

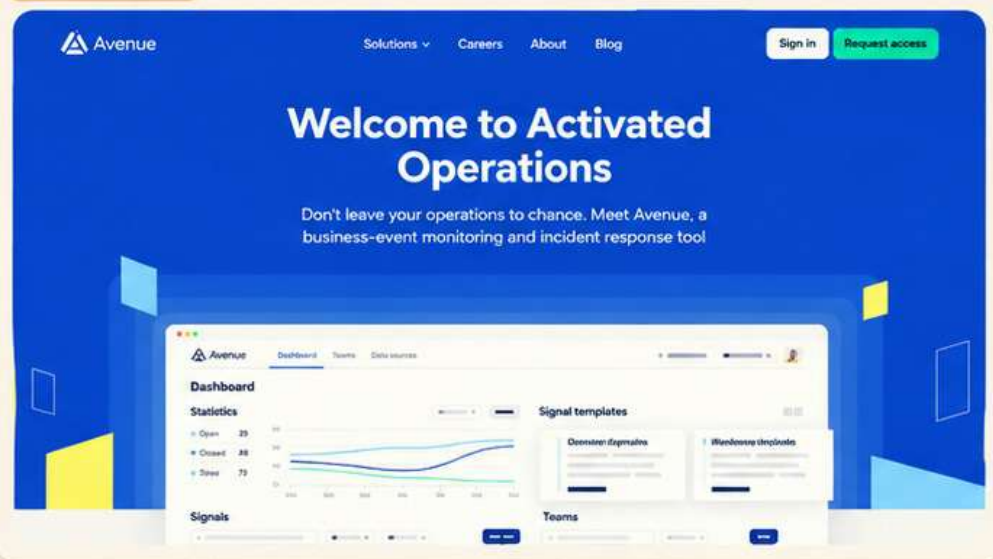
UI/UX REDESIGN

From Static to Engaging

A cleaner, simpler and more intuitive experience — designed to guide users, communicate value and drive action.

Better Design
Bigger Impact

BEFORE



AFTER



Element	What Changed	Why
Headline	Re-framed the headline around the user's desired outcome.	Makes the product's value easier to understand immediately.
Sub-headline	Replaced vague messaging with specific operational pain points.	Gives visitors a clearer understanding of the problem Avenue solves.
CTA	Changed the CTA to a more direct, first-person action.	Makes the action feel more relevant and aligned with visitor intent.
Background	Added trusted-company proof above the fold.	Establishes credibility before the visitor evaluates the product.

Your operations are bleeding time, money, and control — and you might not even see it.

Business events get scattered across tools and teams — until someone reacts too late.

01

Signals get buried

Important changes can remain hidden inside your business data.

02

Teams react too late

Your team spends time finding the problem instead of solving it.

03

Responsibility gets unclear

The right person may not know when something needs their attention.

Why the redesign is better :



Original:

No problem explanation → Features



Re-design:

Problem → Consequences → Solution

The redesign gives visitors a clear reason to care about Avenue before explaining what the product does.



What changed



Elements

Added a dedicated problem section

Highlighted business consequences

Made the pain points specific



What changed

Added a section explicitly explaining the operational problems.

Framed the problem around time, money, and control.

Identified buried signals, delayed responses, and unclear responsibility.



Why

The original page had no dedicated problem section and moved directly into Avenue's capabilities.

Makes the consequences of poor operations clear.

Converts a broad operational problem into recognizable situations.



Psychology

Problem Recognition

Loss Aversion

Specificity + Self-identification



CRO impact

Establishes relevance before presenting the solution.

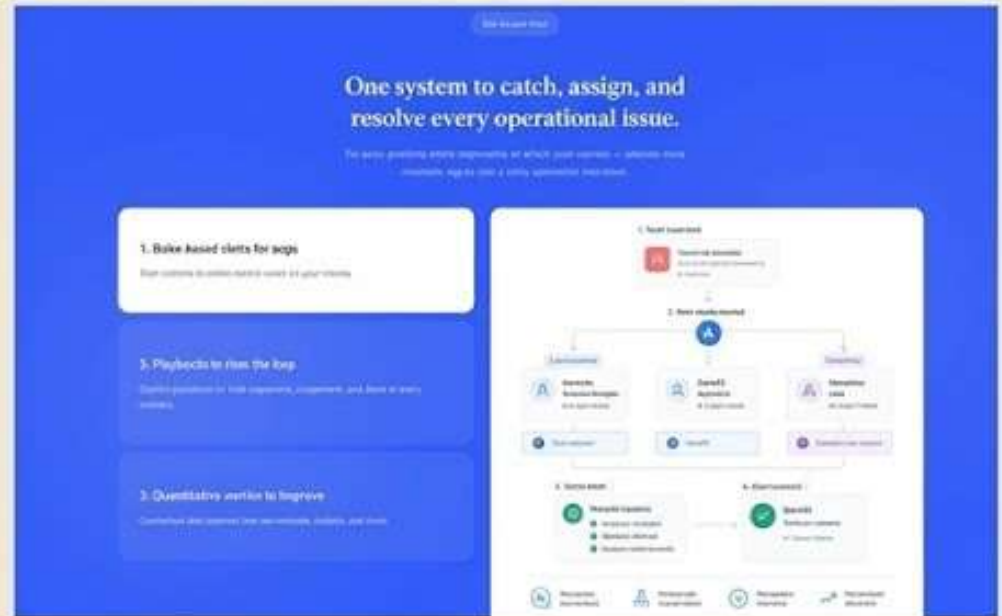
Creates urgency.

Helps the target audience recognize their own problems.

BEFORE



AFTER



Elements	What Changed	Why	Psychology	CRO Impact
Visual workflow	Turned the feature section into a clear step-by-step workflow.	Shows visitors how Avenue actually works instead of making them figure it out from the copy.	Cognitive fluency.	Easier to understand, which reduces friction.
Product mechanism	Added a clear Detect → Route → Act → Resolve Flow.	Makes the product's process easy to visualize.	Mental simulation.	Reduces uncertainty and builds confidence.
Outcome-focused messaging	Connected the features like visibility, accountability, and faster resolution to outcomes	Shows visitors the benefit, not just the feature.	Benefit framing.	Makes Avenue's value more relevant.
Role-based alerts	Showed alerts being routed to specific team roles.	Makes it clear who is responsible for taking action.	Specificity.	Makes the workflow feel practical and trustworthy.

Why the redesign is better?

The original mainly tells visitors what Avenue does. The redesign shows them how it works and what they get from it.

Original: Feature → Explanation
Redesign: Detect → Route → Act → Resolve

This makes the product easier to understand, reduces uncertainty, and gives visitors a clearer reason to consider Avenue.

UI/UX REDESIGN

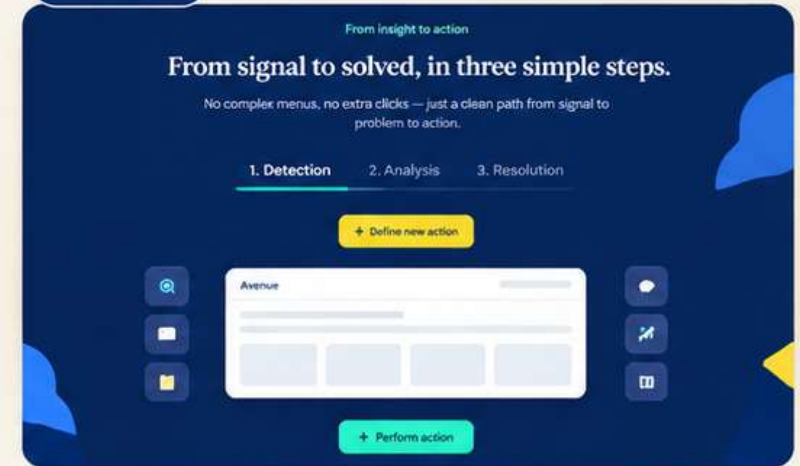
From Complex to Clear

A simpler, cleaner, and more intuitive experience for better results.

BEFORE



AFTER



Element	What Changed	Why	Psychology	CRO Impact
Cleaner Headline	Changed "Operations Observability" to "From signal to solved, in three simple steps."	Makes the benefit clear right away.	Outcome Framing.	Helps visitors understand Avenue faster.
Simple 3-step Process	Added Observe → Act → Improve.	Makes the process easier to understand.	Chunking.	Reduces mental effort.
Visual Workflow	Shows signal → Avenue → action → problem solved.	Shows how Avenue works instead of just explaining it.	Mental simulation.	Builds understanding and reduces uncertainty.
Before vs After	Added "Operations with Avenue" vs. "Operations today."	Clearly shows the difference Avenue makes.	Contrast effect.	Makes the value of Avenue more obvious.



Why the redesign is better:



Original: Technical concept → Product visual → Explanation



Redesign: Outcome → Visual workflow → Simple steps → Result

This makes the product easier to understand, reduces uncertainty, and gives visitors a clearer reason to consider Avenue.

BEFORE

Template library



Upsell Opportunity

Notify folks when organization has only 5 more seats available in account plan.



NPS Drop

Notify facilitator success when user submits low detractor survey responses in a row.



Customer churn risk

Notify folks when a key partner's churning drops by 50% in the last month.

AFTER

Pre-built workflows for critical operations

Start with proven workflows for incidents, customer risks, escalations, and revenue opportunities — then customize them to fit your operations.



Support Escalation

Alert Support when a customer creates repeated action tickets.



Up Sell opportunity

Notify folks when organization has only 5 more seats available in account plan.



NPS Drop

Notify facilitator success when user submits low detractor survey responses in a row.



Customer Churn Risk

Notify folks when a key partner's activity drops by 50% in the last month.

[Explore all workflows →](#)

Elements Comparison

Elements	What Changed	Why	Psychology	CRO Impact
Clear use-case presentation	Made the template library a prominent section with a clear headline and explanation.	Helps visitors quickly understand the value of the templates.	Cognitive fluency.	Reduces effort to understand the templates.
Real operational use cases	Added specific workflows like Support Escalation, Upsell, NPS Drop, and Churn Risk.	Helps visitors recognize familiar business scenarios.	Self-identification + Specificity.	Makes Avenue's value more relevant and tangible.
Stronger information hierarchy	Structured the section as heading → explanation → workflows → CTA.	Makes the content easier to scan and understand.	Visual hierarchy + Cognitive fluency.	Guides attention toward exploration.
Exploration CTA	Added an "Explore all workflows →" CTA below the templatee.	Gives interested visitors a clear next step.	Action orientation + Progressive commitment.	Creates another engagement opportunity before signup.



Why the redesign is better :

The original mainly shows a few templates. The redesign makes the templates communicate:

Real problem → Relevant workflow → Explore more

This helps visitors recognize their own operational problems inside Avenue's use cases, understand the practical application of the product, and gives them a clear next step.

Original : Template → Description

Redesign : Use case → Operational relevance → Exploration

Simple plans that grow with you

Starter

For small teams getting started

\$49/mo

Up to 3 team members

2,000 events/month

Basic alerts & playbooks

[Request Access](#)

Most Popular

Growth

For growing operations teams

\$149/mo

Up to 15 team members

25,000 events/month

Advanced alerts & playbooks

Analytics dashboard

[Request Access](#)

Enterprise

For large or complex organizations

Custom

Unlimited team members

Unlimited events

Dedicated support & SLA

Custom integrations

[Talk to Us](#)

Why the redesign is better?



Original:

No pricing explanation → Features



Re-design:

Plans → Features → Price → CTA

The redesign gives visitors a clear understanding of the plan structure and helps them make faster decisions.

What changed



Elements

Added transparent pricing

Tiered pricing model

Recommended plan



What changed

Added a Starter, Growth & Enterprise pricing.

Introduced plans for different business needs.

Highlighted Growth as "Most Popular."



Why

Makes costs clear upfront.

Helps visitors find a suitable option.

Provides a clear starting point.



Psychology

Price transparency + Decision clarity

Choice architecture + Self-segmentation

Anchoring + Choice guidance



CRO impact

Reduces uncertainty and builds trust.

Improves plan relevance and decision-making.

Reduces decision friction.

FAQ

Questions, answered.

01 How long does setup take?

Most teams are up and running within a day — connect your data sources and Avenue starts surfacing signals immediately.

02 What tools does Avenue integrate with?

03 Is our data secure?

04 Do we need a technical team to use Avenue?

Why it's better :



No FAQ → unanswered objections → potential hesitation



FAQ + progressive disclosure → clarity → confidence → higher conversion potential

The right information at the right time removes friction and builds trust.

Key Takeaways



CRO

Original:

No FAQ section → common objections and questions remained unanswered.

Redesign:

Added FAQs to remove uncertainty and address objections before conversion.

Reduces friction by giving prospects quick answers without leaving the page.



Psychology

Original:

Reduces uncertainty.
Answers concerns around setup, security, integrations, etc.

Cognitive ease:

Users only open answers relevant to them.

Objection handling:

Resolves hesitation before it leads to drop-off.



UX

Original:

Progressive disclosure keeps secondary information accessible without cluttering the page.

Redesign:

Accordion format makes the section easy to scan and interact with.

Avenue

Run your operations with total visibility.

Manual tracking and scattered tools are no longer enough to keep up with growing operational complexity.

It's time for a system built to catch, assign, and resolve issues before they cost you.

[Request My Access](#)



Real-time

Every signal tracked the moment it happens.



Automated

Rules-based alerts, no manual monitoring.



Accountable

Every issue assigned, tracked, and resolved.

Why it's better :



No final CTA → journey ends without direction



Final CTA → reinforces value → clear next step → higher conversion potential

A clear, guided journey makes the product feel trustworthy and drives action.

Key Takeaways



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