PureLeaf

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PureLeaf - Refreshment of Branding & Web site

PureLeaf is a company located in Brazil where they produce jewerly. They have strong values and a big heart in their product and the production of it. However, they felt the need of a refreshment on their branding and how they communicate it.

Logo was to be kept as is, but matching icon language as well as improvements of usbility of their site was needed. In two project phases I first made changes to the UI of their site where colours, typography, icons and illustrations were changed and created. In the second phase I updated the site map and the UI of the entire site with extra focus on the menu and to have a continuous
And natural user experience when visiting the site no matter what your goal of the visit is.

My work tasks

UX / UI / Web design / Branding / Site map / User flows / User tests / Prototyping / Icons / Illustrations / Interviews / Surveys / Site map / Data Analysis / SEO / eCommerce / Translations

Firm & Collaborator   **Completed**

Lund Brandhouse   2022

Iulia Rotario (Developer)

PureLeaf - Refreshment of Branding & Web site

PureLeaf wanted to strengthening their values and make them more visual on the site. Their three main value-words are Handmade, Unique, and Sustainable. With these three icons the user can fetch PureLeaf's main values immediately without having to read any text. The illustrations are simple and minimalistic so that they can be used on small surfaces as well on the page. However the fine and curvy style with attention to detail is still kept to match the existing Logo and product style.

The icon set are following the same style of language.

HANDMADE

UNIQUE
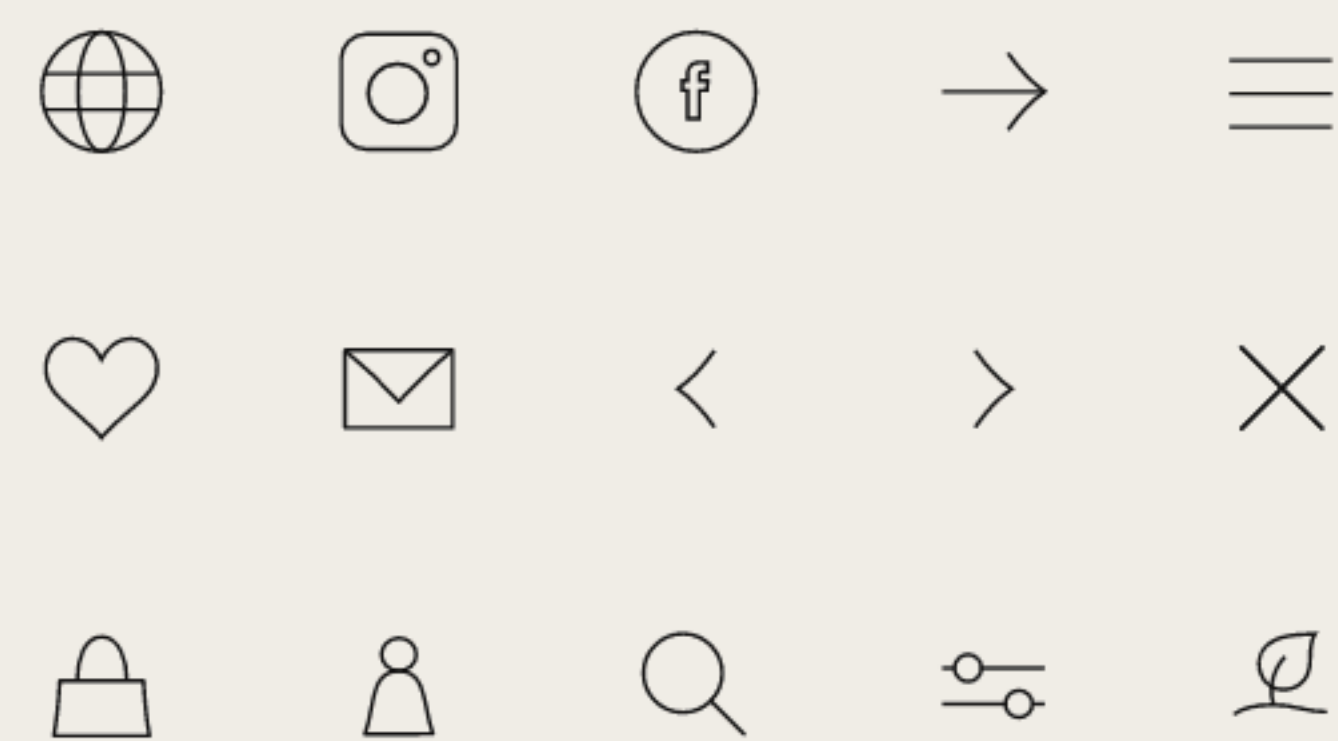
SUSTAINABLE

Corradine Handwriting
Headings (h2, h3)

Orpheus pro
Headings (h2, h3)

Roboto
Subheaders (h4, h5 - Bold)
Menu (Semibold)
Paragraphs (Regular)
Buttons (Regular)
Numbers

PureLeaf

A B C D E F G H I J K L M N
O P Q R S T U V X Y Z
a b c d e f g h i j k l m n o p q
r s t u v x y z

a b c d e f g h i j k l m n o p q r s t u v x y z
a b c d e f g h i j k l m n o p q r s t u v x y z
1 2 3 4 5 6 7 8 9 0

BRANDING / COLOUR PALETTE

Additional colours, a tint of *Pompadour* (#C3A6B9) and *Garden room* (#AFD1AA) were needed in order to emphasise content and to give a positive and joyful feeling to the brand and site. The black and white colours where only updated slightly from #000000 to #111111 and from #FFFFFF to #FFFEFB, in order to moderate the contrast and avoid the blending affect that #000000 and #FFFFFF can have.
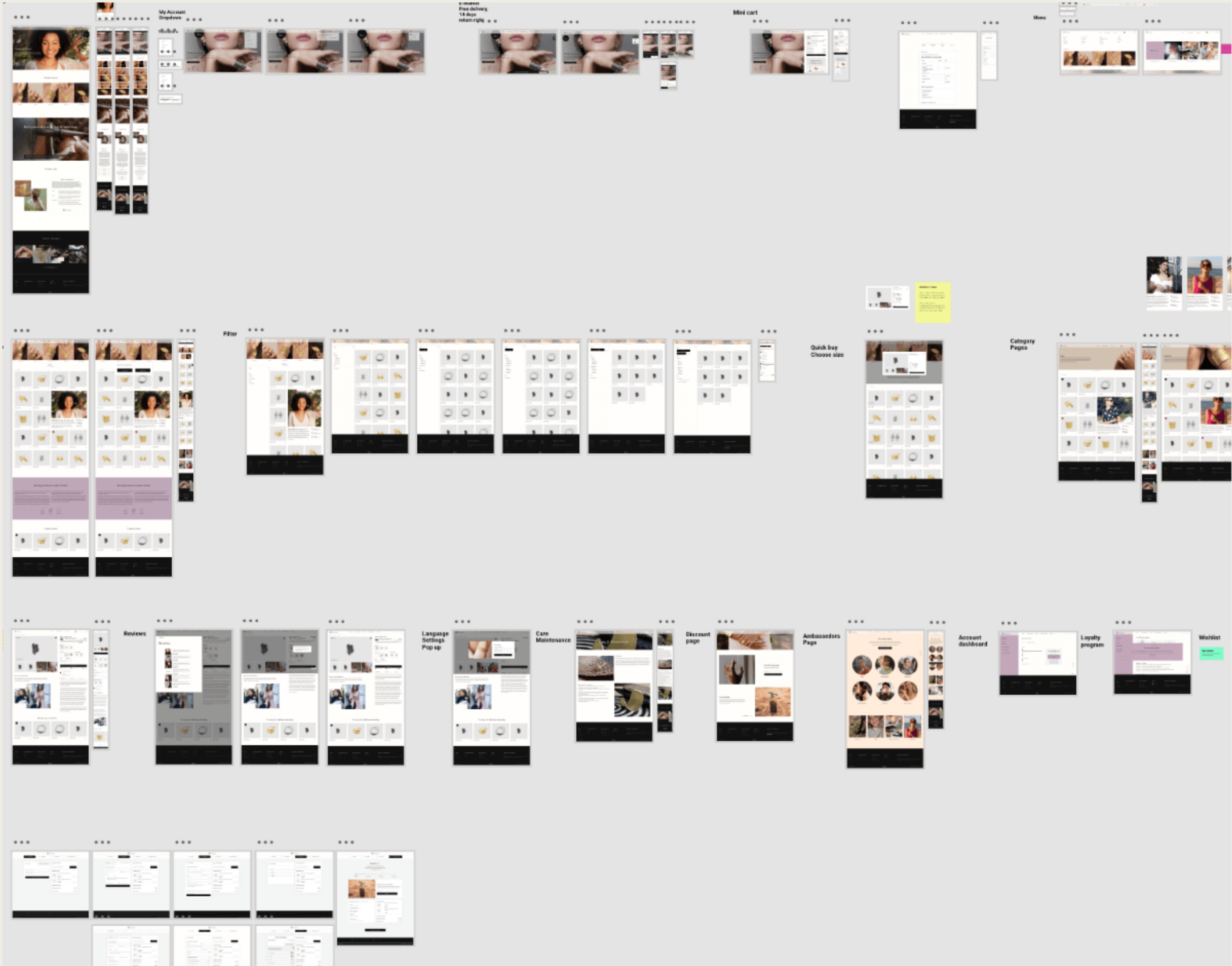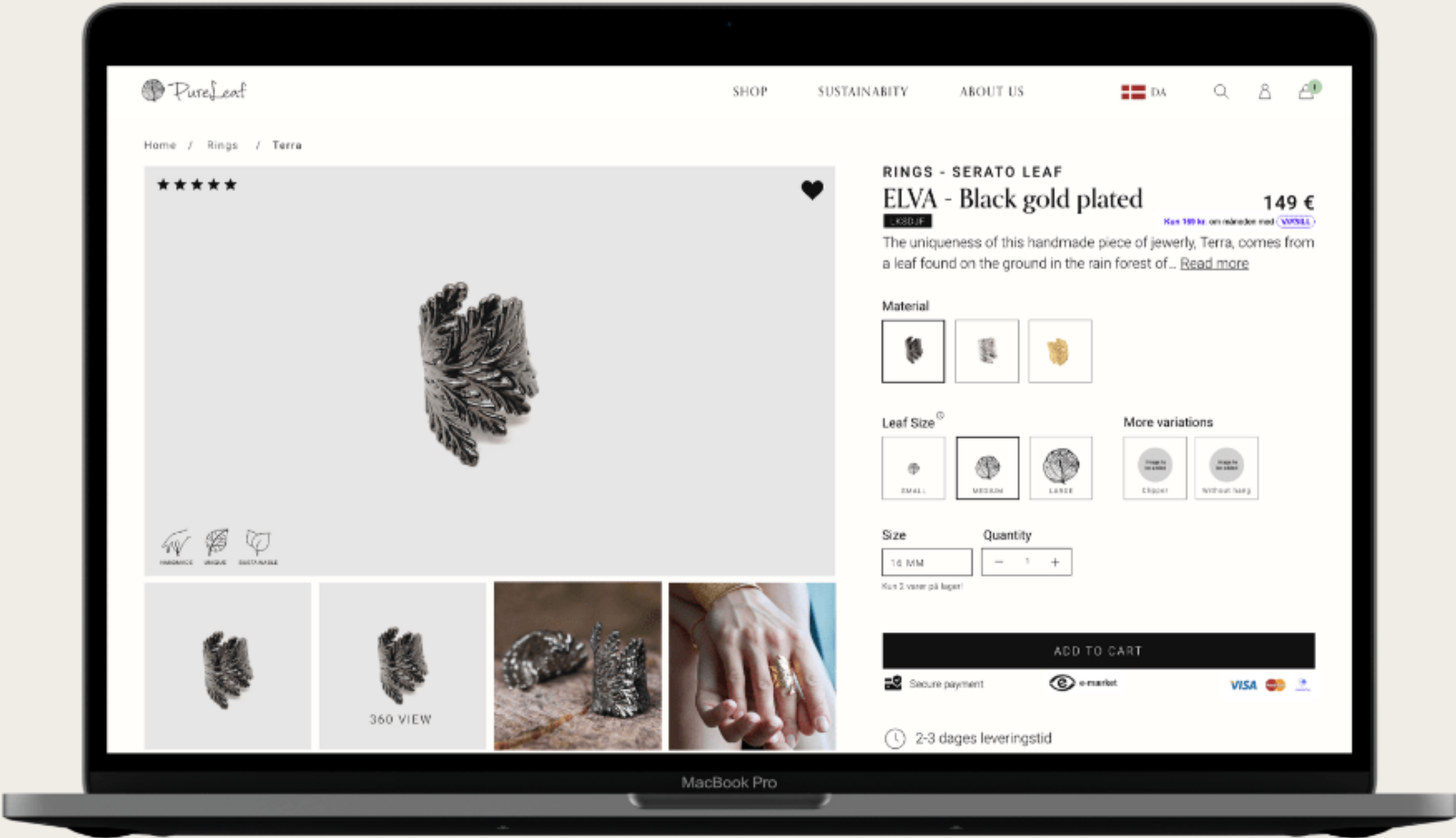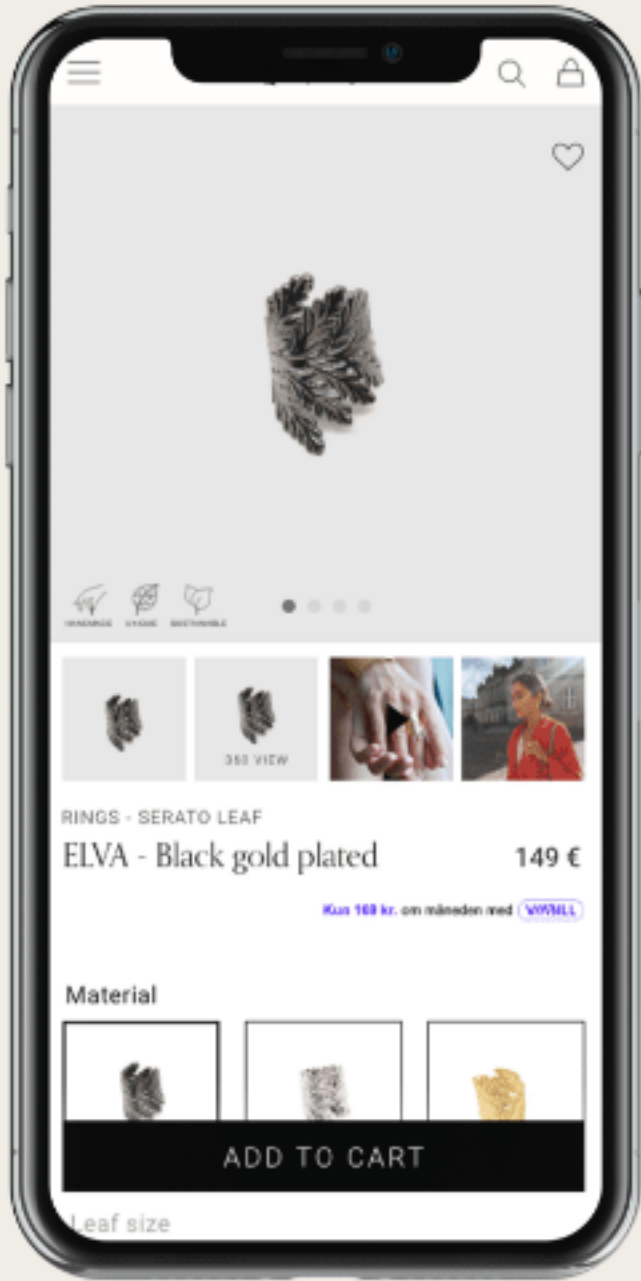
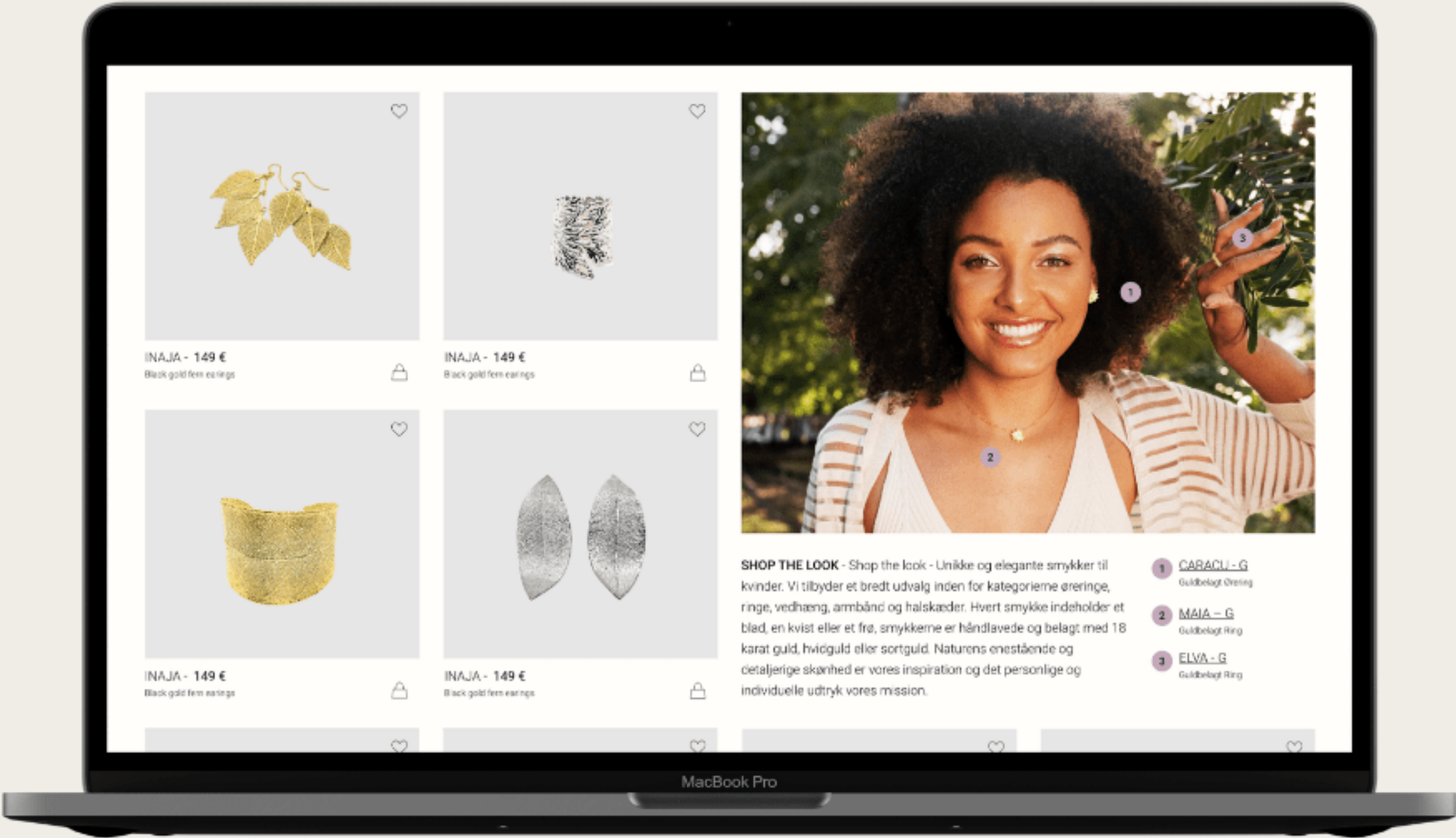#111111

#FFFEFB

#C3A6B9

#AFD1AA

PROTOTYPES -
EXAMPLES/EXTRACTS

Product page

The user has the freedom to switch between material and sizes and have the image updated accordingly on the left.

Shop the look

As inspiration and suggestions of how the jewellery can be combined, I designed a 'Shop the look' section integrated in the product lists.

PROTOTYPES - EXAMPLES/EXTRACTS

Filter

With this filter set up the user can get a simple overview of what options there are, and with tags up top indicating what selections that has been made the user can easily see what selections that has been made so far.
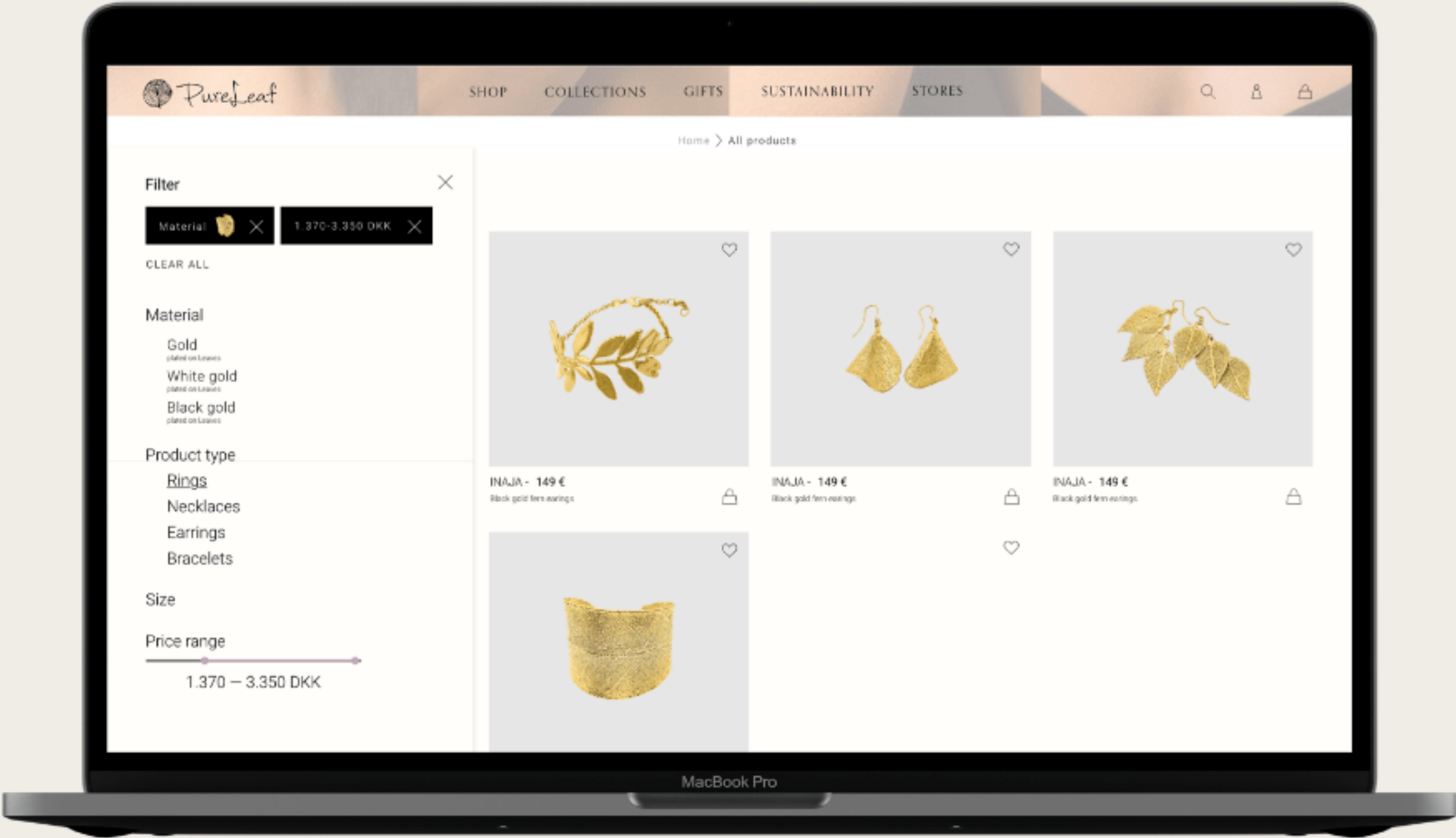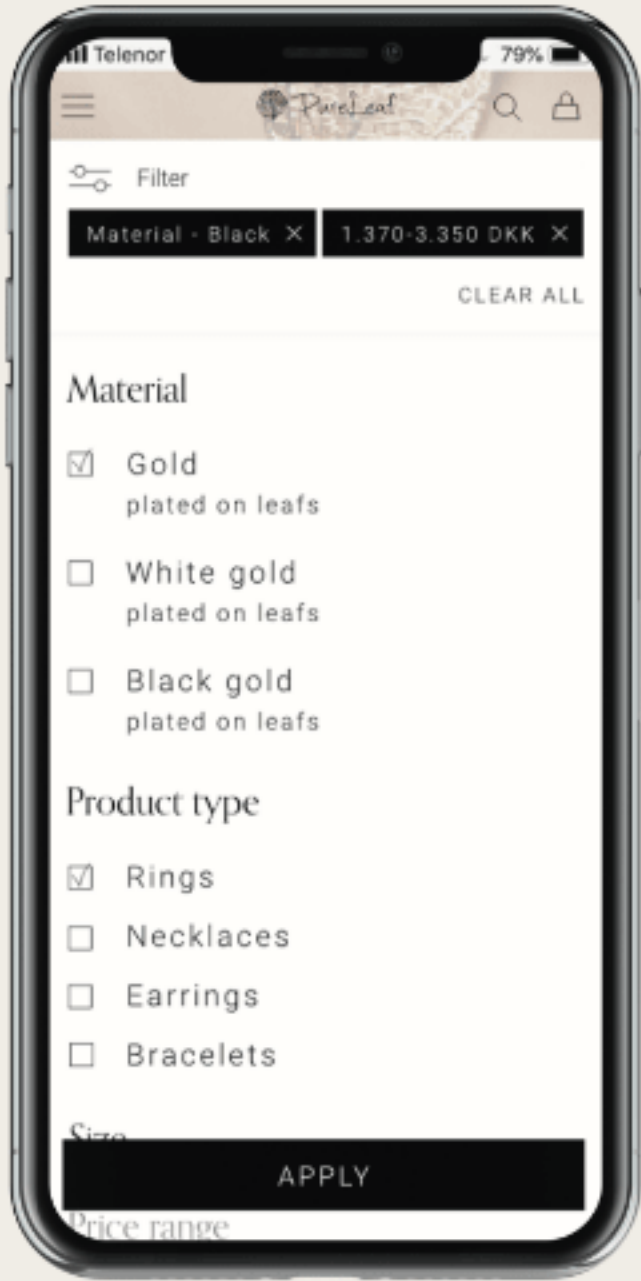
PureLeaf

Navigation Improvements
of PureLeaf's Web Site

Background

PureLeaf sells handmade jewelry produced in Brazil. They put their greatest values into their handmade and unique products as well as Sustainability concerning the environment in their production processes - including both the aspect of nature as well as social responsibilities.

We have not too long ago made a lot of design changes to PureLeaf but we feel like further improvements are needed in order to increase the online sales.

HOW CAN WE MAKE PURELEAF'S WEBSITE MORE USER FRIENDLY IN ORDER TO INCREASE ONLINE SALES?

Hypothesis

By improving the navigation, content and communication of Pureleaf's website we could enhance more engaged users/visitors which will lead to a stronger brand recognition and more purchases.

⟶ By making sure there are no 'dead ends' when browsing PureLeaf's website we think the users will stay longer on the site, and bounce rate will decrease.

⟶ Fixing errors will decrease bounce rate, especially on mobile.

⟶ Using visuals for the pages/content that the users tend to go to the most, will speed up the user journey and make it easier for the user to navigate and increase the overall goal completion rate.

COMPETITORS ANALYSIS

Throughout the project I've been looking at multiple features of several competitors and sites in general. These two layouts caught some extra attention in regards of their navigations.
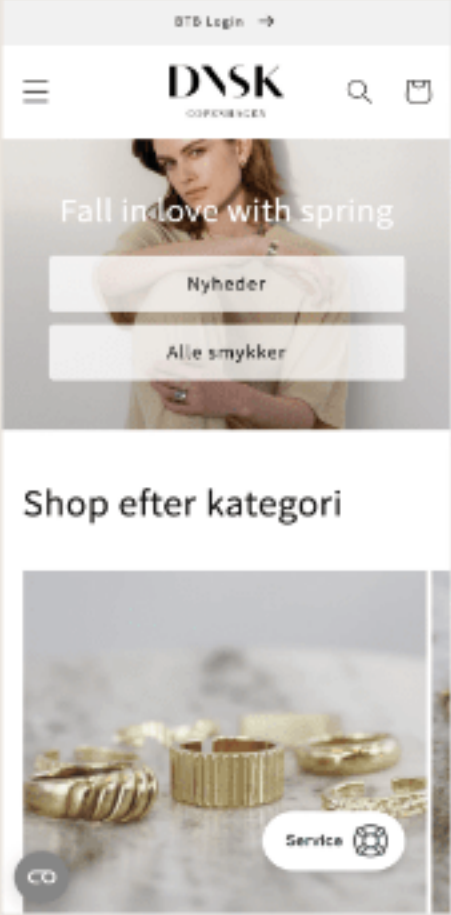

PROS

→ Navigation possible at once without having to click into the menu or scroll down.

→ Lot of content but still a feeling of being minimalistic.

→ Colours and space used wisely.

→ SEO opbtained with the description text

CONS

→ Still have to scroll vertically to see more content

→ Weird look on the Sustainable labels repeated at the bottom. Adds a messy look to the screen.

→ Quite a lot of items to focus on at once. Maybe the description text could be added further down on the page.

PROS

→ Navigation suggestions again emphized on the top section, but in form of buttons instead of images

→ Four main navigation options (News, All Jewellery, Shop by category, and Service) included on the top section, so that the users feel like they are in control of the navigation at once, without having to scroll or click into the menu.
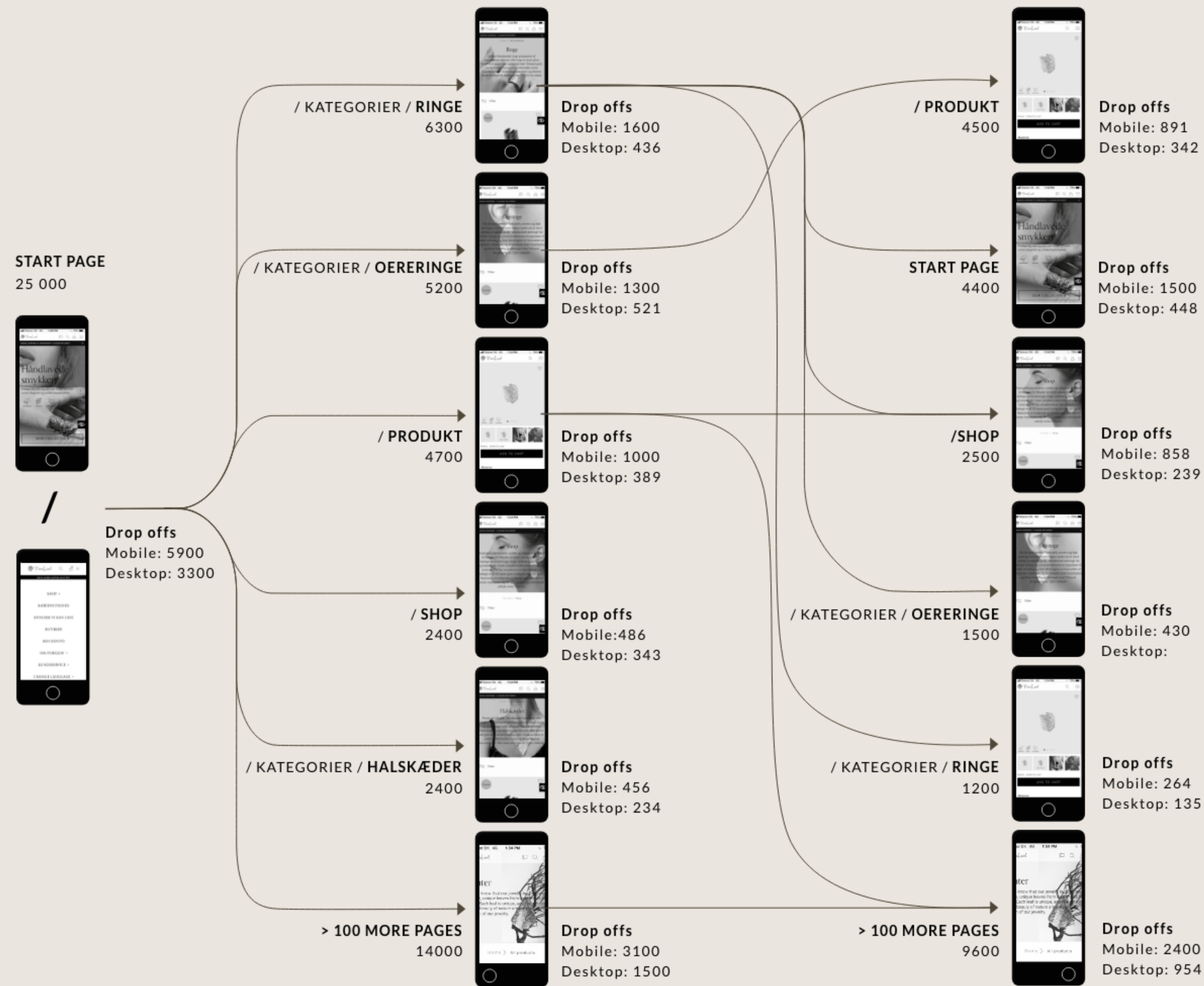
CONS

→ When promoting new campains the set up is not that dynamic and changing friendly.

→ All categories under 'Shop after category' will only be visible when scrolling horizontally.

Sessions with conversions

1 MAR 2021 - 28 MAR 2022

→ Most traffic takes place on the shop- and the category -pages.

→ Drop offs are a lot higher on mobile than on desktop.

START PAGE
25 000

/

Drop offs
Mobile: 5900
Desktop: 3300

/ KATEGORIER / RINGE
6300

Drop offs
Mobile: 1600
Desktop: 436

/ KATEGORIER / OERERINGE
5200

Drop offs
Mobile: 1300
Desktop: 521

/ PRODUKT
4700

Drop offs
Mobile: 1000
Desktop: 389

/ SHOP
2400

Drop offs
Mobile:486
Desktop: 343

/ KATEGORIER / HALSKÆDER
2400

Drop offs
Mobile: 456
Desktop: 234

> 100 MORE PAGES
14000

Drop offs
Mobile: 3100
Desktop: 1500

/ PRODUKT
4500

Drop offs
Mobile: 891
Desktop: 342

START PAGE
4400

Drop offs
Mobile: 1500
Desktop: 448

/SHOP
2500

Drop offs
Mobile: 858
Desktop: 239

/ KATEGORIER / OERERINGE
1500

Drop offs
Mobile: 430
Desktop:

/ KATEGORIER / RINGE
1200

Drop offs
Mobile: 264
Desktop: 135

> 100 MORE PAGES
9600

Drop offs
Mobile: 2400
Desktop: 954

DATA ANALYSIS

## Conversion rates across the different platform

1 MAR 2021 - 28 MAR 2022

(A) On Mobile is where first visits most often occur and where most traffic takes place. This is where the users take a decision whether to come back or not.
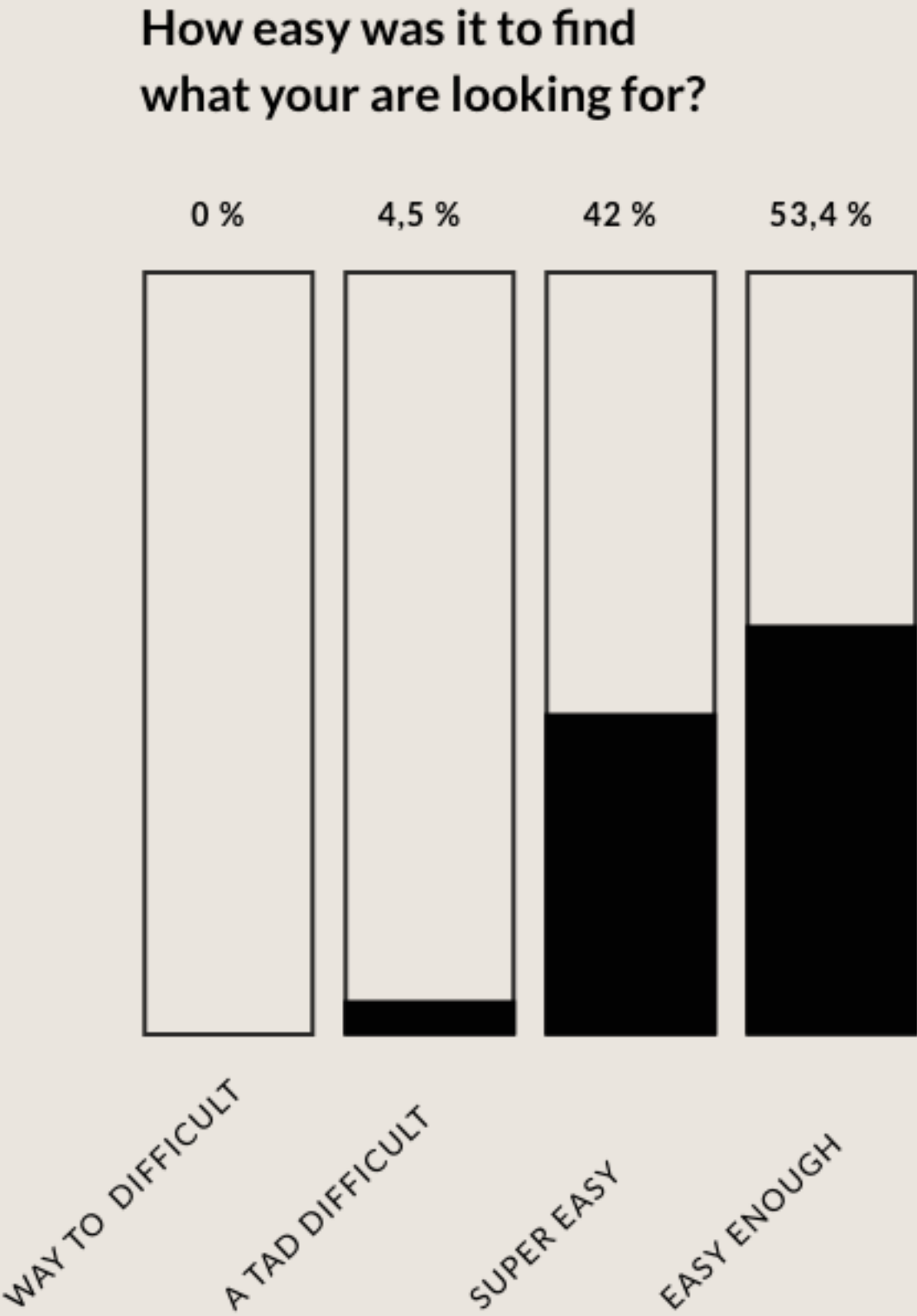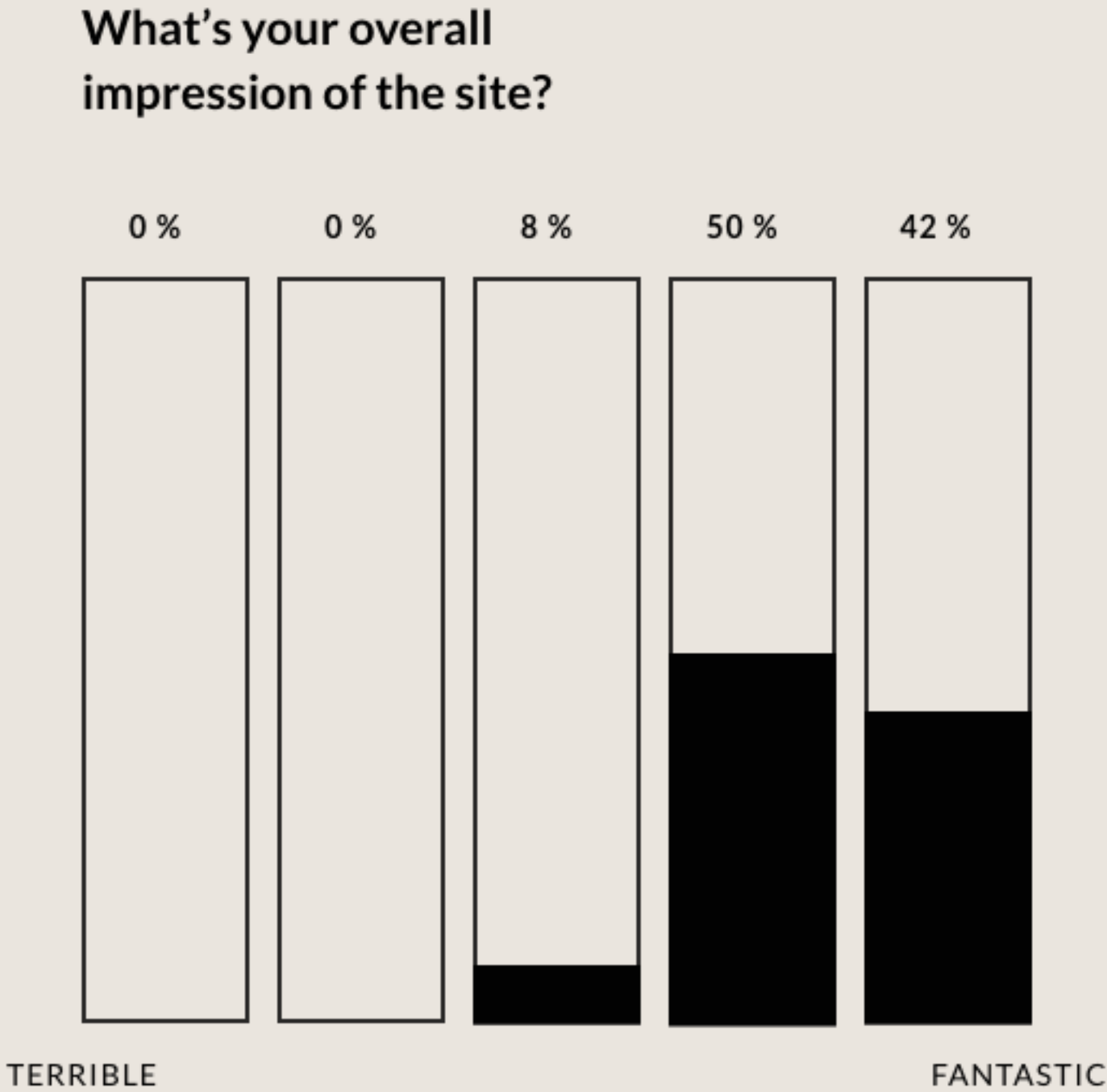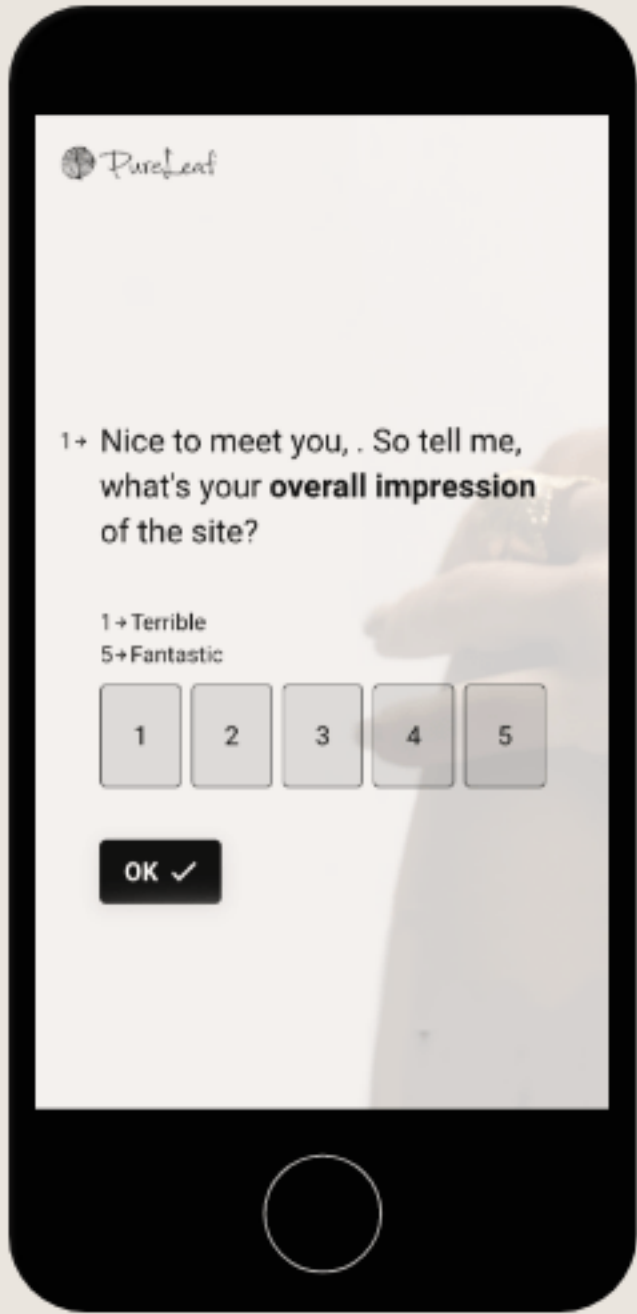
(B) Desktop is where the purchases are made.

	SESSIONS	PAGES / SESSION	ECOMMERCE CONVERSION RATE
ALL	**90 411**	**2,80**	**0,81 %**
MOBILE	65 906	2,61	0,46 %
DESKTOP	17 916	3,63	2,27 %
IPAD	6 58	2,4	0,33 %

SURVEY

NPS
92%*
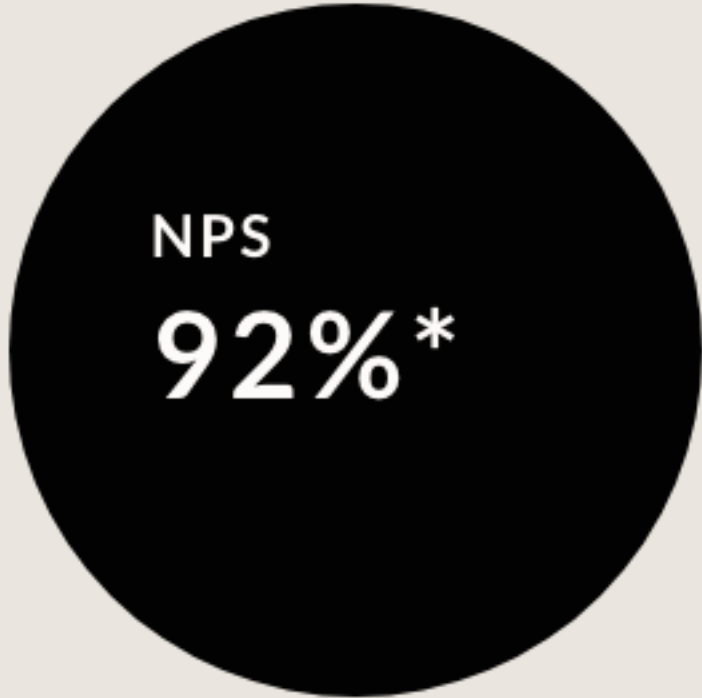
*** Note!** The insentive to have users filling out the survey was to participate in a compitition where you win a piece of jewellery. This may affect this NPS number to be a bit higher than it actually is.

PureLeaf

1→ Nice to meet you, . So tell me, what's your **overall impression** of the site?

1→ Terrible
5→Fantastic

| 1 | 2 | 3 | 4 | 5 |

OK ✓

What's your overall impression of the site?

| 0 % | 0 % | 8 % | 50 % | 42 % |

TERRIBLE   FANTASTIC

How easy was it to find what your are looking for?

| 0 % | 4,5 % | 42 % | 53,4 % |

WAY TO DIFFICULT   A TAD DIFFICULT   SUPER EASY   EASY ENOUGH

INSIGHTS & HOW MIGHT WE...

	Insights	How might we...

DATA ANALYSIS

Most focus are on the Shop button and the different categories

...make the categories more visible for the user and decrease the amount of clicks needed?

The bounce rate and the number of drop offs on mobile are a great deal bigger on than on desktop.

...increase the duration of time spent and decrease drop offs on mobile?

Most acquisitions takes place on mobile, however the conversion rate is a lot higher on desktop

... make users stay on the pages and thereof increase sales on mobile?

Conversion rate is the highest among the age group of 35-54, but also quite high at the age group 65+. Could be the reason why there is not much difference between Mobile and Desktop users. Benchmarking, Mobile usually has a higher score.

...make sure the site is user friendly to the older audience but at the same time try to attract a younger audience.

USER TESTS, INTERVIEWS & SURVEY

Navigation via mobile was often difficult. Many errors and a bit more confusing layout than on desktop, e.g. not possible to click on Languages on iPhone 8, some options not clickable, submenu sliding in from the wrong side etc.

...fix defects in the best way, considering changes in design, layout as well as pure functional errors?

The word Categories was not always understood.

...communicate the wording Categories in a better way? What does categories mean within the PureLeaf product range?

Inconsistency in menu between desktop and mobile (e.g. About PureLeaf present on mobile but not on desktop.

...gain consistency in the navigation across all platforms?

SoMe icons feels like they are in the way. The text on top section hard to read. The paragraph text may be a bit too small. (Mobile)

...remove SoMe and the description text from the top section on mobile without loosing increasing number of followers or SEO?

MAIN FOCUS

Based on quantitative as well as qualitative data from research I concluded to focus on the following areas in order improve PureLeaf's navigation throughout the site.

IMPROVING NAVIGATION

MENU — Improve menu structure and make sure it is consistent across all platforms

VISUALS — Using visuals, and not just text, to guide the users in their navigation journeys

NAV AT PAGE ENDS — No 'dead ends' on any page to make the user want to continue browsing on the site

FIX DEFEFCTS — Fix obvious defects, especially on mobile

USER PREFERENCE TEST

2 main options - 5 sub options: **19 %**
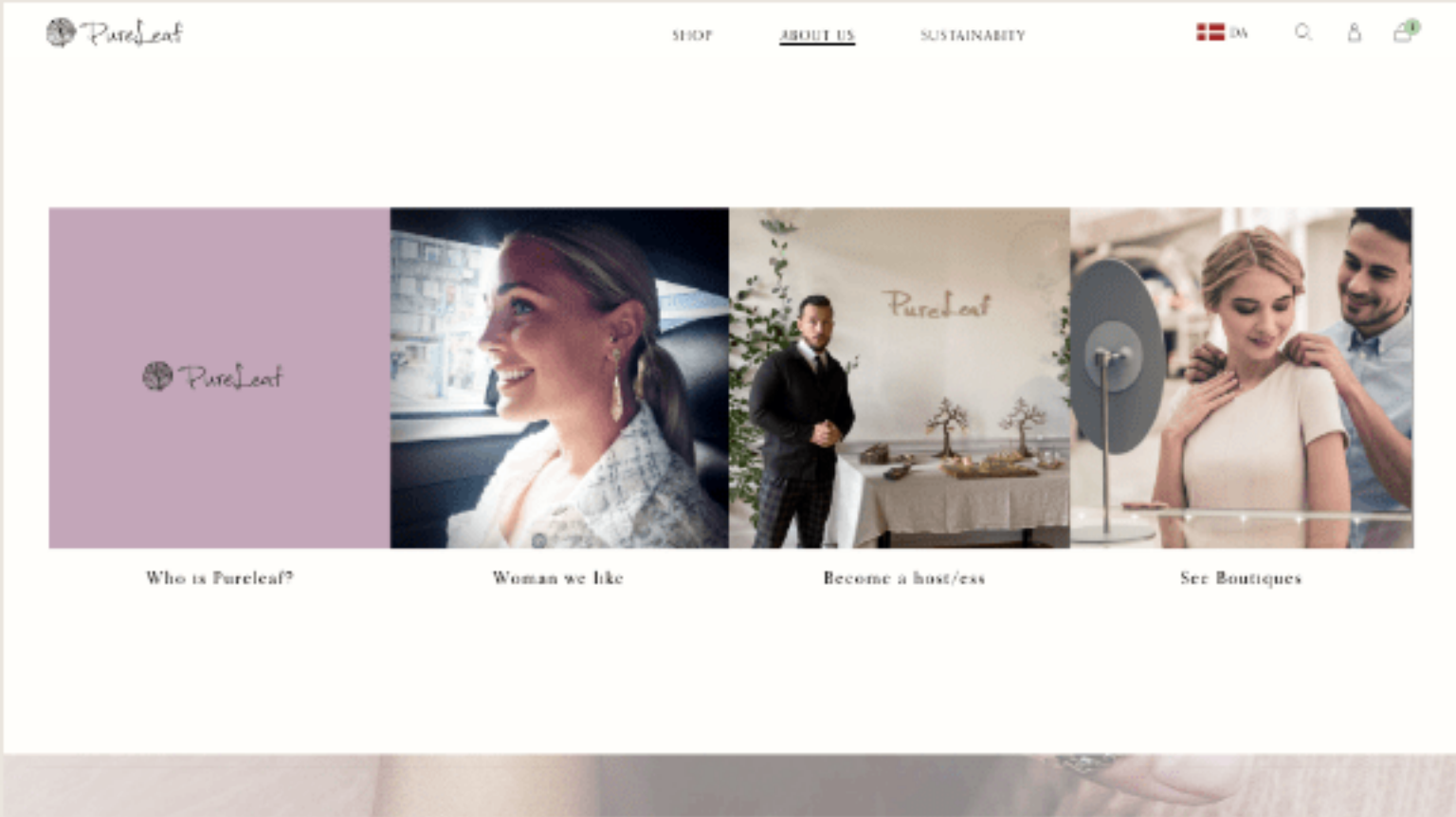
3 main options (incl. Sustainability) - 4 sub options: **50%**
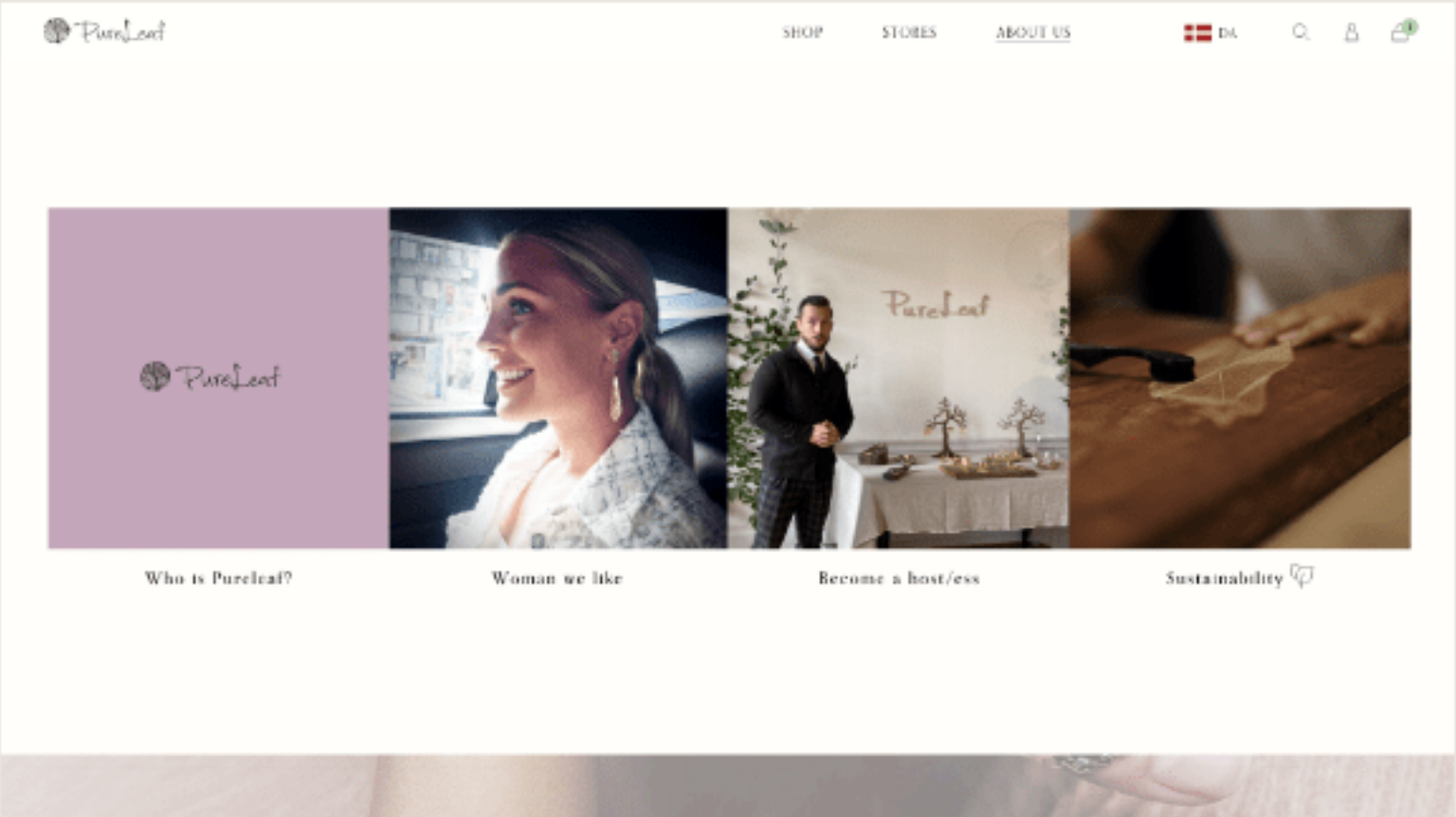
3 main options (incl. Stores) - 4 sub options: **31 %**

COMMENTS & INSIGHTS

"I prefer keeping the main options as few as possible to maintain an overall minimalistic style of the user's screen view."

"Store location is not that important as the first and main message. The branding and story behind the jewelry (e.g. sustainability) is far more important.."

"The gallery gives me access to everything I may want to know more about, and the images make the topics more enticing."

"As sustainability is a big part of what PureLeaf is, I think it is important to highlight that in a menu link, rather than having it within a generic "About us""

"Consistent and nice looking. Felt like I instinctively reached what I'm interested in. And, better without the map. Really like the images on the 3rd alternative."

→ Improve navigation structure

→ Standardise features:

  → Desktop: Clicks on top option takes you to a landing page, hovering opens up the drop down menu.

  → Mobile: hamburger menu on the left, logo centered and minimum amount of icons in the top bar to avoid too many items to be displayed.

→ Mobile: Removed SoMe icons, as we don't want to direct the user to leave the site.
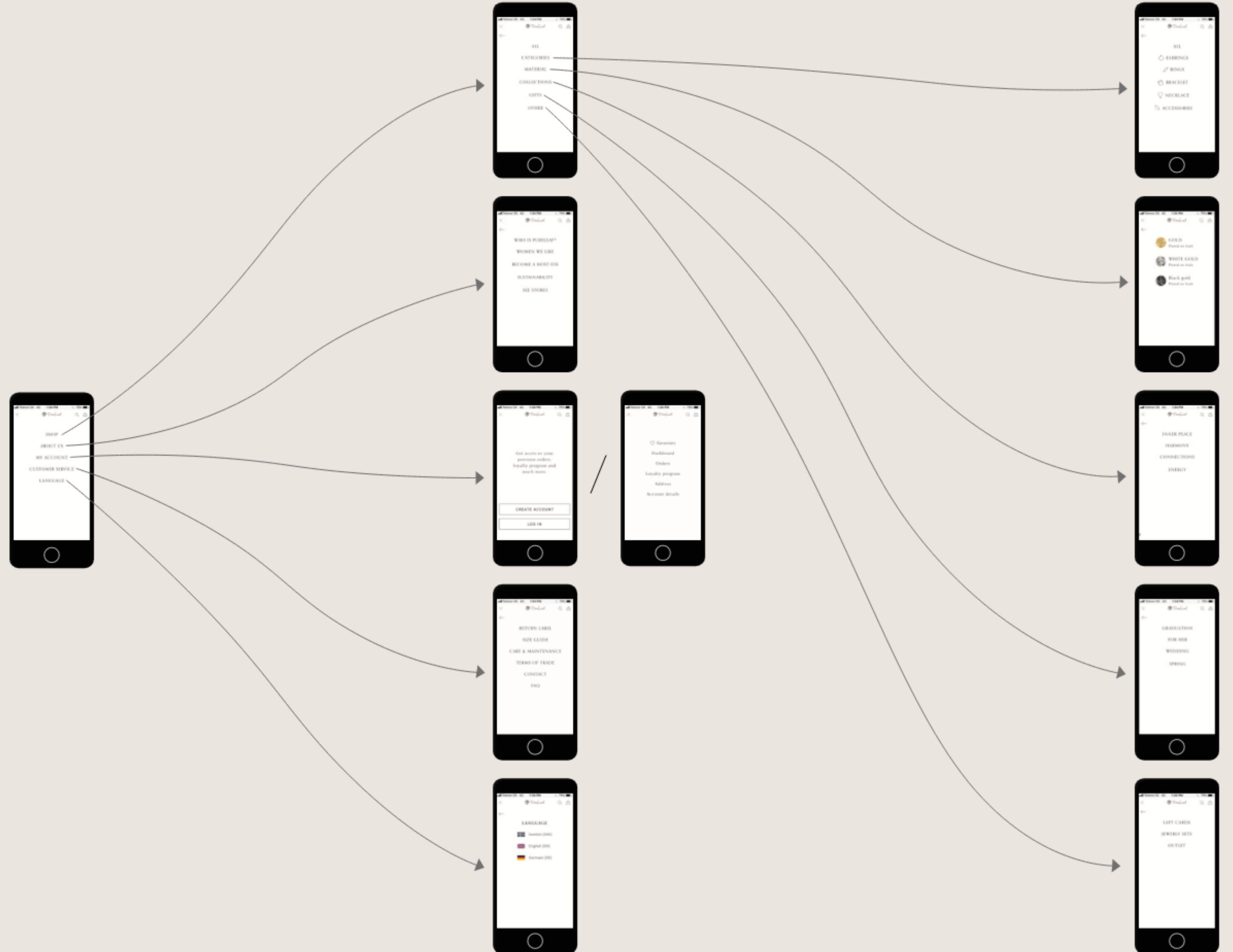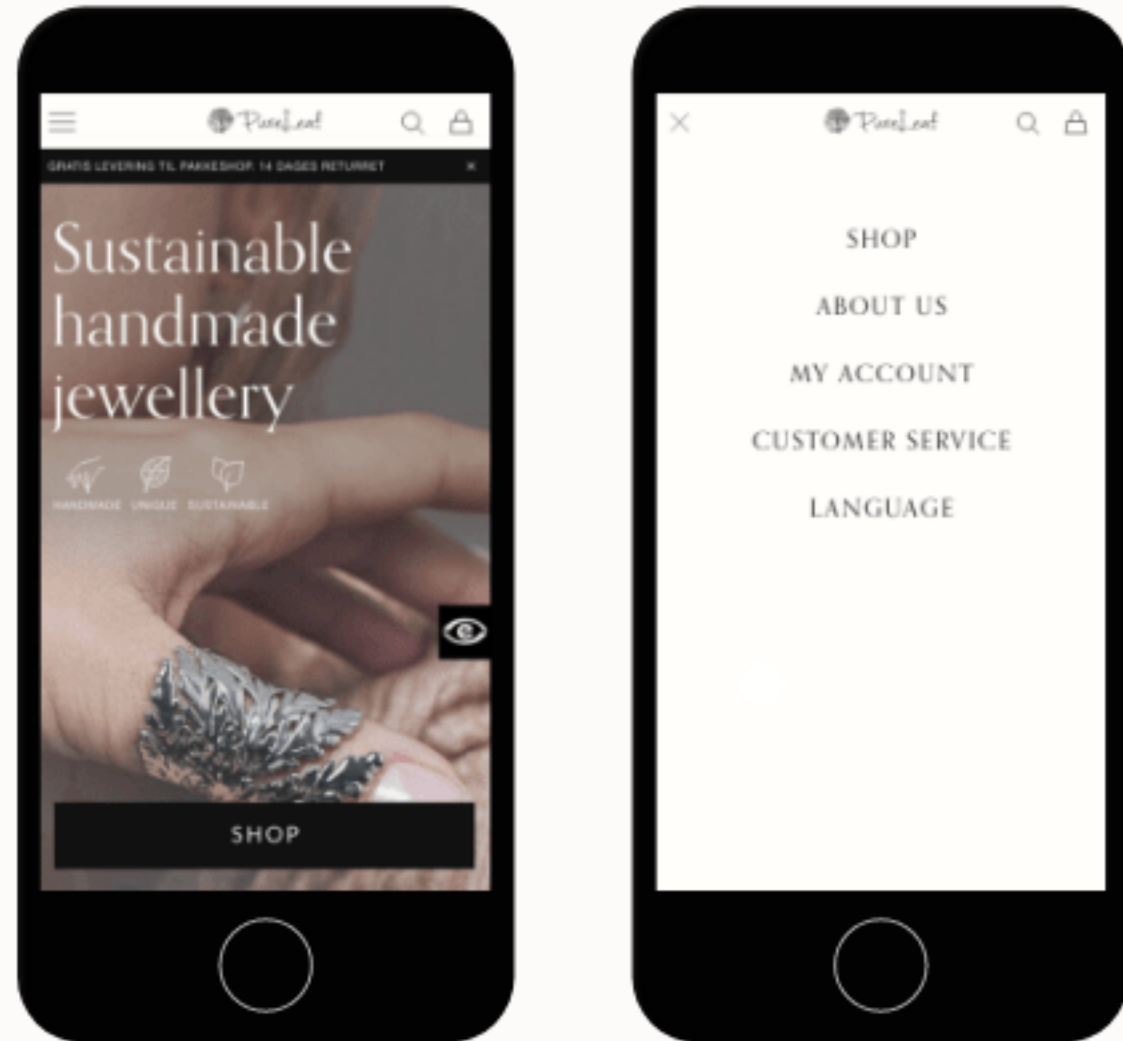
VISUAL PAGE INDEX IN TOP SECTION

→ If the page contains several information areas there will be several images working as an index of the page. If the content of the page is narrowed down to one information area, e.g. a category, only one image will be displayed. In this way the user can quickly get an overview of the content of the page in which they are at, without having to click on anything or in any way abandoned the screen view.

→ Important is also to show the users that there is a product list below the 'top image navigation' by having parts of it visible within the screen view.
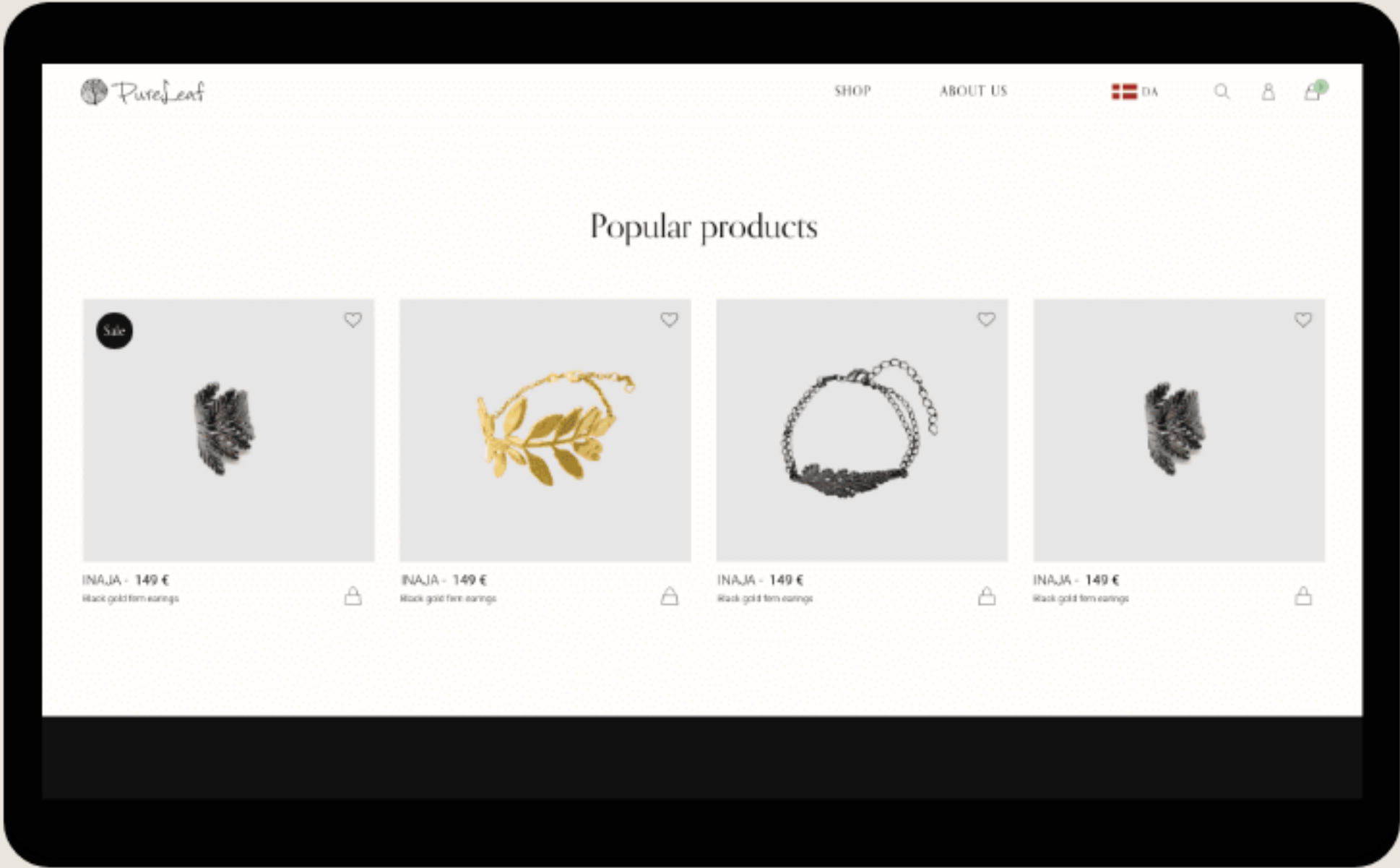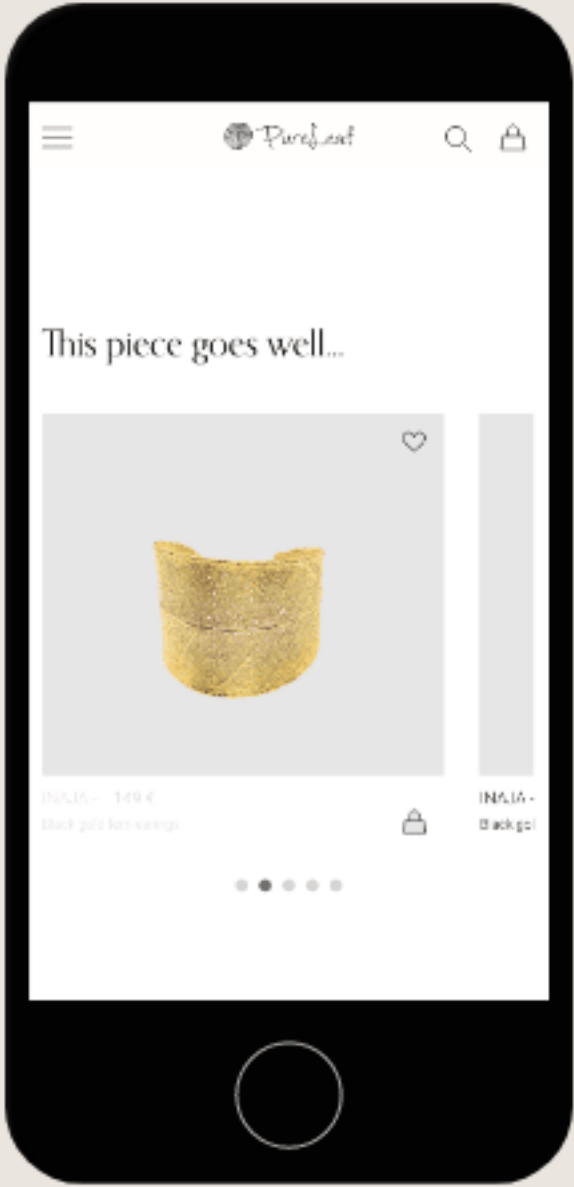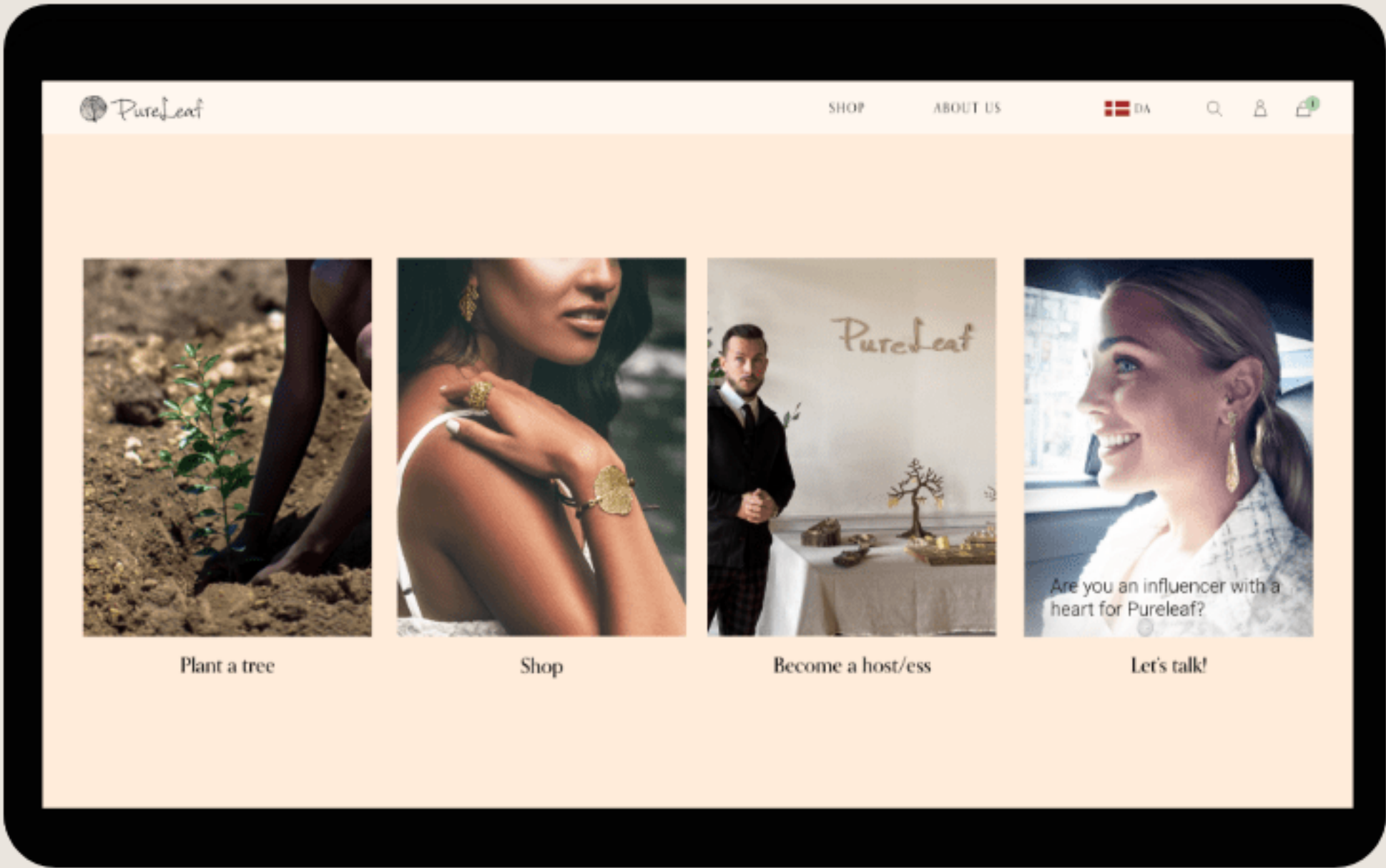
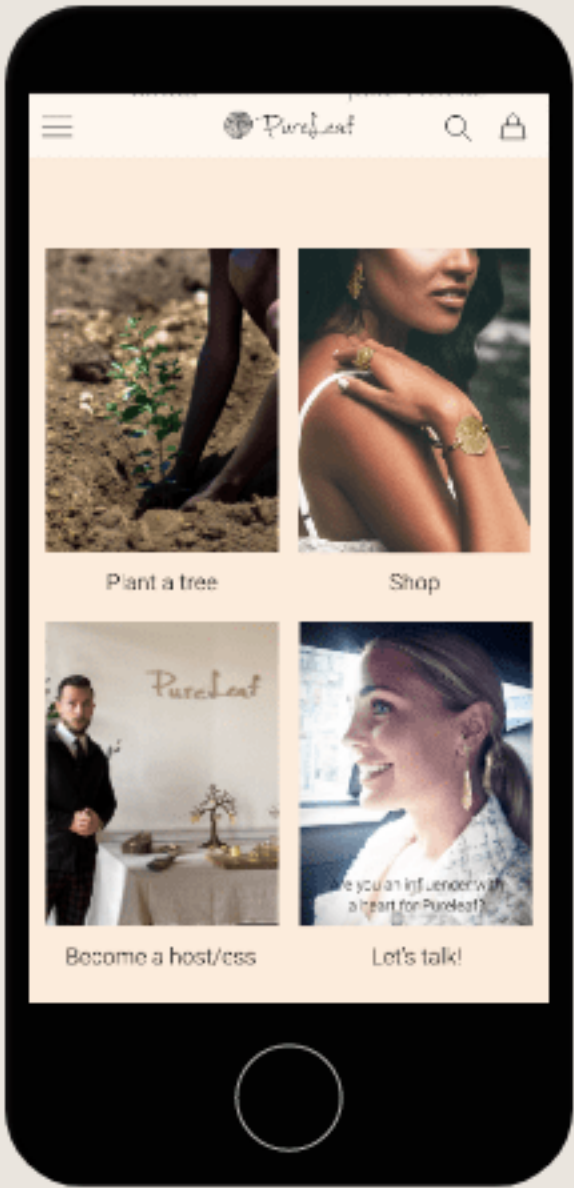SHOP PAGE
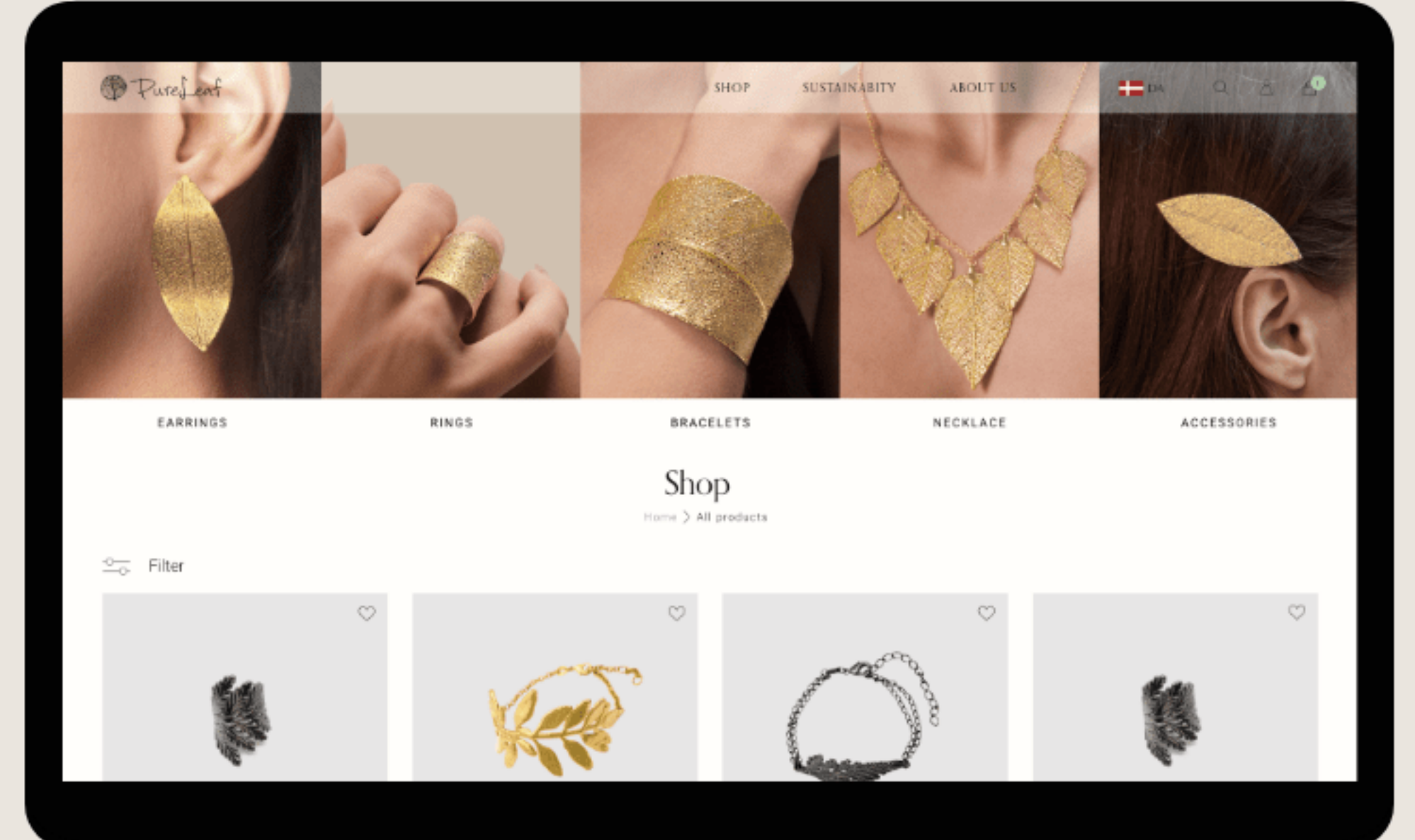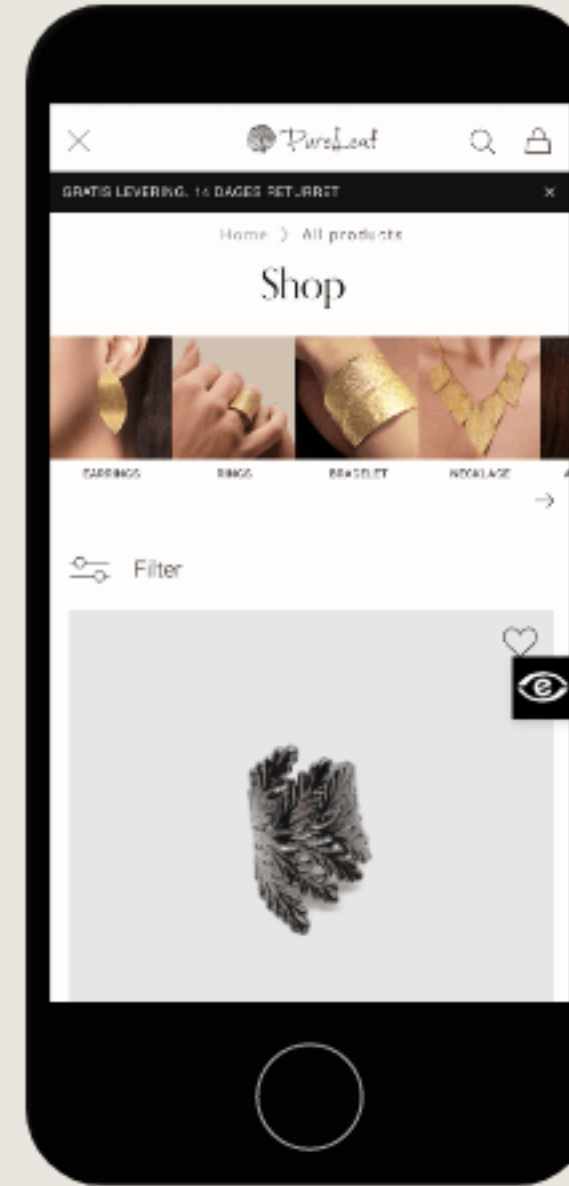
BRACELET PAGE (CATEGORY)
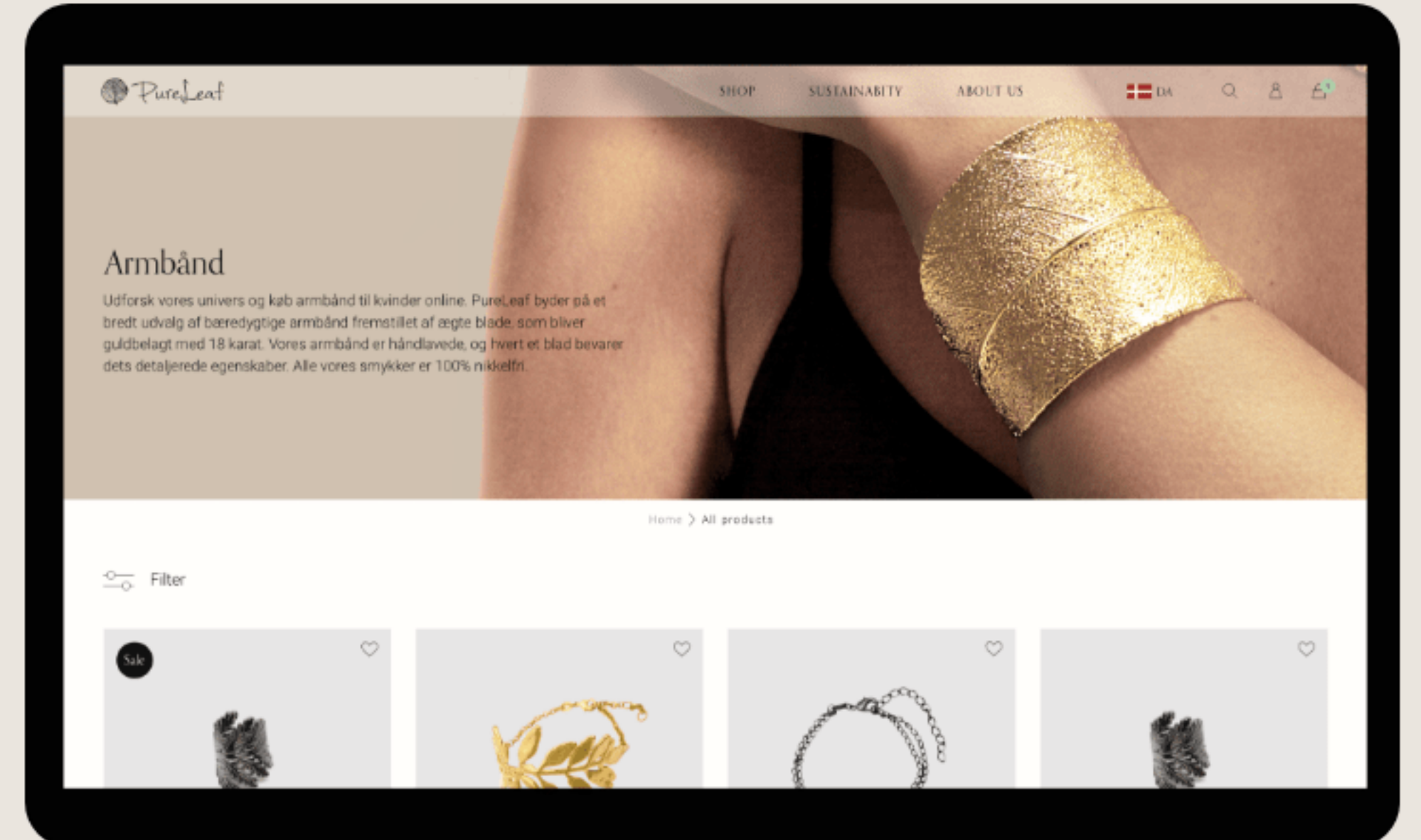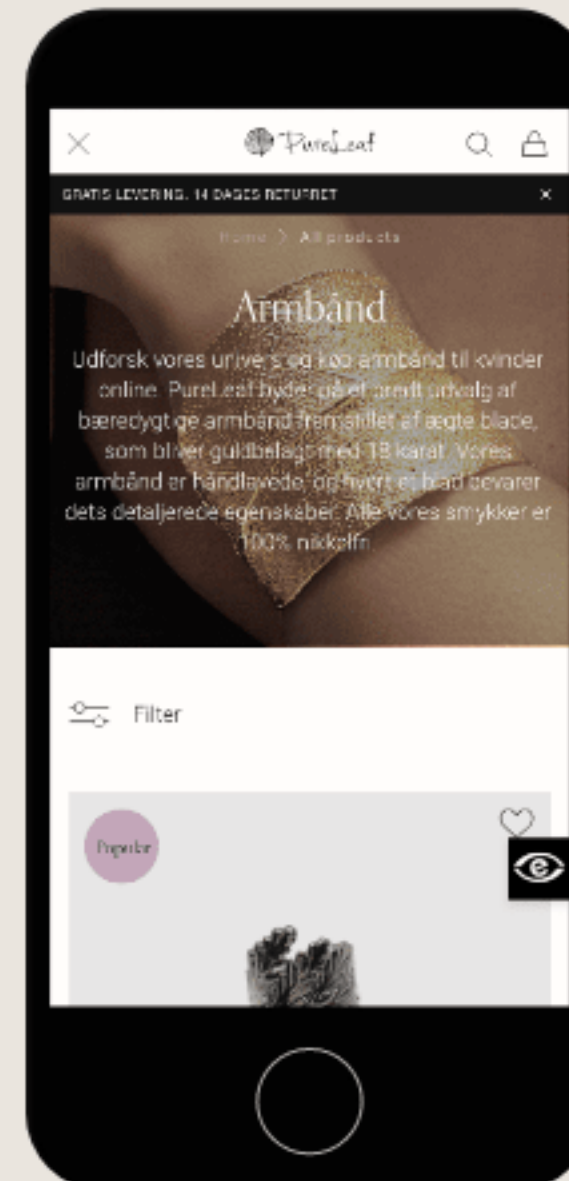
NAVIGATION OPTIONS AT THE END OF PAGES

→ 'This piece goes well with' (product cards) - Placed on product pages. Products cards linked to product shown on the product page the user is on.

→ 'Popular products' (product cards) - Placed on pages with product lists

→ Navigation options (images + caption) - Placed on informative pages

My hypothesis turned out valid when looking into the results from my research. However the development of the hypothesis was more general at first and did become more specific throughout multiple iterations within the project.

Going forward we will keep an extra eye on the progression of the following measurements:

⟶ Bounce rate on mobile

⟶ Duration on site / page

⟶ Conversion rates across the different platform

⟶ NPS (fetched from more neutral sources) and keeping a continuous dialogue with our users to fetch problems and likes.

Prototyp links

Mobile

Desktop