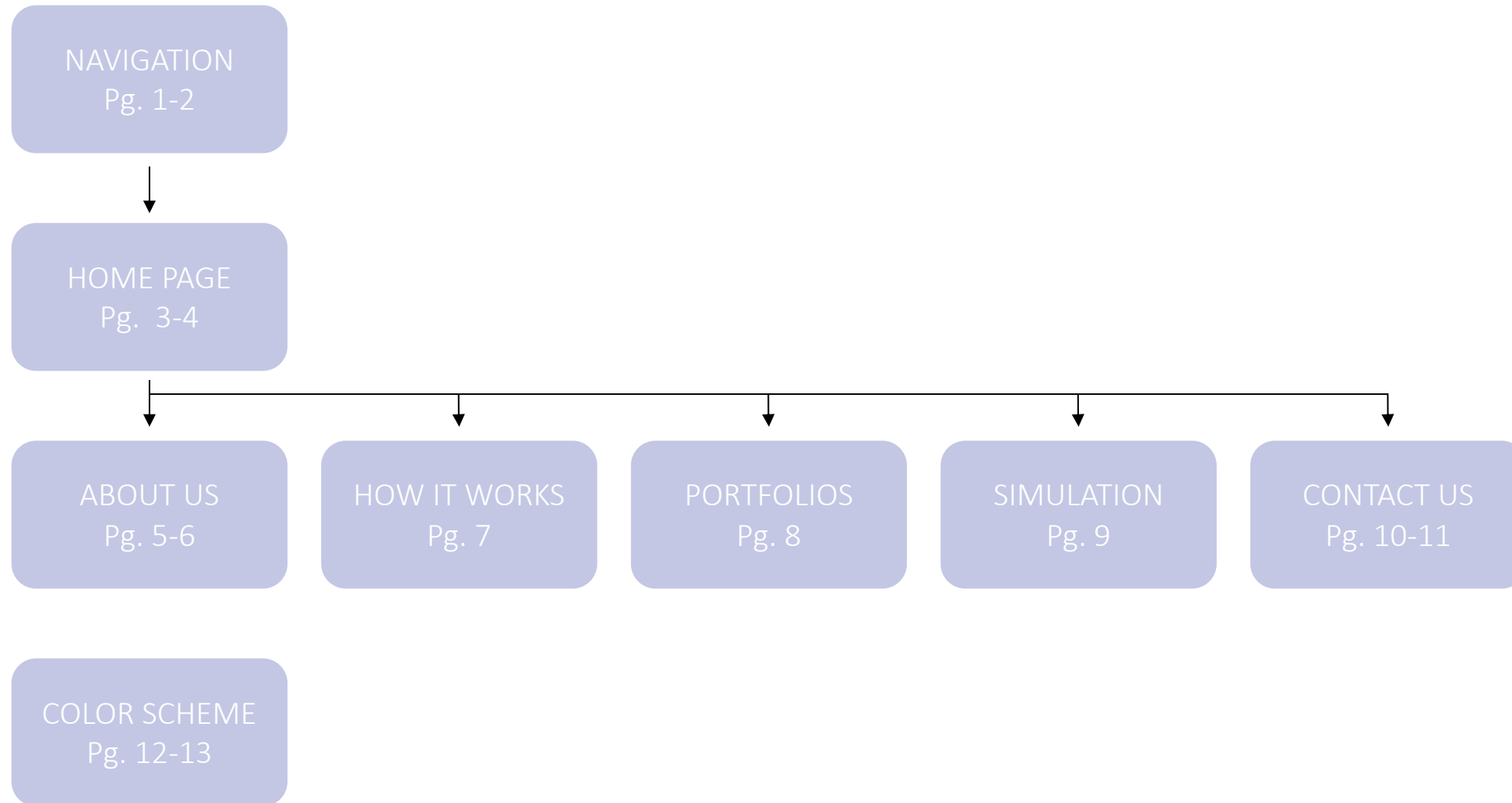
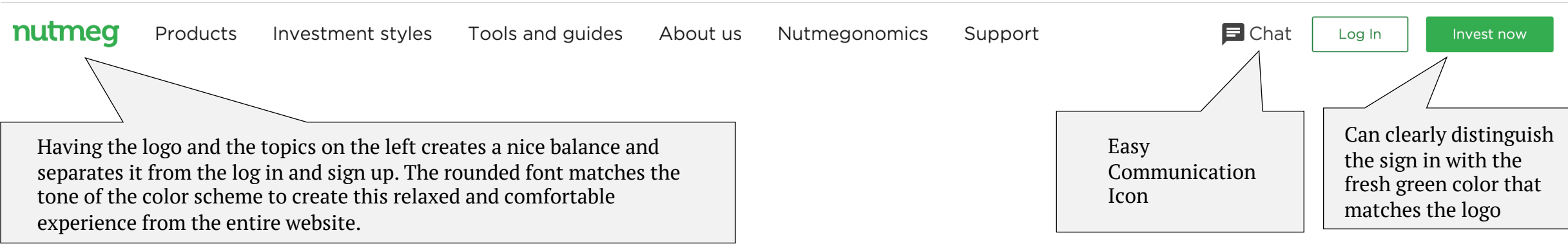


Site Map



1. Navigation: Nutmeg created a simple and clean design for their navigation. The client is able to easily sign in or begin their account with the top right menu which is easy to find with the colored boxes. The client is also able to get information from the company through the simple guide.

nutmeg.com



Having the logo and the topics on the left creates a nice balance and separates it from the log in and sign up. The rounded font matches the tone of the color scheme to create this relaxed and comfortable experience from the entire website.

Easy Communication Icon

Can clearly distinguish the sign in with the fresh green color that matches the logo

Proposal

To add pops of color, there will be blue and green colors that appear by either hovering over the words or by clicking. This allows for more interaction between the user and the website and brings color to the clean white font.



Similarly, the logo and the topics will be on the left side. The capital letters make each topic stand out from one another but doesn't distract from the logo and sign up/login tabs. These will be anchor tags that direct you down to a section of the home page.

The sign up and login are easily identifiable which means the user will never have trouble navigating to these two functions.

Other Navigation Examples



Like:

-The navigation is simple and well organized

Dislike:

-Having the other links in bold makes it look less professional
-The Sign In should be larger to make it look more significant. The color of the Sign in is so bright that it becomes overwhelming for the eyes.

blackrock.com/us/individual



Like:

-The simple design makes it easy to navigate
-The logo clearly stands out

Dislike:

-There isn't anything interesting in terms of the color or the font of the text

ml.com

RAYMOND JAMES

WEALTH
MANAGEMENT

CORPORATIONS &
INSTITUTIONS

COMMENTARY &
INSIGHTS

ADVISOR
OPPORTUNITIES

MORE...

ACCOUNT LOGIN

SEARCH

FIND
ADVISOR

Like:

-The icons help identify some elements in the cluttered navigation

Dislike:

-The lack of proper spacing makes the navigation look crowded
-Each topic is wordy and takes up too much space

raymondjames.com



Like:

-Each element is neatly distributed throughout the page and the size of the text creates a clear distinction.

Dislike:

-There is too much information in the navigation

lpl.com



Like:

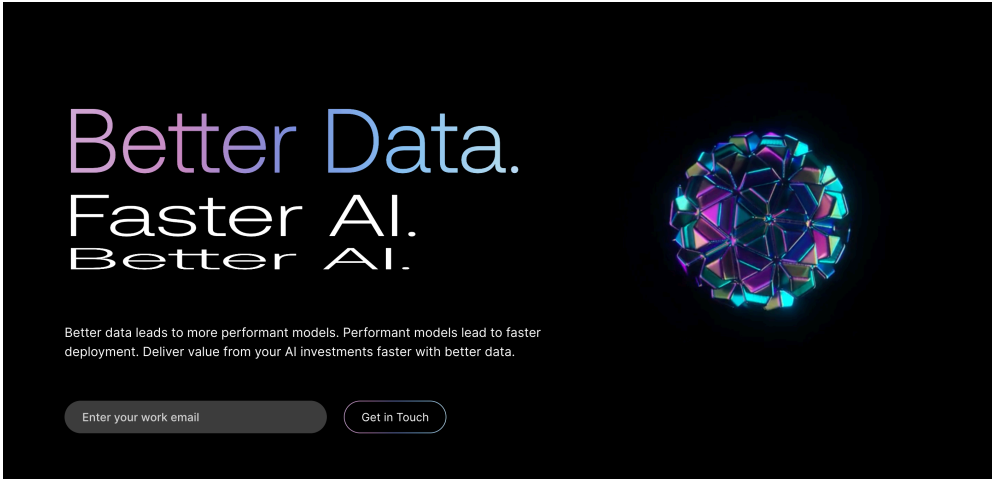
-There is a separation between the "log in" and "open your account"

Dislike:

-The color is very distraction and overpowering
-The two levels take up more space and make the navigation look more cluttered

bcpglobal.com

Home Page: Both Scale and Gotham have very sleek and modern designs. The use of the black background and the technological design allows there to be less text while filling up the screen.



The placement of the information is simple and easy to read. The animation makes the website more interesting for the client which brings interest to the company and the rest of the website.

scale.com



The kinetic background is engaging and complements the information on the screen.

palantir.com/palantir-gotham/21-launch/

Proposal

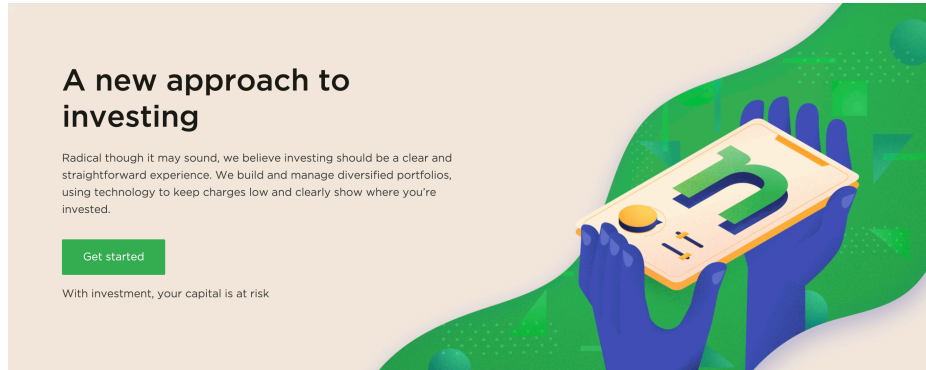
Similar to Scale, the information is condensed and distributed in an effective manner

A link to “open your account” provides the client with another opportunity to sign up after reading the short description



The background uses parallax to animate the still image and encourage the client to continue scrolling while also emphasizing the text. Each element is animated to fade into the screen. The font is easy to read while also matching the comfortable and natural tone of the website.

Other Home Page Examples



Like:

- The illustration uses the color scheme of the website to create a very simple design to represent the app they are promoting
- The "get started" button is easy to see and convenient

Dislike:

- There is a lot of information needed to fill the space
- The small text is a little more difficult to read

nutmeg.com



Like:

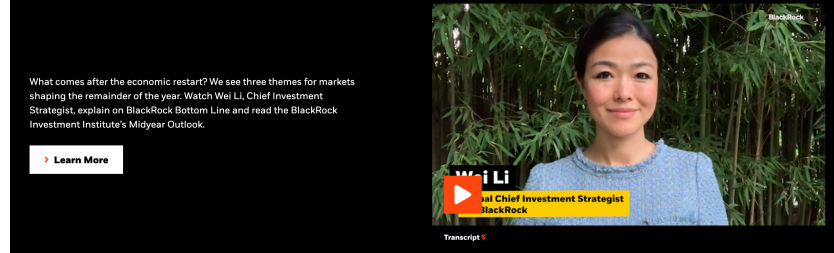
- The colors and patterns are very enticing and makes the heading pop behind the blue background.

Dislike:

- There is too much text on the screen to read

lpl.com

2021 Midyear Outlook



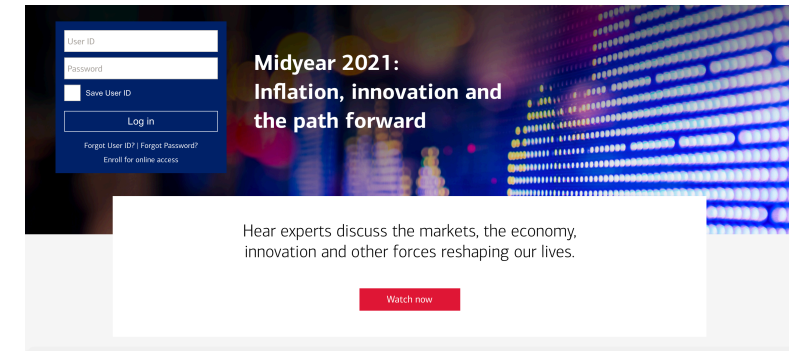
Like:

- The stark black background allows for there to be less information without making it look too empty

Dislike:

- The organization of the sections are too far apart. The description, learn more button, and video should be closer to the top.
- There isn't anything that catches the eye or something that gives a short synopsis of what the company does.

blackrock.com/us/individual



Like:

- The background image directs the eye to the heading while matching the theme of the website

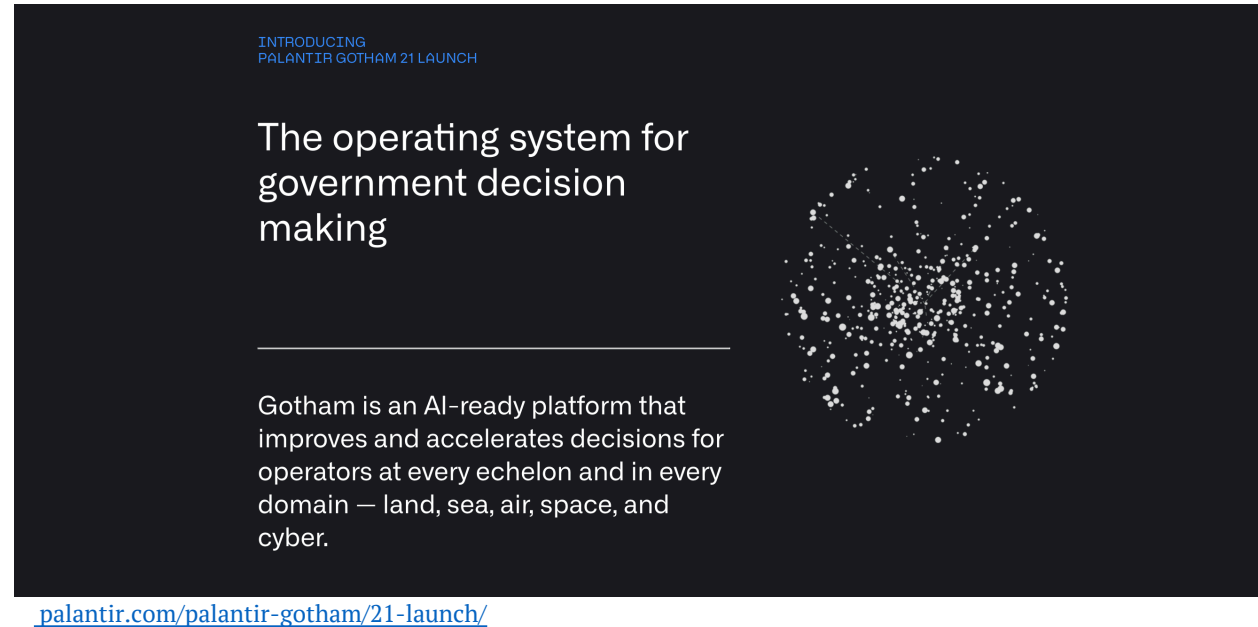
Dislike:

- There is too much going on and everything seems too scattered around the page.
- The red "watch now" button is very distraction since it is behind a white background and there is so much blue on the page

ml.com

About Us: Gotham provides a small summery of the company

The explanation is concise and easy to read



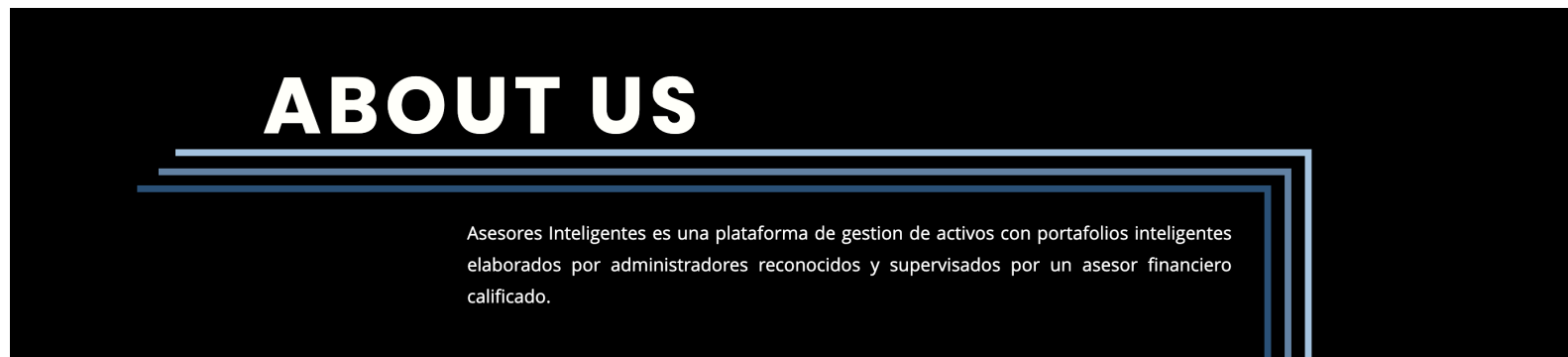
There is a kinetic visual element that brings interest into the section



Proposal

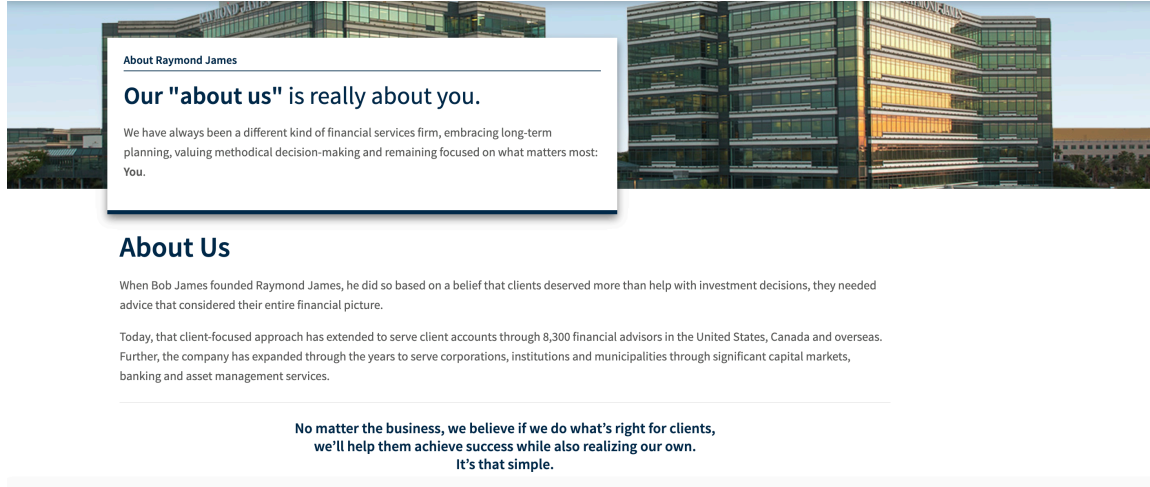
Clear descriptions breaks the page into easy to navigate sections. In terms of the connection with AI, the visual here is meant to represent wiring that matching the logo of the company in a sleek and simple way. The color scheme would also be utilized in the visual

The description should be a sentence long and be as concise as possible



There is a visual element that directs the eye down to the following section to encourage the client to continue interacting with the website

Other About Us Examples



Like:

-The About Us section is clearly defined

Dislike:

-There is too much text

-It feels cluttered with the inclusion of the text box intersecting the image

-The image is generic and doesn't add anything to the about us page

-The font makes it difficult to read

raymondjames.com



Like:

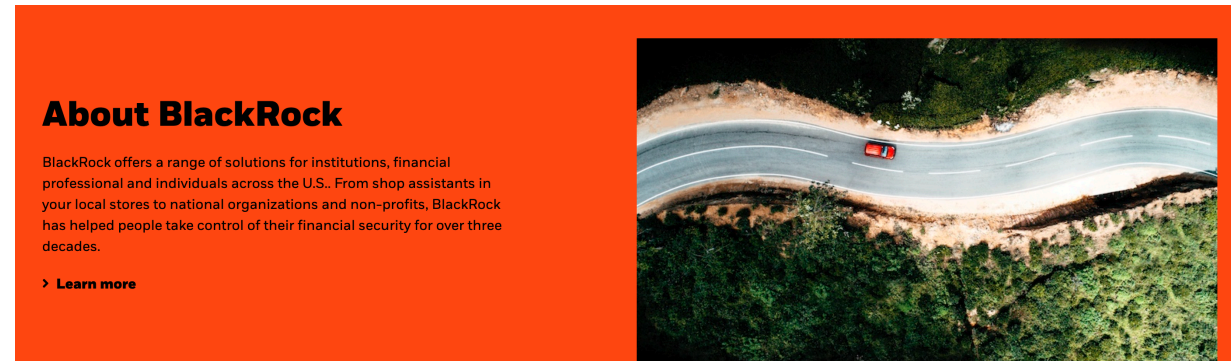
-Short description of the company

-Putting the text over the image makes the space feel filled with the small amount of information added

Dislike:

-It is a little difficult to read the text because the building is distracting.

lpl.com



Like:

-The rounded font of the title is easy to read and modern

Dislike:

-The color is too bright that the text is difficult and bothersome to read

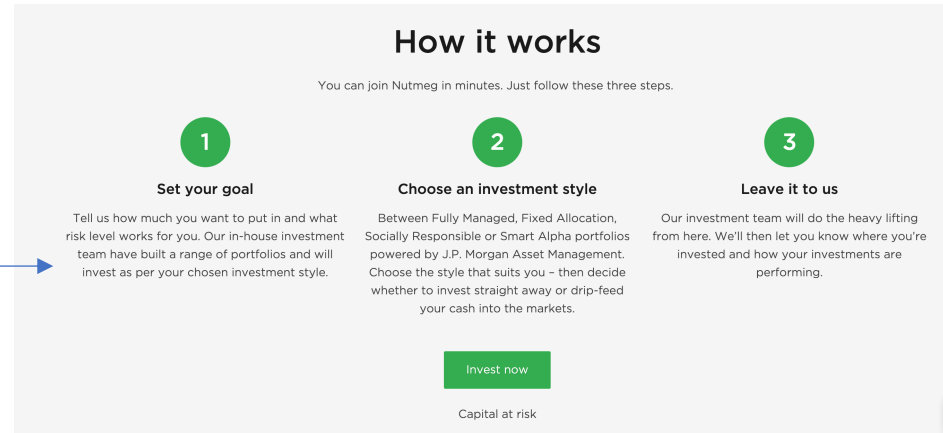
-There is more information than necessary

-The image doesn't provide any information about the company

blackrock.com/us/individual

How It Works: Nutmeg and BCP Global provide very easy to read explanations that makes the process much more accessible to everyone

The description is longer than necessary but the font is easy to read



nutmeg.com

The color creates a clean design that easy easy to navigate



bcpglobal.com

Each step is separated neatly within rectangles

The short explanations are simple and easy to understand

Proposal

Each section is numbered with a sentence to explain the process

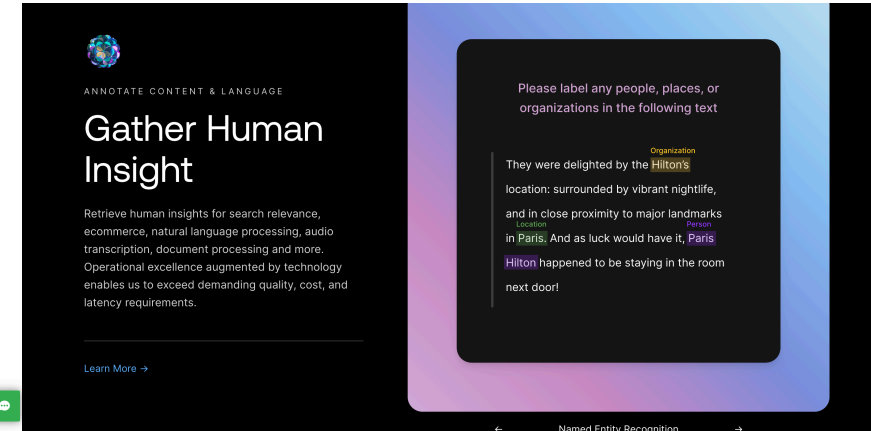
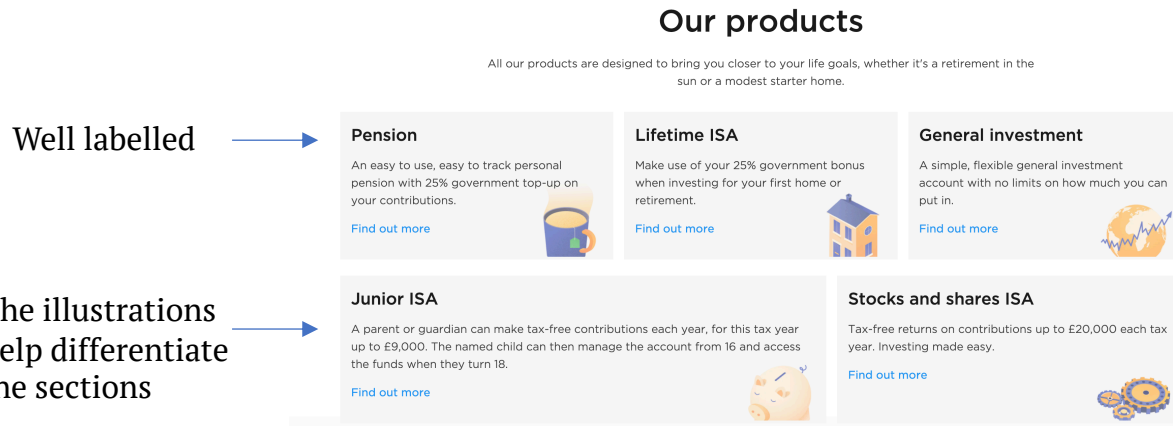


Simple background that mimics the idea of connection

Colors match the color scheme



Portfolio: Nutmeg and Scale show the services the company offers. While Nutmeg is more condensed, it provides enough information for the client to get a general idea. Scale has multiple separated sections that provides a lot of information



← The black background helps fill up the space as well

← Elaborate explanation

Proposal

Background uses parallax to make the background interactive. The background also elegantly fills up the space around it so it looks more vast yet filled with enough information



← Simple icons and heading help distinguish each section

← Each section is divided so that it isn't as packed as Nutmeg but not as spread out as Scale

Simulation Proposal

The text describes how the simulation works and what it is will demonstrate



The link will take the client to the simulation



The background will use parallax and continue the connection theme

Contact Us: BCP Global has a simple contact us section that makes it easy to directly contact the company. The information needed to send a message is minimal

Straightforward messaging system



IF YOU HAVE ANY QUESTIONS
PLEASE DO NOT HESITATE TO LEAVE US A MESSAGE.

Your Name*

Your Email*

Subject

Your Message*

SEND MESSAGE

bcpglobal.com

The “send message” button is easy to identify



Proposal

The address and social media accounts can also be accessed in the contact us section



The visual is a video that would match the theme and make it stand out from the rest of the website to break up the imagery



CONTACT US

Paraguay 2141, Montevideo, Uruguay CP 11800

Name

Email

Subject

Type your message here...

Submit

in f t G+ i

The information can easily be seen against the dark background



The submit button is easy to identify



Other Contact Us Examples

Contact us

- Client assistance with Raymond James Client Access
- Business opportunities for financial advisors
- Careers application
- Questions for a Raymond James financial advisor
- Shareholders' and other interested parties contact for our board of directors
- All other inquiries

Raymond James Financial, Inc.
880 Carillon Parkway
St. Petersburg, FL 33716
727-567-1000
Call toll-free 800-248-8863

[Click here for map and directions.](#)

To report a complaint or feedback:

Your satisfaction matters to us. If we fall short of your expectations or if you've had difficulty getting an issue resolved, please let us know so we can address your concerns as quickly as possible.
Call toll-free 833-462-0720.

raymondjames.com

Dislike:

- There is no way to easily send a message from the contact us page
- The information looks disorganized and thoughtless
- There isn't any imagery or design that ties it to the main page

Contact Us

I am a/an...

First Name *
Last Name *

Email *
Phone Number *

Select Contact Method
Preferred Contact Method

Select Nature of Request *
Nature of Request

Comments *
260 characters remaining

Are you a client of an LPL Financial Professional?

Please contact your financial professional with any account-related inquiries. If your financial professional is unavailable, you may call (800) 558-7567 for assistance from an LPL associate. If you're interested in working with an LPL financial professional, locate one in your area using our search tool.

SEARCH NOW

For all other inquiries:

All other Inquiries can be submitted Monday through Friday, between 8:30 a.m. and 7:30 p.m. ET: (800) 877-7210

Financial Professional Recruiting: (888) 250-2420

lpl.com

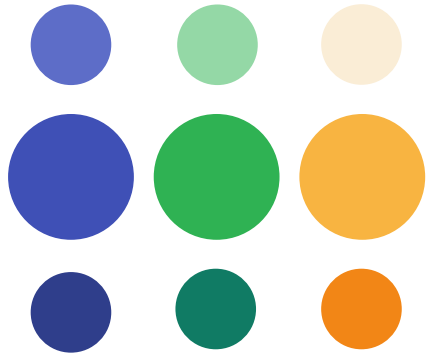
Like:

- The colorful design makes the contact us page more interesting and stand out

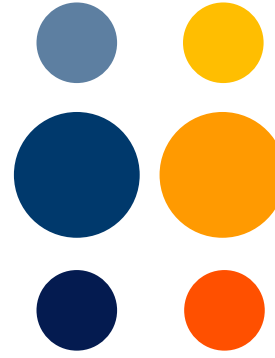
Dislike:

- There is too much text on this page
- The client has to spend more time filling in the information to send a message

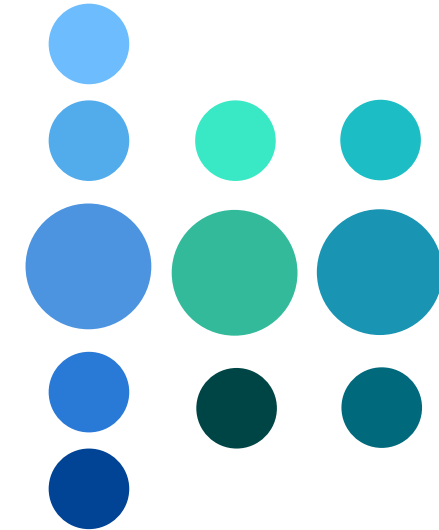
Color Scheme:



nutmeg.com

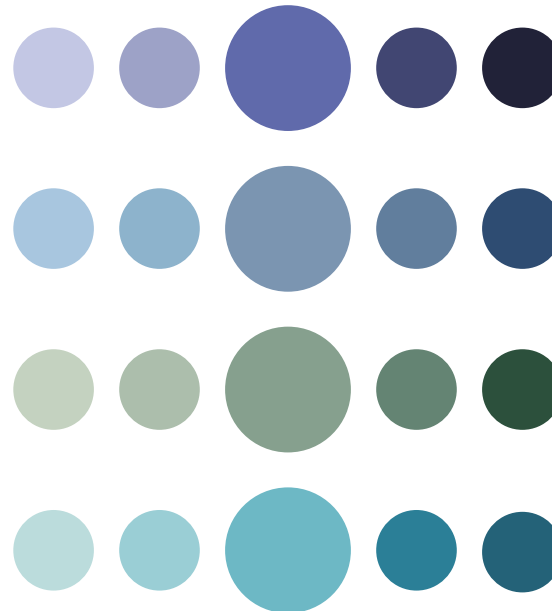
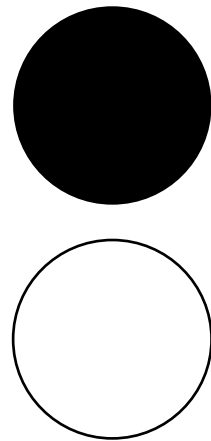


lpl.com



marcus.com/us/en#

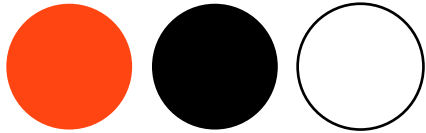
Proposal



Blue and green are the colors that stand out the most on websites and make the client feel comfortable and relaxed while on the website. The colors are muted to stand out on the black background but not be too overpowering.

Other Color Scheme Examples

These three examples lack a more elaborate color scheme and makes the website look flat. It becomes more difficult and boring to look through the website as a whole. BlackRock and Merrill also used a very bright red/orange color that becomes overwhelming when used with cool colors. The client will have less interest in reading text if the color is too bright.



blackrock.com/us/individual



bcpglobal.com



ml.com