

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

The image displays the Cafy landing page, a mobile phone showing the landing page, and a mobile phone showing a service selection interface.

Cafy Landing Page:

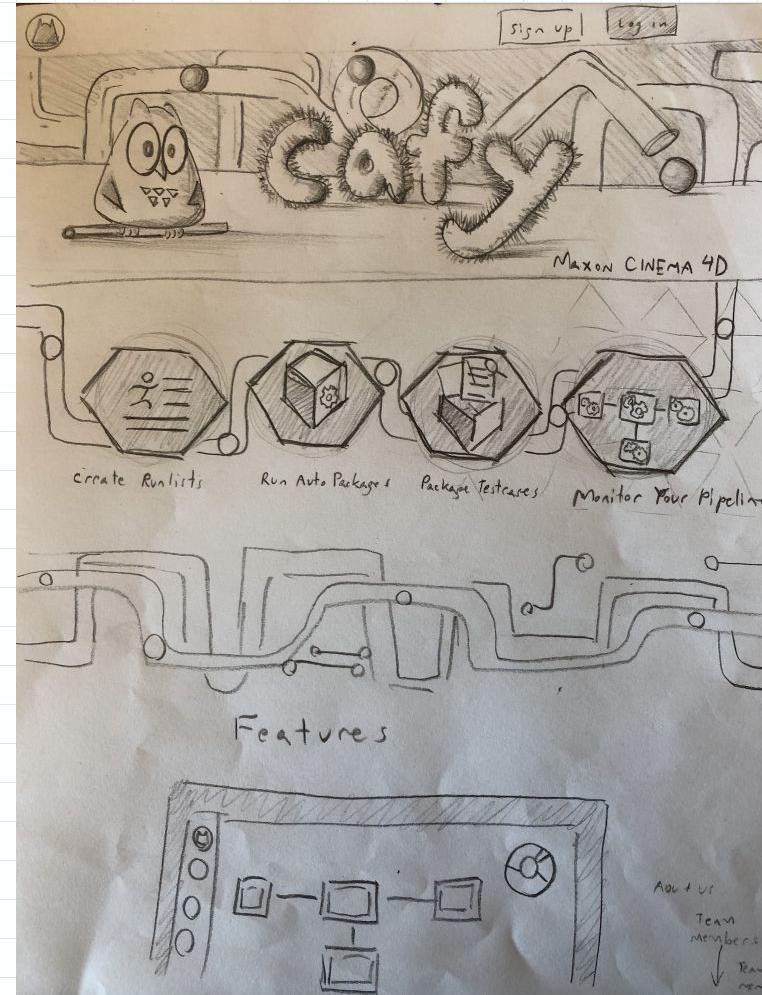
- Product Release Team:** A section featuring a team of people working together on a large table, with the text: "Participate and collaborate with automated Insights in the deployment and testing."
- Fully Engage in Development:** A section featuring two people working at a desk, with the text: "Watch the team progress through the automation development lifecycle as team develops testcases and adds them to Cafy. Teams can develop in Python or Robot Framework but the view is the same. Create, View and Share Test plans right from the automation code itself. Manage test case dependencies on platforms and software release through a simple web UI."

Mobile Phone (Top): Shows the Cafy landing page on a mobile browser. The screen includes a header with "Products", "Solutions", "Pricing", "Contact", "About", and "Sign In" buttons, the time "4:34", signal strength, and battery level.

Mobile Phone (Bottom): Shows a service selection interface. It includes a header with "Testing made easy", a list of features: "Create Business", "Fast debugging", "Multi platform", "Visualize", "Analytics and Metrics", and a "Get Started" button. It also shows two numbered steps: 1. "Select your Cisco Service Provider Platform of choice" with a "Cisco Service Provider" icon, and 2. "Get Started" with a "Get Started" button.

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.

The screenshot shows the Cafy landing page for the CafyKit product. The header includes the Cafy logo, a navigation bar with 'Products', 'Solutions', 'Pricing', 'Contact', 'About', and a 'Sign In' button. The main content features a large banner with a stylized bridge and cityscape. Below the banner, the 'CafyKit' section describes it as an end-to-end Python automation framework. The 'Why CafyKit?' section is divided into three categories: 'Feature Coverage' (with an icon of a robot), 'Save Time' (with an icon of a smartwatch), and 'Flexibility' (with an icon of a cube). Each category includes a brief description and a 'MORE EFFICIENT' badge.

CafyKit
Want to build your own test cases? CafyKit is our end-to-end Python automation framework which provides a powerful set of networking feature libraries and enables the whole test automation lifecycle including connecting to devices, handling traffic generators, logging, reporting and more.

Why CafyKit?

Feature Coverage
Updated with all the latest XR features. Supporting over 70 features for configurations and CLI verifications in the feature library.

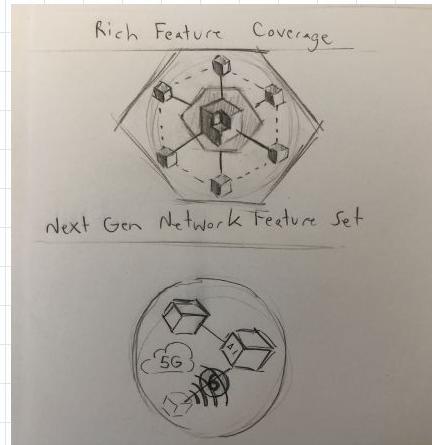
Save Time
MORE EFFICIENT Robust base libraries and extensive feature coverage makes writing test automation fast, efficient and extensible.

Flexibility
Architecture designed such that tests can easily be extended and ported to various XR platforms and non XR devices as well.

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

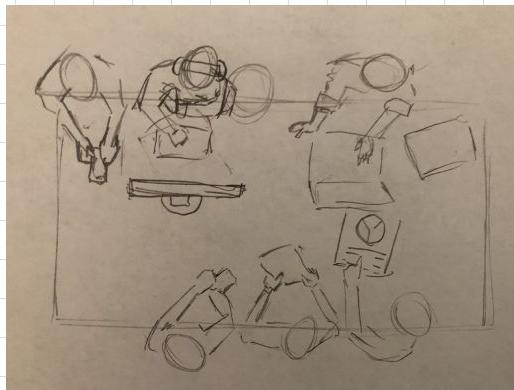


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cafy.io

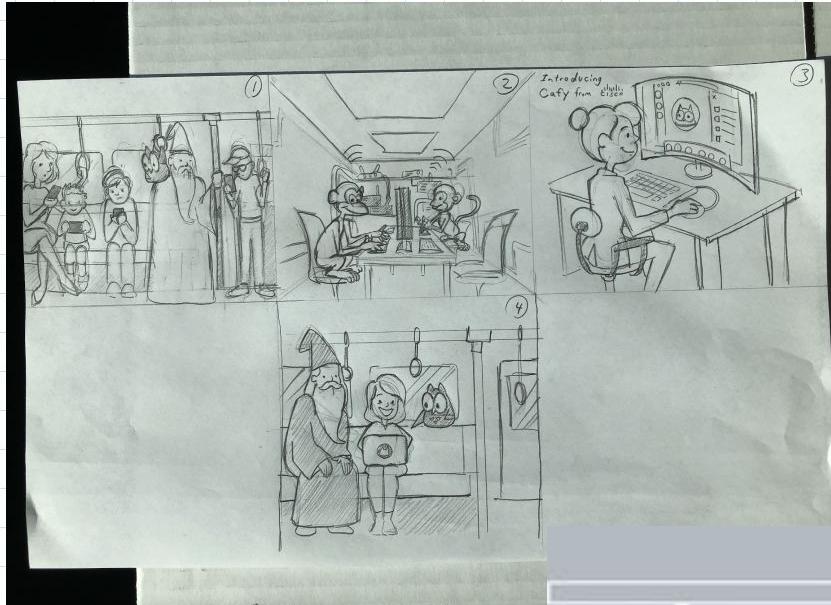
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Illustrations

- Personality
- Uplifting
- Inclusive



VIDEO



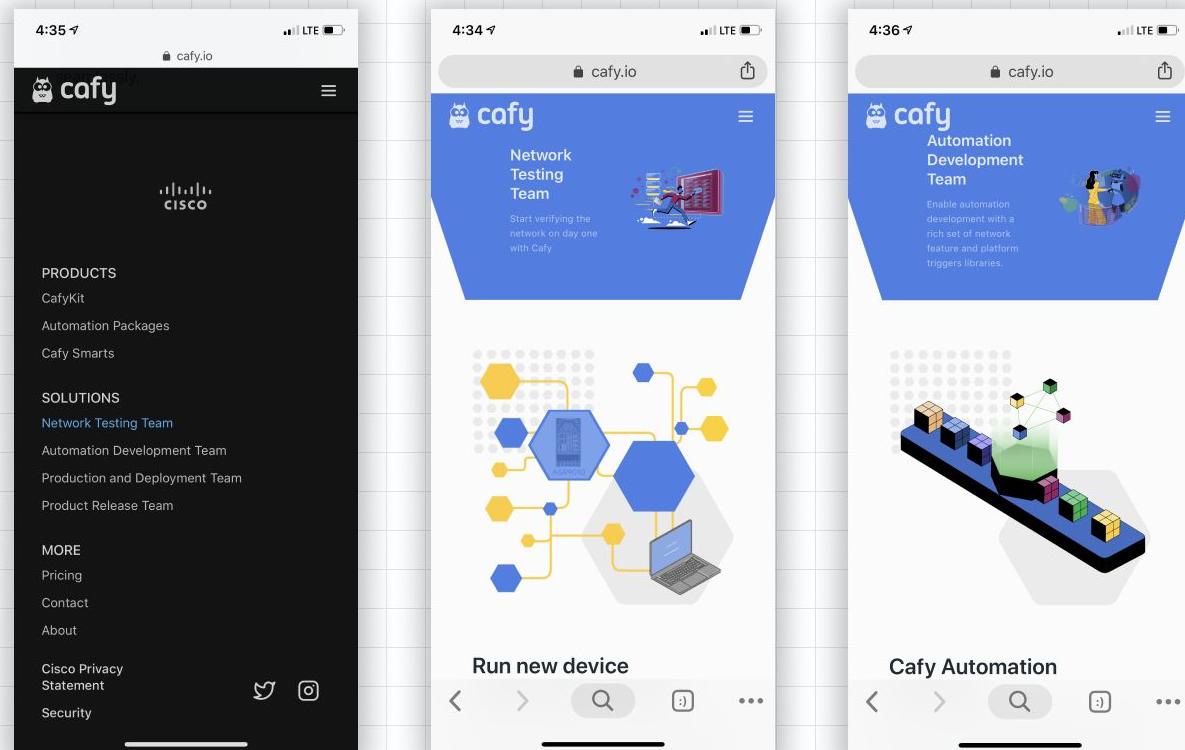
Intro Video

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

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 | | * | * |

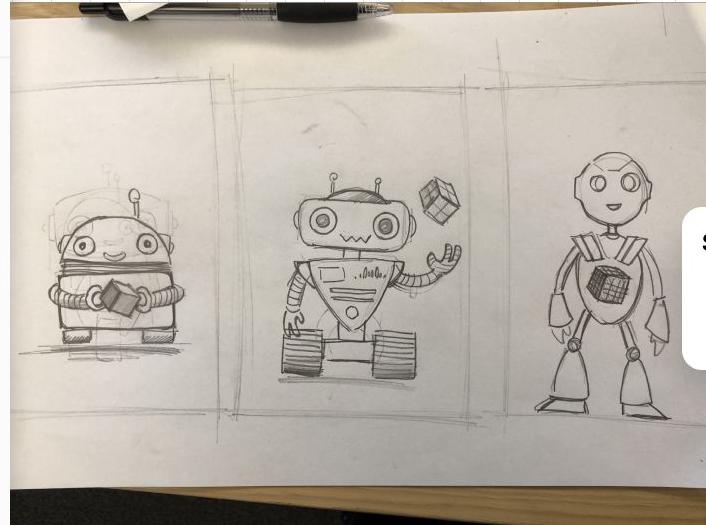
Custom Tier

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.

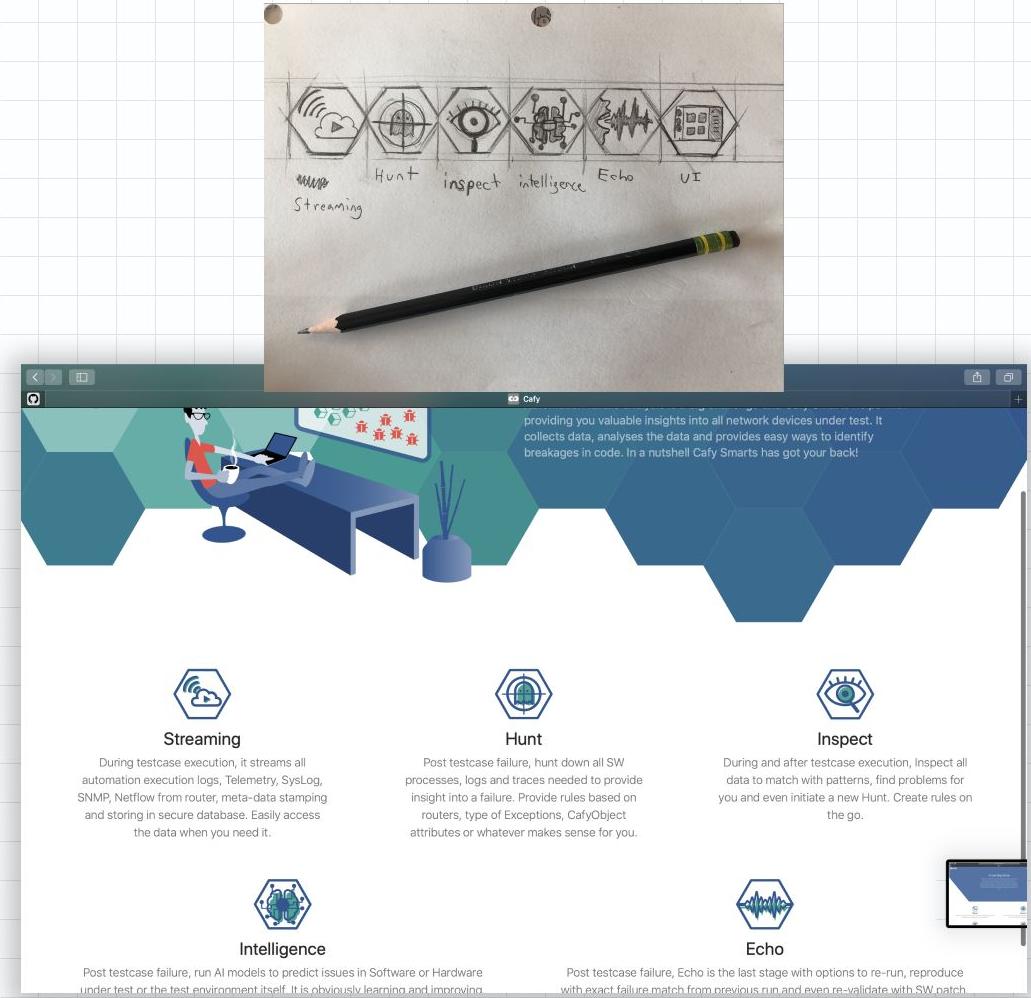
Contact Sales

**SaaS pricing page**

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

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 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

