

Total Number of Informational Pages

The following pages are available via the current nav menu.
(Note: Page for Registration / Login would be 13th page.)

At present, there is a great deal of emphasis on informational pages. It's understandable how this shift in workflow occurred – based on the sheer volume of content. However, providing web content is not [likely] the primary goal of this site. Recommendation: reassess the **site's identity**, clarify the **intended audience** and the **desired outcome**, specify the **user path**, and [knowing your audience] aim to **reduce the friction** between site / service & end user.

Rethink Hep C

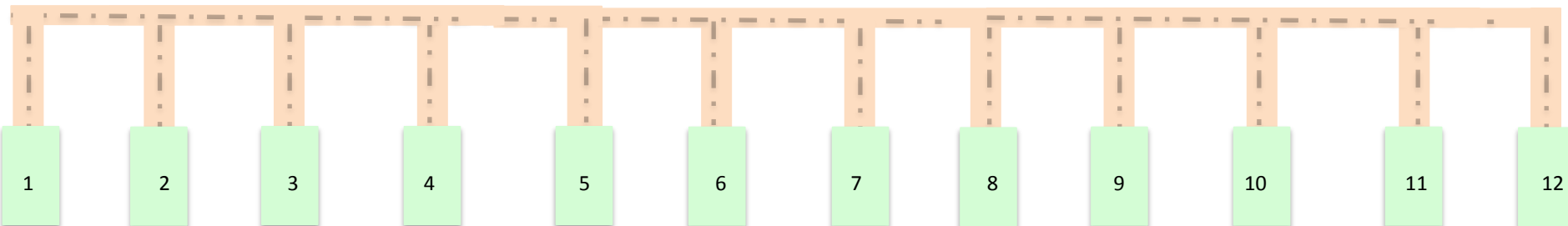
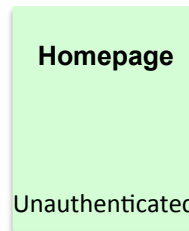
1. Know the facts
2. Truth Behind Hep C
3. How C Progresses
4. If You Don't Have Symptoms
5. Recent Scientific Advances

Find Answers

6. F.A.Q.
7. Language of Hep C
8. Treatment Options
9. Types of Specialists

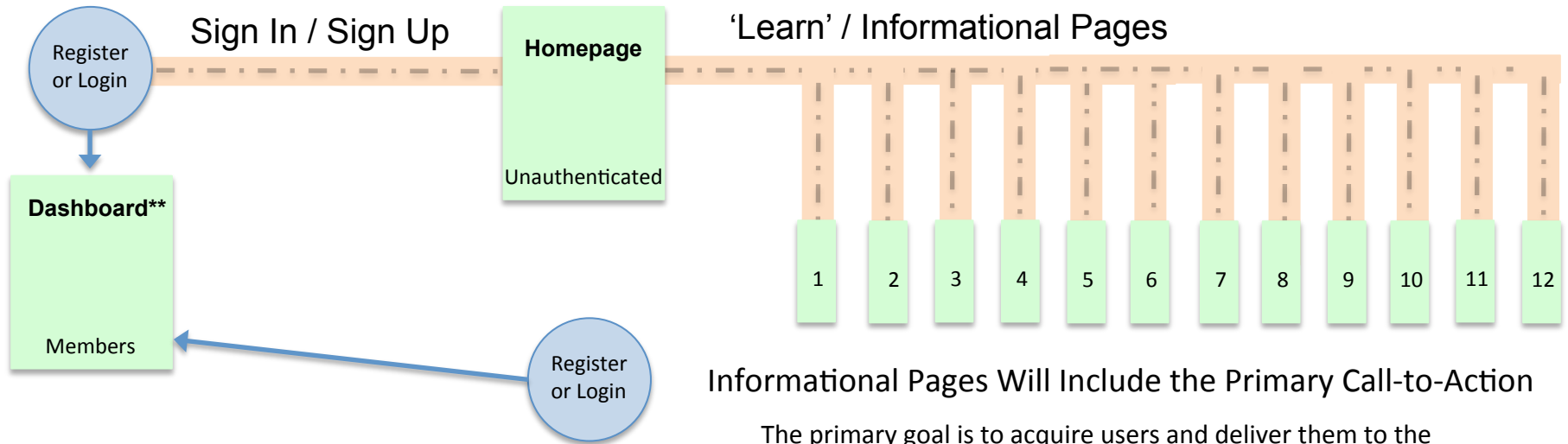
Your Care

10. Doctor Discussion Guide
11. Preparing for Treatment
12. Find a Specialist



There Are Two User Paths:

1. Sign Up / Sign In
2. Learn About Hep C



Informational Pages Will Include the Primary Call-to-Action

The primary goal is to acquire users and deliver them to the dashboard [& CRM pipeline]. Informational pages provide support and [rudimentary] service. Each page will need to emphasize the primary goal through bold representation.

Additional [Footer] Pages:

Privacy

Unauthenticated

Terms & Conditions

Unauthenticated

Contact Us

Unauthenticated

Notes

Home Page & Informational Pages - basics:

- No clear goal set forth through UI/UX Design Framework. What is YOUR primary intent?
- Given demographic, if 1-800 number has high conversion rate, then this should be a **featured** element on the page, not an unlinked / un-clickable slider. Highlighting the conversion rate for end users can be beneficial – not the actual metric of ~65% but that number signifies the efficacy of service. Perhaps phrased [harshly]: “Call today and our team will work with you to *‘list benefits of calling’*. To learn more about our proven results, click here.” Click-through could direct to testimonials or some other metric you may have that illustrates the likelihood of this program working for a visitor [and potential user].
- Call-to-Action buttons are intended to stand out. Accent colors [a third & complementary color to your crimson] can catch the eye and stand out above the rest of a page’s copy. It needs to be seen, so show it...emphatically. Currently, there are 18 calls-to-action on your home page. Of the 18, only three direct users to sign up / enter the CRM pipeline. All three calls-to-action also have different text – do I sign up, join a cause, or get a guide? Which is it? This seems confusing to me...and when skimming the page, it feels somewhat gimmicky, as if this site is a pyramid scheme / scam. Informational pages can be found in the nav and make up 15 of the 18 calls-to-action. It seems this site is geared towards providing information rather than conversion. With that said, each information page provides substance [the meat for people to sink their teeth into – goes to credibility]. Each of these pages is another opportunity to dangle the carrot in front of a user and entice them / remind them to register. Currently, this opportunity is barely utilized [if at all].
- Homepage recommendation – you have three real categories [based on your nav menu] (1) Know Hep C (2) Know yourself (3) Help yourself. These should be the three themes displayed in sections on your homepage. **Themes** – but pick one article from within to emphasize OR provide a synopsis in bullet-like form. Users enjoy window shopping, we want to make sure we highlight the strongest / most compelling points. If these are displayed in the window, rather than the entire shop, they’re more likely to come in
- Identify font-size, kerning, font-family, and designated headers – current site does not read well.