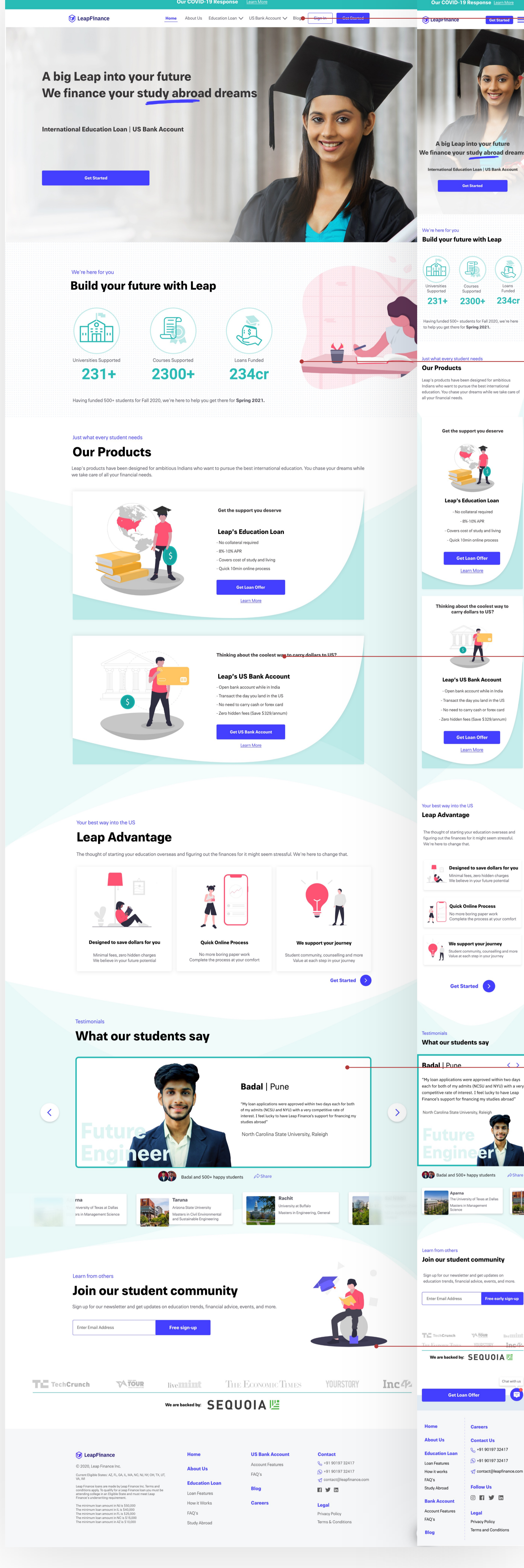


# Leap Finance - Home Page

## Analysis:

Mapping of issues with the exiting design of the landing page



**Transition Glitch**  
On hover keep the text regular and not bold

**Banner Image + Copy**  
Change image to match the website theme

**Stats Section**  
Can be made less elaborate - currently adds to 10% drop-offs

**Copy**  
Can be eliminated

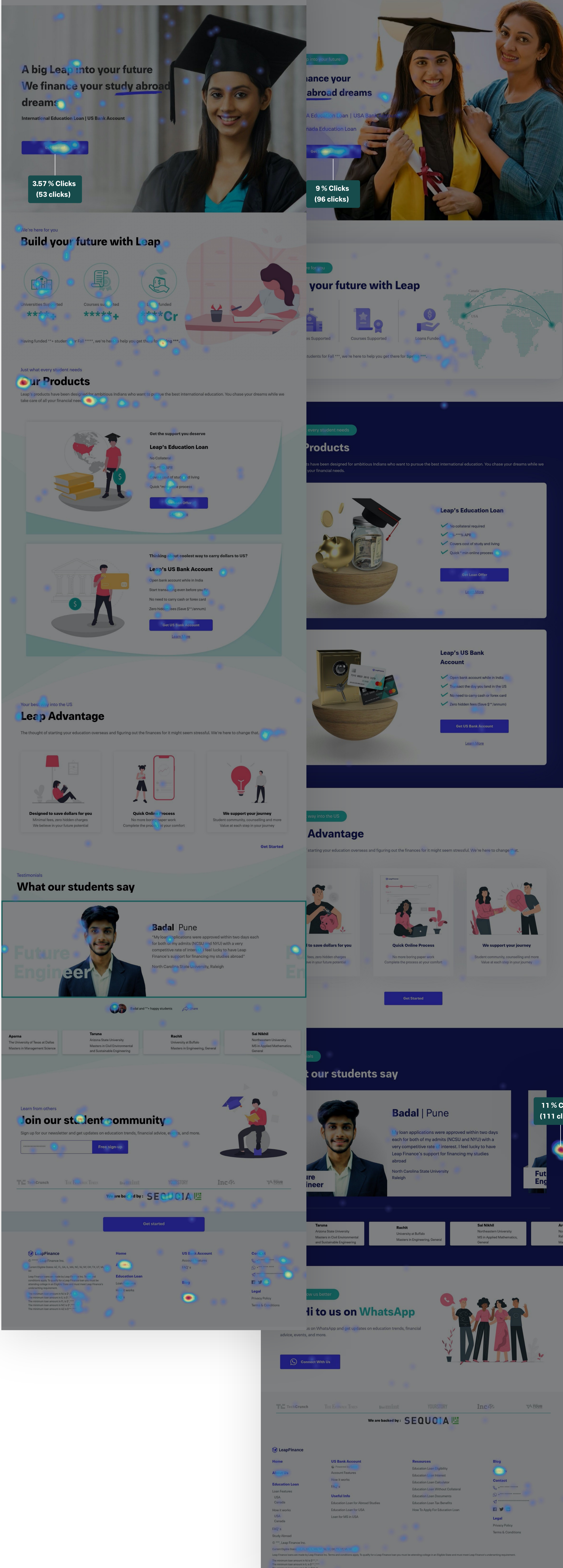
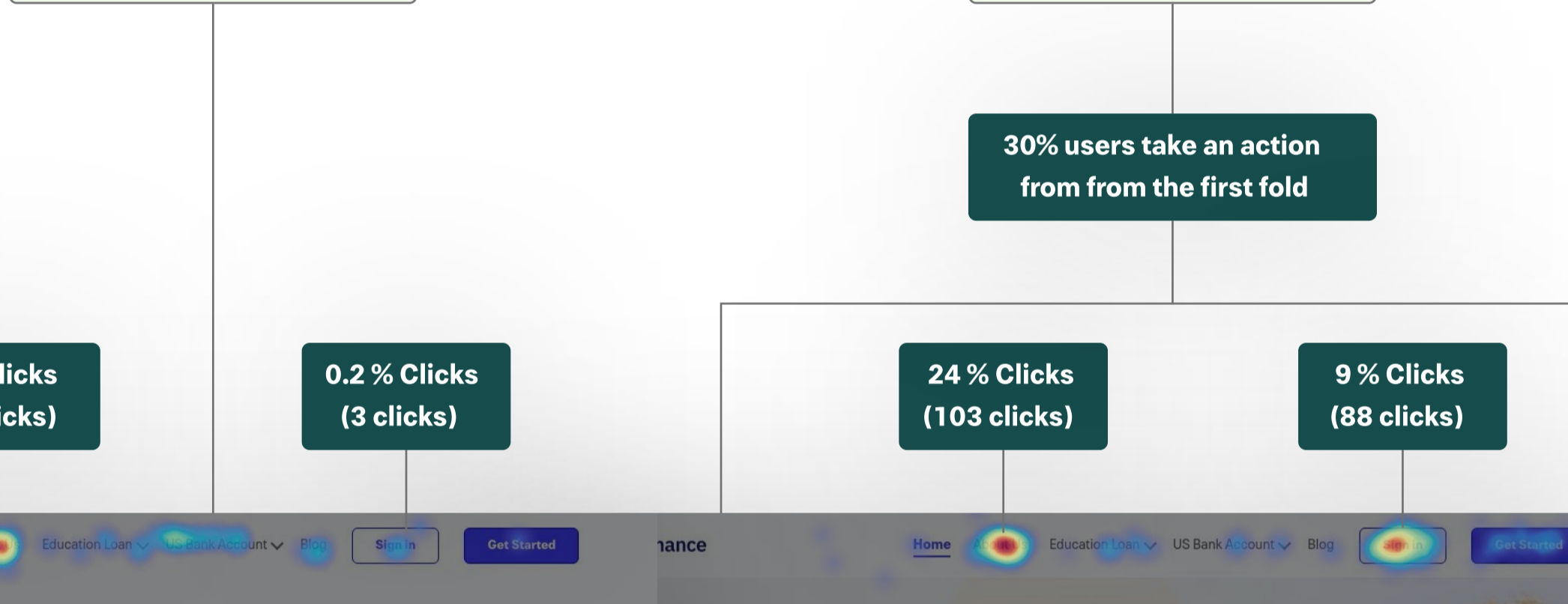
**Section Design**  
Cards can be made side by side

**Design**  
Replace with LeapScholar design

**Section**  
Can be eliminated as there have been no clicks

## Revised Landing page design

Comparison: Old VS new design  
Impact in the engagement



**3.57% Clicks**  
(53 clicks)

**9% Clicks**  
(96 clicks)

**30% users take an action**  
from from the first fold

**2% Clicks**  
(31 clicks)

**0.2% Clicks**  
(3 clicks)

**24% Clicks**  
(103 clicks)

**9% Clicks**  
(88 clicks)

**11% Clicks**  
(111 clicks)

**Hi to us on WhatsApp**