

# Gluu Website Design Revitalization Brief

1. Goal	1
2. Scope	2
3. Deliverables	3
4. Homepage	3
5. Products / Roles pages	4
6. Pricing page	5
7. Other pages	5
8. Appendix: Designs we like	7
9. Appendix: WP site architecture	11

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## 1. Goal

While Gluu's website has more than 200 pages in both English, Danish and German it fails to a) **convert** a sufficient share of visitors **to leads** and 2) ensure that visitors **spend more time** on our content. We therefore want to improve it through...

- A library of 'digestible chunks of content' that entices the user to engage, spend time and click to go deeper and deeper before clicking a CTA.
- A more visual, simpler and less overwhelming experience using layered design.<sup>1</sup>
- A crisper, more refined design that still adheres to our brand guideline. You can ignore the web design examples from the design guide.
- Same, or ideally improved, load speed.

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<sup>1</sup> First-time visitors need different information than those evaluating the product- Layer information based on user intent and stage:

- Level 1: Core value proposition
- Level 2: Feature highlights and use cases
- Level 3: Detailed specifications and documentation
- Level 4: Technical details and integration guides

- Better mobile device experience.

Here is a [short video overview](#) by Søren Pommer summarizing the issues.

Here is a [deep dive review](#) of a former version of the site by an expert – this captures what we’re trying to achieve in terms of engaging visitors and letting them explore what Gluu is about.

## 2. Scope

### 2.1 Out of scope

Changes to...

- brand font, color palette, drawing style and logo. The following document cover our design guidelines: [Gluu brand refresh](#)
- URL structure (we want to avoid redirects).
- Blog post content.

### 2.2 In scope

Implement a WordPress Block Theme, providing design layout for the following pages:

- Home page <https://gluu.biz/>
- Product Overview <https://gluu.biz/products/>, including product detail <https://gluu.biz/products/understand/> and role page <https://gluu.biz/roles/>
- Feature <https://gluu.biz/features/> and detail page <https://gluu.biz/features/general-features/>
- Inspiration page <https://gluu.biz/bpm-guides-resources/>
- Pricing page <https://gluu.biz/pricing/>
- Glossary page <https://gluu.biz/process-management-glossary/> and Glossary detail <https://gluu.biz/process-management-glossary/5s/>
- Blog overview page <https://gluu.biz/blog/> and blog article page <https://gluu.biz/process-discovery-methods-to-find-hidden-business-processes/>
- General text page <https://gluu.biz/privacy-policy/>
- Help center overview page (new page: Gluu.biz/help)
- Help center article page (new page: Gluu.biz/help/topic)
- Start a trial page <https://gluu.biz/campaigns/trial-start/>

See Appendix 11 for a [visual diagram of our current architecture](#).

### 3. Deliverables

We're looking for the following deliverables (sequence also representing milestones and review points):

1. Wireframe per page in scope showing content architecture and navigation elements.
2. Three visual design directions to choose from.
3. Design mock-up per page in scope for approval of design direction.
4. WordPress theme and page templates with one example of each page using Gluu content. This will be our own 'blueprint' for updating the rest of the pages.
5. Installation of any required plug-ins.
6. Everything will be installed on Gluu's staging site. Gluu will then deploy the test environment to live.

The job is done when the new version is ready to go live with...

- Same or better loading speed.
- No pages, image references or links breaking.
- SEO texts, URLs and page titles not changing.
- WPML working across English, Danish and German.

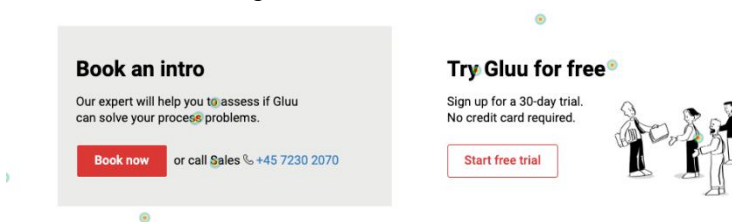
### 4. Homepage

[Avoid errors from unclear ways of working](#)

This heatmap shows where users click:



CTA also not being clicked:



#### 4.1 Analysis & recommendations

- Many items on the main navigation menu are rarely clicked > they could be moved to the footer for simplicity.
- CTA's generally don't stand out in an appealing way and are inconsistently used.
- Layer information so less is shown but user can click and drill down.

- The front page is maybe too big – we try to tell too much at once.
- Consider using carousels/sliders to make site more compact – yet give people the option to read and see more about specific feature (*but only if it does **not** slow down performance*).

## 5. Products / Roles pages

### 5.1 Product

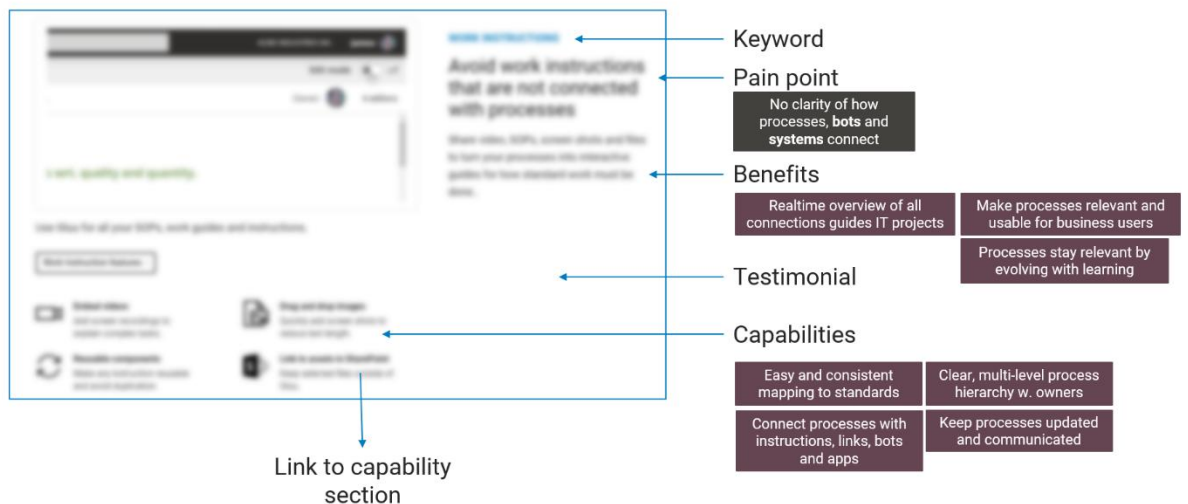
Product Overview <https://gluu.biz/products/>, including product detail <https://gluu.biz/products/understand/> and role page <https://gluu.biz/roles/> Feature <https://gluu.biz/features/> and detail page <https://gluu.biz/features/general-features/>

### 5.2 Analysis & recommendations

- Overwhelming in terms of showing everything without letting the user interact to explore.
- Interactive product demos to explore different elements of the product.
- Original idea of the page content (not fixed – just showing elements that must be taken into account):

Role page structure

How page info is related and linked – with example



### 5.3 Capabilities / Uses / Features pages

#### 5.3.1 Analysis & recommendations

- Could be more explorative.
- Feature elements have no links to go deeper.
- Consider adding our YouTube videos to explore further.

- Consider FAQ element per sub-page.

## 6. Pricing page

[Pricing | Gluu Process Execution and Improvement Platform](#)

### 6.1 Analysis & recommendations

- Must allow for calculating pricing by user volume based on formulas from Gluu's pricing model.
- Should show that we clearly target larger companies.

## 7. Other pages

### 7.1 Analysis & recommendations

Merge Blog and Inspiration page

Highlight important content at top of page (2 content pieces locked at top?)

Add easy way to find older blogs (filter by topic?)

### 7.2 Glossary page

Make glossary item page more engaging.

### 7.3 Blog overview / inspiration page

Inspiration page <https://gluu.biz/bpm-guides-resources/>

Blog overview page <https://gluu.biz/blog/>

#### 7.3.1 Analysis & recommendations

- Search option
- The two pages should be merged into one so it has both dynamically updated elements and an ability to highlight items.
- Possibility to manually add page snippets here
- Highlight important content at top of page (2 content pieces locked at top?)
- Add easy way to find older blogs (filter by topic?)

### 7.4 Blog article page

Blog article page <https://gluu.biz/process-discovery-methods-to-find-hidden-business-processes/>

#### 7.4.1 Analysis & recommendations

- Sticky TOC on one side

- Better option for CTA
- Cleaner and simpler reading experience.

## 7.5 General text page

[Privacy Policy | Gluu | The Process Management Platform](#)

## 7.6 Help center overview / article pages

We need to use a new help center plugin that allows us to migrate our help center content from here: [Gluu Help Center](#)

Into this WP component: [BetterDocs - Best Documentation & Knowledge Base Solution for WordPress - No# 1](#)

### 7.6.1 Analysis & recommendations

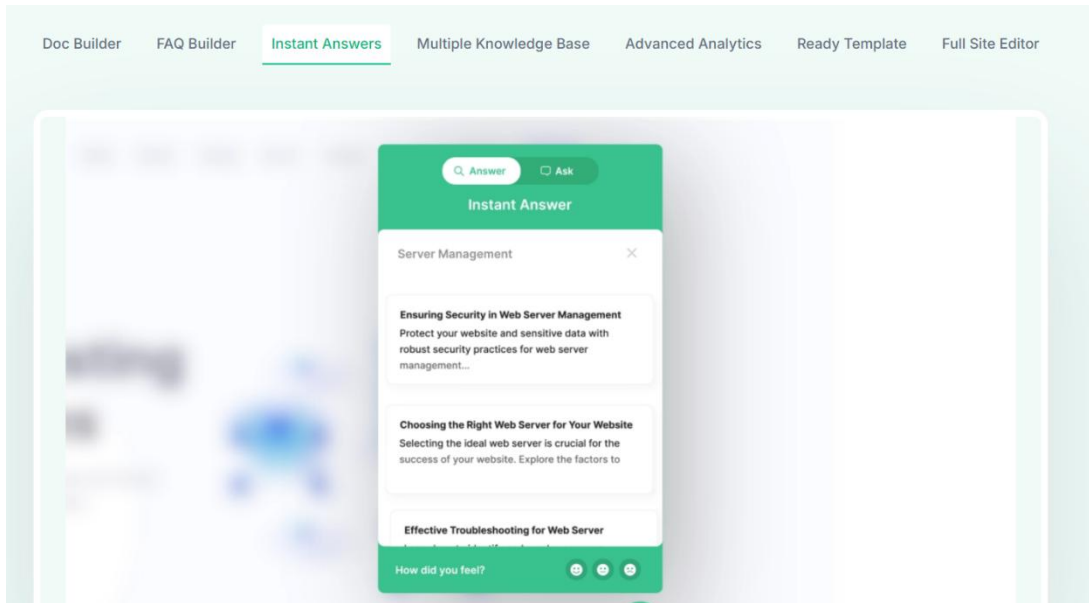
This must be setup so that it...

- Is styled to fit into the new design
- Uses the scrollable table of contents for pages
- Uses WPML and can be translated automatically.

## 8. Appendix: Designs we like

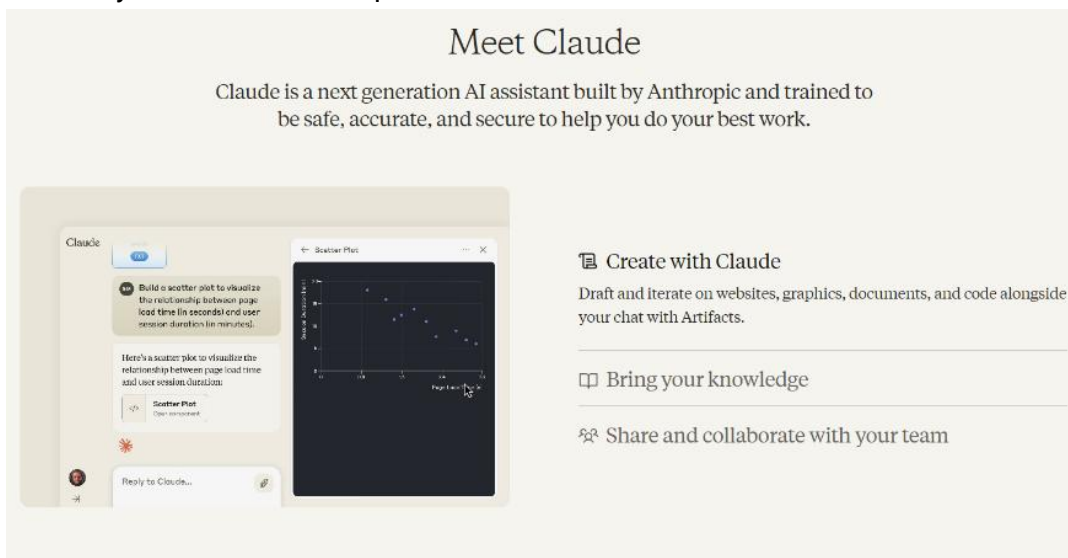
Good way to navigate a visual presentation (looping video):

[BetterDocs - Best Documentation & Knowledge Base Solution for WordPress - No# 1](#)



[Claude](#)

Nice way to browse and explore items with animation:



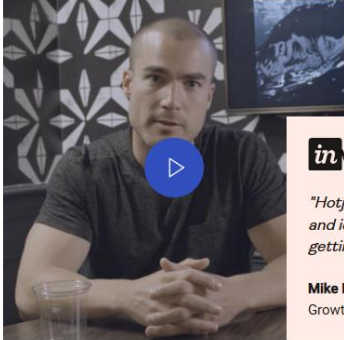
Nice way to show and browse case stories with video:

CASE STUDIES

## Hear directly from our customers

Learn how Invision's digital product team uses Hotjar to improve the customer experience.

[See case studies](#)



**inVISION**

*"Hotjar is a critical tool for us to understand our users and identify any pain points where they might be getting stuck."*

**Mike Fiorillo**  
Growth Product Manager, Invision

Key element to allow for opt-in:

# Looking for more wisdom?

Sign up for Hotjar content straight to your inbox.

I have read and accept the conditions outlined in the [privacy policy](#).

## 8.1 Clear CTA and alternative

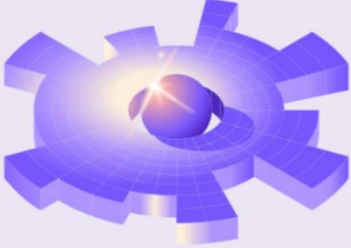
**mixpanel** Product ▾ Solutions ▾ Community ▾ Company ▾ Pricing Contact Sales

ANALYTICS FOR

# Product Teams

Fast-track your product growth with key insights. Identify what's working and what's not in your launches and experiments. Make data-informed decisions about the next steps.

<sup>1</sup> [Get a Demo →](#)





## 8.2 Strong book-a-demo flow with Chilipiper

### Contact our sales team

Built for high-traffic sites, Hotjar helps your team make sense of it all. Get in touch to unlock:

- ✓ A complete suite of tools: Heatmaps, Recordings, Feedback, Surveys, and live Interviews. One account, one script to install, one compliance review.
- ✓ Enterprise-grade security with SSO. Built to protect your user's data and your site speed. GDPR & CCPA-ready.
- ✓ Unlimited team members: Invite and collaborate with your whole team at no extra cost.
- ✓ Benefit from specialized training and tailored onboarding delivered by your dedicated Hotjar specialist.



Tell us a little bit about yourself, and book your personalized sales chat:

Country \* ▼

What would you like to review during our call? \*

Are you an agency recommending Hotjar to your clients? \* ▼

## 8.3 Shift X

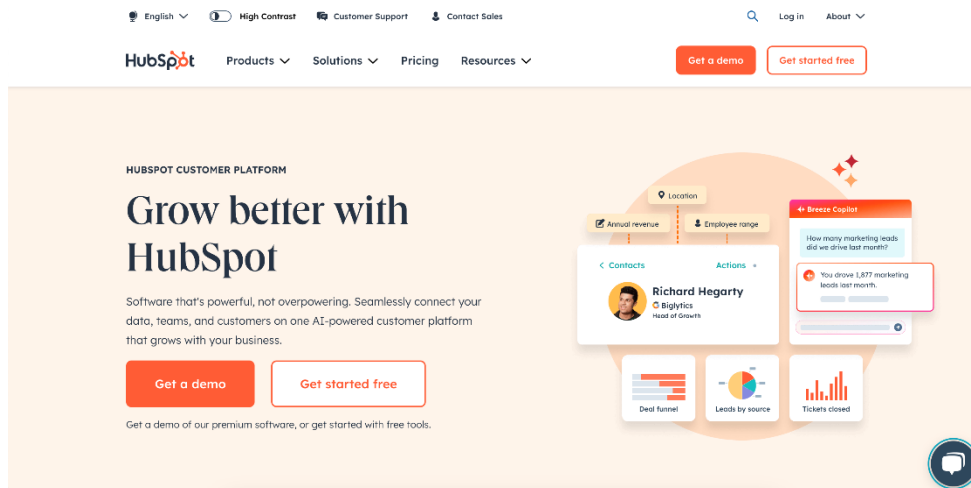
Their main feature is to generate the flow using AI. I have the same point as before, even though we can't quickly put this functionality into our website, we can promote the AI feature of helping users build their activities when they are building a process.

The screenshot displays the Shift X website interface. At the top, there are navigation links for 'Use cases', 'Product', 'Templates', and 'Integrations', along with 'Log in' and 'Sign up' buttons. The main heading is 'AI-generated flows from basic instructions'. Below this, a sub-heading reads 'Get started in seconds. Optimize operations with easy-to-use process mapping, ensure compliance and increase customer satisfaction'. A prominent button says 'Generate flow'. Below the button, there are example prompts: 'Onboard a new user to our platform, and try to convert th...', 'Process a refund f...', 'Support a custom...', and 'More settings'. The main visual is a flowchart illustrating a user onboarding process. It starts with 'Marketing Team creates an engaging ad campaign', followed by 'Prospective User clicks on the ad and lands on the signup page', 'Signup System collects user information and creates a new account', 'Onboarding System sends a welcome email and provides a platform tour', 'Analytics System monitors user interaction with the platform', 'Sales Team reaches out with a personalized offer', and 'Marketing Team sends follow-up emails with additional benefits and testimonials'. The flowchart also includes engagement metrics: 'User Engaged 70%' and 'User Not Engaged 30%'. A 'Loop' button is visible at the bottom right of the flowchart.

## 8.4 Hubspot

<https://www.hubspot.com/>

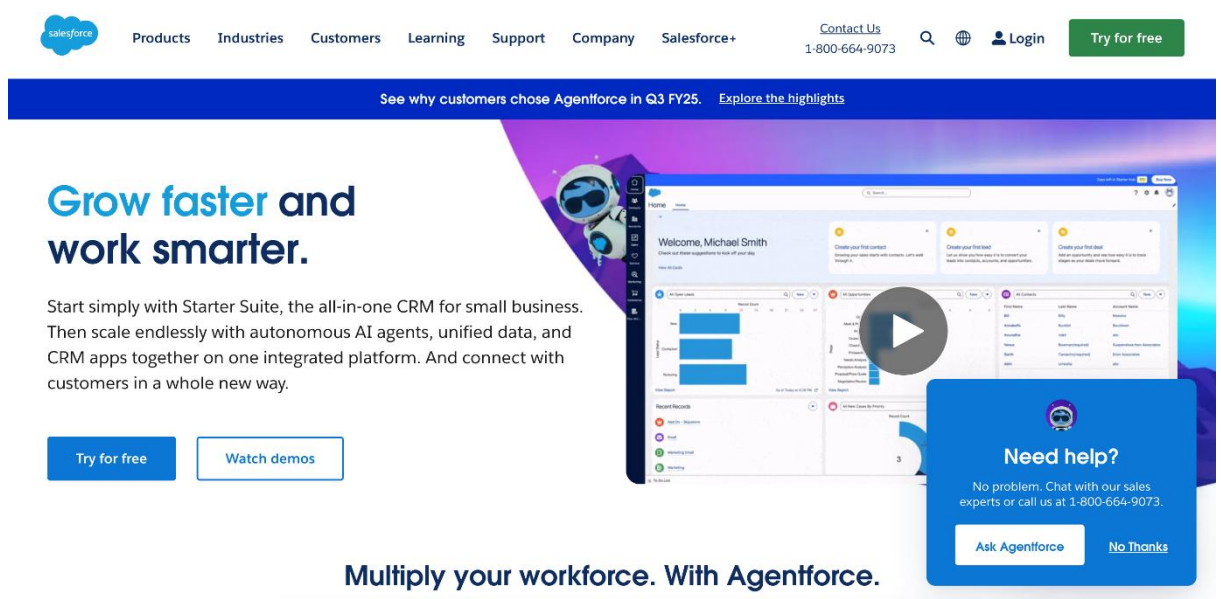
- Clear call to actions
- Simple layout – the information is the star
- Good example on how to present complex product



## 8.5 Salesforce

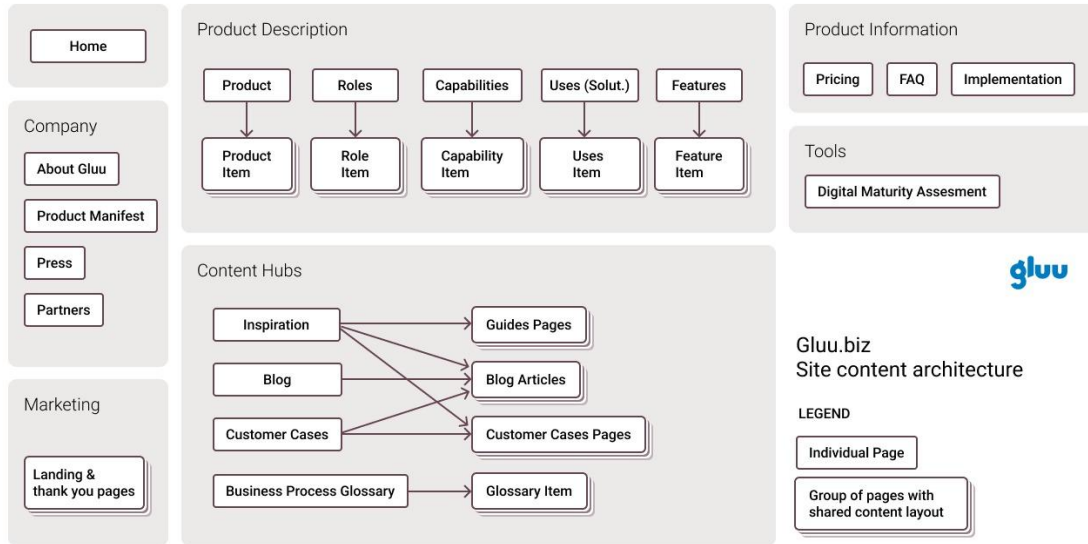
<https://www.salesforce.com/>

Positive encouragement and clear benefits to their product is the first impression



## 9. Appendix: WP site architecture

The following diagram describes the current site architecture.



[SaaS product design services · EDL](#)

### 9.1 Theme Architecture

The following diagram describes our WordPress site in terms of types of content: Pages, Posts and Custom Posts.

