

LOVE® WELLNESS

Case Study

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Let's start here

Index pages

First things first

Our Vision

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OVERVIEW

First thing's first.

The project timeline: 3 months

Scope: Redesign their website to express the personality of the brand.

Background: The website had a generic theme with listed products but didn't reflect the company's soul. Our task was to create a custom theme, leveraging Shopify 2.0, taking care of a scalable design for future company growth, moving away from a product center focus to a user-centric design, and creating a mobile first approach shopping experience.

OUR VISION

A **humanized digital guide** leading shoppers through a beautifully **curated needs-based experience** to a clear and **simple path to purchase**, supported by **education and a community** that lets them embrace themselves and enhance their everyday lives.



CHALLENGE

Brand Voice

- Highlight subscriptions.
- Educating people first, they are not alone in the issues/problems they face with women's health.
- Talk about women's issues in a safe, straightforward, natural, and authentic manner.
- Be provocative with the language, use Vagina, instead of 'u-ha'.
- We want people to feel more comfortable with themselves and their bodies.



CONSTRAINTS

“Design is the beauty of turning constraints into advantages.” Aza Raskin

Tight deadline

We had two months to develop a strategy and redesign 48 pages, plus development time. We had an iterative approach, so we could deliver the for launch and improve the website post launch. The wireframes and design approvals must be within two weeks, so we didn't run on any delays.

Not able to customize plugins

Our development team was involved, from the wireframes to the final designs. The development team guided us to understand the third-party limitations and provide their scope development, so we ensured the presented designs were ready for launch. This process allowed us to identify enhancements for post-launch and continue to improve the site in the long term.

CONSTRAINTS

Everybody deals with constraints

Reduced design process

We need it to work efficiently with the essential design aspects to meet the deadline and the client's budget. We had an IA customer journey workshop, but we missed the opportunity to create a strategy deck, which is helpful as a guide during the site process.

Learn new things on the way

During the design process, we learned they wanted to reduce their product SKU, meaning they will minimize the number of main categories to 4, instead of 8. The IA became obsolete by the time we were on the wireframe process.

Encourage an open communication

Our design process must have constant open communication to understand the company's future direction so that we can support them in the best possible way.

PROCESS

Sprint cycles

We called it sprint cycles to a certain number of designs delivered weekly, which need to be approved by the client within the next week to meet our tight deadline. The project could be delayed if the feedback required more time than planned. The development created sprint cycles, and it was one week behind the visual design.

DISCOVERY



Working sessions
Comparative analysis
Information Architecture

WIREFRAMES



Redesign 37 responsive pages.

VISUAL DESIGNS



Design Guideline
Redesign 37 responsive pages.

DEVELOPMENT



Creating templates
Leveraging Shopify 2.0
Q&A

PERSONAS & ARQUETYPES

What do we know about them?

Never Purchased:

Focused on brand storytelling, social proof, and guided purchase flow.

One Time Purchaser (OTP):

Focused on subscription upsell, loyalty & rewards, cross-selling, and community introduction.

Active Subscriber:

Focused on retention, cross-selling & upselling, community involvement, and ambassador program.



DISCOVERY

Customer Journey

Capture shoppers' touchpoints with the brand, channels, what they are doing now, and the opportunities to enhance the shopping e-commerce experience.

Working session

We could flash out the customer journey during a working session with Love Wellness, which gave us a great understanding of what the shoppers are doing now, the different touchpoints, and where the brand wants to grow in the future.

Working session with a client is a great starting point for a tight project within our scope

Opportunities

We identified the activities involved in each phase of the conversion funnel and came up with great opportunities without constraints on the scope. Therefore, we had many new features to consider for the post-launch.

It is a guiding tool across the site to ensure the proposed opportunities are reflected from the wireframes to development.

Personas

Opportunities

We identified the activities involved in each phase of the conversion funnel and came up with great opportunities without constraints on the scope. Therefore, we had many new features to consider for the post-launch.

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Awareness

Discovery

Consideration

Conversion

On-Going

Journey

Activities

- **[NP]** Learns about the website through a friend or word of mouth.
 - **[NP]** Searches a concern on google and comes across Love Wellness.
 - **[NP] [OTP]** Goes to a store to find a solution to a concern (e.g., bloating).
 - Sees an influencer promoting Love Wellness (LW) on social media.
 - **[NP]** Searches Instagram for an issue and finds LW products.
 - Sees a doctor for a wellness issue and is recommended a LW product.
- Channels:**
- Google search
 - Marketing/ Advertising
 - In-store (Target, Ultra beauty, etc.)
 - Press / PR
 - Word of Mouth / Referrals
 - Doctor recommendation
 - Influencers and ambassadors in social media.
 - Amazon / online store.
 - Lovewellness.com

Activities

- Depending on the channel, lands on different entry points: homepage, product page, community, or article/blog.
 - Actively searches for solutions for vaginal or gut issues.
 - Explores the range of categories and products.
 - Takes the quiz.
 - **[NP]** Learns about the brand.
 - Interacts with content across the site.
 - Finds the Love Club Community, reads posts/ articles and follows a topic of interest.
- Channels:**
- Lovewellness.com
 - Love Club Community
 - Social media links
 - Campaigns (in-store, social media)

Activities

- **[NP]** Reads reviews and testimonials on the website and outside of LW (Google, Amazon, etc).
 - Revisits product description & contraindications.
 - Browses product inventory and learns about ingredients and intended use of products.
 - Looks for proof to justify cost.
 - Considers shipping cost, savings, estimated delivery date, and any warranty.
 - **[NP] [OTP]** Investigates subscription options.
 - Looks to see themselves as happy and healthy in their lifestyle.
 - **[NP]** Compares products with other wellness brands.
 - **[NP]** Looks for differentiators; what makes LW unique?
- Channels:**
- lovewellness.com
 - External Reviews (google, trusted sources)
 - Competitor sites

Activities

- More closely considers shipping costs, taxes, delivery time, and subscription management.
 - Re-reads product benefits.
 - **[AS]** Starts building a regimen/routine.
 - Adds products to cart.
 - Engages in product up-sell and cross-sell.
- Channels:**
- lovewellness.com

Activities

- **[AS]** Manages subscriptions on the site.
 - **[AS]** Replaces/stocks up on previously purchased product.
 - Keeps an active routine.
 - Reviews products.
 - Checks email for promotions.
 - Researches solutions for new concerns.
 - Stays engaged in community topics.
 - **[AS]** Checks loyalty points status.
 - Refers to friends through referral app, by word of mouth and social media.
 - **[OTP] [AS]** Joins the brand ambassador program.
- Channels:**
- lovewellness.com
 - Email
 - Referrals
 - Social media

Opportunities

Opportunities

- Optimize the site for SEO, using keywords in blog articles, products, and community channels to increase findability on google searches.
- Curate landing pages from QR in store.
- Ensure the messaging in ads and promotional materials is consistent with the messaging on the website.
- Ensure landing pages or possible entry points showcase the Love Wellness value proposition to increase brand awareness.
- Highlight health concerns and correlate them with LW solutions across the website for shoppers that are looking for specific cures to their ailments.

Opportunities

- Follow a mobile-first approach: straightforward content with intuitive functions and features that follow conventional patterns.
- Surface the quality of ingredients and validate through clinical research, and doctor endorsement.
- **[NP]** Prominently display what makes LW different. Show content in possible entry points, e.g., homepage, product page, and educational pages.
- Spotlight the community: Encourage users to go to the LW community to help connect with other people and build trust and empathy.
 - e.g., promote the community on homepage and product page.
- Educational content: Surface concerns and prioritize vaginal & gut problems on the homepage to empathize and educate.
- Communicate clear quiz expectations such as the value, length, and strong recommendations.
- Upsell and cross-sell products from blog articles and related products on PDP.
- Easily digestible proof points across the site.
- **[OTP] [AS]** Introduce users to a regimen builder and the ability to manage the regimen. e.g., recommend products to be taken in the morning, afternoon, and night. Users should also be able to edit their regimen.

Opportunities

- Help users visualize themselves with lifestyle content.
- Upsell and cross-sell products that go together on product page and in cart. e.g., Clean Skin Probiotics capsules with Collagen powder.
- **[NP]** Display endorsements by doctors where applicable on product.
- Connect to the community to motivate connection and education about intimate topics. Add entry points in context with community themes.
- Educate on subjects related to women's health and tie to the benefit of using LW products where appropriate.
- Showcase LW's female-first wellness company culture to build trust & empathy.
- Explore including user-generated content; create reviews, highlights of a person's story, and testimonials from before & after.
- **[OTP] [AS]** Communicate expectations on subscriptions:
 - How often the user is getting the product,
 - Buy one-time purchase vs subscription,
 - Clarity on cancellation or pause information,
 - Special discounts & benefits to subscribe.
- **[AS]** Complement the build regimen with the subscription. e.g., Take a pill daily, only use product in the mornings. Re-stock automatically every 2 months.
- Clearly articulate the reason for recommended products in the quiz and provide ability to learn more about them.
- Include recommendations for product intake/use, e.g., take it with empty stomach and in the morning.

Opportunities

- Incorporate contextual FAQs about subscriptions, returns or warranties, deliveries, and questions about the products.
- **[OTP]** Subscription option as default, and user can opt out on PDP.
- Upsell kits when appropriate product is added to cart.
- Cross-sell related products "commonly bought together" on PDP and cart.
- Show progressive shipping bar on cart to boost sales.
- **[OTP]** Upsell subscriptions on Cart page.
- Display the shipping threshold across the path to purchase.
- **[AS]** A native app can potentially increase loyalty: use regimen builder tracker, customizable information, send notifications, and potentially more engaged to the community. (Future idea)
- Setting crystal clear expectations on purchase; delivery time, shipping cost, and taxes.
- Add fun element at point of purchase, e.g., celebrate with users after they buy a product.
- **[OTP]** Display order history, ability to easily order again and upsell subscriptions.
- **[OTP] [AS]** Personalized homepage that features products based on past purchases.
- **[OTP] [AS]** Tracking purchased product.

Opportunities

- **[AS]** Managing personalized subscriptions: delivery date range, edit payment method, cancel or pause subscription, upsell product on basket, etc.
- **[OTP] [AS]** Provide incentives when sharing a review, story or testimonial.
- Have a single account/user profile for both community and website to create a unified experience.
- **[OTP] [AS]** Personalized content for authenticated users:
 - Greet the user by name when logged-in.
 - Show personalized educational content.
 - Easier way to connect with community. e.g., notifications, following channels, etc.
- **[OTP] [AS]** Prominently display loyalty program to encourage users to get rewards.
- **[AS]** Help with regimen management by tracking the product dosage and timing, and sending restocking notifications on the right dates per product.
- **[OTP] [AS]** Native app (Future idea): Use regime builder tracker to send re-stocking notifications and potentially get users more engaged in the community.

SOLUTIONS

Information Architecture

We want to encourage the findability, discoverability of products, and as well the header navigation supports our strategy.

Shopping by Concern

We are under the premise that the shopper arrives at the site with a problem or concern to resolve. Therefore, our strategy is focused on creating a concern-shopping experience, and the navigation is crucial to help users find what they are looking for. We introduced a new "Concern page," which brings educational content that allows shoppers to decide what works best for them and increases empathy for the issue.

Considering our shoppers

The header navigation considers the first-time shoppers who arrived at the site without not knowing any product. In contrast, the returning shopper already knows what to look. The one-time-buyer persona wants to convert to a subscriber, and an active-subscriber help to increase the AOV.

Flexible and Scalable

The product SKU will change over time. First, it will be reduced from 8 categories to 4 in the next six months. Keeping the categories as concerns allows us to be flexible and provide a more guided experience for shoppers.

Courtesy Nav

Search

Cart

Take The Quiz

Account
(Login / Create)

Community 

Primary nav

Vaginal Health

Gut Health

Beauty

Brain

Expanded Nav

PDP

Healthy V Vitamin

The Killer

Flora Power

Do It All Wipes

PH Balancing Cleanser

Vaginal Health Kit

Triple Threat Kit

Vaginal Suppository Kit

Explore Vaginal Health

Bye Bye Bloat

Gut Feelings Probiotics

Metabo Love

Sparkle Fiber

Bloating Kit

Explore All Gut Health

Healthy Hair Probiotics

Good To Glow

Clear Skin Probiotics

Call Me Collagen

Explore All Beauty

Daily Supplements

Sleeping Beauty

Moods

Daily Love

Explore Daily Supplements

Accessories

Whole Love 50+ Multivitamin +
XOmegas

Product #

Explore Accessories

Sale

Legend

Categories

Secondary Categories

Landing Page

PDP

Functionality

External Link 

SOLUTIONS

People buy based on their concern

After the Discovery phase, which included the comparative analysis, the customer journey, and personas, led to a prioritization exercise. The UX and Visual Designers got together to discuss and refine content blocks and the importance of the homepage and more page templates.

The outcome laid in our wireframes and visual designs that helped define the storytelling and the e-commerce layouts. We created a concern-shopping experience, adding additional ways to shop, exposing the brand and Love Wellness's story.



Hey gorgeous, you're glowing! The Love Club Community

LOVE WELLNESS Vaginal Health Gut Health Brain Health Beauty

Start My Journey

For Women, By Women

NEW! Developed by doctors and designed to maintain healthy levels of yeast.

Shop The Killer

Love Yourself Well

An entirely new category of wellness for women that supports & nurtures our bodies.

Vaginal Health Gut Health Brain Health Beauty

Summer's Essential Kit to Beat Bloating

Our best-selling Bloating Kit is a combo of fiber, digestive enzymes, and probiotics to naturally boost your gut health.

Shop Now

Not sure what you're looking for?

What Brought You To Love Wellness Today?

I feel healthy and want to stay healthy

I have a concern I would like to address

I am curious and want to explore

Start My Journey

The Good Stuff

Good Girl Probiotics Maintain vaginal health. 5 stars (872) from \$14

Flora Power™ Vaginal Probiotic Suppositories Balance yeast and bacteria in a pinch. 5 stars (872) from \$14

Perfect Condition Vitamin Maintain vaginal balance* 5 stars (872) from \$14

Sex Stuff Personal lubricant you'll love 5 stars (872) from \$14

Women love Love Wellness

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

"I am prone to really bad yeast infections. Monistat made it worse. This was a game changer." - Amy C., Age 35, Toronto

"I have also loved all the Love Wellness products and referred to a friend that has just bought it!" - Sonia S., Age 35, New York

"Truly cannot live without this product! Highly recommend it - a game changer for feeling balanced and cutting down on UTIs" - Charlotte H., Age 27, San Diego

The New Way to Wellness

"When traditional personal care products failed me, I knew there had to be a better way to take care of my body. By combining the best medical guidance with natural, trusted ingredients we've created an entirely new category of wellness for women that supports and nurtures our bodies."

- Lo Bosworth, Founder & CEO

More About Love Wellness

Love Wellness Advisors

We know your health is important to you. That's why we've comprised a team of specialists to consult, advise, and support us in the creation of our products.

More About Our Team

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View all articles

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PRODUCT PAGE REDESIGN

Hey gorgeous, you're glowing!

The Love Club Community

LOVE WELLNESS | Vaginal Health | Gut Health | Brain Health | Beauty

Start My Journey

Home > Vaginal Health > Happy Vagina Duo

Happy Vagina Duo

★★★★★ 3140 Reviews **\$31.49**

Together, this powerful duo supports your vaginal health by balancing bacteria and yeast.

Includes:

- Good Girl Probiotics
- Perfect Condition Vitamin

Delivery

Subscribe & Save ~~\$44.00~~ **\$31.49**

- Receive free gift with new subscription
- Free shipping above \$35 with subscription
- Skip or Cancel anytime

Deliver Monthly

One-time Purchase **\$44.99**



Quantity: **Add to bag** Earn 32 rewards points!

Free ground shipping on subscription orders over \$35

No hassle returns

Key Benefits

- Maintains Urinary Tract Health*
- Supports Healthy Balance of Candida Yeast*
- Balances Vaginal Bacteria & pH Levels*
- Supports a Healthy Vagina*



Your Vaginal Health BFFs

Good Girl Probiotics is a vaginal probiotic that maintains urinary tract health while also helping to balance vaginal pH and bacteria. It's made with 8 strains of good bacteria (most probiotics only contain one!) and is OB/GYN-approved. This unique probiotic also supports reproductive health. Good Girl Probiotics pairs best with **Perfect Condition Vitamin**, an innovative blend of organic turmeric, coconut oil, and ginger that supports a healthy balance of Candida yeast.

What is the difference between Perfect Condition Vitamin and Good Girl Probiotics?

What are the ingredients?

How do I take Good Girl Probiotic and Perfect Condition Vitamin?

[Learn More](#)


You May Also Like

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Personal lubricant you'll love
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Balance yeast and bacteria in a pinch

This confidence-boosting pair of vaginal suppositories keeps yeast and bacteria in check.

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Customer Reviews

★★★★★ 4.8 4567 reviews [Write a review](#)

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Rating Images & Videos Age Subscription Recommendation

4567 Reviews

Anne on Jan 24, 2022
★★★★★
My favourite product!
I am so glad I tried this product. After 1 month I feel a major difference in my gut health. I am much more regular than before. I don't feel so bloated. And the ingredients are all items I can read. I can't live without this now!

Anne on Jan 24, 2022
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1 2 3 4 5 6 7 >


Frequently Asked Questions About Happy Vagina Duo

- Are Good Girl Probiotics and Perfect Condition Vitamin vegan, dairy-free, and gluten-free?
- Why is Good Girl Probiotics's capsule larger?
- Can I chew Perfect Condition Vitamin tablets?
- How does the bacteria in the Good Girl Probiotics formula survive the gut?
- How many CFUs are in Good Girl Probiotics?


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Love Yourself Well


An entirely new category of wellness for women that supports & nurtures our bodies.




Vaginal Health



Gut Health



Brain Health



Beauty

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