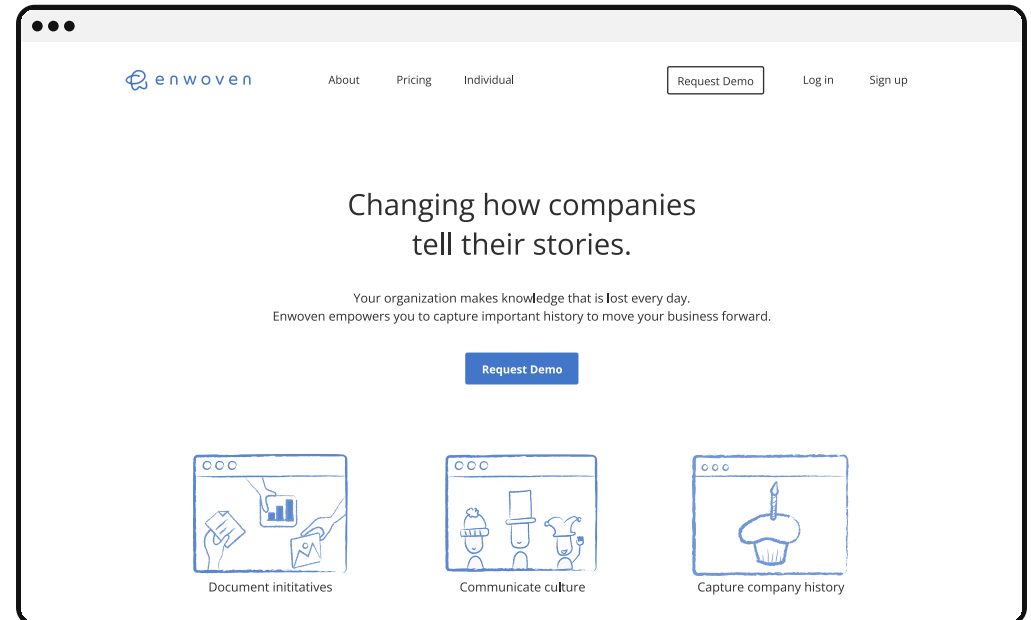


CASE STUDY

Launching a product for enterprise customers.

The History Project (THP) was a consumer focused product for people to document and present meaningful multimedia stories. THP needed a rebrand to demonstrate the product's value to a new, paying audience of enterprise clients.

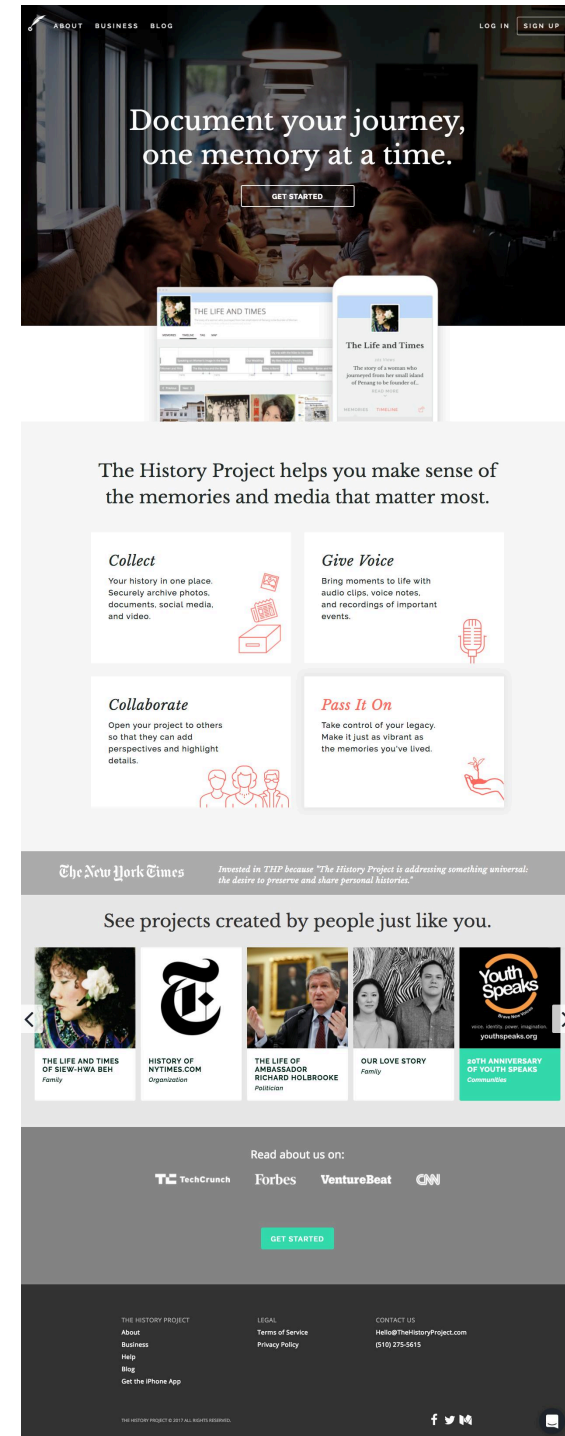


Transitioning a consumer brand and product to welcome enterprise clients

THE PROBLEM

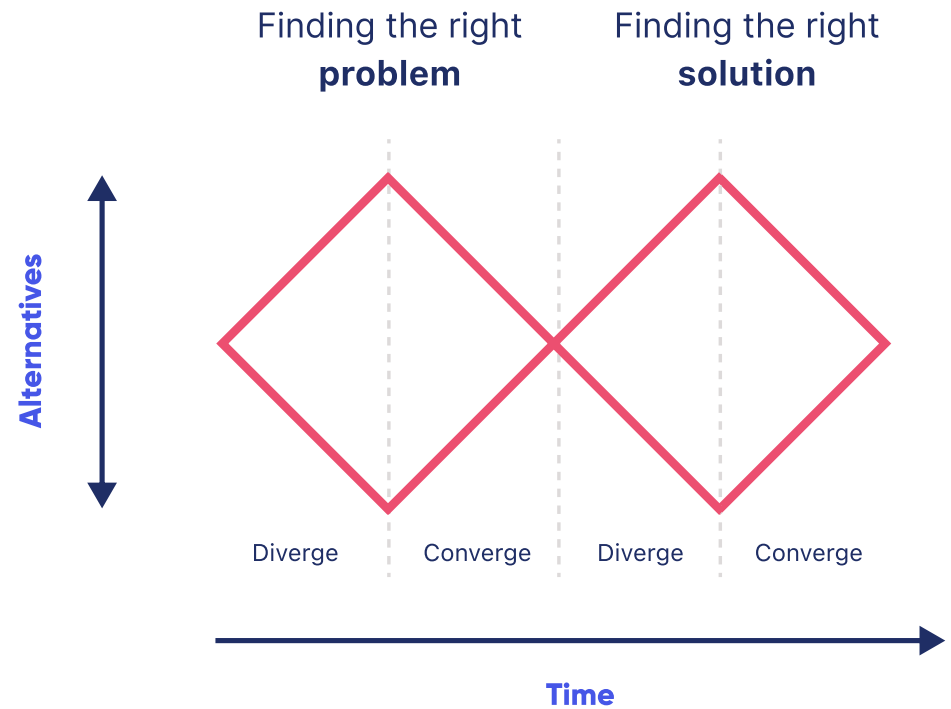
I was tasked with rebranding the website to explain our enterprise value proposition, and redesign the product to meet the expectations of our new user audience. I lead the process for:

- a soft transition of the product's website from individual to business clients
- building empathy for our enterprise customers, uncovering our value proposition and use cases
- competitive research, new company name workshops, logo design, and website design
- auditing the product's user interface and experience, and designing a new design language system
- quality control of the website and design system's development and launch



Double diamond process for problem and solution validation

I used the double diamond process and leveraged our team's knowledge of the product, their experience with our new customers, insights from customer interviews, and any thoughts we had for the product's future to inform my design work.






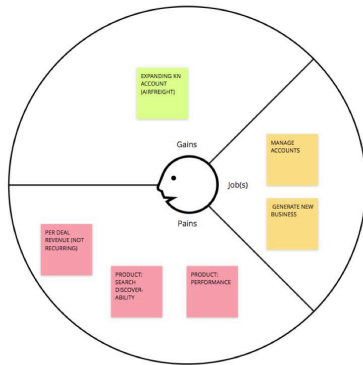
What is our user's desired outcome?




Personas were created before I joined the team, which were built through meetings with existing enterprise customers.

PERSONAS




Customer Persona / K+N

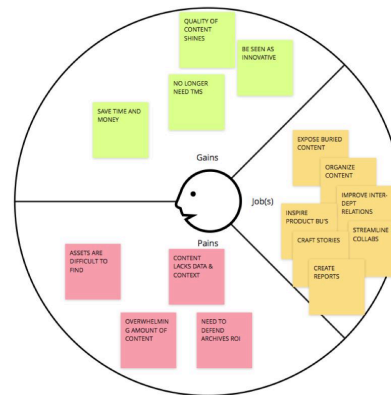
 Kuehne & Nagel
 JASON ASHLOCK
 Managing Director @ Frontier
 BUYER?



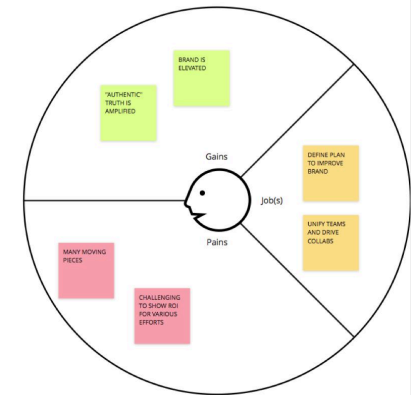
 Kuehne & Nagel
 THORSTEN MEIRCKE
 VP of Seafreight Business
 BUYER?

Customer Persona / Reebok

 Reebok
 ERIN NARLOCH
 Archive Manager
 BUYER?



 Reebok
 DARYK PENGELLY
 Senior Brand Strategy Manager
 BUYER?

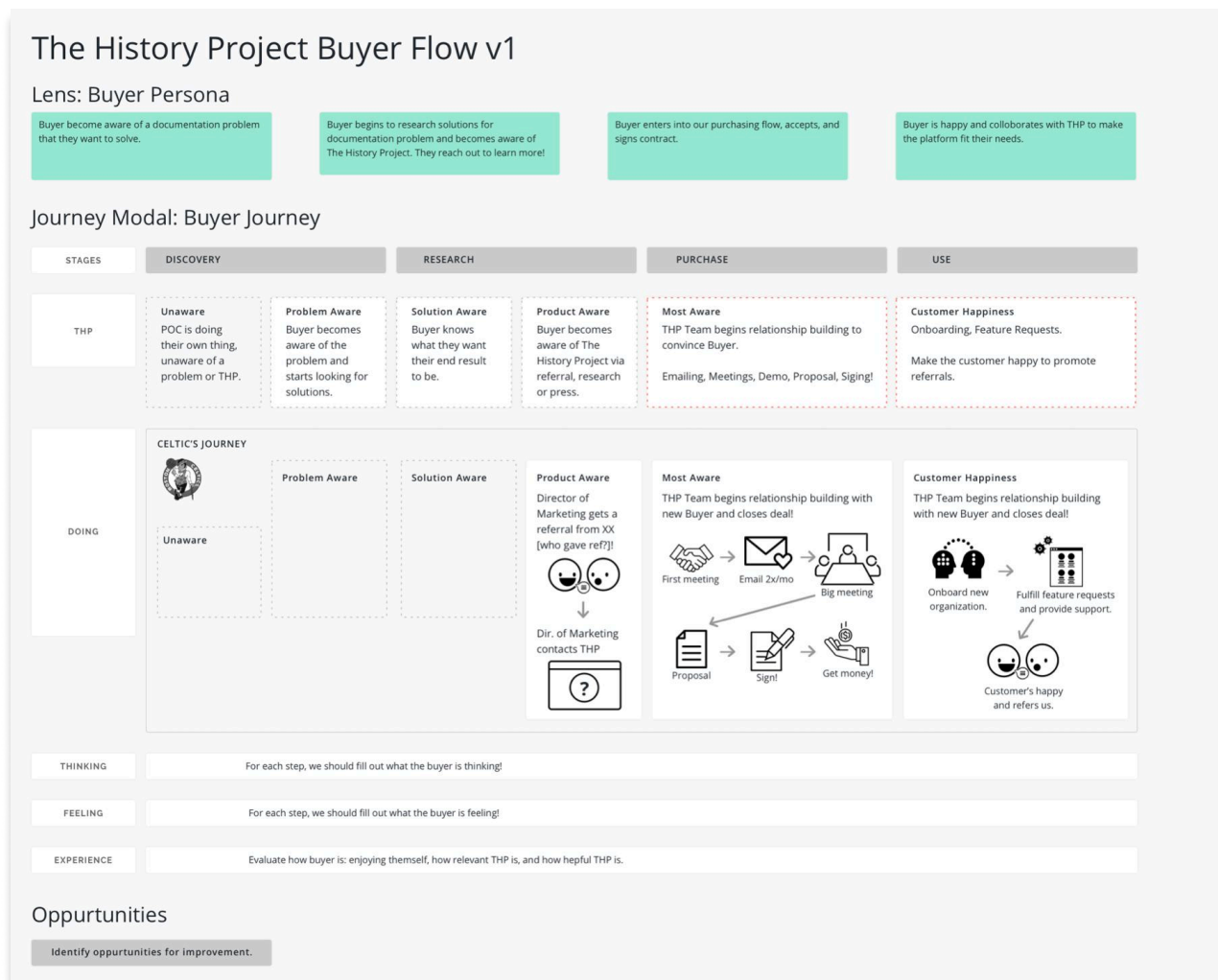


Problem validation

How do they currently solve the problem?

JOURNEY MAP

The buyer user flow was mapped out prior to me joining the project. It was created to concretely define a successful buyer journey, so we could support replicating it through the brand and product redesign.

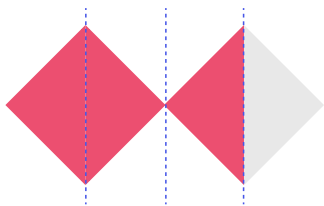
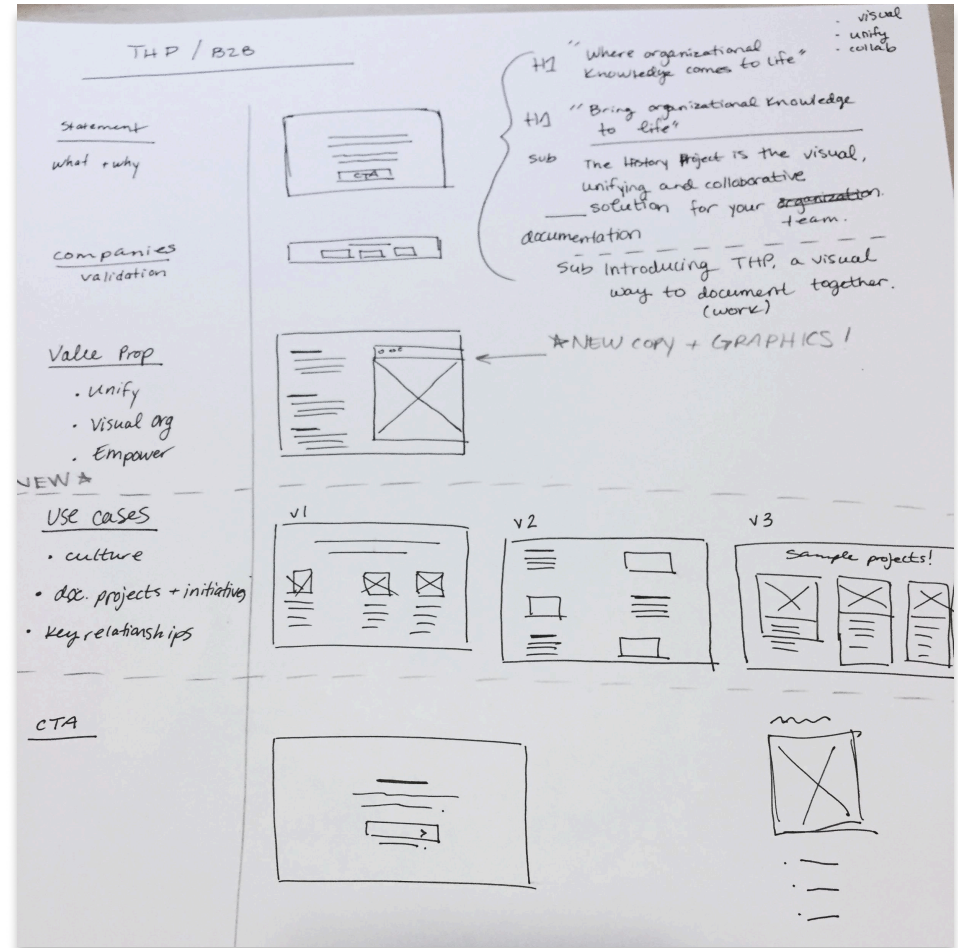


Finding the best solution for the problem

COMPETITIVE RESEARCH, SKETCHES, CONTENT

A short term, intermediary solution was to design a transitory version of the homepage to better explain our value proposition.

I conducted **competitive homepage research** of companies that most related to our use case (Dropbox and Box). I spoke with our sales team, and joined meetings with our new customers to get acquainted with them and how they were using the product. I drafted a new version of the **homepage text content** to iterate on with the cofounders (Ben and Niles).

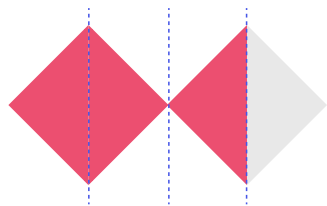


Solution validation

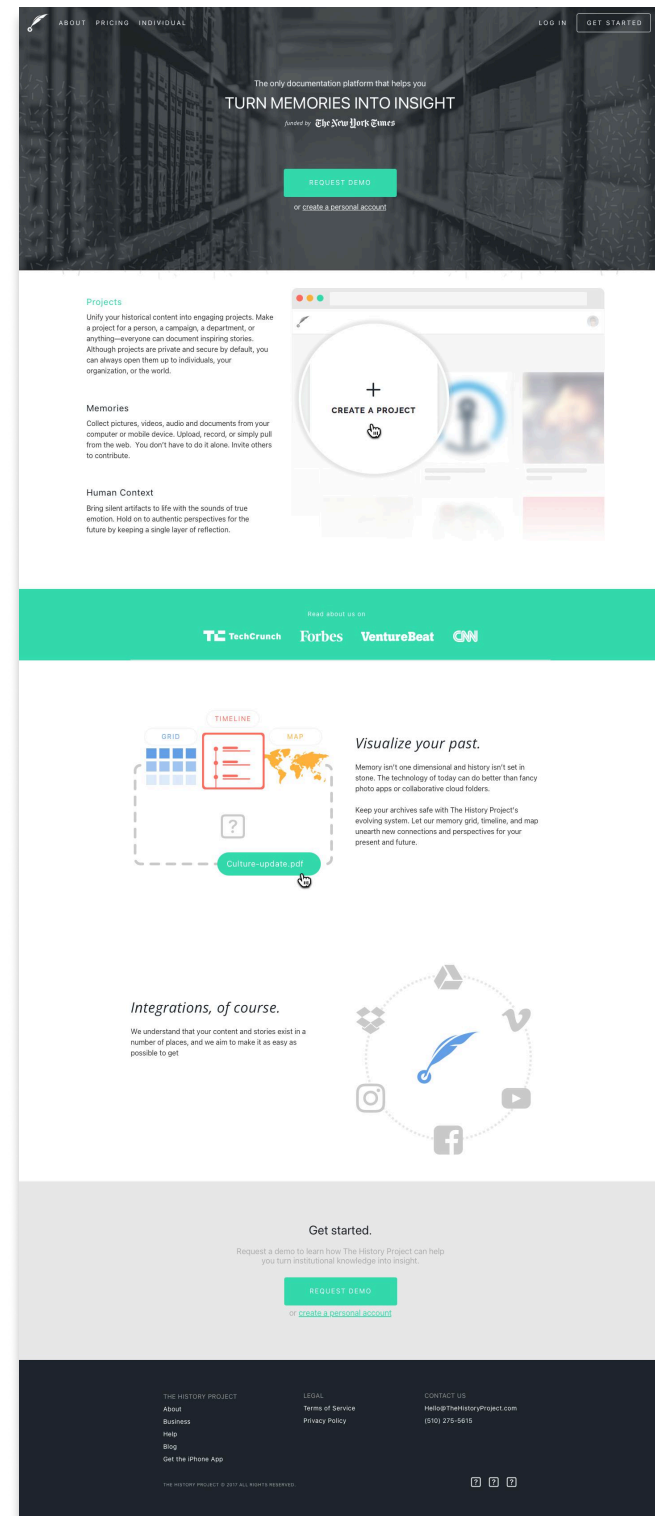
First round of business value propositions design

HOMEPAGE #1

The first design was completed by Ben, the design cofounder of the company.



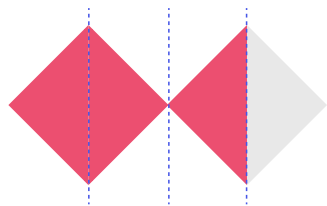
Solution validation



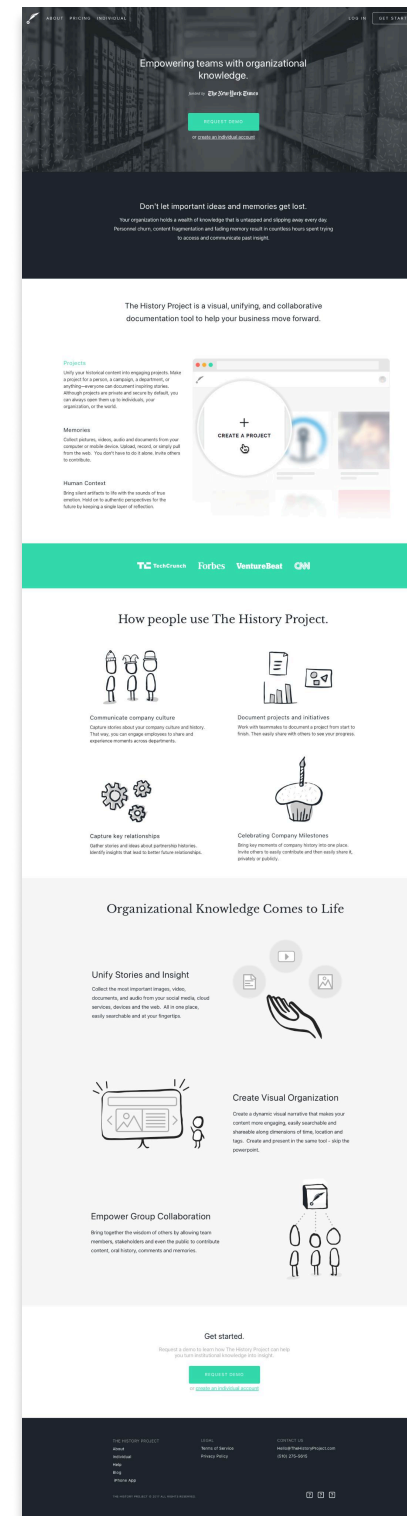
Second round of business value propositions design

HOMEPAGE #2

The second design was completed by myself, after iterating on the content with Niles and Ben.



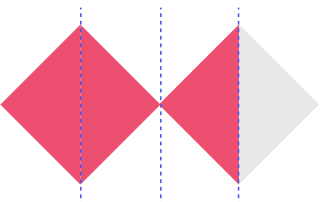
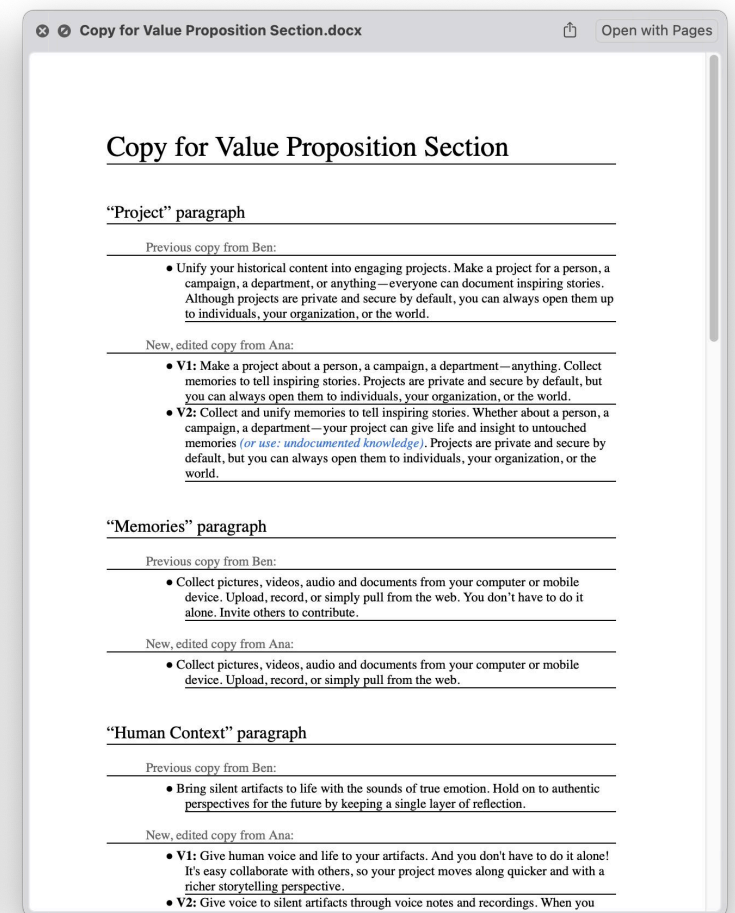
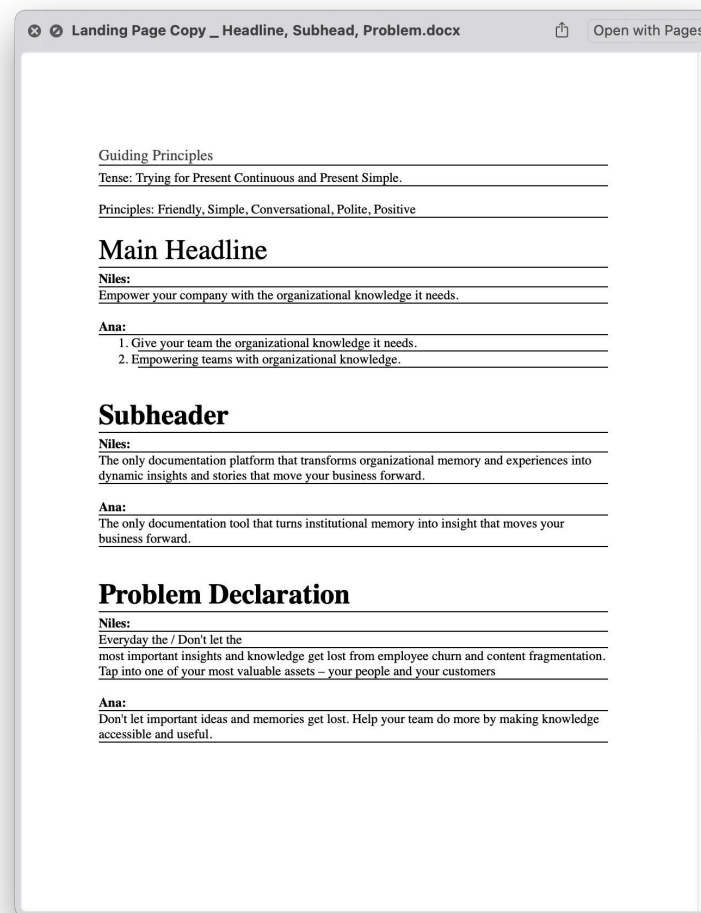
Solution validation



Internal feedback guided us to our final layout

Through review and feedback, the final design was chosen internally.

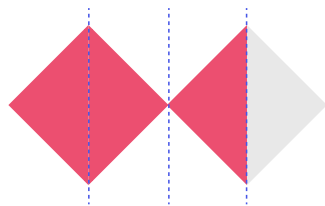
HOMEPAGE DESIGN CHOSEN



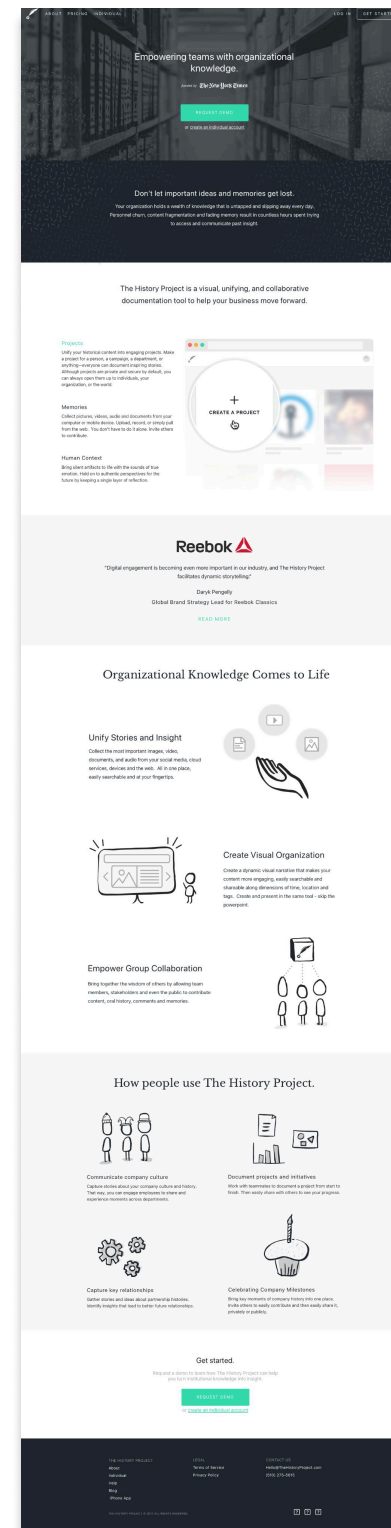
Solution validation

Updates made to the homepage as customers provided happy feedback

Quote updates, logos of customers added, and demo projects customers gave permission to share.



Solution validation

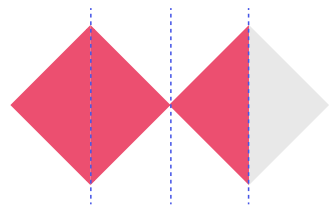


New name, logo, brand

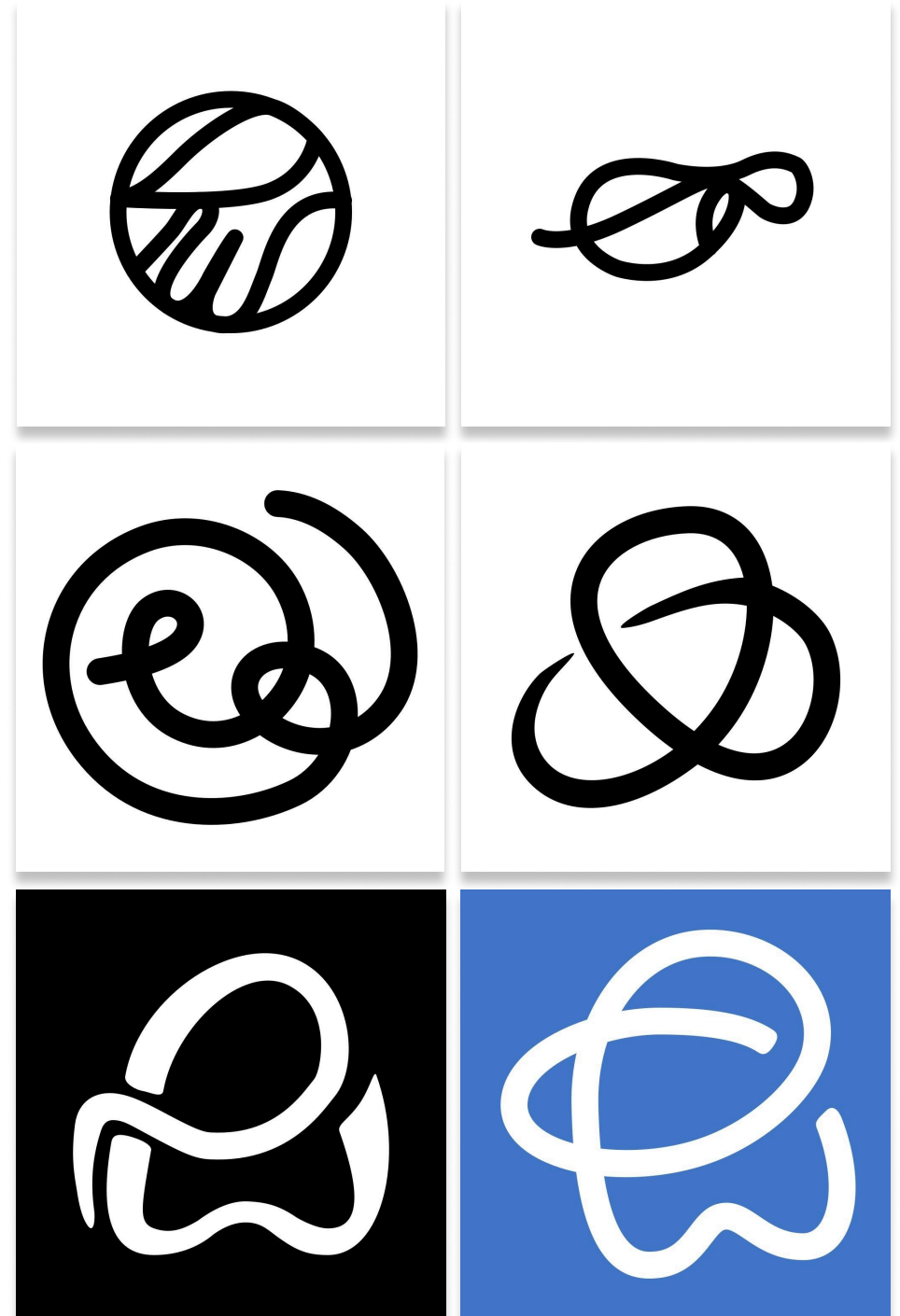
Once the transition homepage was launch, we continued to receive feedback that our name, brand, and messaging were a bit confusing.

It became apparent a full rebranding would be necessary to better resonate with our target customer base.

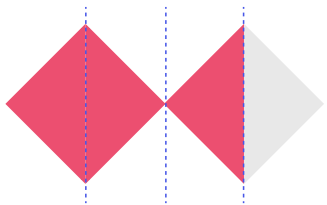
After finalizing on a name (through workshops, surveys, and legal review), Ben and I worked on the new logo collaboratively. From here, I explored style tiles for the overall brand. Internally a final selection for all components were selected.



Solution validation

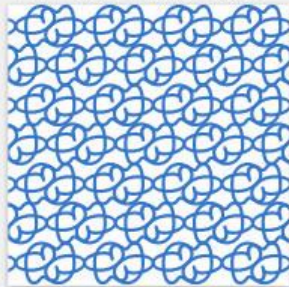


 enwoven



Solution validation

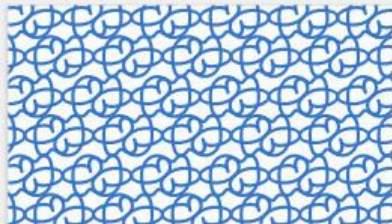
2.56 in Square Moo Card BACK



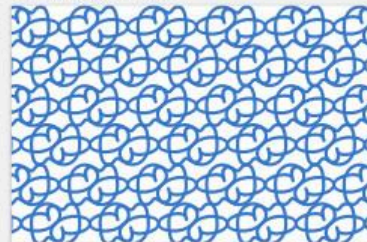
2.56 in Square Moo Card FRONT



STND biz card FRONT



MOO biz card FRONT



MOO biz card FRONT Inverse



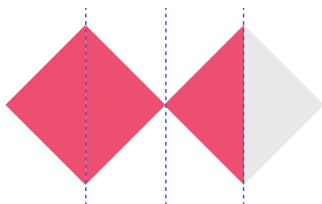
STND biz card BACK



MOO biz card BACK



MOO biz card BACK Copy



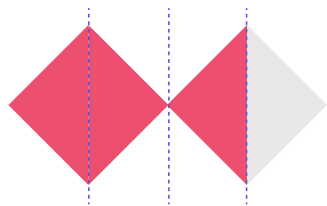
Solution validation

Creating a design language system for the new brand

ENWOVEN'S DESIGN SYSTEM

Once we landed on a brand direction, I focused my effort on creating a design language system for Enwoven.

I audited the whole product, taking screenshots of all the pages and states. I then composed all the images on 11x17 sheets, printed them, and used them to mark all the various components to be accounted for and updated to our new visual brand direction.



Solution validation

Forms & Fields Collage

Default state

INPUT FIELD

Input Field Label

TEXTAREA

Textarea

Help text

INPUT FIELD

Input Field Label

A block of help text. Ideally it's contained to just one line, but can break to another line.

TEXTAREA

Textarea

A block of help text. Ideally it's contained to just one line, but can break to another line.

Disabled state

INPUT FIELD

Input Field Label

TEXTAREA

Textarea

Filled state

INPUT FIELD

Input Field Label

TEXTAREA

Textarea

Selected state

INPUT FIELD

Input Field Label

TEXTAREA

Textarea

Error States

INPUT FIELD

Input Field Label

TEXTAREA

Textarea

Selects Collage

Default state

CHECKBOXES

1 2 3

RADIOS

1 2 3

BUTTON DROPDOWN

This is a button ▾

Selected state

CHECKBOXES

1 2 3

RADIOS

1 2 3

BUTTON DROPDOWN

This is a button ▾

Error States

CHECKBOXES

1 2 3

RADIOS

1 2 3

BUTTON DROPDOWN

This is a button ▾

Filled state

CHECKBOXES

1 2 3

RADIOS

1 2 3

Disabled state

CHECKBOXES

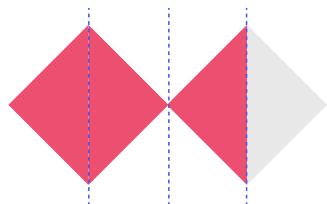
1 2 3

RADIOS

1 2 3

BUTTON DROPDOWN

This is a button ▾



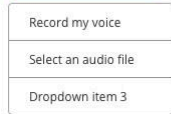
Solution validation

Dropdown select collage

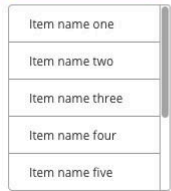
BUTTON DROPDOWN



DROPDOWN EXPOSED



DROPDOWN X-LONG



NOTES

Button

Same as default button size, except this button has the THP Kit Fort Awesome icon.

Spacing

10px between the button and the dropdown menu.

Also, there's 10px between the chevron and the button text.

Menu

Menu itself

- width: variable. This is dictated by the padding on the longest menu item.

- height: variable, dictated by number of items.

- border: solid 1px #a5a5a5;

Menu item

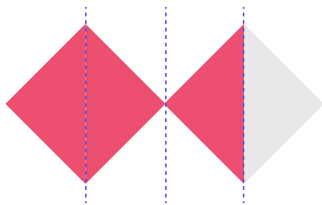
- font-size: 12px;

- line-height: 16px;

- weight: regular

- font-family: Open-Sans, Helvetica, sans-serif;

- padding: 10px 20px;



Solution validation

9. Project Settings modal A

Project Settings

Author
Display the contributor name across memories. ON

Comments
Enable comments on your memories. OFF

Copy Memories
Allow anyone who can view this project to copy memories to other events and projects. OFF

Easy Download
Enable downloads for your media (web and source). OFF

Following
Enable following on your project. ON

Likes
Enable likes on your project and memories. ON

Move Memories
Allow owners and moderators of this project to move memories to other events and projects. ON

Memory Sorting
Show my project memories in this order initially. Last added

Tour
Help new viewers become oriented to your project. OFF

View Counts
Show the number of times this project and its memories have been viewed. OFF

View Default
Show this view when someone first visits the project. Memories Timeline

9. Project Settings modal B

Project Settings

Author
Display the contributor name across memories. ON

Comments
Enable comments on your memories. OFF

Copy Memories
Allow anyone who can view this project to copy memories to other events and projects. OFF

Easy Download
Enable downloads for your media (web and source). OFF

Following
Enable following on your project. ON

Likes
Enable likes on your project and memories. ON

Move Memories
Allow owners and moderators of this project to move memories to other events and projects. ON

Memory Sorting
Show my project memories in this order initially. Last added

Last added

First added

Most viewed

Most liked

Chronological

Custom

Tour
Help new viewers become oriented to your project. OFF

View Counts
Show the number of times this project and its memories have been viewed. OFF

View Default
Show this view when someone first visits the project. Memories Timeline

knotty

Filter by name

Elements

- Autocomplete
- Avatar
- Breadcrumb
- Button
- Checkbox
- Dialog
- LinearProgress
- Menu
- Notification
- Pagination
- Radio
- SuggestionsWrapper
- Switch
- Tabs
- TextInput
- Tooltip
- TreeView

Components

- ActionBar
- DataTable
- DateInput
- Drawer
- DropdownFilter
- NavBar
- RichTextInput
- Table
- TagInput

knotty (v2)

This is a style guide and directory of reusable components for Enwoven.

Swap between different branches here:

- dev
- stage
- production
- v2

Here are some handy resources:

- View in Github
- An informal reference for component-based design

Elements

Autocomplete


src/components/Elements/Autocomplete/Autocomplete.jsx

PROPS & METHODS

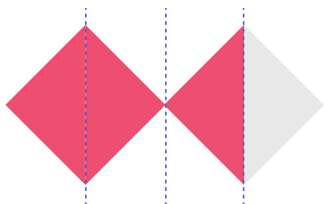
Prop name	Type	Default	Description
inputProps	object	Shape	

VIEW CODE

Avatar



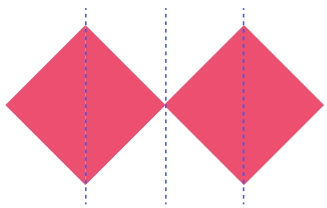
<https://dls.enwoven.com>



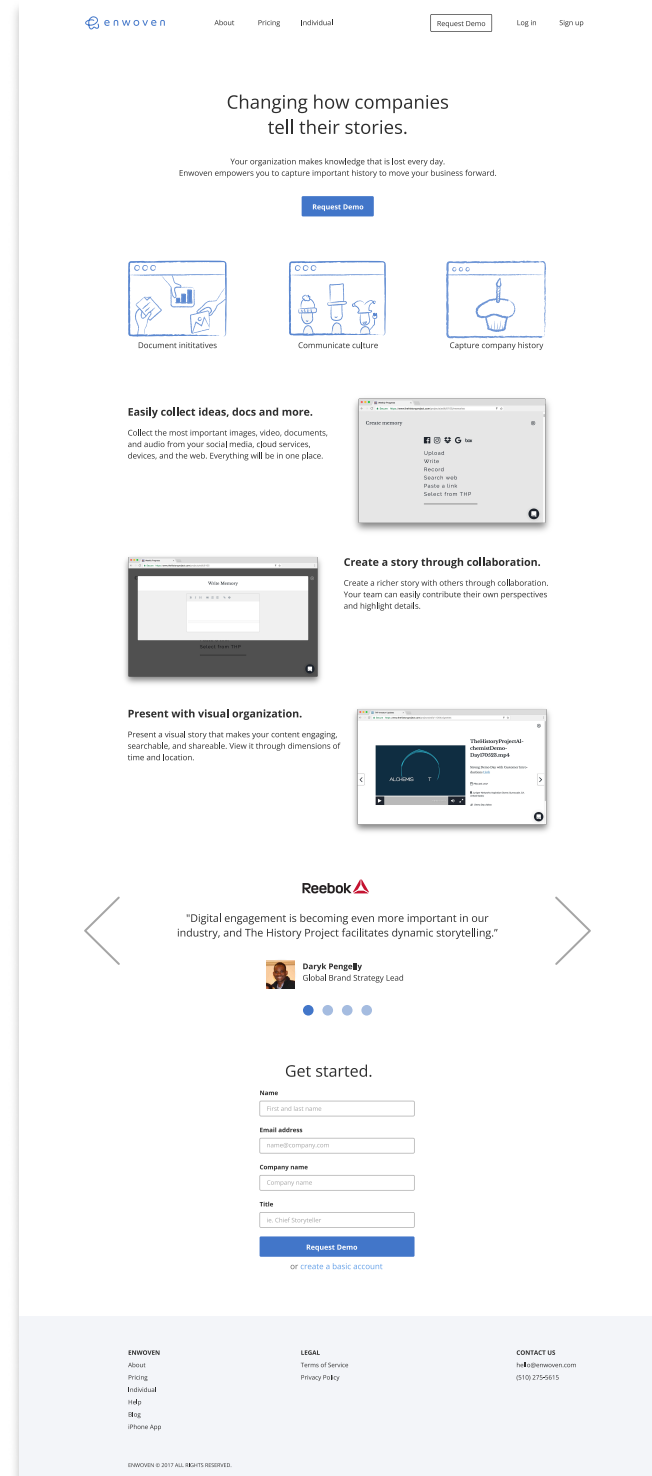
Solution validation

New homepage

Through many rounds of iteration, the new homepage and corresponding marketing pages were designed.



Solution validation



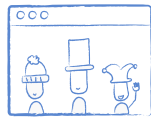
Changing how companies tell their stories.

Your organization makes knowledge that is lost every day. Enwoven empowers you to capture important history to move your business forward.

Request Demo



Document initiatives



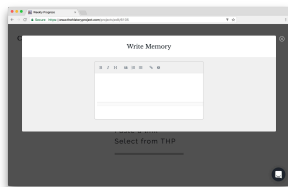
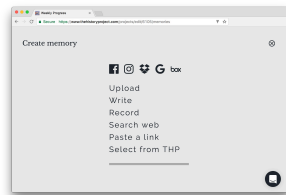
Communicate culture



Capture company history

Easily collect ideas, docs and more.

Collect the most important images, video, documents, and audio from your social media, cloud services, devices, and the web. Everything will be in one place.

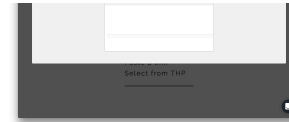
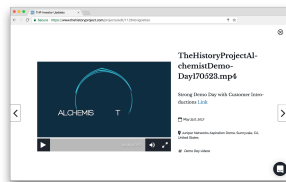


Create a story through collaboration.

Create a richer story with others through collaboration. Your team can easily contribute their own perspectives and highlight details.

Present with visual organization.

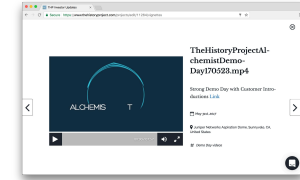
Present a visual story that makes your content engaging, searchable, and shareable. View it through dimensions of time and location.



and highlight details.

Present with visual organization.

Present a visual story that makes your content engaging, searchable, and shareable. View it through dimensions of time and location.



"Digital engagement is becoming even more important in our industry, and The History Project facilitates dynamic storytelling."



Daryk Pengelly
Global Brand Strategy Lead



Get started.

Name

First and last name

Email address

name@company.com

Company name

Company name

Title

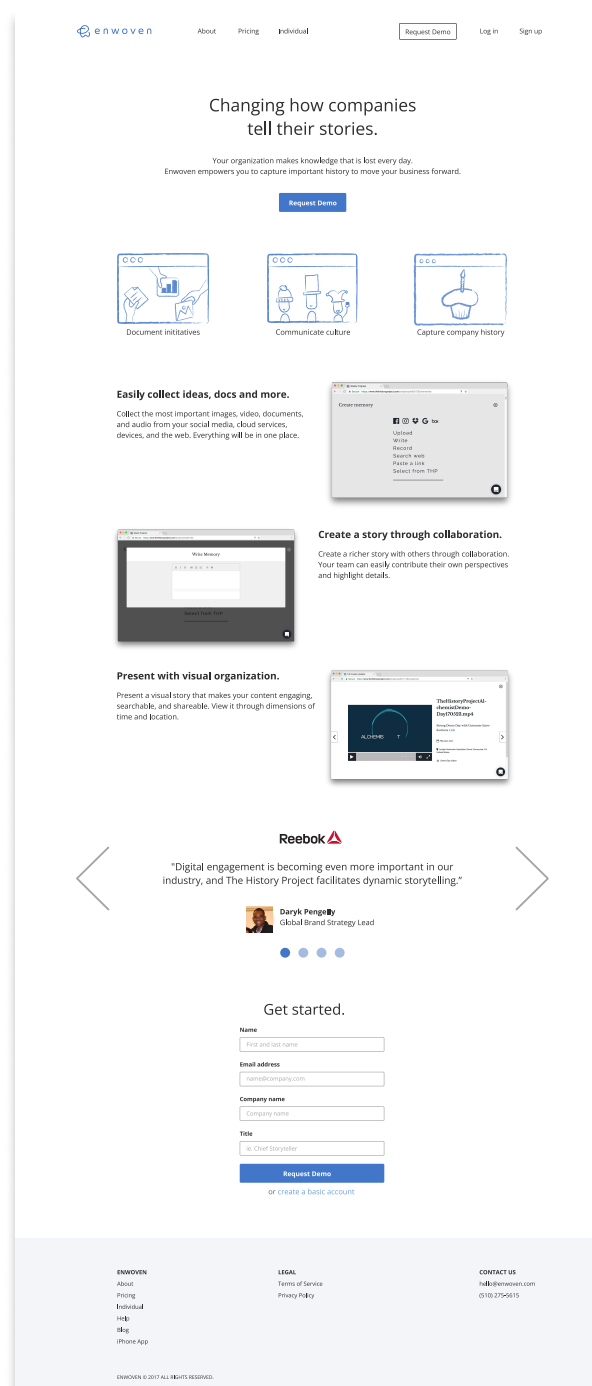
ie. Chief Storyteller

Request Demo

or create a basic account



Previous version



New design

We launched a full brand and product redesign within 9 months.

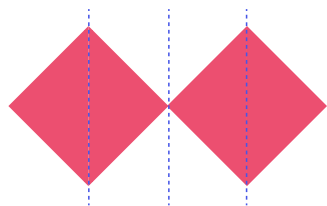
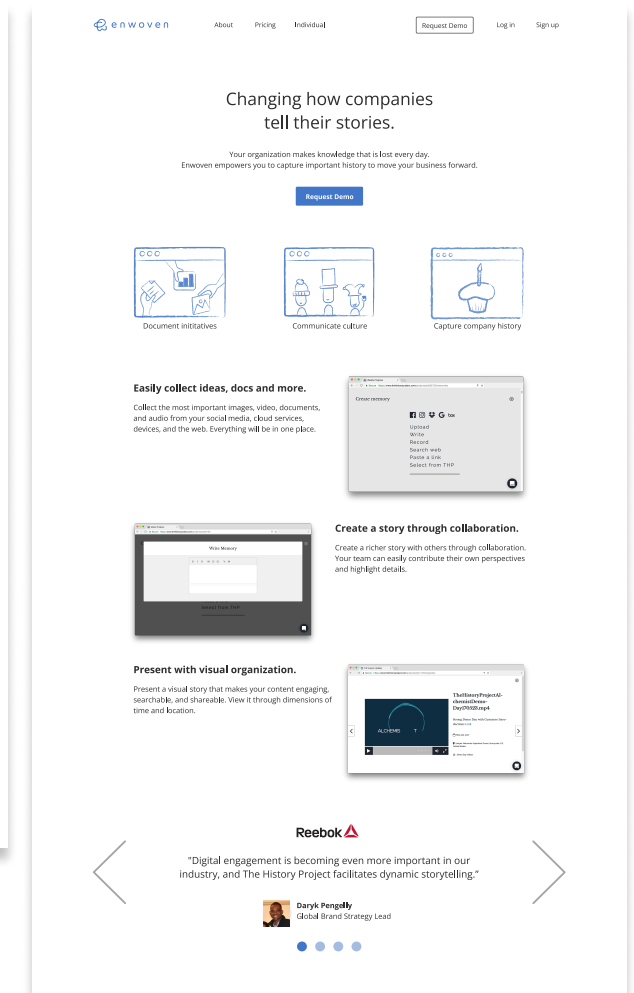
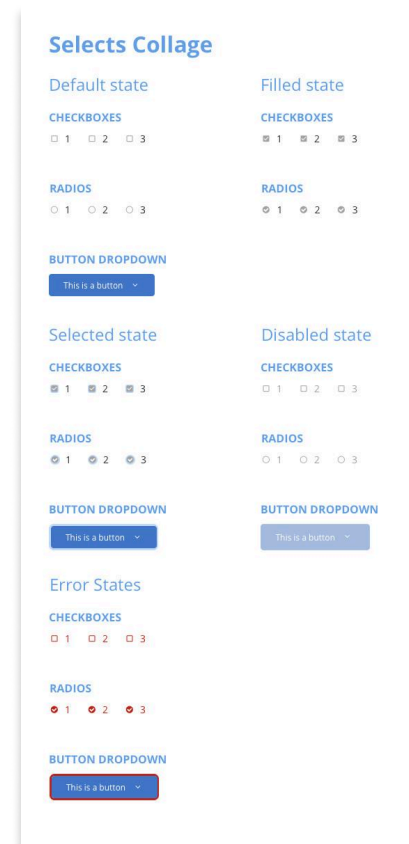


THE FINAL RESULTS

I lead and executed the redesign of the The History Project brand to become Enwoven. This resulted in multiple versions of the homepage throughout the journey, as the product acquired new customers and fine tuned its value proposition.

This effort resulted in:

- increased number of customer accounts
- increased product satisfaction with our standing customer accounts



Solution validation

I learned the most from the things I didn't expect

LEARNINGS AND NEXT STEPS

I learned that good homepages are a lot like good essays, in terms of building a compelling argument to convince someone to your viewpoint.

In retrospect, I would have liked to establish a consistent research practice within Enwoven. I know it would have helped the quality and efficiency of my design process.

The brand has evolved since my effort, but there aspects that still remain, which I'm happy to see.



Designing a good homepage is like writing a good essay.



Proper user research is invaluable and worth the effort to establish and maintain.



Anchor your product to users who would hate to be without it.

Thanks! 🙌