Identifying User Challenges in SERPA's Website

- Existing Site Challenges in SERPA

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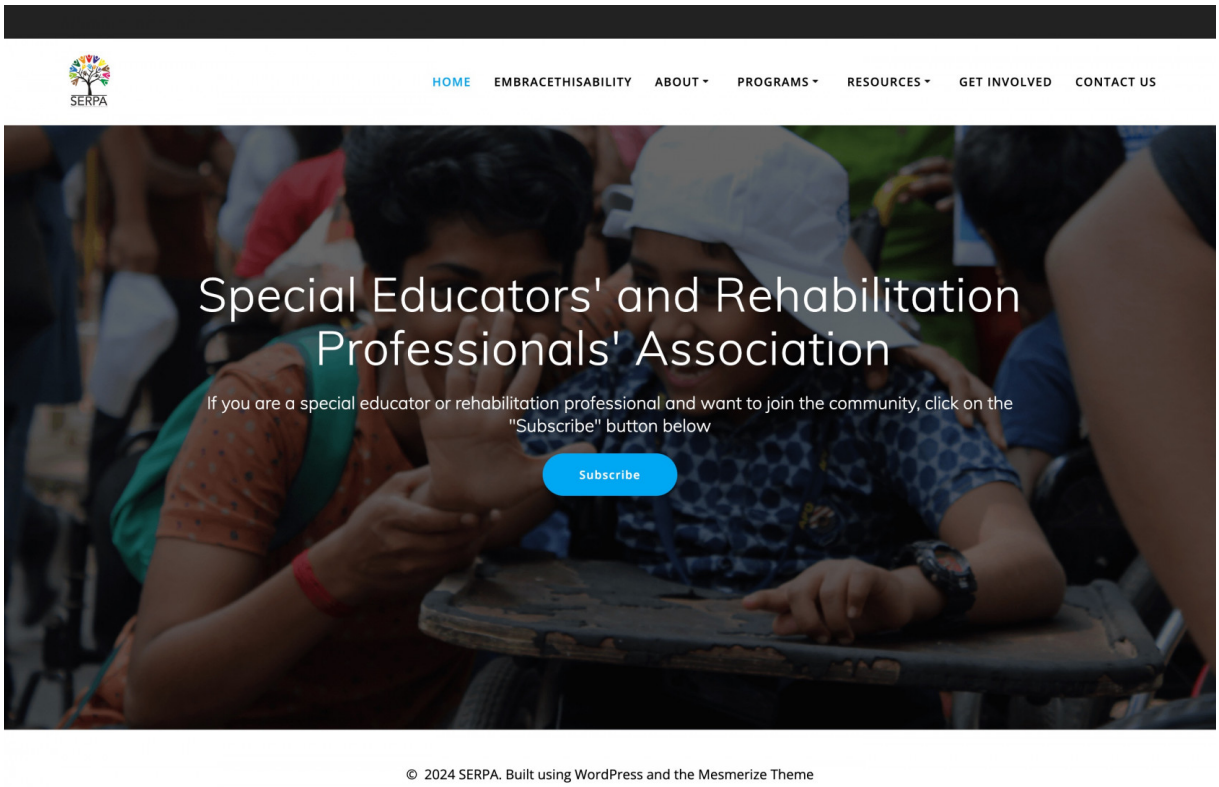
While using the SERPA website, I faced a bunch of Challenges. Here is what I struggled with:-

Challenges

- Unclear Home Page
- Difficult to Navigate
- Not sure where to find the information I needed
- Not user-friendly / Poor User Experience
- Lack of Clear Call-to-Action

let's see the examples:-

- There is not enough information on the home page.



- Difficult to Navigation

