Mwave EDM Redesign
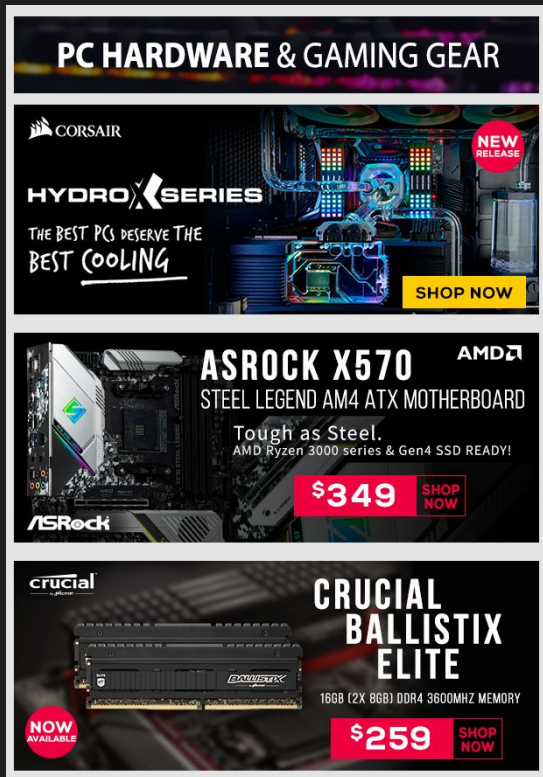
Creating a user friendly email campaign experience

Initial Problems

Issues with the existing format

- **Not mobile friendly** - text and CTA buttons too small on mobile, banner sizing also not suited to a mobile layout, despite most users/customers now predominantly using mobile email apps

- **Inconsistent styling** - each graphic often uses different fonts/structure/style

- **Lacking brand presence** - there is no consistent elements of Mwave's branding throughout the EDM to give it an identity

- **Too much text** - images are often the most attention grabbing element of a promotional graphic, yet they aren't given the ratio needed to be effective

- **All images** - the EDM is completely made up of images, which often sends the email to junk or can make the email unreadable if images are blocked

1st Iteration Redesign

- **Removing unnecessary information** - this allows us to direct the customer's attention to the most important message (the promo or deal)

- **Larger, square sizing** - this allows the graphics to be more compatible and easier to read, whether on web or mobile

- **Lower text ratio** - based on Facebook's research, images with a lower text to image ratio tend to perform better and gain more clicks, which translates into higher conversion rates ([source](#))

1st Iteration Examples

1st Iteration | Plain Text

August Clearance Sales.
Heavily discounted items, reduced to clear. Limited time or while promotional stock lasts. Ends 31/08/2019 or While Stock Lasts.

Free Shipping on ASUS Zenbook.
ASUS Zenbook 14 UX431FA 14" Notebook i5-8265U 8GB 256GB Win10 Pro. Offer Ends 09/08/2019. Conditions Apply.
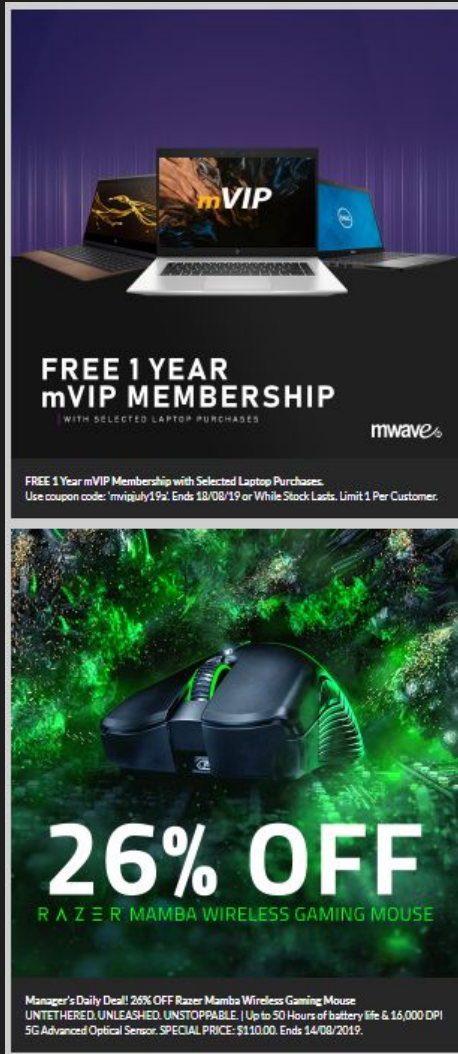
Intel Hades Canyon NUC
Powered by i7-8809G and Radeon RX Vega M GH Graphics. Shop the range | Starting from $1325.

Extra product or deal information added as plain text under email graphics.
This decreases the likelihood of emails being sent to junk, and also increases readability.

1st Iteration Problems

Issues considered when creating 2nd reiteration

- **Too much text underneath image** - information displayed all as plain text makes it difficult for users to find important info that inform their purchasing decisions (eg. price, saving amount, coupon codes)

- **Still too inconsistent** - there is still a lack of an consistent brand styling, and each image often featured various stylistically different elements

- **Important info not highlighted** - customers want the pricing of products to be obvious, which was not prioritised in this email format
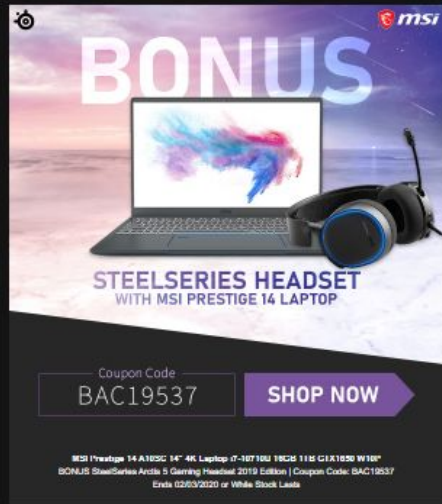
2nd Iteration Problems

Issues considered when creating the final reiteration

- **Lack of coherency throughout email** - the entire email still reads more as separate designs per graphic, not so much one connected design

- **Too much info** - adding three different elements of focus (promo text in graphic, price info, then product info text) can become overwhelming for users to quickly read through the email

Final Iteration Redesign

STARTING FROM

$39

Roccat Audio

Immerse Yourself

$900 OFF + FREE SHIPPING

~~$4399~~ **$3499**

Razer Blade 15 Advanced 240Hz Gaming Laptop
Ends 05/03/2020 or While Stock Lasts

NEW

$899

Razer Blade 15 Advanced 240Hz Gaming Laptop
Ends 05/03/2020 or While Stock Lasts

Promo info cleaned up into one CTA element that can be slightly adjusted to suit the deal
Shortened additional info added as plain text underneath graphics, with bigger font formatting for better readability.
The information users want to see will be consistently styled and always in the same place.
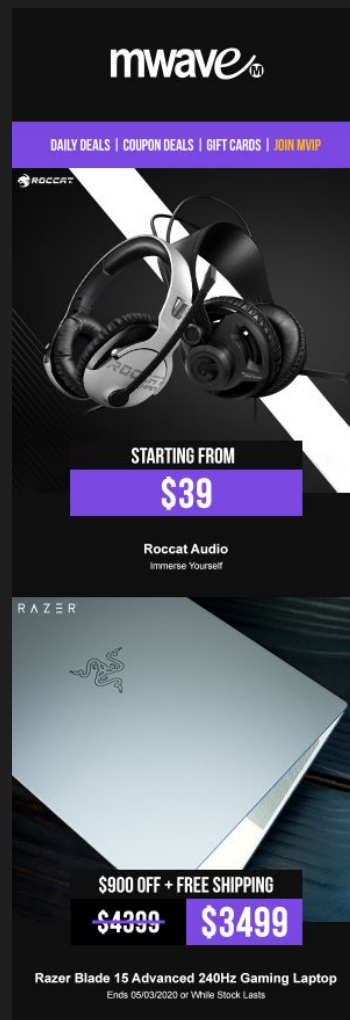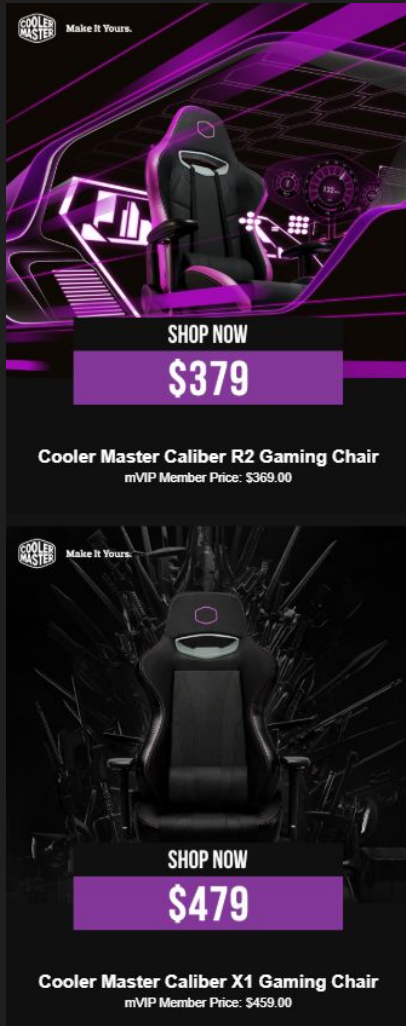
Final Iteration Redesign

- **Consistent branding** throughout email
  - Colours can be adjusted to effectively advertise different brands (leftmost image an example of exclusive Cooler Master products email using their brand colour)

- **Clear and concise** delivery of information

- **Spacing** used to separate different deals, but keep the email one connected design

- **Mobile responsive** - images feature elements that are clear and readable both on web and mobile screens, while text on the page resizes accordingly too

Redesign | Header & Footer

Final Design

Original Design
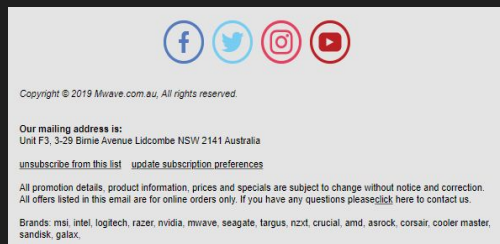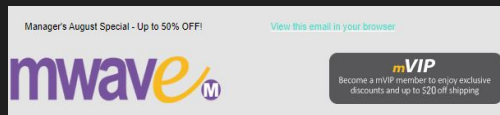
First Iteration
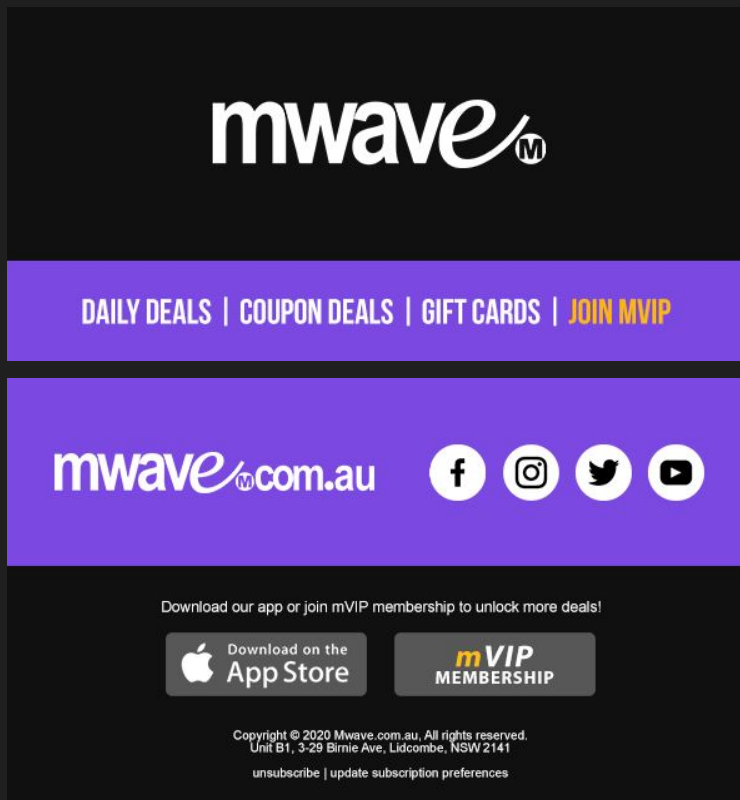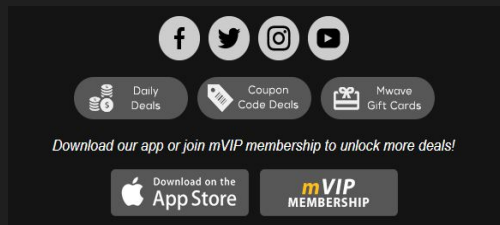
- **Icons instead of text** - Draws more attention and creates more visual interest instead of a paragraph of text

- **Reorganised elements** - added deals, gift cards, and mVIP membership program CTA to the header instead of footer, where they will draw more attention and easily allow users to access and learn about other deals

- **Better spacing** - gives each element enough room so they don't look too cluttered and overwhelm users with information

- **Consistent branding** - using mwave's brand colours to bring the whole email into one cohesive design

Full Redesign Process