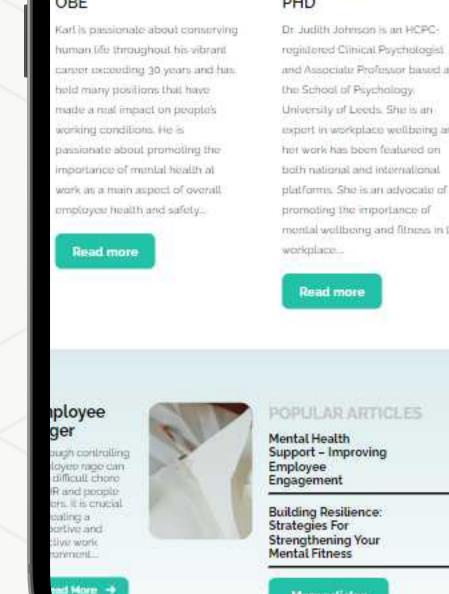
Gallantium

Gallantium is an online platform providing video-based content for mental health support in the workplace. Features include video branding, low-price entry, and a community of like-minded professionals. The platform is designed to be future-proof and cover new workplace topics.

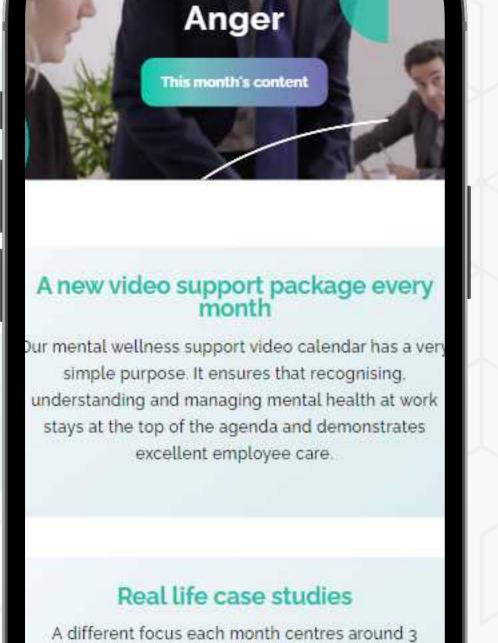






Dr Judith Johnson

Karl Simons



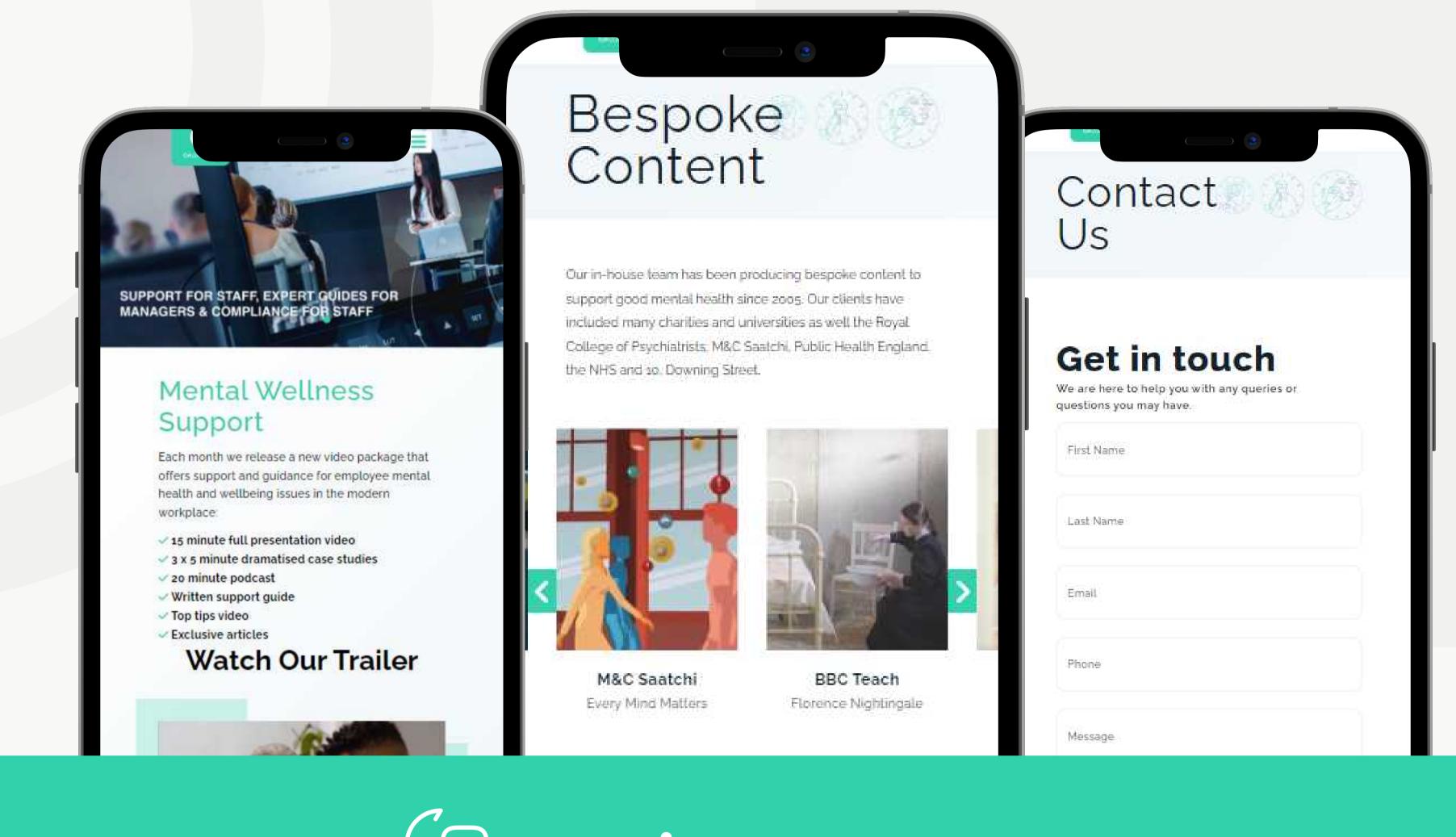
natised case studies based on the experiences of

The Problem

One of the challenges we faced was creating a platform that was interactive and engaging while also being easy to navigate and user-friendly. Additionally, we had to create a subscription based model similar to SaaS to drive free trials and repeat engagement, while also implementing a freemium model to drive brand awareness

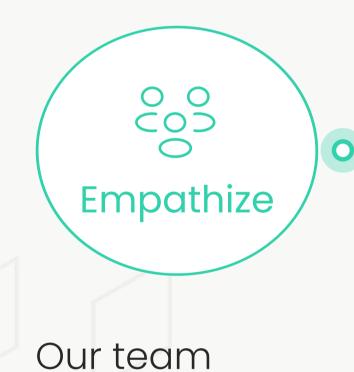
The Goal

Our primary goal was to design and develop a platform that would drive sales, generate revenue, showcase what Gallantium is passionate about, and retain clients to drive a long-term relationship with ongoing business.

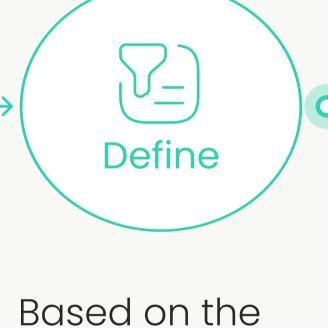


(b) Design Process

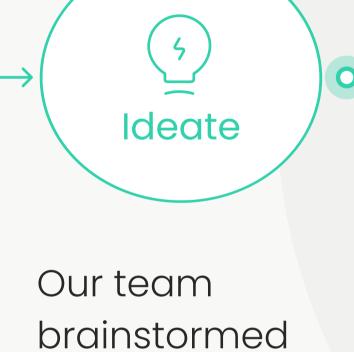
The Design Process section outlines the key steps our team took to bring the Gallantium project to life. From empathizing with the target audience to creating multiple design prototypes, this section provides insight into the design process that resulted in a visually appealing and user-friendly platform.



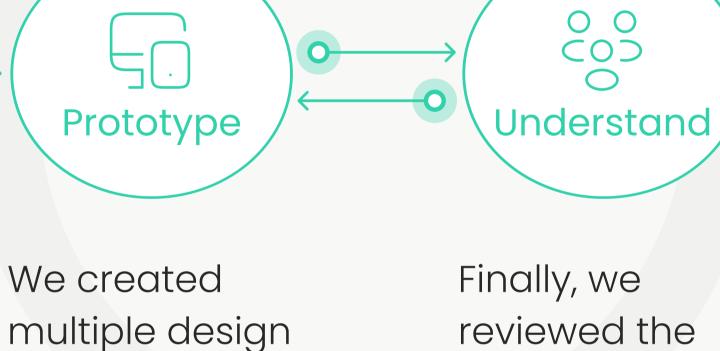
conducted user research to understand the target audience, their needs and challenges, and what they were looking for in a mental health support platform.



user research, we defined the key features and functionalities of the platform, such as videobased content, a video branding



ideas for the platform's visual design, taking into consideration the brand's core message, target audience, and desired user experience.



prototypes and tested them with real users to gather feedback and improve the user experience.

feedback received from users and made design adjustments to create a final product that was both visually appealing and user-friendly.

Results

The platform received positive feedback from users, with many complimenting the interactive and engaging design and userfriendly interface. The platform has met the KPIs set by the client, including the number of visitors, time spent on the website, performance of each page, number of free trial subscribers, conversion rate trial to subscriber, number of subscribers and repeat subscriptions.



Growing **Subscriber Base**

The platform saw a

steady increase in

subscribers post-launch.

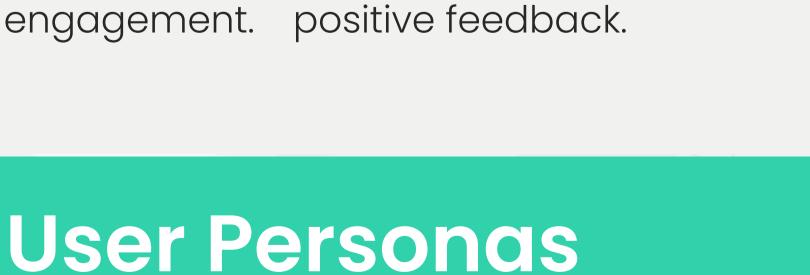


Engagement Video branding configurator led to

increased engagement.



from Users Valuable resource; users provided overwhelmingly





Content Topics Workplace diversity, cultural awareness topics

added; solidifying position.

Hannah is a Human Resource Manager

She has been in her role for 3 years and

company complies with employment

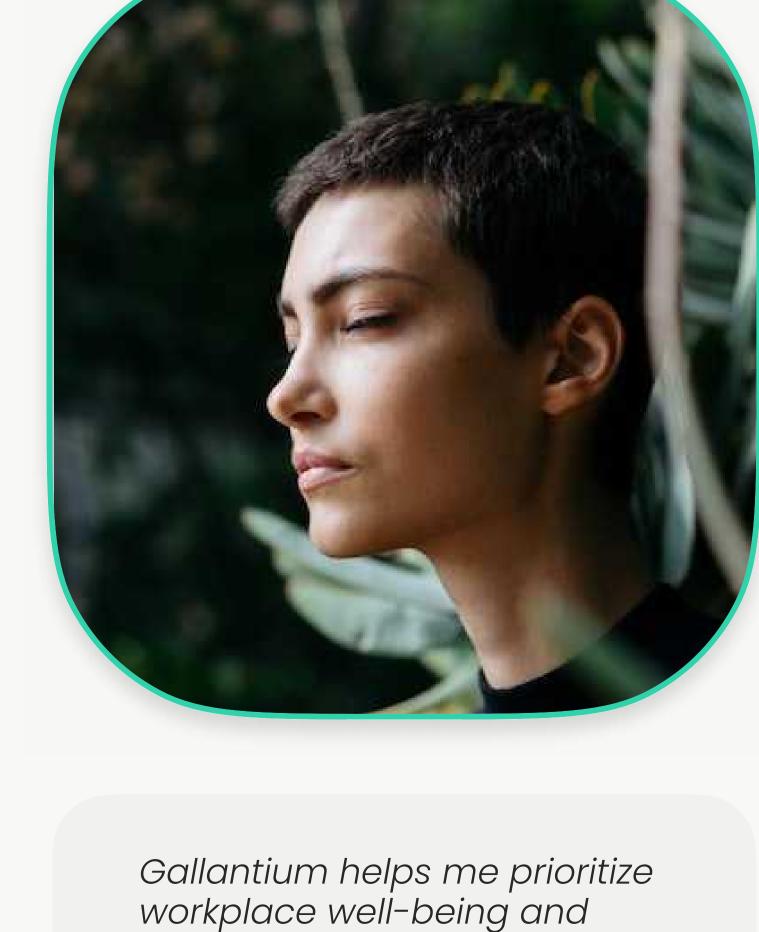
is responsible for ensuring that the

at a medium-sized company.

Bio

laws and regulations.

Goals



Age: 29 **LOCATION:** London **EDUCATION:** University of Edinburgh

OCCUPATION: CEO

safety for my employees.

resources

Connect with a community of likeminded professionals

Improve employee mental health

 Enhance workplace safety and security Increase knowledge and awareness

and well-being Access professional development

of workplace-related topics and issues.

Hifi Mockups

Apple Devices

Ease Price

Comfort

Flexibility

্র Frustrations

resources at work

colleagues and peers

Limited access to mental health

Feeling isolated or disconnected from

Motivations

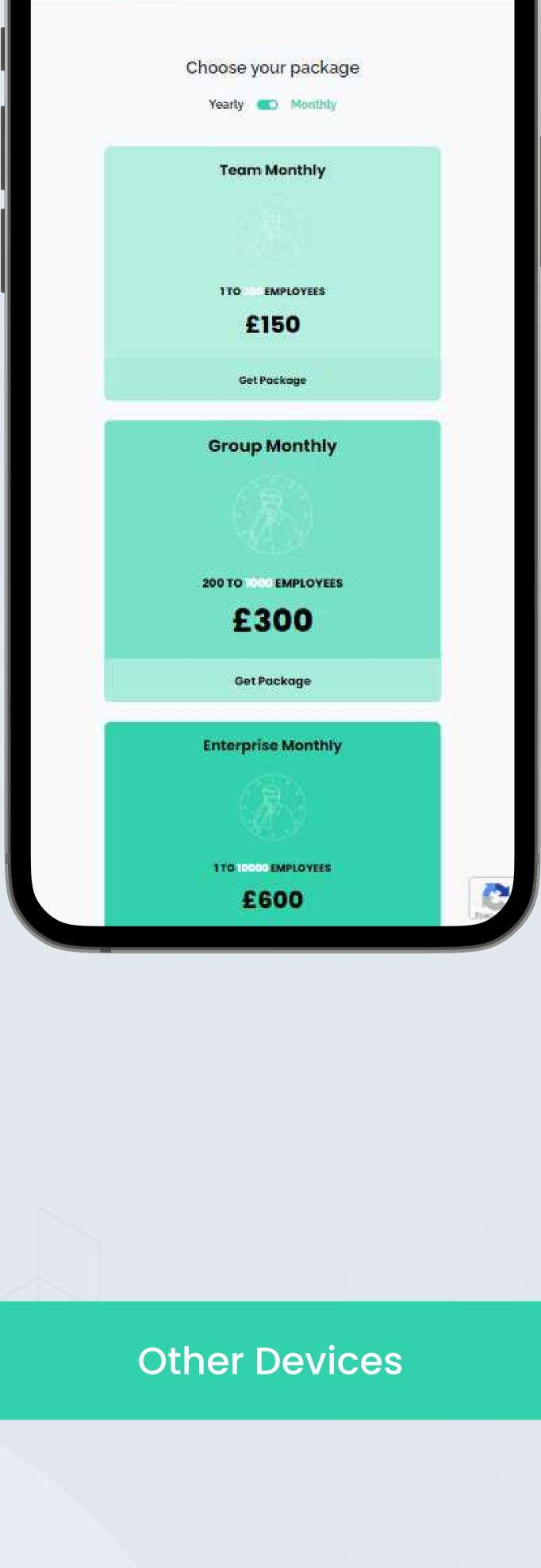
Speed

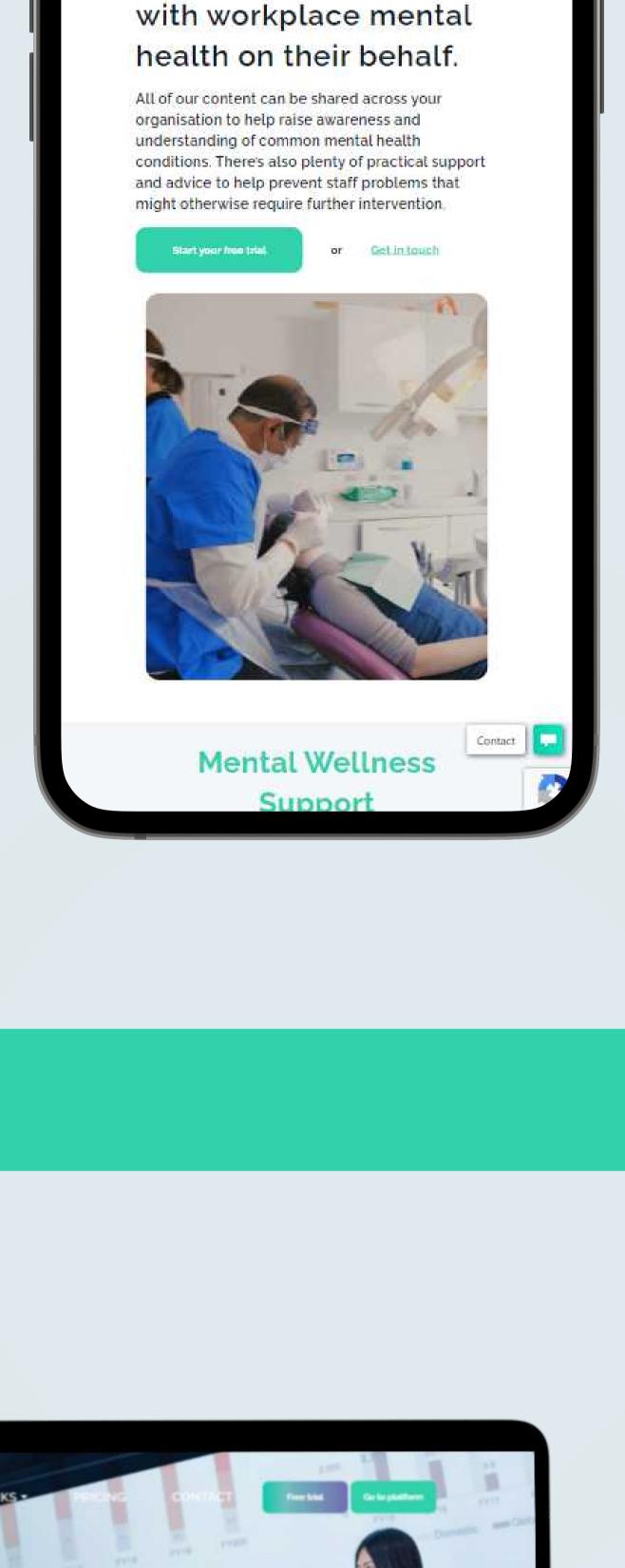
Preferred Medium Phone Computer

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Your Subscription

You are now only a few clicks away from starting your Gallantium





Free Trial

Our platform supports

HR teams and managers

by proactively engaging

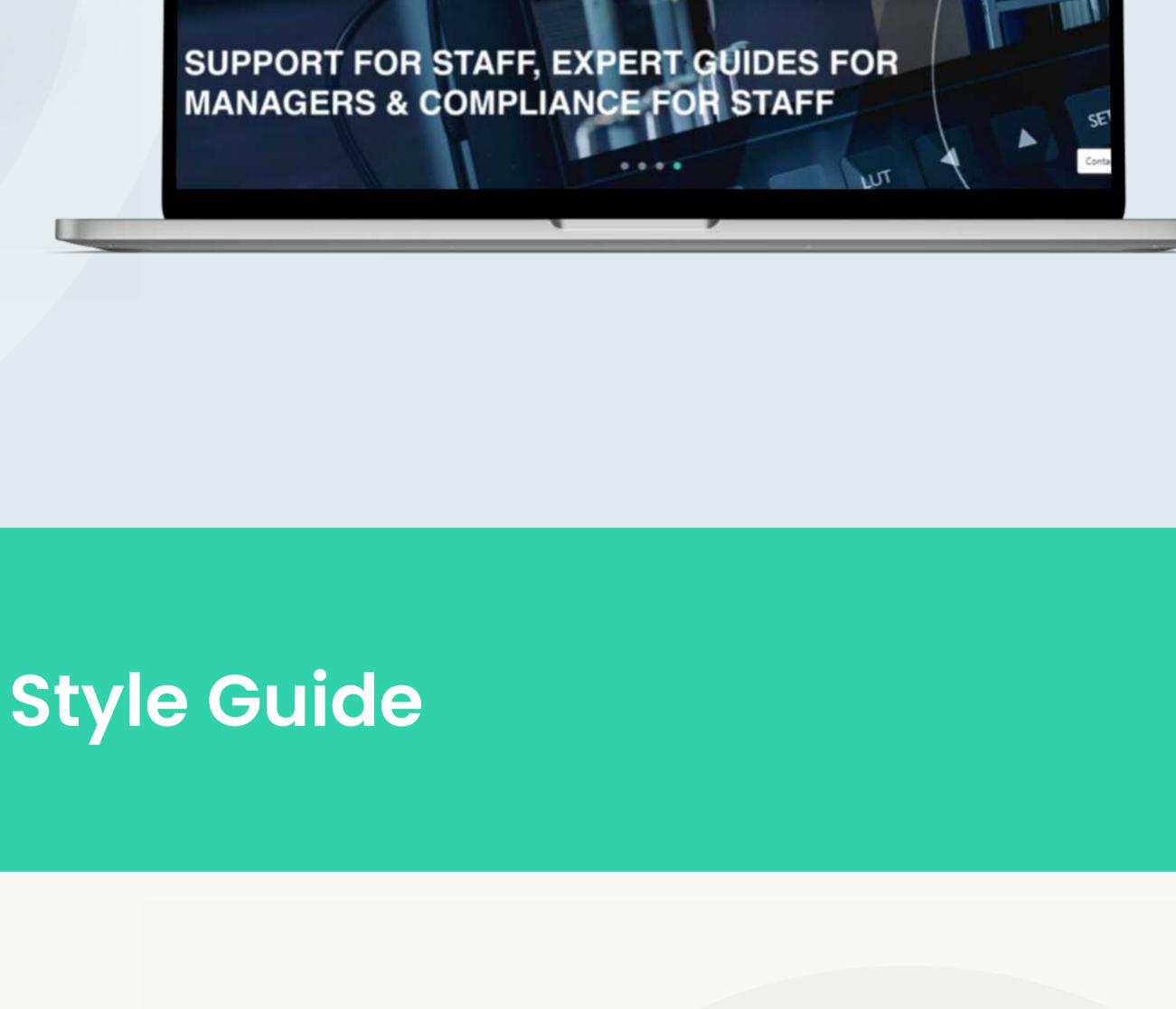


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Colour Palette

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Headings: Aa

Typefaces

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HELPING TO CREATE BETTER HUMAN WORKING ENVIRONMENTS

Conclusion

In conclusion, our team was honoured to work with Gallantium to design and develop a video-based learning

Conclusion

platform that supports mental health at the workplace. We are proud of the interactive and engaging design we created. The platform has become an essential component of Gallantium's business model, and we look forward to continuing our relationship with them

- Gallantium's new platform design and user-centric approach led to a significant increase in user engagement and satisfaction. • By providing valuable resources and fostering a supportive community, Gallantium has become a trusted
 - resource for mental health and workplace well-being.

Email: consult@moiotso.com

Let's Connect

Contact: 020 3974 2122