



LONDON, UK 2020

WEBSITE DESIGN AND WEB
DEVELOPMENT FOR
FRIDAYPULSE

**SOFTWARE TO SUPPORT
EMPLOYEE WELLBEING AND
MAINTAIN TEAM MORALE**

Pixel-perfect website web development, built on top of
WordPress, tightly integrated with Hubspot's Marketing features.



FridayPulse is a London software as service startup with a mission to provide a positive change for everyone - from employees to team leaders and CEOs.

FridayPulse uses “**State of the art wellbeing measurement**” (as quoted by Nobel-prize winner **Daniel Kahneman**), to help companies and employees to be more productive and happy.

FridayPulse employs real science and advanced algorithms that help them achieve near-perfect measurements. All of it, built on top of Ruby on Rails.

We were called in at a time when they had built a strong business model and a steadily growing user base. Unfortunately, their website was built on Hubspot and was drastically limited by Hubspot's basic web design ecosystem. This was something we wanted to break free from.

As we were building a platform from the ground up, we had a lot of space for creativity and new ideas to create a new customer funnel and increase conversions.

The screenshot shows the FridayPulse website interface. At the top, there is a navigation bar with 'FREE OFFER', 'FEATURES', 'CALCULATOR', and 'BOOK A DEMO'. The main heading is 'THE VALUE OF RESILIENCE' followed by 'Avoid losing \$1,000,000 this year.*' and 'Build resilience in your business now.' Below this is a calculator form with the following inputs: 'My business is based in: United Kingdom', 'Average annual salary: 55,000 £GBP', and 'Employees: 437'. The results are displayed in a blue box: 'LOSSES AVOIDED £559,768', 'INVESTMENT £83,986', and 'Your Total Resilience ROI £560,000 *this year'. To the right of the calculator, there is an illustration of a person standing on a stack of coins, holding a large red pound coin, with another person standing next to a large green calculator.

Employee wellbeing and team morale are the foundation of business resilience.

It is imperative we do not overlook the human challenges of the current coronavirus crisis.

Our Resilience Calculator estimates the monetary value currently at risk from lower productivity and a lack of innovation.

The figures speak for themselves. Invest in your people today to avoid future losses.

The screenshot shows a section of the FridayPulse website. It features an illustration of several smiling faces with different expressions, surrounded by people in business attire. Below the illustration, the text reads: 'Track how your employees feel. Take your employees' wellbeing seriously, every week.' To the right, there is a quote from Nic Marks, Founder & CEO of Friday Pulse, stating: 'Happiness is the ultimate People KPI'. Below the quote, it says: 'It predicts if teams, organizations – even nations – are building a better future. When companies use the Happiness KPI™, they report stronger growth and'.

NIC MARKS
FOUNDER & CEO, FRIDAY PULSE™

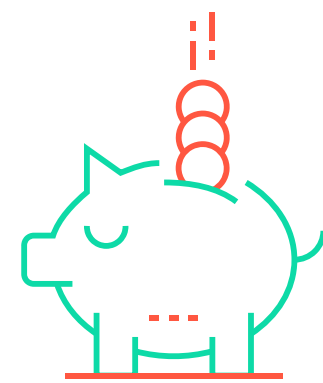
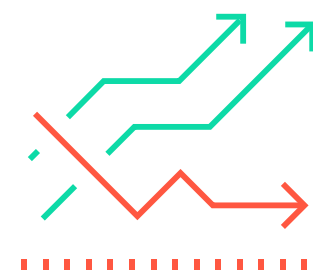
“**Happiness is the ultimate People KPI**”

It predicts if teams, organizations – even nations – are building a better future. When companies use the Happiness KPI™, they report stronger growth and

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AMBITION

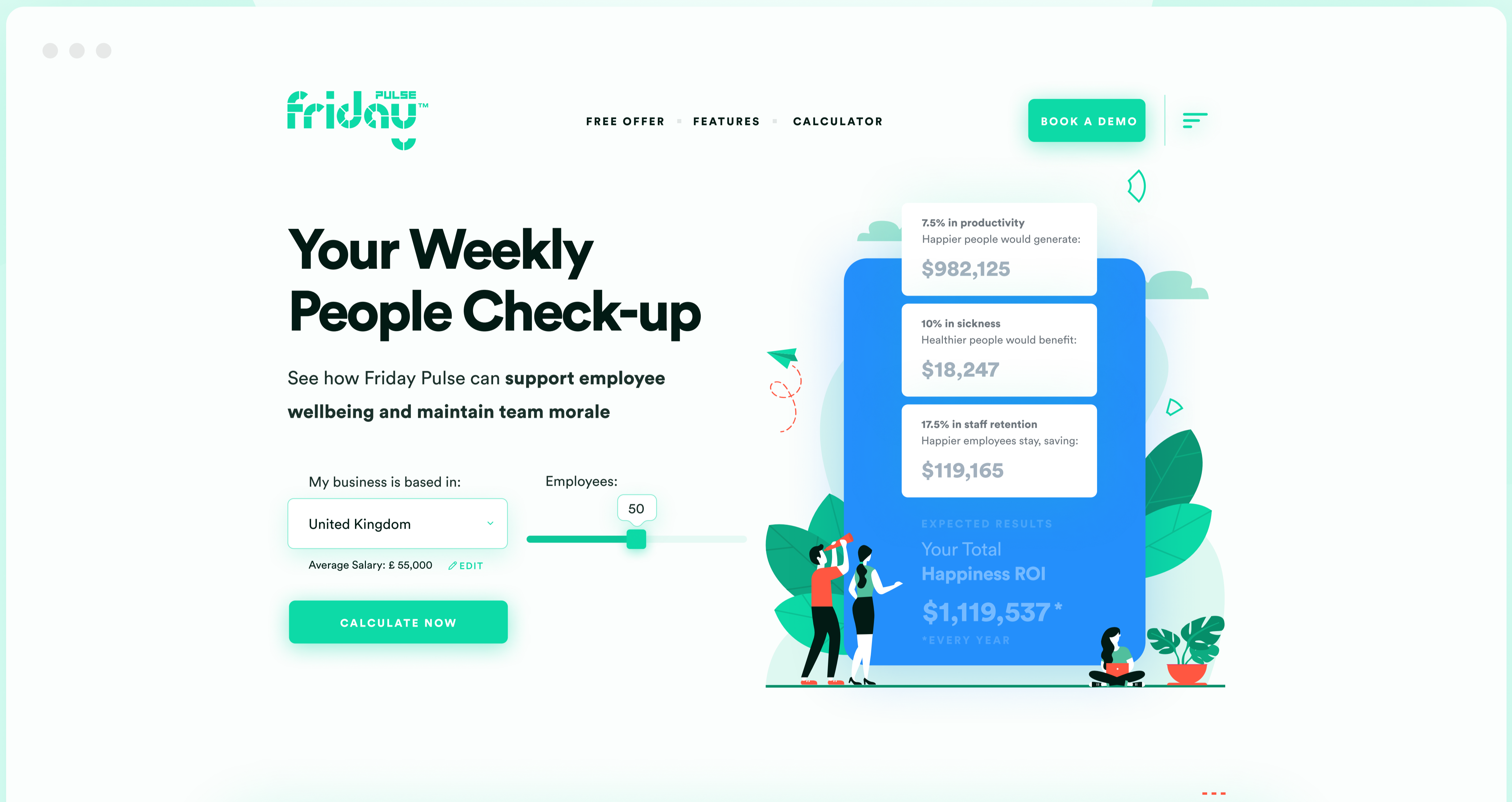
As the website was an extension of Friday's brand, it had to implement certain aspects of the brand experience (e.g. happiness, productivity) along with meaningful user interactions, in other words, the website was supposed to be an elevated brand experience.



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CHALLENGE

The main challenge was keeping the user onto the site long enough to make a conversion possible. FridayPulse has a great product, but as the people developing it are scientists, it lacked elements to generate steady conversions.

We had to transition the user into a sales funnel where we could make our value proposition and make the user want to know more about the actual product. At the same time, we had to provide an enjoyable experience consistent with Friday's brand.



How happy are you at work?

In turbulent times, happiness might feel like a stretch. However, it's vital not to overlook the human challenges. Staying positive and measuring the impact of unprecedented change including remote working strategies is essential for survival.

When people remain positive, they cope better with change.

Your employees' feelings are the source of valuable data. By tracking positive and negative emotions and systematically collecting feedback, Friday Pulse provides real-time insights on individuals, teams and your organization as they adapt to a new reality.

And you measure it every week, via your own personal dashboard.

At the core of the experience were awesome custom-made Illustrations, micro-interactions, graphs, video content, and interactive widgets.

The ROI Calculator is the central attraction of the user experience. It allows the user to calculate the ROI of using the product through a real-time, detailed breakdown of each of the following indicators: productivity, staff retention, and sickness leaves.

Additionally, we created rich content on the website further promoting the product: freebies, insights, graphs, blog posts.

My business is based in:

United Kingdom

Average annual salary:

55,000 £GBP

Employees:

437

Min. 50 Max. 1,000



Build resilience and avoid losses

LOSSES AVOIDED
£559,768

INVESTMENT
£83,986
costs for implementing Friday, with a servicing allocation

Your Total Resilience ROI
£560,000*
*this year

7.5% in productivity
Team morale will protect:
£490,000

10% in sickness
Higher wellbeing will avoid:
£10,000

17.5% in staff retention
Engaged employees stay, saving:
£60,000

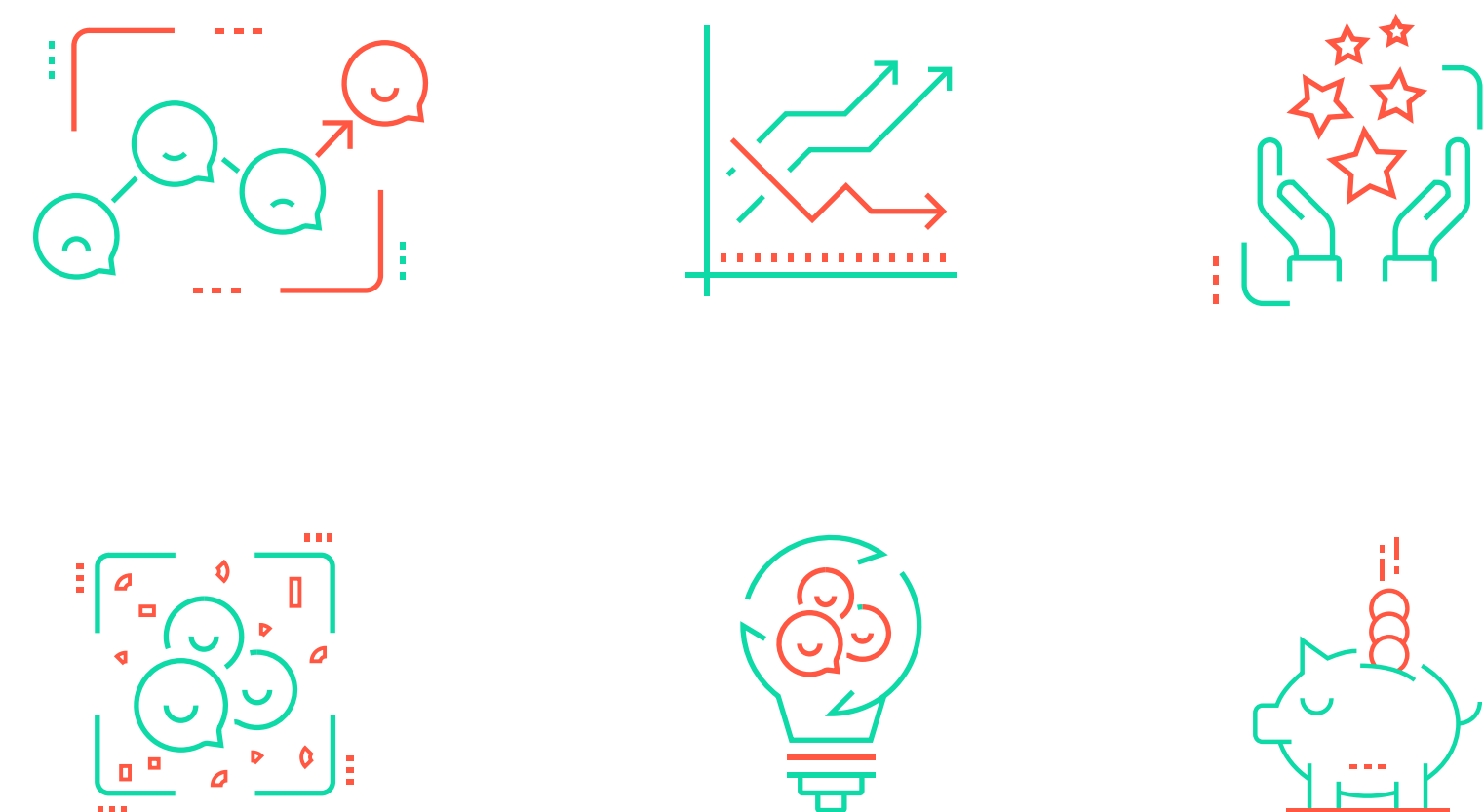
The brand name was changed from Friday to FridayPulse so that we could move away from the mundane weekday name and generate instant recognition. The color scheme was upgraded to a palette that better represents the brand and, provides a solid foundation for designing semantically rich interfaces that better suit our audience.

The FridayPulse brand evolves and becomes centered around the human being. Andromorphic illustrations depicting desired emotions become a natural choice throughout the presentation decks, website, landing pages, and all other marketing collaterals.

ILLUSTRATIONS



ICONOGRAPHY



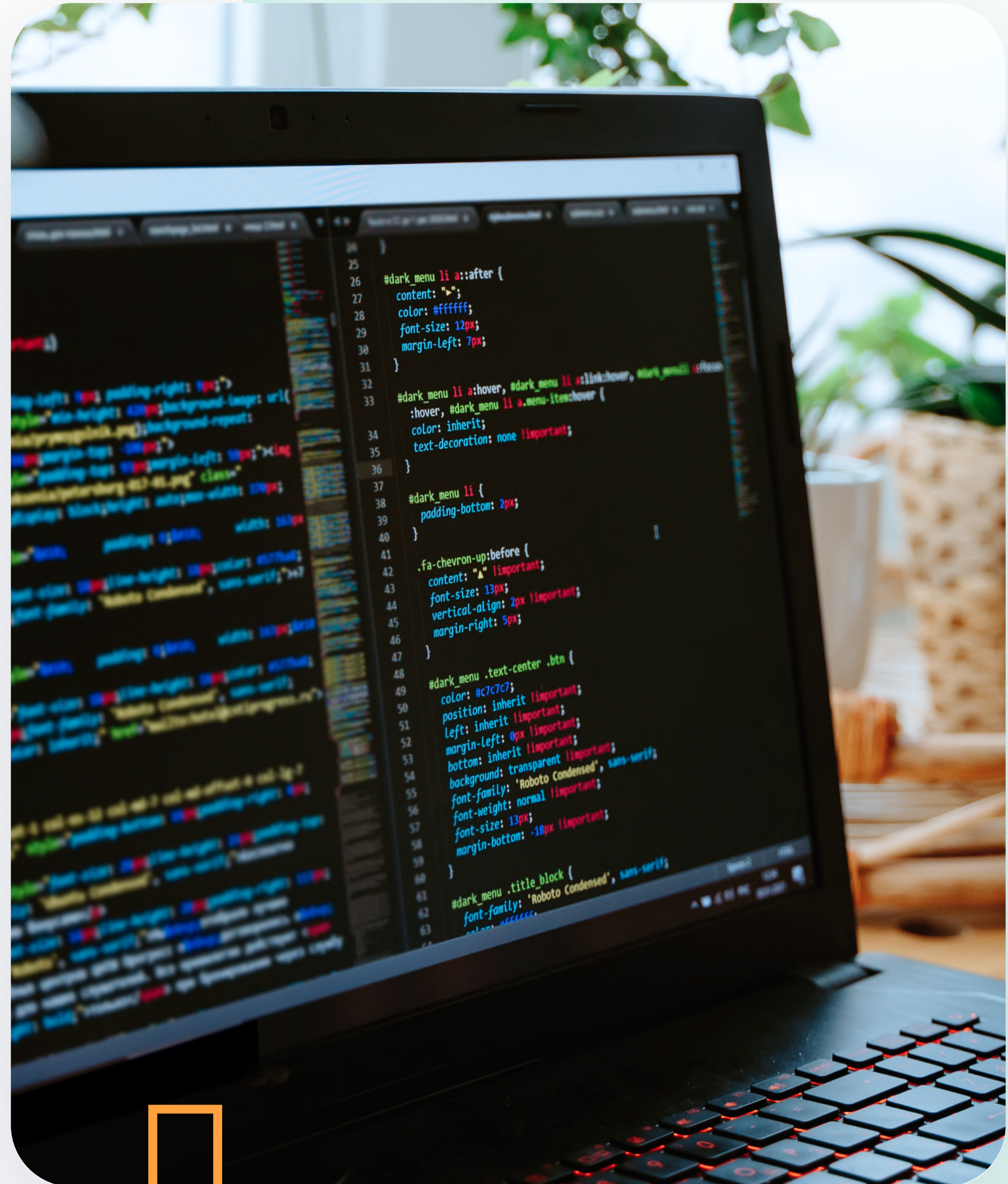
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TECHNOLOGY

It's always nice when a client has a technical team with a good understanding of what makes a product great.

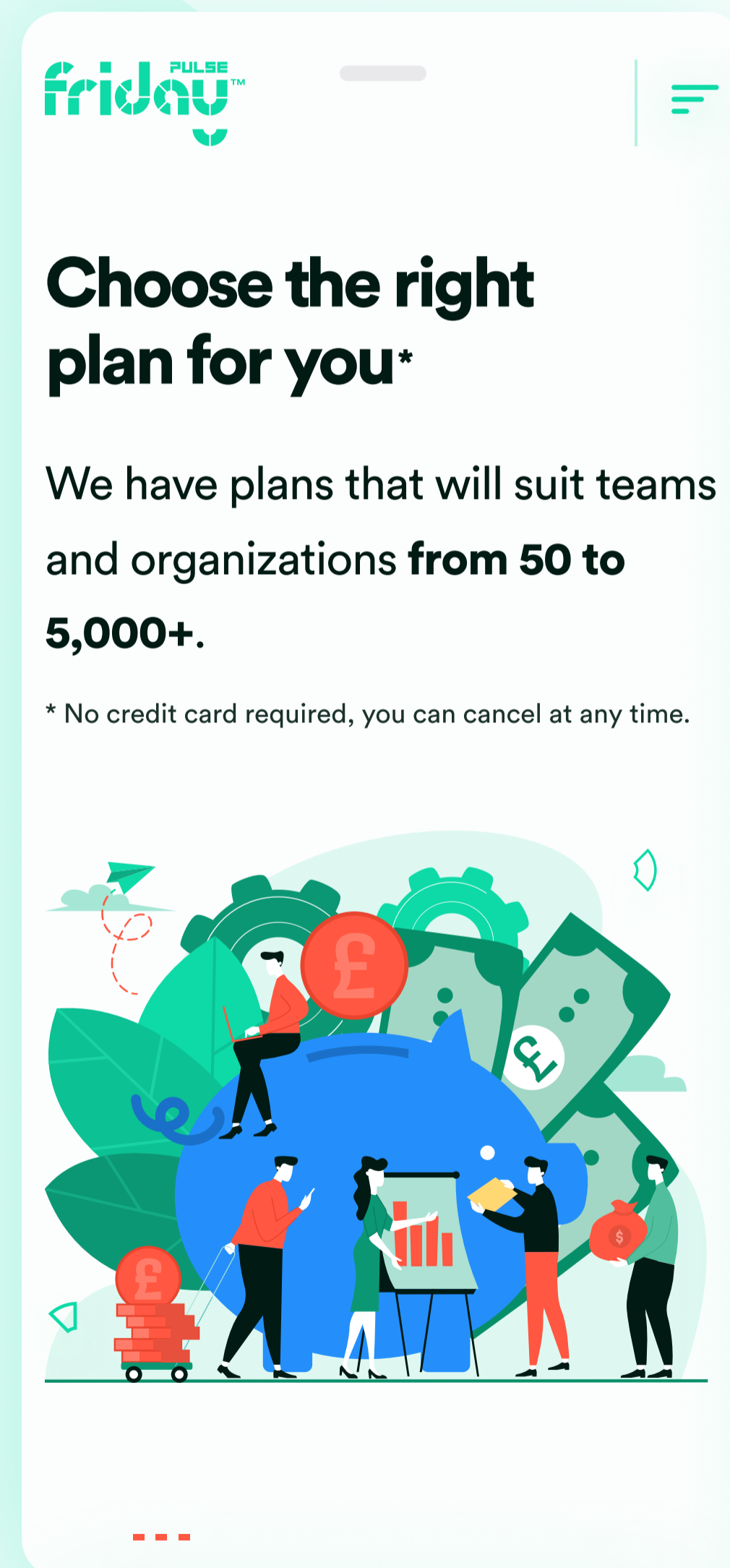
We started with the frontend and implemented our custom build system (You can check it out here: <https://graffino.ninja>) built on Webpack. We used SCSS as our flavor of choice CSS pre-compiler, accessible ARIA HTML5 and vanilla ES7 JS (JavaScript) to create the frontend.

As the client was used to WordPress, we built from the ground up a custom theme for them, featuring custom widgets, custom Gutenberg blocks, and other bells and whistles to make administering the site a breeze.

Lastly, we built a custom HubSpot integration for the ROI Calculator and other forms, along with some clever automation to boost conversions. Hubspot is a great tool to grow Friday's business and they weren't using it as a holistic strategy for their online presence.



As 30%-40% of their users come from mobile devices, we made sure the responsive experience is smooth and doesn't sacrifice desktop functionality. Since a mobile device offers much less "real estate" to work with, keeping the extensive calculator complete but user-friendly was one of the top challenges.



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OUTCOMES

“THE WEBSITE MET ALL REQUIREMENTS AND HAS MINIMAL BUGS AND ISSUES. GRAFFINO IMPLEMENTS AN EFFECTIVE AND THOROUGH DEVELOPMENT PROCESS. **THEY MAINTAIN DAILY CONTACT AND ARE RESPONSIVE TO ALL REQUESTS. THEIR TEAM WAS EASY TO WORK WITH AND ACCOMMODATIVE WITH TAKING SCOPE CHANGES IN STRIDE.**

NICOLA PALLETT

Marketing Director, Friday Pulse

