

Civic Optical Case Study

Website Redesign 2022

PROJECT OVERVIEW

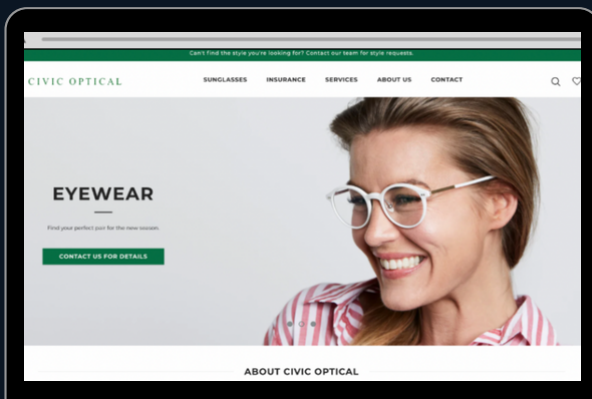


Working closely with the Civic Optical team, we collaborated to revamp and rebrand their entire website with a fresh and luxurious touch. Our objective was to emphasize the products and services offered by the company, and with this in mind, we incorporated simple yet impactful imagery, the brand's signature colors, and a contemporary design to create a sleek and modern website design.

Before



After



SOLUTION



Website Overhaul



Rebuilt E-Commerce



Klaviyo Email Integration

To facilitate a seamless shopping experience for customers, we integrated Shopify into the website design. This ensured a hassle-free shopping experience for customers while providing the company with a robust e-commerce platform to drive sales and revenue growth.

During the website redesign process, we also:

- Redefined consumer segments to better understand their purchasing behavior.
- Tailored the website's messaging and design to appeal to the target audience more effectively.
- Integrated the Klaviyo email platform, providing all-new ways of connecting with core customers while driving sales.