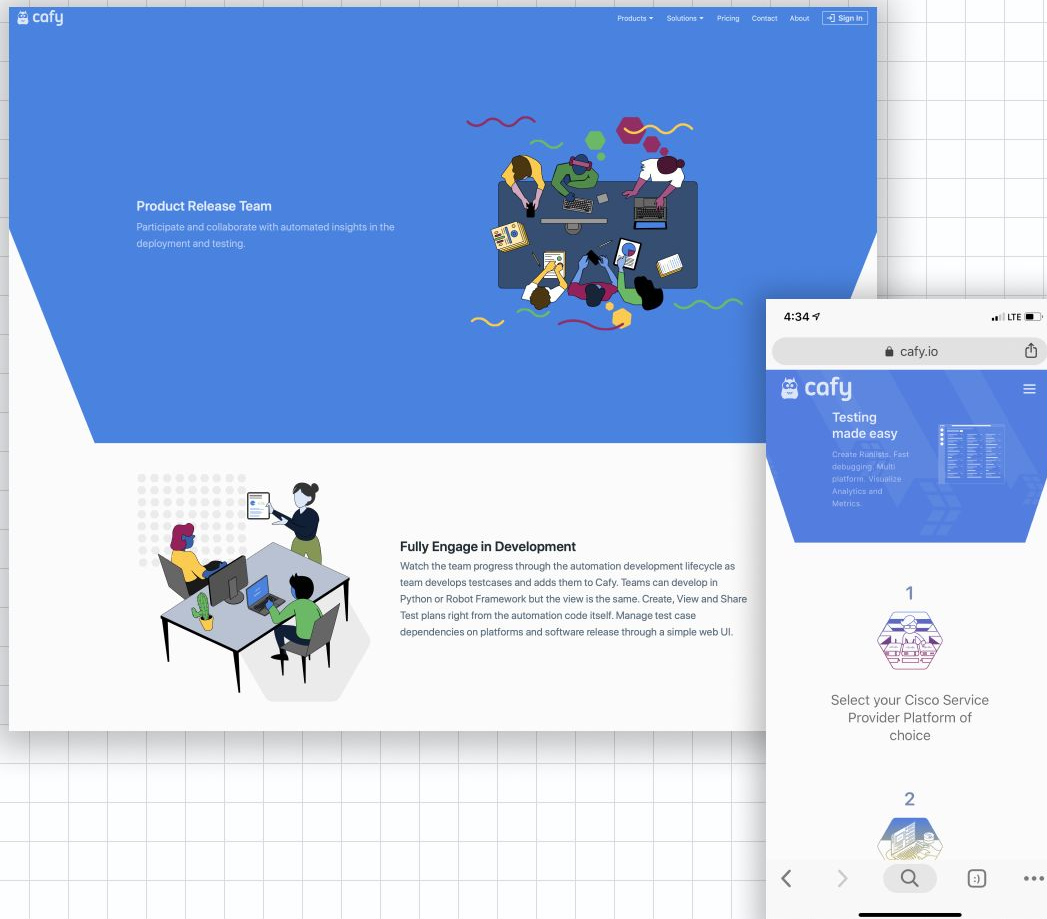


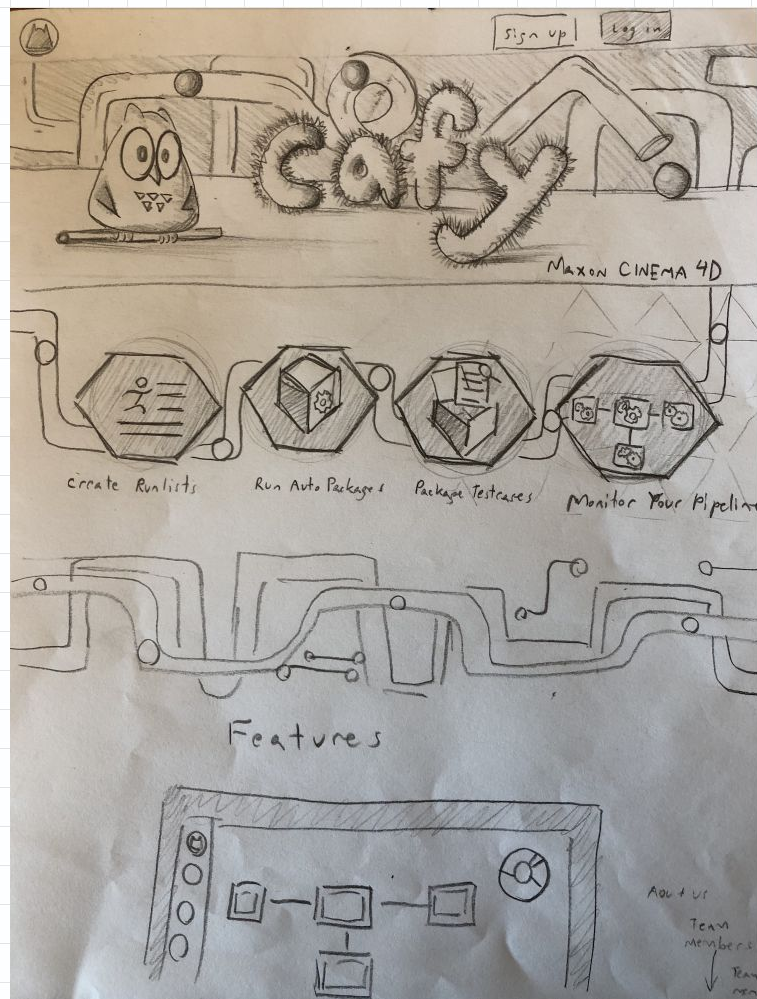
CONTEXT    PROBLEM    OBJECTIVE

**This is the landing page for our B2B cloud network automation tool suite. It features a summary about the various tools and service that we provide, marketing our benefits, metric successes, and pricing for our SaaS cloud service**



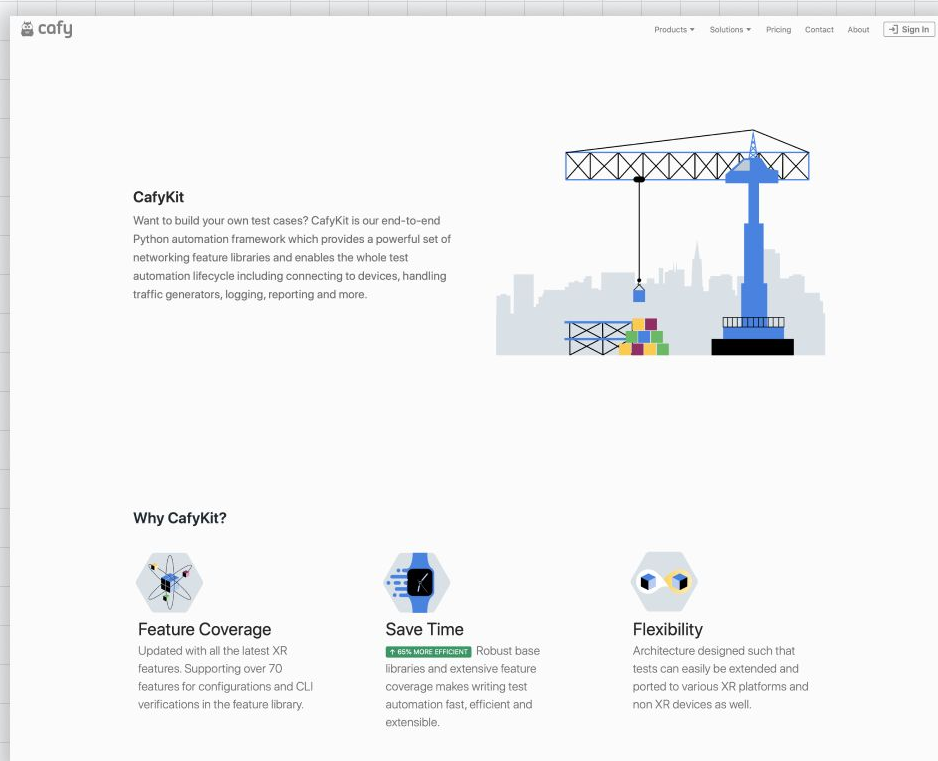
CONTEXT PROBLEM OBJECTIVE

**There wasn't an easy way for potential customers of our network test automation tools to get an overview, look at the benefits of our products and services, and actually reach out to us to purchase a subscription**



CONTEXT    PROBLEM    OBJECTIVE

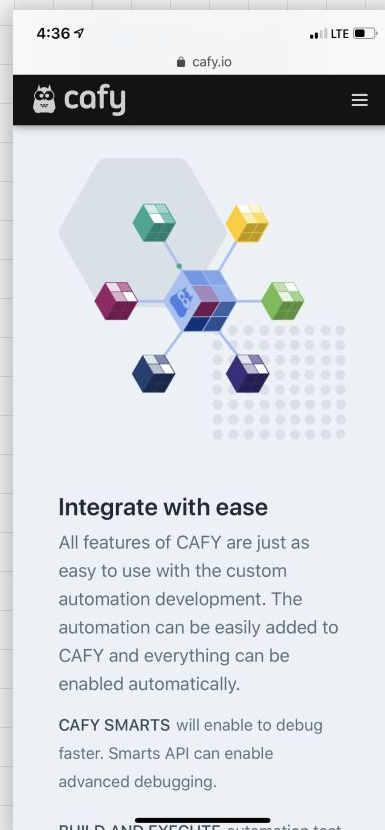
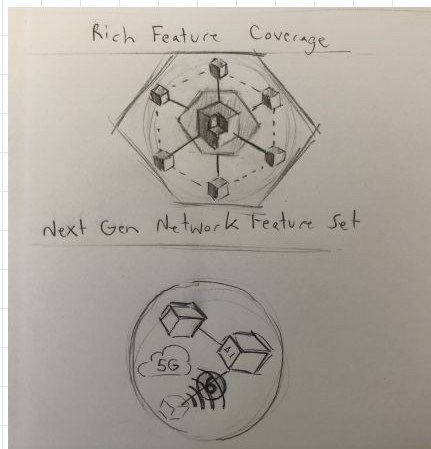
Create an highly effective landing page that draws customers in, by delightfully highlighting benefits and product information.



EMPATHY CONCEPT DESIGN

## I wanted to learn the best practices that would maximize customer attention and provide info to them in a fun and engaging way

- I met with Cisco sales team to get insights into customers wants and needs
- Sat in with sales meetings when we were providing a demo on a tool that a customer would like to use
- I worked closely the director of our organization to help with the messaging that we wanted to convey

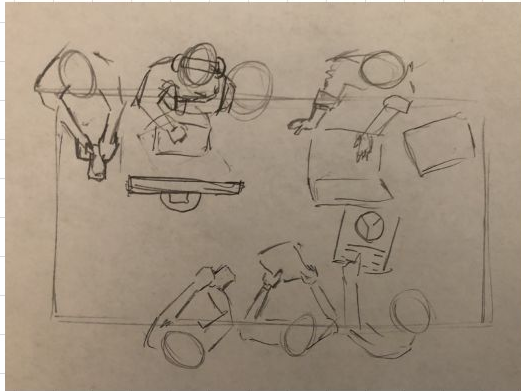






### Illustrations

- Personality
- Uplifting
- Inclusive





### Intro Video

- Characters - quirky, playful
- Focused on details that matter
- User flow was simple for onboarding new users

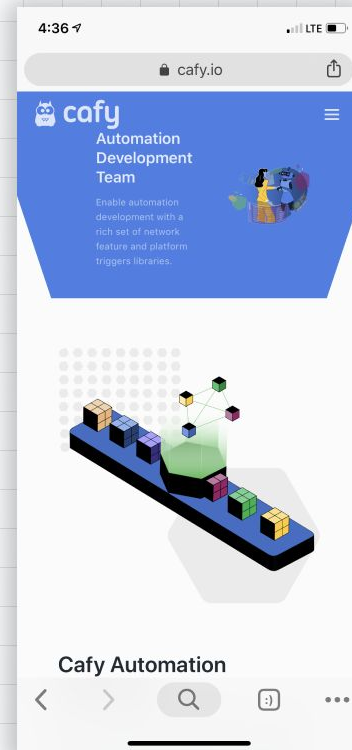
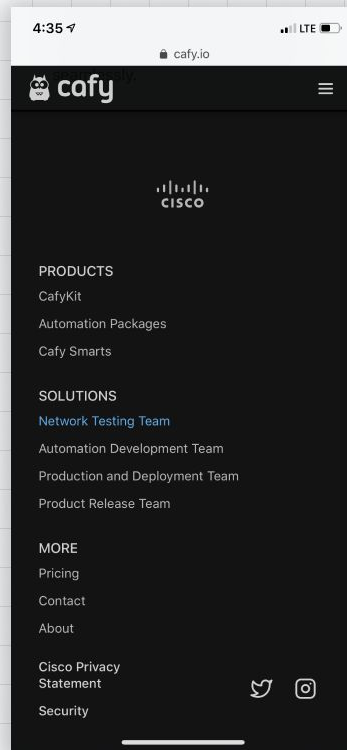


VIDEO

EMPATHY CONCEPT DESIGN

# I frugally recruited an in-house team to help make an attention grabbing product site with intuitive navigation, and illustrative pictures that told our story

- Ideated with the front-end team to see what was possible
- I created a plan to use illustrative art because it was trending and I had the skills to do it
- I recruited team members to do voice over work for an intro video and help write marketing copy



## Pricing Tiers

Check out the various plans available for using Cafy Cloud



### Tier 1

Quick and Easy



\$

Contact Sales

### Tier 2

All the Essentials



\$\$

Contact Sales

### Tier 3

Advanced Features



\$\$\$

Contact Sales

Feature Comparison		Tier 1	Tier 2	Tier 3
Accessibility	Users	1	10	25
	Data Storage	10 GB	100 GB	250 GB
	Platform Support	1	2	All
Core	Automation Package Features	*	*	*
	Automation Package Solutions			*
	Free Testbed Time (Cisco DMZ)	3 days	7 days	15 days
Smarts	Smart Build	View Only	Execute	Execute
	Debug Engine			*
	ML Engine			*
	Data Insight	*	*	*
Add-on	Robot		*	*

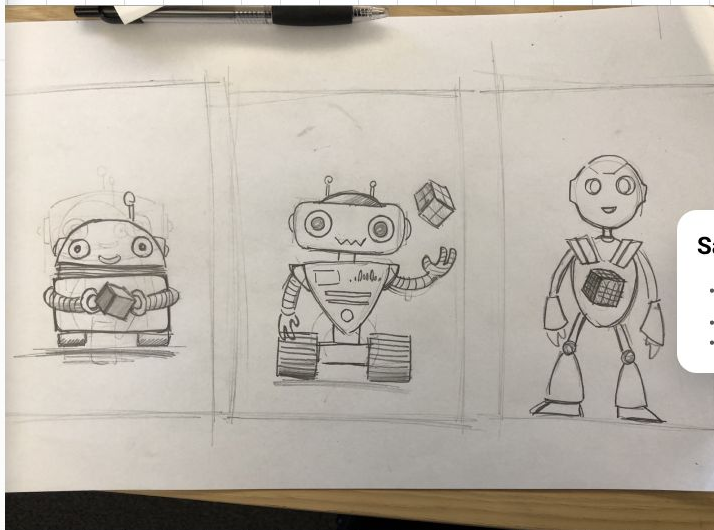
### Custom Tier

Configure your features



If our standard tiers don't seem right for you, just contact us with your specific requirements and we'll try to build the perfect plan that works for you.

Contact Sales



## SaaS pricing page

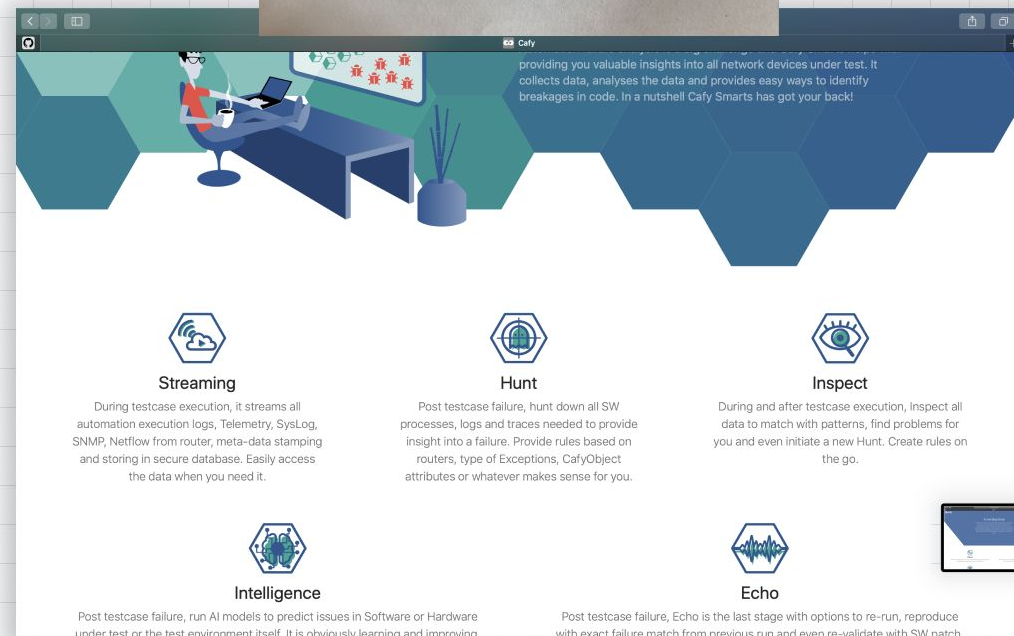
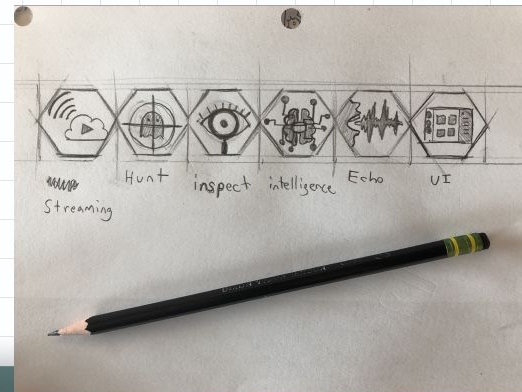
- 3 pricing tiers + custom tier
- Highlighted by simple to advance robots
- Featuring a comparison table



EMPATHY CONCEPT DESIGN

**After a few long nights of sketching, changing color schemes and marketing copy, I came up with a consistent design that impressed our stakeholders.**

- Inspired by other illustrative landing sites such as Slack, Mailchimp, Robinhood, and Salesforce
- Created a color scheme and hexagon motif to provide consistency and clarity to guide our users through complex experiences
- Prioritized an easy way to navigate and intuitive to view details of a specific feature or tool.



## OUTCOME

The CQE landing site was a successful effective marketing tool due to its compelling layout, visuals, that effectively communicated to our customers our services, while staying within budget.

- After the launching our cloud service we were able to onboard several prominent customers such as ATT, Comcast, and Facebook.
- Increase awareness by up to **90%**
- Increased sales by up to **60%**
- Feedback we got was positive, with some users saying it was creative and engaging while also being informative

