Learning Paths - Level 01

Getting Started with Clarity

Session Breakdown

15 min	01	Introduction + Case Study
05 min	02	Clarity's Enterprise Redesign
05 min	03	The Liferay Solution

Part 01

Introduction + Case Study

Session Scope

- Introduction to Clarity (the organization)

- Discuss Clarity's challenges

- Understand how Clarity will measure success

- Review Clarity's new designs

- Identify why Liferay is a best fit

Clarity Vision Solutions

- Global leader in optical technology

- Over 500 employees and 300+ million in revenues

- Traditional retail and online commerce

- Modern, stylish and comfortable products

- International distribution via partners

Elevate Your Brand with Premium Eyewear

Discover premium craftsmanship, innovative lenses, and designs that help your brand stand out.

Start Your Journey
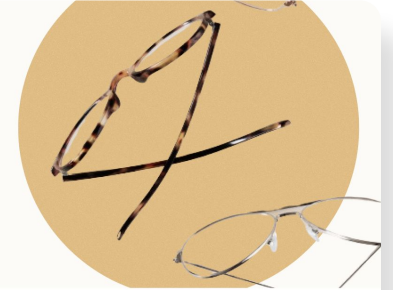
See Further with Clarity Vision Solutions

Take advantage of exclusive offers on the latest products to deliver exceptional value for your business and your customers.

Learn More

Clarity Vision Solutions Challenges

- Overnight success has led to growing pains

- Complex and fragmented infrastructure

- Expensive maintenance and licensing costs

- Increased operational costs by requiring costly resources (experts and consultants)

- Highly technical tools limit pool of contributors and increase the time to market required or new initiatives

Liferay
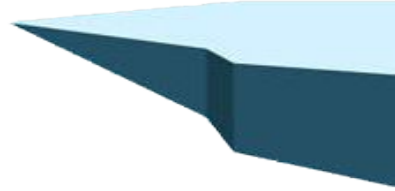
Clarity's Critical Success Factors

1. Non-technical participation

2. Simplified maintenance (and evolution)

3. Future proofed and flexible

4. Increase engagement and user experience through personalization

5. Risk mitigation with better governance

6. Lower investment / total cost of ownership

01. User Empowerment and Collaboration

Empower *non-technical* team members to contribute to content creation and website management through user-friendly interfaces and intuitive tools, democratizing website ownership and fostering collaboration.

02. Unified Platform and Simplified Maintenance

Simplify IT administration by consolidating disparate systems into a unified platform, streamlining website maintenance and freeing both IT and financial resources for strategic initiatives.

Liferay

03. Future-Proof Scaling and Agility

Use a platform that can readily adapt to evolving business needs and technological advancements, accommodating future growth and expansion without costly re-implementations. The right solution/technology/system/platform is one that can grow and adapt as the business grows.

04. Increased Engagement and Enhanced User Experience

Leverage data insights to deliver personalized omnichannel experiences to customers, fostering deeper engagement and boosting conversions.

05. Risk Mitigation with Better Governance

Implement robust cybersecurity measures and data governance practices to mitigate risks, ensure compliance with global regulations, and build trust with customers and partners.
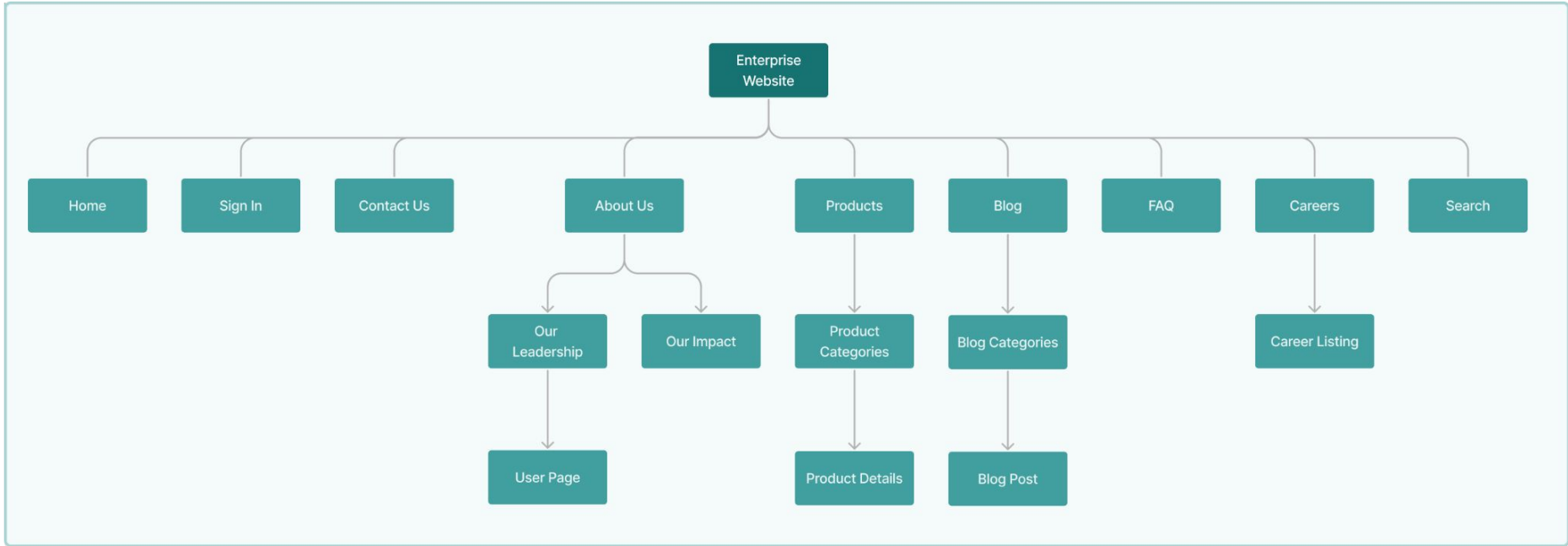
06. Lower Total Cost of Ownership

Optimize technology costs by consolidating services in a centralized platform and reducing dependence on external IT resources. This can maximize transparency/access of data and enable users to reuse existing assets to compose new solutions.

Part 02

Clarity Enterprise Redesign

Building Clarity on Liferay

Enterprise Website Design

Diagram — Enterprise Website sitemap:

- Enterprise Website
  - Home
  - Sign In
  - Contact Us
  - About Us
    - Our Leadership
      - User Page
    - Our Impact
  - Products
    - Product Categories
      - Product Details
  - Blog
    - Blog Categories
      - Blog Post
  - FAQ
  - Careers
    - Career Listing
  - Search

![Liferay]

Clarity Enterprise Redesign

Home Page

- Unique layout

- Clean minimalist design

- Eye-catching crisp images

- Immediate engagement with call to action in hero

- Strategically push distributor program with highlighted area

- Direct users deeper into the site with call to action to read articles from Clarity team members

Clarity Enterprise Redesign
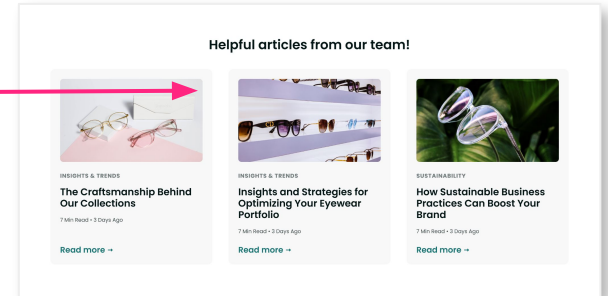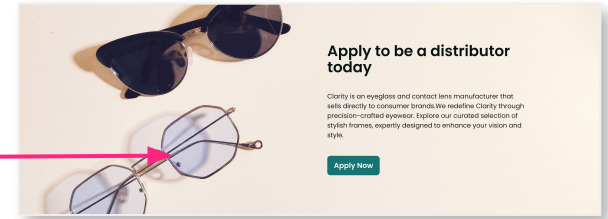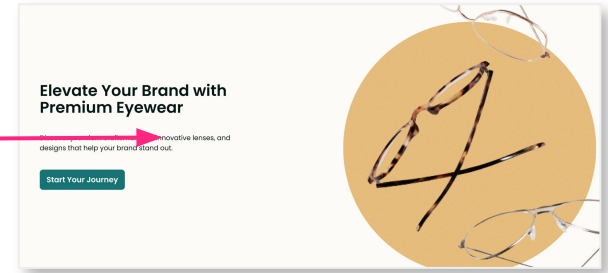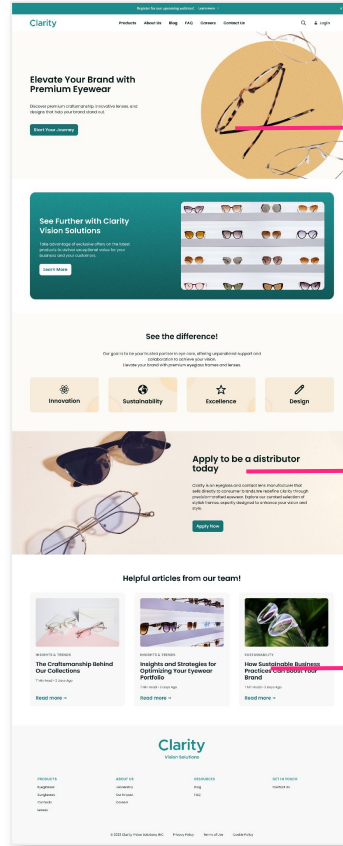
Blog

- Feature latest article

- Include blog roll of all posts

- Provide pagination and filtering to allow user to find content relevant to them

- Offer users option to *Subscribe* to receive new content (login required)

- Only allow images approved by marketing

- Clean, simple, attractive design

Clarity Enterprise Redesign
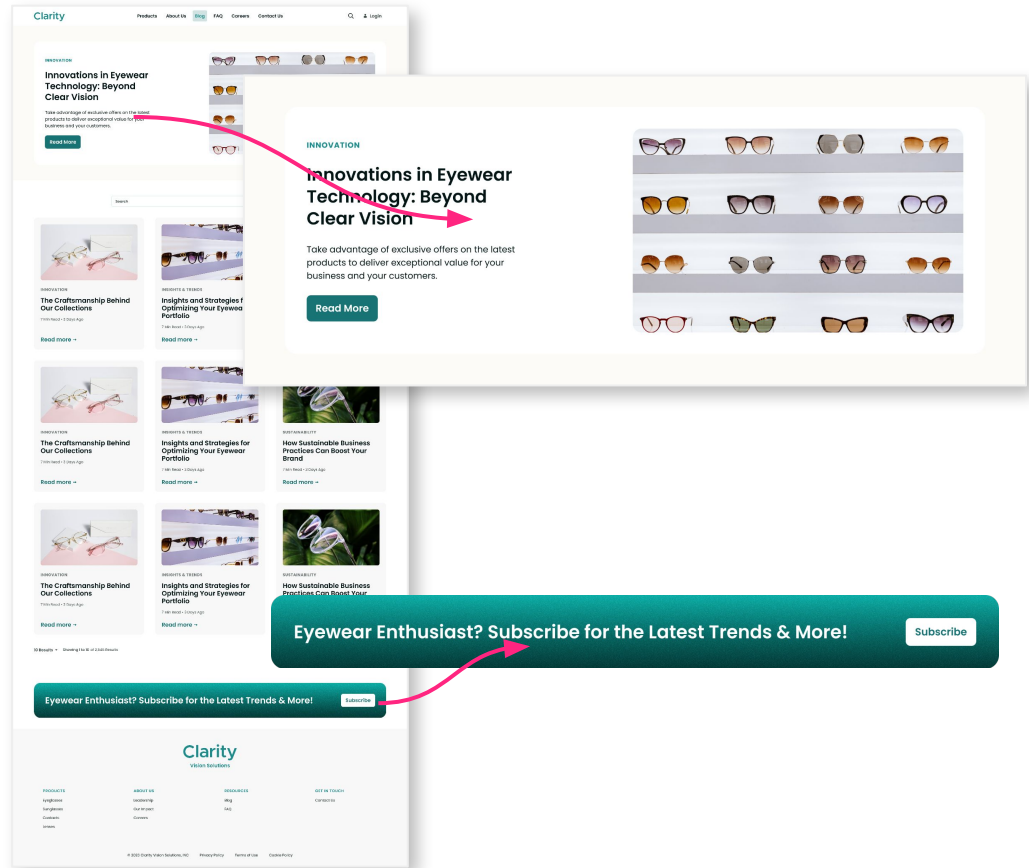
Product Listings

- Create a search like experience

- Provide rich filtering mechanism to allow users to reach their desired results quickly

- Simple results grid to keep with a clean simple design

- Click through to detailed product page with all relevant information

- No extraneous content that might distract user from buy-path

- Future enhancement to provide B2C commerce

Clarity Enterprise Redesign
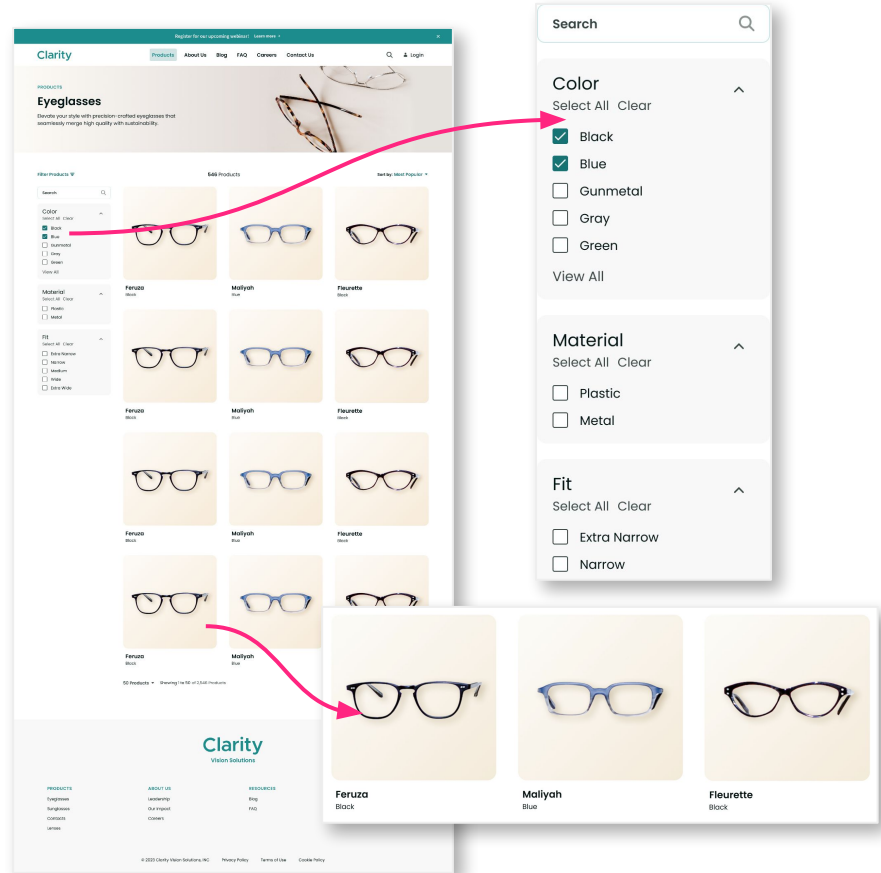
FAQs

- New Frequently Asked Questions

- Organized by popular topics drawn from support data analytics

- Modern look and feel – answers only on screen when user requests action

- Aim is to reduce (operational) support costs

- Enable Customers to self-serve

- Managed content to eliminate the need to have IT make manual changes/deployments every time change is required

- Call to action to direct users to other useful information surfaced through article content

Careers

- Advertise open positions

- Reduce recruitment costs

- Build a database of candidates that can be referenced as needs arise

- Use simple "search" based experience

- Provide multiple filters so that users don't have to wade through irrelevant data

- Include analytics to understand how many users come to this section and what the engagement rate is

- Nice to have: record most frequently checked locations

Clarity Enterprise Redesign
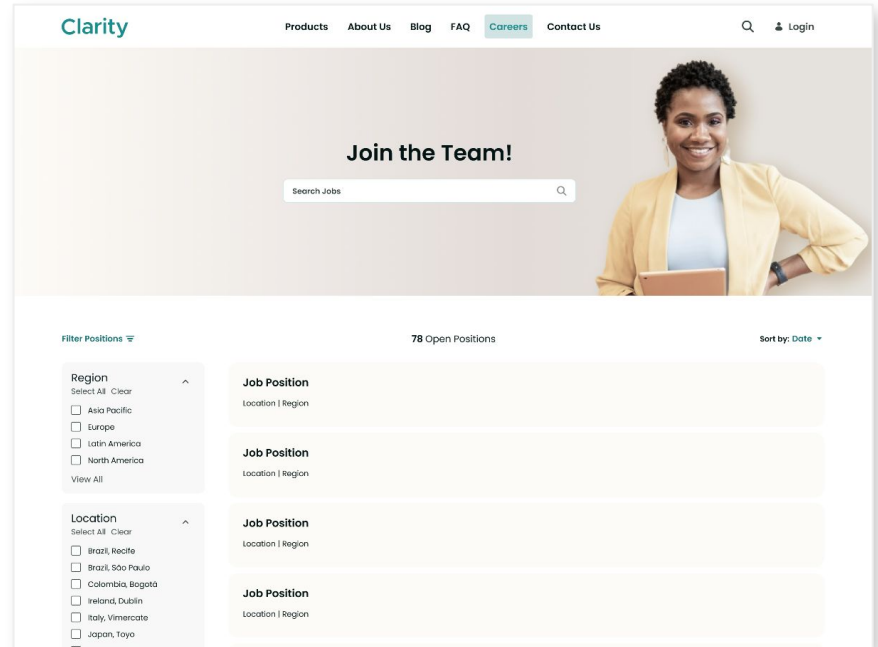
Distributor Applications

- Receive distributor applications

- Collect identity information for KYC best practice and compliance with AML laws

- Implement complex business logic, including validations, notifications, and workflow

- Easy to build and maintain
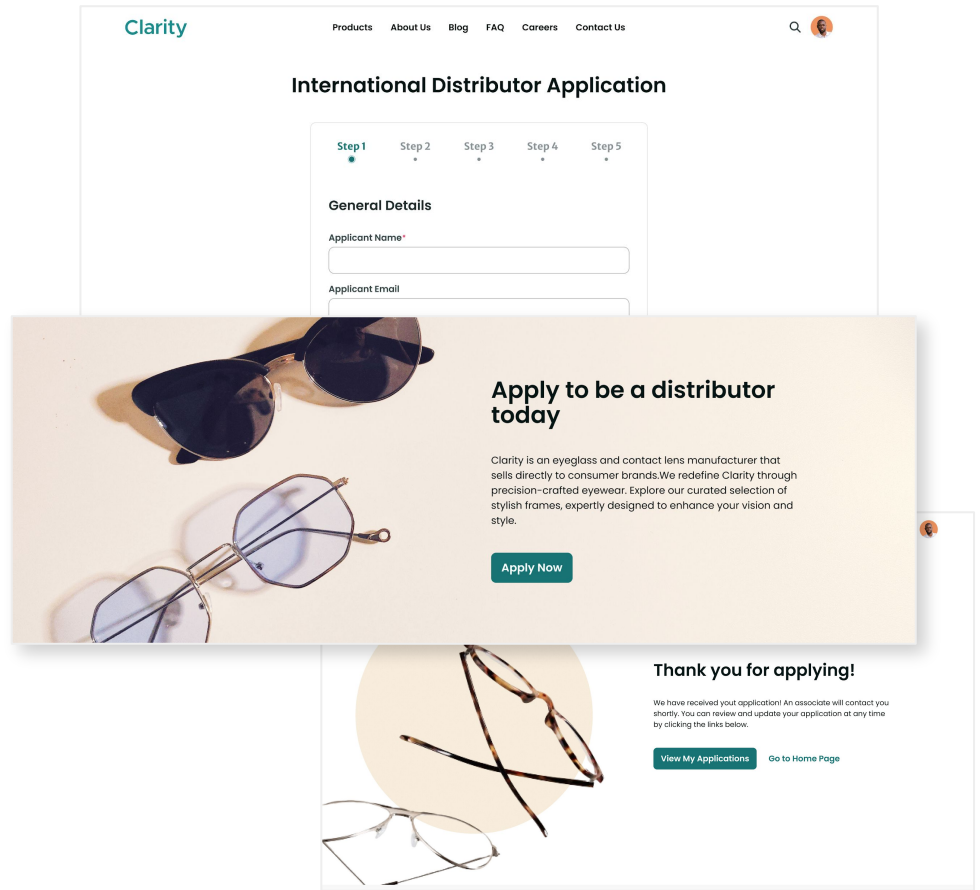
Part 03

The Liferay Solution

Platform Capabilities

Content Management System (CMS)

Digital Asset Management (DAM)

Commerce

Personalization

Search

Sites

Integration

Security

Cloud

Low-Code

Liferay

Liferay: Real-world results, real ROI.

Thank you