

Michael Opiela

Website Re-design Assignment

Bad Website:

www.cashnetusa.com

Issues with Site:

Phone number and contact us button on dashboard (repetitive), what we offer/rates and terms sound too similar to be separate pages, apply now button visible in two places immediately on landing page, too many different prompts for different reasons on home page and what we offer page (should be more simple of design for ease of use not requiring much brainpower, since it's a predatory loan site and if you make the customer think, they might realize they're being ripped off and leave site), original catchy commercial (CashNetUSA.com man) branding isn't utilized anywhere, the actress on landing page directs the customer's eyes towards her phone instead of the what we offer page or towards a call to action/prompt button

What I Did:

I changed as much of my complaints as possible, re-introduced original, iconic commercial figure and simplified site

Link to re-done site pages (2 needed):

<https://mopiela17.wixsite.com/cashnetusahw> (home/landing page)

<https://mopiela17.wixsite.com/cashnetusahw/about-us> (about us page, previously "what we offer" page)