



About

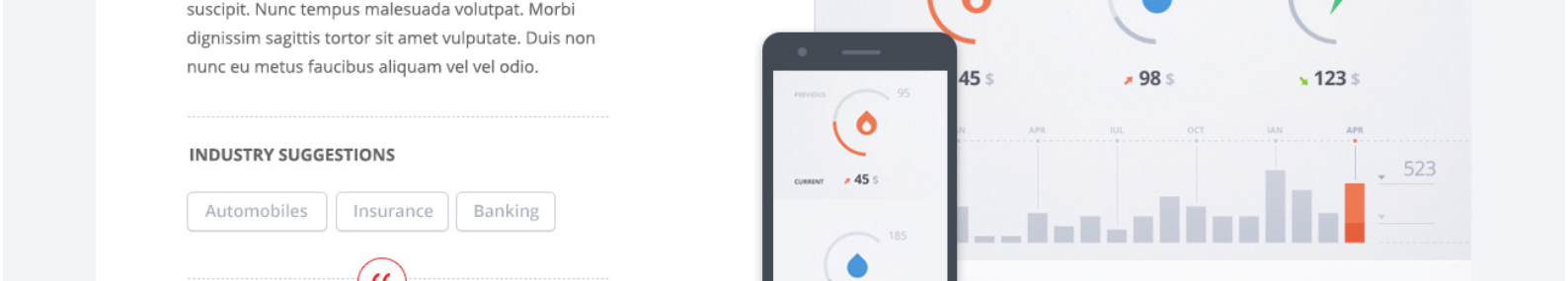
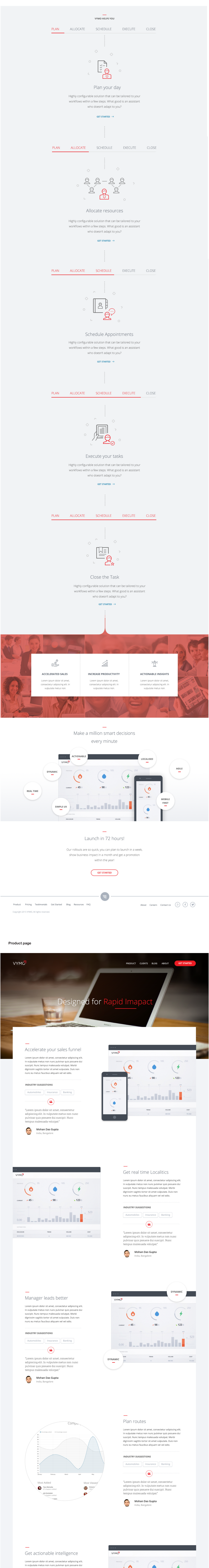
Vymo is a personalized enterprise assistant that helps you schedule meets, communicate with your clients and peers, and organize and plan your work on the go.

My Line of Thought

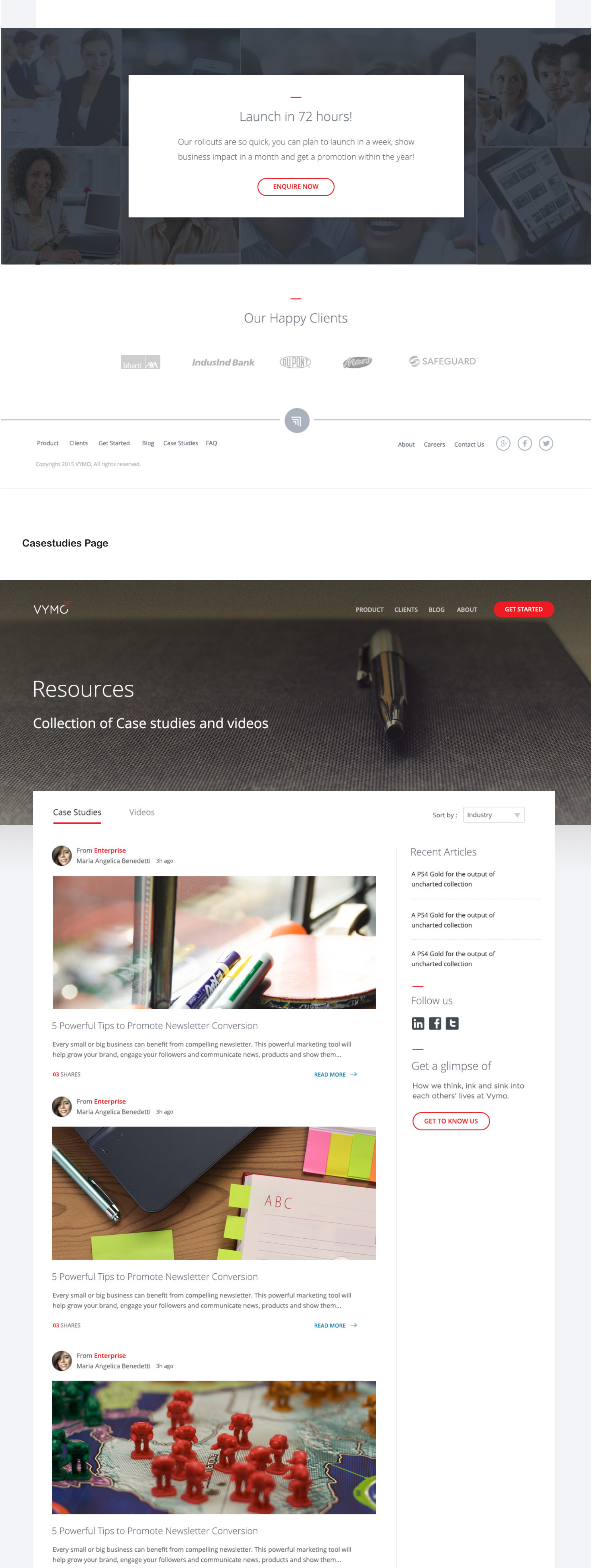
- What is Vymo? - Since the name doesn't ring any bells, the homepage needs to downright tell you what Vymo is and what it can do for you and also lead you to the inner pages that elaborate in detail.
- Product Features - The features that make you want to get Vymo and why you need it in the first place (clearly broken and explained in a gist)
- Revenue Returns - Since it is targeted at business that require sales reps, it is quintessential that the business financially benefits from Vymo. So the whole tone of the site had to be a returns on investment.
- Case Studies - This is pivotal in establishing trust and credibility. A simple hierarchy for headlines and the main body of text was adopted in order convey in points rather than in paragraphs along with supporting graphs.
- Blog - A blog always conveys depth of knowledge and research, which is even more important for a product like Vymo that is just being launched in the market. A one column layout was adopted along with keywords displayed in boxes for easy scanning.

Design

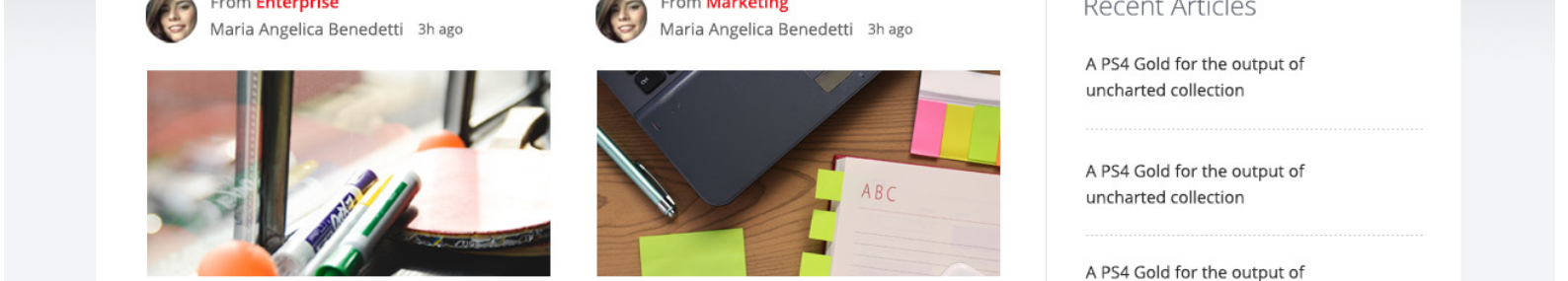
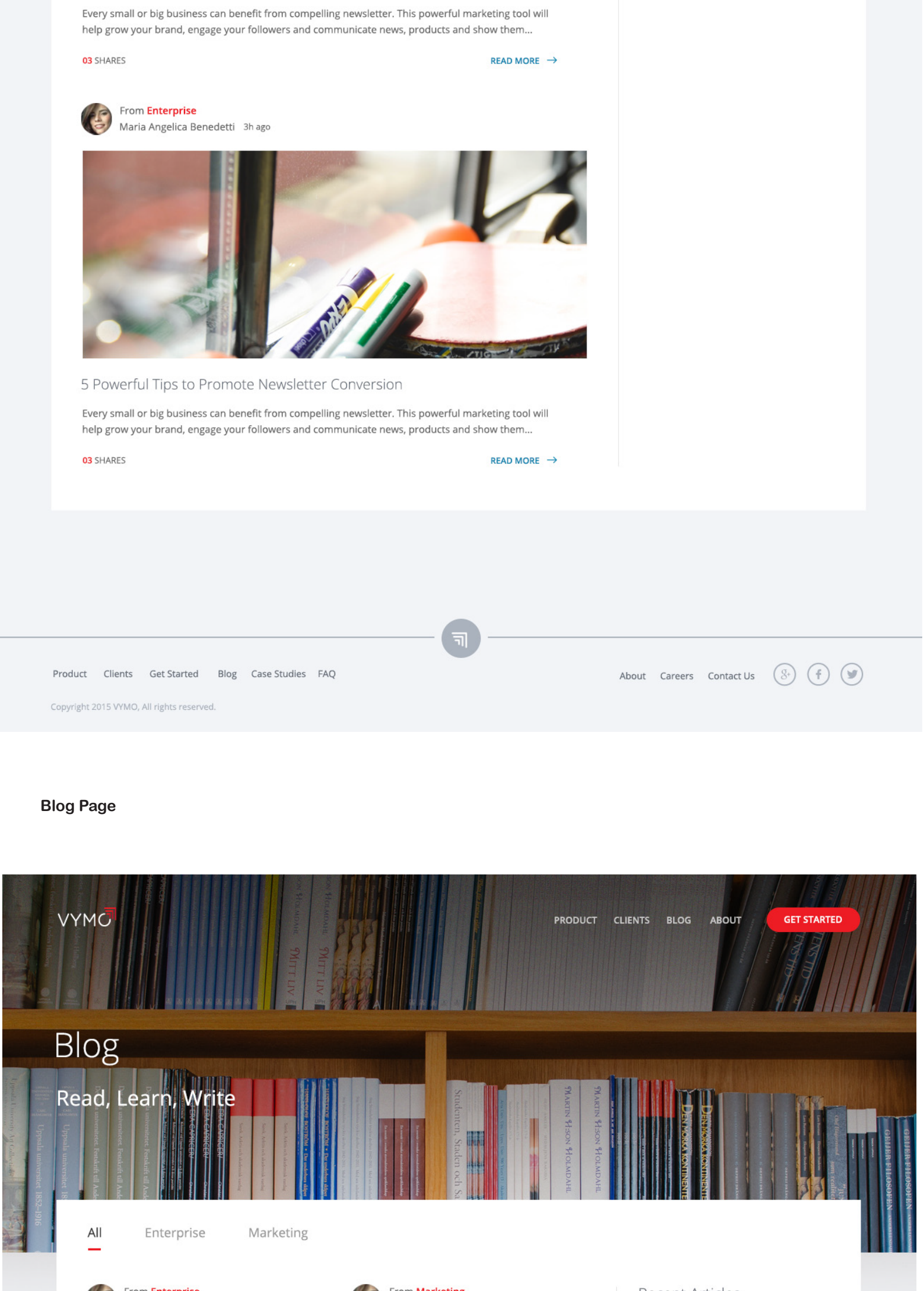
Homepage



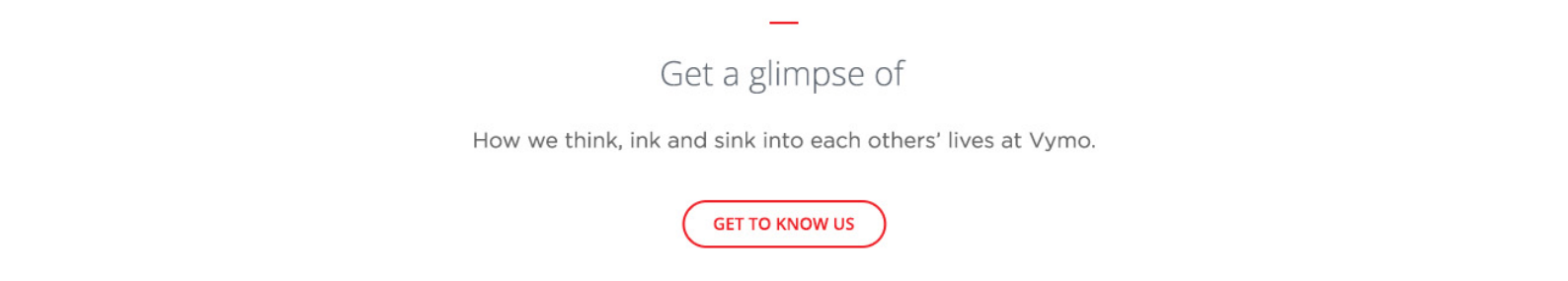
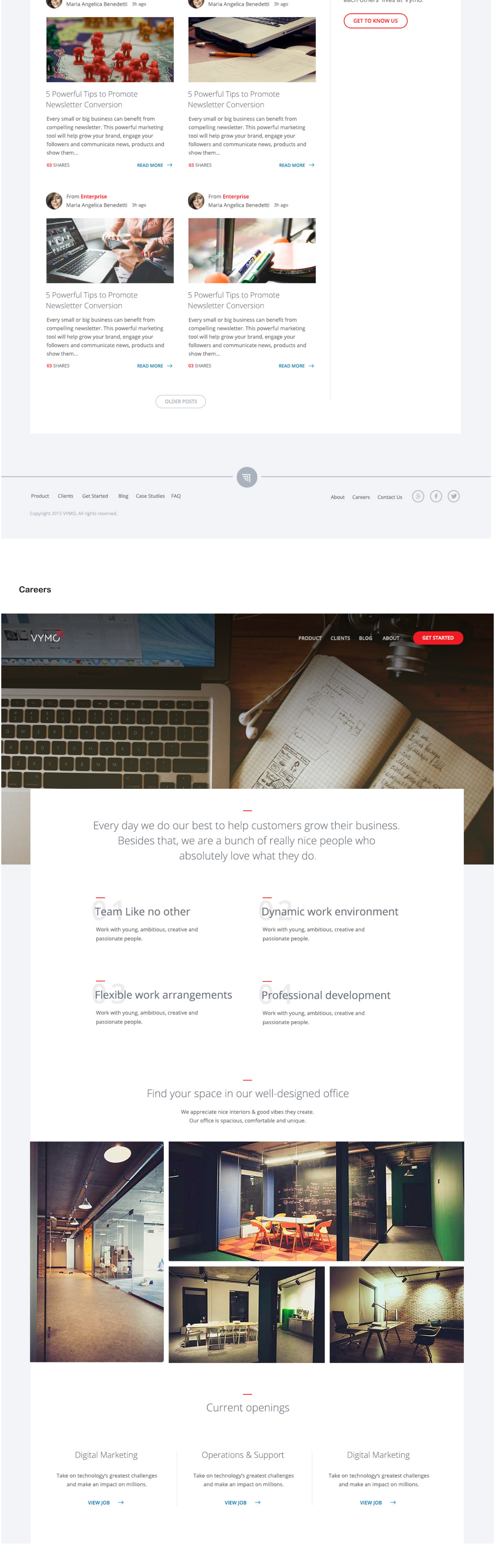
Product page



Casestudies Page



Blog Page



Careers

