

## Design Brief: **Value Proposition/Conversion**

Feb. 12, 2015

### Background:

Small business operating in the legal space requires redesign of an onboarding experience for our consumer estate planning product. Currently, a user will register for the product and then interact with a series of modal dialog screens. The goal of this interaction is to convert a lead into a paying customer. The user does have the option to continue with a free trial. This free trial does not expire and allows for use of the product. Some features are not available during the trial such as document download or sharing.

The intro screens now (see attached) are not very welcoming and can be overwhelming to the user (feedback based on user testing). Our goal is to simplify this interaction and make the process more welcoming, conveying the feeling that we are taking care of the user or looking out for the user.

Solutions can include the use of hand drawn illustration, animation, really anything that can be contained within the dialog screens (900px width max).

Landing page (in development) can be viewed here:

<http://www.netlawinc.com/dev-homepageconcept20150129/>

This landing page (prototype) displays the tone and brand essence that we want to convey.

User will see landing page first, click get started, register and then view modal dialog screens before using the product.

Our goal is to create a consistent experience from landing page to product. Do not be concerned as much with the content, rather focus on another design to present the content.

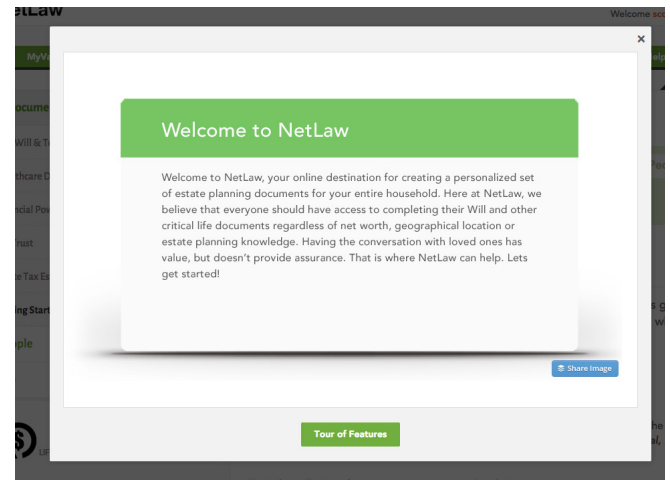
### Requirements:

Design solution for our modal dialog screens.

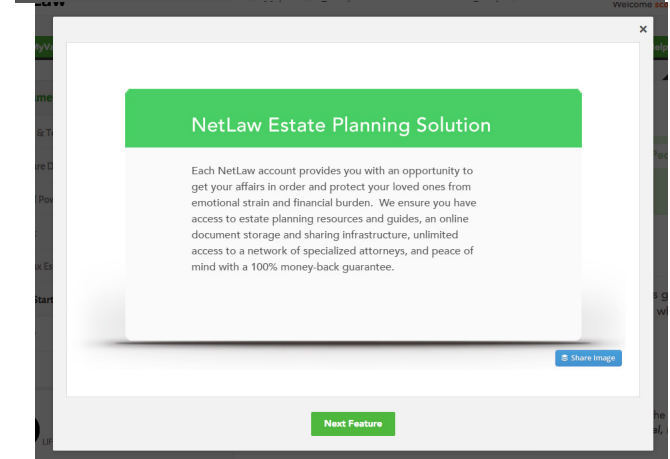
Designs must fit within the 900px max width constraint.

Provide design mockups as PSD or PDF format.

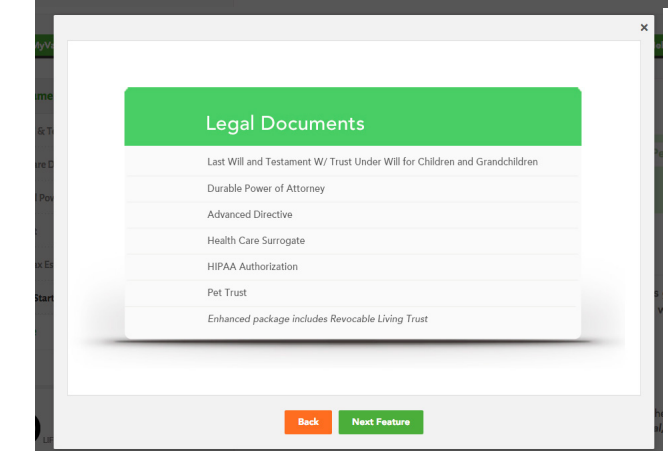
# 1. Welcome to NetLaw



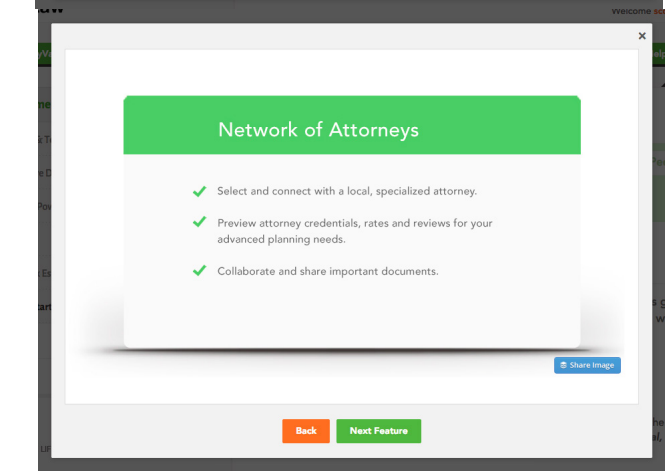
# 2. Value prop slide



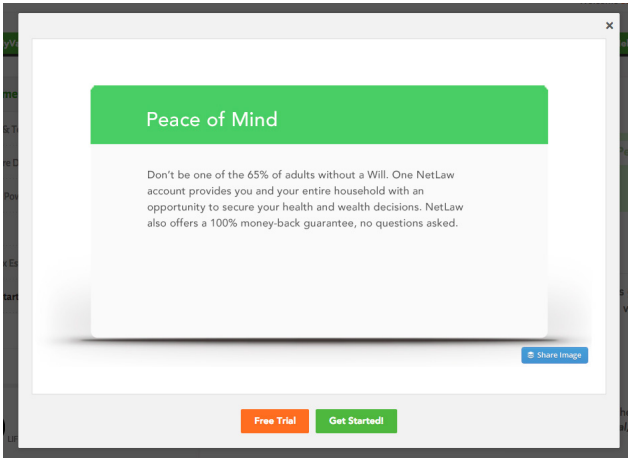
# 3. Value prop slide



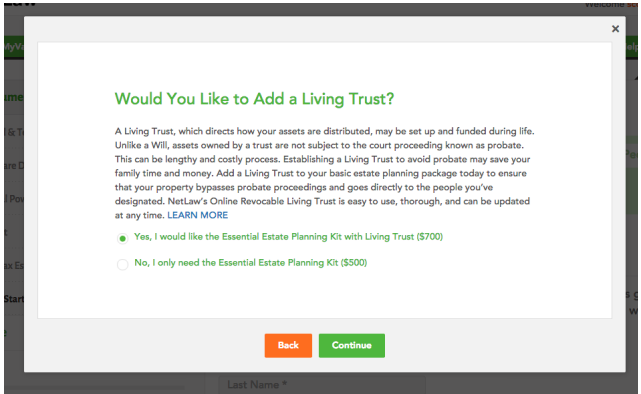
# 4. Value prop slide



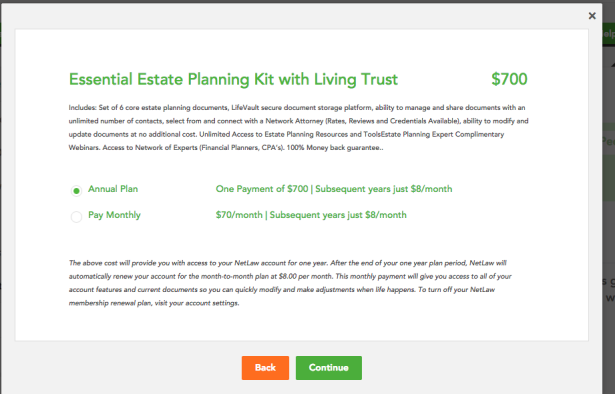
5. Value prop slide



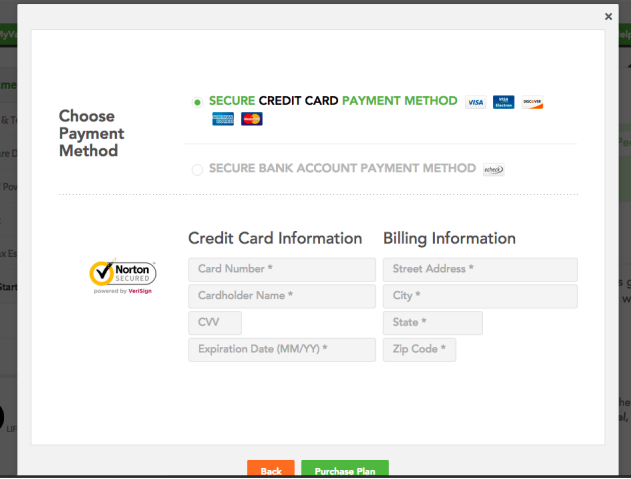
6.Do you need a living trust?



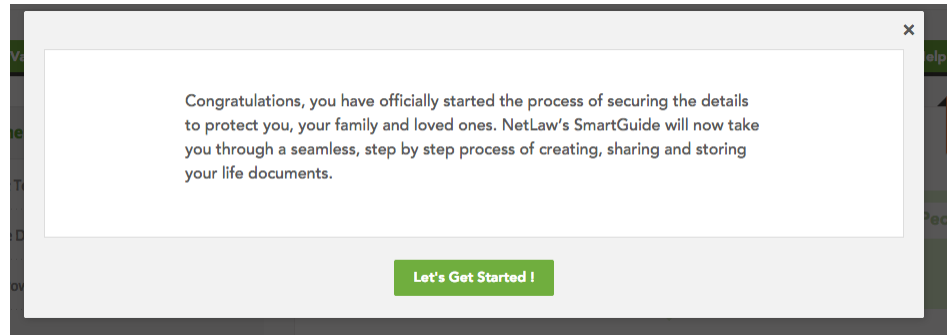
7. Payment Terms



8. Billing



## 9. Congrats!



## 10. Land in the web application.

