



Revitalizing Cobone's Web Presence: A Dynamic Rebranding Journey

Cobone is a popular e-commerce website based in the UAE and KSA, offering discounted deals and coupons on various products and services. With an increase in competition, the company felt the need to rebrand and redesign their website to stay relevant and improve the user experience.

Approach

As the lead designer for this project, I started by analyzing Cobone's current branding and website to identify areas for improvement. The management and I agreed that Cobone needed a **fresh look** and **feel to appeal** to a younger, tech-savvy audience.

After the initial feedback, I refined the concepts into three design options. Once management selected their preferred option, I worked on building a **new style guide**, color palette, typography, and iconography.

User Interface/User Experience Design

My primary focus was to design a user-friendly and intuitive interface for the new website. The new interface I designed was focused on clear navigation, concise and appealing copy, and high-quality images. The result was an interface that was more streamlined and user-friendly, resulting in a much improved user experience.

Front-End Development

I had a huge role to play in bringing the new website to life. I ensured that every design element was executed seamlessly on the website. They utilized HTML5, CSS3, the SASS framework, jQuery, and JavaScript frameworks such as Bootstrap to create a responsive website that was compatible with different devices and browsers.

The newly redesigned Cobone website has received rave reviews from its customers. Our rebranding and website redesign efforts increased the website's speed and overall performance. This improvement helped drive up traffic to the website and, ultimately, increase revenue for Cobone.

This was an incredibly satisfying project to work on and an excellent example of the successful outcome that comes from teamwork.