

PORTFOLIO

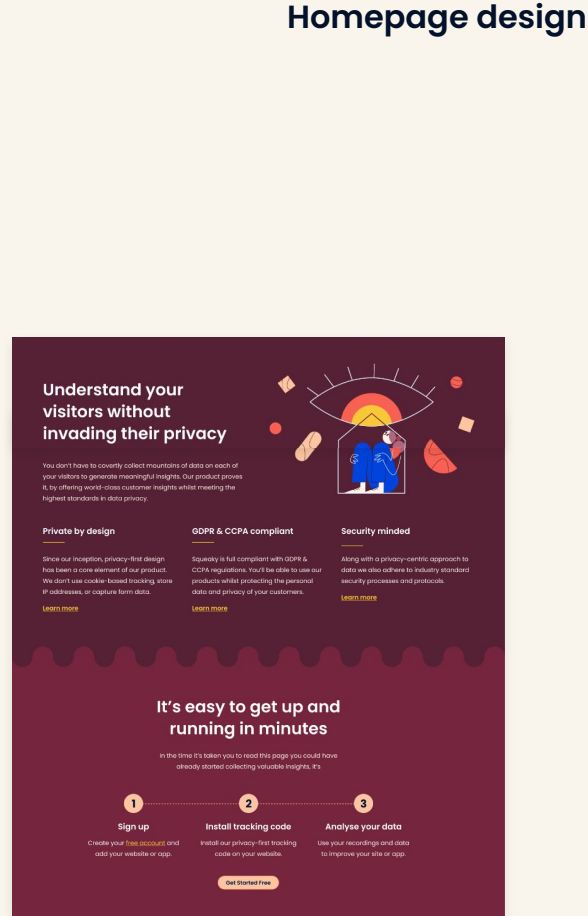
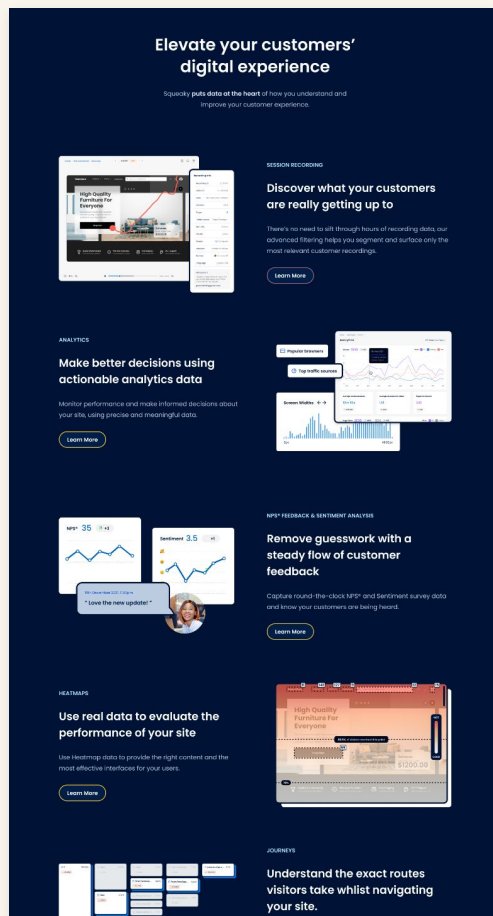
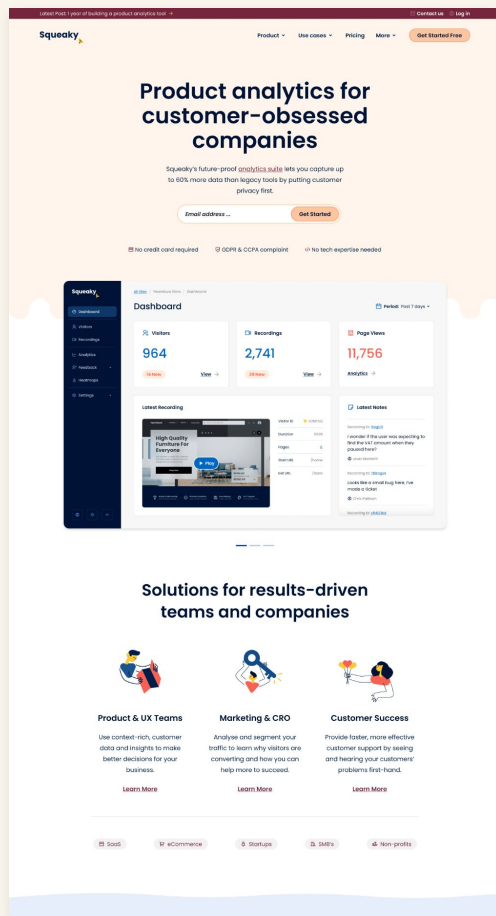
B2B Market Website Design *for Squeaky*

Through 3 different iterations I took Squeaky from having no website, to a single page site, to a dynamic wordpress site, and through to a 40-page website with a custom CMS implementation and updated branding to accompany the redesign and launch.




Chris Pattison

chrispattison.net



Homepage design

Usecase page designs



[Live demo](#)
[Product](#)
[Pricing](#)
[Get Squeaky](#)
[Sign Up](#)

NEW PRODUCT & UX TOOLS

Build better customer experiences

Use context-rich customer insights to make better product and design decisions for your business.

[Get started](#)

— No credit card required

56%


of websites are using [context-rich](#) tooling to better understand their visitors, which is a means to make that 100%.

8/10

product professionals we surveyed said their current tools were missing key data, were missing those gaps.

93%

of new customers said they were being helped to improve their customer experience each month.



The customer experience tool with no missing pieces


Our many solutions have product and design professionals working from a common source for quality, customer profile, user feedback and analytics in one tool, and get everything you need to build.

Summary

- Overview
- Feedback
- Product
- Analytics
- Design

Analytics

Views: 15,433 [View](#) [Refresh](#)



Average Session Duration: 10m 43s [View](#) [Refresh](#)

Average Session Per Visitor: 1.14 [View](#) [Refresh](#)


Pages Per Session: 2.81 [View](#) [Refresh](#)

[Customize this chart](#)

1/25 11:59 AM

[Back](#) [Home](#) [Refresh](#)


Included in every plan



Analytics

Real-time analytics with 100% attribution and 100% privacy and user identification using first-party data.


[Learn more](#)



Feedback

AI-driven intent analysis to understand what your customers want to do next. Product UX decisions made with data.


[Learn more](#)



Product

Automatic product analytics to understand what your customers want to do next. Product UX decisions made with data.


[Learn more](#)



Heatmaps

Discover what content your customers want to see next. Product UX decisions made with data.


[Learn more](#)



Journeys

Real-time analytics to understand what your customers want to do next. Product UX decisions made with data.

[Learn more](#)



Squeaky's great. It's easy to integrate and simple to use. It quickly let us see how potential customers were responding to our sign up page, helping us to identify an issue with the layout and site nav and improve conversion.

Steve Muller, Founder of Steve The Techie

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Feature pages

Let data drive your decisions

Get your data from anywhere
Visualize your data
Analyze your data
Share with others
Automate your workflow

Get started Book a demo

Analytics at a glance


Dashboard traffic, & trends
View your website's performance over time, by device, and by location. Get a detailed breakdown of your traffic sources and user behavior.

Know your audience
Get a detailed breakdown of your audience's demographics, interests, and behavior. Use this information to tailor your marketing and product offerings.

Full primary list

Simply a great. It's easy to integrate and simple to use. It quickly let us see how potential customers were responding to our sign up page, letting us to identify on the layout and site map and improve conversion.

David Smith, CEO of ABC Corp.



[Log in](#)
[Sign up](#)

See what your customers see

Discover what your customers think about your app and website. Understand their needs and preferences. Improve your product and service.

- Real-time feedback from your users
- Understand your customer journey
- Improve your product and service

[Get started](#)
[Learn more](#)

Free trial, no credit card required

100% satisfaction guarantee

100% secure, no data sharing

Recordings at a glance

Powerful products


Discover what your customers think about your app and website. Understand their needs and preferences. Improve your product and service.

Advanced tracking

Track every click, scroll, and tap. Understand your customer journey and improve your product and service.

Insights by design


Understand your customer journey and improve your product and service.



100% satisfaction guarantee

100% secure, no data sharing

Spotify is a great, no-cost way of seeing how your users are using our app. We get great insights that we use to improve. Spotify can be used to improve your product and service.



Meet Spotify CEO, Daniel Ek

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Squamly Home About Contact Blog [Get started](#)

Visualise your customer journey

Discover and improve your user journey by creating the customer journey map. It's as simple as drawing a line on a piece of paper.

We help you visualize your business journeys

- No time-consuming paper-based journeys
- Start online from your convenient location
- Share your customer journey with others

[Get started](#)

Journeys at a glance

See when your visitors go

Understand where your visitors are coming from

Discover drop-off points

Analyse your releases


A great onboarding experience is so important for our new users, and Squamly gives us access to vital insights about their experience. I've had great support from their team and all my questions get answered

The metrics that matter most

1. Customer satisfaction Customer satisfaction is a key driver of repeat business. It's a measure of how well a company meets customer expectations. It's a key driver of repeat business and a key indicator of long-term success.	2. Net Promoter Score (NPS) NPS is a measure of customer loyalty and advocacy. It's a key driver of repeat business and a key indicator of long-term success.	3. Repeat purchase rate Repeat purchase rate is a measure of customer loyalty and advocacy. It's a key driver of repeat business and a key indicator of long-term success.	4. Customer lifetime value (CLV) CLV is a measure of the total value a customer brings to a company over their lifetime. It's a key driver of repeat business and a key indicator of long-term success.
5. Customer retention rate Customer retention rate is a measure of customer loyalty and advocacy. It's a key driver of repeat business and a key indicator of long-term success.	6. Customer acquisition cost (CAC) CAC is a measure of the cost of acquiring a new customer. It's a key driver of repeat business and a key indicator of long-term success.	7. Customer churn rate Customer churn rate is a measure of customer loyalty and advocacy. It's a key driver of repeat business and a key indicator of long-term success.	8. Customer engagement Customer engagement is a measure of customer loyalty and advocacy. It's a key driver of repeat business and a key indicator of long-term success.

There's plenty more good info out there on metrics, so check out our [metrics](#) page for more.

Capture the full picture			
<p>Q1 Design requirements</p> <p>What are your client's needs and expectations? What are the key features and functions that your client wants to see in their new product? How can you ensure that your design meets these requirements?</p>	<p>Q2 Technical specifications</p> <p>What are the technical specifications of the product? What materials, components, and processes will be used? How can you ensure that the product meets these specifications?</p>	<p>Q3 Product development</p> <p>How can you ensure that the product is developed in a timely and cost-effective manner? What are the key milestones and deliverables for the product development process?</p>	<p>Q4 Test</p> <p>How can you ensure that the product is tested thoroughly and effectively? What are the key test cases and scenarios for the product? How can you ensure that the product meets the required quality standards?</p>
<p>Q5 Production</p> <p>How can you ensure that the product is produced in a timely and cost-effective manner? What are the key milestones and deliverables for the production process?</p>	<p>Q6 Quality control</p> <p>How can you ensure that the product is produced to the required quality standards? What are the key quality control measures and processes for the product?</p>	<p>Q7 Marketing and sales</p> <p>How can you ensure that the product is marketed and sold effectively? What are the key marketing and sales strategies for the product?</p>	<p>Q8 Customer support</p> <p>How can you ensure that the product is supported effectively by your customer support team? What are the key customer support measures and processes for the product?</p>



conversion.

Share a link to this page: [http://bit.ly/1833333](#)

Let data do the talking

1. Background

For nearly a century, data has been the backbone of business. But until the late 1990s, it was mostly used to track sales and marketing performance. Today, data is used to track everything from customer behavior to employee productivity. This is the power of big data.

2. Data

Big data is the term used to describe data sets that are too large to be processed by traditional data processing applications. It is characterized by its volume, velocity, and variety. Big data is used to analyze customer behavior, track employee productivity, and much more.

3. Analytics & Visualization


Analytics is the process of examining data sets to draw conclusions about them. Visualization is the process of presenting data in a way that is easy to understand. Together, analytics and visualization are used to make sense of big data.

4. Data Mining

Data mining is the process of discovering patterns and trends in large data sets. It is used to identify customer segments, track employee productivity, and much more. Data mining is a key part of big data analysis.

What's the best way to give feedback?

Self-awareness is the first step to personal growth



Pair direct feedback with context and data

20 **Get the feedback first**

When you're ready to give feedback, start with the person's strengths and what you like about them. This will help them feel more comfortable and open to hearing about areas for improvement.

30 **Give the feedback**

When you're ready to give feedback, start with the person's strengths and what you like about them. This will help them feel more comfortable and open to hearing about areas for improvement.

40 **Discuss the feedback**

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There's plenty more great features across our platform

[Go to Feedback Features](#)

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Four more incredible tools included in every Squaky plan.

Work with a specialist consultant, our design and content team will be at your side for your entire experience. Thanks to our marketing for digital agencies and our ongoing support, we're here to help you grow.

Analytics

Our privacy friendly analytics tool allows you to understand how visitors use your website and how they interact with your content.

[Learn more](#)

Feedback

Keep track of your customers by receiving 360° of feedback from your website visitors and your email subscribers.

[Learn more](#)

Headings

Discover which content targets people in your niche, and optimize your headlines for better performance.

[Learn more](#)

Shortcodes

Use our content blocks to customize the look and feel of your website and create your own content.

[Learn more](#)

Four more incredible tools included in every Squeaky plan.

Get the world's most innovative analytics platform designed to give you full protection of your customer's confidentialities. Measure your customer's behavior, making them as spend more time logging in and how to be their long-term partner.

Analytics

Use analytics through analytics tool to address your customer's behavior and make decisions about your business plan.

[Learn more](#)

Recordings

It's never been easier to understand your customer's behavior and make decisions about your business plan.

[Learn more](#)


Feedbacks

Learn from your customers by receiving their feedback and make decisions about your business plan.

[Learn more](#)

Four more incredible tools included in every Squeaky plan.

We've included incredible additional problem-solving tools to go with the 52 plans of your customer experience. There's no time to play for small tools to spend time figuring out how to fix them together.



Analytics

Get powerful analytics that allow you to track and measure your customer experience. You can track and measure your customer experience and see how it's changing and what you can do to improve it.

[Learn more](#)

Recordings

It's never been easier to understand your customer experience. You can record and watch your customer experience and see how it's changing and what you can do to improve it.

[Learn more](#)


Heatmaps

Discover what your customer's looking at on your website and see how they're interacting with your website. You can see what your customer is looking at and how they're interacting with your website.

[Learn more](#)

Four more incredible tools included in every Squeaky plan.

You build a powerful strategy to ensure success in your first year of your business opportunity. Now we need to give you the tools to make your quarterly flying and win at them together.



Analysis

Our proprietary analysis tool will take your strategy and convert it to a precise and powerful business plan for your business.

[Get this tool](#)

Recordings

At every business meeting to understand your sales, create a full business record and create a full business record.

[Learn more](#)

Feedback

Send your plan to customers by including B2B and feedback and create anywhere in your business.

[Learn more](#)

Handbooks

Discover all our business materials inside to your website, and make your business more profitable.

Random pages: Pricing, About us, Book Demo, Sign Up

Squeaky

Use casesProductPricingMoreGet Started FreeLog in

Unleash your data

All plans come with access to our entire range of customer experience products, including analytics, recordings, feedback and heatmap data.

Full (€)

Pay monthly

Pay yearly

Calculate your Price

Simple pricing for powerful functionality - Just select the number of visits you want to configure per month to discover which plan is right for you.

€1,500 visits per month

010025501001500

Custom

Light Plan

€432 per month

Get Started Free

* Two month trial required

Included in every plan

Analytics

Turn your data into meaningful insights to improve your user experience and better your customers best ever plan

[Learn More](#)

Recordings

It's never been easier to convert your users. Thanks to our seamless integration with your website or app

[Learn More](#)

Feedback

Learn from your customers to improve your website or app

[Learn More](#)

Heatmaps

Discover which content resonates best with your visitors, and where they come from by mapping their journey through your site

[Learn More](#)

Journeys

Find out where your customers are going to when they come from by mapping their journey through your site

[Learn More](#)

Squeaky is a great, no-nonsense way of seeing how users are using our app. We get great insights that we use to improve Taskable on a weekly basis.

Matt Johnson CEO at Taskable

Squeaky

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About us

There's passion, grit and belief that businesses should be able to learn from their customers without crushing their privacy.

Our Mission

At Squeaky, we're making it our life's work to create a better world for everyone.

Just like you, we believe every great business should be able to discover, listening from their customers, how to move the company ahead or improve the customer, without ever having to compromise on customer privacy.

We create customer experience analytics and monitoring tools that enable companies to learn from their customers and optimize high value sites and regions, without ever having to compromise on customer privacy.

And yes, if you want, Squeaky can help you give goodbye to your favorite cookies and consent banner.

[Explore your privacy - meeting tools](#)

Our origins

Like many people nowadays, we're deeply aware of the need to protect our privacy online, things including software, hardware and companies that consider privacy and security to be one of their values.

Companies shouldn't have to seek out quantities of our personal data to provide a better product or service. The thing is, because it's been so easy for too long, many of them do. This has led to a global crisis in trust. That's why we've created a company that can help businesses to protect their privacy, without having to compromise on their privacy.

Registration one morning, looking at the data, we decided to build a tool that would help businesses to protect their privacy, without having to compromise on their privacy.

From creating the global community of interest, we've been able to build a business that has been using an innovative digital and customer experience analytics tool that has helped businesses to protect their privacy, without having to compromise on their privacy.

We've been able to build a business that has been using an innovative digital and customer experience analytics tool that has helped businesses to protect their privacy, without having to compromise on their privacy.

In mid 2020, we decided it was time to build a brand new customer experience analytics and monitoring tool from the ground up - with privacy at the core of everything. This approach, we've managed to turn customer protection into a great benefit for businesses too. Taking the privacy-first approach, the Squeaky business has been able to build a tool that enables us to provide a better product or service to our customers, without having to compromise on their privacy.

By making privacy central to each decision we've made, we've been able to build a brand new customer experience analytics and monitoring tool from the ground up - with privacy at the core of everything. This approach, we've managed to turn customer protection into a great benefit for businesses too. Taking the privacy-first approach, the Squeaky business has been able to build a tool that enables us to provide a better product or service to our customers, without having to compromise on their privacy.

It's very easy, for we're proud to be offering the only truly meaningful, different customer experience analytics tool that has been able to build a brand new customer experience analytics and monitoring tool from the ground up - with privacy at the core of everything.

[Put your customers and your team first](#)

Squeaky

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Let's talk

Wondering how Squeaky's all-in-one customer experience analytics platform can help your business succeed? Book a product demo below and we'll tell you everything.

Demo request form

Demos last approximately 30 minutes, and here's what we'll cover:

- ✓ How customer experience analytics can help your business
- ✓ All of Squeaky's most important features
- ✓ Your business goals, so we can provide a quote tailored to needs.

First name*

Last name*

Company email*

Company name*

Phone number*

Monthly traffic (to your website or app)

Reason for demo

Submit Demo Request

Follow us

TwitterFacebookLinkedIn

Partners

MicrosoftGoogleAmazonFacebookTwitterLinkedIn

Integrations

Google AnalyticsFacebook AnalyticsTwitter AnalyticsLinkedIn Analytics

Company

Headquarters: London, UK
Branches: New York, USA
Contact: +44 (0)20 1234 5678
Email: info@squeaky.co.uk
Website: www.squeaky.co.uk

Squeaky

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Sign Up

Get started with Squeaky today

First name*

Last name*

Company email*

Company name*

Phone number*

Monthly traffic (to your website or app)

Reason for demo

Submit Demo Request

Meaningful insights in minutes

- ✓ Discover what your customers are doing
- ✓ Discover what your customers are saying
- ✓ Discover what your customers are thinking
- ✓ Discover what your customers are feeling
- ✓ Discover what your customers are doing

Ready to see Squeaky in action?