

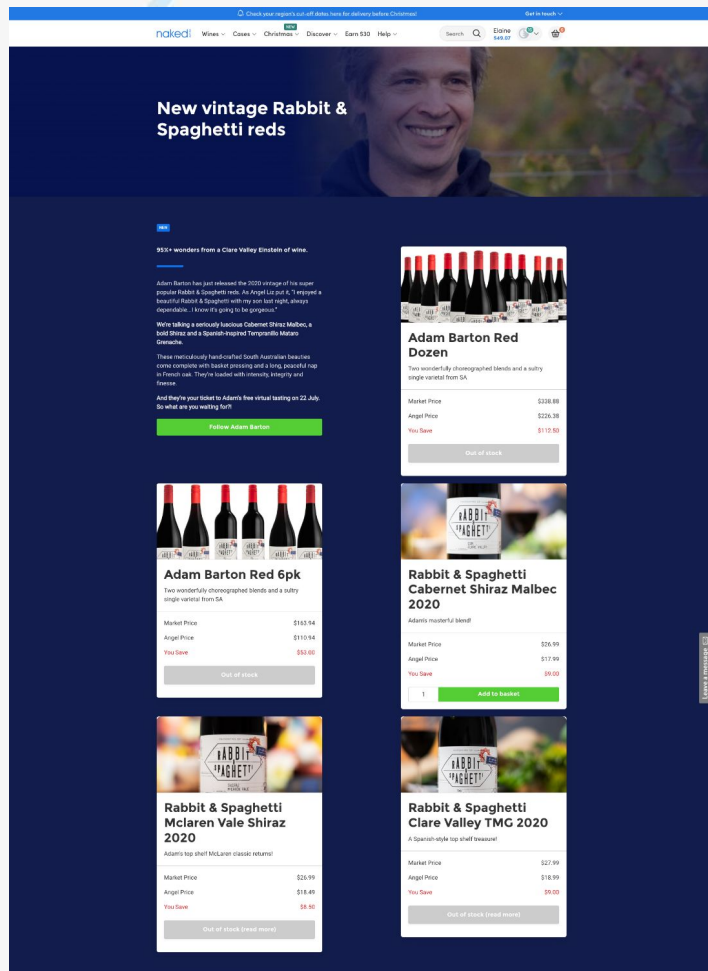


nakedwines

Campaign Landing Page - UX Redesign

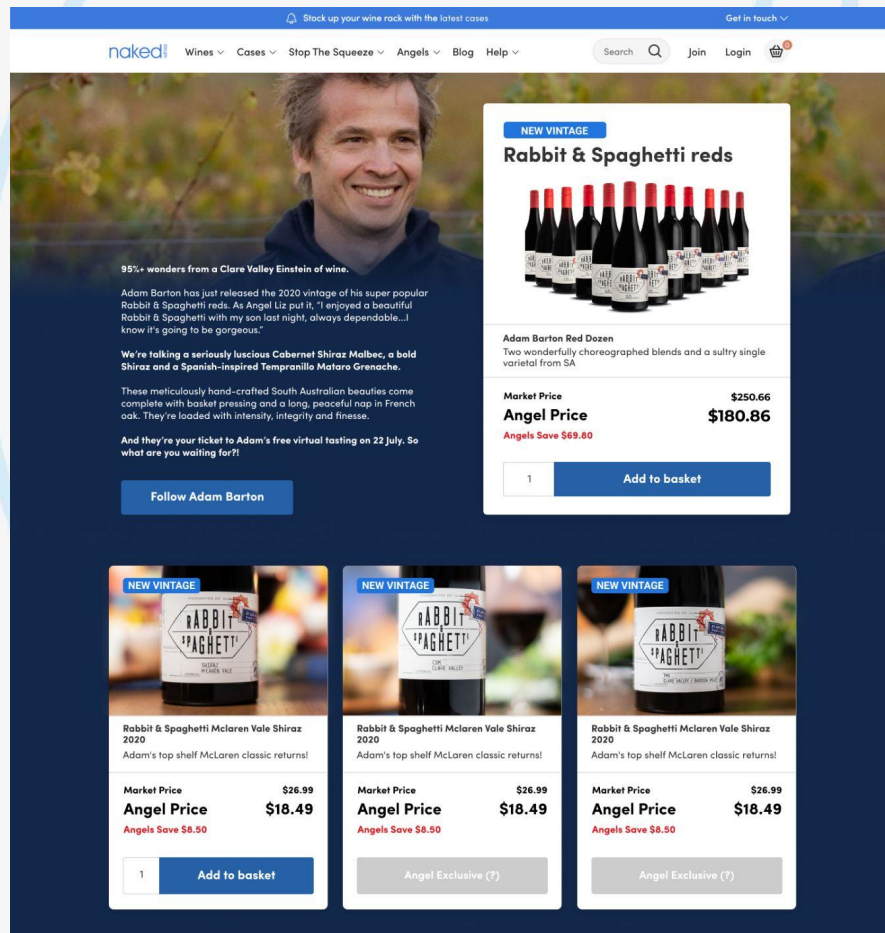
# Previous Landing Page

- Results from this page showed that a large percentage of users weren't engaging with 70% of content on this page
- Low conversion due to product cards falling past the first scroll
- Not optimised for mobile view, resulting in lower conversion rates despite 58% of traffic coming from mobile
- Outdated branding



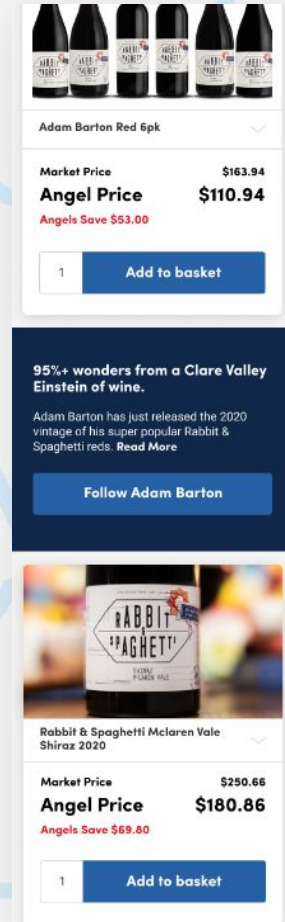
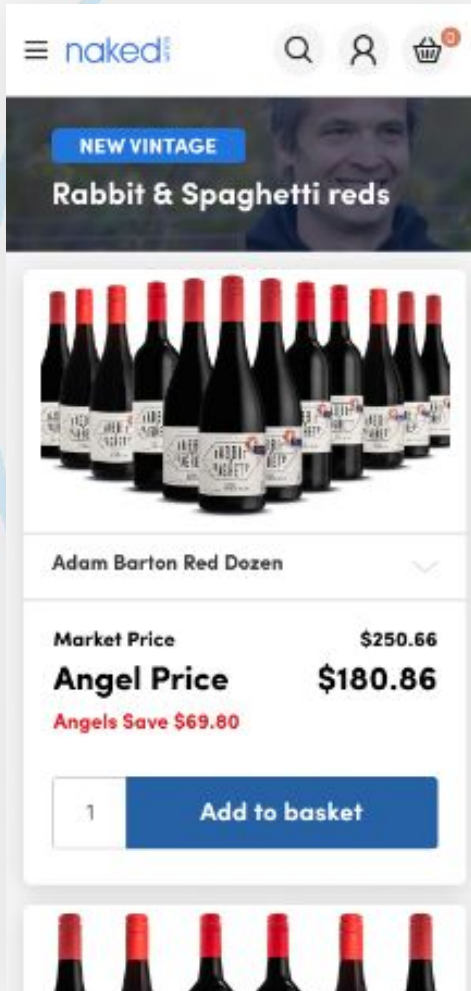
# Redesign - Desktop

- Brought featured product card to top of page - increases exposure rate
- Optimised layout to display copy & hero image without compromising product display, while still telling the story of our winemaker (key brand focus)
- Following current branding guidelines to bring design consistency across site



# Redesign - Mobile

- Mobile first design
- Condensed layout for mobile screens - displaying only the most critical content, with option to expand as needed
- Reduced scroll drastically, providing better ease of use and browsing experience



# Results

- The redesigned page saw a 30% uplift in conversion rates
- Bringing the featured product card to the first scroll of page saw significantly increased improvement in exposure and interaction with CTA on card
- Page performance on mobile increased to match desktop conversion rates (up from 21% conversion to 34%)