

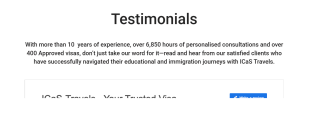
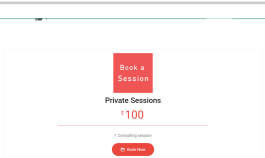


Section	Userflow	Jobs	Goal (Metric)	Page	Photo	Link	Observations	Recommendations	{Stakeholder} Notes	Severity	Effort	Status
Website	Hero section	I want to see relevant information without having to keep scrolling	CTR	Homepage		<a href="https://icas.com.ng/">https://icas.com.ng/</a>	The hero section wasn't 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		<a href="https://icas.com.ng/">https://icas.com.ng/</a>	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		<a href="https://icas.com.ng/">https://icas.com.ng/</a>	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		<a href="https://icas.com.ng/">https://icas.com.ng/</a>	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