

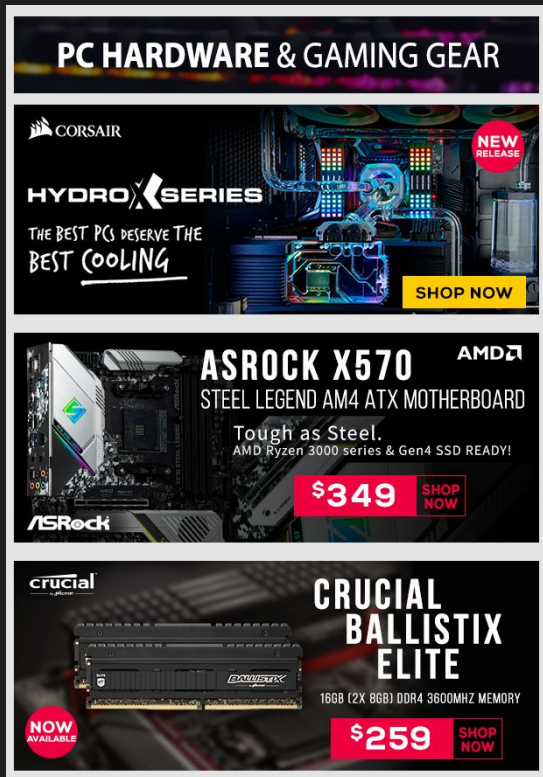
Mwave EDM Redesign

Creating a user friendly email campaign experience

mwave*e*com.au

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

GIGABYTE BRIX
BAREBONE KIT
SAVE UP TO \$70

SHOP NOW

Ends 09/09/2019 or while stocks last.

A black, compact, cube-shaped computer case (GIGABYTE BRIX) is shown next to its white retail box. The box features the GIGABYTE logo and product details. A red circular badge with the text "SPECIAL PRICING!" is overlaid on the top right of the product image.

NEW RELEASE **K57 RGB**
WIRELESS
Get Your Game On With No Strings Attached

SHOP NOW

A black CORSAIR K57 RGB wireless gaming keyboard with colorful backlit keys is shown against a yellow background. The CORSAIR GAMING logo is in the bottom right corner.

ASUS ROG STRIX
SCAR III GAMING LAPTOP
POWERED BY INTEL CORE I7, GEFORCE GTX 1660
TI GRAPHICS, 16GB DDR4 MEMORY, 512GB SSD
& WINDOWS 10

\$2099 **SAVE \$100**

An ASUS ROG STRIX SCAR III gaming laptop is shown open, displaying a vibrant, colorful screen. The laptop is black with red and white accents. The background is dark with some light effects.

GIGABYTE


SAVE
UP TO \$70

A black, compact, cube-shaped computer case (GIGABYTE BRIX) is shown next to its white retail box. The box features the GIGABYTE logo and product details. The background is purple with white curved lines.

GIGABYTE BRIX BAREBONE KIT

CORSAIR

K57 RGB
WIRELESS

A black CORSAIR K57 RGB wireless gaming keyboard with colorful backlit keys is shown against a yellow background. The CORSAIR logo is in the top left corner.

SHOP NOW

ASUS

SAVE \$100

ASUS ROG STRIX SCAR III

SHOP NOW

An ASUS ROG STRIX SCAR III gaming laptop is shown open, displaying a vibrant, colorful screen. The laptop is black with red and white accents. The background is dark with some light effects.

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.

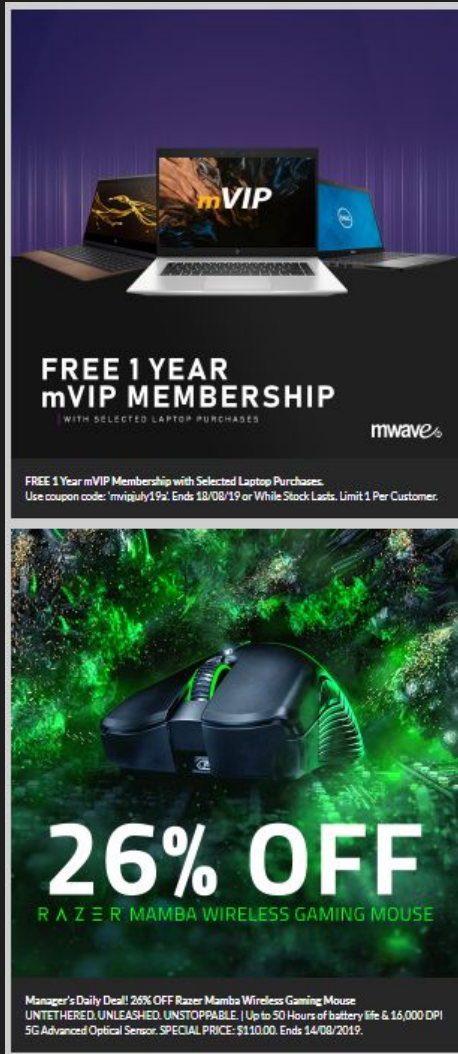


Intel Hades Canyon NUC

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.

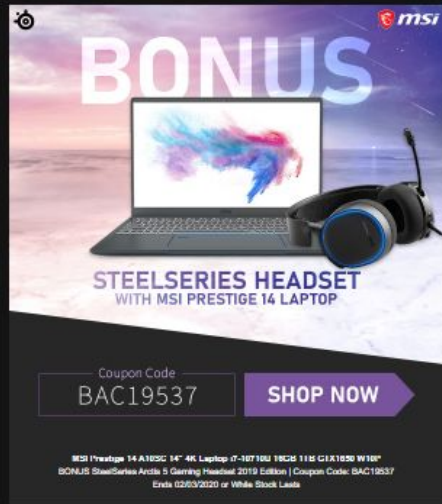
This decreases the likelihood of emails being sent to junk, and also increases readability.



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



ROCCAT

STARTING FROM

\$39

Roccat Audio
Immerse Yourself




RAZER

\$900 OFF + FREE SHIPPING

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

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



ViewSonic

NEW

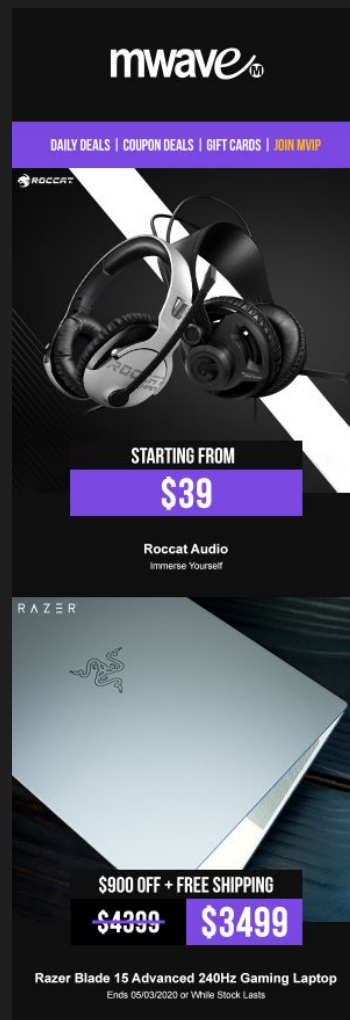
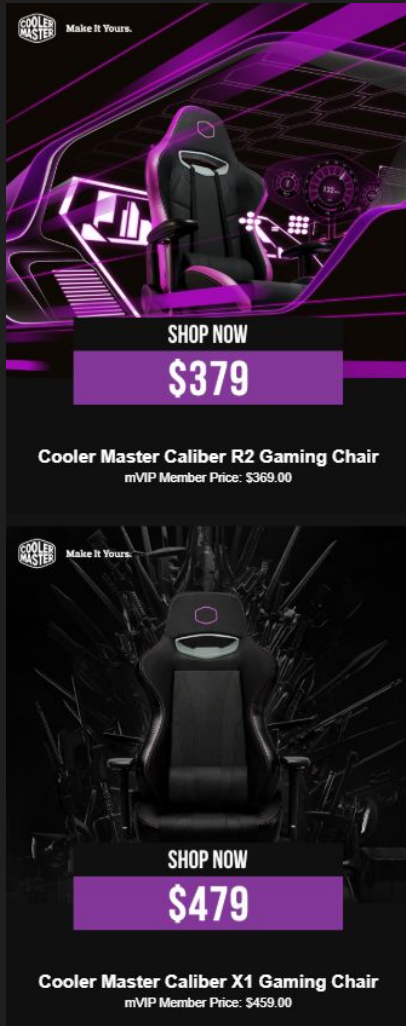
\$899

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.



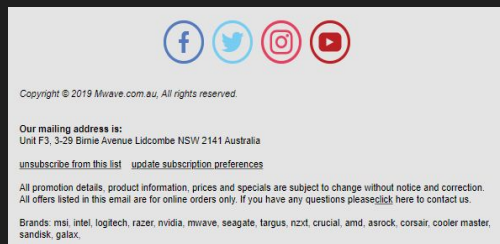
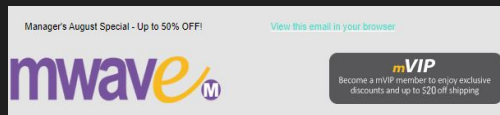
Final Iteration Redesign

- **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

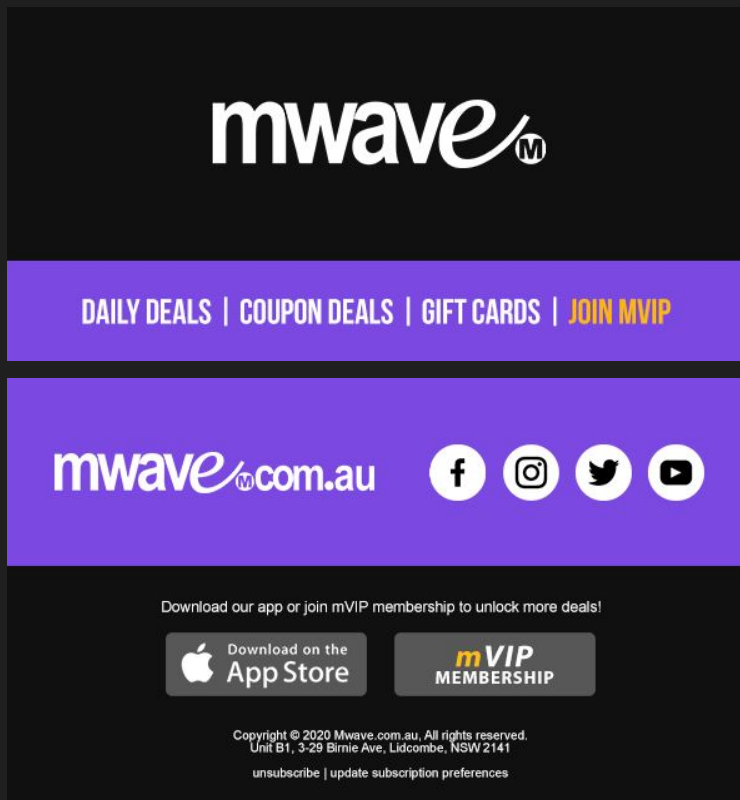
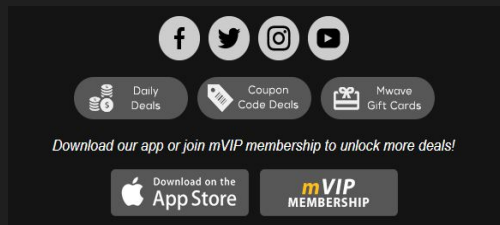
Redesign | Header & Footer

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

PC HARDWARE & GAMING GEAR



CORSAIR
HYDRO X SERIES
THE BEST PCs DESERVE THE BEST COOLING
SHOP NOW



ASRock **AMD**
ASRock X570
STEEL LEGEND AM4 ATX MOTHERBOARD
Tough as Steel.
AMD Ryzen 3000 series & Gen4 SSD READY!
\$349 **SHOP NOW**



crucial
CRUCIAL BALLISTIX ELITE
16GB (2X 8GB) DDR4 3600MHz MEMORY
\$259 **SHOP NOW**




FREE 1 YEAR mVIP MEMBERSHIP
WITH SELECTED LAPTOP PURCHASES
mwave

FREE 1 Year mVIP Membership with Selected Laptop Purchases.
Use coupon code: 'mvipuly19a'. Ends 10/06/19 or While Stock Lasts. Limit 1 Per Customer.




26% OFF
RAZER MAMBA WIRELESS GAMING MOUSE

Member's Daily Deal! 26% OFF Razer Mamba Wireless Gaming Mouse
UNLIMITED. UNLEASHED. UNSTOPPABLE. | Up to 30 Hours of battery life & 16,000 DPI
5G Advanced Optical Sensor. SPECIAL PRICE: \$110.00. Ends 10/06/2019.



FREE SHIPPING
STARTING FROM **\$1599.00** **SHOP NOW**
GIGABYTE


Gigabyte AORUS 144Hz Gaming Laptop (i7-8750H G1X 16GB W10H Series)
Free Shipping on Selected Models | Ends 10/05/2020 or While Stock Lasts



BONUS
STEELSERIES HEADSET
WITH MSI PRESTIGE 14 LAPTOP
SHOP NOW


Coupon Code
BAC19537

MSI Prestige 14 A10SC 14" 4K Laptop (i7-10710U 16GB 1TB G1X1650 W10)
BOMBIER SteelSeries Arctic 5 Gaming Headset 2019 Edition | Coupon Code: BAC19537
Ends 10/05/2020 or While Stock Lasts



SHOP NOW
\$379

Cooler Master Caliber R2 Gaming Chair
mVIP Member Price: \$369.00



SHOP NOW
\$479

Cooler Master Caliber X1 Gaming Chair
mVIP Member Price: \$459.00