

UX and Brand Vision Document: QuillBot Product Landing Page Update

Background

QuillBot's rapid growth has led to a divergence in product landing page design, impacting brand consistency and user experience. Inconsistent design elements, a lack of clear brand identity, and a focus on individual tools rather than the holistic writer's journey have hindered user engagement and conversion.

Brand Vision

Establish QuillBot as the leading AI writing assistant; we envision a cohesive and intuitive user experience across all product landing pages. We base this vision on the following principles:

- **Create a unified brand identity:** The goal is to create a unified brand identity that reflects QuillBot's innovative spirit and commitment to helping writers.
- **Design for user's expectations:** A focus on the user's needs, providing clear and concise information, and guiding them towards the right tools.
- **Storytell the benefits:** Produce engaging narratives that highlight the benefits of QuillBot's tools and how they can empower writers.
- **Measure discoverability performance:** Leveraging user research and analytics to optimize page performance and user satisfaction.

Business benefits

- **Increase product engagement:** By conveying product benefits, users will gain an appreciation for other products and use them more often.
- **Increase Conversion Rate (CVR):** Improving the visual design and raising product benefits increases the premium purchases.
- **Enhance Brand Perception:** Users understand that QuillBot is a writing platform, not simply a superior paraphraser.

- **Build for reuse:** Use PageQ, our in-house design system + CMS-like tool, to optimize the creation of informational pages through the use of reusable components.
- **Safeguard SEO ranking:** Keep copy updates to a minimum to prevent impact on SEO ranking.

Customer benefits

- **Welcome Users:** The landing page is clear and inviting, immediately conveying QuillBot's value proposition.
- **Guide Users:** Easy-to-follow navigation and clear calls to action that lead users to the right tools.
- **Engage Users:** Create compelling content and visually appealing design that capture user attention.

Success Metrics

Primary Metric:

- Maintain or improve Google rankings
- Improve product discoverability.
- We have improved brand perception scores in user surveys.
- We have increased the CVR on product landing pages.

Secondary Metrics:

- We have reduced bounce rates on landing pages.
- Increased time spent on landing pages.

Project risks:

- **Scope Creep:** Marketing or product management adds additional pages to the original 8 pages, compromising the final delivery date.

- **Vendor quality:** BBA, our agency of record, brought on designers with inadequate designs that resulted in multiple iterations.
- **Low interest:** If PMs are not incentivized to develop these pages, these pages won't go live.
- **Development snags:** We're piloting a new page builder, PageQ, at scale, and potential technical hurdles could delay the project.

Key Partnerships

- **Engineering:** Collaborate on technical implementation, A/B testing, and performance optimization.
- **Design:** Work closely on visual design, user interface, and user experience.
- **Follow SEO best practices to drive organic traffic.**
- **Brand:** Provide brand guidelines and ensure consistency in messaging and tone of voice.
- **Research:** Conduct user research to inform design decisions and measure the impact of changes.

By aligning our efforts and focusing on these key areas, we can create a seamless and impactful user experience that drives growth and strengthens QuillBot's position as the leading AI writing assistant.

Results

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Maintain or improve Google rankings	Page rankings remained stable with no negative impact
Improve product discoverability	Product discoverability saw an 8% increase in CTR with standout gains in Grammar Checker, AI Detector, and Translator.

Improved brand perception scores in user surveys	Users strongly agreed that the visual design improvements enhanced their trust in QuillBot at first glance. One user noted, <i>“I like seeing all the products here; I get a better sense of what QuillBot does.”</i> – Turek
Increased CVR on product landing pages	A ~1% improvement, likely attributed to the effect of user-focused content.

Learnings & Recommendations

- **Refine Visual Design Strategy:** Begin with moodboards and clearly defined design principles to ensure alignment and consistency.
- **Quilly Usage Guidelines:** Develop detailed guidelines to prevent overuse of Quilly on product pages, ensuring it enhances rather than overwhelms the design.
- **Collaborate Closely with Development:** Assign a dedicated project manager to facilitate better integration of design and development. Emphasize the importance of product pages to secure resource commitment and delivery timelines.
- **Human-Centered SEO Copy:** Update SEO-focused content to be more engaging and user-centered, adding depth to better connect with and retain users.