

Our goal through this contest is to create A/B tests to find the best design for increasing sales (conversions) on our website. It will be important to use your knowledge of design principles that increase sales conversions. Here is a good example article to read if you've never heard of A/B testing:

<https://blog.kissmetrics.com/psychological-principles-converting-website/>

If you want to dive a little deeper, you can also check out

<https://www.youtube.com/watch?v=Eh00PoR76NY>

That video is quite long though.

Creating trust through the website design is also important. I think our website likes in this area and with even minor changes we could dramatically improve our customers' trust in us. Including showing that the site is secure for credit card payments, that we accept paypal, that we have live customer support, a phone number, address, an improved about us page, etc. Better images, such as real images and fewer renders might also help. Please use such principles, including others I haven't mentioned, to increase our websites trust factor.

Only the pages <http://printm3d.com/themicro> and <http://store.printm3d.com> should be focused on but you can make new pages like a new about US page or something to meet the goals of this new design.

Any portion of the content of <http://printm3d.com/themicro> can be changed.

For the store.printm3d.com page, we've been making some design changes. Please see attached for our latest design of that page.

The Free shipping banner only shows in the US.

I'm much more concerned with <http://printm3d.com/themicro> than the store page.

You can make large changes to the header and footer, but if you do so it must have a good reason in the explanation because such changes will be much harder to implement. I prefer your changes be made to the main content. We can change the entire site layout at a different time but you might win if you convince me otherwise.

Because we have not done A/B testing yet, we need to come up first with large exploratory changes, then make smaller and smaller refinements to find the most effective design. Help us design our A/B tests by creating at least one improved design. If you aren't sure which will perform better (no one can be sure), providing us with multiple likely better designs to test in a series of A/B tests would help us choose your designs. Designs must be compatible with both mobile and desktop browsers. Both platforms are equally important to us.

Any images or content you provide should be usable (copyright free) but you can provide a copyrighted image if you think we can likely duplicate it without too much trouble. If it's too much trouble and your image is too critical to the design, your design may not be selected as a winner.

Thanks for your help!