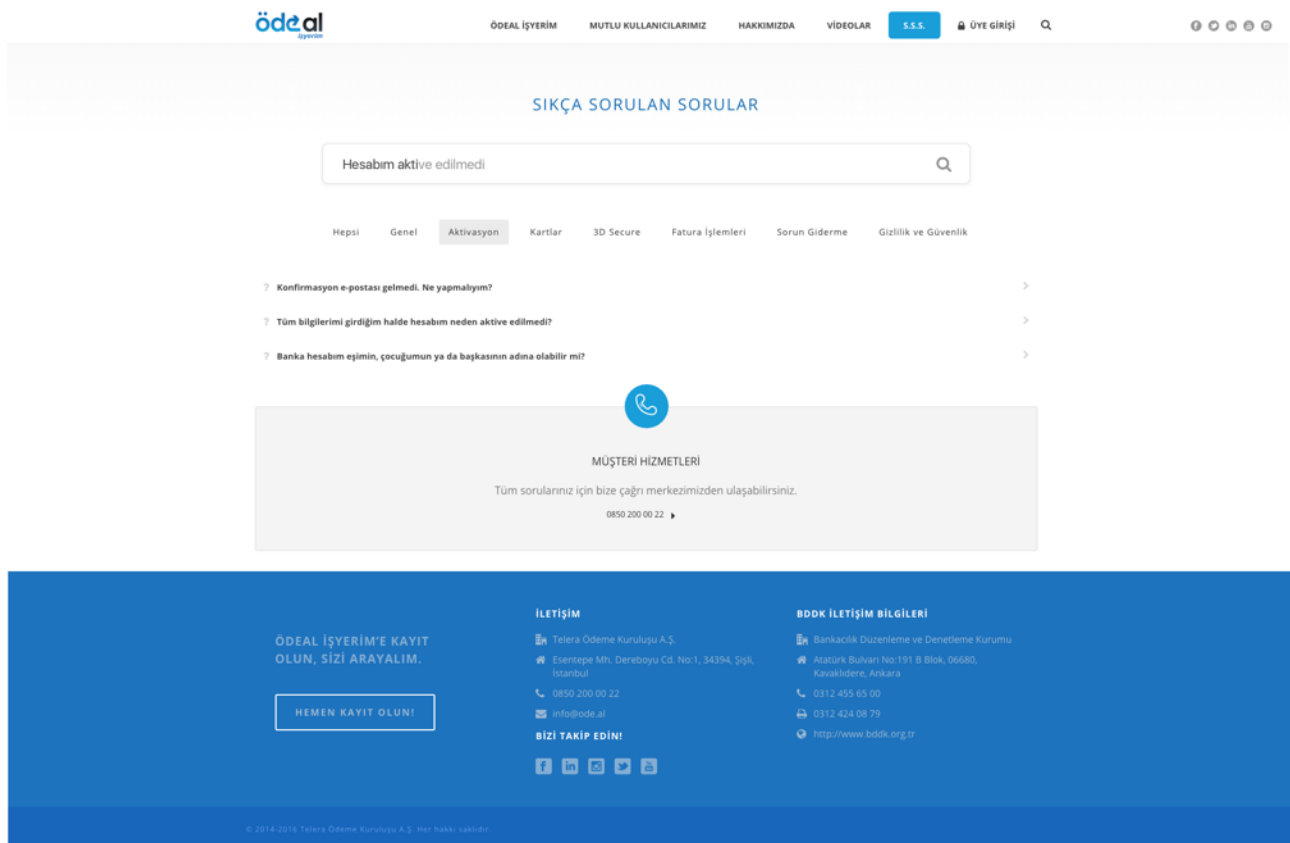


ODE.AL UX Report (Landing Page)

The user sees a nice landing page when he first enters the site. But if we look persona at the ode.al, many of them have business. User can not see Register button(so Call to action button) and they search "Register" button. It might be better if you add the "Register Now" button next to the Member Entry button.

The features and details of the application must be brought to the fore. Thus, the user has information about the application. And they say; "Application is very good." Maybe be redirected to the phone from the website. Why not? :)

On our Happy Users page, the lack of content can mislead the user. You may be confronted with the reaction of "Are so few people using it?" It is very difficult to have one of the tradesmen trust you, but with the improvement of the "user experience" this satisfaction can be increased a little more. :) If you look at the target group that we refer to as "why is it difficult", we usually have 40-50 year old smartphone owners or aunts (Persona can elaborate more). It is necessary to explain that this system is definitely an easier system and reliable.



There are many questions on the FAQ page so the user can not find it. To be easy, an auto-dialing inputu or just a dialing inputu can be set. Can be useful :)

Berk Öztoprak
User Experience Designer