CASE STUDY

ANCESTRY

CORE EXPERIENCE REDESIGN BY UNSEEN POWERS

intro

Ancestry's digital brand was ready for an update. While incredibly successful with older users, they needed to connect with a new, younger audience. Unseen Powers were tapped to make that happen.

challenge

Redesign a well-established experience for a new generation, increasing the conversion rate for the service in the process.

outcome

The redesign resulted in a 35% increase in new-user conversions. It also gave the brand a fresh style to set a new bar for the company and its products for the coming years.

PROJECT SCOPE

- Identity Design
- Brand Design
- UI System Design
- User Testing
- Product Design

the basics

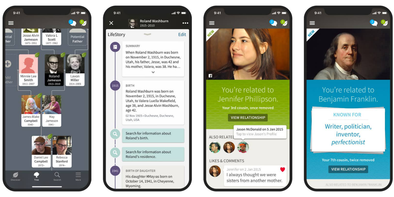
Working with the software team, we started with the usual suspects: colors, typography and iconography. But we took this refresh much further with a complete re-do of their mobile apps. We also created a new illustration of the famous Ancestry "shaky leaf" and the core family tree experience.

ui standards

This is a small set of the enormous UI library we designed with the software team. We built hundreds of components in a range of sizes for desktop and mobile. They are still being used today.

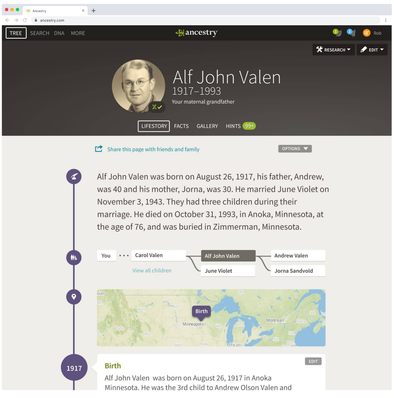
mobile apps

We redesigned the core experience in their mobile apps, bringing ease-of-use, brighter colors, and more engaging content. Personal storytelling became the heart of the work we did on this project.



the family tree

Our refresh of the core experience really came alive on the desktop. This is where we had full definition to tell the story that was hidden in the records of peoples' family history.



we should talk.

Hi, I'm Rob Foster, the founder of Unseen Powers. We help companies gain an unfair market advantage with powerful branding. If your company needs strong branding to stand out, reach out to us.

BOOK A CALL TODAY

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