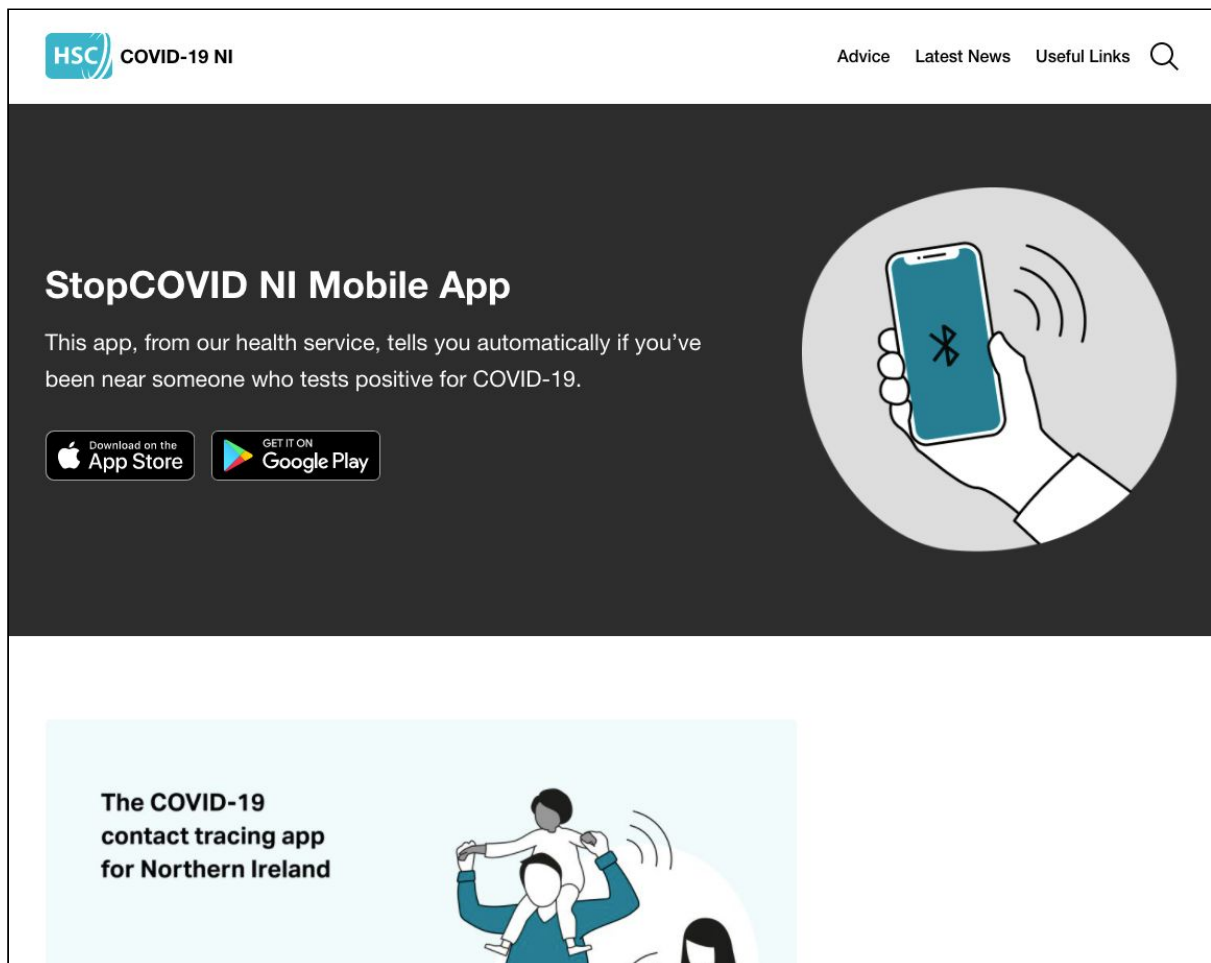


## StopCOVID NI homepage

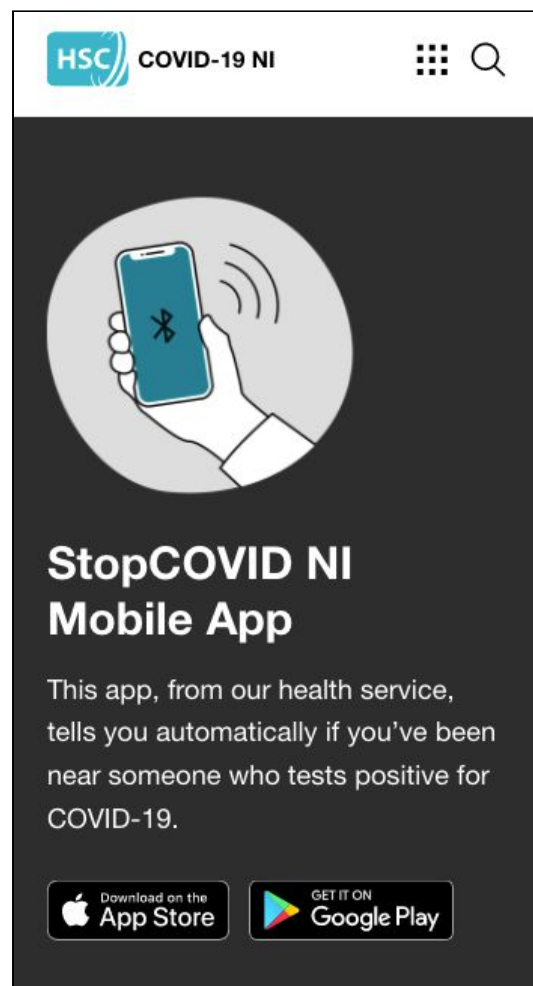
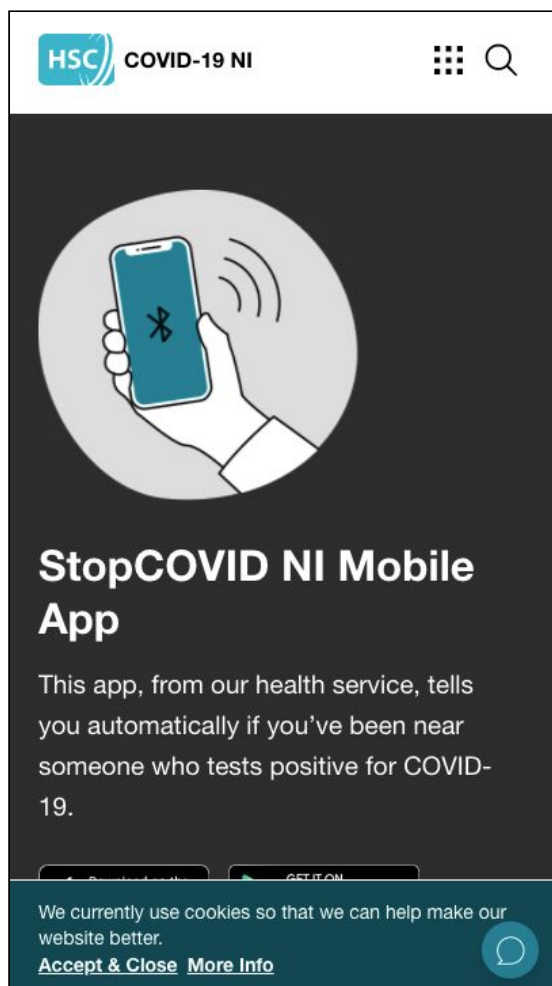
[Website link](#)

Before desktop:




- Download not clear enough.
- Objective of page not clear.

**Before mobile:**




- Download buttons lost and not clear.


After:



AdviceLatest NewsUseful Links

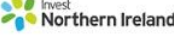






## StopCOVID NI App Download Now:





Local App for Northern Ireland for Ages 11 plus.






This app, from our health service, tells you automatically if you've been near someone who tests positive for COVID-19.



This message is supported by all NI Government and many organizations.


### Protect your loved ones

Share this page:




more ways to share ...

### How to use and why?



Download Stop COVID NI from your app store now.

more help and support videos ...



< "We have to all use StopCOVID NI to get through this, please download, use and share." >

- Rory McIlroy - Northern Ireland's most successful Golfer

### Become an expert in beating COVID-19

Your First Name

Your Email

Sign Me Up!

#### Legal

[Privacy Notice](#)  
[Cookies](#)  
[Disclaimer](#)

#### Mobile Apps

[COVIDCare NI](#)  
[StopCOVID NI](#)

#### Services

[Vaccine Service – Privacy Notice](#)

COVID-19 NI © 2021

Select Language  
Powered by  
Google  
Translate

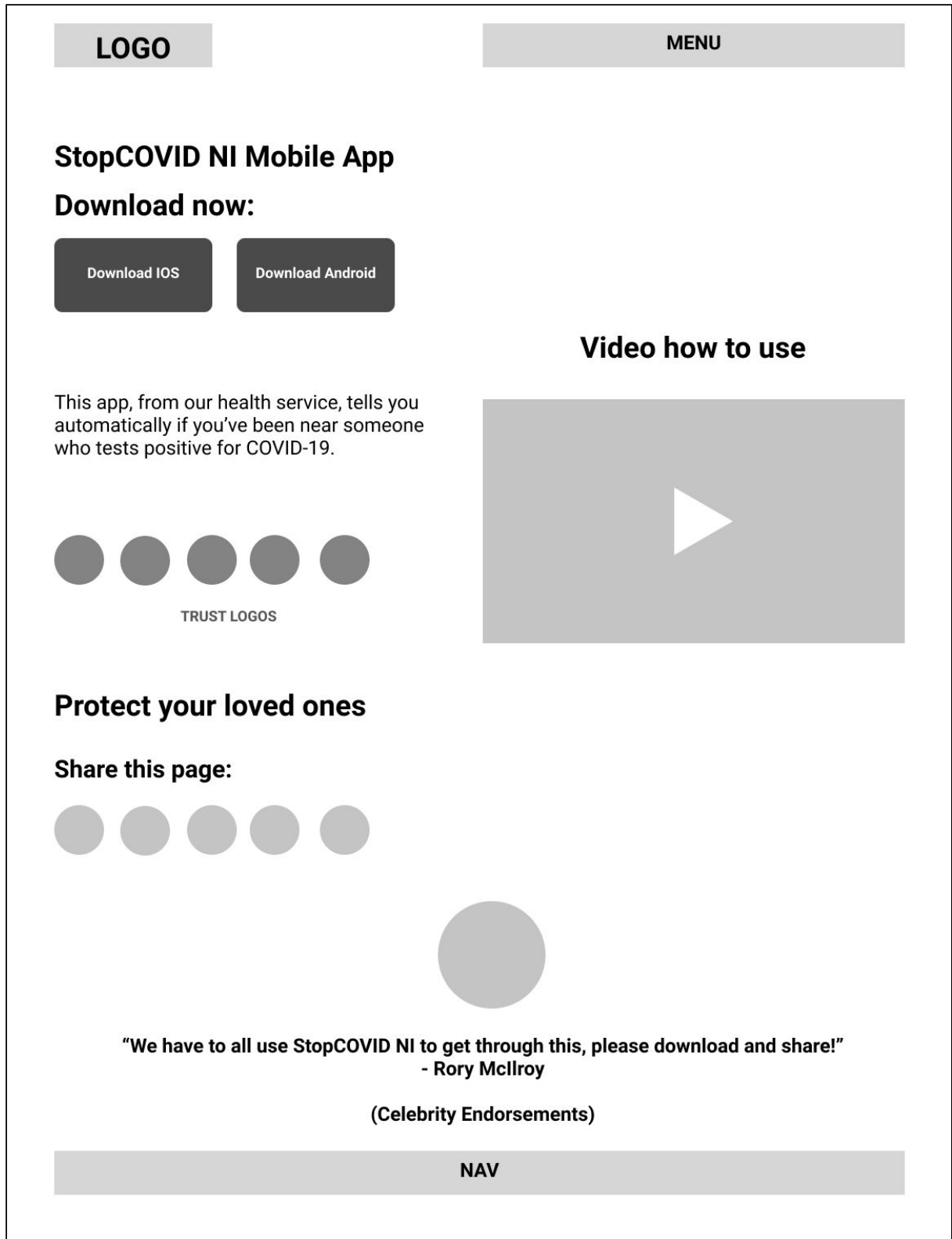
**Goals of the page:**

- Increase application downloads.
- Educate why.
- Educate on how to use it.
- Build trust.
- Provide basic support.
- Provide additional support by live chat.

**Research**

- Social media feedback hashtag stopcovidni.
- Looking at other apps or websites.
- User interviews.
- Customer feedback comments on the app stores 1 - 5 star reviews.
  - “Trouble finding the app”
  - “Problems using the app”
  - “Uninstalled and reinstalled the app to resolve problems”
  - “Drains Battery”
  - “Privacy concerns”
  - “Security concerns”
  - “Reporting bugs”
  - “Compatibility issues certain phone and software”

## Wireframe:



Wireframe:



After Mobile:

 **COVID-19 NI** MENU

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 **The Executive Office** 

### How to use and why?



## How to use and why?



[more help and support videos ...](#)

## Share this page:



[email, copy page link, more ways to share ...](#)



"We have to all use StopCOVID NI  
to get through this, please download,  
use and share."

- Rory McIlroy

## Become an expert in beating COVID-19

Your First Name

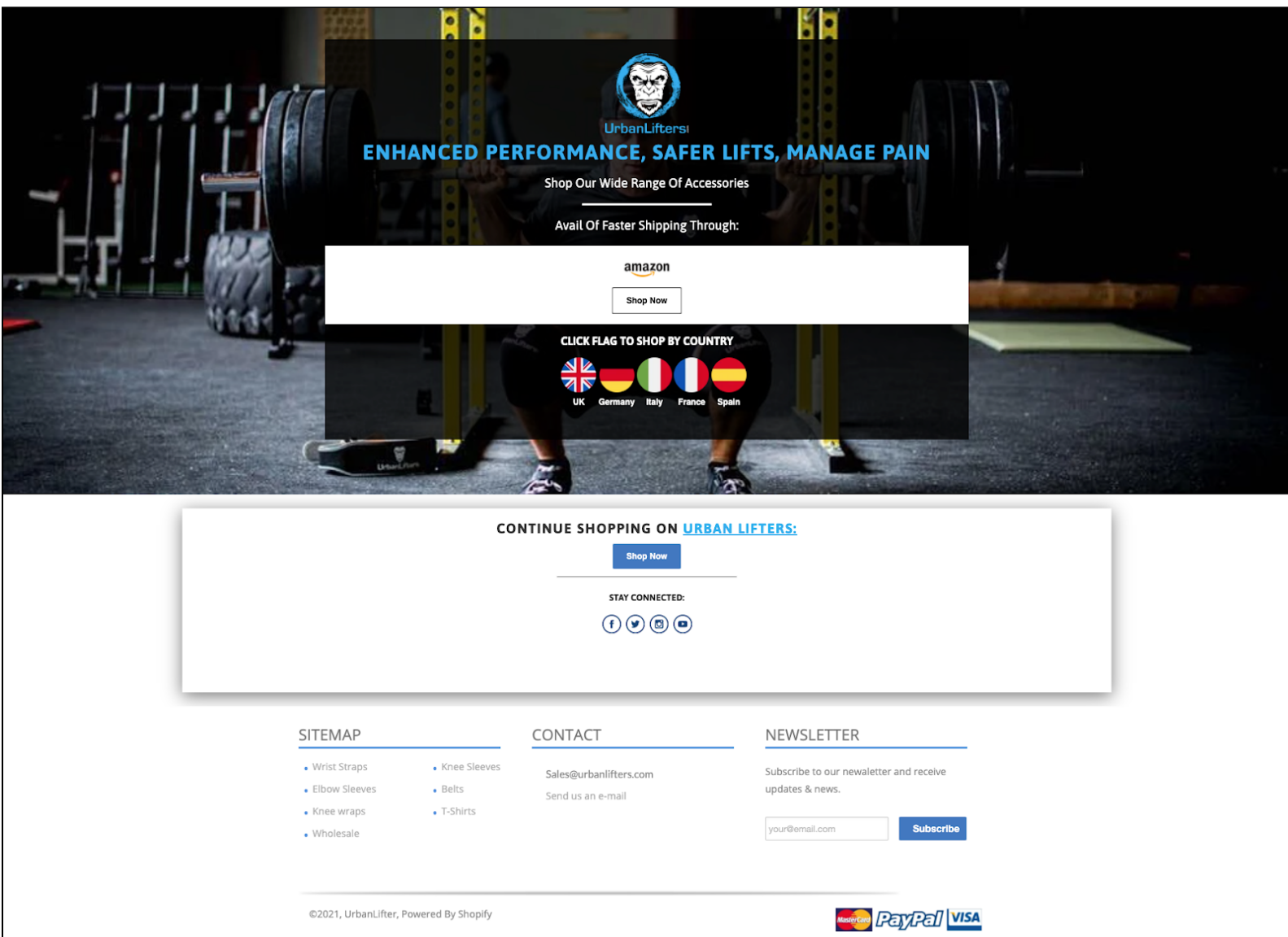
Your Email

**Sign Me Up!**



[www.urbanlifters.com](http://www.urbanlifters.com)

Before:




Current website.

- Promotes Amazon stores also.
- Is a barrier to entering the main website.
- Appears outdated.
- Old payment logos.
- Broken features such as email newsletter.
- Email in footer is not clickable 'mailto: link' to open a mail client, a broken convention.
- No search box on the homepage.
- Social media share links are distracting and out-dated.
- Free UK delivery selling point not well promoted.
- Search box not obvious on other pages.

- Add to cart, image gallery and various pages appear dated when compared to their shop on Amazon.com.
- Social media profiles and banners not all utilized to link back to or promote urbanlifters.com
- Site spacing and layout issues, not aligning to a grid.


#### Before:


**UrbanLifters**
0 Items

[HOME](#)
[PRODUCTS](#)
[RETURNS](#)

[f](#)
[t](#)
[i](#)
[v](#)


Home > Products > Urban Lifters Meal Prep Bag inc 4 Containers + Ice Pack



## Urban Lifters Meal Prep Bag inc 4 Containers + Ice Pack






★★★★★ 2 reviews






£29.99






[Add to cart](#) 

[Share](#)
[Tweet](#)
[Pin It](#)

[Fancy](#)
[g+](#)
[+1](#)

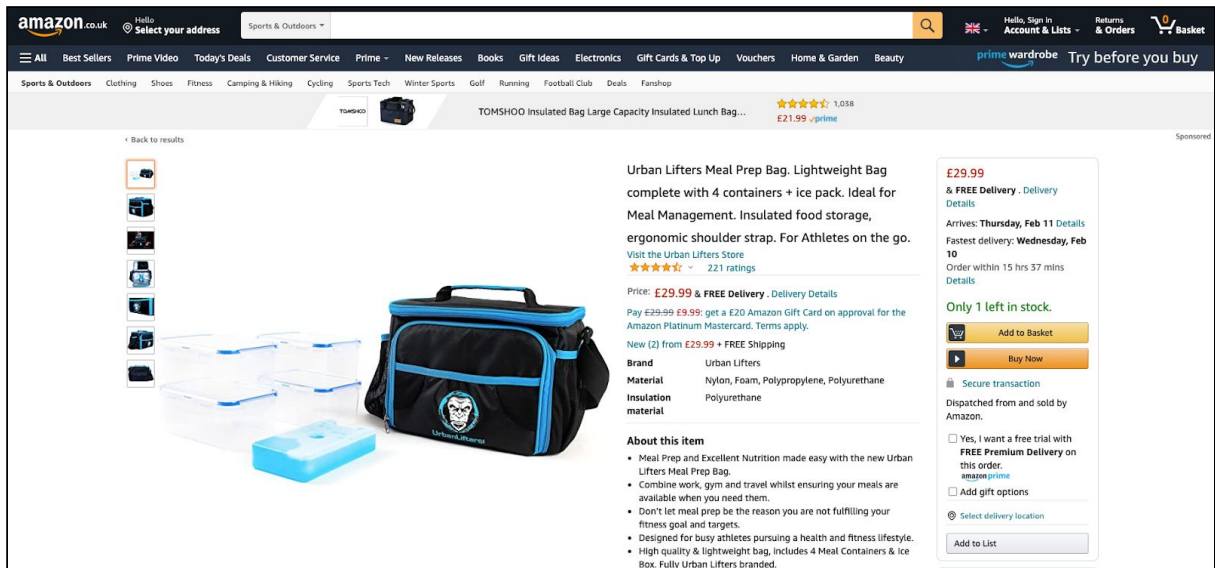






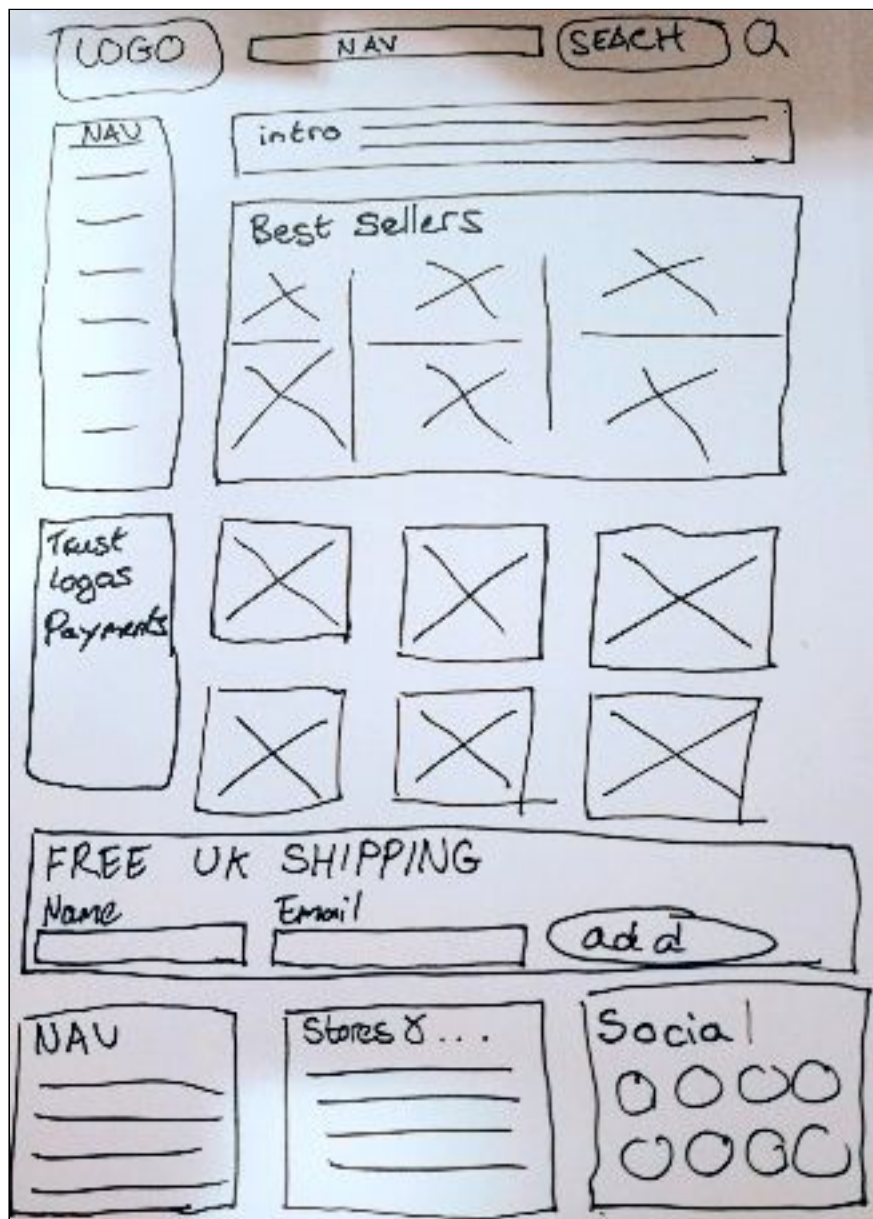






- Meal Prep and Excellent Nutrition made easy with the new Urban Lifters Meal Prep Bag.
- Combine work, gym and travel whilst ensuring your meals are available when you need them.
- Don't let meal prep be the reason you are not fulfilling your fitness goal and targets.

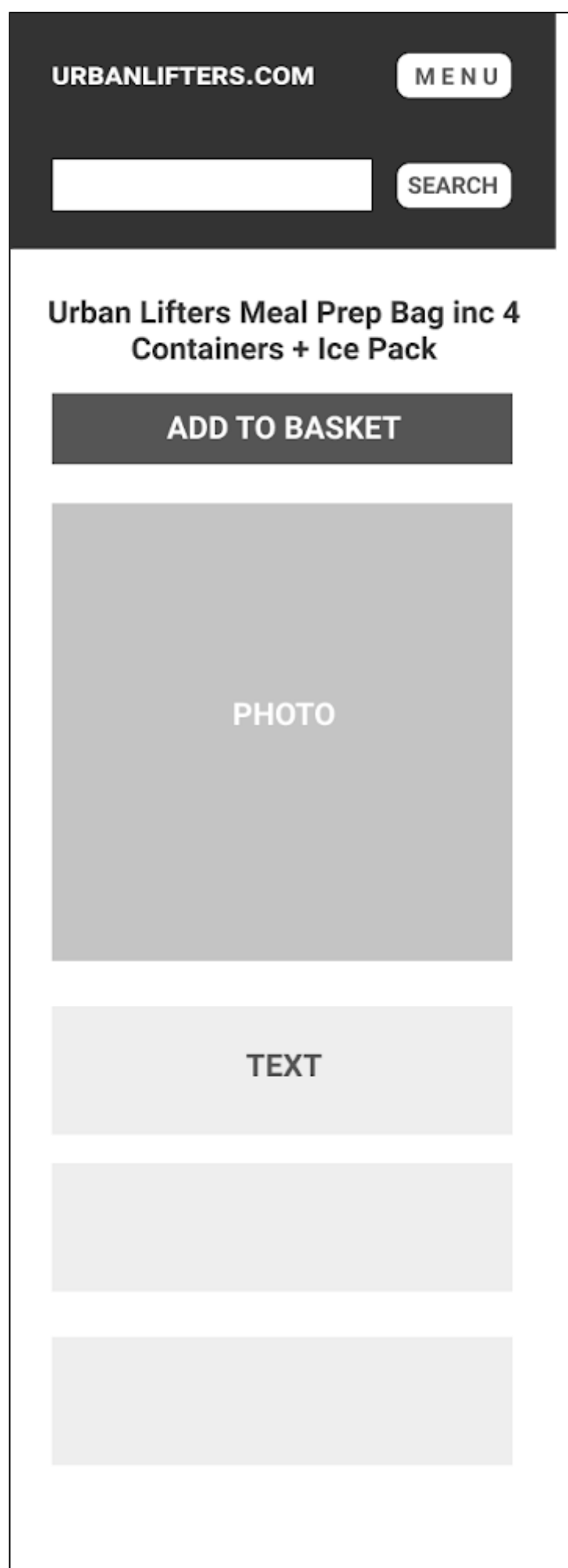
#### Their Amazon site:



Wireframe:



After:



**TEXT**



**TRUST LOGOS**

[www.martinhughesportfolio.com](http://www.martinhughesportfolio.com)