# At a Glance

* Role: Product & Web Designer
* Product: Glë by eauLife AG
* Deliverables: Updated website // Product design consulting // Investment deck
* Duration: August 2016 - Present

# Overview

Glë is a new beverage for expectant mothers that fully replace the traditional current prenatal vitamin regimen. As a brand new company ramping up to the launch of its first product, eauLife needed an appealing, functional website. The company also asked for help reviewing product mockups put together by an external set of designers as well as assistance with their investment deck.

I am the team’s only in-house designer and assist with the team’s varied design matters.

# Challenges

## Website

eauLife set up its first website on the German hosting site, Jimdo. While the company plans to commission a full site in the near future, in the meantime it needed a clear and functional site in the meantime to send to potential investors. Jimdo templates, however, have severe limitations that significantly decrease website functionality and design. In order to work with the system, I focused on creating a website that is easy to read, has a clear message, and is intuitive to move through.

## Product design

The company is working with an external design firm for the product design, and while the founders are very involved in reviewing this work, it can be difficult to know what details to review without a design background. I also review the products, and have given extensive comments on the first run-through of the design to ensure that the product is not only accessible to consumers, but is also appealing to the target audience.

# Approach

Before everything else, I first spent time researching the industry to determine what products exist and learn more about the problem that eauLife is trying to solve. I read reviews of both traditional prenatal vitamins and other drink options on the market and interviewed pregnant women about their experience with prenatal vitamin products. It was important for me to learn about the market space in which I was working and to understand the pain points of Glë’s intended audience.

## Website

My research made it clear that Glë’s website should position the product as a solution to a well-known industry problem. I first refined the message on the product’s homepage, which was the first page released to the public. The founders did not want much on this page to change, though I did make a few key changes. I rearranged the top of the page to make it more obvious what the product is at first glance. Previously, the first view of the site was just the logo with the pregnant mother background, but the addition of the vitamin information and Glë’s slogan make the product and the site’s goal much clearer.

The majority of my work has been focused on the site’s other pages, where most of the messaging about the company and product reside.

I have also standardized the overall look of the site, making sure that the design is consistent across all pages.

along standardize the look of the Glë logo (on this and all other pages). While I did refine the messaging on the product’s homepage, I focused the majority of my efforts on the other pages where most of the company’s and product’s messaging resides. The Team page—indicative of this messaging reorganization—can be viewed at this link. though please note that most of the website has not yet been made public.

## Product Design

# Results