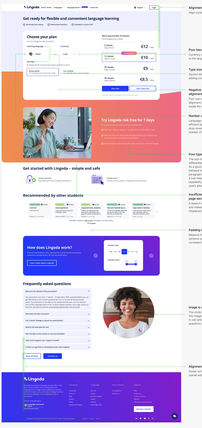
UI/UX Audit & Redesign

Audited by Lingoda

Current design:



Alignment inconsistency
Align contents to the pages set width

Poor hierarchy
Currency selection is misplaced here in the language section

Type size inconsistency
Different text sizes without any hierarchy or purpose

Negative space and content alignment issues
Poor use of space and lack of alignment between elements and content causes clutter

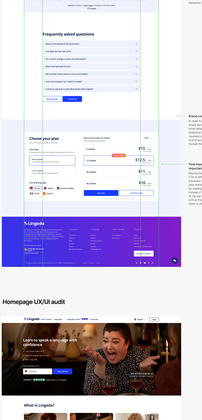
Number of clicks
Language selection could be more efficient by isolating the set of a single language instead of the number of class hours for each

Poor type setting
Lack of line spacing and capacity information/description for paragraph. As a good rule, strive to keep line length between 45-75 characters per paragraph. Poor readers find over 75 characters per line difficult to read/skim, and holds better the same patterns.

Insufficient padding between elements
A decent rule-of-thumb is 8 pixels, and makes the content look cramped.

Image is out of place
Image is not aligned with the alignment of the page and is the FAQs section is still and blank distract from the questions frequently

Alignment inconsistency
Content not in place/ alignment with the overall width of the page



Intuitive placement
The currency selector is now placed at the same place as the phone

Grouping elements
Grouping similar/related category together helps the user understand the relation between the elements placed under per class price

Alignment
Aligning the class type box now anchored on top of one another, just like the class price, makes it more harmonic. Very perfectly aligned horizontally as well

Consistent type size
Section titles now have the same size and weight, and subtitles have the same size and weight, creating a consistent hierarchy

One-click language switch
Replacing the drop down menu with buttons allows the user to see all available options at a glance, and conveniently switch between them

Different widths for different sections
Section backgrounds spanning, while the content is centered, creates a different vibe and adds a touch of flair

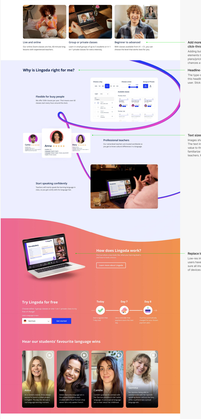
Improved type setting
Line spacing improved, kerning and tracking improve readability

Text page viewport
Scrolling through the pricing/plan on a mobile device shows the testimonial target all at the different sections, which is a bit jarring. Fixed the section taking the most of the viewport, thus the user's attention

Keep it simple
Keep user attention by sticking to the essentials. Do more than a moment, do less.

Brand consistency
In order to create a consistent visual language, the brand should use the same small details consistent. After analyzing the current design, the brand's current lacks a good sense of the end of sections and decided to introduce it.

Free improvement: Referrals important information
Referrals are important and need 15% or different price of the referral. Lingoda's current design lacks this information and lacked 5.000kc (hallucinated) information. Lingoda's current system of asking their current users to the top 5 take actions, place the 5 in the top 5 actions, and increase them is now through flower



Add more CTAs to increase conversion rate
Adding Reviews and testimonials elements leaving the user to the conversion/decision-making page

Headline out of place
Headline not in the appropriate of the Testimonial is confusing for the user. Stick to margins of section

Text sizes are too small
Images should all communication. Text sizes are too small and too close to the user on Fixed textarea with their potential. Hamburg, Dates Every keywords

Replace two row images
Use the images from the Testimonial section to replace the two row images. Are all images are crop on all kinds of devices

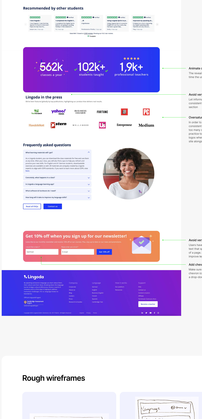
Animate content once
The linear animation replace every time they scroll.

Avoid very narrow margins
Use intermediate breakpoints. Use responsive typography and fluid design

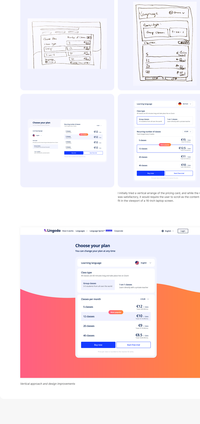
Overcalculation
In order to keep the flow of the page, the section should be centered and not too many different colors. Its best to use the same color and shades of lagoo-white-sky background or a bit and gradient. Use another

Avoid very wide copy
Avoid very wide copy. Keep the reading and line-spacing comfortable. Use a maximum of 75 characters per line to improve legibility

Add checkmarks to drop-downs
Make sure all drop-downs have a checkmark next to the option that is in drop-down

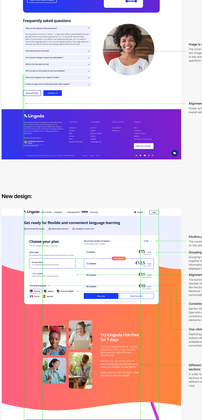


Homepage UX/UI audit



Rough wireframes

Initially had a vertical arrange of the pricing card, and while the result was satisfactory, it would require the user to scroll on the content doesn't fit in the viewport of 16:9 laptop screen.



Vertical approach yield design improvements