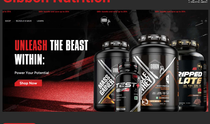
Gibbon Nutrition

IOTA



ABOUT THE WORK

The quest for a product that could undermine the sold guard of soda behemoths led them to GIBBON, a thoughtfully crafted name that found its taste in wholesome, hardworking ingredients instead of consumer of sugar.

THANKS FOR SHOWING INTEREST IN OUR CASE STUDY

ABOUT THE BRAND | PROBLEMS AND SOLUTIONS | USER PERSONA

THE CASE STUDY SHOWCASE A SERIES OF SMOOTH REBRANDING

PROBLEMS AND SOLUTIONS

Problem

- Outdated Design
- Poor Navigation
- Non Responsive Design
- Slow Loading Times
- Inconsistent Branding
- Lack of Call-to-Action (CTA)
- Exclusive Use of Images
- Ineffective Use of Space

Solution

- Modern Design with graphics
- One-click Navigation Added
- All Devices' Responsive Design
- Loading Time: 3.68 sec
- Rebranding
- Added CTA to maximum sections
- Increased A+ content in terms of content
- Effective Use of Space

TARGET AUDIENCE

Men

Women

Our target audience for gibbon nutrition is a group of men, women who want to experience as well as fitness enthusiasts who are achieving their health and wellness goals.

B2B Brands

Fitness Freaks

HYPOTHESIS

1. Graphics on the website
2. Neat Typography and Interesting Photos
3. Elements of a modern design
4. Combining a written font with a regular font
5. Use of Video Reviews & Discount Offers

UI KIT

Aa

Compacta

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Heading | Sub-Heading

Aa

Lato

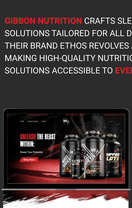
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Body | Button | Accent

Button | Highlight | Highlight | Background

WIREFRAME VS DESIGN

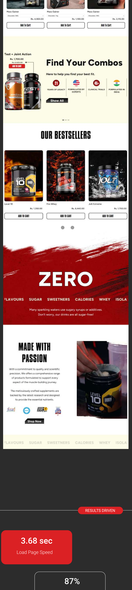
RESPONSIVE DESIGNS



20+
Product Screens Added

1
Months of work

GIBBON NUTRITION CRAFTS SLEEK, MODERN SOLUTIONS TAILORED FOR ALL DIETARY NEEDS. THEIR BRAND ETHOS REVOLVES AROUND MAKING HIGH-QUALITY NUTRITIONAL SOLUTIONS ACCESSIBLE TO **EVERYONE.**



RESULTS DRIVEN

3.68 sec
Load Page Speed

87%
Lighthouse Speed

80% increase
In overall Sales

25% increase
In Returning Customer Rate

GRATITUDE

Gratitude for Exploring!

Elevate Your Design Journey with us! Ready to Transform Ideas into Stunning Realities?

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