# B2B SaaS Product **Omnify**

Omnify is a B2B SaaS platform aims to ease the cold outreach process for businesses with improved response rate.

**Target users :**
Business companies, marketing and sales agencies.

Started in august 2022, it is a work in progress start up project which will be out for launch in the market soon.

**My role :**
1. User research
2. studied competitor brands, CRM, sales analytics tools.
3. All of the major low fidelity wire frames.
4. Log in page
5. Credits page
6. Pricing page
7. Structure of the landing page.
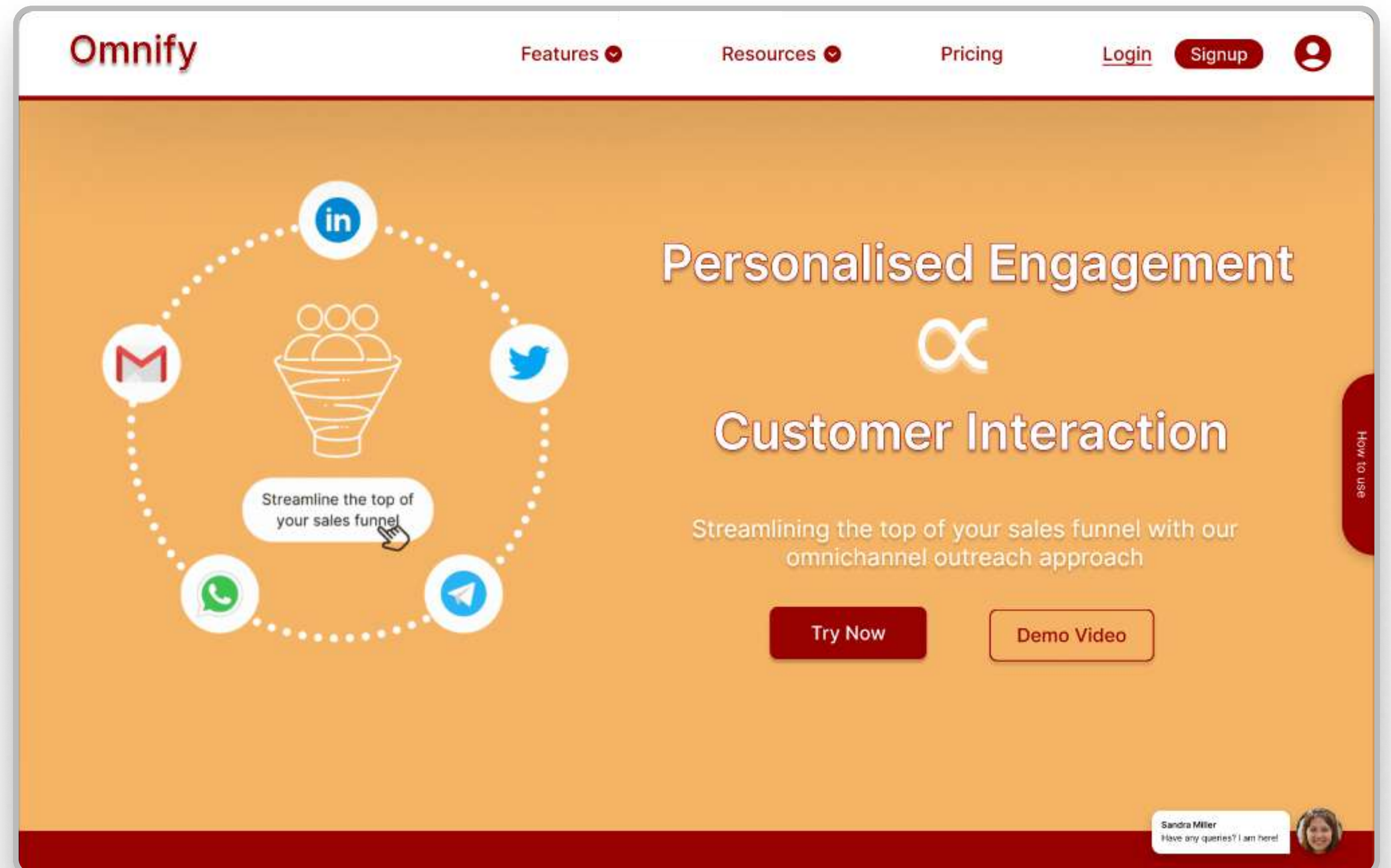


A section from the landing page

## User Research

Conducted 20+ user interviews and asked people working in the B2B domain some questions via calls and Linkedin-

- What are some of the challenges you face while reaching out to your prospects through cold outreach?
- How difficult do you find the process of building relationships with your customers?
- Some tools that you find are helpful in the process.

Some answers received:

Firstly, it's difficult to get people to trust you, so you need solid services that people actually require along with a great customer support.

Depends on the type of customer you are targeting, getting bigger companies to buy your services is very tough but smaller companies are not difficult.

**Insights drawn:**

- Build your prospects' trust in your services and products
- Being good with words is crucial in cold outreach
- Knowing the needs of your customers
- Getting contact information is not difficult
- Always look for the sales team of a company to contact.

Hi Manya,
Sorry to keep you waiting.

I'll start with the challenges I face with B2B Sales:
1. Creating a need for the product
2. Competing with their existing product

Tools I feel are helpful:
1. Lead Generation tools, shortening the time spent in finding the right POC
2. A sound Sales CRM, to keep one's and team's pipelines in order

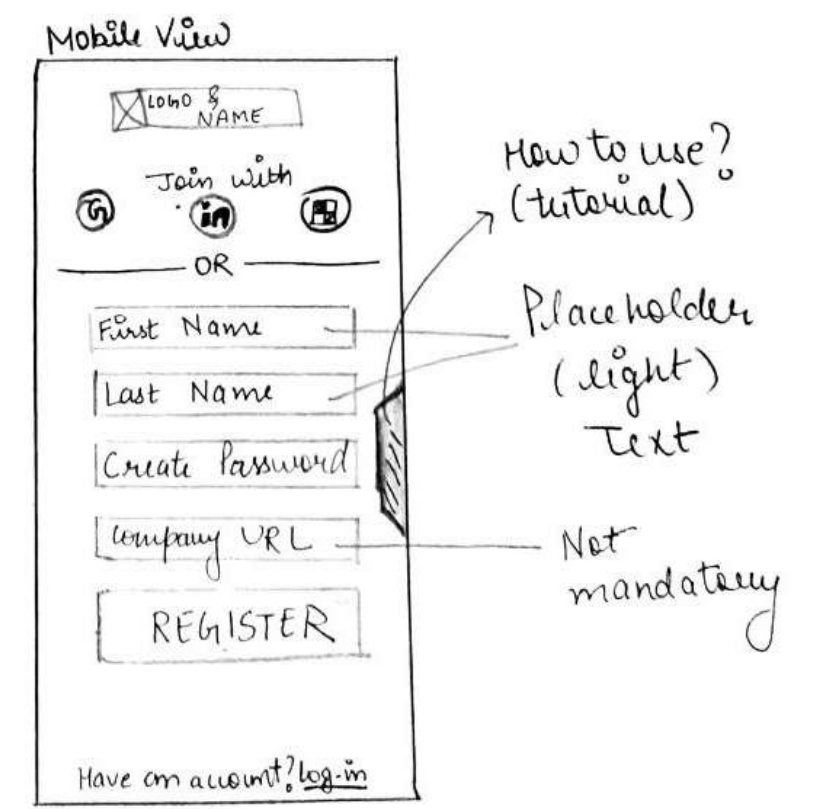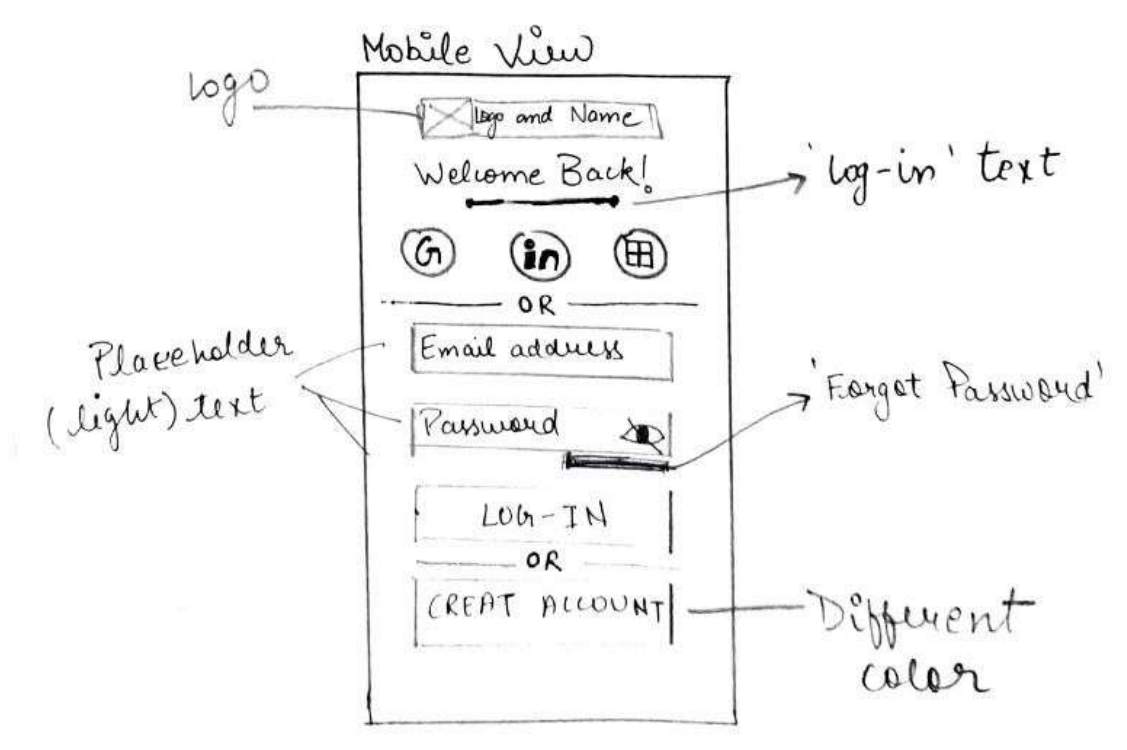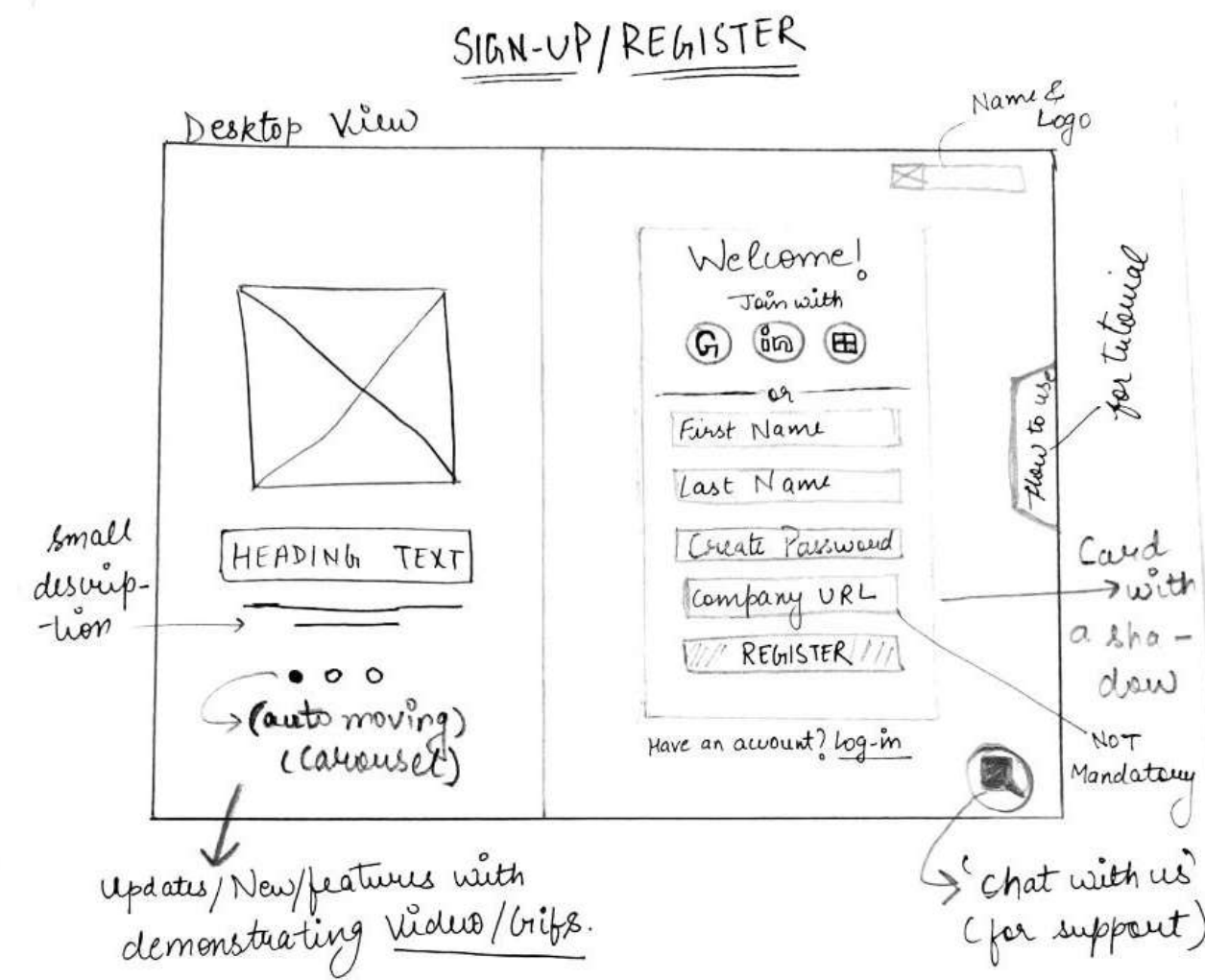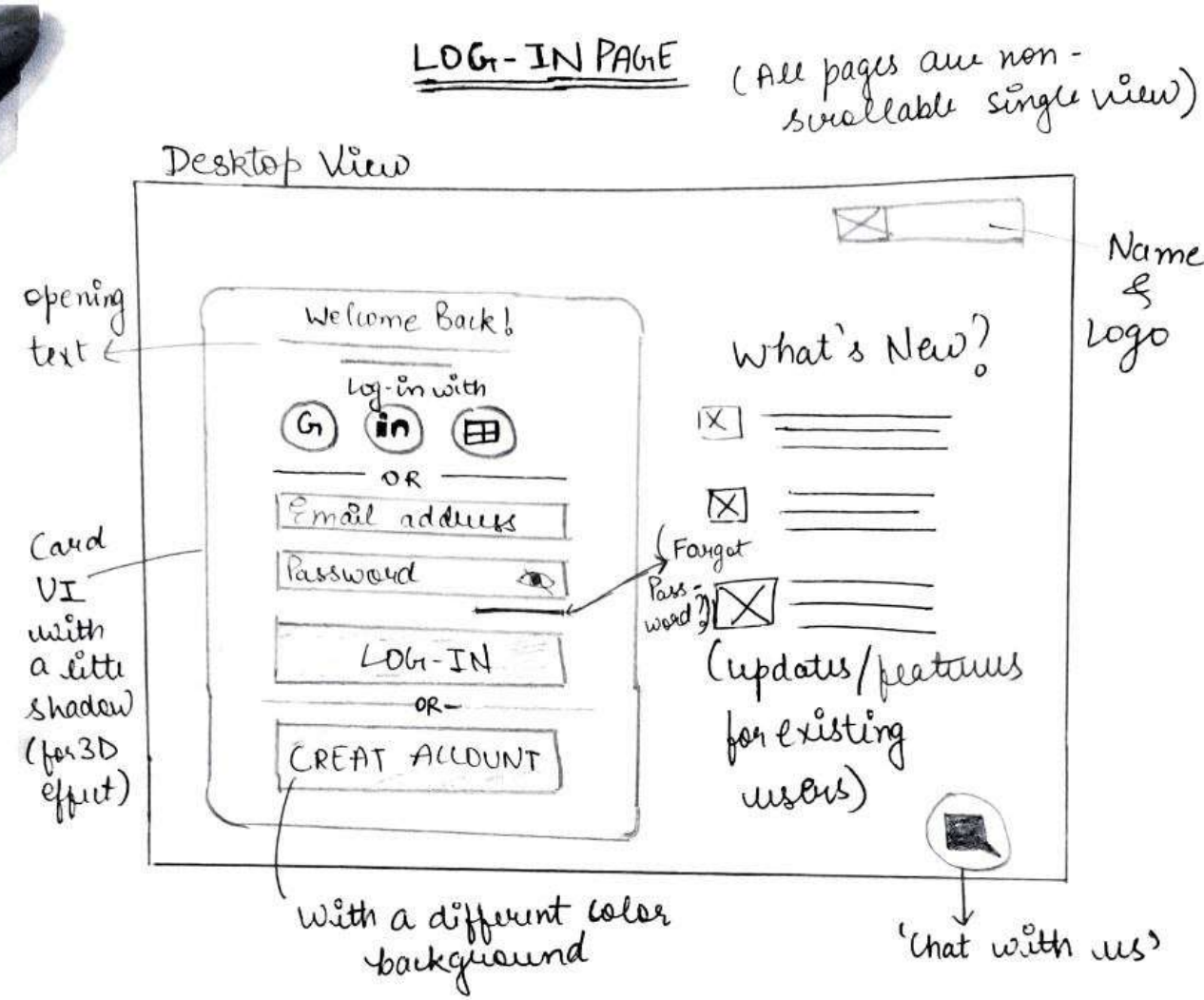I love the journey I've had in Sales and have been having so far. A profession like Sales teaches you something every day. There's nothing I would want to change about my journey.
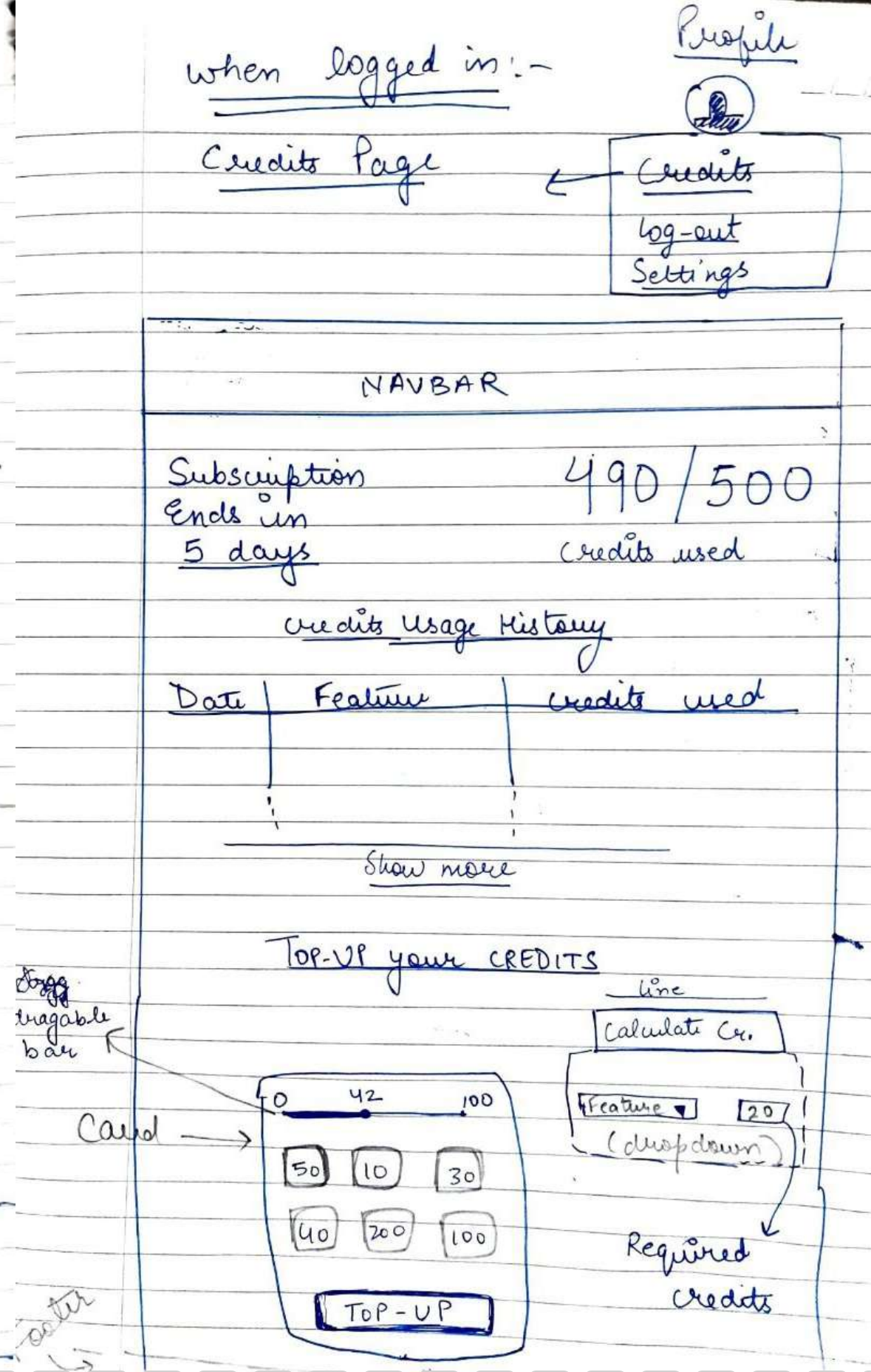
Davin                          · 9:29 PM
1. Automated personalized statements for emails.
2. Thought process

LOG-IN PAGE (All pages are non-scrollable single view)

Desktop View

Welcome Back!
Log-in with
(G) (in) (⊞)
OR
Email address
Password
LOG-IN
-OR-
CREAT ACCOUNT

opening text

Card UI with a little shadow (for 3D effect)

With a different color background

What's New?
[X] ___
[X] ___
[X] ___

Name & Logo

(updates/features for existing users)

'chat with us'

Mobile View

logo
[Logo and Name]
Welcome Back!
(G) (in) (⊞)
OR
Email address
Password
LOG-IN
OR
CREAT ACCOUNT

'log-in' text
Placeholder (light) text
'Forgot Password'
Different color

SIGN-UP/REGISTER

Desktop View

Welcome!
Join with
(G) (in) (⊞)
or
First Name
Last Name
Create Password
Company URL
// REGISTER ///
Have an account? log-in

HEADING TEXT

• • •
(auto moving)
(Carousel)

small description
Updates/New features with demonstrating Video/Gifs.

Name & Logo
for tutorial
Card with a shadow
NOT Mandatory
'chat with us' (for support)

Mobile View

[LOGO & NAME]
Join with
(G) (in) (⊞)
OR
First Name
Last Name
Create Password
Company URL
REGISTER
Have an account? log-in

How to use? (tutorial)
Placeholder (light) Text
Not mandatory

NAVBAR

Calculate req. credits early

Monthly Subscription

Open FAQ part

Not all features available

FREE TRIAL
START NOW

• Credits that never expire
• Pay once & avail all features

| Feature 1 | 60 Credits |
| Feature 2 | 50 Credits |
| Feature 3 | 20 Credits |
| Feature 4 | 65 Credits |

Revenue

FOOTER

FAQ section

– Can I cancel anytime?
– How can I earn credits? (ways to redeem)
– What if my credits get finished before ending my subscription?
– Can I keep the balance credits after cancelling my subscription in between?

For alerts/ notifications

NAVBAR

(🔔) (👤)

Notifications

When logged in:–

Credits Page

Profile

Credits
Log-out
Settings

NAVBAR

Subscription Ends in 5 days

490/500
credits used

Credits Usage History

| Date | Feature | Credits used |

Show more

TOP-UP your CREDITS

draggable bar

Card

0    42    100

| 50 | 10 | 30 |
| 40 | 200 | 100 |

TOP-UP

Line
Calculate Cr.
| Feature | 20 | (dropdown)

Required credits
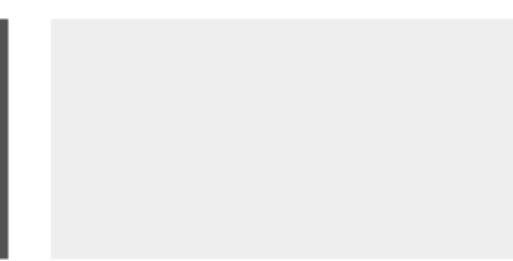
# Color Palette

Blood Red
#990000
rgb(153, 0, 0)
hsl(0, 100, 30)

Pale yellow
#FFC277
rgb(255, 194, 119)
hsl(33, 100, 73)

white
#FFFFFF
rgb(255, 255, 255)
hsl(0, 0, 100)

Grey
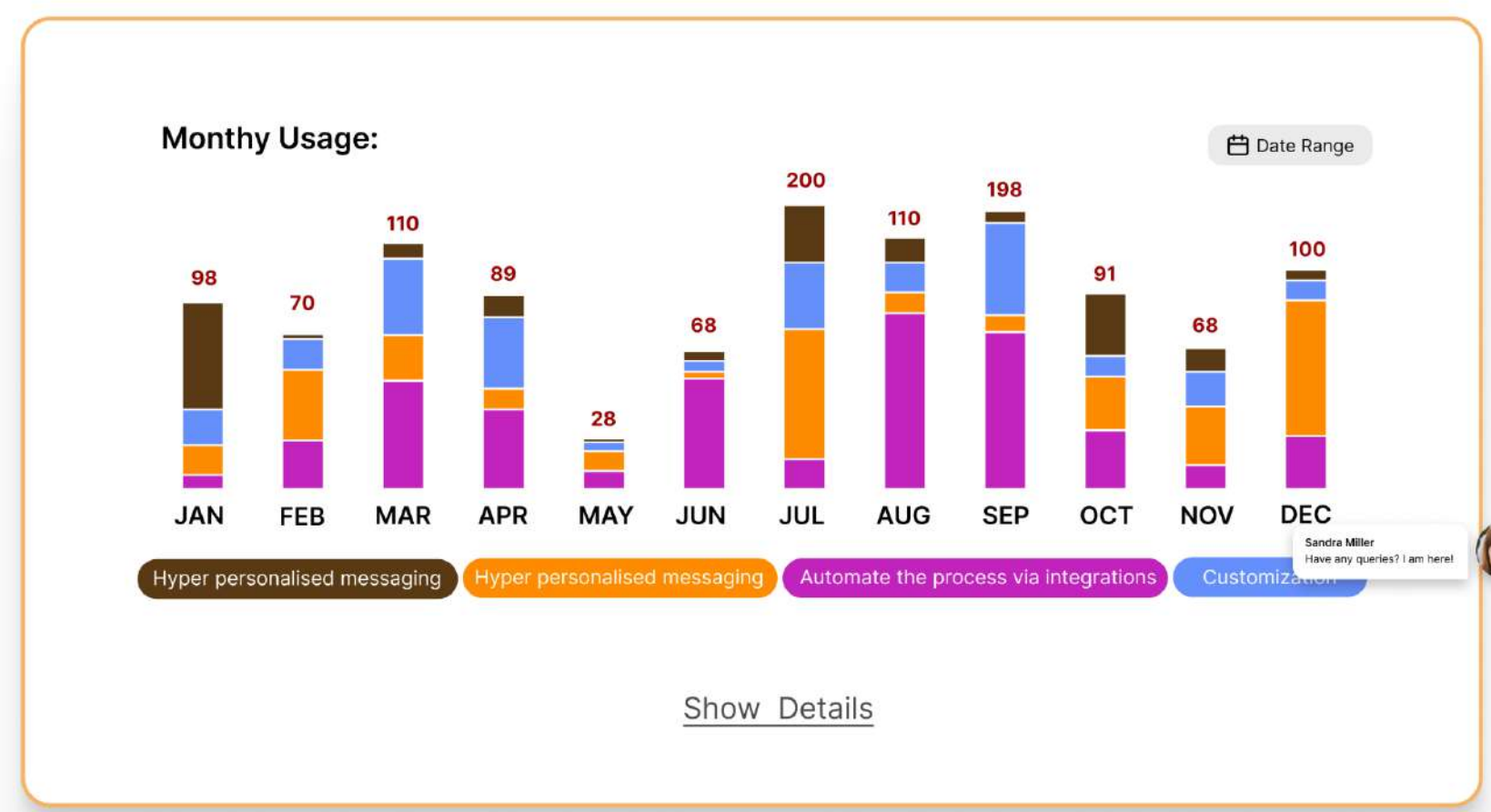#535353
rgb(83, 83, 83)
hsl(0, 0, 33)

icon background grey
#EEEEEE
rgb(238, 238, 238)
hsl(0, 0, 93)

## Subscription Ends in
# 05 Days
Current Plan : 150 Cr/Month

## 110/200
### Credits Remaining

**Monthy Usage:**

📅 Date Range

98   70   110   89   28   68   200   110   198   91   68   100

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

`Hyper personalised messaging` `Hyper personalised messaging` `Automate the process via integrations` `Customization`

Sandra Miller
Have any queries? I am here!

Show Details

## Top-Up Credits

### Select number of credits:

**310**

0 ——————————————— 500

| 20 | 20 | 20 | 20 |
|----|----|----|----|
| 20 | 20 | 20 | 20 |

☐ Remember my choice to top up every month.

### TOP-UP

Calculate your required credits now

---

**Monthy Usage:**

📅 Date Range

98   70   110   89   28   68   200   110   198   91   68   100

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

`Hyper personalised messaging` `Hyper personalised messaging` `Automate the process via integrations` `Customization`

| Date | Feature | Credits Used |
|------|---------|--------------|
| **January** | | |
| 1. 04.01.2022 | 50 Personalised Ai generated messages | 50 |
| 2. 28.01.2022 | Zapier - integration used | 48 |
| **February** | | |
| 1. 04.02.2022 | 50 Personalised Ai generated messages | 50 |
| 2. 28.02.2022 | Zapier - integration used | 20 |
| **March** | | |
| 1. 04.03.2022 | 50 Personalised Ai generated messages | 100 |
| 2. 28.03.2022 | Zapier - integration used | 10 |

⬇ Download    Close    ○ Feature View

After 'show details', date wise view

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# Pay once a month, and use as much as you want!

No hidden costs, just your optimised pricing

## Avail credits that never expire!

### Try Now

## Frequently Asked Questions

Can I cancel the subscription anytime? ⌄

How do I earn credits? ⌄

What happens if my credits gets finished before the subscription ends? ⌄

Can I calculate credits required before actually using them? ⌄

How can I keep track of my credits usage? ⌄

**Our** features that are designed to grow your outreach

| | |
|---|---|
| Hyper personalised messaging | **60 Cr** |
| Omnichannel Outreach | **65 Cr** |
| Automate the process via integrations | **50 Cr** |
| Customization | **70 Cr** |

Sandra Miller
Have any queries? I am here!

Calculate your required credits now

## Benefits of Omnify Credits

- Time-saving, less paperwork, and easy maintenance
- Purchase credits and use them for a wide variety of services without constraining yourself to a few
- Flexible and versatile—can be used across all features
- Your credits are safe in your wallet for one whole year
- An easy and transparent credit system
- Great discounts and benefits if you opt for Omnify packages
- Get the exact support you need per event down to the hour
- Utilize credits as you wish depending on your event type

**Logo & Name**

**Features**    **Resources**    **FAQs**

Hyper-personalised messaging    Watch & Listen
Video tutorials and podcasts

Omnichannel outreach    Read
Blogs and guides for you

Customization    Use
100+ Email & LinkedIn templates

Automated integrations

**Terms & Conditions**

**Privacy Policy**

Made with 🤎 in India

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**Omnify**

Home    Contact    About

### What's new?

- Use the easy chrome extension
- Automated SEO
- Priority Support

## Welcome Back!
Login to your account

G   in   ⊞

OR

Email Address

Password

☐ Remember Me    Forgot Password?

### Login

Already have an account? **Sign up**

Twitter   Facebook   Linkedin   Instagram    © 2022 [name] All rights reserved.

Sandra Miller
Have any queries? I am here!

Log-in Page