



Case Study

INDEX

Let's start here

Index pages

First things first

Our Vision

Personas

Challenges

Solutions

Takeaways

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 subcriptions.
- Educating people first, they are not alone in the issues prproblems they face with womens health.
- talk about women issues in a safely, straightforwardly, naturally, and authentically 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.

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.

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.

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	WIREFRAMES	VISUAL DESIGNS	DEVELOPMENT
Working sessions Comparative analysis	Redesign 37 responsive	Design Guideline Redesign 37 responsive	Creating templates Leveraging Shopify 2.0
Information Architecture	pages.	pages.	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.

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





[NP] Never Purchased

[OTP] One Time Purchaser

On-Going

[AS] Active Subscriber

Awareness

Discovery

Channels:

Love Club

Community

Campaigns

media)

Lovewellness.com

Social media links

(in-store, social

Consideration

Channels:

lovewellness.com

External Reviews

(google, trusted

Competitor sites

sources)

Conversion

Channels:

lovewellness.com

Activities

media.

- [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
- **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 /
- Referals 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

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?

Activities

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

Activities

- [AS] Manages subcriptions on Channels: the site.
 - lovewellness.com
- [AS] Replaces/stocks up on previosuly purchased product.
- Email

Social media

- Keeps an active routine.
- Referals
- 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.

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 subcriptions: How often the user is getting the product,
- Buy one-time purchase vs subcription,
- Clarity on cancellation or pause information,
- · Special discounts & benefits to subcribe.
- [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 subcriptions 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 subcriptions.
- **[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
- 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.

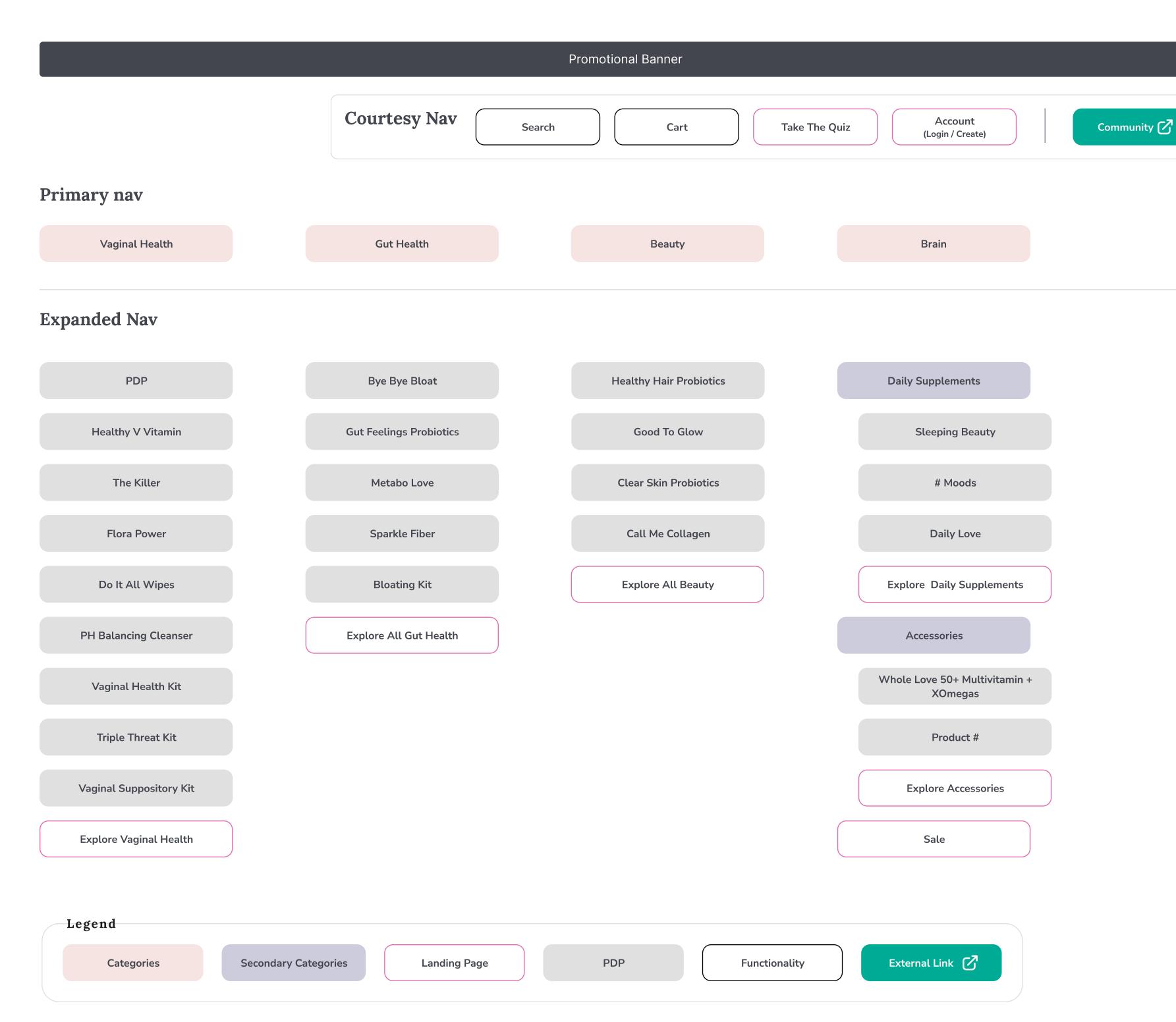
Considering our shoppers

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.

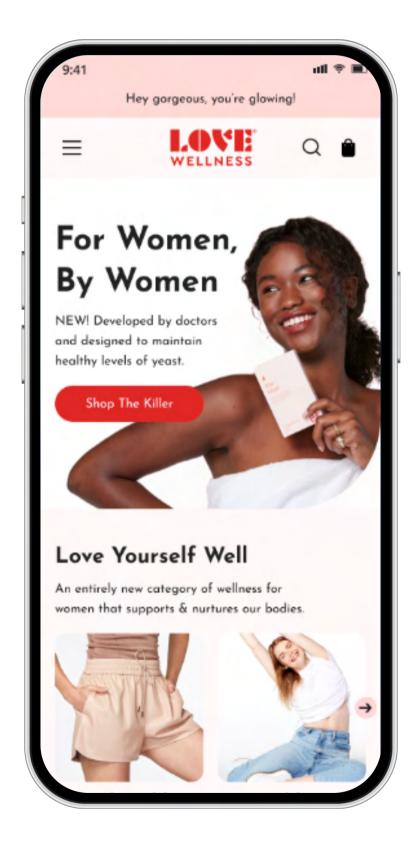


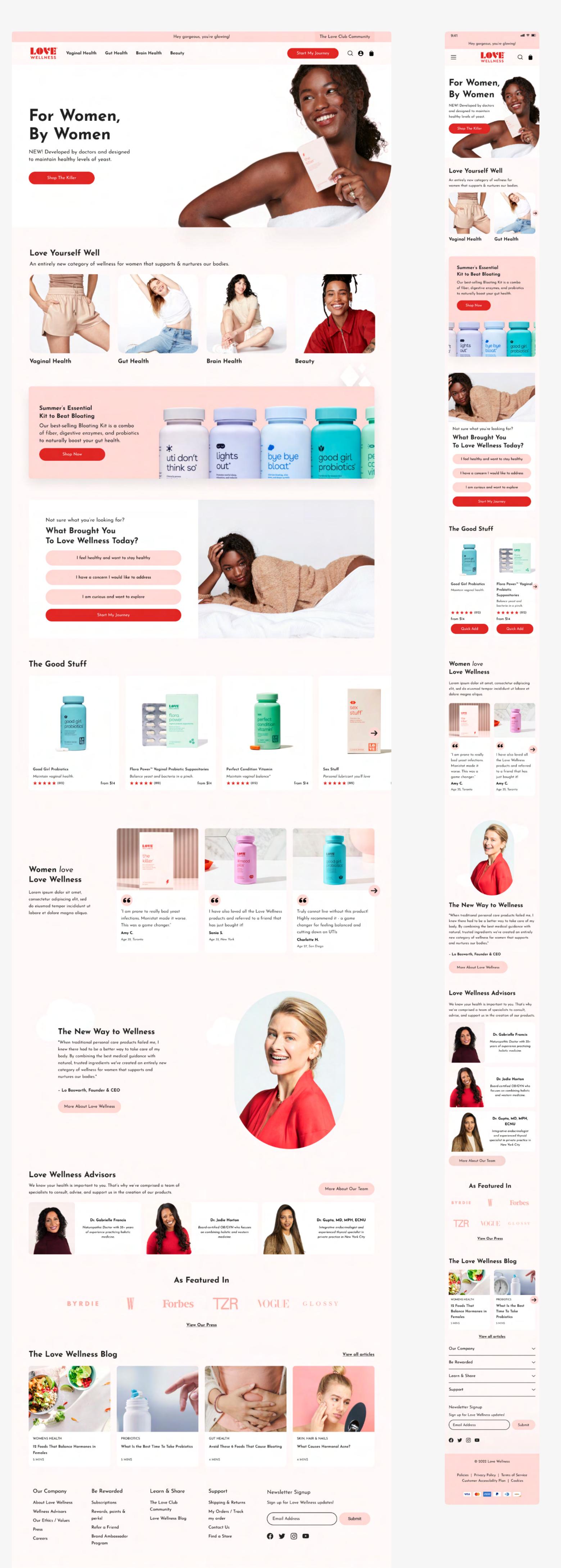
SOLUTIONS

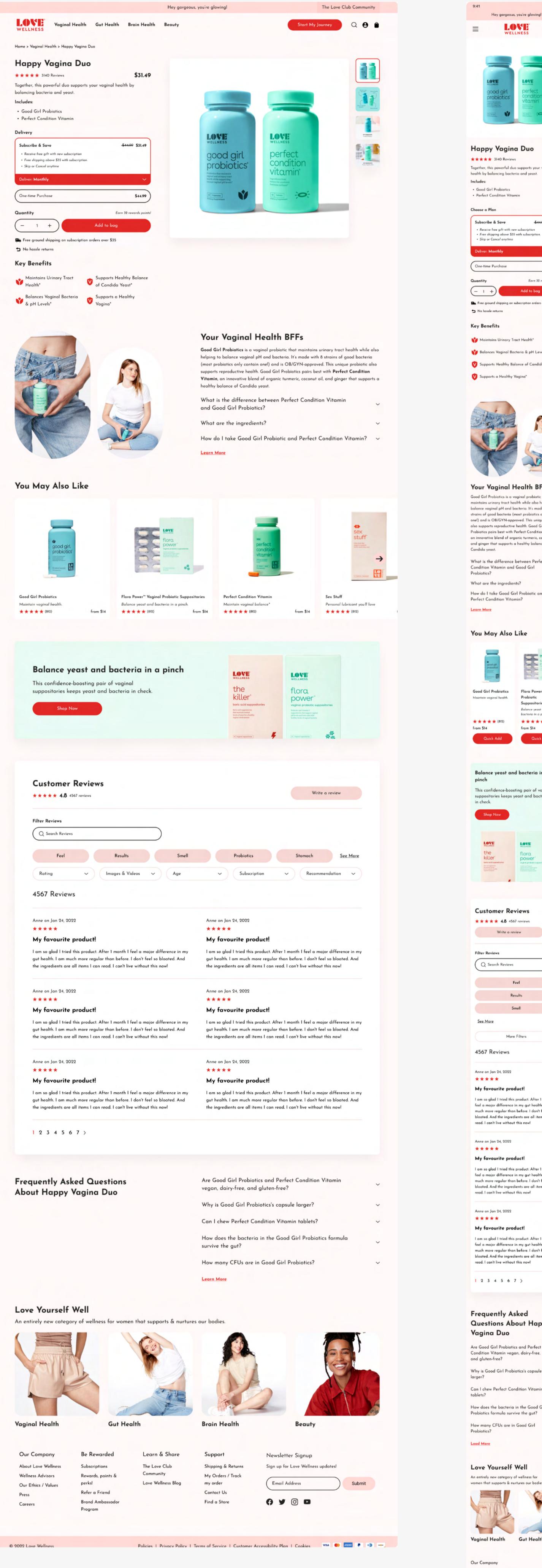
People buy based on their concern

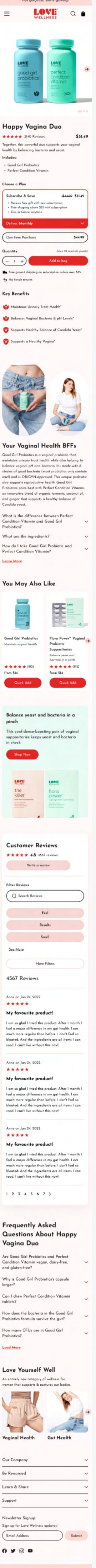
After the Discovery phase, which included the comparative analysis, the customer journey, and personas, led to a prioritization exercise. The UX and Visual Designers got together to discuss and refine content blocks and the importance of the homepage and more page templates.

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.









© 2022 Love Wellness

Policies | Privacy Policy | Terms of Service Customer Accessibility Plan | Cookies