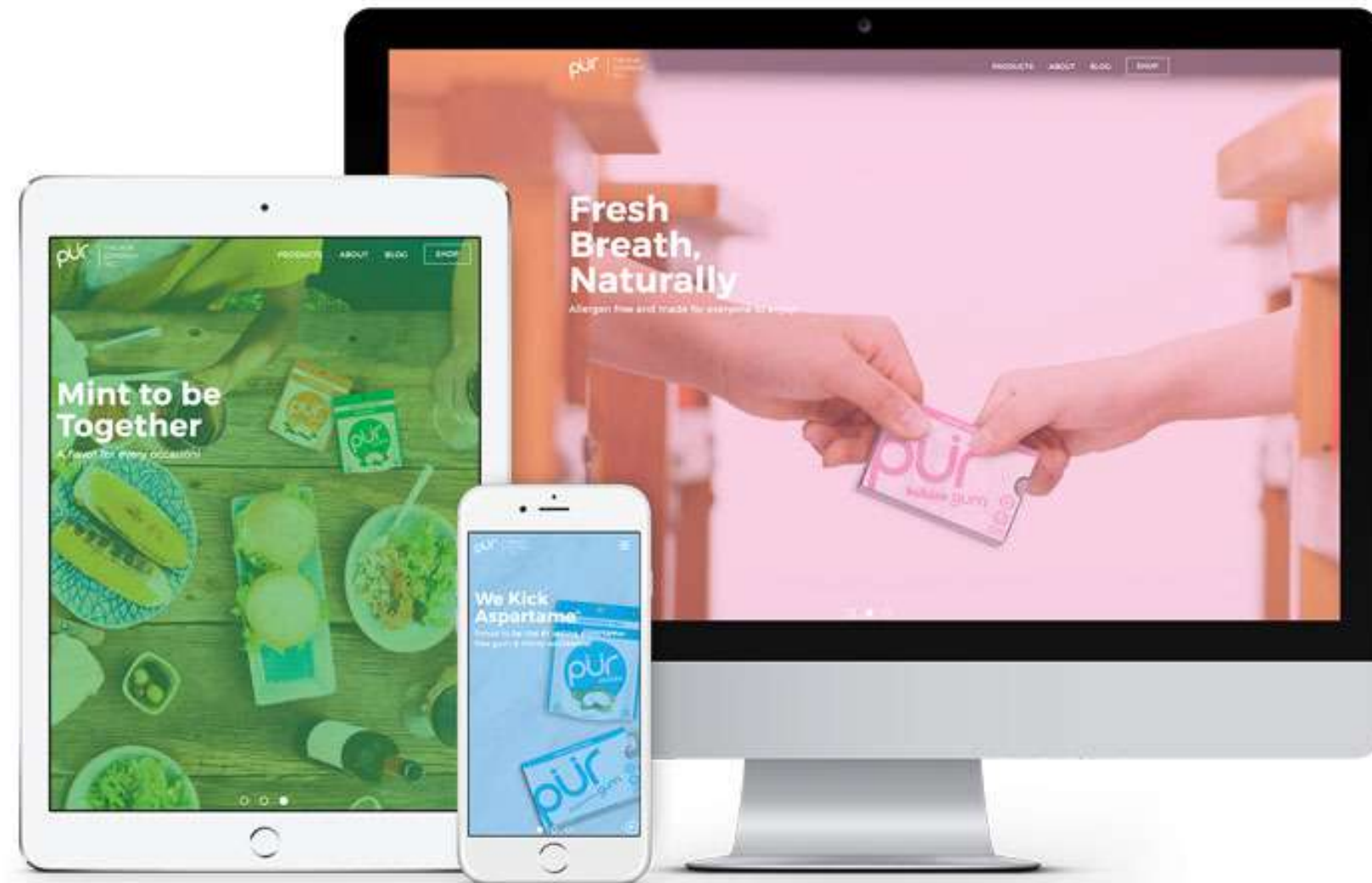


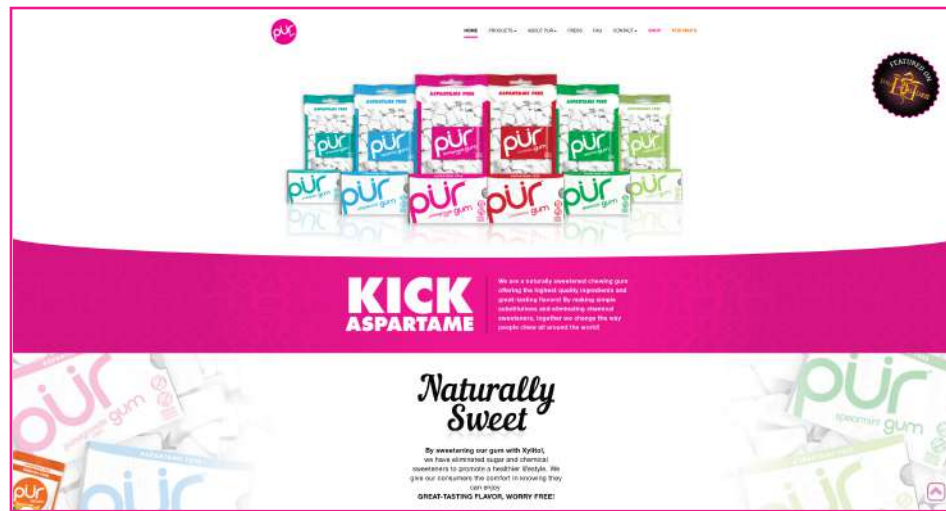
The PUR Company Website & Brand Identity Launch

In the summer of 2016 I was asked to re-design and develop a company website that would launch the new company name and brand identity.



Issue

The company was first created under the name PUR Gum, its first product. In 2015 PUR Mints was added to the product collection. It was decided at the time to split these two products into two websites, resulting in confusing brand identity & low e-commerce sales.



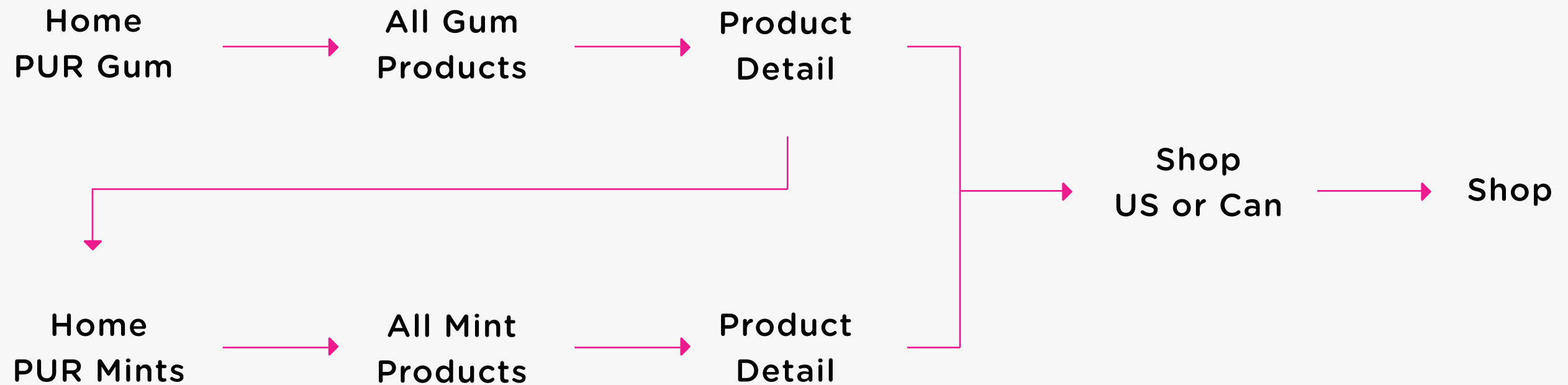
Goal

Launch one clear brand & create higher sales for both products.

Research

User Testing - I conducted a hallway user test with 15 people. I asked everyone to start at the PUR Gum homepage, look at both products and then go to the shop. This allowed me to understand how people moved through the experience and when they lost patients. Most people were confused with the site flow, finding it too tedious to see the products and then build a cart.

User Flow



Brand Identity

I sat with the CEO and talked about what his vision for the brand was. How does he want people to feel when they see PUR? What does he want them to think when they shop for his product? As a team The PUR Company brand identity was mapped out so it could be clearly representing through all digital channels.



Our Promise

We will continue to innovate and create products that follow our mission to make simple substitutions so that your everyday decisions to live a healthier lifestyle are effortless.

*Kick Aspartame!
Live PUR!*  *-founder*

Result

The PUR Company is now a lifestyle brand that is home to all PUR products. With a modern, clean and fun aesthetic and a simple UX design we saw a 30% increase in our e-commerce sales, with a 44% increase of mint sales. Using Google analytics we can see an increase in site traffic and a direct fast movement into our shop.

New User Flow

Home



All Products



Shop



In page
detail expander

pur

THE PUR
COMPANY
INC