Section	Userflow	Jobs	Goal (Metric)	Page	Photo	Link	Observations	Recommendations	{Stakeholder} Notes	Severity	Effort	Status
Website	Hero section	I want to see relevant information without having to keep scrolling	CTR	Homepage	We Are Your Trusted Pathway to Global Opportunities: Achieve 98.5% Visa Success with Expert Guidance from ICaS Travels.	https://icas.com.ng/	The hero section wasn't offering enough value to visiting users	Improve the content and showcase best selling service to help with users retention	No note	High	High	Done
Website	Our services	User want to scan and read the services you offer as a company	CTR	Homepage	Our Assisted Services Visa Guidance and Support University Services Services Company	https://icas.com.ng/	The services section was too long and not scannable	We improve the content writing and use image to tell better story for users	No note	High	High	Done
Website	Testimonial	The Testimonial section should have a nice layout and structure to it	CTR	Homepage	Testimonials With more than 19 years of experience, over AUSD hours of personalised consultations and over 400 Septement inside that he are useful for irrest and than for home a sentified either those hours occurred or experience of the image than the Cold Testing. The Cold Testing of the Cold Testing o	https://icas.com.ng/	The testimonial section had screenshot making this section look clumsy	We improve the the overall design of this section and make it look professional	No note	High	High	Done
Website	Book now	The Cta should be clear and easy to see with scrolling so much	CTR	Homepage	Book a Station Printer Controls 1100	https://icas.com.ng/	This was the only Cta on the homepage, not good enough for user retention	Add more Cta buttons to the homepage.	No Note	High	High	Done