

Websites & Platforms that Convert

with Ari Krzyzek, CEO & Head of Strategy

We will be

Purpose Why this?

Why now? Why is it important? [verb: doing/implementing/creating/designing]

[this specific thing]

[time frame]

because

[reason for importance]

And what are you building?		With the success of this
	[the accomplish project, we will	nment goal], which will
	[the benefit of achieving the goal]	This can also help
	[any additional benefits]	
Target Audience Needs	Who they are:	
How much do you know about your target audience and their needs? Do their needs align with your solutions?	What they need:	
	Where they are in life:	

And what

Conversion Factor

Are you giving the right amount of information to help your users gain the confidence they need to take action?

When they look for my solution: _____

How they'll find out about us:

USP (Unique Selling Proposition)

Personalization

Clear & direct brand messaging

Trust & credibility with social proofs

Fast loading speed User friendly navigation

Guided user experience

Relevant content based on

Multiple devices optimization and compatibility audience's needs

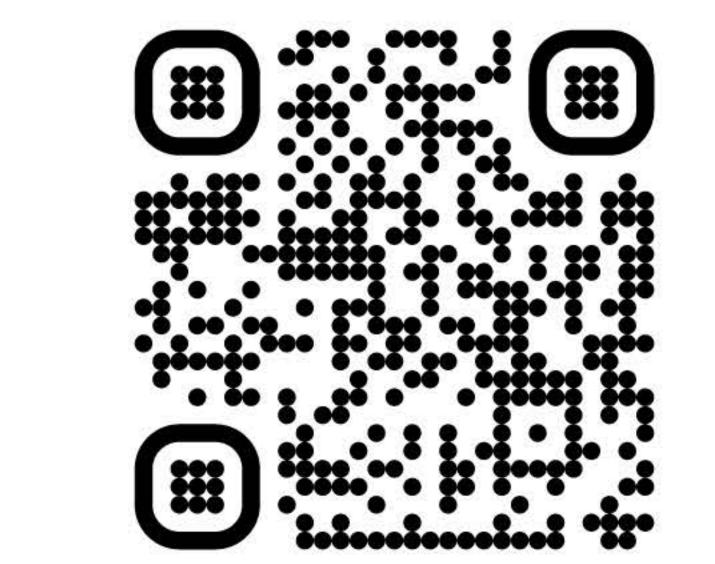
This worksheet content is sourced from the **Bestselling** Book in Web Design by Ari and Peter Krzyzek, titled "Made to Sell: Creating Websites that Convert."

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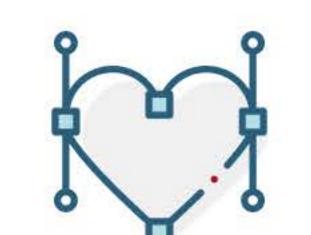


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CORE COMPETENCIES



Brand Development & Strategy

Brand Strategy, Brand Messaging & Personas, Brand Foundation, Logo & Brand Identity System, Marketing Materials Design, Print & Packaging Design



UX/UI Design & Research

User Experience Strategy, Testing & Usability Research, Wireframing & Prototyping, Product Design (Platform, Web / Mobile App, Dashboard Design)

Web Solutions & eCommerce

Web Strategy, Web Design, Web Development (eCommerce, Marketing Website, Web Application), CMS, Custom Web App, Platform, API



Founded in 2011, Chykalophia (read: see-ka-lo-fia) is a woman minority-owned web agency helping Femtech DTC and B2B women-led brands transform their websites into platforms that drive



Data Visual Design

Quant & Qual Data Report, Data Analysis Report, Top Line Report, Web Interactive Data Report, Infographics, Presentation Design, Pitch Deck Design

CLIENT IMPACT



Googe A multinational technology company

Through collaborations with a prime supplier in designing an effective infographic that's not only tell an impactful story compare to a boring data deck, it increase their costumers engagements and conversions on Google Play mobile games.



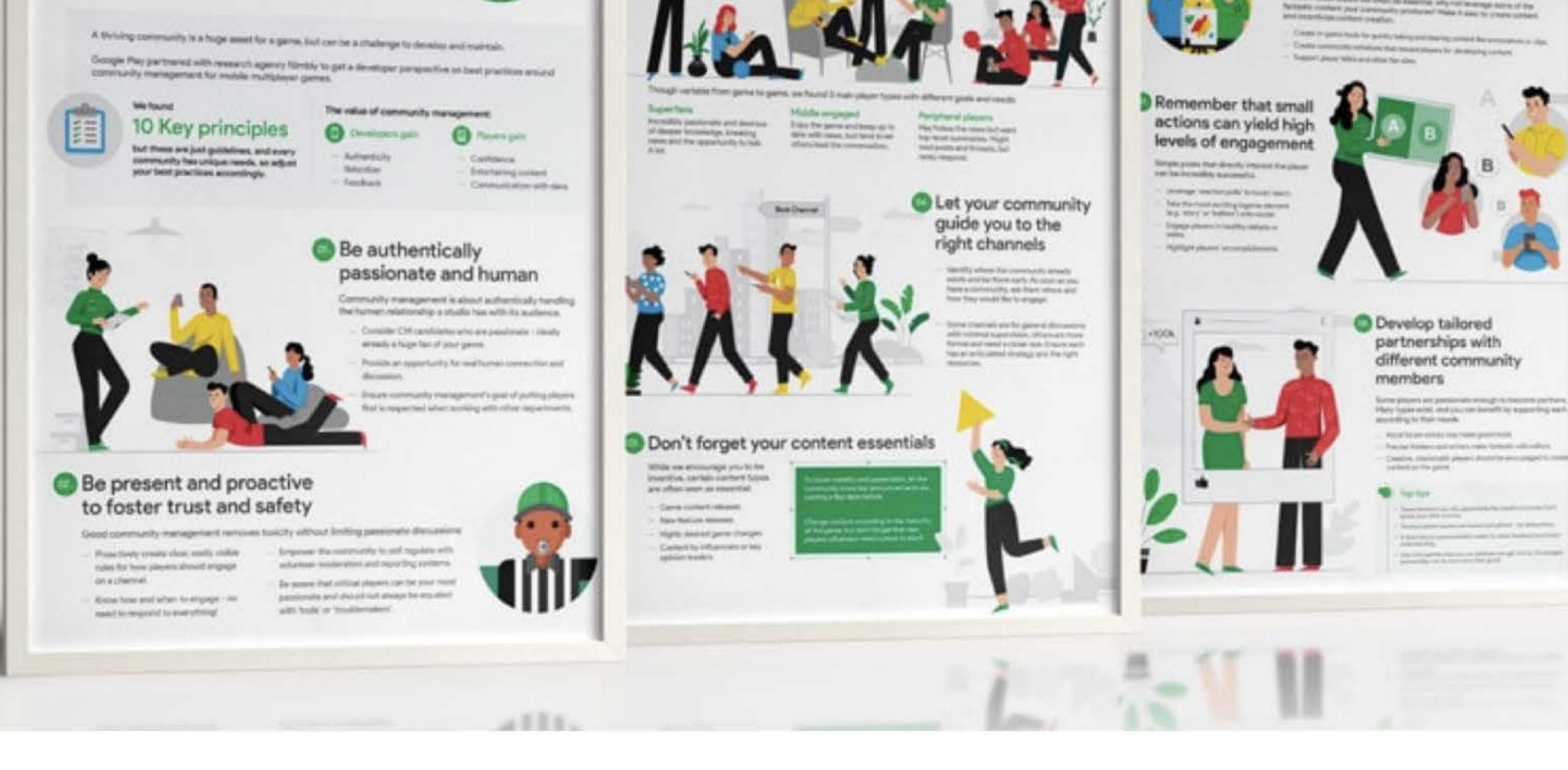
business growth.

CONTACTS & CERTIFICATIONS

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OTHER EXPERIENCES & COMMUNITY LEADERSHIP



We serve as mentors, advisors, and workshops facilitators for:







