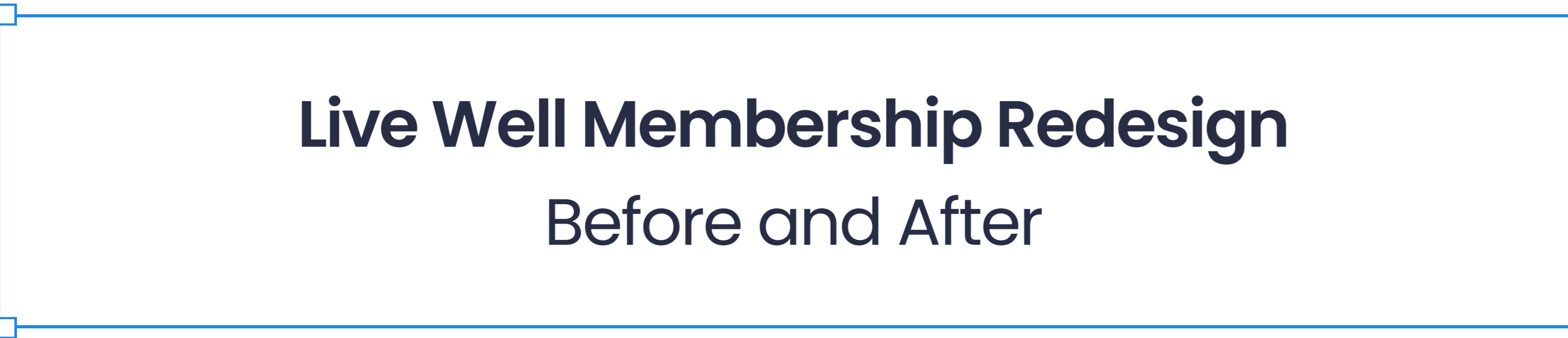


Live well

Redesign case

Lucas Uchôa





Live Well Membership Redesign

Before and After

A complete analysis of the visual and functional transformation of the Live Well Membership website, highlighting the improvements implemented for a more efficient and attractive user experience.



Previous Version - Overview

The screenshot shows the desktop version of the website. At the top, there's a navigation bar with links: Member Portal, Member Plans, Member Homes, 30A Communities, Additional Locations, Rent Your Home To Our Members, Testimonials, and JOIN WAITLIST. Below the navigation is a large banner with a beach background and the text "WELCOME TO THE LIVE WELL MEMBERSHIP". A small note says "30A is a coastal haven along Florida's Gulf Coast, known for its stunning beaches and laid-back charm. The Live Well Membership offers exclusive perks and insider access to elevate your vacation experience on 30A and beyond!" followed by a "JOIN WAITLIST" button. Below the banner, there are three main calls-to-action: "LIVE WELL.", "LOVE MUCH.", and "VACATION OFTEN.". Under "LIVE WELL.", it says "14 DAYS OF OFF-SEASON STAYS. 1 AFFORDABLE MEMBERSHIP." with a detailed description below. There are also three bullet points: "✓ 14 Nights at 22 Destinations.", "✓ \$1,000 in Concierge Credit.", and "✓ Travel Planning Done-for-You.". A "View Membership Plans" button is located here. At the bottom, a section titled "WHAT'S IT LIKE TO VACATION WITH LIVE WELL?" contains a short paragraph about a vacation experience.

The screenshot shows the mobile version of the website. The layout is similar to the desktop version but adapted for a smaller screen. It features the same header, banner, and main calls-to-action. The "LIVE WELL.", "LOVE MUCH.", and "VACATION OFTEN." sections are visible, along with their respective descriptions and bullet points. The overall design is clean and professional, emphasizing the benefits of the membership.

Visual Characteristics

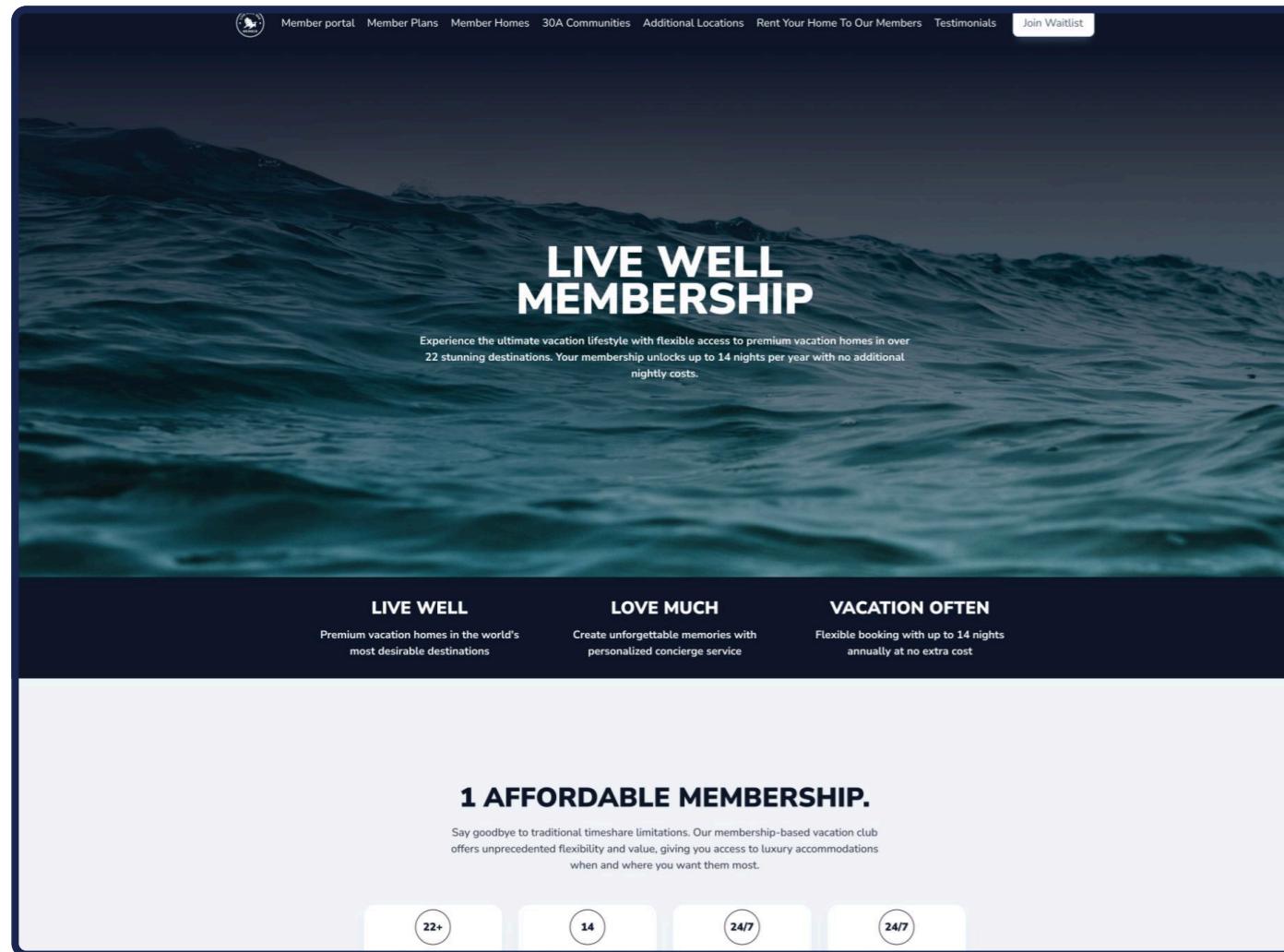
- Extensive layout with multiple sections
- Detailed and descriptive content
- Testimonial and review sections
- Longer vertical structure

Strength

- Comprehensive content
- Multiple navigation options
- Detailed information



New Version - Overview



The desktop screenshot shows a dark-themed landing page for 'LIVE WELL MEMBERSHIP'. At the top, there's a navigation bar with links: Member portal, Member Plans, Member Homes, 30A Communities, Additional Locations, Rent Your Home To Our Members, Testimonials, and a 'Join Waitlist' button. Below the navigation is a large hero image of ocean waves. Overlaid on the image is the text 'LIVE WELL MEMBERSHIP' in white. A detailed description follows: 'Experience the ultimate vacation lifestyle with flexible access to premium vacation homes in over 22 stunning destinations. Your membership unlocks up to 14 nights per year with no additional nightly costs.' Below this, three sections are displayed: 'LIVE WELL' (Premium vacation homes in the world's most desirable destinations), 'LOVE MUCH' (Create unforgettable memories with personalized concierge service), and 'VACATION OFTEN' (Flexible booking with up to 14 nights annually at no extra cost). A large white callout box at the bottom left contains the heading '1 AFFORDABLE MEMBERSHIP.' and a brief description: 'Say goodbye to traditional timeshare limitations. Our membership-based vacation club offers unprecedented flexibility and value, giving you access to luxury accommodations when and where you want them most.' At the very bottom are four circular icons with the numbers 22+, 14, 24/7, and 24/7.



The mobile screenshot shows a simplified version of the landing page. It features a dark header with the 'LIVE WELL MEMBERSHIP' logo and a small timer icon. The main content area has a dark background with the same descriptive text and sections as the desktop version. The 'LIVE WELL' section is explicitly labeled 'LIVE WELL' and includes the subtext 'Premium vacation homes in the world's most desirable destinations'.

Visual Characteristics

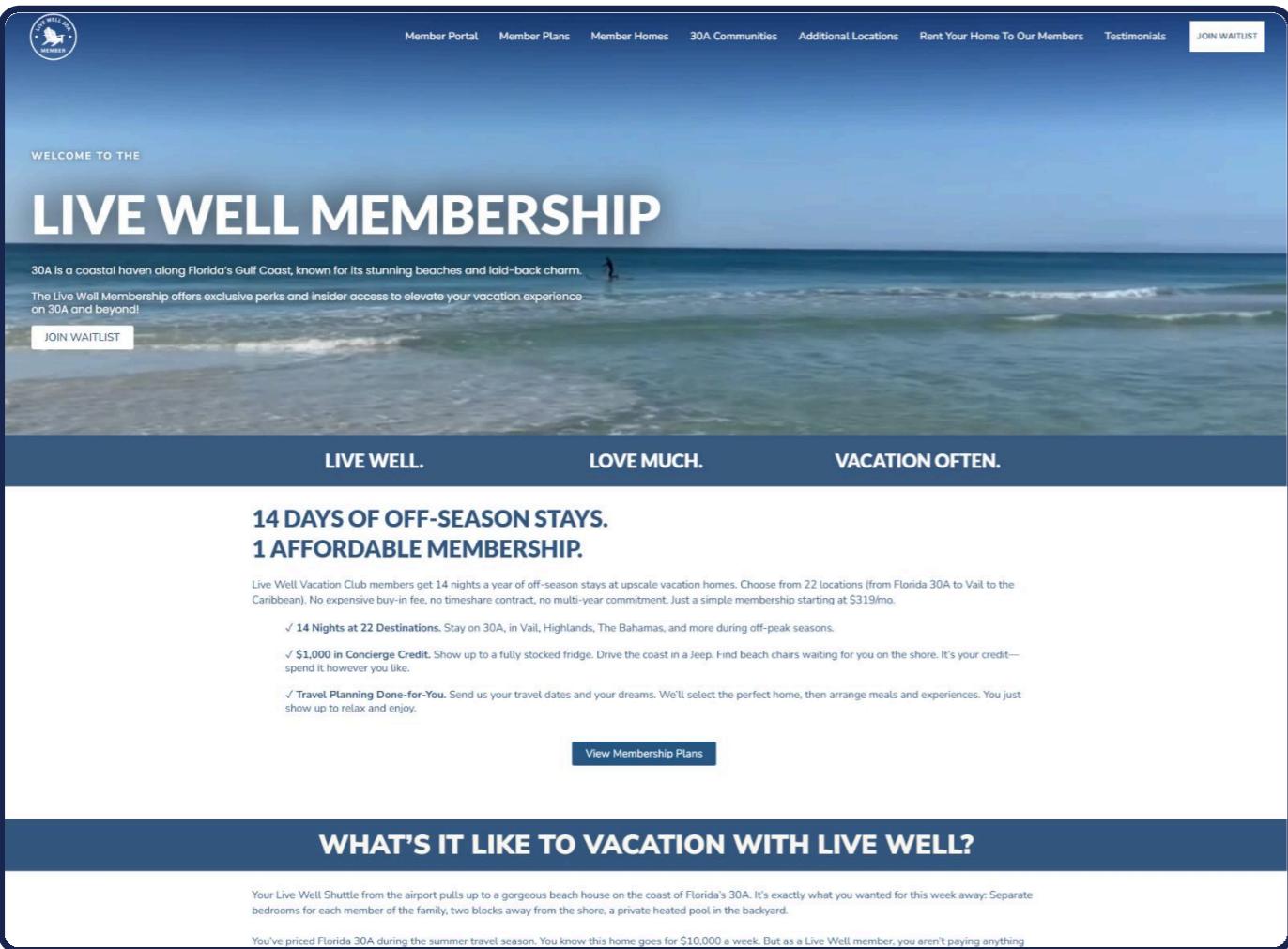
- Compact and focused layout
- Hero section with an image of waves
- Well-defined block structure
- Simplified horizontal navigation

Main Achievements

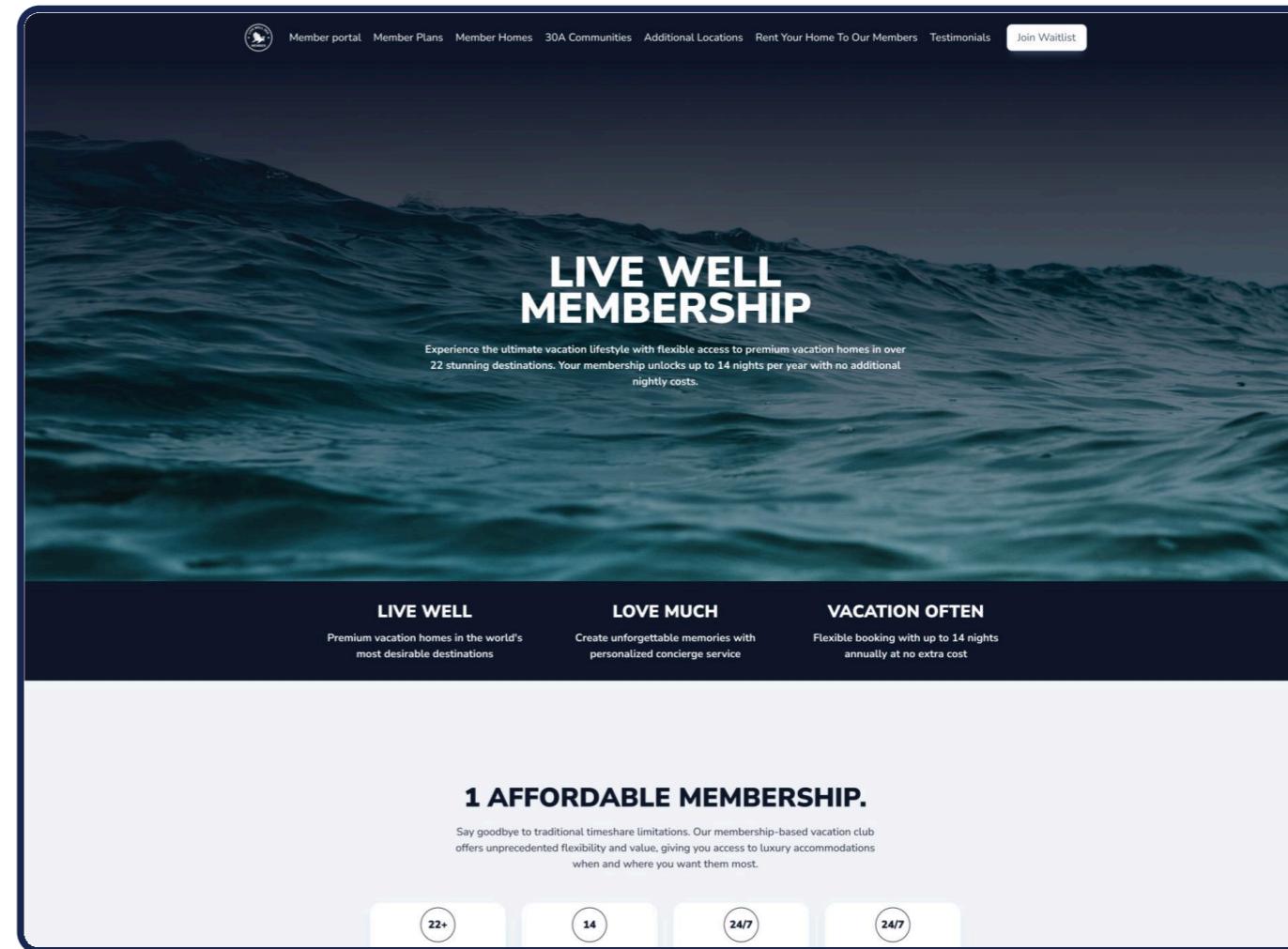
- Design more clean e organized
- Better visual hierarchy
- Focus on conversion

Hero Section - Transformation

↪ BEFORE



↪ AFTER



- Extensive and detailed content
- Multiple information sections
- Longer vertical layout

- Compact and focused layout
- Organized block structure
- Simplified navigation

Content Structure

BEFORE

Desktop

- Explore Our Destinations
- How It Works (3 etapas)
- What Our Members Say
- Ready to Live Well?

Mobile

- Live Well, Love Much, Vacation Often
- 1 Affordable Membership
- Explore Our Destinations
- How It Works (3 steps)
- What Our Members Say
- Ready to Live Well?

Identified Problems

- Excess of information
- Complex navigation
- Multiple points of attention
- Fragmented user journey

AFTER

Desktop

- What's It Like to Vacation?
- How It Works (visual)
- Where Do You Want to Stay?
- These Families Are Living Wel

Mobile

- What's It Like to Vacation?
- How It Works (visual)
- Where Do You Want to Stay?
- These Families Are Living Well

Improvements Implemented

- Linear and intuitive flow
- More focused content
- Enhanced storytelling
- Clear user journey

User Experience



Simplified Navigation

- Cleaner and more organized menu
- Fewer options, more focus
- Clear visual hierarchy.



Responsiveness

- Mobile-first design
- Adaptation to different screens
- Optimized performance



Focused Conversion

- Prominent CTAs
- Optimized user journey
- Reduction of friction



Benefits of the Redesign

↑ Improved Conversion

- More visible and strategic CTAs
- Reduction of friction in the process
- Focus on the value proposition

驲 Improved Conversion

- Contemporary and clean design
- Clear visual hierarchy
- Strengthened visual identity

👤 Enhanced Experience

- Intuitive navigation
- Organized content
- Improved responsive design

Successful Transformation

The redesign of Live Well Membership represents a significant evolution in the digital experience, prioritizing clarity, conversion, and user engagement through a modern and functional design.

- **Simplification:** Focused content and intuitive navigation
- **Conversion:** Strategic CTAs and an optimized journey
- **Experience:** Modern and responsive design

You can view the UI in Figma here for the desktop version: <https://www.figma.com/design/CsnLYNFccyUJZYKeOb5cxd/Live-Well-Membership---UI-Case?node-id=8002-7507&t=8YbveTMu783RG8yo-4>

And here you can view the UI in Figma here for the mobile version: <https://www.figma.com/design/CsnLYNFccyUJZYKeOb5cxd/Live-Well-Membership---UI-Case?node-id=8003-10462&t=8YbveTMu783RG8yo-4>