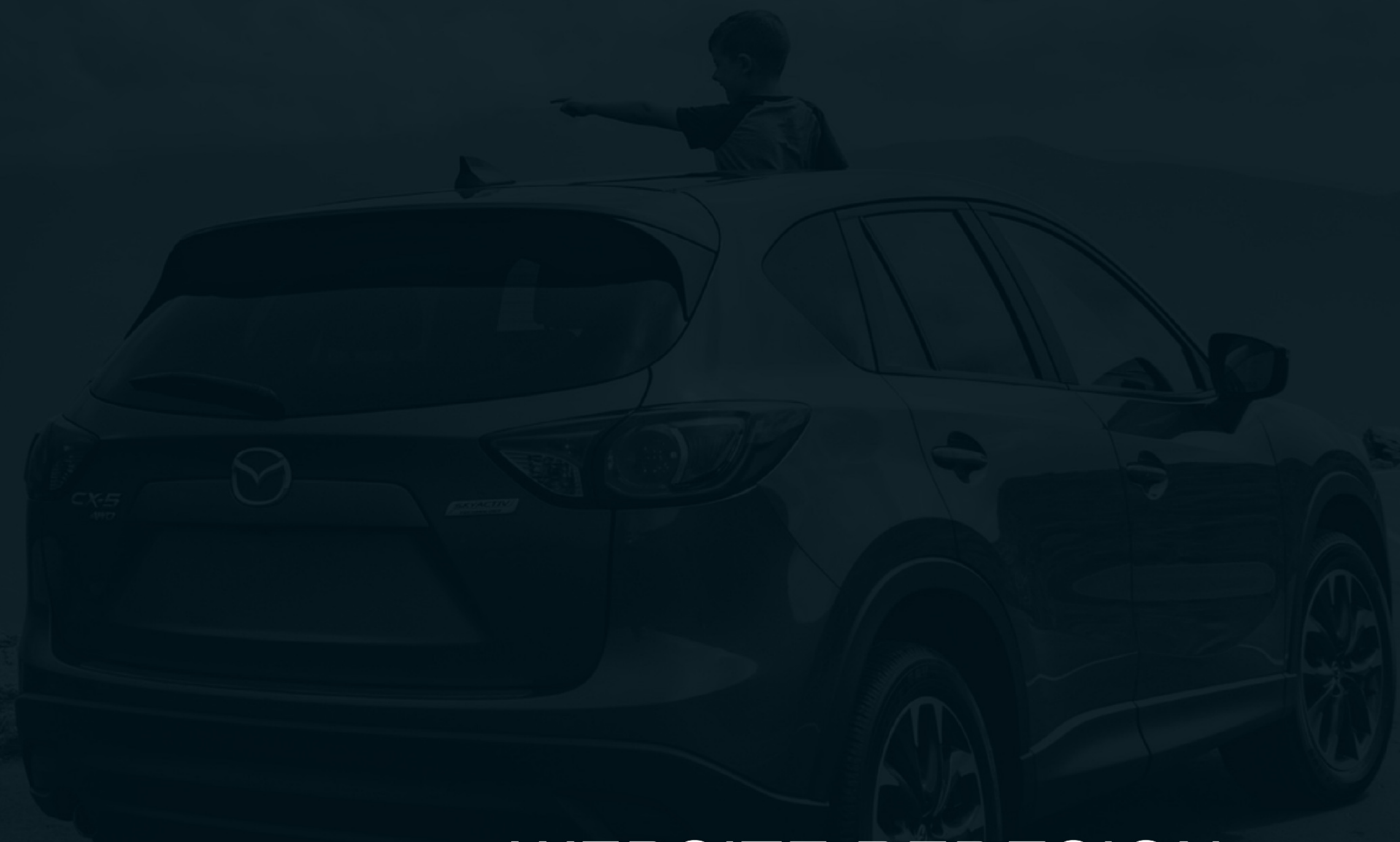




**AUTOPAY**



**THE SAVINGS GROUP**



**WEBSITE REDESIGN**  
**&**  
**WEBSITE PROPOSAL**

*Colorado Public Radio Assessment*

*rev. 03.9.23*



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**SECTION**

**01**

## **SECTION 1 - THE PROBLEM**

*What was the Problem?*

---

## The Problem

### WHAT WAS THE PROBLEM?

One of my recent UX projects involved redesigning the main website for AUTOPAY, a business-to-consumer (B2C) company, as well as designing a proposal for a new website for its parent company, The Savings Group, a business-to-business (B2B) organization. The challenge was to create two distinct websites that would appeal to regular consumers and financial institutions looking to refinance their loans.

To achieve this, I performed extensive research and created visual mockups for both sites, utilizing the design thinking principles of Empathize, Define, Ideate, Prototype, Test, and Implement.

---

## The Objective

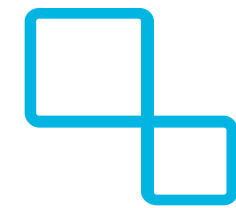
### WHAT WAS THE PROBLEM?

The primary objective of the AUTOPAY website redesign was to enhance the user experience, make it easier for users to find relevant information, and encourage them to proceed to the refinancing application form. Meanwhile, the main objective of The Savings Group website redesign was to attract lending companies to become partners of The Savings Group brand. In addition both websites needed to adhere to its own individual Brand Guidelines, which I personally created on previous projects.

- [AUTOPAY Brand Guidelines](#)
- [The Savings Group Brand Guidelines](#)

*\* Text in blue and underlined are clickable links.*

# The Brand Guidelines



### BRAND COLORS

The Autopay Brand colors are to be used on any printing materials or digital presence. It is recommended to use the Primary color and only used gray or white colors to avoid conflicts with backgrounds. The AUTOPAY Primary color should be used to emphasize text or use in the digital arena to highlight specific calls to action. It can also be used as an accent through digital and printed documents.

#4298B5 RGB 66, 152, 181 CMYK 70, 71, 10, 4 PMS 2985 C	#D36856 RGB 211, 107, 86 CMYK 13, 70, 64, 1 PMS 7485 C	#2C2C2C RGB 44, 44, 44 CMYK 70, 64, 63, 64 PMS 426 C
#806771 RGB 129, 107, 133 CMYK 4, 3, 0, 56 PMS Cool Gray 9 C	#E6E6E2 RGB 224, 224, 224 CMYK 0, 0, 0, 12 PMS 7541 C	#FFFFFF RGB 255, 255, 255 CMYK 0, 0, 0, 0

PMS Pantone Matching System  
HEX Value HTML Color Code  
CMYK Use for Print  
RGB Use for Digital

### BACKGROUND OPTIONS

The logomark round shape can be used to create unique backgrounds that can be used on presentations or other pieces of touchpoints in the marketing space.

AUTOPAY Brand Guidelines 21

### BRAND COLORS

The Savings Group Brand colors are to be used on any printing materials or digital presence, and it is recommended to use the Primary colors (Light Blue, Black, and White) all the time. The Savings Group colors were chosen to emphasize the text and the Brand name. It can also be used as an accent through digital and printed documents.

#004A70 RGB 0, 74, 112 CMYK 94, 88, 48, 64 Pantone/CMYK 282 C Heavy Dark Blue	#000080 RGB 0, 0, 128 CMYK 100, 97, 23, 30 Pantone/CMYK 2748 C Navy Blue	#0070C0 RGB 0, 112, 192 CMYK 100, 97, 23, 30 Pantone/CMYK 285 C Blue	#00B0F0 RGB 0, 176, 240 CMYK 100, 20, 0, 11 Pantone/CMYK 306 C Sky Blue
#777777 RGB 119, 119, 119 CMYK 0, 0, 0, 53 Pantone Cool Gray 9 C Gray	#000000 RGB 0, 0, 0 True Black	#FFFFFF RGB 255, 255, 255 White	

PMS Pantone Matching System  
HEX Value HTML Color Code  
CMYK Use for Print  
RGB Use for Digital

### BACKGROUND OPTIONS

The square shape can be used to create unique backgrounds for presentations or other pieces of touchpoints in the marketing space.

THE SAVINGS GROUP Brand Guidelines 30

### CONSUMER LIFESTYLE PHOTOGRAPHY

The images below are an example of the look and feel that the AUTOPAY Brand must adhere to. When using an image make sure to cover the following points. An image must have Diversity, Individuals from various walks of life, and the image must depict enjoyment and happiness around other individuals.

### BRAND ICONOGRAPHY & ILLUSTRATIONS

The following icons are some examples of the look and feel of the illustrations that AUTOPAY Brand uses throughout the digital and printing environment.

**Minimum Size Icons**  
Digital Max: 140 pixels or less  
Print Max: 1 inch or less

**Icons and Illustration requests**  
If you require or need a specific icon for your presentations please reach out to your Point of contact (POC).

AUTOPAY Brand Guidelines 23

### THE SAVINGS GROUP PHOTOGRAPHY


The images below are an example of the look and feel that The Savings Group Brand must adhere to. When using an image, make sure to cover the following points. An image must have diversity, a technology environment, be modern, display team effort, and must project engagement.

### THE SAVINGS GROUP LOGO AND BADGES

Iconography & Illustrations

**Icons & Illustration**  
If you require or need a specific icon for your presentation please reach out to your Point of contact (POC).

THE SAVINGS GROUP Brand Guidelines 32



SECTION  
02

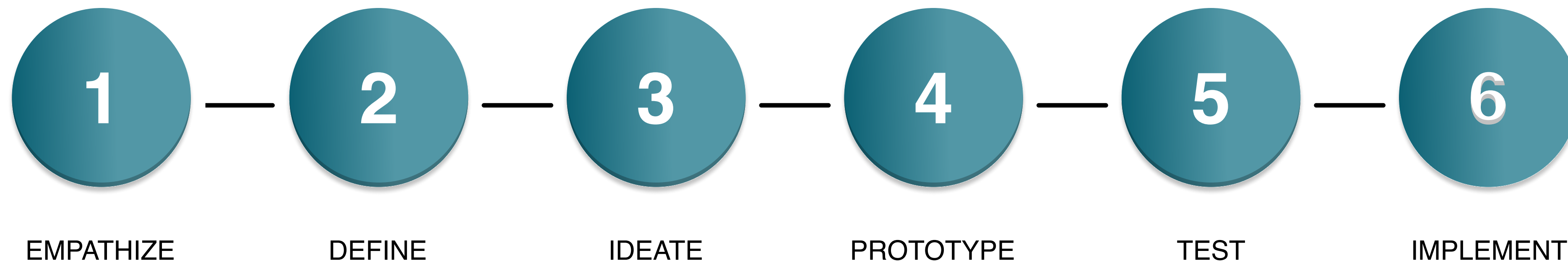
**SECTION 2 - THE APPROACH**

*How did you address this problem?*


## The Approach

### HOW DID YOU ADDRESS THIS PROBLEM?

To address this complex problem, I employed the design thinking methodology to find the optimal solution. By empathizing with the users and stakeholders, defining the problem, ideating solutions, prototyping and testing the design, and finally implementing the solution, I was able to create a well-designed, user-friendly website that met the needs of both companies' audiences.







SECTION  
03

**SECTION 3 - THE STEPS**

*What were the steps you took to come up with the final solution?*

---

## The Steps - Empathize

### WHAT WERE THE STEPS YOU TOOK TO COME UP WITH THE FINAL SOLUTION?

To better understand the needs of the users and the business goals, I conducted a comprehensive research process. First, I interviewed customer service representatives, Fulfillment teams, and managers to gain insights into the challenges they faced. Additionally, I reviewed Quality control recorded calls from actual customers who provided feedback about their experiences with the service and usage of the main website. Through these interviews, I discovered that many users were coming to the website with questions about how to start a refinance process. They were seeking information on the refinance process and also the regular vocabulary used when completing an application. The customer service team also reported challenges with the website's outdated interface, leading to long wait times for customers.


## The Steps - Empathize

In addition to the interviews, I also performed secondary research, [created personas](#), and conducted a [competitive website audit analysis](#). This analysis involved looking at multiple websites from competitors to understand their approach, with a focus on how they presented information to the user (such as vocabulary, color, layout, and call to action). By combining these insights with the design thinking principles, I was able to develop a comprehensive solution that addressed the needs of both the users and the business goals.

\* *Text in blue and underlined are clickable links.*

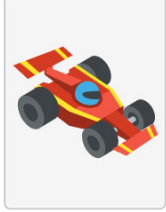
Persona A


Meet  
**Trevor**  
Single, Accountant, 36 years old  
Denver, Colorado





*"I love cars and I want to learn how to service my own car"*


**Goal**  
Trevor is a passionate young adult with a deep interest in cars. He dreams of learning how to service and repair cars, but his current financial situation prevents him from pursuing this passion.


**Sport Vehicle Enthusiast.**  
 Trevor's passion for sports cars is undeniable; he could talk for hours about car engines and everything related to them. His love for cars has become a defining aspect of his personality.




Brand Awareness: 6/10  






Information Seeker: 9/10  


Price Focused: 8/10  


Digital Oriented: 4/10  



Urgency: 8/10  


**Media Influencers**  
  

**Social Networks**  
   

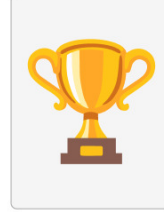
Persona B


Meet  
**Deborah**  
Engaged, Teacher, 38  
Breckenridge, Colorado





*"I want to visit as many US states as possible"*


**Goal**  
Deborah is an avid driver with a deep passion for exploring new places. She has set a lofty goal for herself: to visit as many US states as possible in her new car and to do so she needs to start saving.


**Road-Trip Planner**  
 Deborah is a meticulous planner and she's always trying to save money. Recently, she got a new car and realized that refinancing it would be a wise move to help her plan her road trips better.




Brand Awareness: 7/10  






Information Seeker: 5/10  


Price Focused: 9/10  


Digital Oriented: 7/10  



Urgency: 6/10  


**Media Influencers**  
  

**Social Networks**  
   

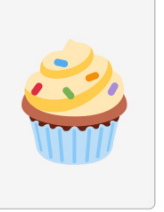
Persona C


Meet  
**Naya**  
Single, Entrepreneur, 33  
Austin, Texas





*"I want to open my own Bakery shop"*


**Goal**  
Naya is a young entrepreneur who loves to bake and she is always talking to her parents about how she will open her new bakery shop soon. She dreams of one day have a chain of bakery shops.


**Cupcake Creator**  
 Naya is a skilled cupcake designer and baker and she understands the importance of financial planning and realizes that if she intends to open a shop in the near future, she must start saving now.




Brand Awareness: 8/10  





Information Seeker: 6/10  


Price Focused: 7/10  


Digital Oriented: 6/10  


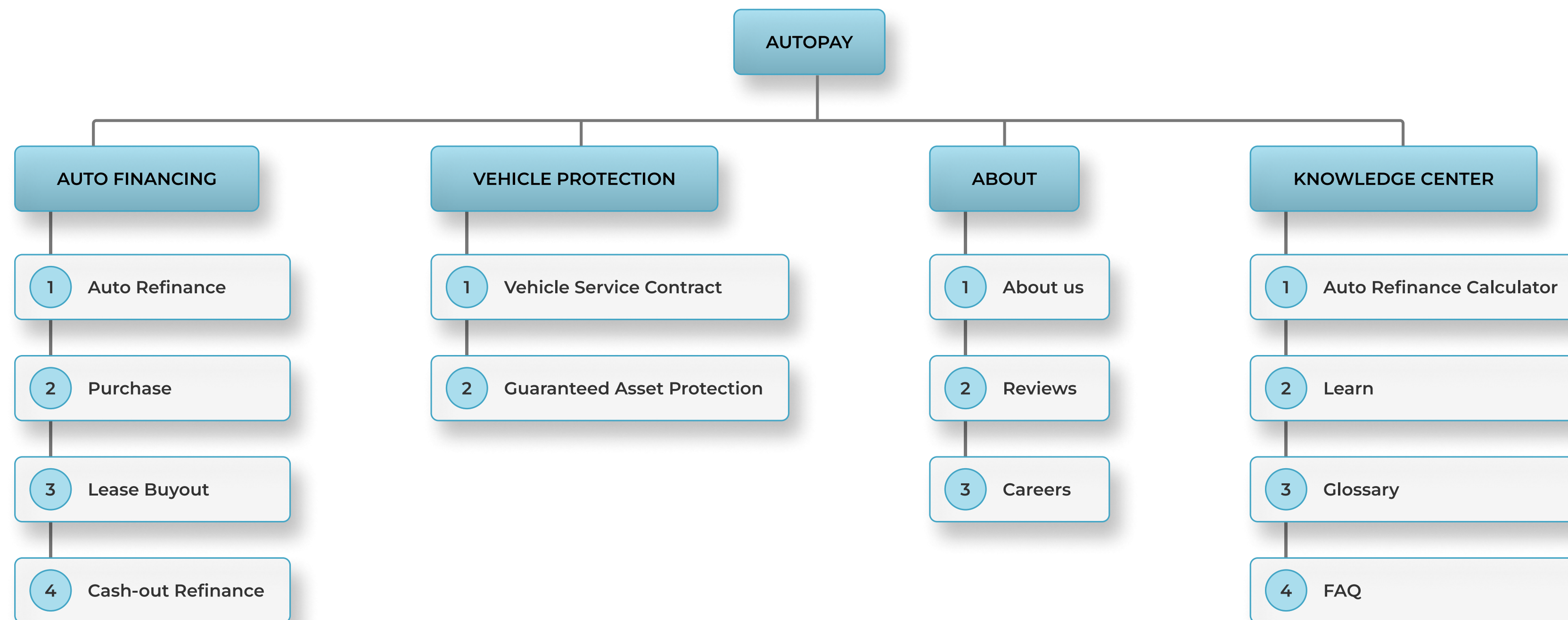
Urgency: 9/10  


**Media Influencers**  
  

**Social Networks**  
  

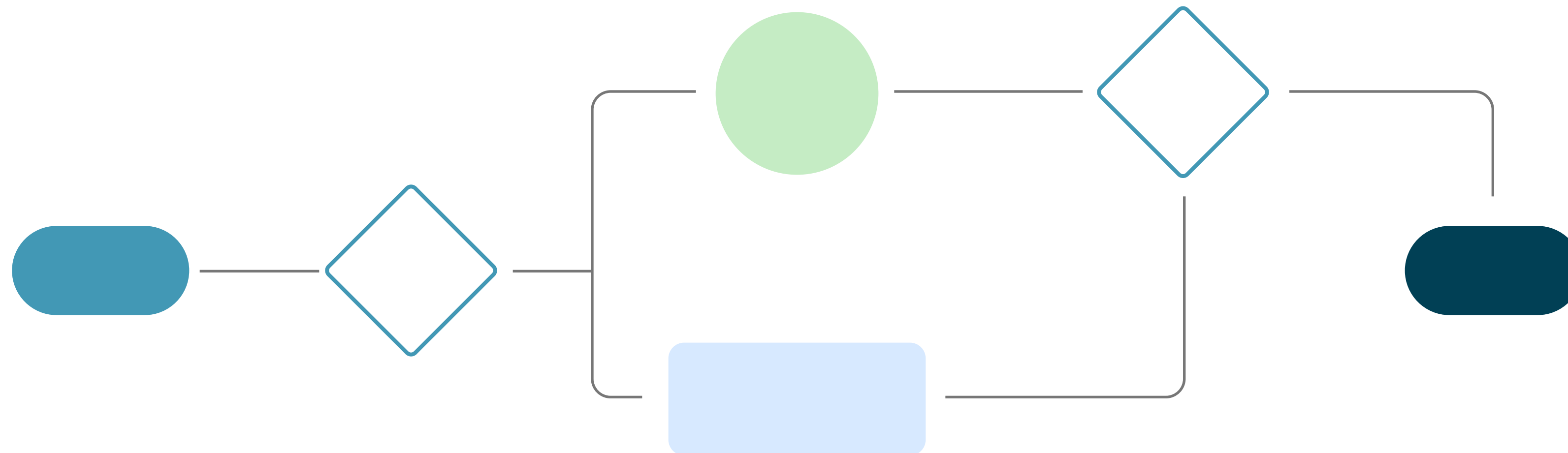
## The Steps - Define

After conducting extensive research, sharing findings with product and marketing team, and reviewing analytics, we discovered a high bounce rate of 70%. We concluded that the lack of information clarity and outdated appearance was likely the primary reasons for the low engagement and high bounce rate on the site.

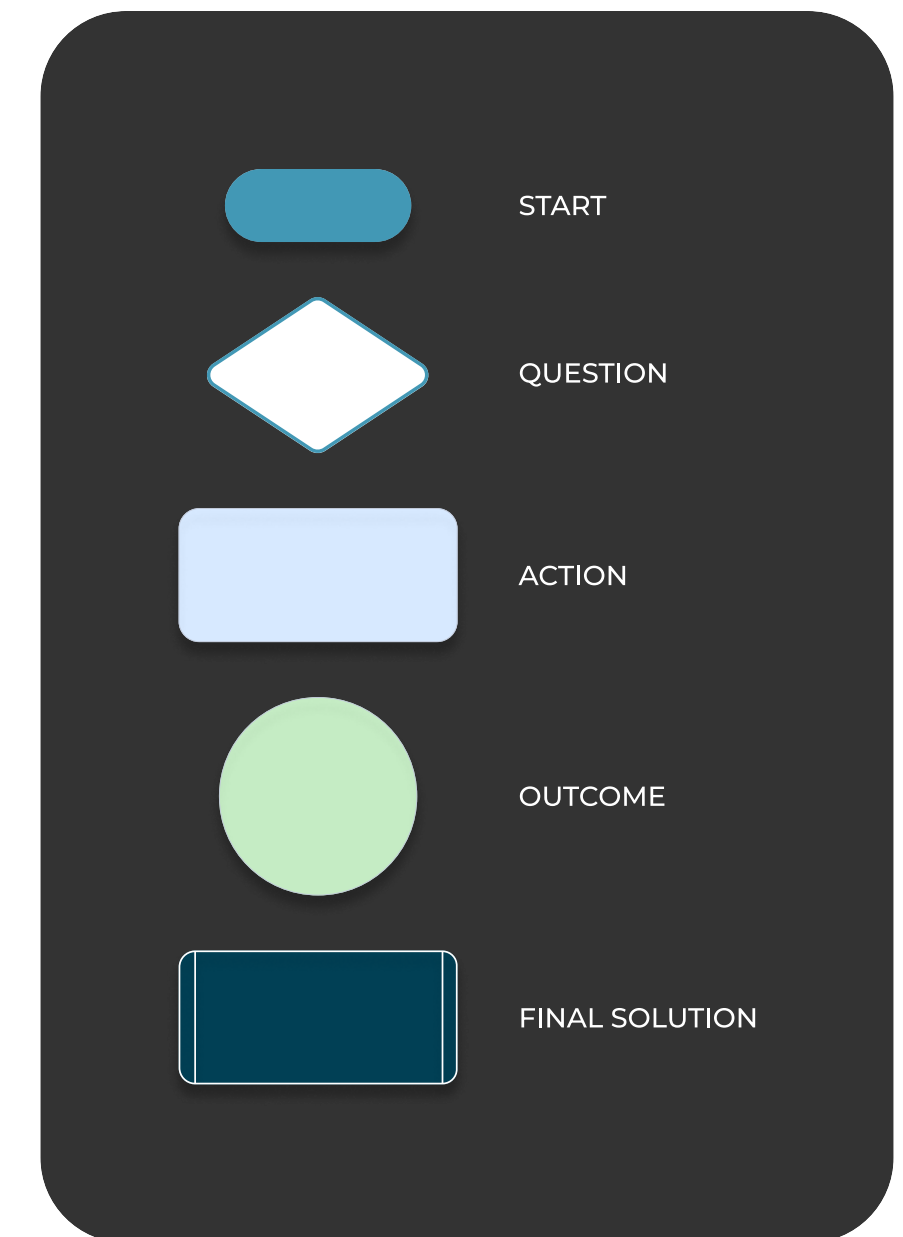
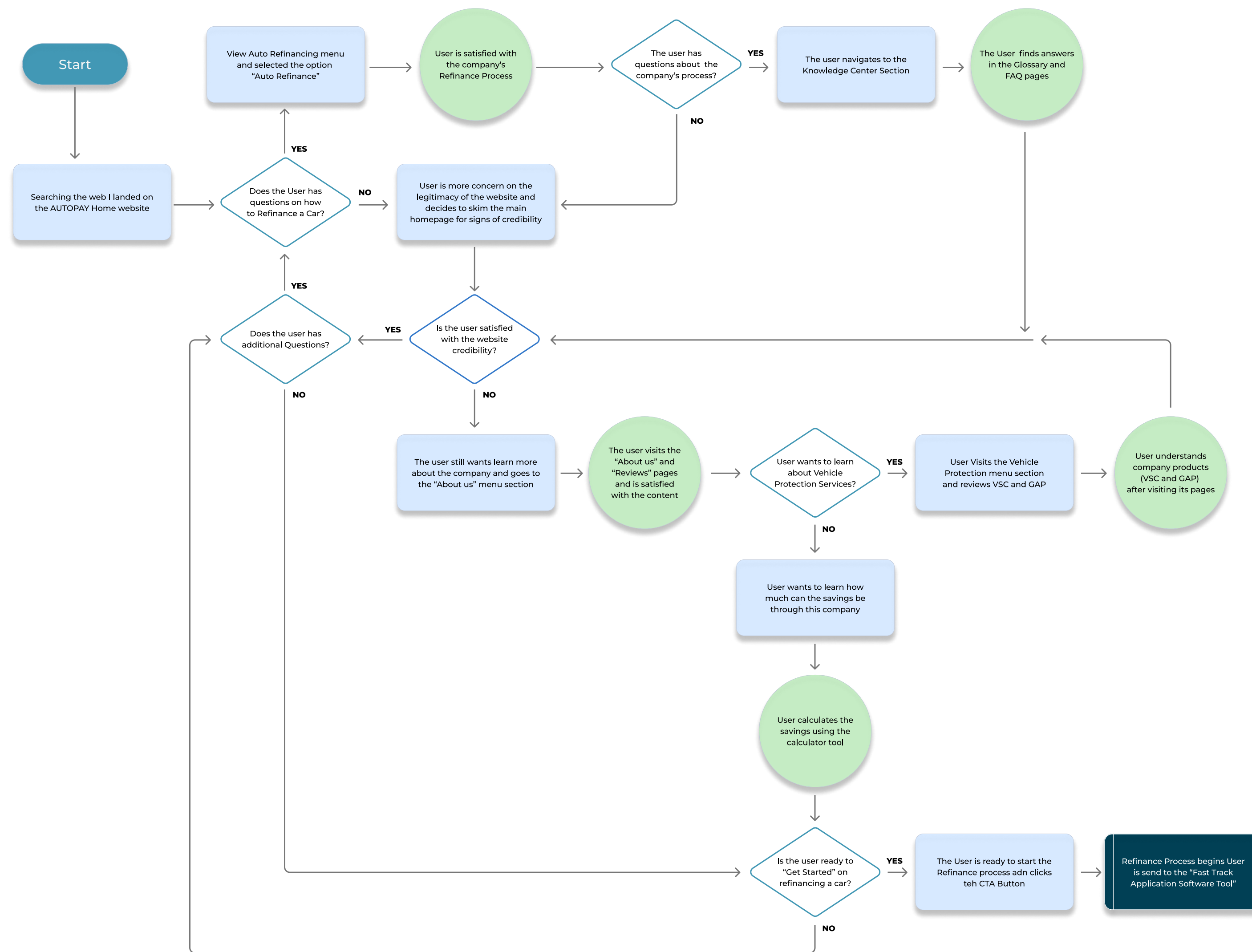


## The Steps - Define

To address these issues, we aimed to simplify the way we presented information to the user, making it more compact and digestible. Specifically, we aimed to revise the vocabulary to be more accessible and avoid overly technical language. By prioritizing these changes, we hoped to improve the overall user experience and reduce the bounce rate on the site. To complement my initial research I proposed [Sitemap and User-Flow](#) for the new site with the feedback and collaboration from our Product and Marketing Team.



\* Text in blue and underlined are clickable links.



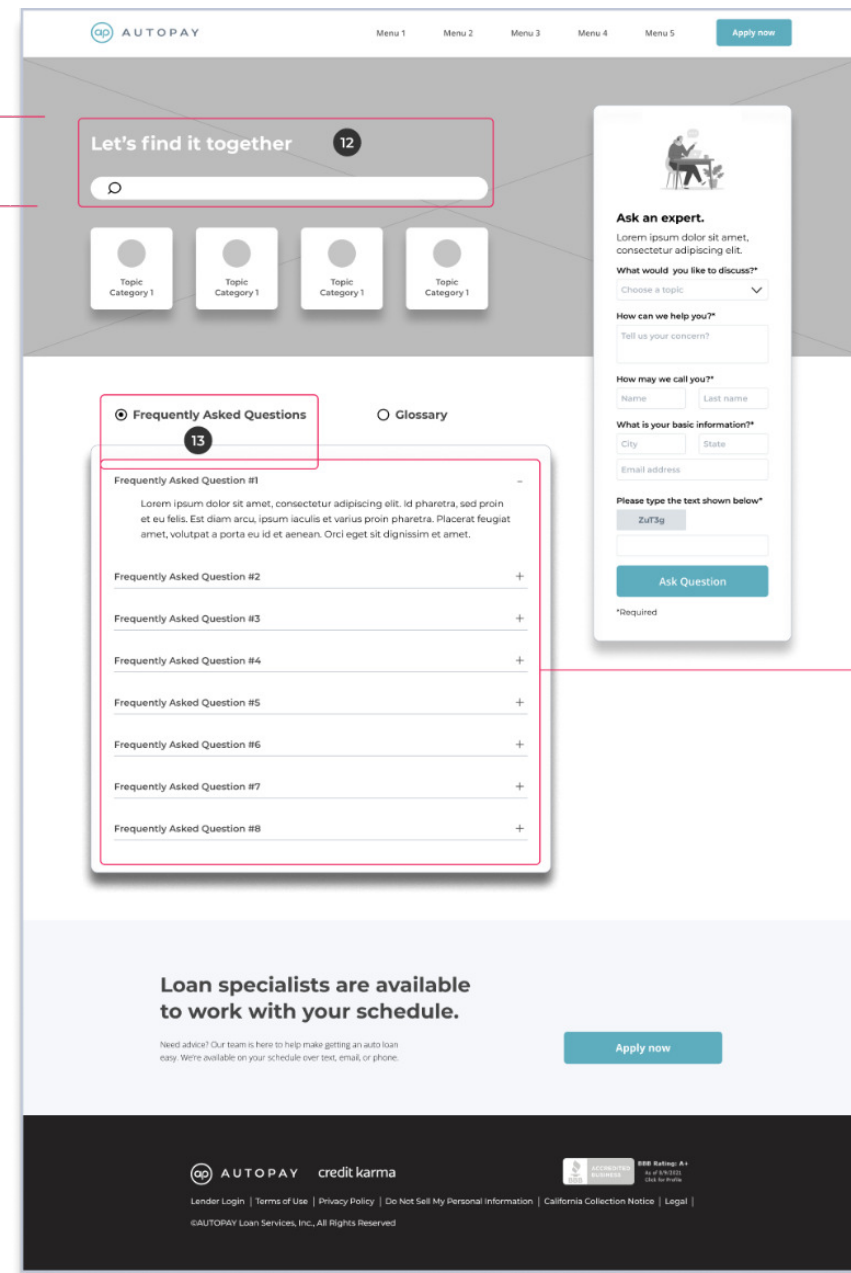
---

## The Steps - Ideate

During this phase of the project, I collaborated closely with various team members, including Developers, Copywriters, Marketing Managers, and Product Managers. It was important to ensure that everyone was on the same page and that their input was taken into consideration. Specifically, I focused on three areas:

1. Ensuring that the [wireframe designs](#) for both companies (AUTOPAY and The Savings Group) were feasible for Developers and that they would not encounter any challenges during the development process.
2. Working with Copywriters and Marketing Managers to ensure that the website layout and the positioning of images and copy sections were optimized for user engagement and conversion.
3. Keeping the Product Managers informed of the project's progress so they could start thinking about how to divide the work and create appropriate tickets for the entire team, including Developers, Copywriters, Marketing, and content creators. By collaborating closely with all team members, we were able to create a cohesive and effective product.

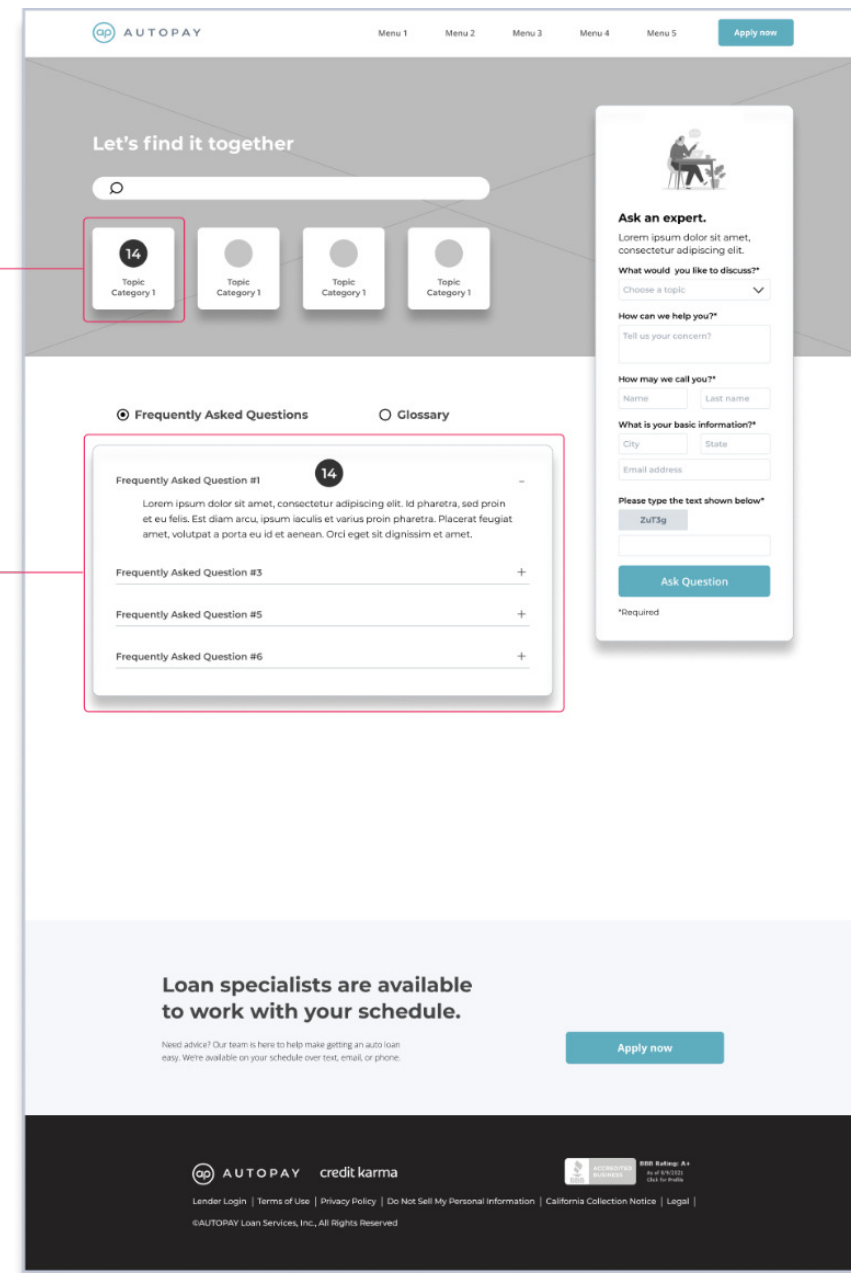
*\* Text in blue and underlined are clickable links.*



**12 Search Bar**  
When the search bar is used a new section will show up above the FAQs showing the result of the search inquiry. When this happens the results will show above the "FAQs and Glossary" radio buttons. The new section will push down the FAQs and Glossary sections farther down.

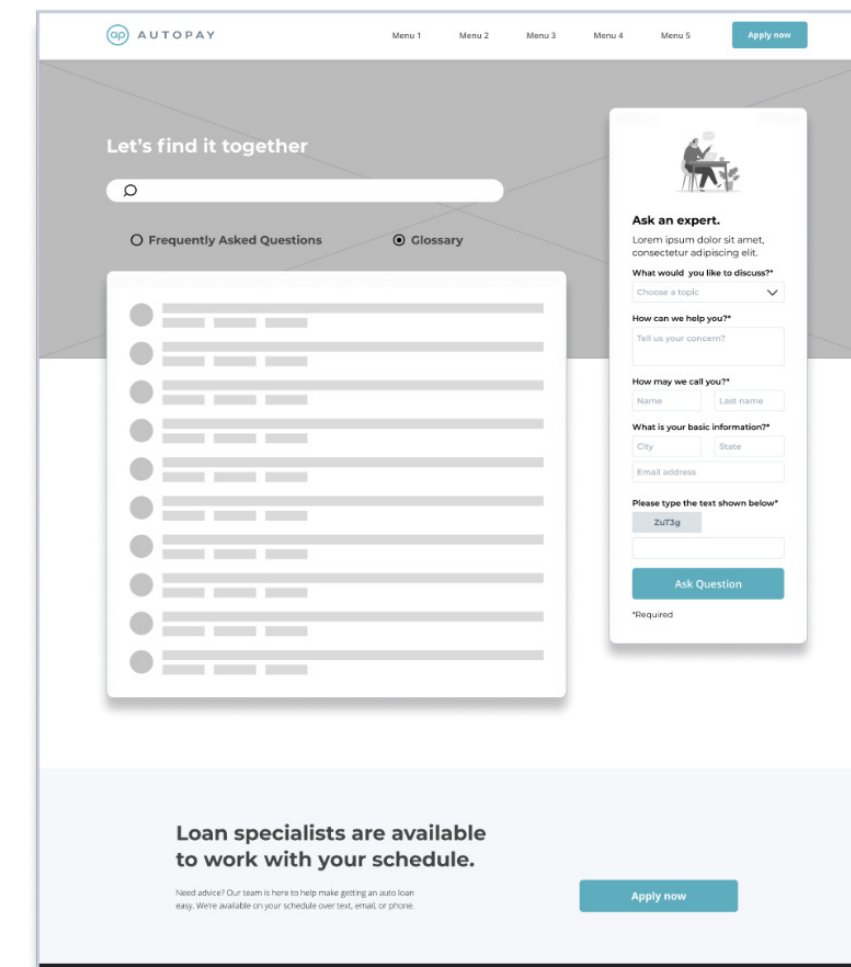
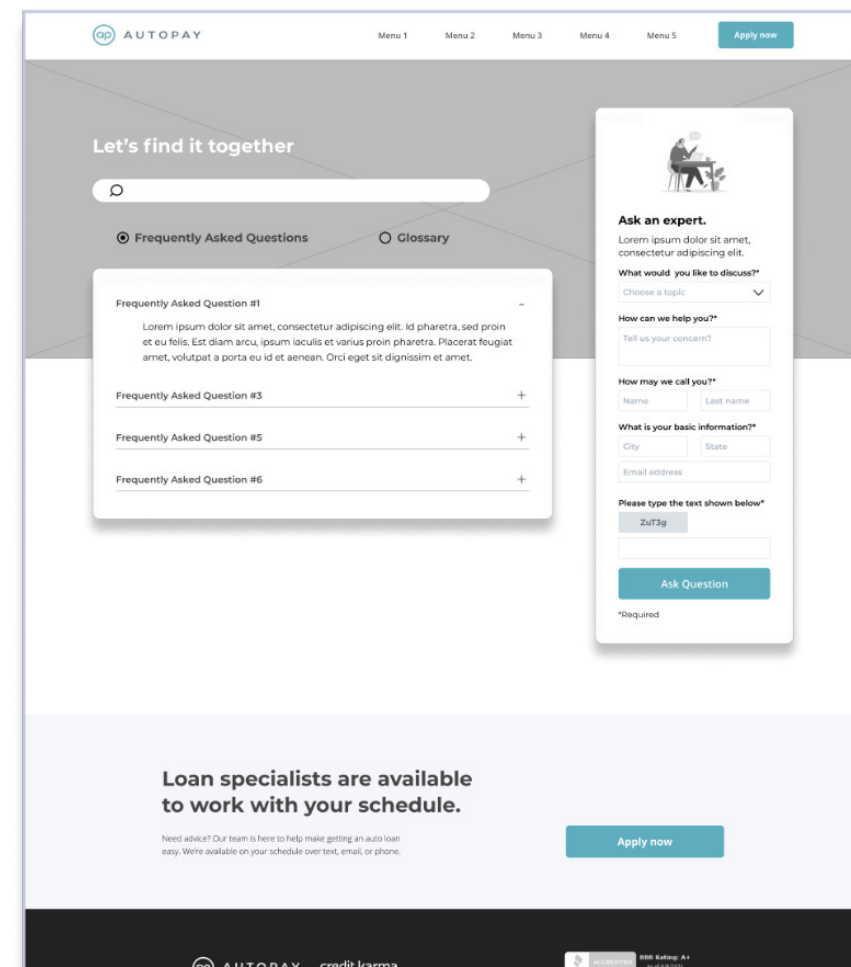
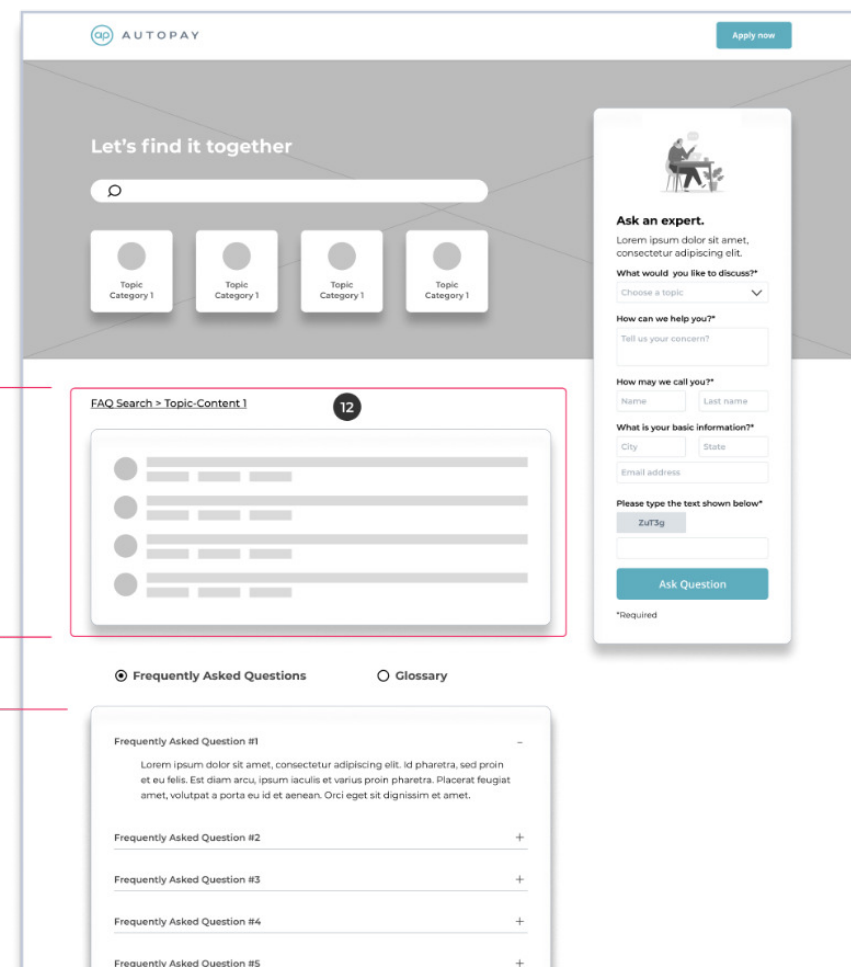
**14 Feedback Topic Button**  
When the topic button is interacted with the FAQ section will show related Questions based on the topic button.

**13 FAQs - Accordion Q/A**  
The FAQs will have an accordion system to show "Question and answer" By default the first Question should always be open to demonstrate to the user the mechanics of the tool.



**15 Glossary**  
The glossary section will share the same space as the FAQ section. Whenever the Radio buttons are engaged the section should populate with the user's selection either the FAQs or the Glossary

**16 Contact form**  
Short contact form should always be in a fix position, in case the user decides to contact or reach out to an agent.







ap AUTOPAY Auto Financing Vehicle Protection About Knowledge Center Apply Now Login

Lowest Interest Rate  
**H1- Lowest Interest Rate - Header Title**  
 Blog Sub-title or context of the blog  
 Published: March 20, 2022 By: Autopay

Main Blog page > Lowest Interest Rate > Blog Long/Short Title

Author Jessica Crown Editor Trevor Smith  
 Reviewer Susan Clark Expert Fact Checked

Why Trust us  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Egestas varius porta eget feugiat sagittis velit hac nullam. Ultricies viverra pharetra, leo placerat. Felis pharetra mi velit proin proin neque odio.

**HIGHLIGHTS**

- Dapibus massa purus sit sed vel ornare et dignissim.
- Ac senectus malesuada lobortis semper lacinia. Tellus tortor enim, commodo a eleifend scelerisque et risus. Orci, cum laculis amet erat lectus et dictumst.
- Dapibus massa purus sit sed vel ornare et purus. Uma rhoncus ac eget adipiscing semper dignissim. Ac senectus malesuada lobortis semper lacinia.

**H2 - Blog Header Title**  
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>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vulputate mauris turpis dictum felis pellentesque. Eget imperdiet penatibus mauris blandit aenean orci. Viverra in ultricies tincidunt ut bibendum pretium ac. Sollicitudin tristique aenean in laoreet congue pellentesque ultricies mi. Lacinia et tempus tempus, enim. Curabitur massa volutpat, orci sed pellentesque nisi dui amet et. Sed netus lorem non turpis proin mi odio posuere. Eget blandit vitae pellentesque nec. Non non bibendum semper ornare cras. Dictum nibh diam netus sed dui dictum cursus consequat. Nullam quisque lacus, odio dui commodo dictum tellus. Scelerisque malesuada tincidunt consectetur sed.

Dapibus massa purus sit sed vel ornare et purus. Uma rhoncus ac eget adipiscing semper dignissim. Ac senectus malesuada lobortis semper lacinia. Tellus tortor enim, commodo a eleifend scelerisque et risus. Orci, cum laculis amet erat lectus et dictumst. Pharetra a etiam ultrices ut volutpat tincidunt penatibus nunc, velit. Lorem quam risus, ut a, at morbi tortor in at. Scelerisque vestibulum purus aenean tortor senectus. Sagittis, scelerisque non volutpat, eget. Risus volutpat sed faucibus id massa hac est morbi integer. Rhoncus adipiscing arcu sit ac sed ultrices, Lorem quam risus, ut a, at morbi tortor in at. Scelerisque vestibulum purus aenean tortor senectus.

**H2 - Blog Header Title 2**  
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Dapibus massa purus sit sed vel ornare et purus. Uma rhoncus ac eget adipiscing semper dignissim. Ac senectus malesuada lobortis semper lacinia. Tellus tortor enim, commodo a eleifend scelerisque et risus. Orci, cum laculis amet erat lectus et dictumst. Eget blandit vitae pellentesque nec. Non non bibendum semper ornare cras. Dictum nibh diam netus sed dui dictum cursus consequat.

"Quote 1 - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nisi bibendum a ipsum nulla dignissim.

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Loan specialist are available to

ap AUTOPAY Auto Financing Vehicle Protection About Knowledge Center Apply Now Login

Auto Loan FAQs  
**Let's find it together**

Vehicle Refinance Guaranteed Asset Protection Vehicle Service Contract Cash-out Options

Ask an expert.  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit.  
 What would you like to discuss?  
 Choose a topic  
 How can we help you?  
 Tell us your concern?  
 How may we call you?  
 Name Last name  
 What is your basic information?  
 City State  
 Email address  
 Please type the text shown below\*  
 Zz73g  
 Ask Question  
 \*Required

Frequently Asked Questions Glossary

Frequently Asked Question #1  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Id pharetra, sed proin et eu felis. Est diam arcu, ipsum laculis et varius proin pharetra. Placerat feugiat amet, volutpat a porta eu id et aenean. Orci eget sit dignissim et amet.

Frequently Asked Question #2  
 +

Frequently Asked Question #3  
 +

Frequently Asked Question #4  
 +

Frequently Asked Question #5  
 +

Frequently Asked Question #6  
 +

Frequently Asked Question #7  
 +

Frequently Asked Question #8  
 +

**Loan specialist are available to work with your schedule**  
 We provide our customers with solutions that improve their financial situation. If you're in the market for a new or used car, we can help you get the rate you deserve. If you already have an auto loan, we can help you find a better rate that lowers your payment.

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 FAQ Contact us Legal & Disclaimers  
 Agreements & Compliance

© The Savings Group, Inc. All Rights Reserved  
 ap AUTOPAY rategenius T TRESL  
 BBB Rating: A+ as of 9/25/2017 Click for Profile

ap AUTOPAY Auto Financing Vehicle Protection About Knowledge Center Apply Now Login

Auto Loan Glossary  
**Let's find it together**

Vehicle Refinance Guaranteed Asset Protection Vehicle Service Contract Cash-out Options

Ask an expert.  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit.  
 What would you like to discuss?  
 Choose a topic  
 How can we help you?  
 Tell us your concern?  
 How may we call you?  
 Name Last name  
 What is your basic information?  
 City State  
 Email address  
 Please type the text shown below\*  
 Zz73g  
 Ask Question  
 \*Required

Frequently Asked Questions Glossary

Search by letter: A C G I L O R V

**A**  
**Application:** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Id pharetra, sed proin et eu felis. Est diam arcu, ipsum laculis et varius proin pharetra. Placerat feugiat amet, volutpat a porta eu id et aenean.  
**Applicant:** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Id pharetra, sed proin et eu felis. Est diam arcu, ipsum laculis et varius proin pharetra.

**C**  
**Co-Applicant:** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Id pharetra, sed proin et eu felis. Est diam arcu, ipsum laculis et varius proin pharetra. Placerat feugiat amet, volutpat a porta eu id et aenean.  
**Contract:** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Id pharetra, sed proin et eu felis. Est diam arcu, ipsum laculis et varius proin pharetra.

**G**

**Loan specialist are available to work with your schedule**  
 We provide our customers with solutions that improve their financial situation. If you're in the market for a new or used car, we can help you get the rate you deserve. If you already have an auto loan, we can help you find a better rate that lowers your payment.

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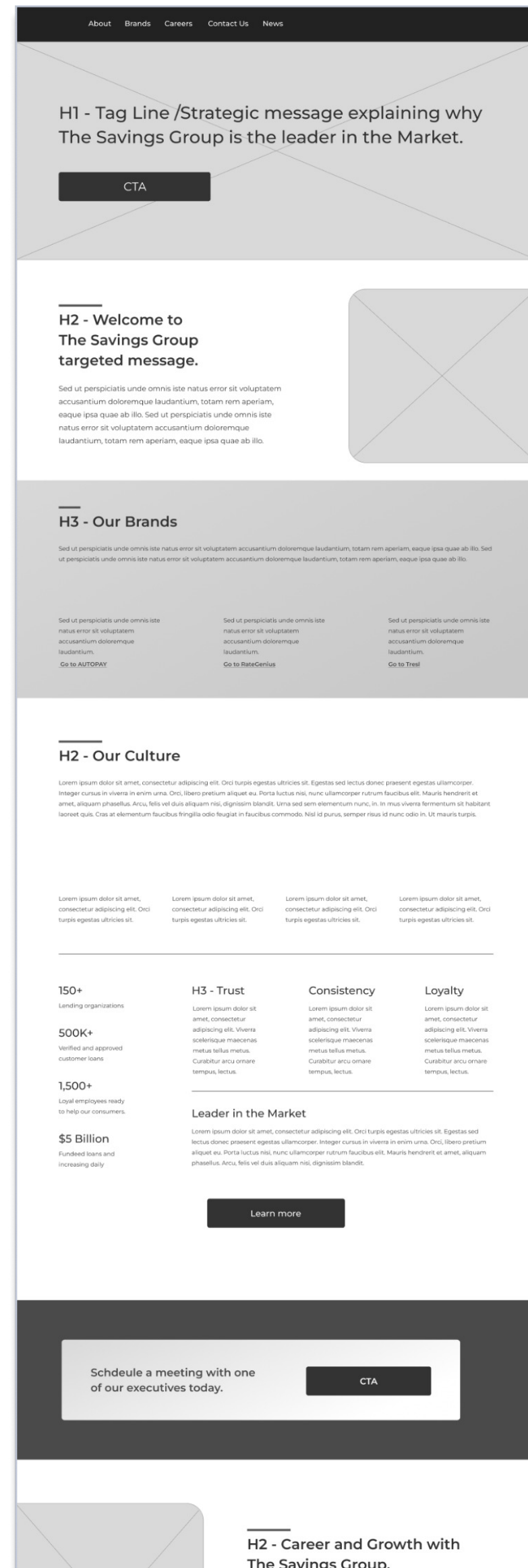
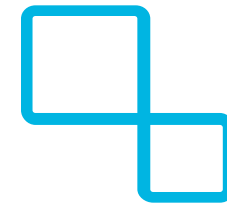
© The Savings Group, Inc. All Rights Reserved  
 ap AUTOPAY rategenius T TRESL  
 BBB Rating: A+ as of 9/25/2017 Click for Profile

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## The Steps - Prototype

For this stage of the project, I developed high-quality mockups for the revamped AUTOPAY website and a [proposed website for the parent company, The Savings Group](#). Drawing from the insights gathered during research and feedback from the team during ideation, I provided multiple wireframe options and high-fidelity mockups for both websites, with a focus on enhancing the ease of use, clarity, and overall flow of information. Through careful attention to detail, I ensured that the website designs accurately reflected the goals and needs of both the users and the business.

*\* Text in blue and underlined are clickable links.*



1 Hero Image/Video  
• Message  
• CTA to encourage contact with an executive

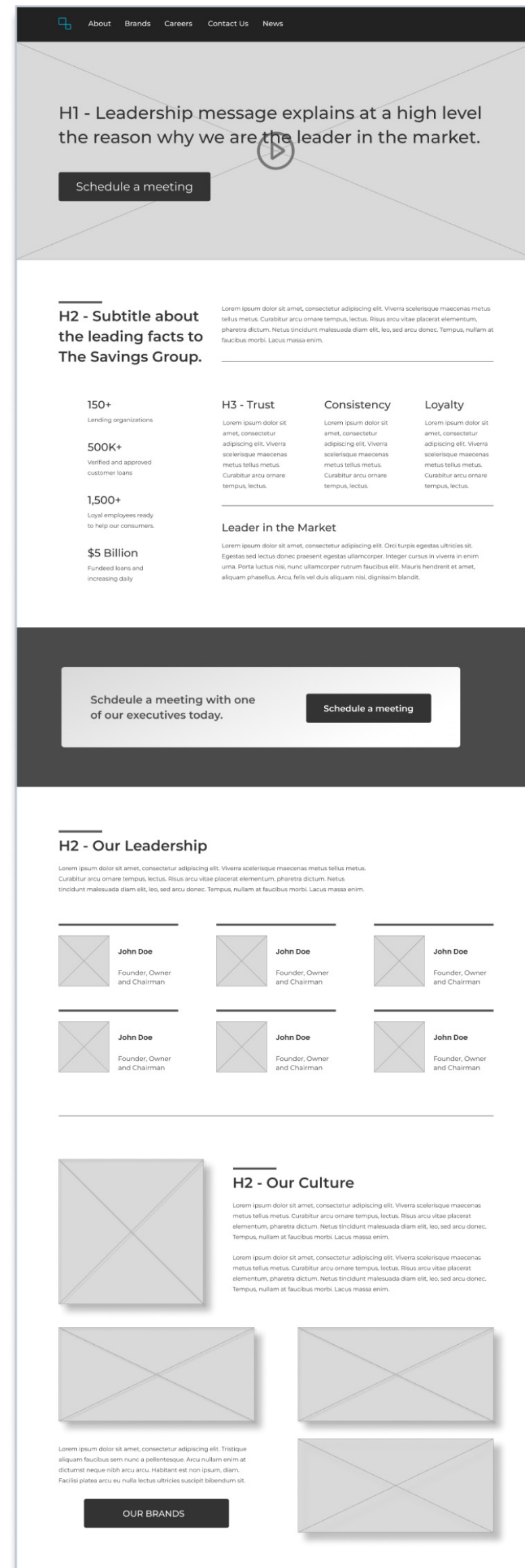
2 Welcome Sub-title + Image  
• Message in more detail about The Savings Group leadership in teh market.

3 Facts/Culture - Sub-title/Message (About Page)  
• Iconography paired with data  
• Facts and data bout The Savings Group  
• CTA linked to About Page

4 Brands - Sub-title/Message (Brands Page)  
• Iconography paired with data  
• Fact data / About The Savings Group

5 CTA - Section Encouraging contact with Executive

6 Careers - Sub-title + Image (Careers Page)



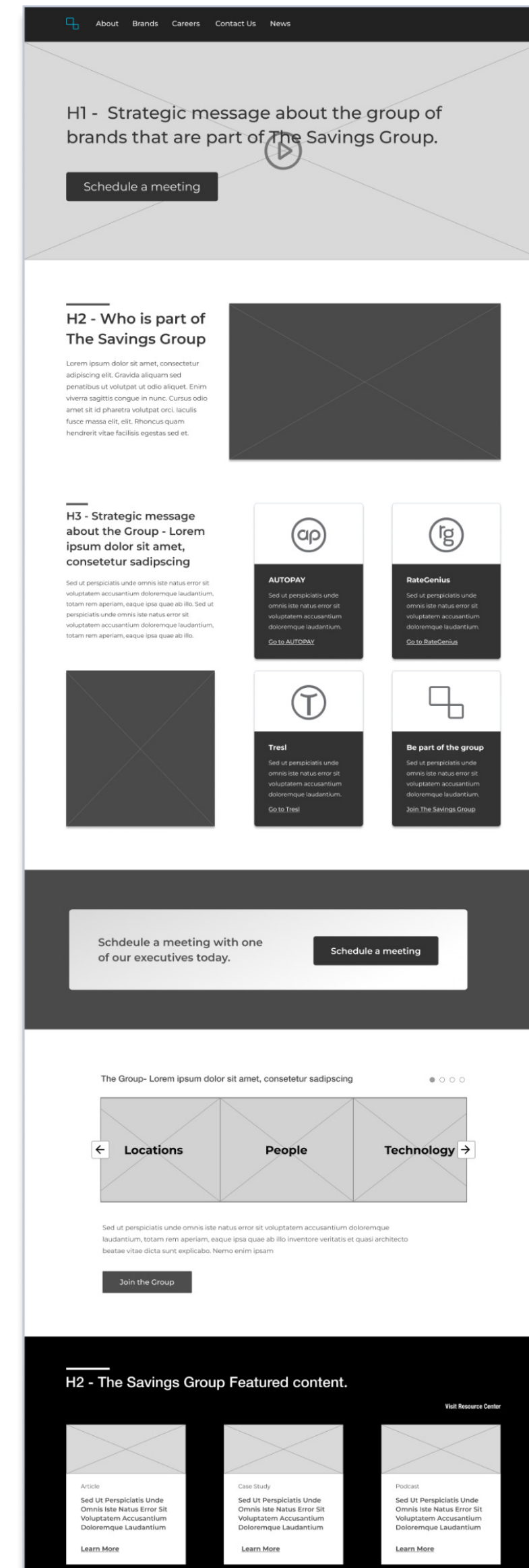
1 Hero Image/Video  
• Message  
• CTA to encourage contact with an executive

2 About Us Sub-title + Message  
• Facts and data bout The Savings Group

3 CTA - Section Encouraging contact with Executive

4 Leadership + Message  
• Leadership Profiles  
• \*\* Linked to possible individual pages per Leadership roles

5 Culture + Message  
• Images to Brand locations (Places/ People/Technology, etc)  
• CTA Linked to Brand Page



1 Hero Image/Video  
• Message  
• CTA to encourage contact with an executive

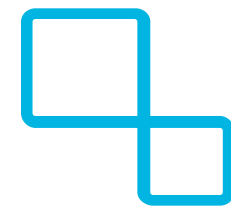
2 The Savings Group Brand Members Message + Image  
• Credible message explaining how all teh Member Brands came to be part of The Savings Group

3 Sub-Title Further explaining Strengths and Advantages of The Savings Group  
• Cards showcasing each Brand Member  
• Individual CTA card encouraging the user to Join The Savings Group

4 CTA - Section Encouraging contact with Executive

5 Brand Image Slider  
• Visual image encouraging the user to join the group  
• CTA encourage the user to join the group

6 Blog/News Section (News Page or Blog Page if any)  
• Cards listing key Articles, Case Studies, Press Release, etc.  
• Links could direct to News page or Blog page



THE SAVINGS GROUP

Home About News Contact Us Careers

# H1 - Tag Line/Strategic message explaining why The Savings Group is the leader in the Market.

To About

Denver, CO dolor sit amet, consectetur adipiscing elit. Convalis mauris facilis pharetra ultrices curabitur sed adipiscing commodo.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Convalis mauris facilis pharetra ultrices curabitur sed adipiscing commodo.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Convalis mauris facilis pharetra ultrices curabitur sed adipiscing commodo.

The Savings Group Brands

## H2 - Latest News

MAY 7, 2022  
Lorem ipsum, adipiscing elit. Aliquet mauris ac, at pellentesque est, rhoncus. [Read more](#)

APR 24, 2022  
Lorem ipsum, adipiscing elit. Aliquet mauris ac, at pellentesque est, rhoncus. [Read more](#)

APR 7, 2022  
Lorem ipsum, adipiscing elit. Aliquet mauris ac, at pellentesque est, rhoncus. [Read more](#)

MAR 17, 2022  
Lorem ipsum, adipiscing elit. Aliquet mauris ac, at pellentesque est, rhoncus. [Read more](#)

View All

Connect with us to receive the latest news about The Savings Group and our brands

sign up today

THE SAVINGS GROUP © 2022

PRIVACY POLICY COMPLIANCE TERMS OF USE SUPPORT LEGAL & DISCLAIMERS

About us: Vision, Facts, Leadership, Our Brands

Careers: Our Culture, Opportunities

News: Latest News, Archive, New & Media Inquiries, Subscriber to Newsletter

Contact Us: jair@thesavingsgroup.com, P.O. Box 231, South Denver, CO 80029

Partner with Us: Why Join Us, Departments

THE SAVINGS GROUP

Home About News Contact Us Careers

# H1 - This is who we are Our Culture, Our Mission

## H2 - Subtitle about the leading facts to The Savings Group.

H3 - 150+ Lending organizations

H3 - 500K+ Verified and approved customer loans

H3 - 1,500+ Loyal employees ready to help our consumers.

H3 - \$\$ Billion Funded loans and increasing daily

H3 - Trust

Consistency

Loyalty

Leader in the Market

## H2 - Our Leadership

John Doe, Founder, Owner and Chairman

John Doe, Founder, Owner and Chairman

John Doe, Founder, Owner and Chairman

John Doe, Founder, Owner and Chairman

John Doe, Founder, Owner and Chairman

John Doe, Founder, Owner and Chairman

## H3 - Strategic message about the Group - Lorem ipsum dolor sit amet, consetetur sadipscing

Autopay

RateGenius

Tres!

Be part of the group

THE SAVINGS GROUP

Home About News Contact Us Careers

# H1 - Contact Us message to encourage brands to join The Savings Group team.

## H2 - Latest News

MAY 7, 2022  
Lorem ipsum, adipiscing elit. Aliquet mauris ac, at pellentesque est, rhoncus. [Read more](#)

APR 24, 2022  
Lorem ipsum, adipiscing elit. Aliquet mauris ac, at pellentesque est, rhoncus. [Read more](#)

APR 7, 2022  
Lorem ipsum, adipiscing elit. Aliquet mauris ac, at pellentesque est, rhoncus. [Read more](#)

MAR 17, 2022  
Lorem ipsum, adipiscing elit. Aliquet mauris ac, at pellentesque est, rhoncus. [Read more](#)

View All

## H2 - Archived News

Filters Search News Filter Year Filter Tag Items Per Page 10

ARCHIVED NEWS MAIN TITLE  
MAY 13, 2022  
Lorem ipsum dolor sit amet, adipiscing elit ut aliquam, punis sit amet luctus venenatis, lectus magna fringilla urna, porttitor rhoncus dolor purus non... [Read more](#)

ARCHIVED NEWS MAIN TITLE  
MAY 9, 2022  
Lorem ipsum dolor sit amet, adipiscing elit ut aliquam, punis sit amet luctus venenatis, lectus magna fringilla urna, porttitor rhoncus dolor purus non... [Read more](#)

ARCHIVED NEWS MAIN TITLE  
APR 29, 2022  
Lorem ipsum dolor sit amet, adipiscing elit ut aliquam, punis sit amet luctus venenatis, lectus magna fringilla urna, porttitor rhoncus dolor purus non... [Read more](#)

ARCHIVED NEWS MAIN TITLE  
MAR 24, 2022  
Lorem ipsum dolor sit amet, adipiscing elit ut aliquam, punis sit amet luctus venenatis, lectus magna fringilla urna, porttitor rhoncus dolor purus non... [Read more](#)

ARCHIVED NEWS MAIN TITLE  
MAR 3, 2022  
Lorem ipsum dolor sit amet, adipiscing elit ut aliquam, punis sit amet luctus venenatis, lectus magna fringilla urna, porttitor rhoncus dolor purus non... [Read more](#)

ARCHIVED NEWS MAIN TITLE  
FEB 2, 2022  
Lorem ipsum dolor sit amet, adipiscing elit ut aliquam, punis sit amet luctus venenatis, lectus magna fringilla urna, porttitor rhoncus dolor purus non... [Read more](#)

ARCHIVED NEWS MAIN TITLE  
APR 29, 2022  
Lorem ipsum dolor sit amet, adipiscing elit ut aliquam, punis sit amet luctus venenatis, lectus magna fringilla urna, porttitor rhoncus dolor purus non... [Read more](#)

ARCHIVED NEWS MAIN TITLE  
MAY 24, 2022  
Lorem ipsum dolor sit amet, adipiscing elit ut aliquam, punis sit amet luctus venenatis, lectus magna fringilla urna, porttitor rhoncus dolor purus non... [Read more](#)

ARCHIVED NEWS MAIN TITLE  
MAR 3, 2022  
Lorem ipsum dolor sit amet, adipiscing elit ut aliquam, punis sit amet luctus venenatis, lectus magna fringilla urna, porttitor rhoncus dolor purus non... [Read more](#)

ARCHIVED NEWS MAIN TITLE  
FEB 2, 2022  
Lorem ipsum dolor sit amet, adipiscing elit ut aliquam, punis sit amet luctus venenatis, lectus magna fringilla urna, porttitor rhoncus dolor purus non... [Read more](#)

1 2 3 4 --

Items Per Page 10

THE SAVINGS GROUP

Home About News Contact Us Careers

# H1 - Message to encourage brands to join The Savings Group team.

Learn More

## H2 - Contact info message details

### H3 - The Savings Group Headquarters address

123 S street Dr  
Denver, Co 12345 - 2345  
thesavingsgroup@email.com

Mailing Address  
P.O. Box 1234  
Denver, Co 12345 - 2345

### H3 - Lender Services

Eva Sanders  
Vice President of Human Resources  
lenderservices@email.com

### H3 - Affiliate Partners

Ryan Smith  
Vice President of Marketing and Communications  
affiliatepartners@email.com

### H3 - News & Media Inquiries

Tina Blackwell  
Vice President of Corporate Affairs  
news.media@email.com

### H3 - Investor Relations

Jane Smith  
Vice President of Investor Relations  
investorrelations@email.com

Investor Relations  
P.O. Box 12345  
Denver, CO 80001

### H3 - Community Engagement

Raul Torres  
Vice President of Community Engagement & Affairs  
communityengagement@email.com

THE SAVINGS GROUP

Home About News Contact Us Careers

# H1 - Lets grow together The Savings Group Car

## H2 - Career and Growth with The Savings Group.

H3 - Spotlight careers message-awareness

### H3 - Job Spotlight

#### H1 - Position Title

Learn More

## H2 - Careers Search Heading

Keyword

Filters Locations

Position Title	Location	CA
Job ID# 12345	Denver, CO US	Inf

Department Summary  
This opportunity is based in Denver, CO (in-office or remote)

Position Title	Location	CA
Job ID# 12345	Denver, CO US	Inf

Position Title	Location	CA
Job ID# 12345	Denver, CO US	Inf

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## The Steps - Test

After presenting the final mockups to stakeholders and receiving approval for developers to create the website, we conducted a performance test to compare [statistical data from the current and redesigned website](#).

Upon collecting and analyzing the numbers, it was evident that the new website outperformed the original. Bounce rates decreased from 70% to 30%, and engagement increased from 50% to 110%. These results demonstrated that users were able to navigate and understand the website more efficiently, leading to increased engagement and higher rates of refinance application submissions. This successful outcome validated our initial research and ideas, and we were pleased to have created a more effective user experience for our clients.

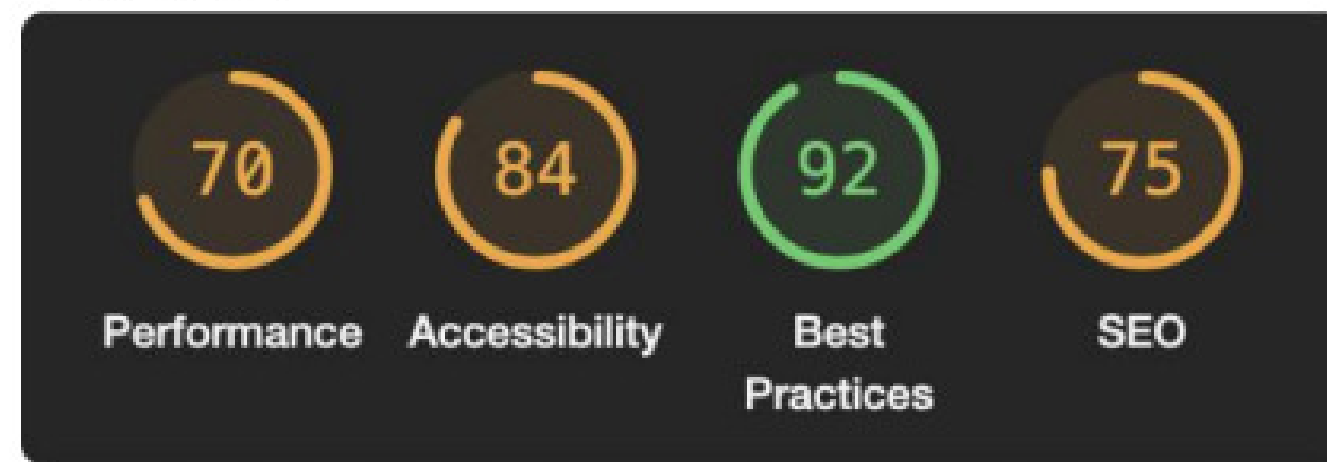
*\* Text in blue and underlined are clickable links.*



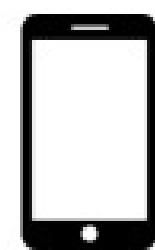
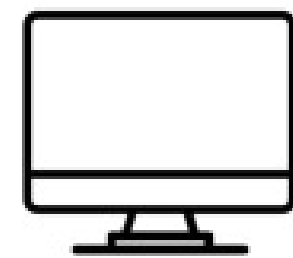
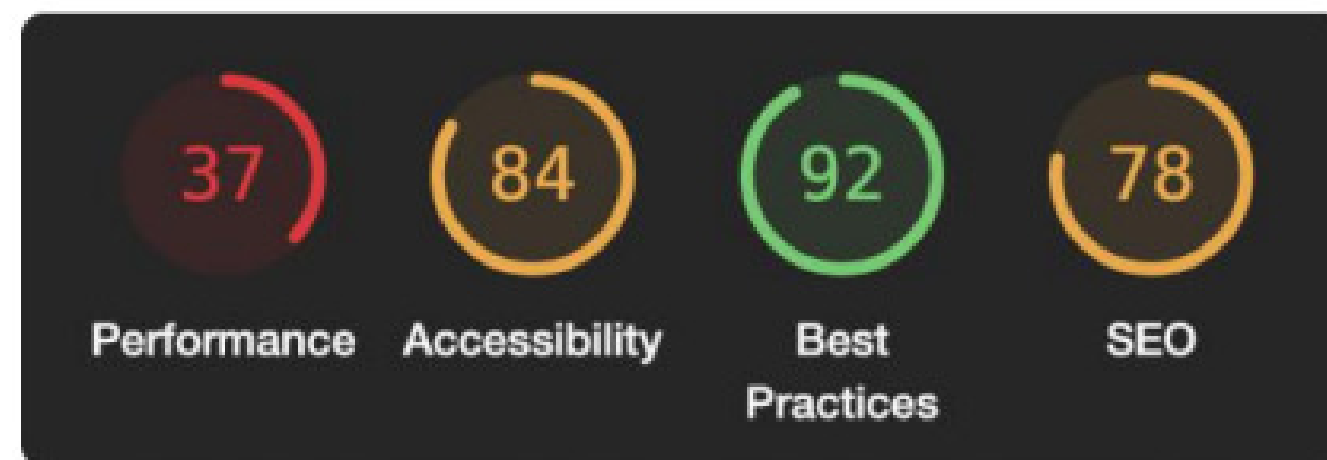
HOMEPAGE - CURRENT



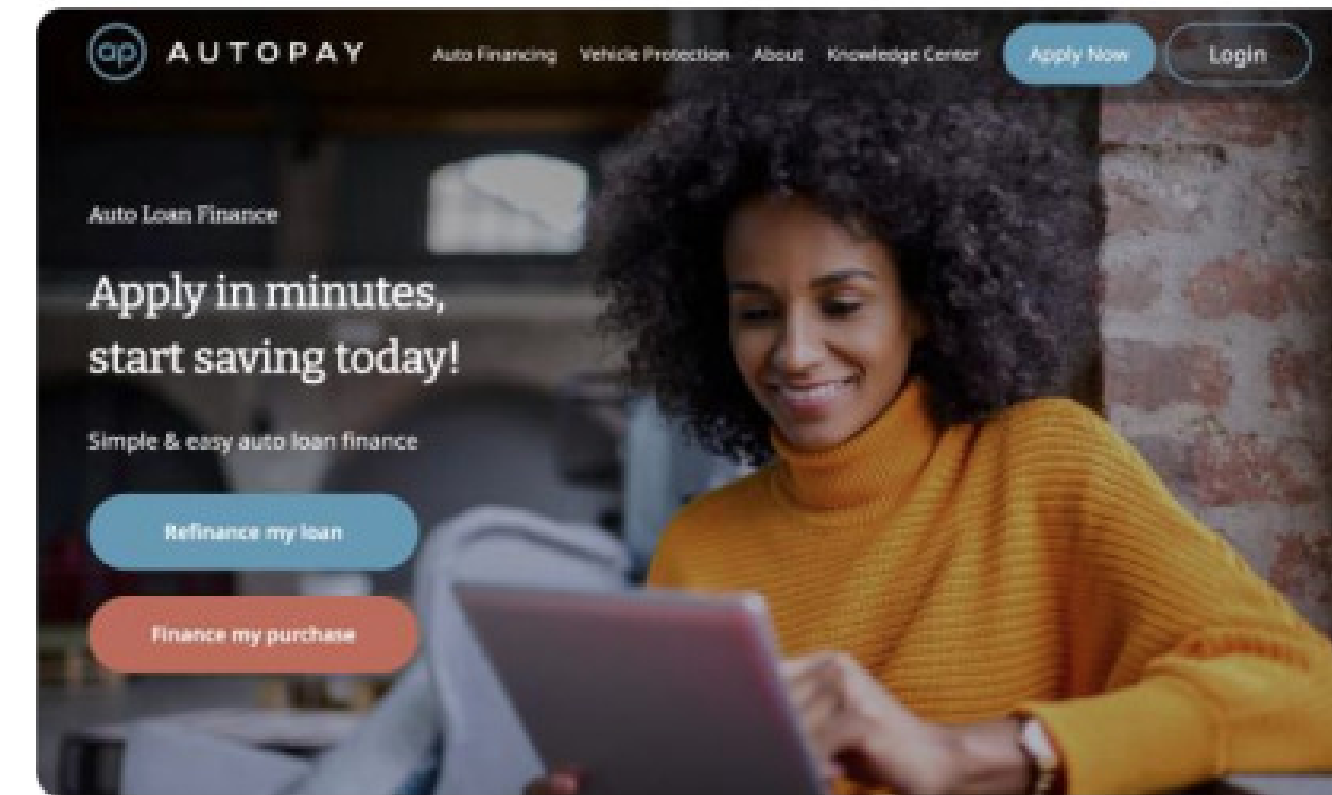
DESKTOP



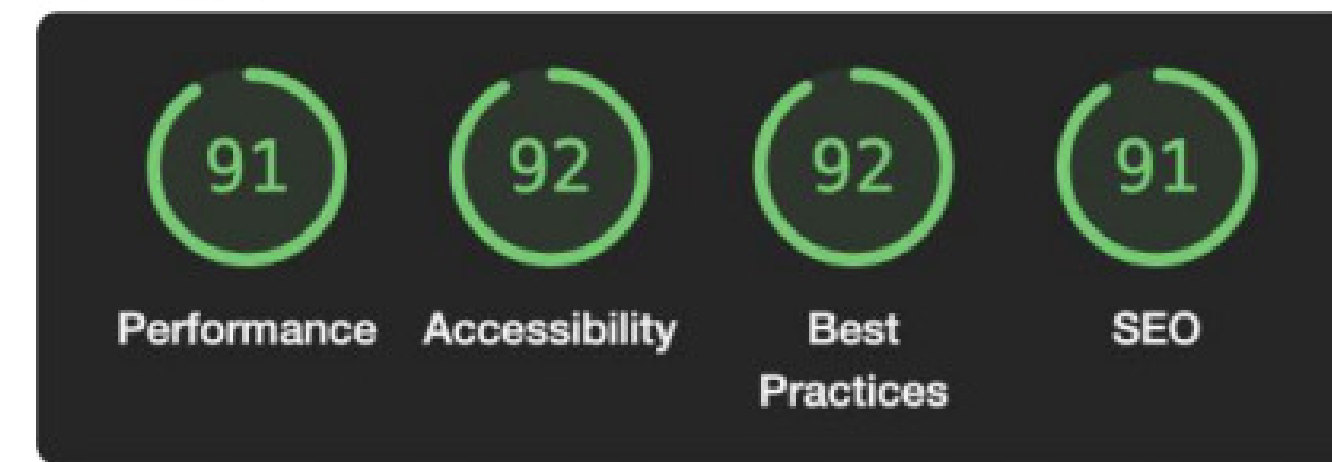
MOBILE



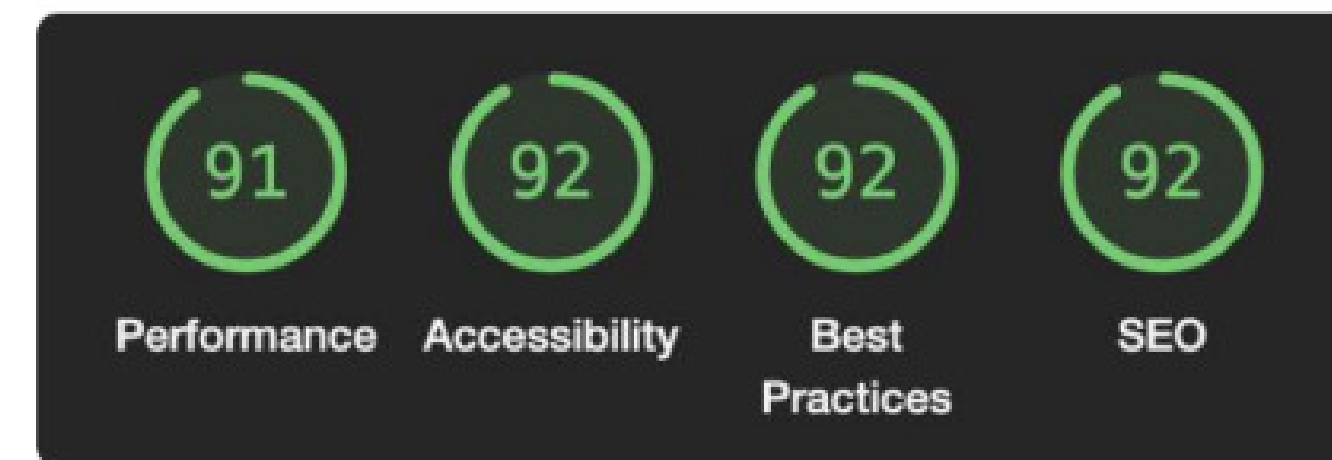
HOMEPAGE - NEW



DESKTOP



MOBILE



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## The Steps - Implement

The final step was to replace the old website with the new one and ensure that the new website was properly maintained. To minimize website downtime and potential crashes, we performed the switch on a Friday night, based on previous data indicating lower traffic during these hours. We closely monitored the website throughout the weekend and thankfully, no problems were reported. Throughout the following weeks a series up [updates were performed to improve aesthetics, usability, performance and website navigation](#).

- Here you can view the actual [AUTOPAY Website](#).

*\* Text in blue and underlined are clickable links.*

# The Steps - Implement (Updates)

AUTOPAY WEBSITE | UPDATES 4 of 6

## Hairlines - Main Sections

Hairlines on Main Sections

Dimensions:  
height: 6px  
border-radius: 6px

Global Update all main sections

Shop with confidence

The beginning of a hassle free refinance process with AUTOPAY

We've helped more than 700,000+ customers

AUTOPAY WEBSITE | UPDATES 5 of 6

## Cash Out Refinance - Calculator/FAQs

Calculator Desktop

Calculator Mobile

FAQ accordion Desktop

FAQ accordion Mobile

Refinance your auto loan

Current monthly payment

Balance left on loan

Remaining loan term

New loan term

Credit score

Loan savings

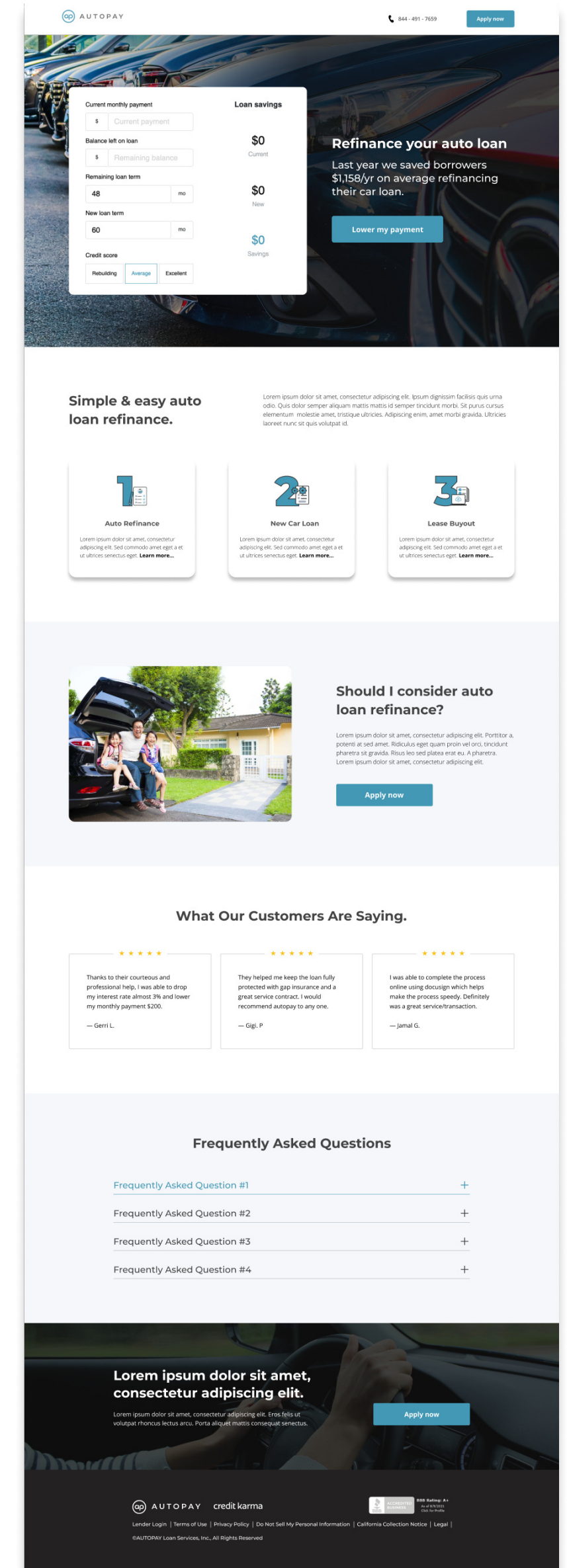
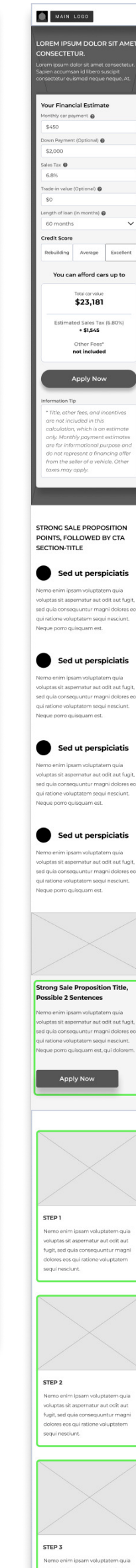
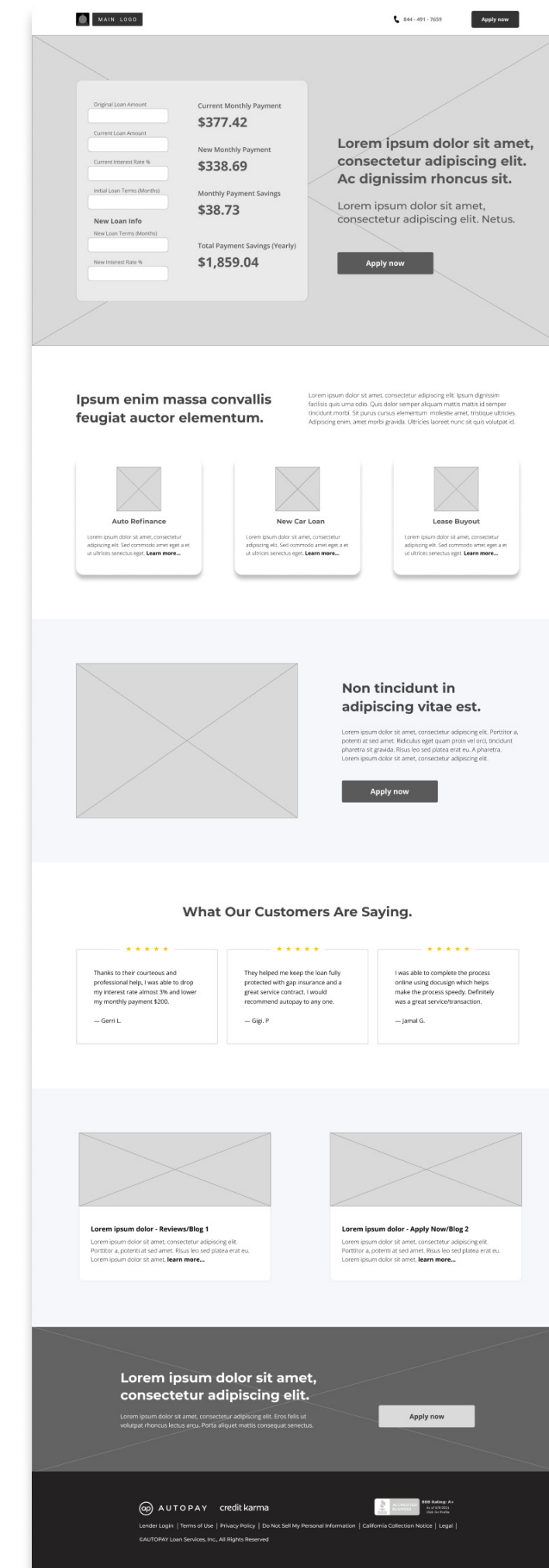
Apply now!




# The Steps - Implement (Landing Pages)

Additionally, based on this project I was asked by the Management team to [Developed, Design and Produce actionable and responsive AUTOPAY landing pages](#) through Unbounce.

- Here you can view a [live Landing page](#)



\* Text in blue and underlined are clickable links.



SECTION  
04

## **SECTION 4 - THE CONCLUSION**

*What was the outcome of your solution?*

*How did you measure the success of your solution?*

---

## The Conclusion

By utilizing the design thinking principles, we were able to improve the refinance website's usability and user experience. The redesign resulted in a 40% decrease in the bounce rate and a 60% increase in engagement and conversion rate from the site to the actual refinance form, leading to increased application submission forms for the company. The customer service team also reported a positive user feedback, resulting in an overall positive impact on the business.

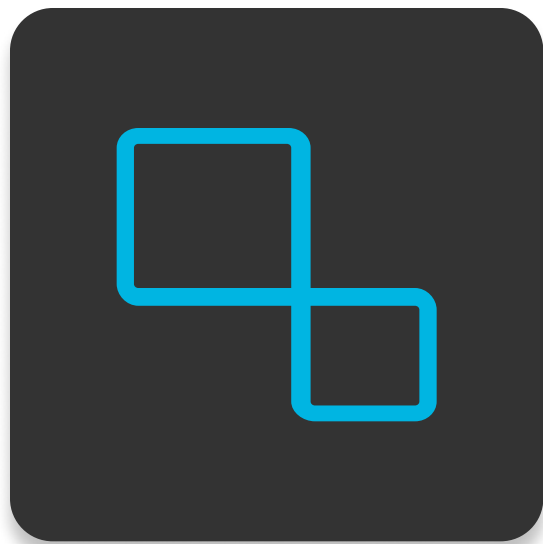


- [AUTOPAY Website](#)
- [AUTOPAY Landing Webpage](#)

*\* Text in blue and underlined are clickable links.*

## The Conclusion - The Savings Group

For the proposed website, I used the information and data collected from my research on the AUTOPAY website. Based on this, I presented multiple wireframes and high-definition mockups to the CMO and CTO. They received the proposal positively and were interested in moving forward with the new designs. However, due to company reorganization and reallocation of assets, the project was put on hold. Despite this setback, the stakeholders agreed to maintain the design for future development.



- [The Savings Group - Proposed Design \(Wireframes-High Quality Mockups\)](#)

*\* Text in blue and underlined are clickable links.*

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## The Conclusion - Final Thoughts

To be honest, this was one of my most challenging projects where I was given a big responsibility to make things happen. Throughout the project, I put my expertise into practice and worked in an Agile Design environment by continually communicating with various teams, including Marketing, Copywriters, Developers, Product Managers, and Content Creators. I learned a lot from these teams, including how to approach different challenges, how to compromise, and how to explain designs in different ways, as not everyone learns the same way. I'm always eager to keep learning from anyone and everyone. In the end, we successfully redesigned AUTOPAY's website, resulting in a reduced bounce rate from 70% to 30%, increased engagement from 50% to 110%, and a more modern look. I was also pleased to know that The Savings Group management team agreed to review and implement the proposed website design in the future.

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## Links

### Figma File Links

- [Brand Guidelines - AP - TSG](#)
- [Sitemap - Personas-UserFlow](#)
- [Wireframes - Mockups - AUTOPAY](#)
- [Wireframes - Mockups - THESAVINGSGROUP](#)
- [AP - LandingPage - Wireframes](#)

### PDF Links

- [AUTOPAY Brand Guidelines](#)
- [The Savings Group Brand Guidelines](#)
- [AUTOPAY Competitive Website Audit](#)
- [AUTOPAY Performance Test](#)
- [AUTOPAY Site Updates](#)

# END OF ASSESSMENT



**THANK YOU!**

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Colorado Public Radio