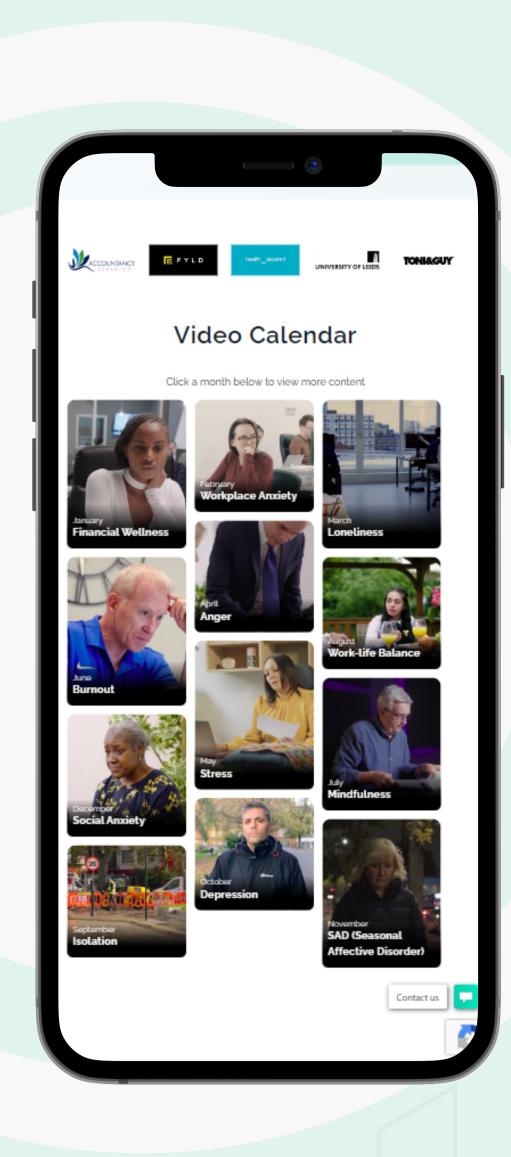
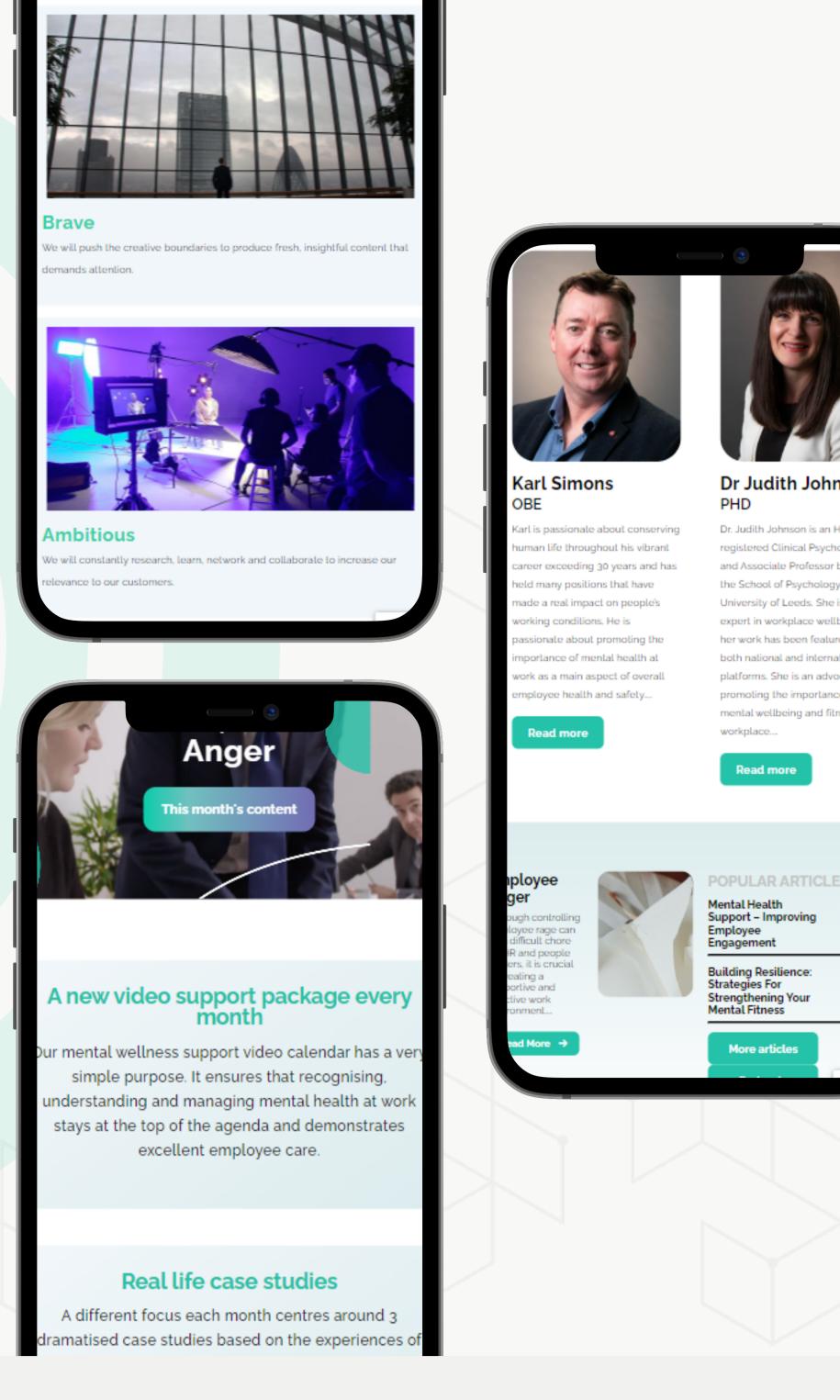
Gallantium

Gallantium is an online platform providing video-based content for mental health support in the workplace. Features include video branding, low-price entry, and a community of like-minded professionals. The platform is designed to be future-proof and cover new workplace topics.





Read more

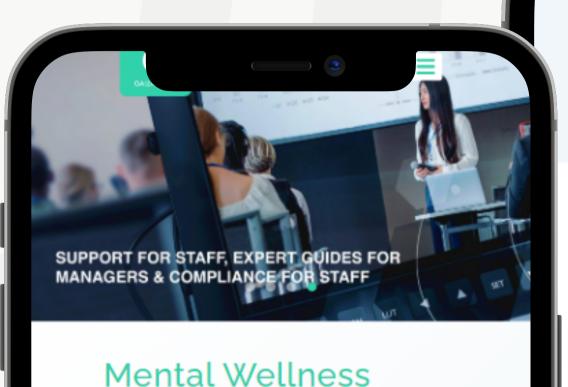
More articles

The Problem

One of the challenges we faced was creating a platform that was interactive and engaging while also being easy to navigate and user-friendly. Additionally, we had to create a subscription based model similar to SaaS to drive free trials and repeat engagement, while also implementing a freemium model to drive brand awareness

The Goal

Our primary goal was to design and develop a platform that would drive sales, generate revenue, showcase what Gallantium is passionate about, and retain clients to drive a long-term relationship with ongoing business.



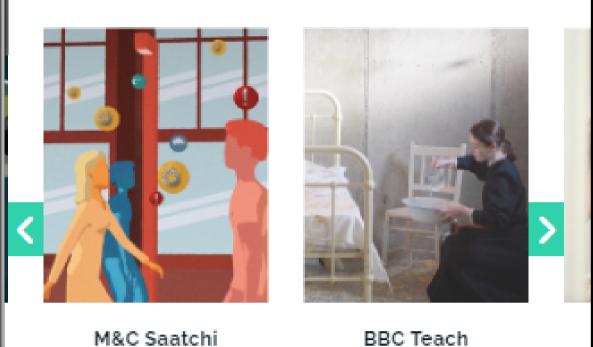
Support Each month we release a new video package that

offers support and guidance for employee mental health and wellbeing issues in the modern workplace: 15 minute full presentation video 3 x 5 minute dramatised case studies 20 minute podcast Written support guide Top tips video Exclusive articles

Watch Our Trailer

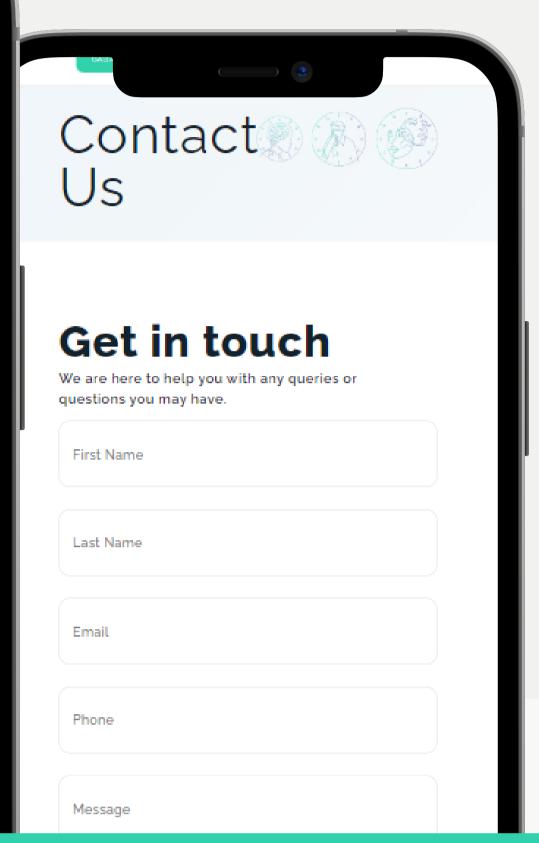
Bespoke Content

Our in-house team has been producing bespoke content to support good mental health since 2005. Our clients have included many charities and universities as well the Royal College of Psychiatrists, M&C Saatchi, Public Health England, the NHS and 10, Downing Street.



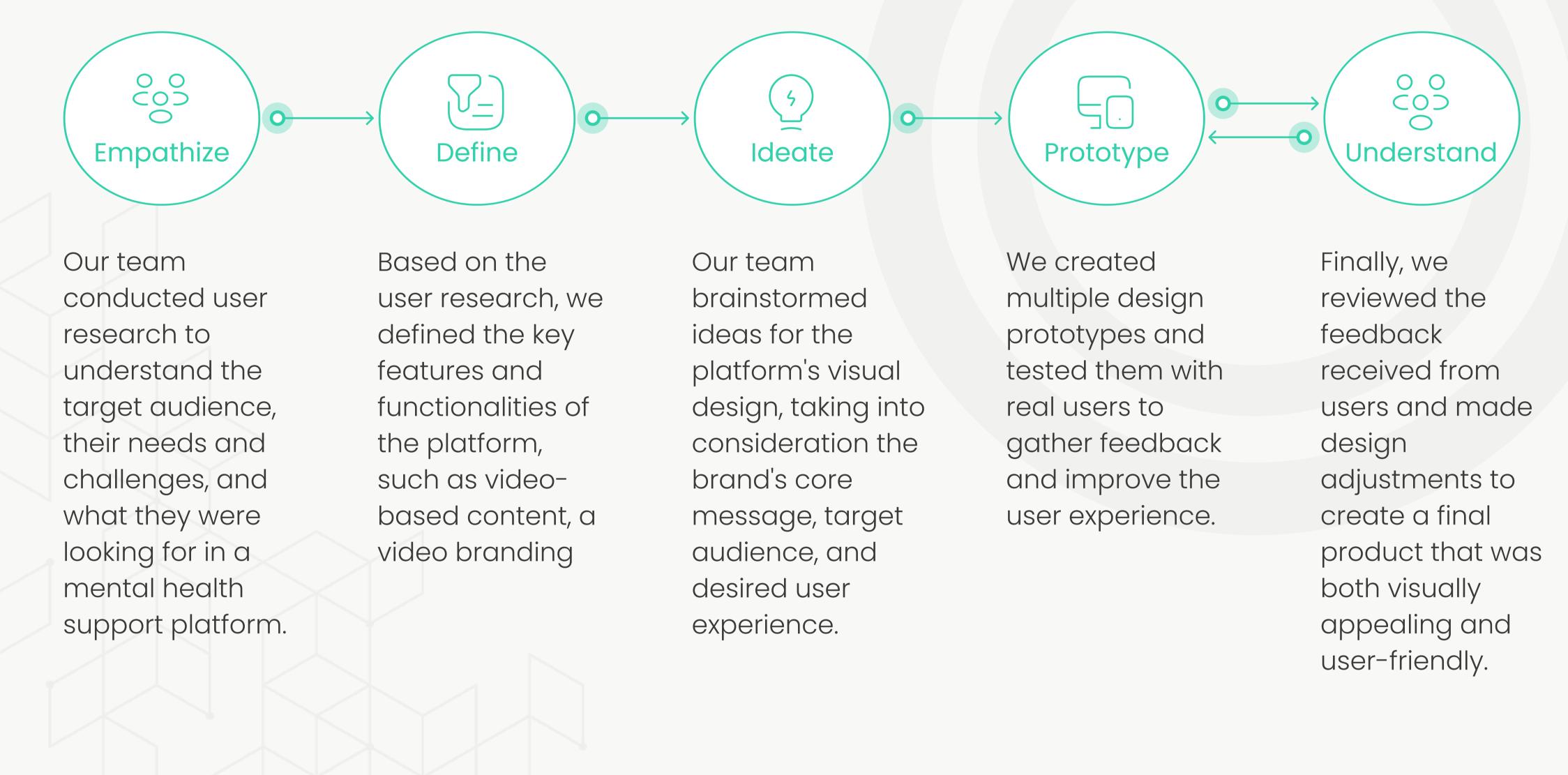
Florence Nightingale

M&C Saatchi Every Mind Matters



Design Process

The Design Process section outlines the key steps our team took to bring the Gallantium project to life. From empathizing with the target audience to creating multiple design prototypes, this section provides insight into the design process that resulted in a visually appealing and user-friendly platform.



Results

The platform received positive feedback from users, with many complimenting the interactive and engaging design and userfriendly interface. The platform has met the KPIs set by the client, including the number of visitors, time spent on the website, performance of each page, number of free trial subscribers, conversion rate trial to subscriber, number of subscribers and repeat subscriptions.

3

Growing **Subscriber Base**

The platform saw a steady increase in subscribers post-launch.

Improved User Engagement

Video branding configurator led to increased engagement.

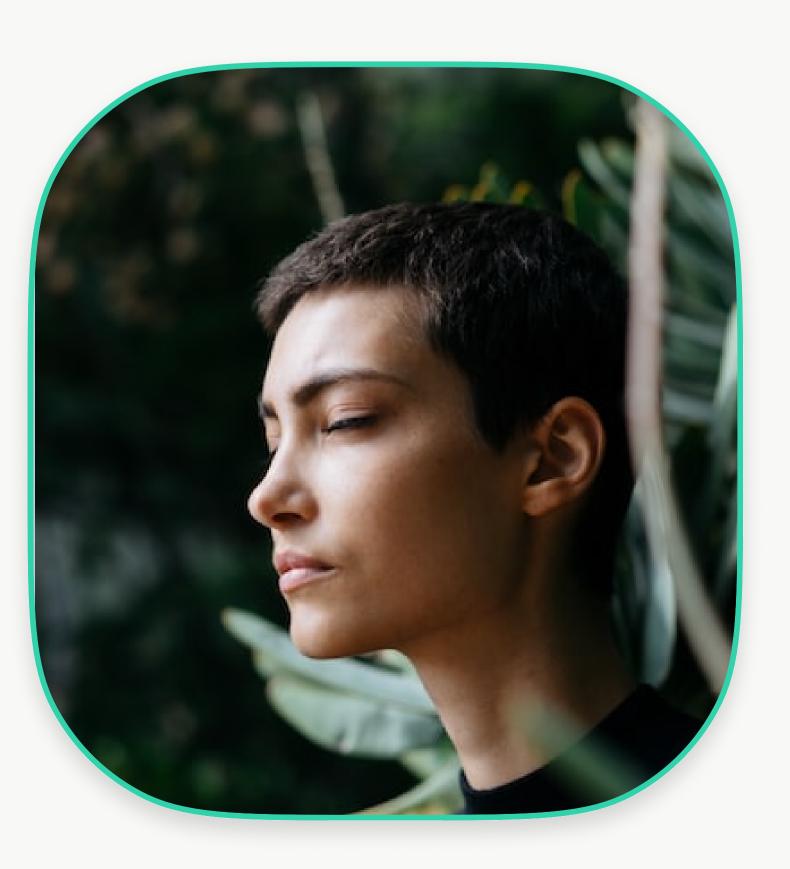
Positive Feedback from Users

Valuable resource; users provided overwhelmingly positive feedback.



Expansion of Content Topics

Workplace diversity, cultural awareness topics added; solidifying position.



Gallantium helps me prioritize workplace well-being and safety for my employees.

Age: 29 **LOCATION:** London **EDUCATION:** University of Edinburgh

Bio **I**

Hannah is a Human Resource Manager at a medium-sized company.

User Personas

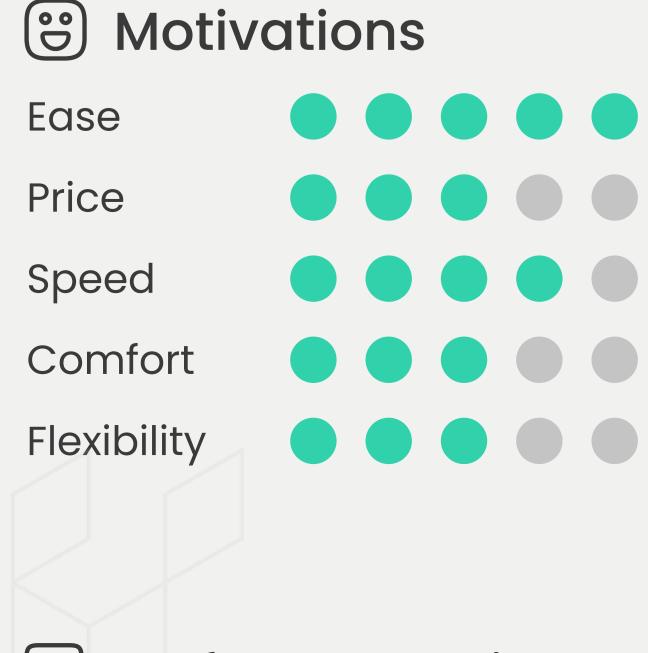
She has been in her role for 3 years and is responsible for ensuring that the company complies with employment laws and regulations.

Goals

- Improve employee mental health and well-being
- Access professional development resources
- Connect with a community of likeminded professionals
- Enhance workplace safety and security

ි) Frustrations

- Limited access to mental health resources at work
- Feeling isolated or disconnected from colleagues and peers



G Preferred Medium

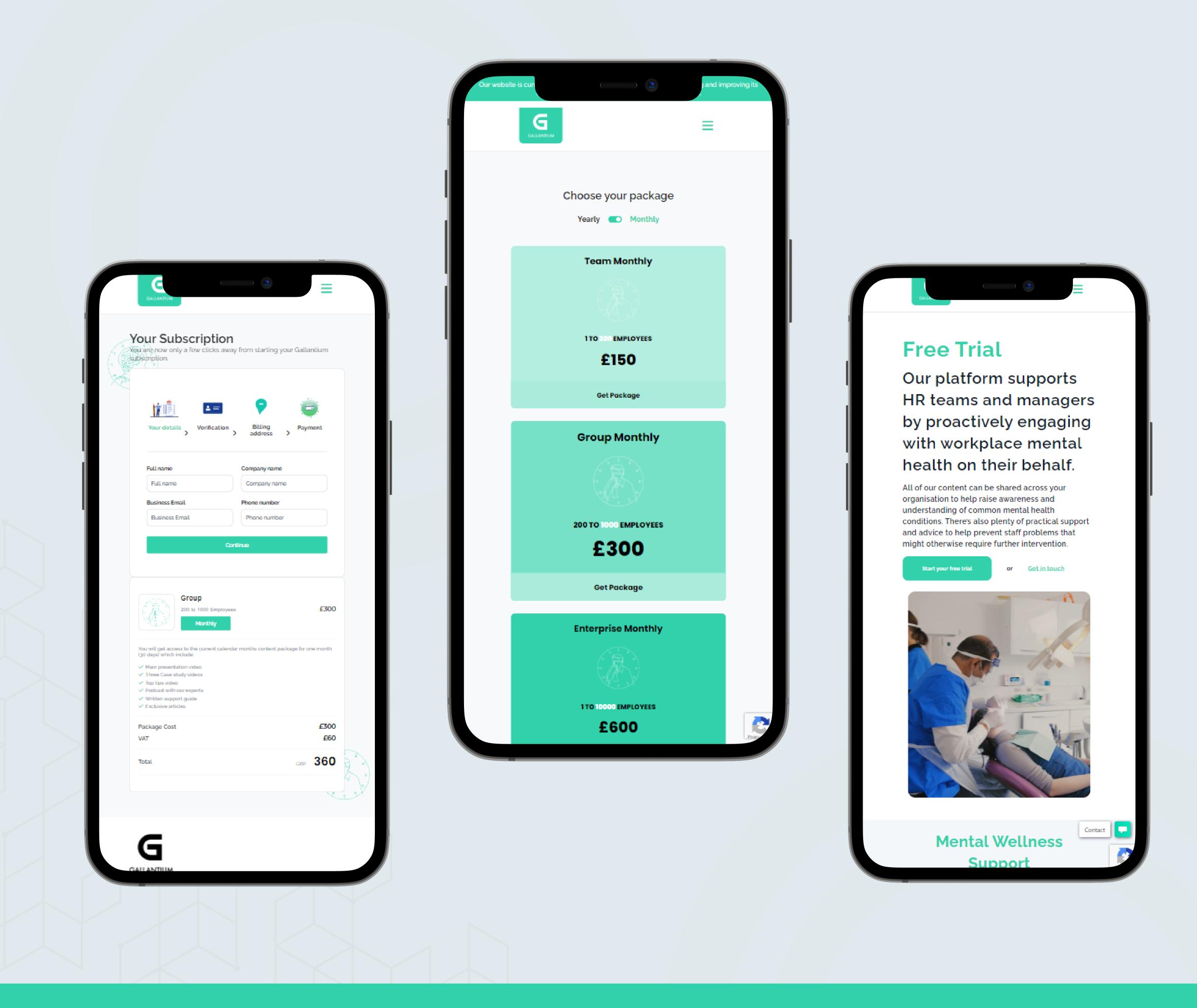
OCCUPATION: CEO

 Increase knowledge and awareness of workplace-related topics and issues.

Phone Computer

Hifi Mockups

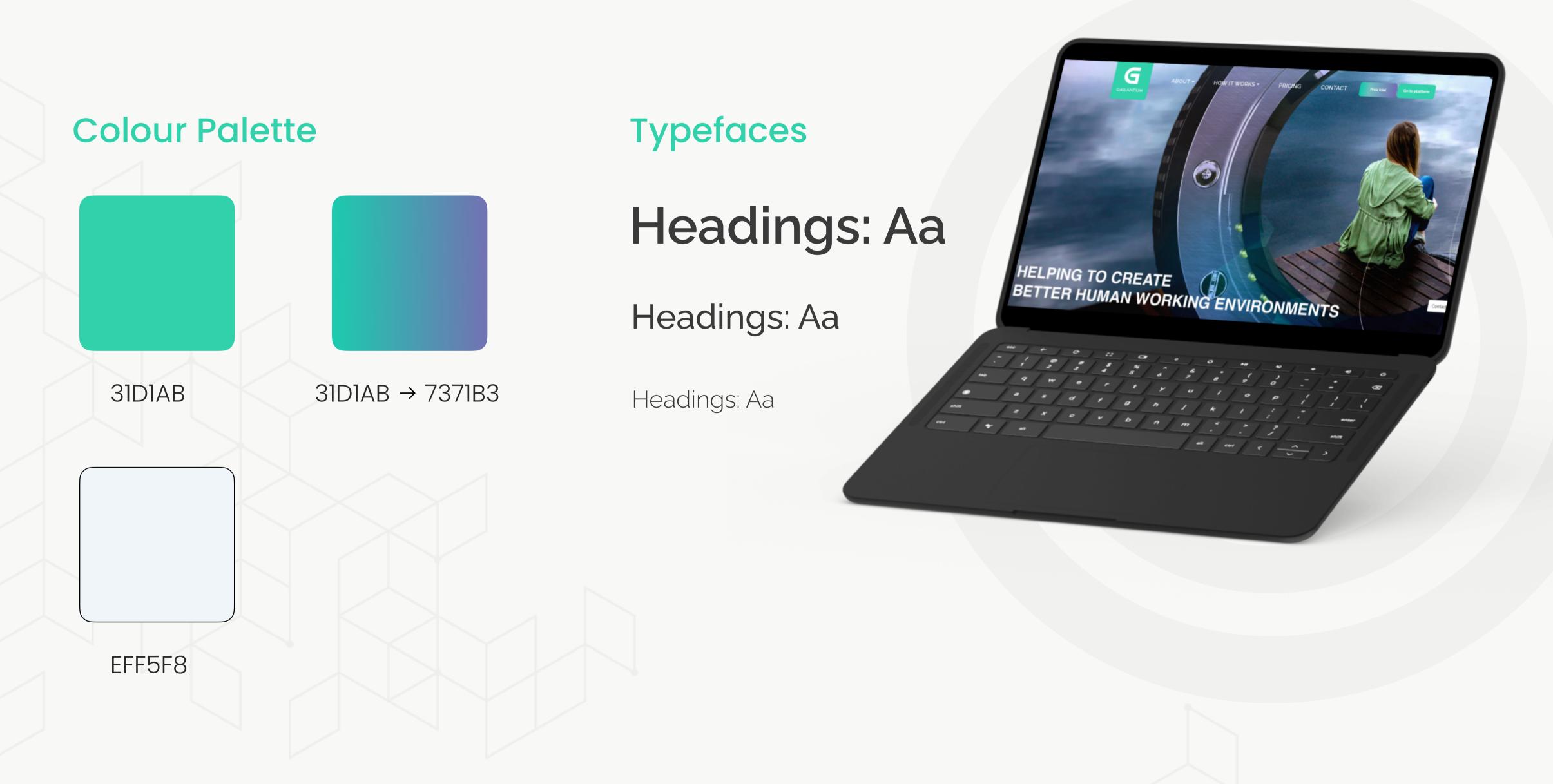
Apple Devices



Other Devices



Style Guide



Conclusion

Conclusion

In conclusion, our team was honoured to work with Gallantium to design and develop a video-based learning platform that supports mental health at the workplace. We are proud of the interactive and engaging design we created. The platform has become an essential component of Gallantium's business model, and we look forward to continuing our relationship with them

- Gallantium's new platform design and user-centric approach led to a significant increase in user engagement and satisfaction.
- By providing valuable resources and fostering a supportive community, Gallantium has become a trusted resource for mental health and workplace well-being.

Let's Connect

Email: consult@moiotso.co.uk Contact: 020 3974 2122