



ADP App Homepage Design



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ADP | App Homepage v1

Initial Load

1: Navigation has been opened up to contain the main nav elements.

2: Added in a share AddThis plugin that hovers to the right of the page. The approved social media and email icons allow the user the ability to send out a link to this app.

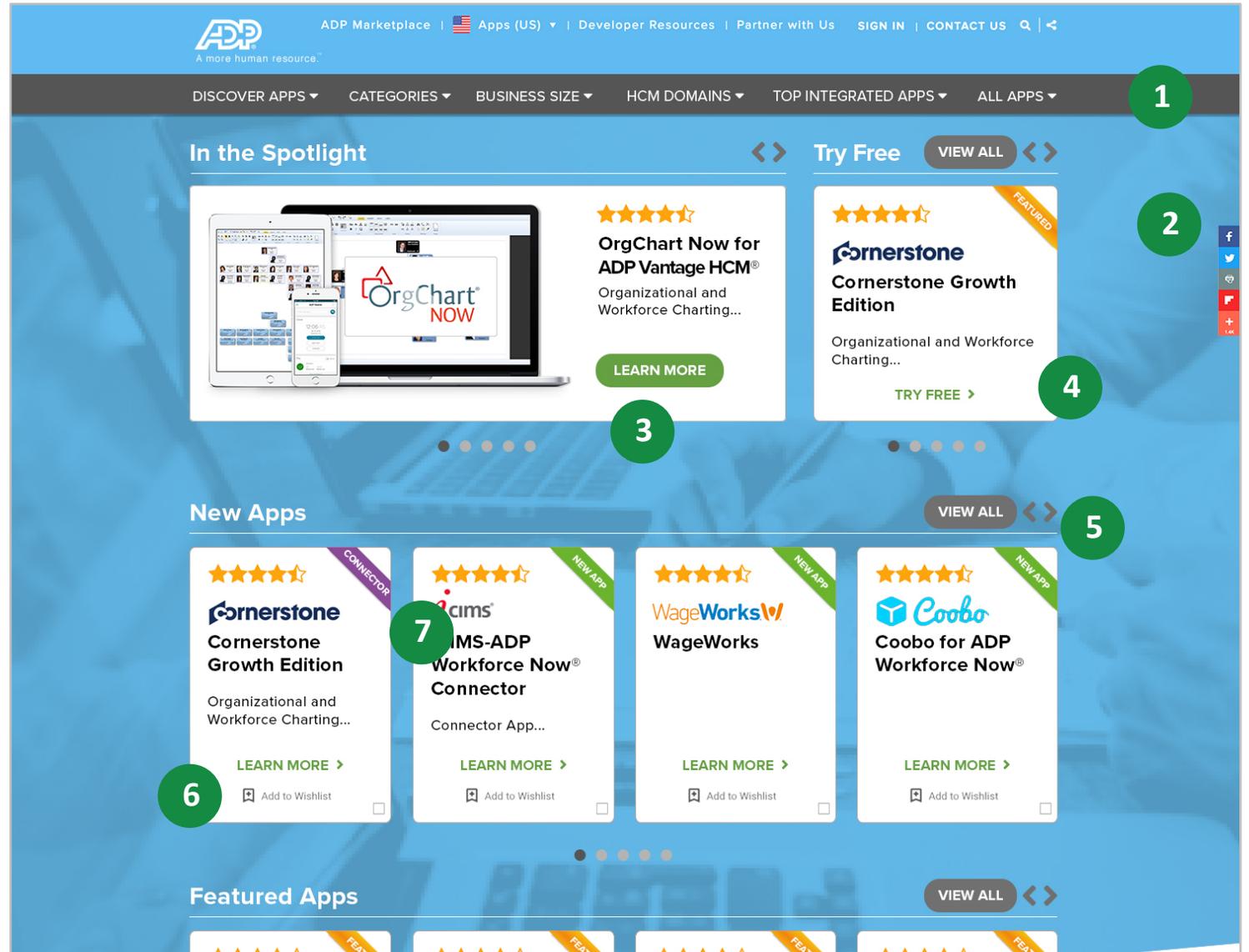
3: Spotlight section has been made into a larger – wider slider to fit more information.

4: Try Free section has been made into a single module. All sliders should auto scroll to reveal the contents the slider contains.

5: UI elements have been made to fit the App page design to keep the updated designs consistent.

6: App new and feature sections have been condensed to four so more information can be shown when the user hovers over the tab.

7: Add to Wishlist Belcher Button added.



ADP | App Homepage v1

Initial Scroll Down

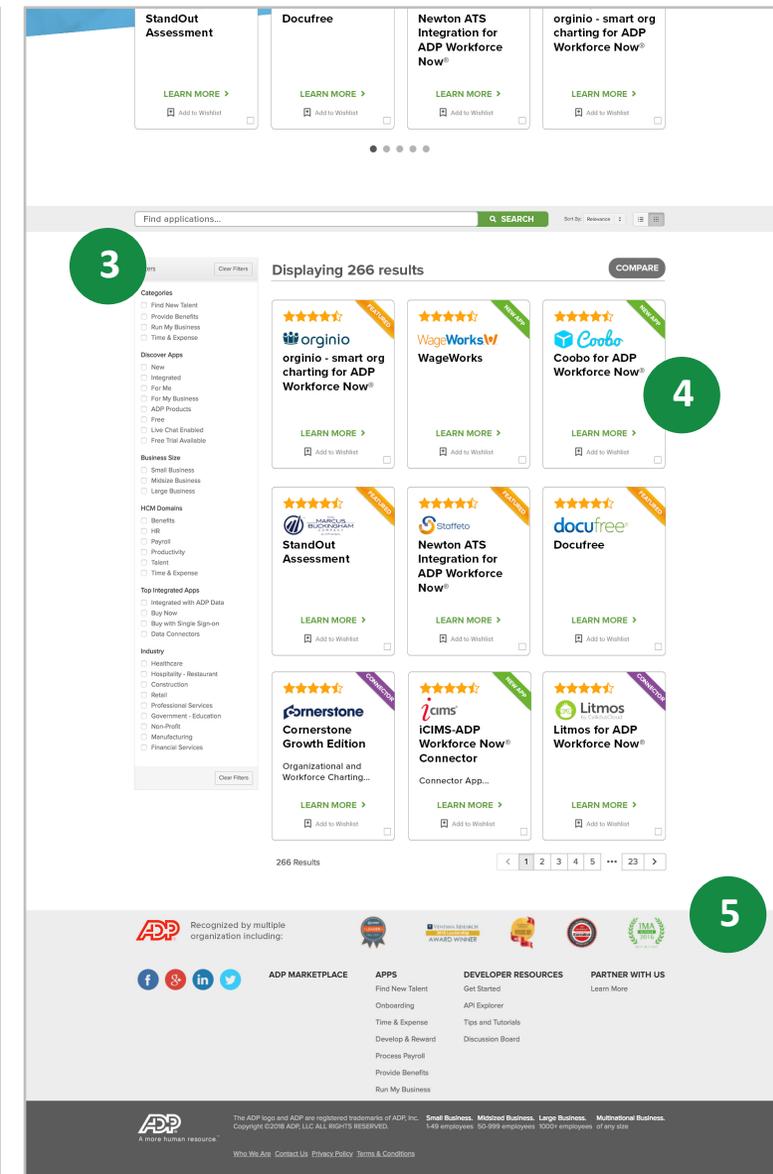
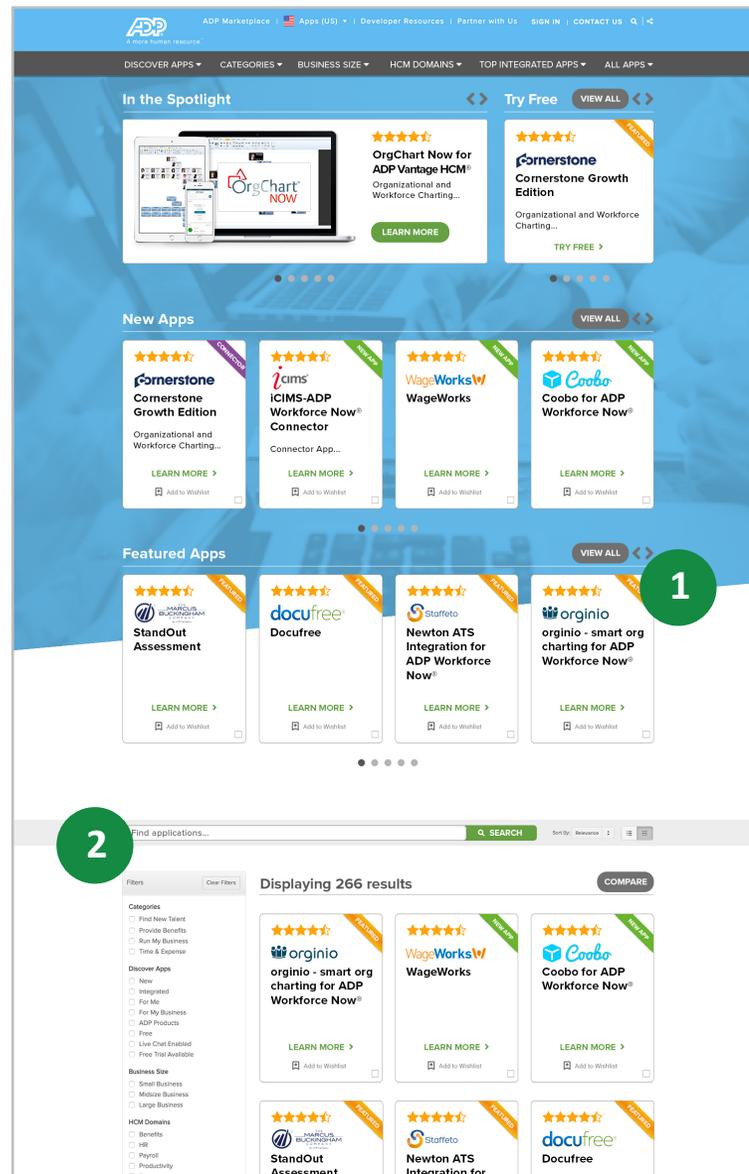
1: Banner elements have been condensed but the use of color allows the banner to still command attention.

2: The app search and view choice UI functions have been made into an attention grabbing section. When the user scrolls down the nav bar will reduce to the main category options and the nav bar will connect to the top dark grey bar.

3: As the user scrolls the filter choices will remain – floating – on the top left along with the resulting app choices and presentation.

4: App sections have been condensed to four so more information can be shown when the user hovers over the tab.

5: Connected company logos near the footer at the bottom of the page will increase the overall trust in the homepage.



ADP | App Homepage v2

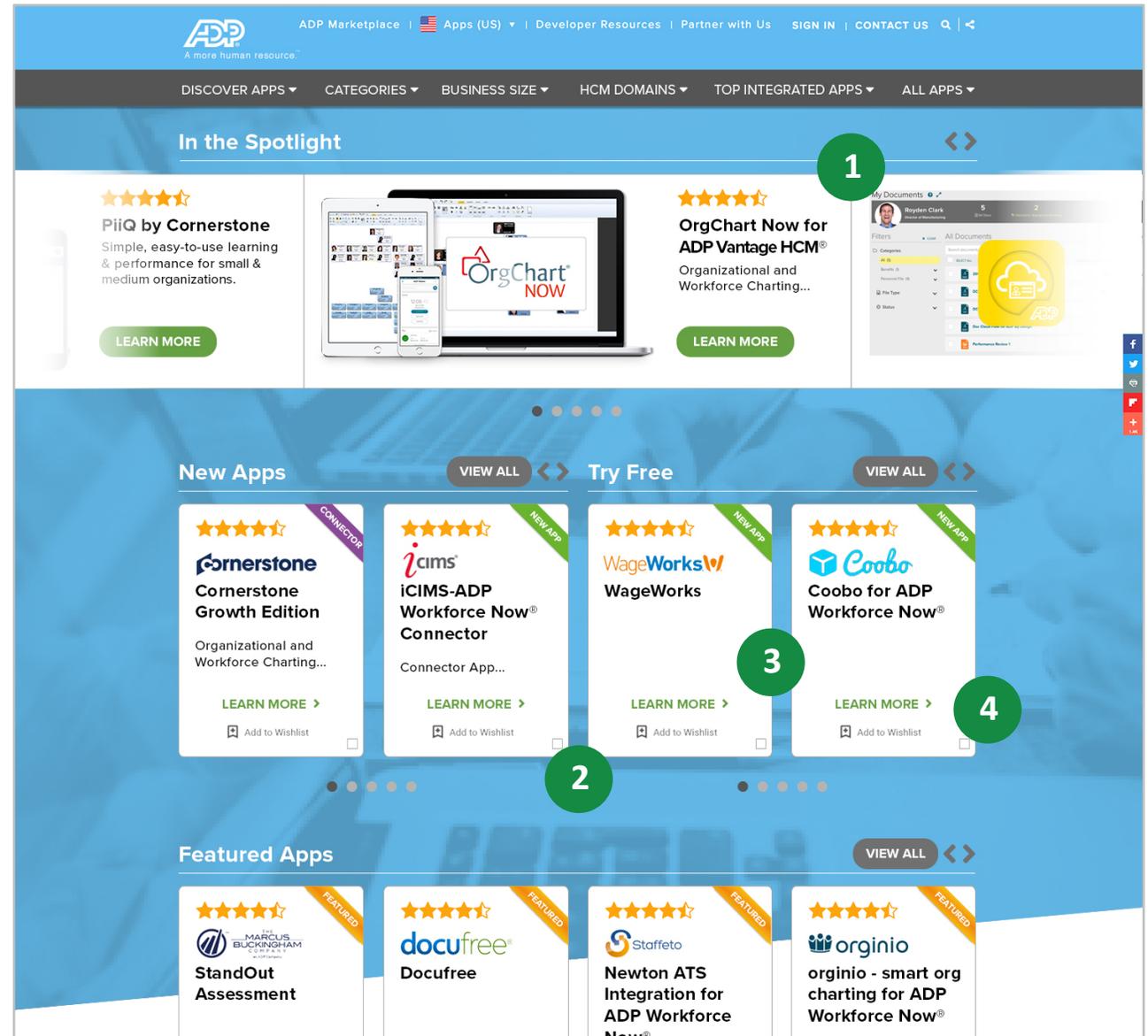
Initial Load

1: In the Spotlight section is a full width hero slider to command attention.

2: New Apps and Try Free have been made into two wide auto scrolling to allow for more app information to be presented upfront.

3: UI elements per app module have been condensed to not have the same attention getting CTAs as featured modules. This allows each app module to be read through one by one and not get lost in too many call to action buttons.

4: Add to Wishlist button has been kept in per app.



ADP | App Homepage v2

Initial Scroll Down

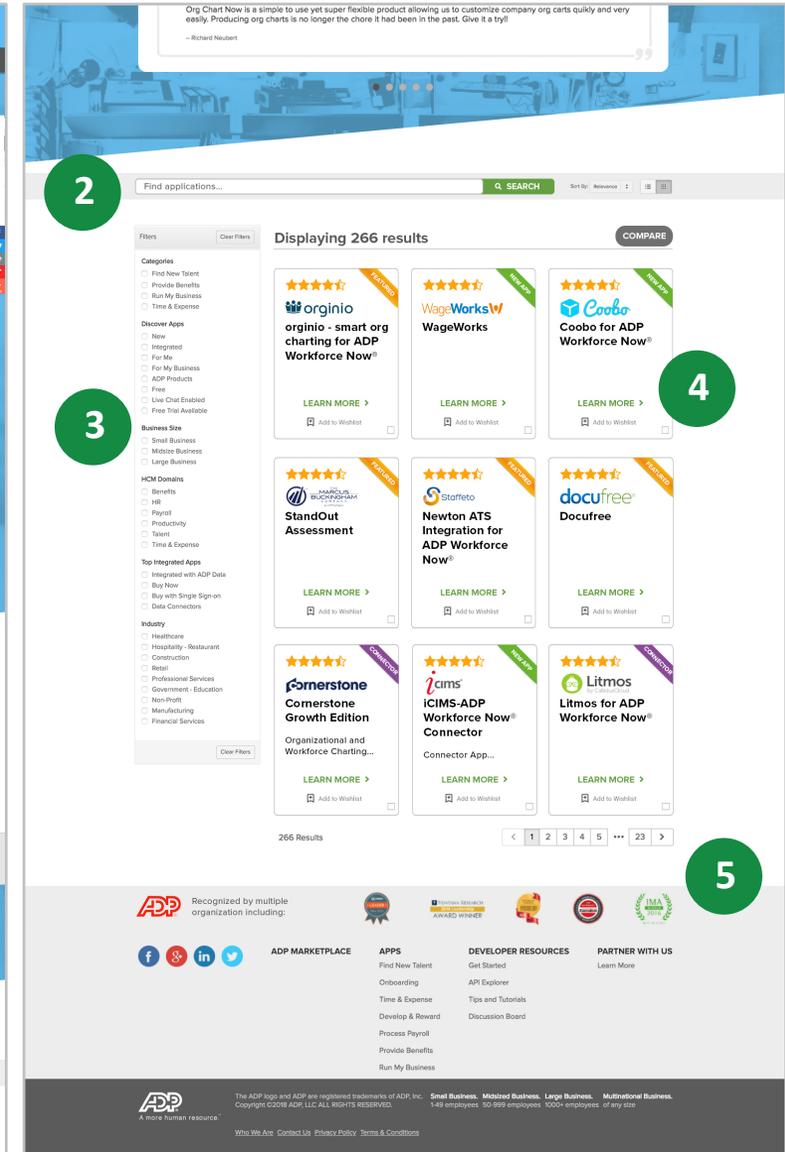
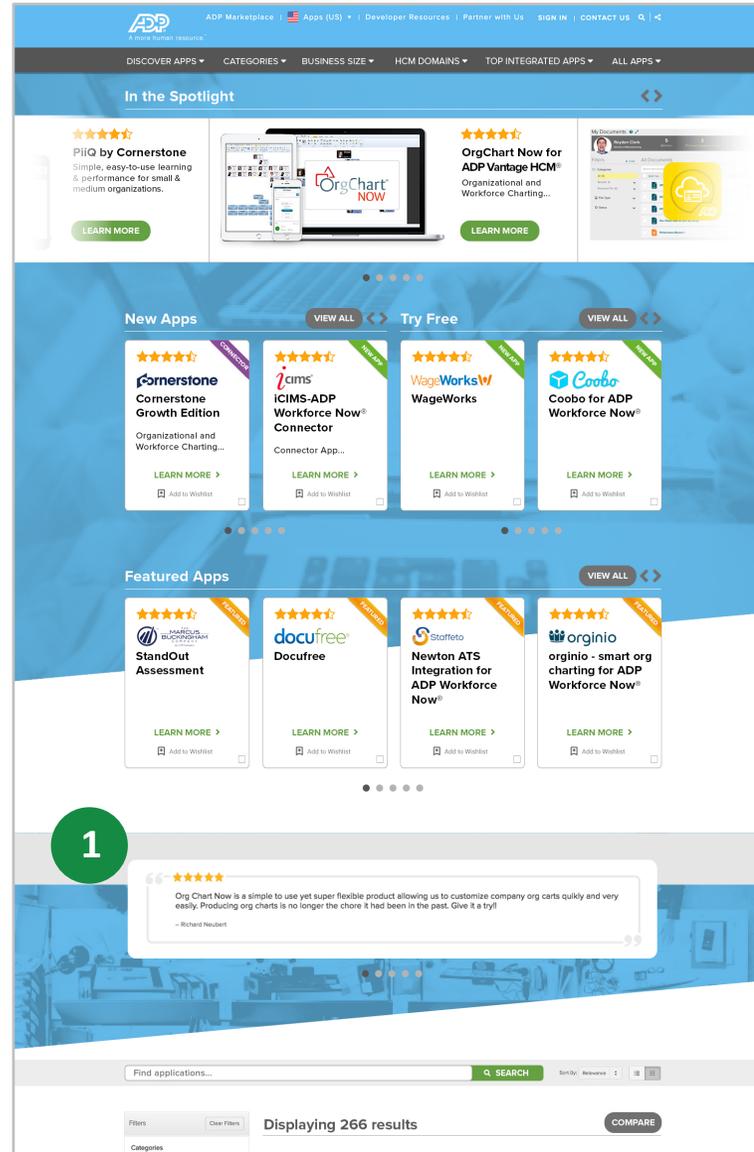
1: Auto scrolling quotes have been brought in to increase the overall trust in the homepage.

2: As the user scrolls the filter choices will remain – floating – on the top left along with the resulting app choices and presentation.

3: As the user scrolls the filter choices will remain – floating – on the top left along with the resulting app choices and presentation.

4: App sections have been condensed to four so more information can be shown when the user hovers over the tab.

5: Connected company logos near the footer at the bottom of the page will increase the overall trust in the homepage.





ADP App Profile Design



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ADP | App Profile v1

Initial Load

Test Reference:

- CRO | T018 kept winning Hero.
- CRO | T026 kept product screenshots within Hero.
- CRO | T006 – Final Results kept green for CTA for highest level calls to action.
- CRO | T009 – Final Results used the ease of use CTA terminology.

1: Added in a share AddThis plugin that hovers to the right of the page. The approved social media and email icons allow the user the ability to send out a link to this app.

2: Added an additional line of reviews, should be hyperlinked to the reviews tab below the fold.

3: Add to Wishlist Belcher Button added.

4: Dot navigation shows how there are multiple reviews called out above the fold. This should work as an auto scrolling slider.

5: Entry level pricing is above the fold and the CTA takes the user to the pricing section.

The screenshot shows the ADP App Profile for 'OrgChart Now for ADP Workforce Now'. The page layout includes a blue header with the ADP logo and navigation links (HOME, BROWSE APPS, Find applications...). The main content area features a hero section with a 4.75/5 star rating (935 reviews), a 'ONE CLICK FREE TRIAL' button, and an 'Add to Wishlist' button. A testimonial slider is positioned below the hero section, and a pricing section is located to the right. The footer contains the ADP logo, copyright information, and social media links.

Annotations on the screenshot:

- 1:** Social media and email share icons on the right side of the hero section.
- 2:** The star rating and review count (4.75/5 (935 reviews)) above the product title.
- 3:** The 'Add to Wishlist' button below the 'ONE CLICK FREE TRIAL' button.
- 4:** The testimonial slider below the hero section.
- 5:** The 'SEE ALL PRICING' button in the pricing section.

ADP | App Profile v1

Initial Scroll Down

1: Kept the main CTA at the top left when the user scrolls down.

2: H1 typography has been made smaller to be consistent with the other type treatments, the OrgChart logo is also smaller.

3: Opening paragraph has been formatted.

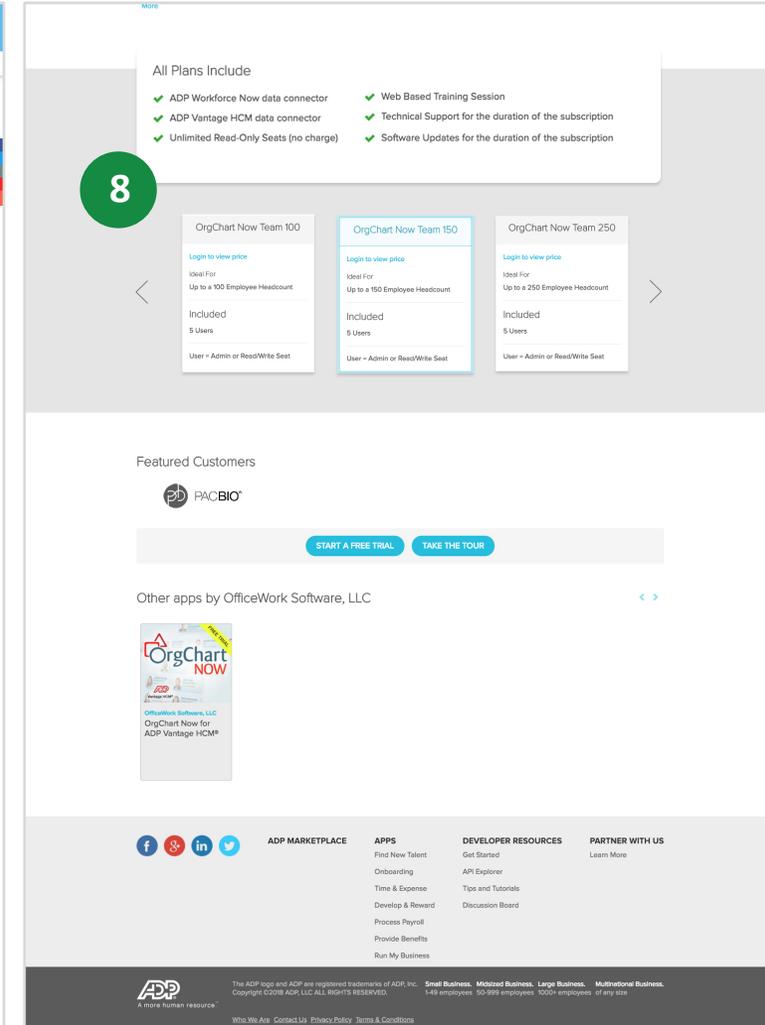
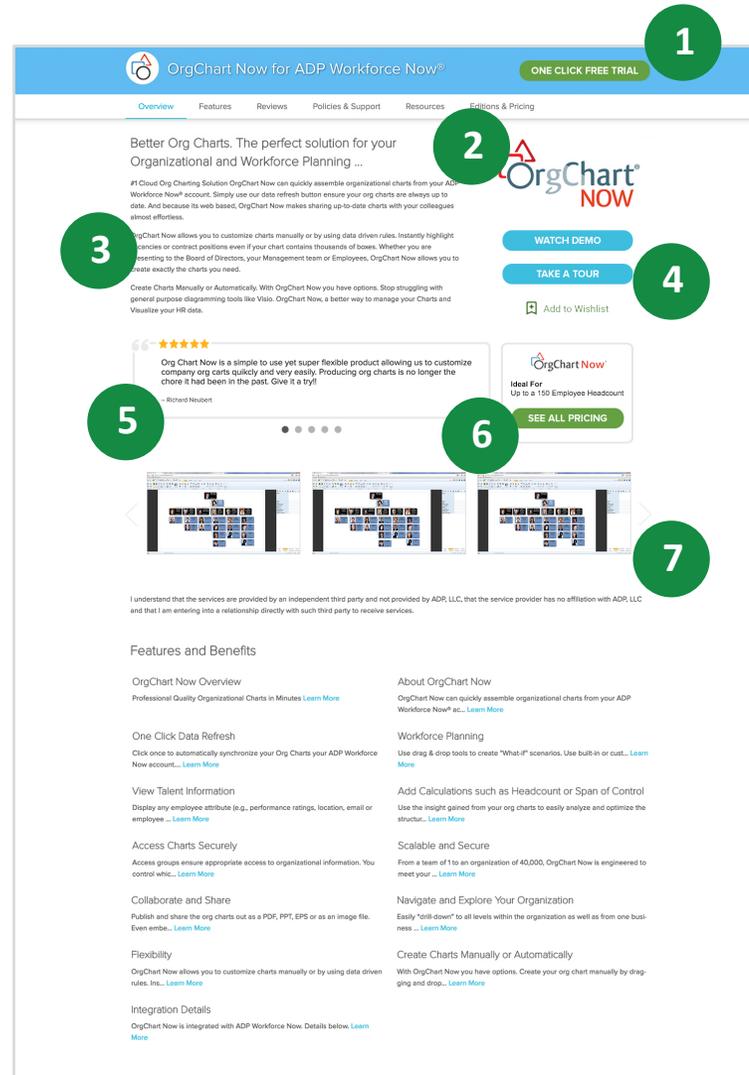
4: The Watch Demo and Tour CTAs are immediately below the logo so the eye can track those calls to action easily. Add to Wishlist has been brought back.

5: Reviews have been brought back to this page.

6: Entry level pricing is back on this page and the CTA takes the user to the pricing section.

7: The screen shots function as a slider and if an individual screenshot is clicked it will open in a modal as a larger size.

8: The pricing elements have been brought to the front page and function as a slider.



ADP | App Profile v2

Initial Load

1: Added in a share AddThis plugin that hovers to the right of the page. The approved social media and email icons allow the user the ability to send out a link to this app.

2: Navigation has been opened up to contain the main nav elements.

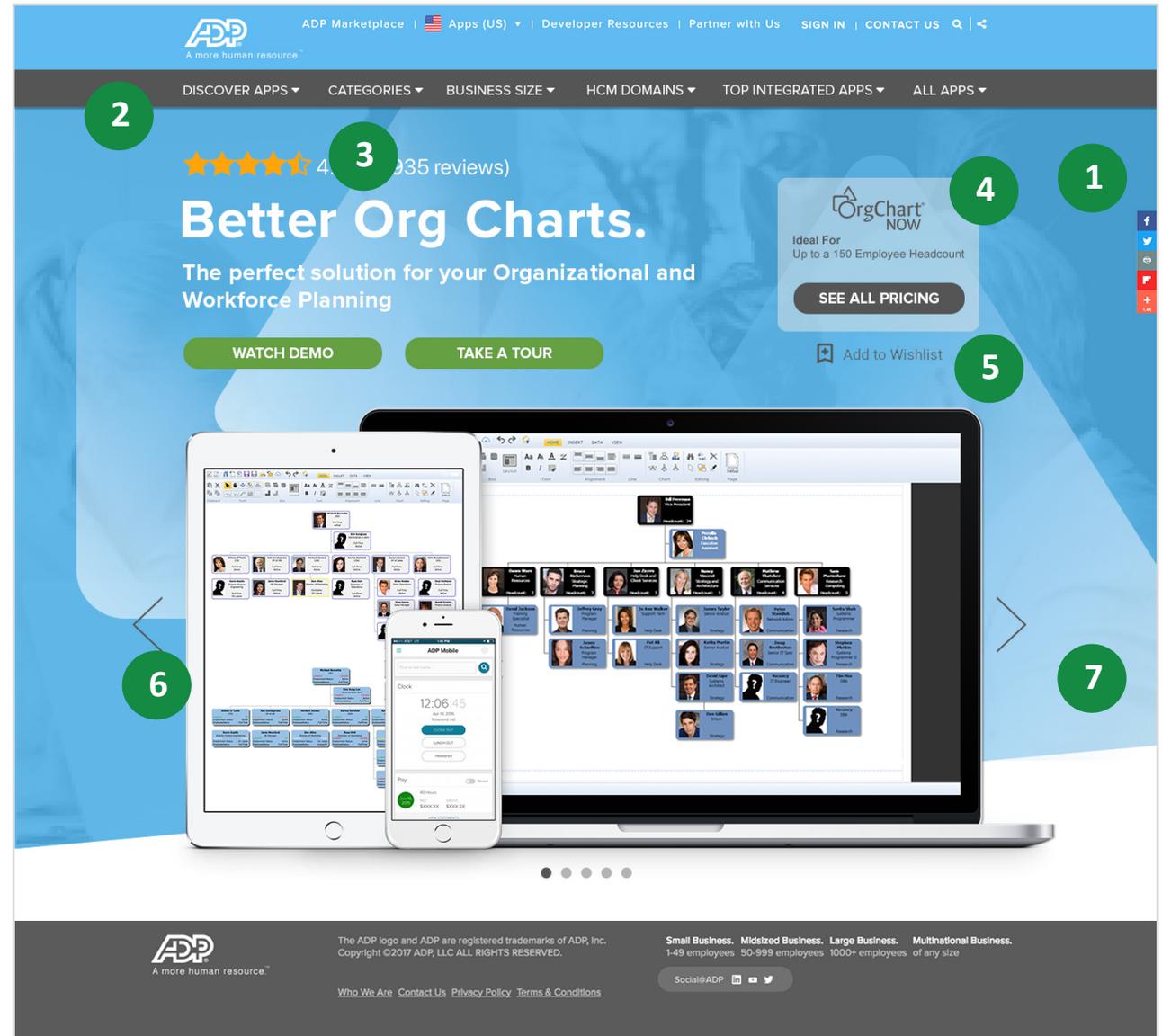
3: Added an additional line of reviews, should be hyperlinked to the reviews tab below the fold.

4: Entry level pricing is above the fold and the CTA takes the user to the pricing section.

5: Add to Wishlist Belcher Button added.

6: Main hero slider area can contain images or videos and should auto play.

7: Design has been changed to be similar to Google's Material Design. The UI contains the app's logo components as well as bringing the application itself to the forefront.



ADP | App Profile v2

Initial Scroll Down

1: Kept the main CTA at the top left when the user scrolls down.

2: H1 typography has been consistent with the other type treatments, the OrgChart icon has been brought back in.

3: The Watch Demo and Tour CTAs are immediately below the tagline so the eye can track those calls to action easily. Add to Wishlist has been brought back under the app icon.

4: Testimonials are full width and above the fold.

5: Opening paragraph has been formatted.

6: The screen shots function as a slider and if an individual screenshot is clicked it will open in a modal as a larger size.

7: Having the featured section not be truncated lets the user digest the main feature sets without being taken out of the homepage.

8: The pricing elements have been brought to the front page and function as a slider.

