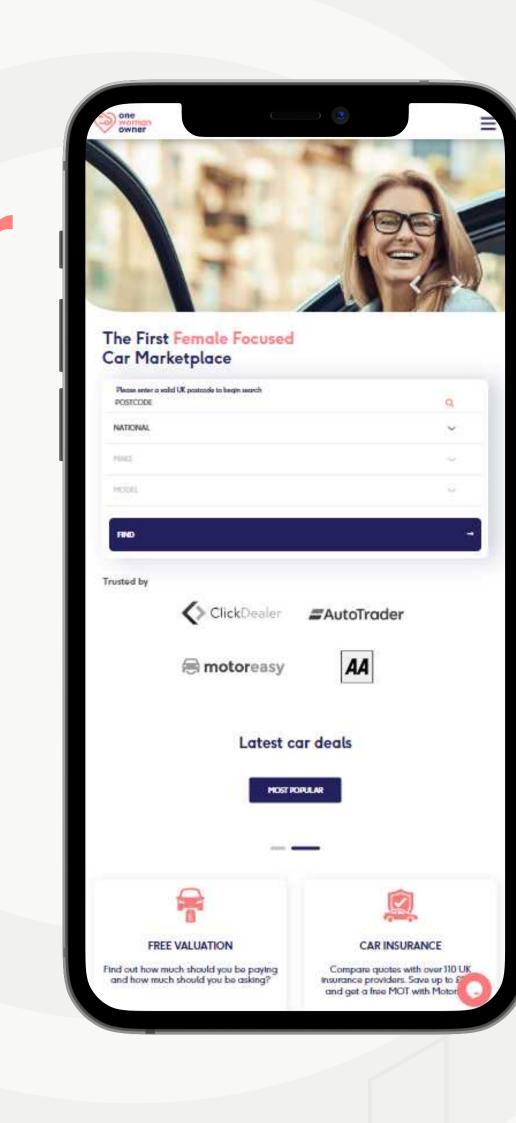
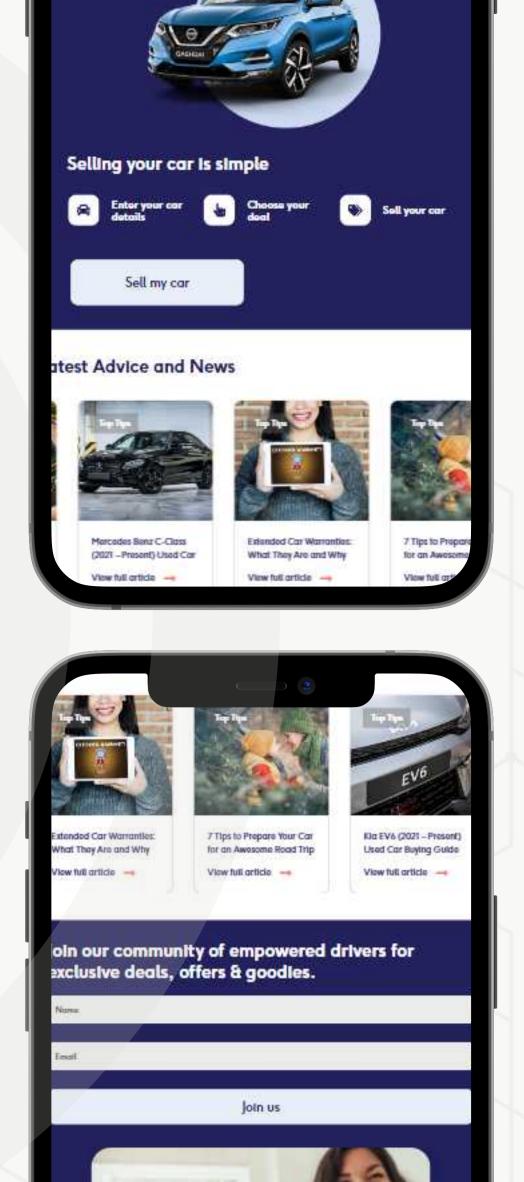
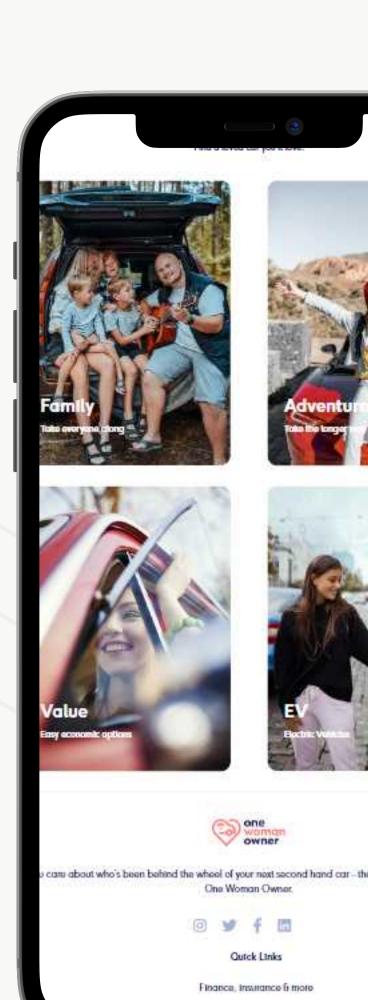
### One Woman Owner

One Woman Owner is a unique car marketplace designed specifically for women, providing a safe and reliable car-buying platform. Our client approached us to design and develop a modern, user-friendly website that reflects their values and attracts female buyers.







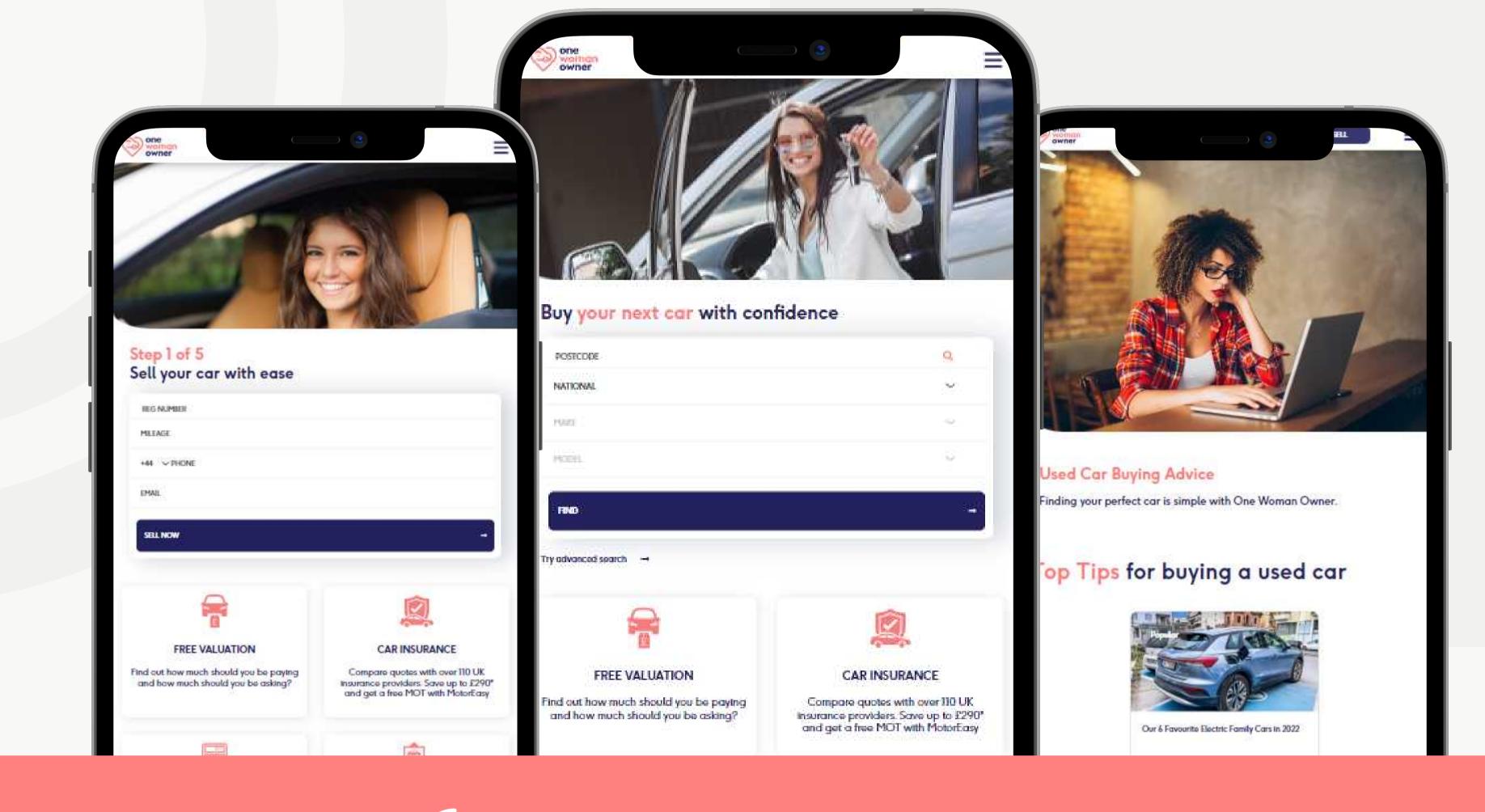
Terms & conditions

## The Problem

One of the challenges we faced was designing a website that was both feminine and modern. We wanted the website to reflect the brand's values while also being visually appealing to our target audience. Additionally, we had to make sure the website was optimised for user experience and maximising advertising revenues.

# The Goal

Our primary goal was to design a website that was approachable, intelligent, sociable, spontaneous, cheeky, witty, fun, exciting, and engaging to our target audience. We wanted the website to be a useful resource for potential buyers.



# (6) Design Process

For One Woman Owner (OWO), the design process started with empathy towards the target audience and understanding their pain points. The team defined the goals and objectives of the website, followed by ideation and prototyping. Several design iterations were made, with user testing and feedback playing a crucial role in shaping the final product. The team constantly worked towards understanding and refining the user experience. The result was a modern, user-friendly website that reflected the brand's message and catered to the needs of its audience.



fidelity design

research to understand the market, target audience, and competitors. Conducted interviews and surveys to gather insights and feedback from potential users.

Brainstormed design concepts and ideas based on the research findings. Created wireframes and sketches to visualize the design concepts.

based on the selected concept. Worked on the visual design, typography, and color scheme to make it attractive and user-friendly.

design. Made necessary changes based on the feedback to improve the user experience.

testing sessions

feedback on the

to gather

functional website using WordPress. Customized the theme and added necessary functionalities to meet the client's requirements.

design into a

### The platform received positive feedback from users, with many complimenting the interactive and engaging design and

Results

userfriendly interface. The platform has met the KPIs set by the client, including the number of visitors, time spent on the website, performance of each page, number of free trial subscribers, conversion rate trial to subscriber, number of subscribers and repeat subscriptions.



Increased user engagement and sales Increased website traffic

and engagement



identity portal implementation Enhanced user

navigation

Bio

a purchase.

experience and intuitive

Streamlined car selling process with efficient

tools and resources



experience Strong online presence and brand credibility through

targeted content strategy

## **User Personas**

Marie is a 32-year-old marketing

manager. She's passionate about cars

and enjoys researching before making

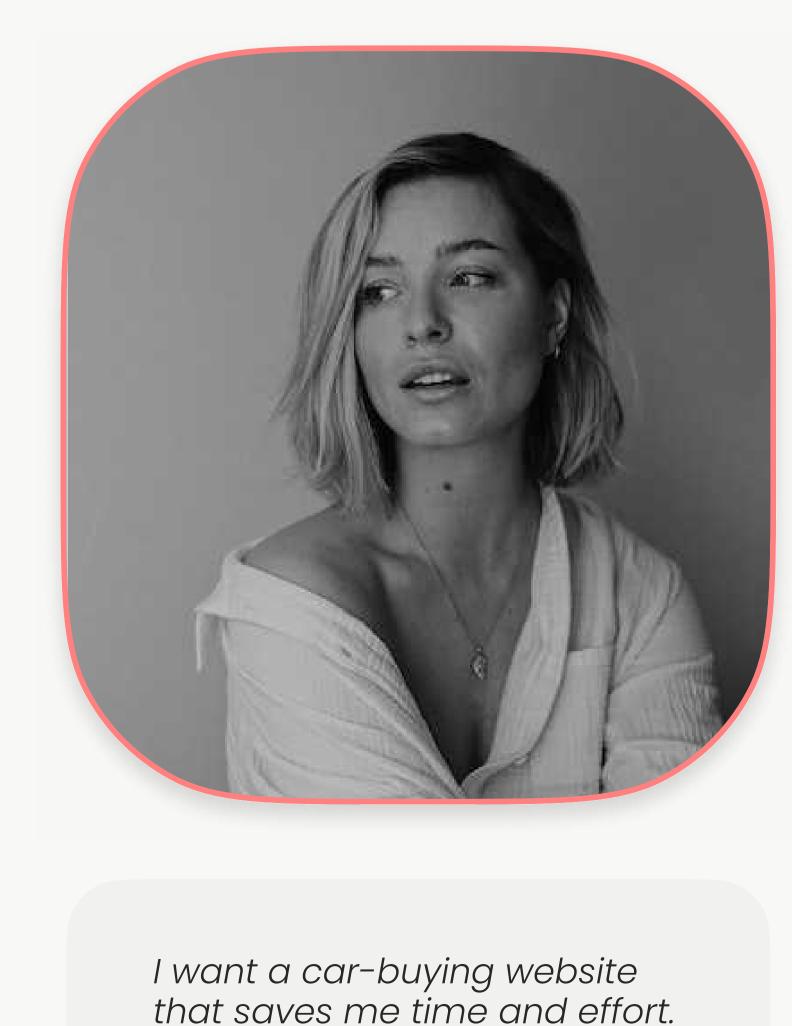
She often finds herself browsing car

appreciates a website that helps her

user-friendly experience and

save time and effort.

sites during her commute. She values a



**Age:** 35 **LOCATION:** London **EDUCATION:** Bachelor's degree in

Business

Warwick

Administration from

the University of

**OCCUPATION:** Marketing Manager

#### Wants to buy a car that's reliable and suits her lifestyle

**Goals** 

environmentally-friendly options Prefers to shop online and have access to reliable information

Values safety, affordability, and

## Ease

Price

**Frustrations** 

purchasing a car online

from a single female owner

Limited options for buying a used car

Lack of transparency and trust when

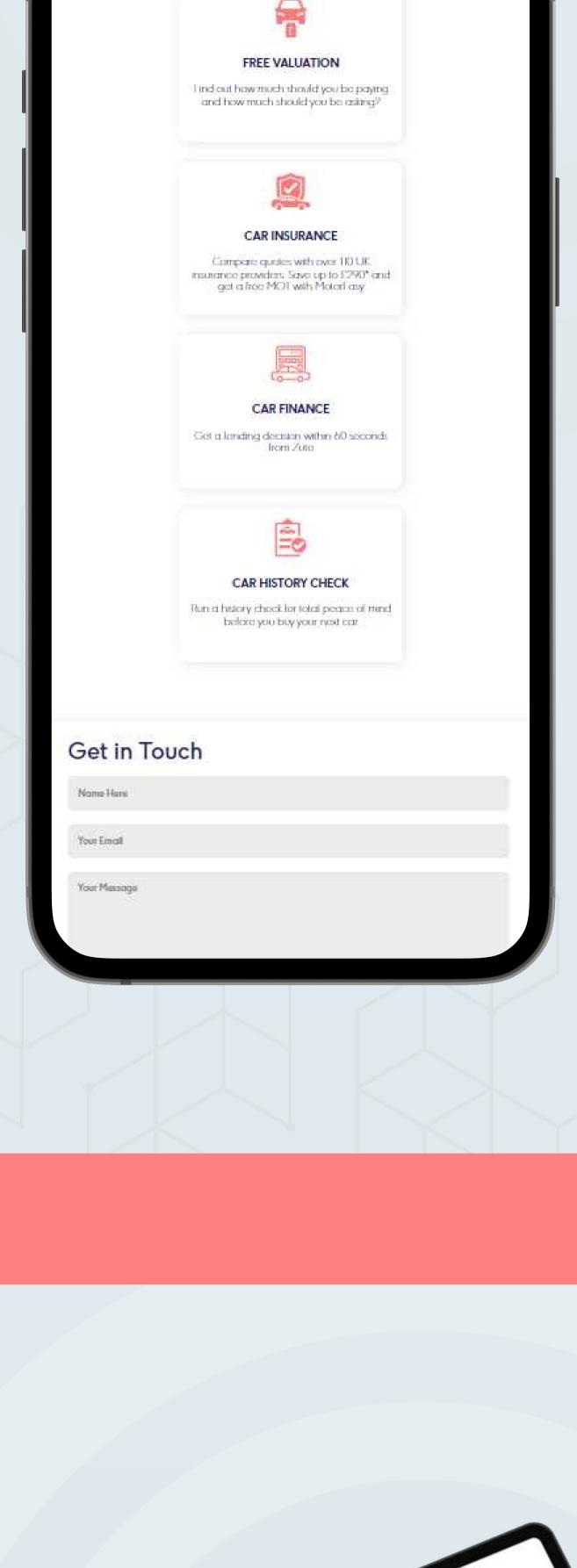
(2) Motivations

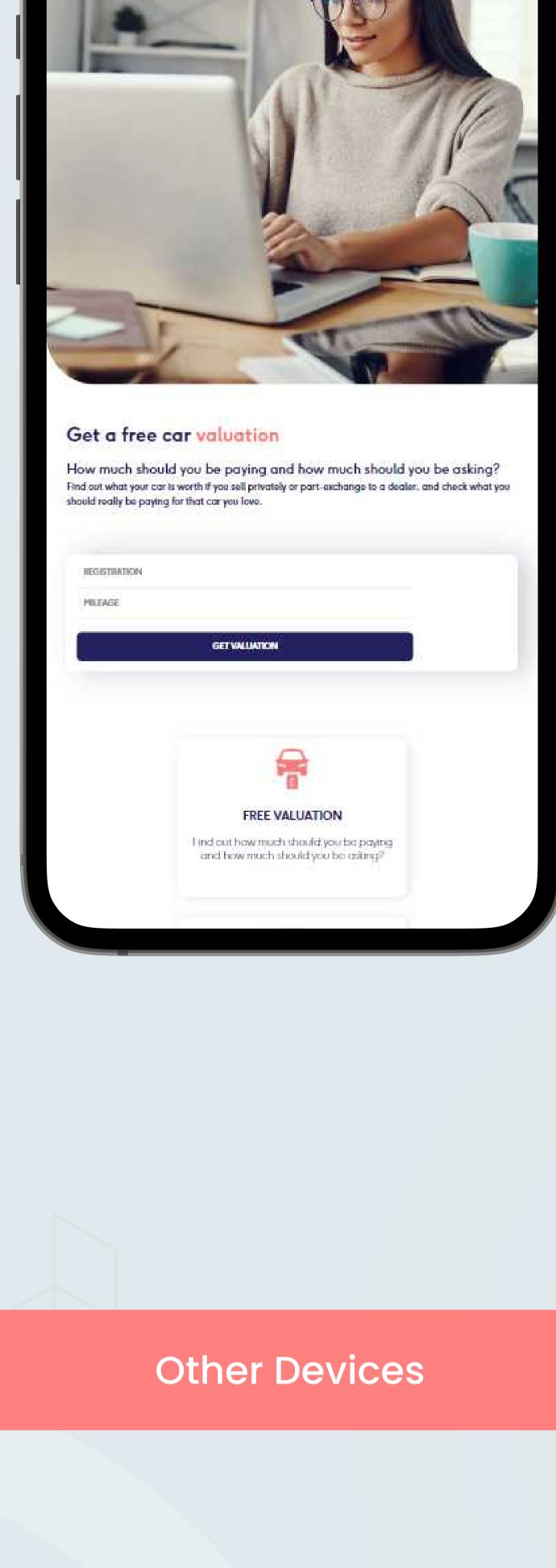
#### Speed Comfort Flexibility

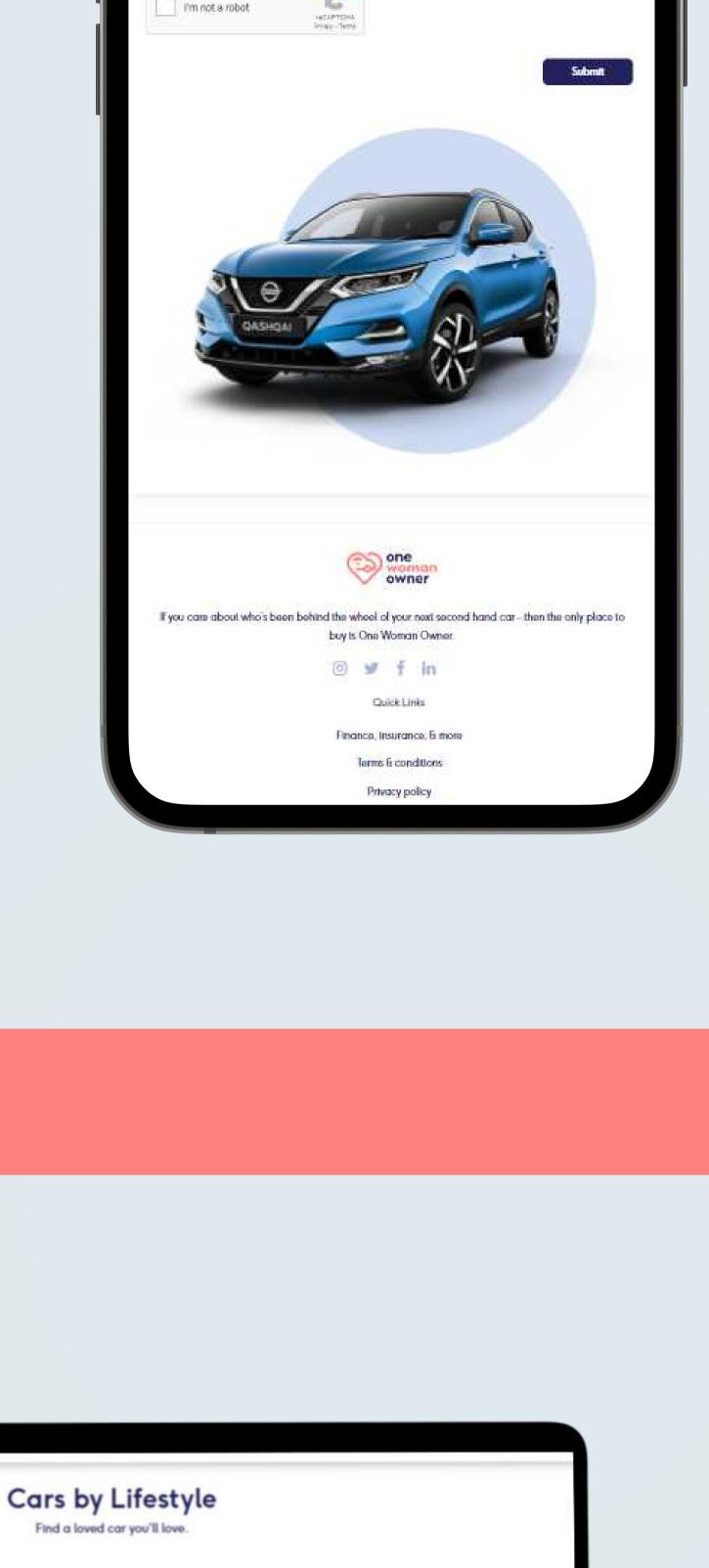
Preferred Medium Phone Computer

# **Apple Devices**

Hifi Mockups







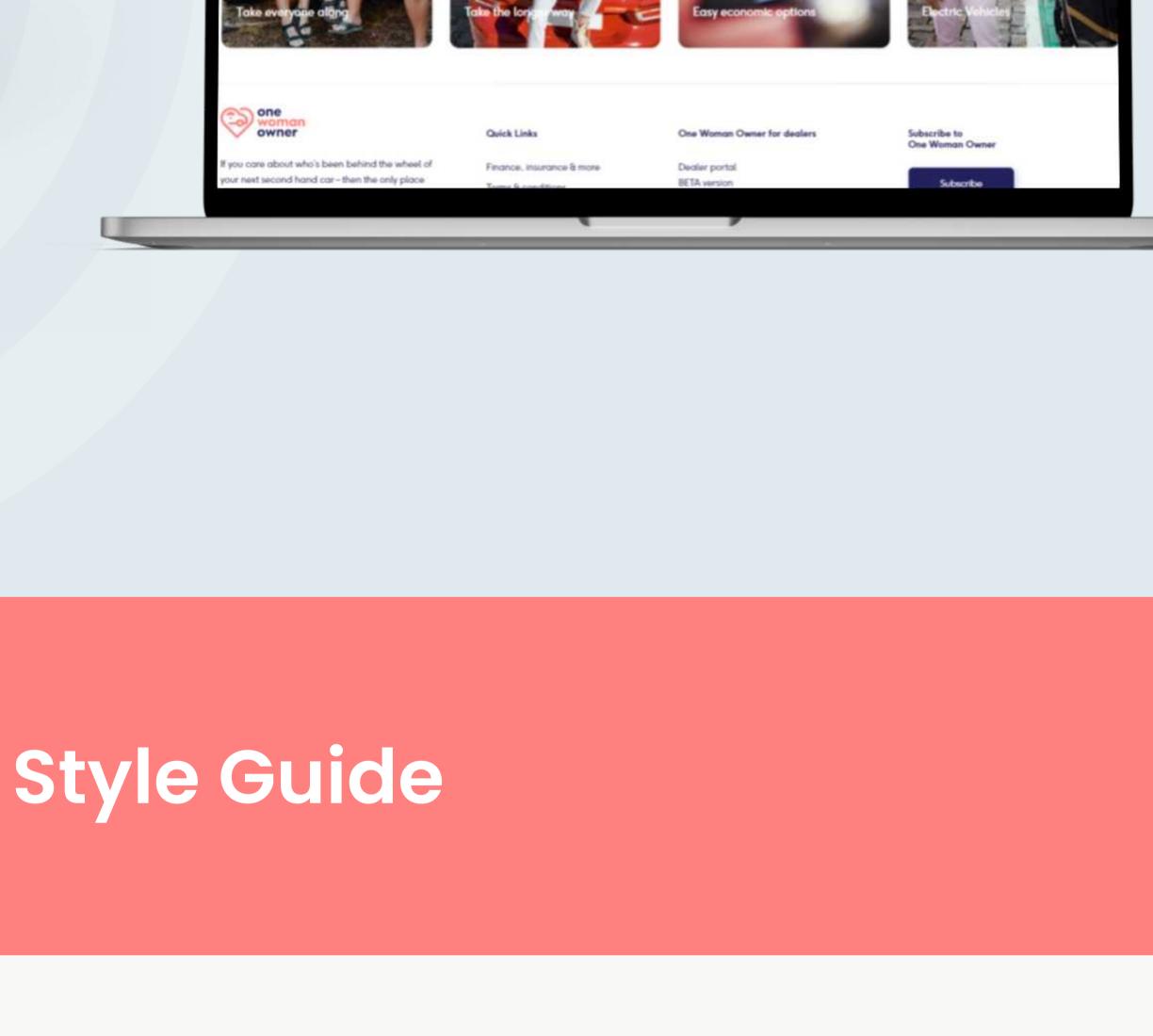
Get in Touch

Name Here

Your Email.

Your Message





The First Female Focused

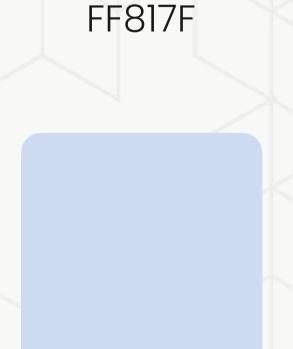
Car Marketplace

## Headings: Aa

Headings: Aa

Headings: Aa

**Typefaces** 



CDDCF2

**Colour Palette** 

24215F

Conclussion



#### Our design team worked closely with our client to develop a unique and engaging web design that accurately reflected the brand's values. We incorporated bright and bold colours, modern typography, and high-quality

Conclussion

imagery to create an exciting and engaging experience for the user. Our team also implemented features like free valuations, car insurance, car finance, and car history check, making it easy for buyers to access all the information they need to make an informed decision. • The redesigned website has helped One Woman Owner establish itself as a unique, female-focused car marketplace.

- The improved user experience and integration of key features have contributed to increased engagement
  - and sales.

Contact: 020 3974 2122