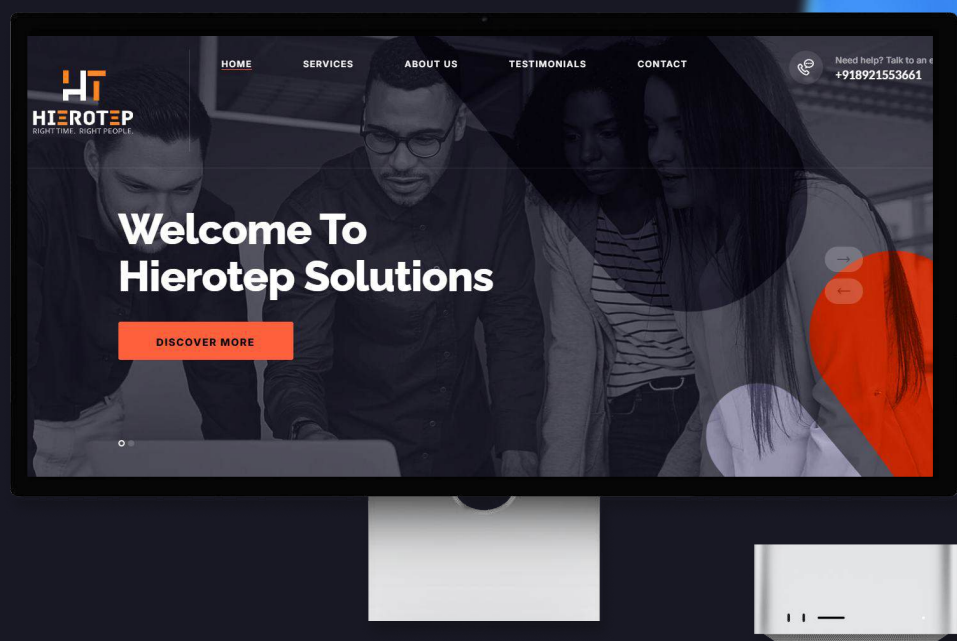
Hierotep Solutions

HIEROTEP
RIGHT TIME. RIGHT PEOPLE.

Project Description

Hierotep Solutions specializes in mortgage processing services, helping clients navigate the complexities of home loan documentation, lender coordination, and transaction support. The goal of this project was to design and develop a clean, user-centric WordPress website that clearly communicates Hierotep's expertise and encourages prospective clients to take action—whether it's booking a callback, consulting an expert, or exploring specific mortgage-related services.

Website Design



What "Hierotep Solutions" is actually about

Hierotep Solutions offers professional mortgage processing services, supporting clients with loan document preparation, lender coordination, and expert guidance throughout the mortgage lifecycle. The goal was to create a clean, responsive website that communicates trust, highlights core services, and drives client engagement through easy-to-use contact and callback features.

My Responsibilities

- User Experience Research
- Website Wireframing & UI Design
- WordPress Development (Custom + Responsive)
- Content Structuring & Testing

Duration of "Hierotep Solutions"

February 12-February 20

My Role

- UX Researcher
- UI / UX designer
- WordPress Developer

Tools Used

Figma

Google DOCS

Wordpress

Illustrations

Problem/Task Given

The challenge was to design a modern, minimalistic website for Hierotep Solutions that communicates trust and professionalism—without relying on a purely white theme, which has become overly common and lacks distinctiveness.
The goal was to present all the services and features clearly while maintaining a clean and elegant visual style that sets the brand apart. The website needed to balance simplicity with clarity, ensuring visitors can easily understand Hierotep's offerings and take action without feeling overwhelmed.

Goal of Project/Solution

To meet the client's expectations, I began with thorough research to understand both their service model and design preferences. The objective was to create a website that not only showcases all their mortgage processing services clearly but also reflects a strong visual identity.
To avoid the overused plain white aesthetic, I chose a black and white theme with clean layouts—striking a balance between minimalism and sophistication. Subtle animations were integrated throughout the site to enhance user engagement and convey that Hierotep Solutions is both professional and forward-thinking in its approach to solving client needs.

Discover

Define

Ideate

Design

User Research

To design an effective and user-focused website for Hierotep Solutions, I began by conducting research to understand user behavior and expectations when visiting service-based or solution-oriented websites. I explored common frustrations users experience, how they interact with such websites, and what influences their decision-making.

I also aimed to understand the broader context—why users visit mortgage processing companies, what problems they seek to solve, and what makes them trust or hesitate when navigating such platforms

Insights notes

- Insight 1

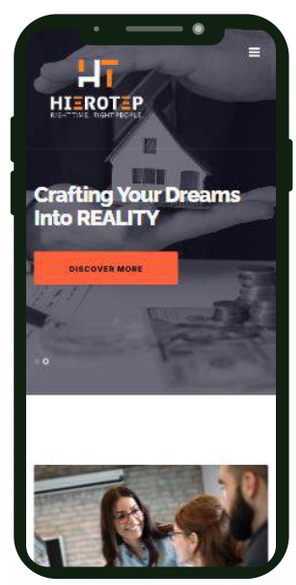
Many solution-based agency websites appear outdated and poorly designed, which can immediately create doubt or mistrust in the user's mind— especially for services as sensitive as mortgage processing.

- Insight 2

Users have varied needs, and if a company offers multiple services, it's crucial to clearly outline and differentiate each offering to avoid confusion and improve user flow.

- Insight 3

Users are unlikely to book services without first speaking to someone. A strong communication channel—such as clearly visible contact options or a callback request form—is essential for building trust and converting visitors into clients.



Pain Points

- It's unclear what specific mortgage services are offered.
- The website design doesn't reflect the quality or professionalism of the services.
- Users often struggle to find contact options or ways to get in touch easily.
- Buttons and icons lack clarity—users are unsure if elements are clickable or interactive.

Target Audience

The primary audience for Hierotep Solutions includes individuals and families navigating the mortgage process—whether purchasing a new home, refinancing, or seeking expert help with documentation.

It also targets loan officers, real estate professionals, and first-time homebuyers looking for reliable support in processing and submitting mortgage applications. The website is designed to serve clients who value trust, speed, and expert guidance throughout their loan journey.

Empathy Mapping

SAYS

- I don't even know where to start with all this mortgage paperwork.
- Can someone just guide me through the process?
- I've seen sites that are too complicated—I want it simple but trustworthy
- Is this company legit? How do I know I'm in good hands?

DOES

- Spends time comparing different service providers online.
- Hesitates to book without speaking to someone first.
- Tries to reach out via contact forms or WhatsApp.
- Reads reviews/ testimonials before deciding.

THINKS

- What if I miss a document and it delays everything?
- Why is applying for a mortgage so overwhelming?
- I just want someone who knows what they're doing.
- Am I asking for too much support?

FEELS

- Stressed about documentation and deadlines.
- Confused by mortgage terms and requirements.
- Relieved when someone explains things clearly.
- Cautious and needs reassurance before proceeding.

User Persona

Bio

A first-time homebuyer working as a Analyst with 5+ years of experience in the IT industry. I'm financially aware but unfamiliar with the mortgage process, and I prefer services that are transparent, easy to navigate, and responsive when I have questions.

Pain Points

- Unsure what services are included in mortgage processing.
- Finds most websites hard to understand or too text-heavy.
- Can't easily locate contact or callback options.
- Buttons and links don't always clearly indicate what happens next.

Name: Ravi Chaturvedi

Age: 25

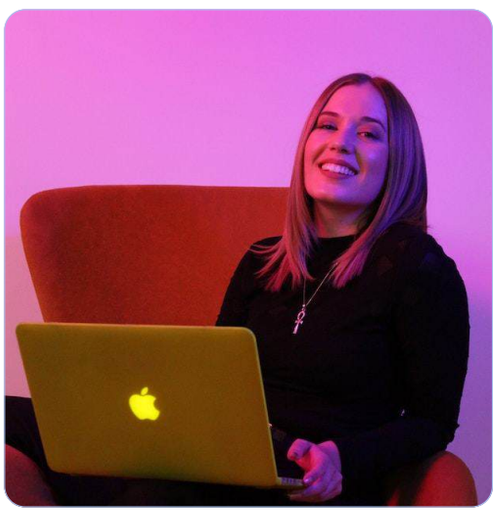
Location: Hyderabad, India

Occupation: Analyst

Goals

- Understand services quickly without having to scroll too much.
- Have easy access to speak with someone or request a callback.
- See a clear, simple layout with visible buttons and section headers.
- Feel confident and guided throughout the site and process.

User Persona



Bio

I'm a I prefer digital-first experiences that are easy to navigate, visually clear, and allow me to get in touch without unnecessary steps. I'm goal-driven and appreciate when services respect my time and needs. who like to live in a moment and try to live with no regrets.

Pain Points

- Unsure what purpose certain design elements (like images) serve.
- Difficulty locating contact options or callback features.
- Navbar isn't easily noticeable or clear.
- Uncertainty about where to find the list of services.

Name: Erin Mathew

Age: 27

Location: Texas, USA

Occupation: Q/A Tester

Goals

- Clearly highlight the service section at the top of the homepage.
- Provide visible and accessible contact options (top and bottom of the page).
- Ensure buttons and clickable elements offer hover feedback.
- Make the navigation bar intuitive with clear titles and structure.

Competitive Analysis

To better understand the market and gather inspiration for Hierotep Solutions' website, I conducted a competitive analysis of several existing websites—ranging from local service providers to well-established industry players. The goal was to observe design patterns, usability factors, and visual presentation in order to determine what works well and what should be avoided.

Company/App name	Rocket Mortgage	Better.com	LoanDepot
Pros	Highly intuitive user interface	Transparent pricing & steps	Trust-building design & reviews
Cons	Slightly cluttered service flow	Heavy use of modal popups	Dense text on some pages

This competitive research helped me visualize what works well in the mortgage processing industry and what creates friction. It influenced my decision to focus on a clean, structured black-and-white layout with subtle animations and an intuitive user journey—ensuring Hierotep's site stands out while avoiding the common usability pitfalls I observed.

Unique Features of "Hierotep Solutions"

After researching competitor websites and analyzing user expectations, I identified several key features that would make Hierotep Solutions stand out—both functionally and visually. These design decisions were made to align with user goals, ensure ease of use, and convey trust and clarity in a competitive mortgage services space.

- Hierotep clearly offers a comprehensive range of solutions—from US residential mortgage processing and auditing to pre-funding and post-closing support—helping users understand they've found a one-stop service provider

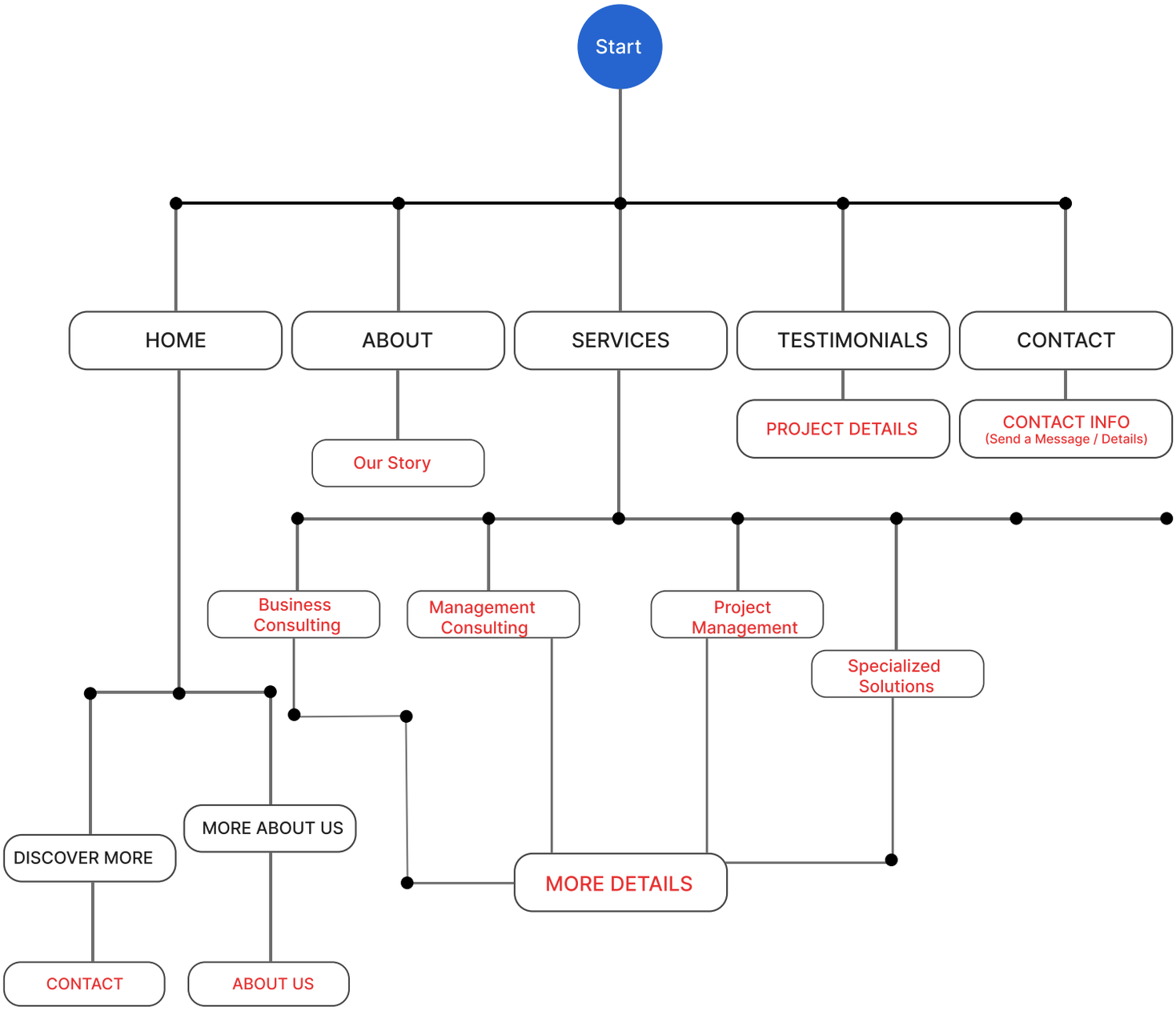
- The site emphasizes the use of online applications and digital document management—ensuring clients that the mortgage process is fast, secure, and convenient

- With over a decade of experience in US mortgage servicing, Hierotep positions itself as a seasoned partner—instilling confidence right from the "About Us" section

- Contact details—including a U.S. office address, international phone number (+91), and email—are easily discoverable, making outreach simple for both local and global clients

- Featuring authentic five-star reviews like "They simplified our mortgage process… faster than we thought possible," provides social proof and credibility

Information Architecture



MAPPING

Steps

Questions

Idea

User lands on the homepage

Vivek MP

User clicks on the navbar to explore sections

Vivek MP

User reads details about selected service or solution

Vivek MP

User navigates to the contact section for inquiries

Vivek MP

Is the hamburger menu clearly identified as navigation?

Vivek MP

Does clicking "Submit" on the form actually send the message?

Vivek MP

Will selecting a navbar option take users smoothly to that section?

Vivek MP

Showcase 'About Us' section with a strong trust-building message

Vivek MP

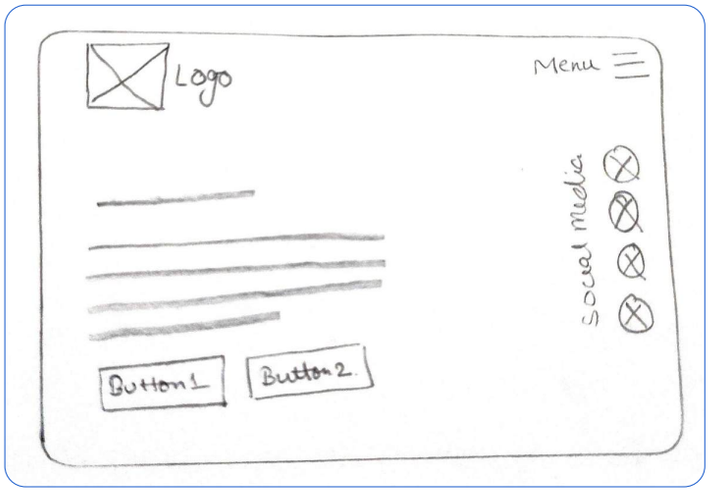
Use subtle animations to reflect a modern, tech-savvy brand

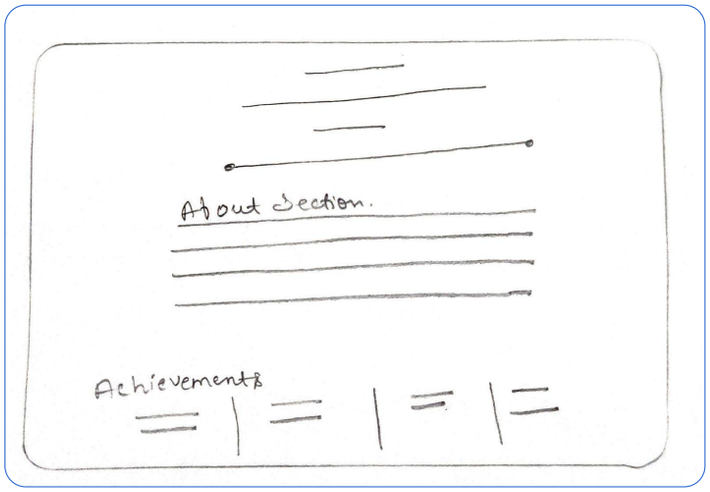
Vivek MP

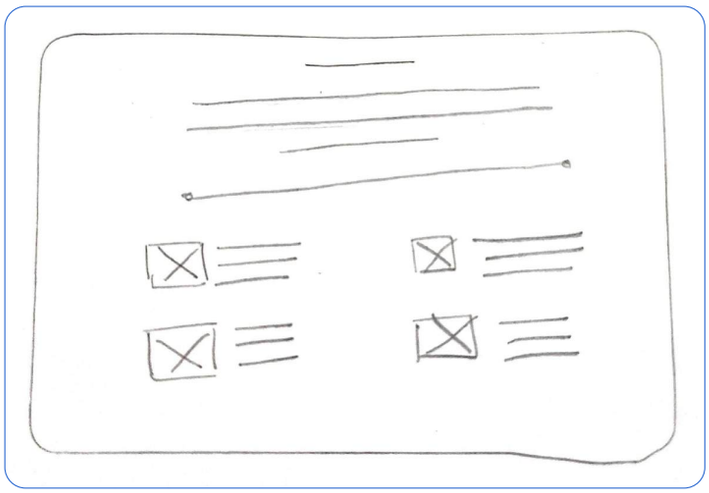
Include contact options at both the top (navbar) and bottom (footer)

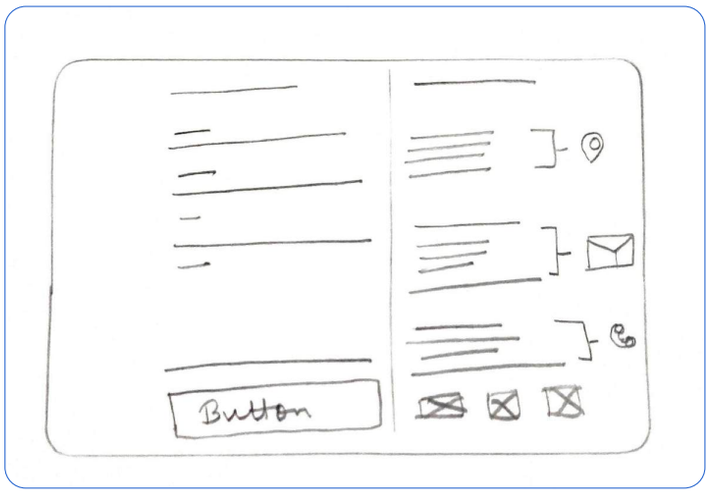
Vivek MP

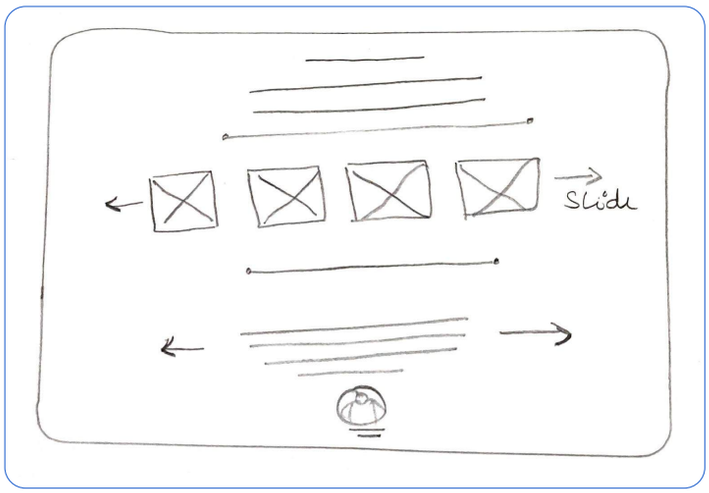
Sketches





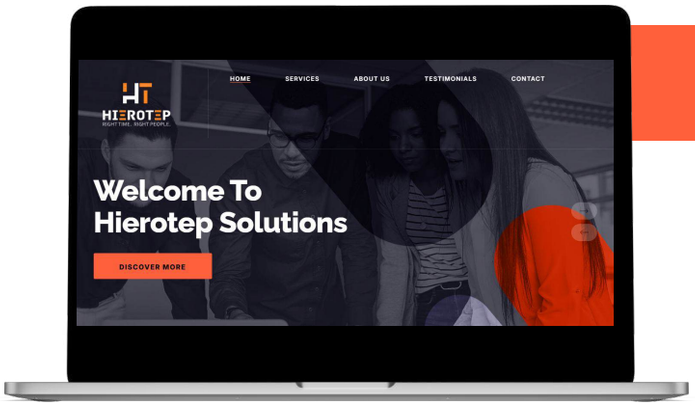






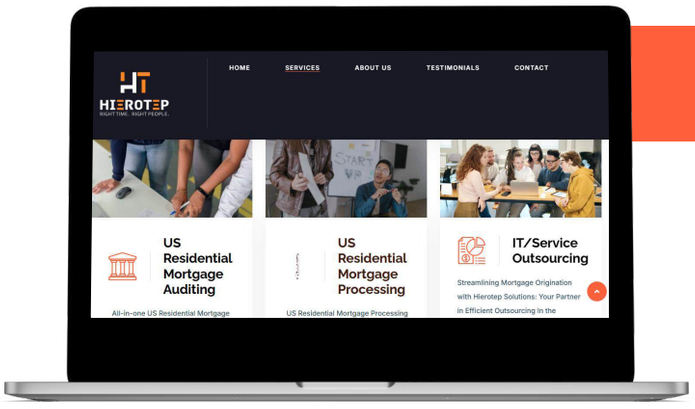
Hifi wireframes

Some exclusive screens with major features



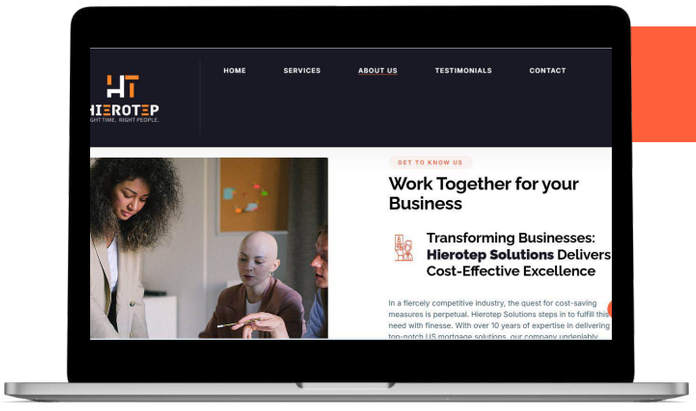
HERO SECTION

The hero section features the logo on the top left and a clean navigation bar. It uses a bold dark overlay with a professional background image, a clear welcome headline, and a vibrant call-to-action button. The design reflects Hierotep's modern, people-first approach while maintaining a sharp and distinct look.



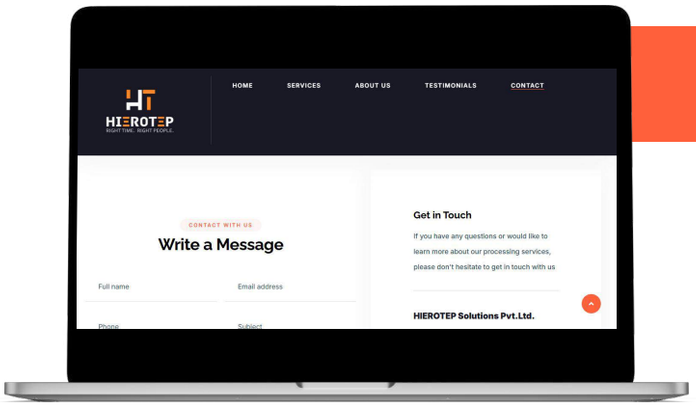
SERVICE SECTION

This section features the logo, a title, and supporting information that highlights our work. Its unique layout sets us apart from typical service-based companies, reflecting how we offer distinct solutions. All icons are styled to match the website's overall theme, ensuring visual consistency and clarity.



ABOUT US SECTION

This section displays We are a trusted mortgage processing partner, dedicated to simplifying and accelerating the loan process for lenders and borrowers. With a focus on accuracy, compliance, and speed, we handle everything from document verification to closing support—so you can focus on growth.

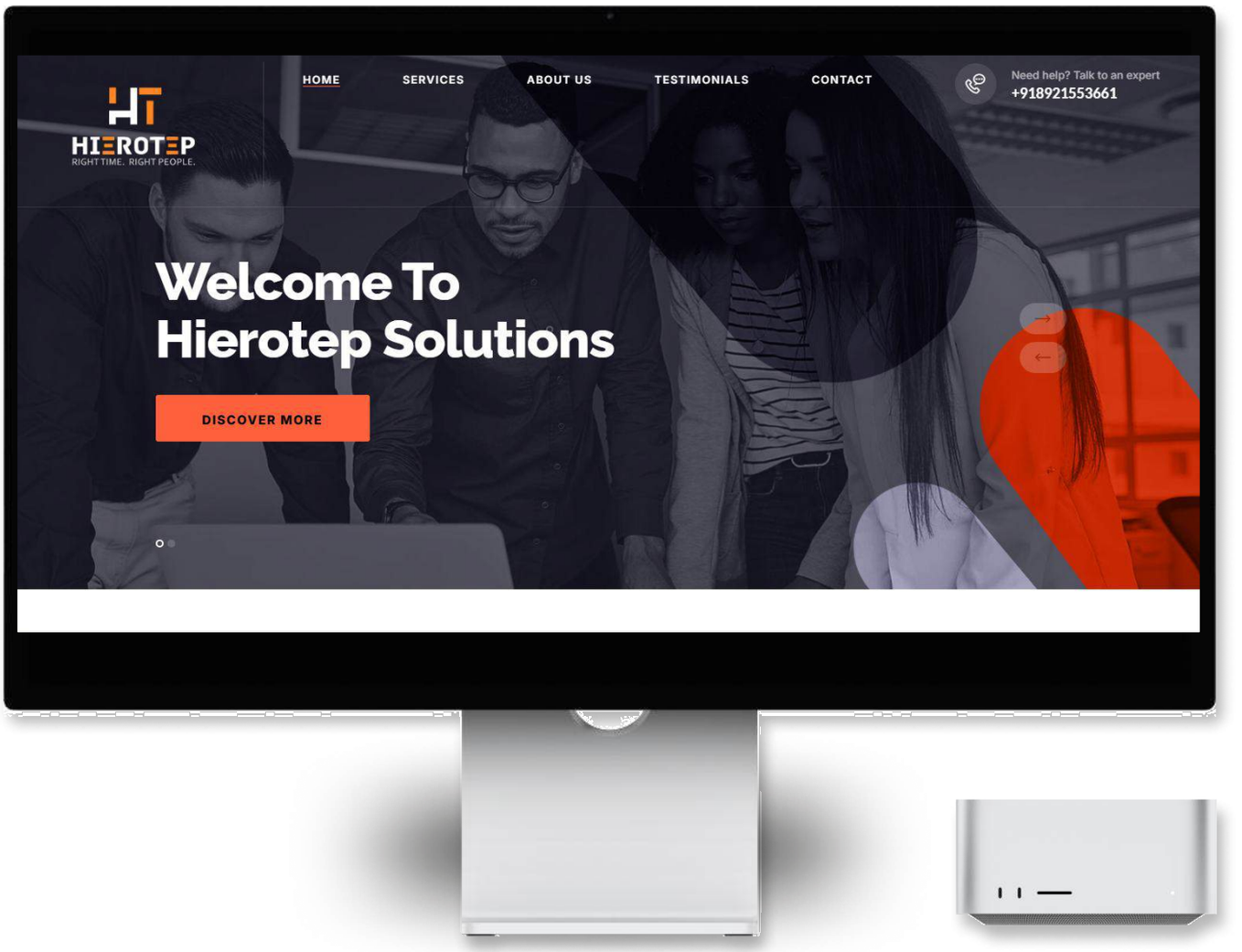


CONTACT SECTION

This section combines the contact form and detailed contact information side by side, eliminating the need to scroll to the footer. Designed with a dark, glass-like theme, it allows users to either submit a query directly or reach out via the provided contact details for a faster connection.

Website First Look

Visit - https://hierotepsolutions.com



Style Guide

Colors

FF613C

191825

FEFEFE

Typography

Aa Inter

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Aa Raleway

FF892B

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Headings: Aa

Headings: Aa

Headings: Aa

Body: Regular

Body: Small

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