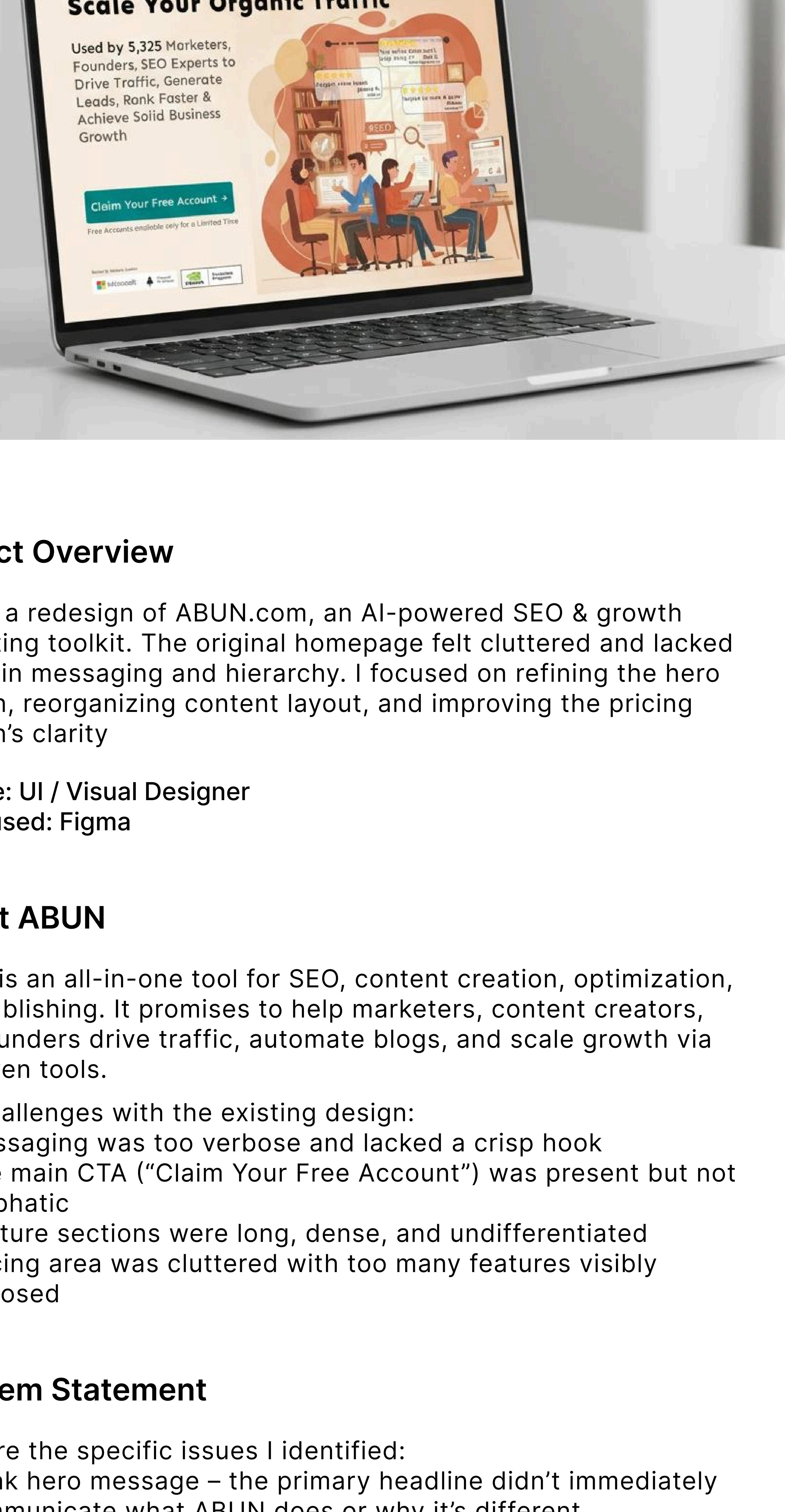


ABUN.com Redesign — Case Study

A modern refresh of ABUN's homepage to improve messaging hierarchy, user flow, and pricing clarity



Project Overview

This is a redesign of ABUN.com, an AI-powered SEO & growth marketing toolkit. The original homepage felt cluttered and lacked clarity in messaging and hierarchy. I focused on refining the hero section, reorganizing content layout, and improving the pricing section's clarity.

My role: UI / Visual Designer

Tools used: Figma

About ABUN

ABUN is an all-in-one tool for SEO, content creation, optimization, and publishing. It promises to help marketers, content creators, and founders drive traffic, automate blogs, and scale growth via AI-driven tools.

Key challenges with the existing design:

- Messaging was too verbose and lacked a crisp hook
- The main CTA ("Claim Your Free Account") was present but not emphatic
- Feature sections were long, dense, and undifferentiated
- Pricing area was cluttered with too many features visibly exposed

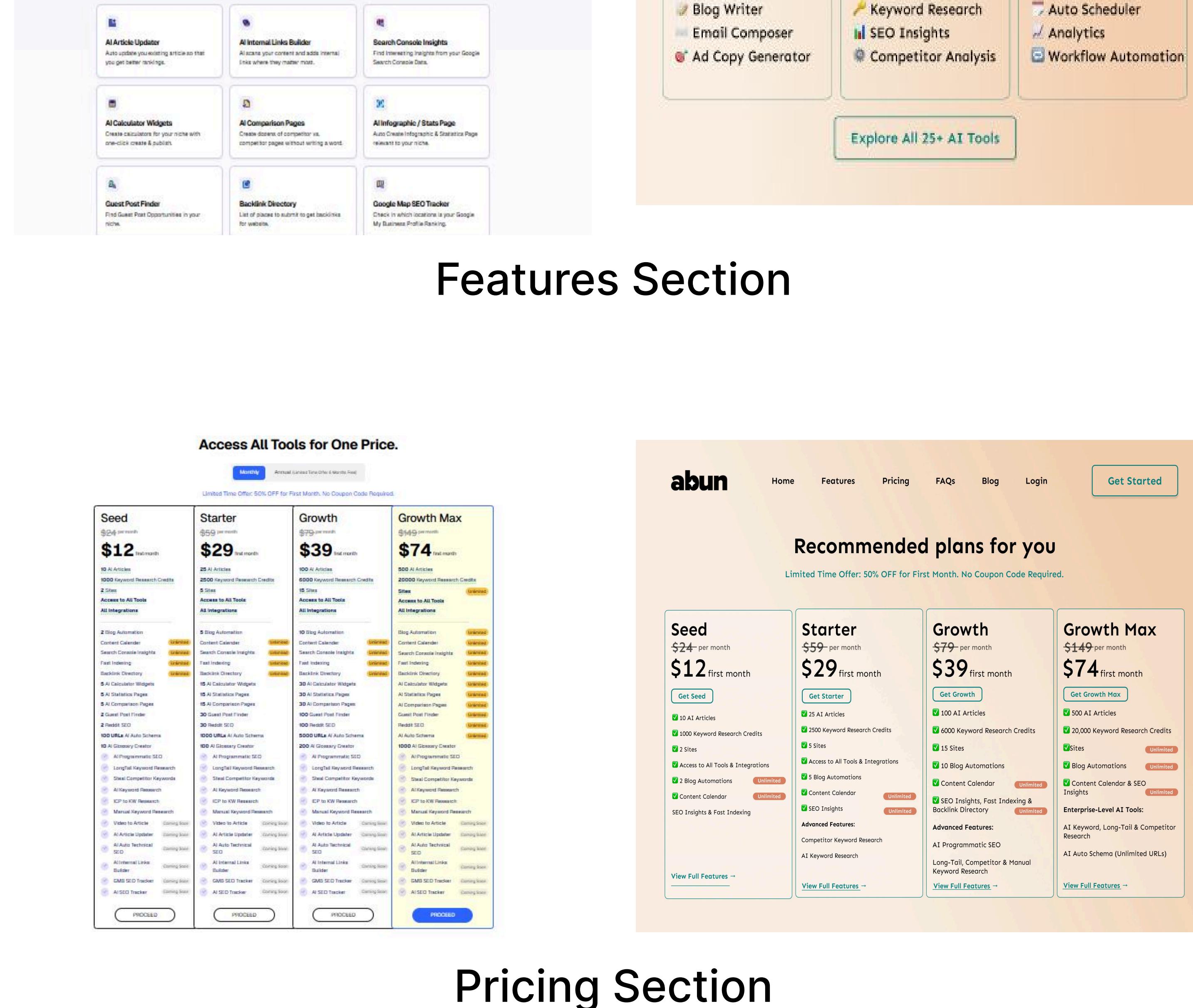
Problem Statement

Here are the specific issues I identified:

- Weak hero message – the primary headline didn't immediately communicate what ABUN does or why it's different
- Low emphasis on conversion – the free account CTA was lost among other elements
- Lack of structured flow – content sections were long and lacked segmentation, which could overwhelm a visitor
- Cluttered pricing section – every feature was shown at once, making it hard to compare plans or see the core value

My redesign aimed to fix those while keeping the brand's voice intact.

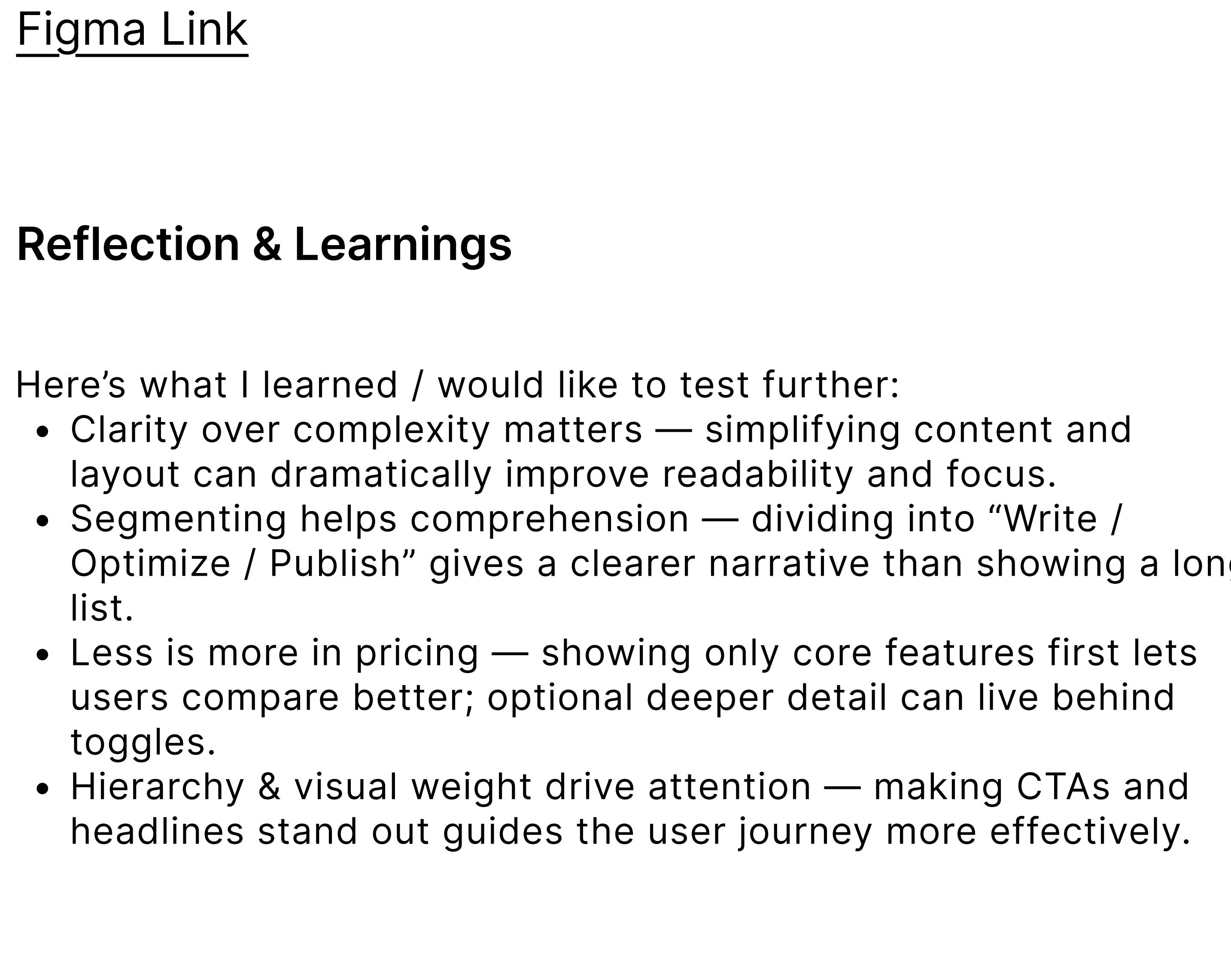
Fonts & Colors:



My Design Changes & Thought Process

Here's how I approached redesigning:

1. Hero & Messaging
 - Rewrote the main headline to clearly express ABUN's value
 - Made the "Claim Your Free Account" CTA more prominent — larger size, stronger color contrast, simpler surrounding layout
2. Three-section Feature Layout
 - Divided a feature block into three clear pillars: Write, Optimize, Publish
 - Under each pillar, I placed 2-3 main capabilities (concise, benefit-driven)
 - Added a button: Explore all 25+ AI tools to invite more exploration without overwhelming the user
3. Pricing Section Clean-up
 - Pulled back secondary details to avoid visual noise
 - Identified "main features" to show for each plan side by side
 - Added a "View Full Features" for advanced users, instead of listing everything upfront
 - Used better spacing, consistent typography, and grouping to ease comparison
4. Visual Hierarchy & Spacing
 - Increased whitespace so each block breathes
 - Made headings and subheadings more distinct
 - Used color / typographic emphasis for key calls to action and value statements



Final Mockups

Video View

Figma Link

Reflection & Learnings

Here's what I learned / would like to test further:

- Clarity over complexity matters — simplifying content and layout can dramatically improve readability and focus.
- Segmenting helps comprehension — dividing into "Write / Optimize / Publish" gives a clearer narrative than showing a long list.
- Less is more in pricing — showing only core features first lets users compare better; optional deeper detail can live behind toggles.
- Hierarchy & visual weight drive attention — making CTAs and headlines stand out guides the user journey more effectively.