖ Customer support tickets
- ❖ Mapped out competitors and SWOT analysis
- ❖ Facebook reviews

1

2. Define

3

4

5

Started accumulating the information gathered during the empathize stage and then created persona to help keep the efforts human-centered before proceeding to ideation

### ❖ Frustration and pain points

- No coding knowledge
- Lack of dedicated time to sit and update the website
- Final outcome looks plain and doesn't feel good
- Looking for a way to link current domain
- Don't like the Pagevamp's subdomain. Need to search/buy custom domain

### ❖ Needs and Goals

- Easily manageable website and online presence
- Beautiful website with appropriate information
- Easily linking custom domain and purchase new domain
- Less to no time to learn the application

## Case study – Pagevamp - Persona



Name: David Silva  
Age: 45yrs  
Gender: Male  
Education: Bachelors  
Occupation: Restaurant owner  
Marital Status: Married  
Location: Hampton, Georgia

### Bio

David is a married family man with 2 children. He is a restaurant owner and due to the nature of the business, operates lots of works by himself. He overlooks the quality control of overall business including, food, interior design, accounts, orders and delivery too. Though he has employee who does the work, still likes to engage in business

### Challenges and Frustration

- Reach out to customers about the products and new items
- Owned the website before but due to time and technical constrains, couldn't take full advantage of it
- Lack of online presence and marketing knowledge so only serving local customers around the area.
- Not so technical personal

### Goals and Needs

- Need a market business outside than the local area
- Need a way to let people know about offers on special occasions
- Good online presence with very little time spent daily

### Personality

- Extrovert
- Active
- Friendly
- Hardworking
- Passionate
- Optimistic

### Tech

Internet



Software



Mobile apps



Social Networks



## Case study – Pagevamp - Persona



Name: Sarah Mitchell  
Age: 28yrs  
Gender: Female  
Education: MBA  
Occupation: Photographer  
Marital Status: Single  
Location: Paris, France

### Bio

Sarah is a photographer and currently studying in a university. She likes to be self-sufficient and independent so works as a part-time photographer to support her necessities. She likes nature photography the most and also does wedding photography. She likes to explore new things.

She is a gadget lover and a social media enthusiast. She regularly posts her snaps in social medias.

### Challenges and Frustration

- Gets customers only via personal references
- Reach out to more customers for an extra source of income
- Being photography enthusiast, likes to explore new gadgets but hard to afford sometimes
- Couldn't commit to fulltime job due to on going education

### Goals and Needs

- Need a way to publicize self for larger customer reach, not just personal reference
- Need a different source to sell her work for extra income
- Sell old gadgets to generate revenue to buy new gadgets

### Personality

- Outspoken
- Inspiring
- Passionate
- Hardworking
- Dedicated
- Extrovert
- Friendly

### Tech

Internet



Software



Mobile apps



Social Networks

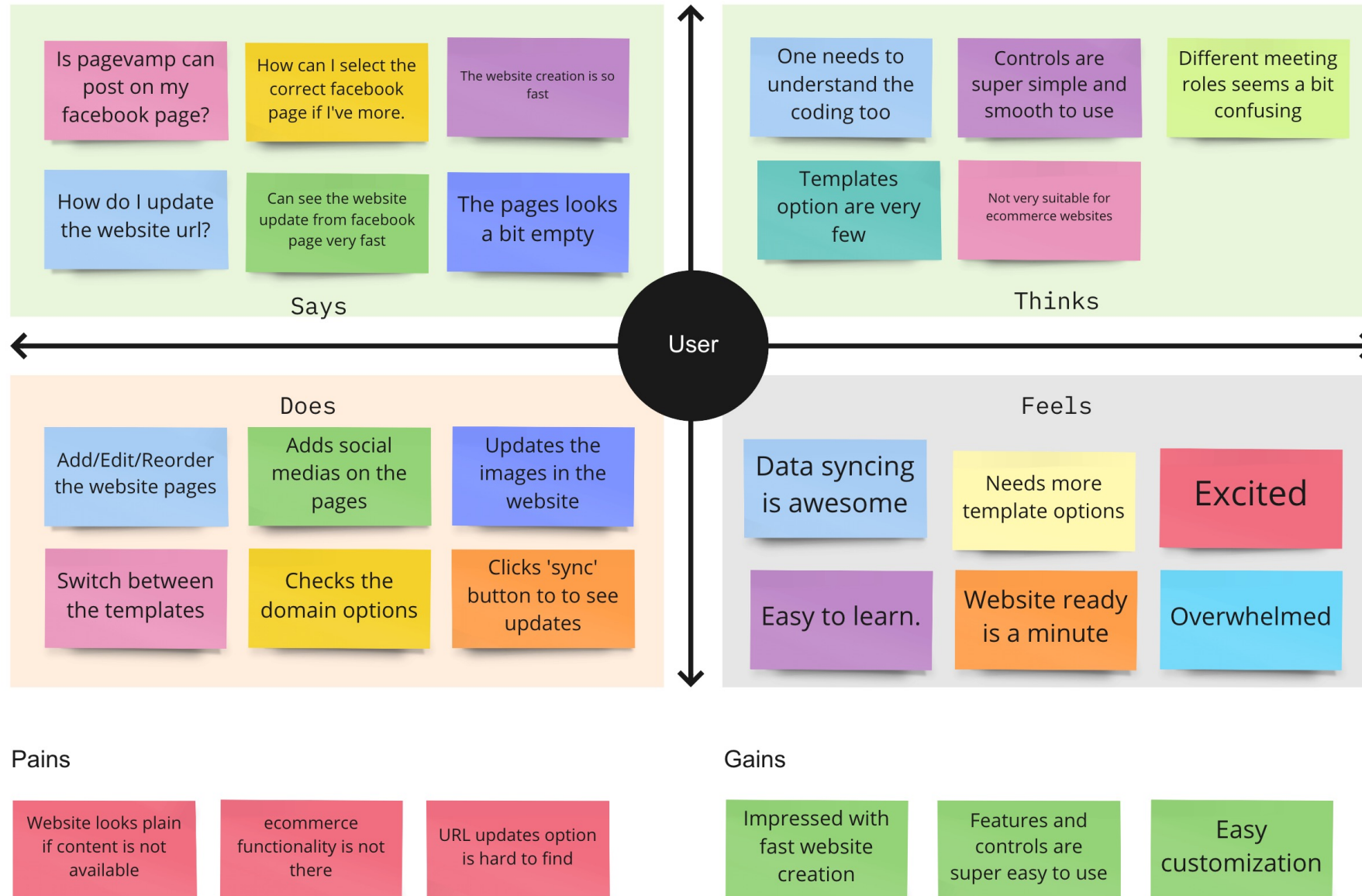


## Case study – Pagevamp

1 2 **3. Ideate** 4 5

Now the problem is apparent, its time to brainstorm ways to address those unmet needs.

# Case study – Pagevamp – Empathy map



## Case study – Pagevamp – Competitive analysis



**WIX**

**weebly**

**webflow**

**zyro**

**strikingly**

### ❖ Key findings

- ❖ Domain selection step is available on the setup process itself
- ❖ Very time consuming to fill up the content in the pages
- ❖ Page content creation is time consuming
- ❖ Steep learning curve
- ❖ Limited customization option
- ❖ Few competitors has no options to switch template after publish
- ❖ Trial plan comes with very limited features

## Improve customer experience

### Redesign website setup process

Get necessary information upfront

Great UI

Smooth user onboarding

Prefill contents from facebook page

Present website fast as possible

Introduce domain option in the onboarding process

### Better editor option

Simple and Standard UI control

Flexible customization options

Explain advanced controls if necessary

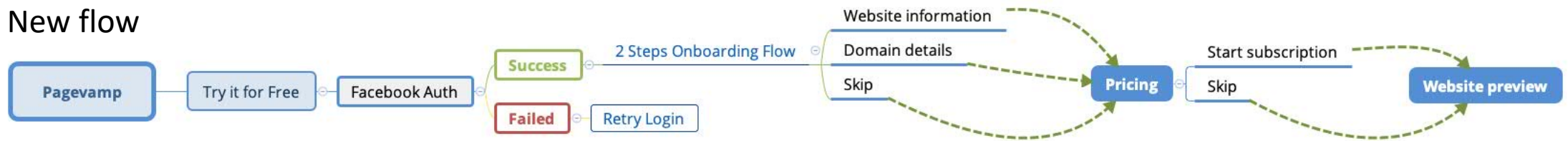
Show basic option clearly

# Case study – Pagevamp – User flow

## Old flow



## New flow



## Case study – Pagevamp – Key findings from ideation phase

### 1. Ask necessary information upfront

- Prefill as much information from the Facebook page
- Ask for information used to display in the website

### 2. Domain/Website url option was vital for users for sharing/testing purpose

### 3. Easy learning and simple controls was key for users

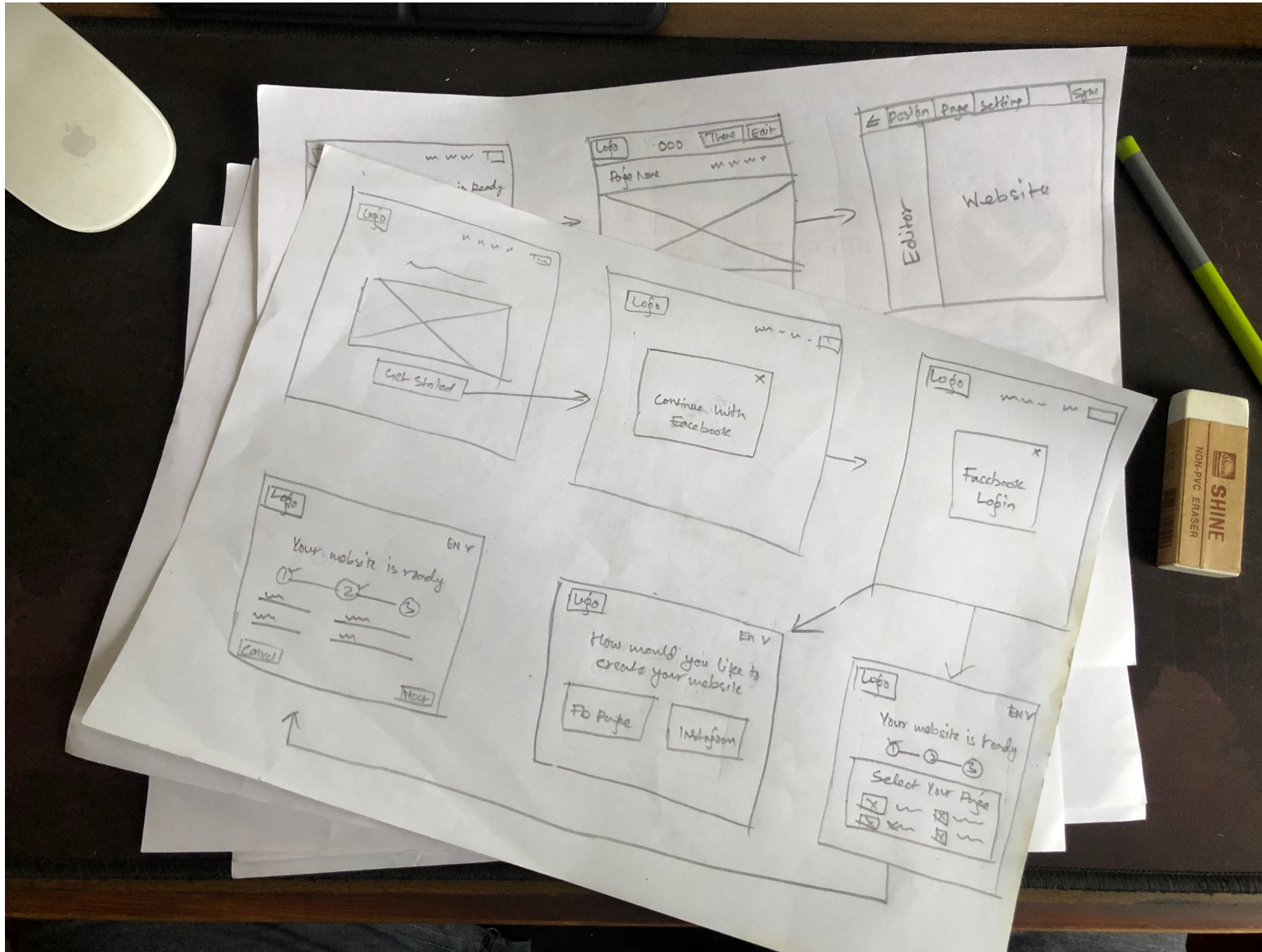
### 4. Real-time website syncing functionality is interesting and most important for users

## Case study – Pagevamp

1 2 3 **4. Prototype** 5

It's time to experience! Through trial and error. The goal is to start with a low fidelity version of the app and improve it over time on feedback.

# Case study – Pagevamp – Paper sketches



# Case study – Pagevamp – Visual Design / Prototype (View)

The screenshot displays a web design tool interface for creating a prototype. The main workspace shows a sequence of 13 frames connected by blue arrows, representing the user flow. The frames are: Home, Facebook-popup, Facebook-login, Fullpage loader, No page ui, Create FB page, FB page created, Page selected, Confirm details, Register-domain, Website review, Pagevamp-dash..., and Dashboard-logout. The 'Register-domain' frame is highlighted in green. On the left, a 'Layers' panel lists the frames in a different order: Facebook-login, Continue-to-page, FB page created, Create FB page, Use own domain, Use subdomain, Register-domain, Dashboard-logout, Pagevamp-dashboard, Website preview, Confirm details, Page selected, No page ui, Fullpage loader, Facebook-popup, and Home. The right sidebar contains settings for 'Design', 'Prototype', and 'Inspect'. The 'Prototype' tab is active, showing 'Device' set to 'None', 'Background' as '000000', and 'Flows' set to 'Home'. There are also instructions for removing connections and running the prototype.

Pagevamp - Onboarding x Page 1 - Pagevamp - Onboarding +

Team project / Pagevamp - Onboarding

Design **Prototype** Inspect

**Device**  
None

**Background**  
000000

**Flows**  
Home

**Removing a connection** X  
To delete a connection, click and drag on either end.

**Running your prototype** X  
Use the play button in the toolbar to play your prototype. If there are no connections, the play button can be used to play a presentation of your frames.

## Case study – Pagevamp

1 2 3 4 **5. test**

We have everything to go live and test our solutions in front of real users and see how they get on.

## Case study – Pagevamp – Post release stats (3months)

### The users' feedback has been amazing

- Users were successfully using custom domain linking option without a support assistance
- Pagevamp's subdomain usage after customization has increase by 20%
- ~99% users filled necessary basic information after going through the new onboarding flow
- Privacy concern has decreased to < 5% as the privacy statement has been introduced in the very step
- Free trial signup has increased by > 30%. Users who doesn't have pre-owned Facebook page also got a chance to create a page from Pagevamp's new onboarding flow

### Feature requests

- Ecommerce support
- New templates
- Single page website option
- Instagram account support too