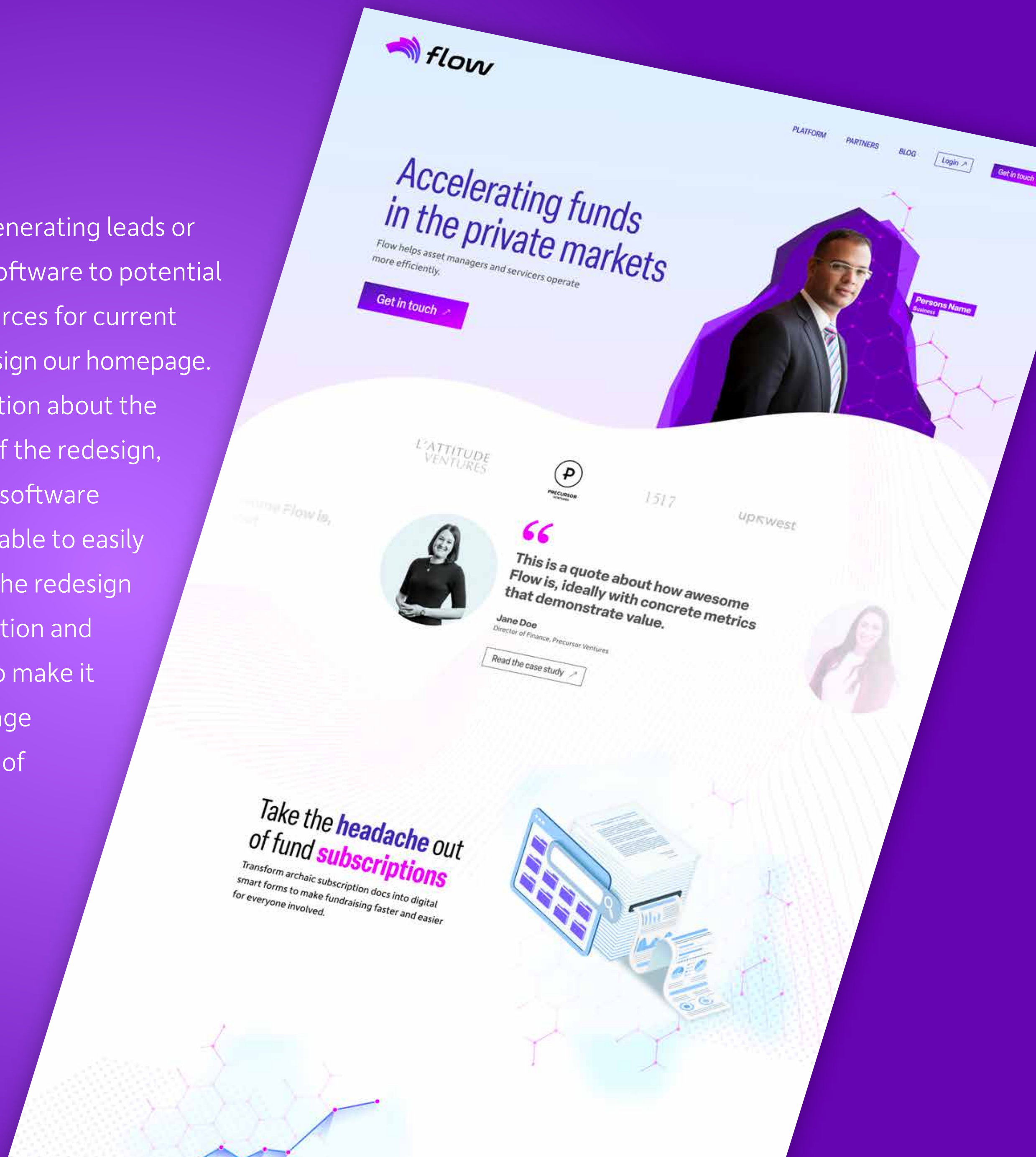


Flow Homepage

Flow Inc. recognized that our homepage was not effectively generating leads or clearly communicating the benefits and features of our SaaS software to potential clients. We also wanted to highlight our blog articles and resources for current customers. In order to address these issues, we decided to redesign our homepage. The new design included clear calls to action, detailed information about the software, and prominent links to our blog articles. As a result of the redesign, We saw an increase in leads and a better understanding of our software among potential clients. Additionally, current customers were able to easily access and engage with the company's blog content. Overall, the redesign allowed us to more effectively communicate our value proposition and engage with our audience. Another goal of the redesign was to make it easier for non-technical team members to update the homepage using a content management system, without requiring the use of engineer time.

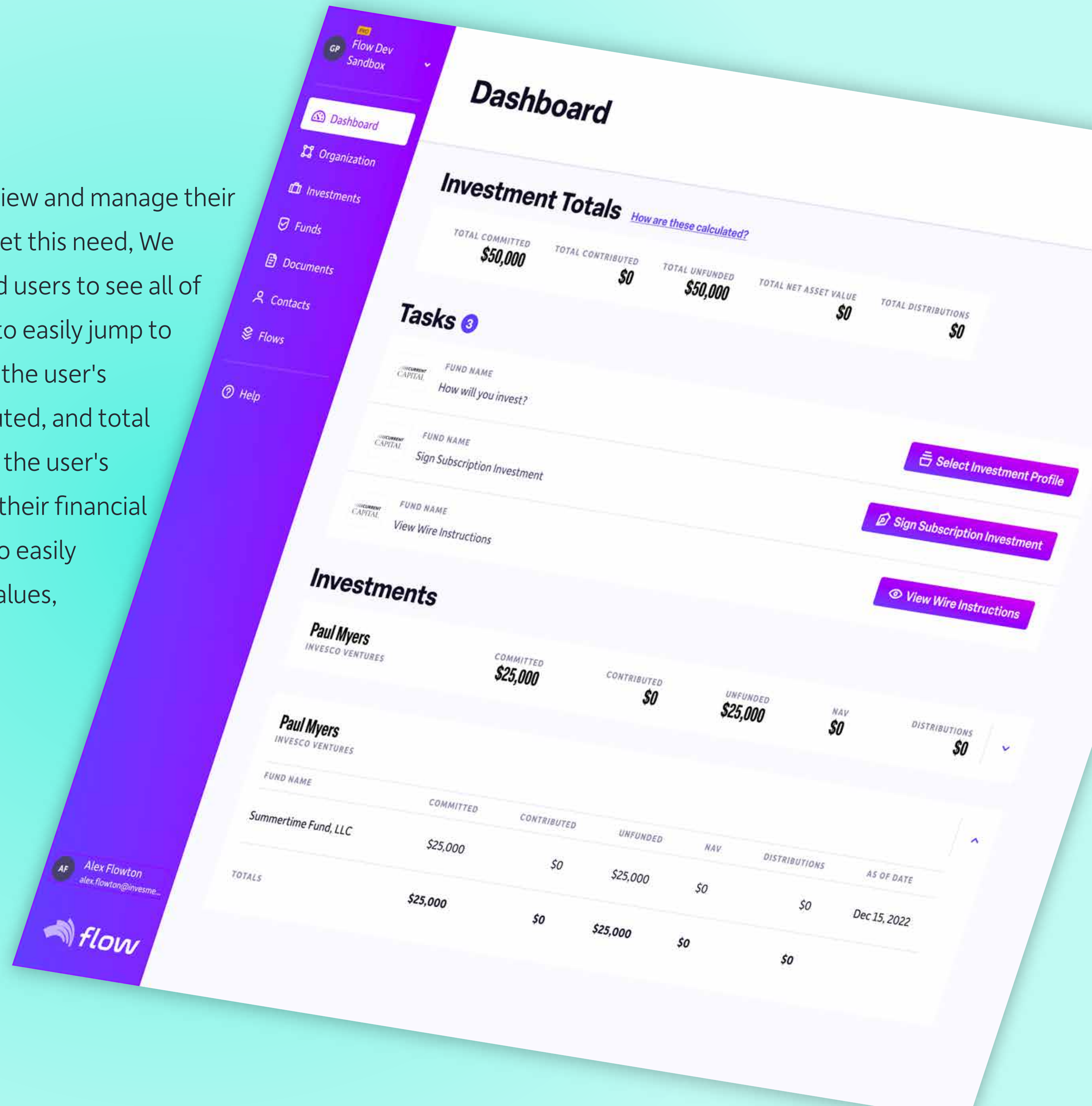
AREAS OF KNOWLEDGE

Discovery (Workshops), Information Architecture, Prototyping / Wireframing, Accessible Design, Stakeholder Buy In



User Dashboard

Flow Inc. needed to provide its users with an easy way to view and manage their incomplete tasks, investments, and account values. To meet this need, We implemented a dashboard feature. The dashboard allowed users to see all of their incomplete tasks in one place, along with the ability to easily jump to those tasks. It also provided a comprehensive overview of the user's investments, including the total committed, total contributed, and total unfunded amounts. Additionally, the dashboard displayed the user's total account value, giving them a clear understanding of their financial status. Overall, the dashboard gave our users the ability to easily manage and track their tasks, investments, and account values, helping them to be more productive and successful.

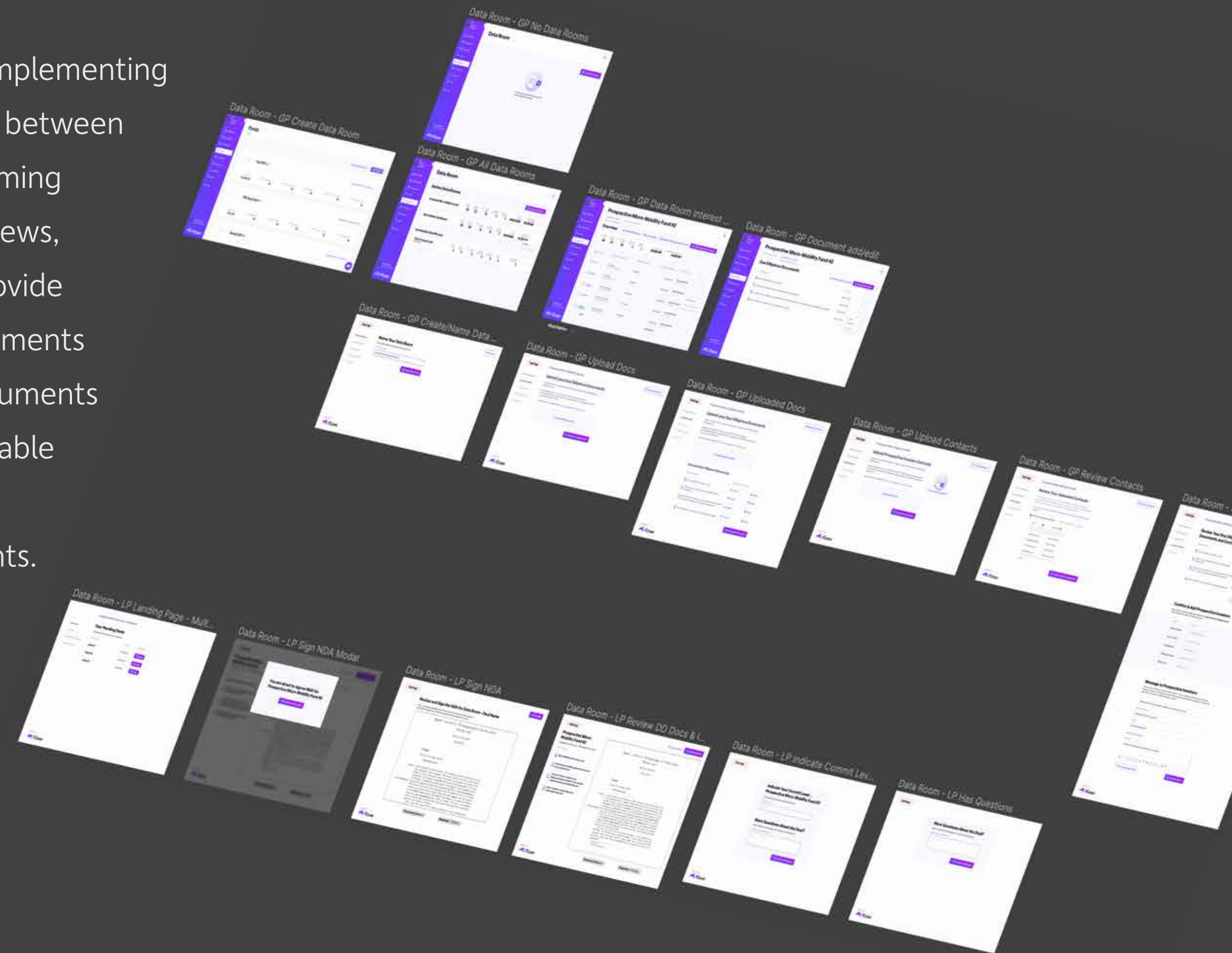


AREAS OF KNOWLEDGE

Discovery (Workshops, User Flows), Design System, Information Architecture, Developer Communications, Prototyping / Wireframing, Software / Product Design, Accessible Design, Stakeholder Buy In

Data Room Design

To remain a market leader Flow Inc. is currently in the process of implementing a data room feature to improve communication and collaboration between General Partners (GPs) and Limited Partners (LPs) regarding upcoming investments. This new feature is being backed by customer interviews, market research, and a clear business need. The data room will provide GPs with an easy way to upload NDA and Due Diligence (DD) documents for review by LPs, who will be able to access and review these documents without the need to create an account. The data room will also enable LPs to sign the NDA electronically, streamlining the process of sharing and reviewing important information related to investments. We believe this new feature will save time and improve efficiency for both GPs and LPs, and it was an exciting feature that needed to be brought to the platform.



AREAS OF KNOWLEDGE

Discovery (Workshops, Personas, User Flows), Information Architecture, Developer Communications, Prototyping / Wireframing, Software / Product Design, Accessible Design, Stakeholder Buy In