# Webpage Redesign:
# Before and After Analysis & Portfolio

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## Veracode: "Contact Us" Page

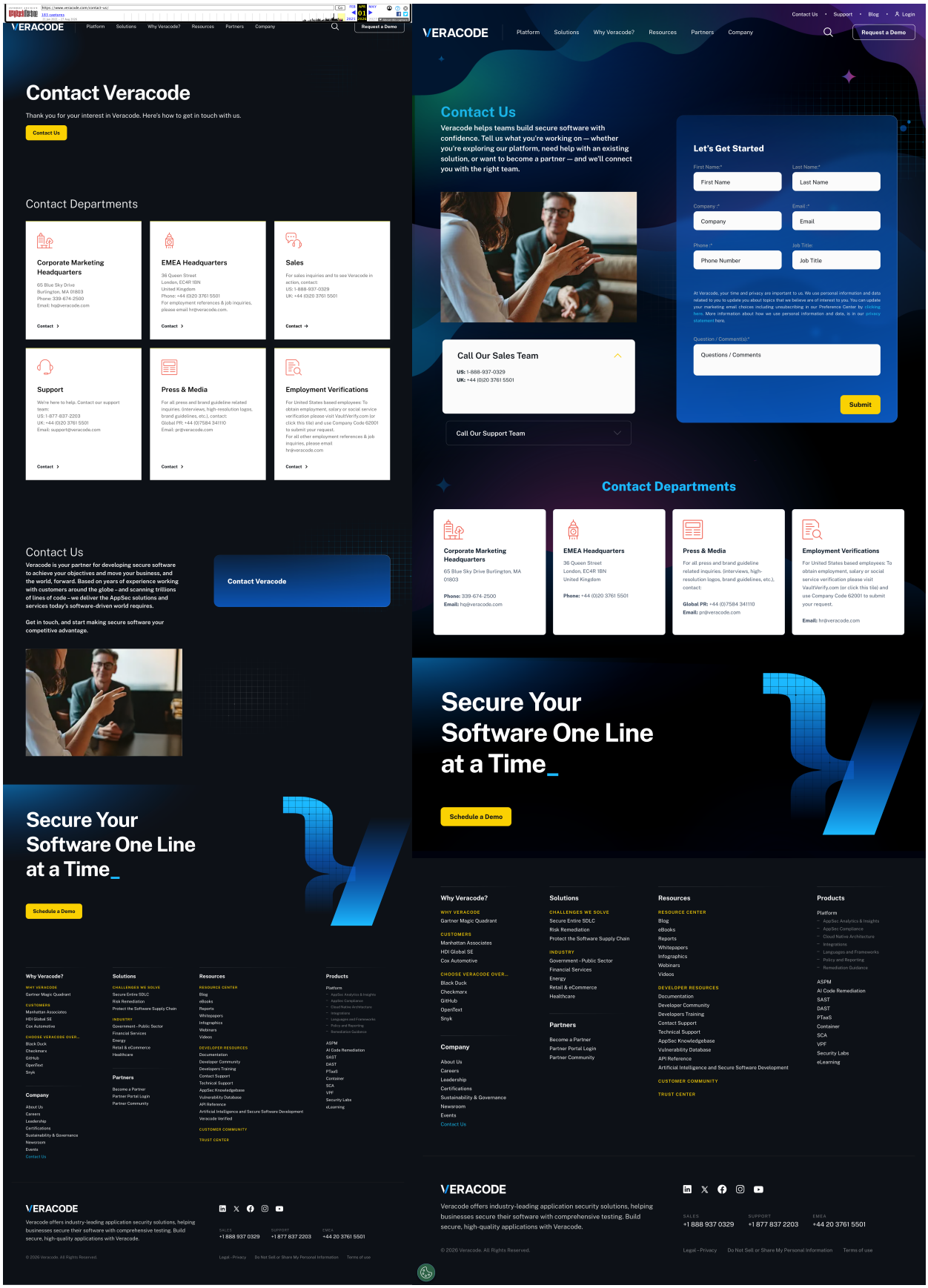
### Before State

- **Hero Section:** Featured a minimal text header ("Contact Veracode") with a single yellow "Contact Us" button.
- **Layout Structure:** The page immediately listed six "Contact Departments" (Corporate Marketing, EMEA, Sales, Support, Press & Media, Employment Verifications) in a grid below the header.
- **Form Visibility:** No data capture form was visible in the primary viewport; an empty blue box sat next to a descriptive text block and image further down the page.
- BEFORE: Screenshot PDF - Veracode - Contact Us Page

### After State

- **Hero Section:** The "Let's Get Started" lead-generation form is now embedded directly into the hero section, prominently requesting user details (Name, Company, Email, Phone, Job Title, Questions/Comments).
- **Layout Structure:** The descriptive text and image of two professionals have been moved to the top left, alongside the form.
- **Direct Contact Access:** Expandable accordion menus for "Call Our Sales Team" and "Call Our Support Team" were added directly below the main text, providing immediate phone numbers.
- **Secondary Information:** The "Contact Departments" grid was shifted lower down the page, prioritizing the form and direct contact lines.
- AFTER: Screenshot PDF - Veracode - Contact Us Page

- **BEFORE VS AFTER SIDE BY SIDE – VERACODE CONTACT US PAGE**



# Veracode: "Technical Support" Page

## Before State

- **Design:** A stark, text-heavy layout with a plain dark background.
- **Navigation:** Relied on dense paragraphs to explain "Phone and Email Support" and "Online Help and Documentation" without visual hierarchy.
- **Searchability:** Lacked a dedicated search function for support documentation.
- Added the Support page to the top navigation on the homepage for easier accessibility for users.
- BEFORE: Screenshot PDF - Veracode Support page

## After State

- **Design:** Transformed into a modern "Support Center" featuring an engaging hero image of a person interacting with a digital interface.
- **Searchability:** A prominent, centralized search bar ("Search veracode.com...") was added to the top of the page under the heading "Find What You Need, Fast".
- **Navigation:** The "Still Need Help?" section now uses three distinct, clickable cards to route users effectively: "Documentation", "Submit a Ticket in Veracode", and "Community".
- **Contact Info:** Phone and email support information is neatly organized in a consolidated banner beneath the routing cards.
- AFTER: Screenshot PDF - Veracode Support page

**OVERALL:**

- **Optimized Global Navigation & User Pathways:** Added a dedicated "Support" link directly adjacent to "Contact Us" in the main navigation menu. This strategic UI update clarified user routing and let visitors easily select their intended destination.

- **Resolved Critical User Journey Bottlenecks:** Addressed a major UX issue where users had to rely on the general "Contact Us" page for technical assistance because support was hard to find.

- **Drove Massive Growth in Support Utilization:** Making the Technical Support page easily accessible from the primary navigation yielded an approximate 415% increase in page views and a 247% increase in Active Users.

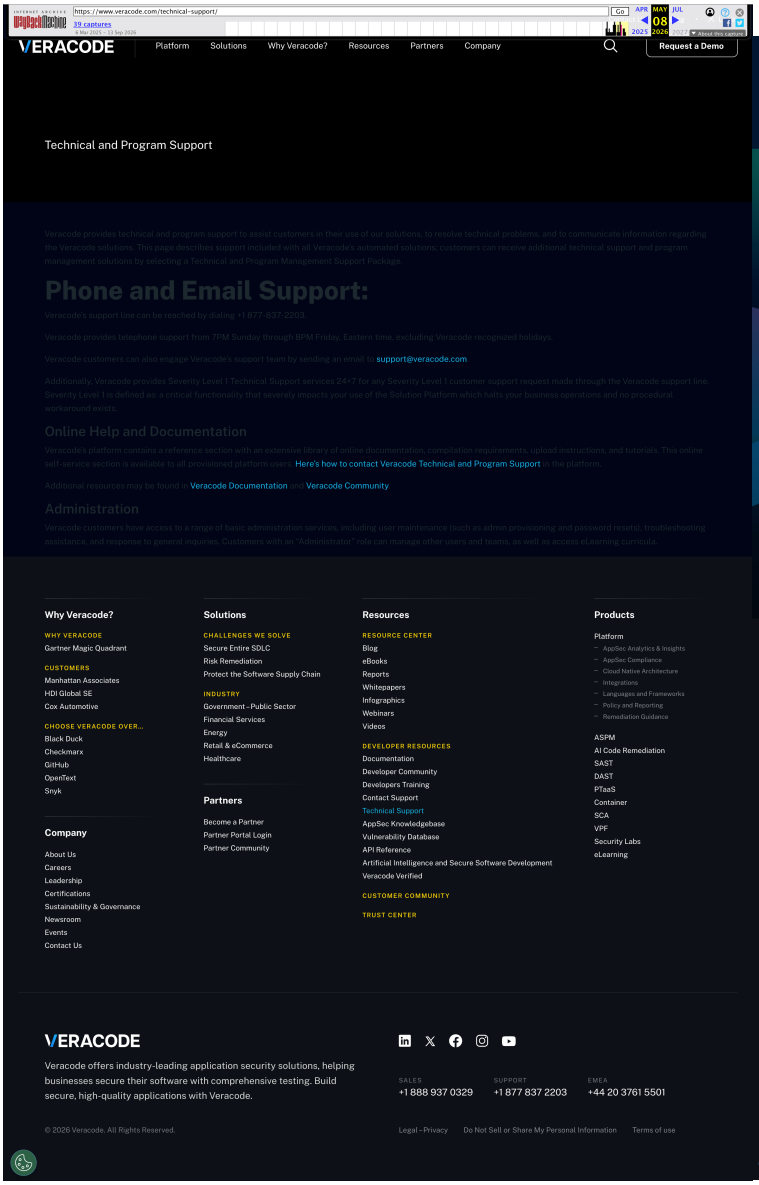
- **Purified "Contact Us" Traffic Quality:** By successfully diverting misdirected support queries, total Contact Us page views decreased by 99% (removing noise and frustration), while true Active Users increased by 93%, ensuring the page now captures high-intent visitors.

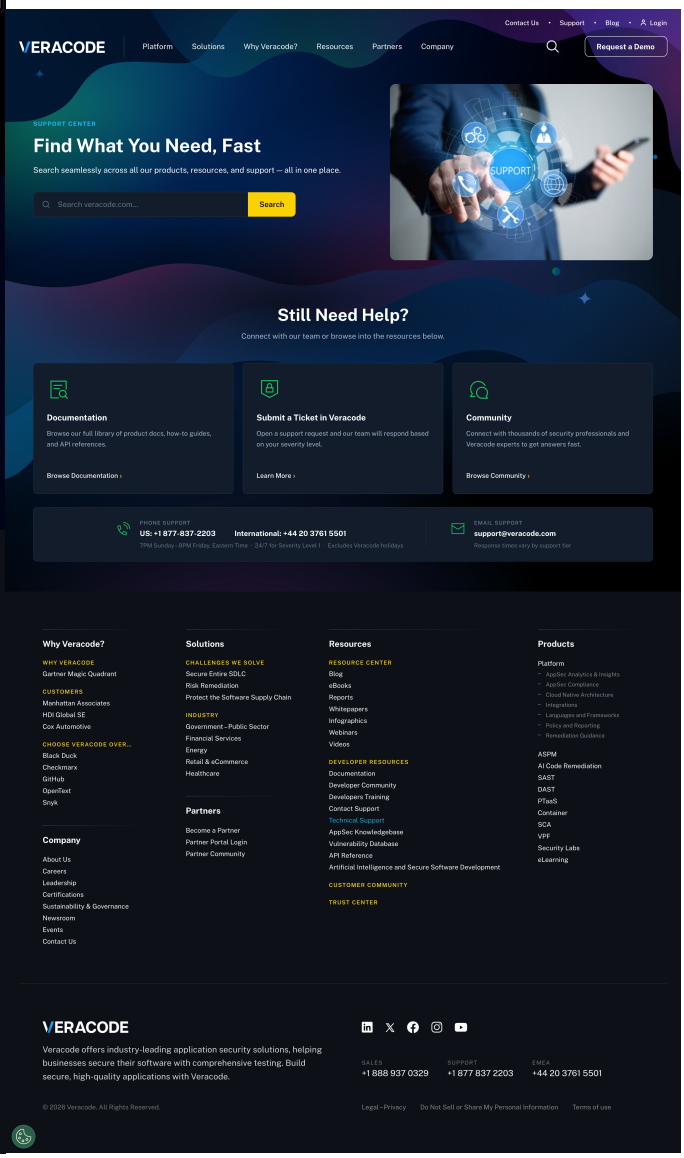
## GOOGLE ANALYTICS:
### Capturing The Two Pages Before & After Change & Impact

| | Views | Active Users |
|---|---|---|
| /contact-us/ | | |
| Sep 1 - Sep 29, 2026 | 672 (82.56%) | 593 (85.57%) |
| Jun 1 - Jun 30, 2026 | 132,808 (99.96%) | 307 (84.34%) |
| % change | -99.49% | 93.16% |

| | Views | Active Users |
|---|---|---|
| /technical-support/ | | |
| Sep 1 - Sep 29, 2026 | 340 (97.98%) | 243 (97.2%) |
| Jun 1 - Jun 30, 2026 | 66 (98.51%) | 70 (98.59%) |

# BEFORE VS AFTER SIDE BY SIDE – VERACODE TECHNICAL SUPPORT PAGE



# Allegro MicroSystems: "48V Systems" Page

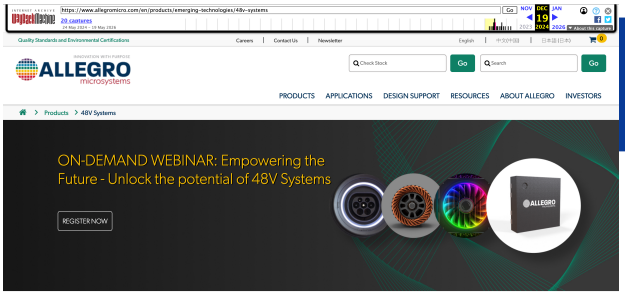
## Before State

- **Hero Section:** Focused heavily on an "ON-DEMAND WEBINAR" banner rather than the product solutions themselves.
- **Content:** Highly text-heavy and academic, featuring long paragraphs explaining the transition "Beyond 12V" alongside a basic electrical diagram.
- **Data Capture:** Concluded with a long, multi-field "Contact us to learn more" form embedded directly on the page.
- **Navigation:** Relied on simple collapsible accordions for the product portfolio.
- BEFORE: Screenshot PDF - Allegro - 48V - Revamp

## After State

- **Hero Section:** Replaced the webinar banner with a high-quality visual of an EV charging station and a clear value proposition: "Advanced 48V System Solutions for Automotive and Industrial Applications".
- **Content:** Shifted from dense text to scannable marketing features, introducing a "Why Upgrade to 48V?" section with bulleted benefits and a "Why Leading Engineers Choose Allegro" section with three descriptive cards.
- **Visual Organization:** Added a "48V Solutions Across the Ecosystem" section with distinct imagery for Automotive, Data Center, and Industrial applications.
- **Comparison & CTA:** Replaced the technical diagram with a cleaner "Powering Electrification and Autonomy" comparison table. The embedded form was replaced with a cleaner "Start Your 48V Design with an Expert" Call-to-Action button.
- AFTER: Screenshot PDF - Allegro - 48V - Revamp

# BEFORE VS AFTER SIDE BY SIDE – VERACODE TECHNICAL SUPPORT PAGE




## 48V Systems

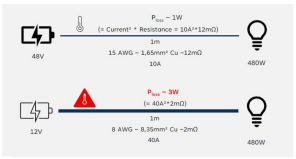
The demand for efficiency and cost-effectiveness in electrical systems is driving the adoption of 48V systems across industries. These higher voltage systems provide a more optimal alternative to conventional 12V or 24V architectures, especially where higher power delivery is crucial. In the automotive world, 48V systems boost fuel economy and performance. Data centers utilize them to optimize energy use and minimize cooling expenses. Industrial automation and telecommunications also leverage 48V to power motors, actuators, and other high-power equipment.

The advantage? Driving larger loads with less current results in reduced losses and enhanced efficiency, which makes 48V systems a compelling solution for a wide variety of applications, including:

- **48 Volt Automotive:** Allegro's 48V automotive designed Power ICs, coupled with leading sensors, optimize mild hybrid powertrains and BEV loads to improve range and reduce CO2 emissions.
- **48 Volt Industrial:** Allegro's gate robust 100V Si-Process offers the right solutions for precise motor control and smooth operation in automation applications.
- **48 Volt Data Center:** Allegro's 48V dedicated/optimized fan and pump Gate Drive Units allow a simple and reliable upgrade from 12V systems to maximize efficiency and peak performance.

### Beyond 12V: Why traditional systems will struggle with modern power demands

Traditional 12V systems, currently the mainstay of power delivery, are struggling to keep pace with the escalating power requirements of modern applications. The limitations of 12V systems become clear when considering factors like power loss and cable thickness. As power demands increase, so do the currents within a 12V system in a linear fashion ($P = V*I$). This results in higher power losses along any wiring from the supply source to the load ($P_{loss} = I^2 * R$). Practically speaking, if you double the power demand of the system the current will also double, but the power losses will quadruple! These power losses manifest as unwanted heat and reduced system efficiency. Also, managing higher currents requires thicker and heavier cables which adds weight and cost to system designs.




You may question the decision to limit the voltage to 48V when the advantages of higher voltages are apparent. However, the primary factor behind this limit is the safety standards that must be adhered to. Organizations such as UL and NFPA designate voltages below 60V as Safety Extra Low Voltage (SELV), deeming them safe for human interaction with unshielded equipment.

*Power = Voltage * Current*
A 4x **higher voltage** allows 4x **lower current** to power equal loads.

With *Voltage = Resistance * Current* and
*$Power_{loss}$ = Current² * Resistance* lower currents enable **lower power losses**.

Lower power losses mean **higher efficiency** and **less heat** to dissipate.
Thinner Wire can lead up to a ~65% **weight reduction**.

### Harness High Efficiency and Peak Performance with our 48V Solutions

Allegro's SG8 semiconductor process technology in production for many years now was developed with 48V automotive systems in mind supporting up to 100V operation. The process technology features transistors with 122V breakdown voltage, lower drain-to-source resistance (Rdson), in addition to handling negative transients and reverse polarity. With this advanced process, automotive quality and reliability pedigree and a breadth of products capable of supporting both 12 and 48V operation, our solutions are best suited to start your transition to designing 48V systems for optimal performance, efficiency, and cost.

Allegro offers a broad array of sensor and power IC products ready for use in the design of 48V systems across a myriad of automotive, industrial, clean energy and data center applications.

### 48V Power IC and Sensor Product Portfolio

- Motor and Gate Drive Units
- Current Sensors with Functional Isolation
- Isolated Gate Drive Units

### 48V Pumps & Fans

Allegro's Power ICs ensure that 48V pumps and fans operate at peak efficiency, with advanced control for fluid dynamics, system pressure or thermal management in automotive thermal management systems or in data center cooling.

LEARN MORE

### 48V Steering and Braking Systems

Allegro's Power ICs deliver precise control and power optimization for 48V steering and braking systems, ensuring superior vehicle handling and reliability.

LEARN MORE

### 48V Motor Control

Allegro's motor drivers and gate drivers deliver precise and efficient control for 48V motors and actuators in automotive and industrial automation, enhancing productivity and reliability.

LEARN MORE

### 48V Power Tools

Our Power ICs deliver a next level of precise control and power optimization for 18V-60V Power Tools, ensuring superior handling and performance (in your hands).

LEARN MORE

### Contact us to learn more about our 48V solutions.

Required*

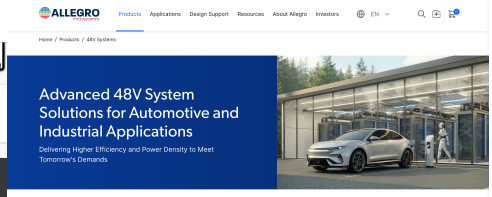
FIRST NAME * | LAST NAME *
BUSINESS EMAIL * | PHONE NUMBER
JOB TITLE * | COMPANY *
COUNTRY *
Select a country

Stay informed about Allegro news, events and offers. You can review our opt-in messaging details in our Privacy Notice

By selecting "confirm" you grant Allegro permission to process your data and send you information. *

SUBMIT RESET


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### Why Upgrade to 48V? Overcoming the Limitations of 12V Power

The shift to a 48V architecture offers fundamental advantages for any high-power design. By directly addressing the core engineering challenges of power loss, thermal management, and system cost, 48V systems enable a new level of efficiency and performance.

- Maximize Efficiency and Minimize Waste Heat
- Increase Power Density and Reduce System Cost
- Design with Confidence Within Safety Limits

### Why Leading Engineers Choose Allegro

Our solutions aren't just 48V-tolerant; they are 48V-optimized. We deliver performance and robustness that adapted 12V components simply cannot match.

AskAllegro | Contact Us

**Unmatched Robustness for Real-World Transients**
Our SG8 technology is based on robust automotive qualified 120V wafer process, provides the critical headroom to withstand harsh 70V-80V transients and ensuring your designs survive the most rigorous transient immunity tests.

**Future-Proof, System-Capable Design**
Our components are not just supply-capable (able to handle a 48V input); they are system-capable. Many of our ICs operate seamlessly across both 12V and 48V domains, allowing you to integrate Allegro today with confidence that your design is ready for tomorrow's zonal architectures without costly requalification.

**A Legacy of Automotive Safety and Partnership**
As pioneers in automotive safety, we integrate advanced ASIL-compliant diagnostics and protection into our ICs. This expertise, combined with our reputation for near-zero-defect quality (measured in parts-per-billion), makes our solutions integral to our customers' most mission-critical systems.

### 48V Solutions Across the Ecosystem

Explore how our solutions are enabling higher efficiency, greater power density, and smarter control across key industries.



**Automotive**
Powering the Future of Mobility
Manage power in mild-hybrid powertrains, xEV powertrain, zonal architectures and high demand loads like steering and braking systems with our portfolio of robust, AEC-Q100 qualified and functionally safe 48V solutions.

**Data Center**
Enabling High-Density AI Computing
Maximize efficiency and minimize thermal loss in high-density servers. Our power management ICs and motor drivers are optimized for 48V power distribution and advance air and liquid cooling systems.

**Industrial**
Driving the Next Wave of Automation
Design compact, high-performance motor control solutions for robotics, AGVs and power tools. Our robust gate and intelligent motor drivers deliver optimal control and efficiency.

### Powering Electrification and Autonomy

Allegro's 48V-ready sensors and power ICs are the building blocks for the next generation of automotive and industrial systems.




### Start Your 48V Design with an Expert

Have a specific challenge or need help selecting the right component? Our team of application experts is ready to support your design.

Get Started

### Documentation & Resources



Technical Article
**Common Driver Platform for 12V and 48V Systems Simplifies EV Starter Generator Designs**
This article discusses how using a common platform for both 12V and 48V starter generator systems will simplify and ease...

Showing 1 of 1


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