JACK HEALTH

JACK
Web Page Redesign

Role Designer
- Design Research
- Information Architecture & Wireframe Development
- Visual Design
- Design Systems
- Prototyping
- User studies
- Image asset creation
- Stakeholder and Cross Functional Collaboration
- Iterative design based on new web page analytics

Design Brief

Problem
- Legacy design does not communicate the value of Jack's products.

Goal
- Increase mobile conversions and improve trading with customers.

Result
- Easy navigation
- Increase in page visits
- 40% increase in page visits and conversion

INTRODUCTION

"Make it look hot 🔥"

Jack wanted to grow supply company "Hair Lab" to make it easier to get prepared for various common ailments.

When hired on, I was simply told: "Make it look hot 🔥".

An old manager of mine used to always say, **"Give 'em what they want, and then some."**

So, on this part I will be a good and hard-worked comparison of the visual design.

That was subsequently followed up with an audit of the user flows, site structure, and customer experience in an effort to highlight any potential opportunities for improvement.

UX RESEARCH

MARKET-WIDE PERSPECTIVE

It's important to show clients what their direct and adjacent competitors are doing

Visually we learned some things:
- Most competitors are dated
- Jack's design language stands the whole brand image apart

Structurally we learned some things:
- How it works lacking some clarity
- some companies pushing more product-first rather than an intake survey

comparisons of direct, and adjacent competitors

3 part analysis for each comp

categorization of ads and style flow types

...now what about actual Jack customers?

CUSTOMER PERSPECTIVE

Age
Physical place
Is it convenient for brown cash
Lifestyle
Is the product actually engaging for each ED
Who sales is the trial
Is the product or the service show as far as how to remove a
Is the right time
Price
Which discrete packaging and how will selling in the product
Brand
Reviews
Recommendations
Ease of use
Ease of use
Ease of use