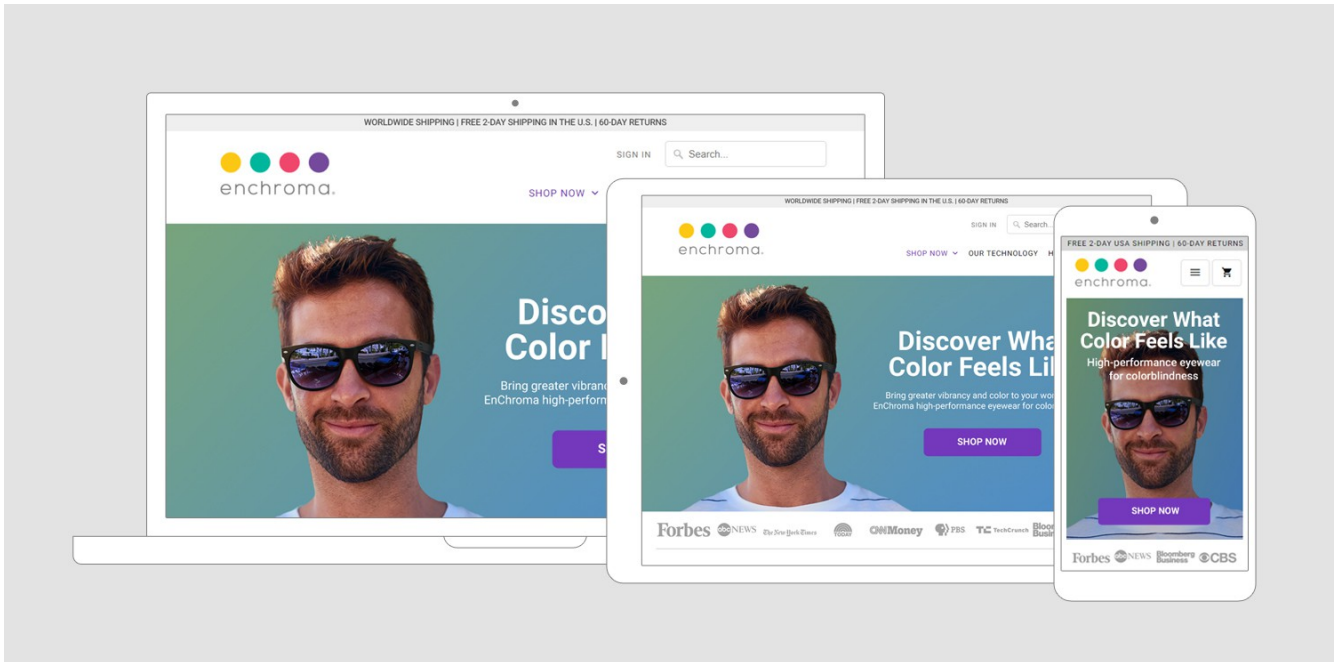


EnChroma Website Redesign



Platform

Web/Tablet/Mobile

Role

Visual Design, UI/UX

Team

2 Designers

2 Engineers

1 Product Manager

1 Copywriter

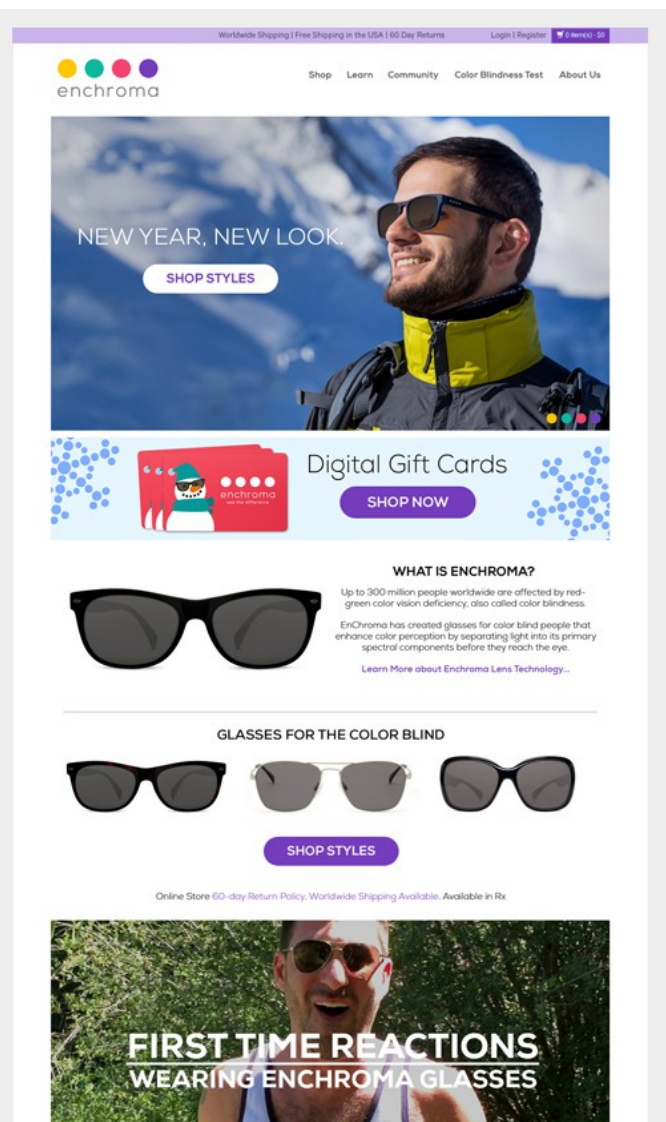
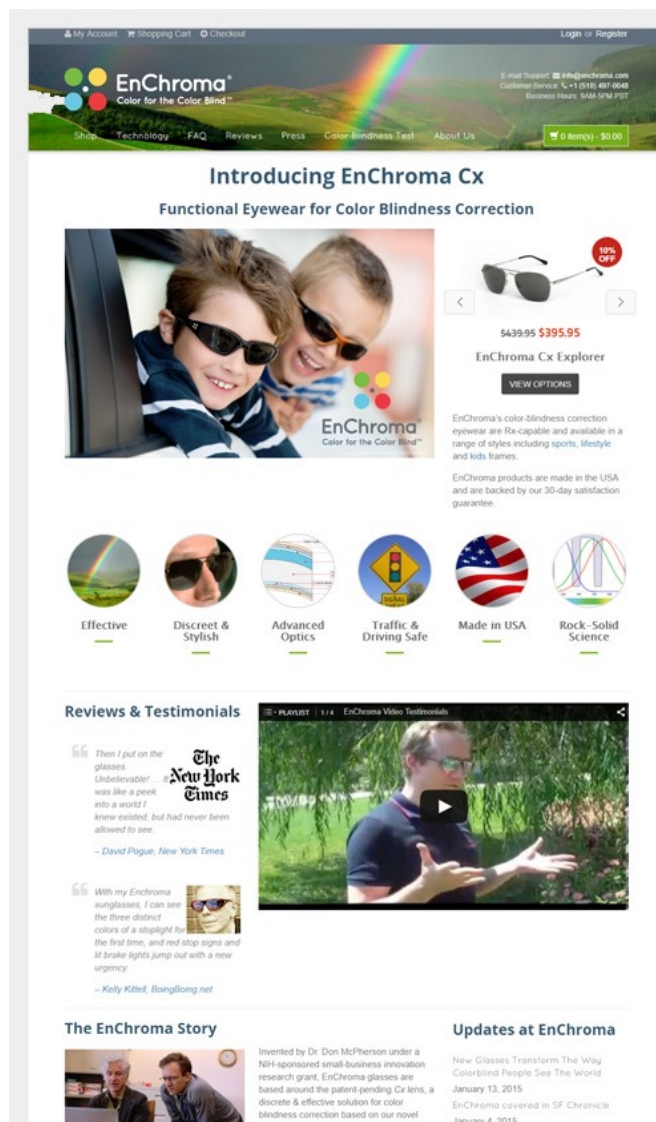
Introduction

EnChroma is a company that develops and sells optical aid devices for consumers with red-green color blindness, also called **CVD (Color Vision Deficiency)**.

Responsibilities

I was tasked to redesign a more user-friendly web/mobile experience incorporating accessibility towards people who have CVD, while complying with new brand guidelines.

DEEP DIVE



Left: Old Home Page, **Right:** New Interim Design

Problems with old design

- Inconsistent look/feel
- No visual design language
- **Rainbows** = negative experience for people with CVD

Redesign considerations

- **Vision-impaired visitors:** CVD and aging demographics
- **Gifters:** Friends, family, love ones gifting products
- **Influencers:** Social media advocates for viral marketing

COMPETITIVE ANALYSIS

Team conducted site studies between eyewear and technology industries.

We looked at Warby Parker for their elegant and user-friendly site navigation, coupled with Google's visually pleasing and CVD-friendly color palette.

We also researched Amazon, Apple and Google's product pages on how they improved customer confidence towards purchasing products, along with SEO for long-tailed URLs.

COLOR STUDIES



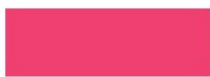
PMS 7548 C

CMYK: 0 / 22 / 100 / 0
RGB: 225 / 198 / 0
HTML: FFC600



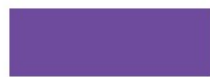
PMS 2240 C

CMYK: 72 / 0 / 51 / 0
RGB: 0 / 193 / 159
HTML: 00C19F



PMS 191 C

CMYK: 0 / 89 / 36 / 0
RGB: 239 / 66 / 111
HTML: EF426F



PMS 266 C

CMYK: 67 / 83 / 0 / 0
RGB: 117 / 59 / 189
HTML: 753BBD



PMS Cool Gray 9 C

CMYK: 56 / 46 / 42 / 10
RGB: 117 / 120 / 123
HTML: 75787B



PMS 605 C

CMYK: 14 / 13 / 100 / 0
RGB: 225 / 205 / 0
HTML: E1CD00



PMS 422 C

CMYK: 41 / 31 / 32 / 0
RGB: 158 / 162 / 162
HTML: 9EA2A2



PMS 424 C

CMYK: 57 / 47 / 48 / 13
RGB: 112 / 115 / 114
HTML: 707372



PMS 7685 C

CMYK: 92 / 73 / 11 / 1
RGB: 44 / 86 / 151
HTML: 2C5697



PMS Cool Gray 3 C

CMYK: 21 / 16 / 18 / 0
RGB: 200 / 201 / 199
HTML: C8C9C7

NORMAL COLOR VISION



DEUTAN (WEAK TO RED)



PROTAN (WEAK TO GREEN)



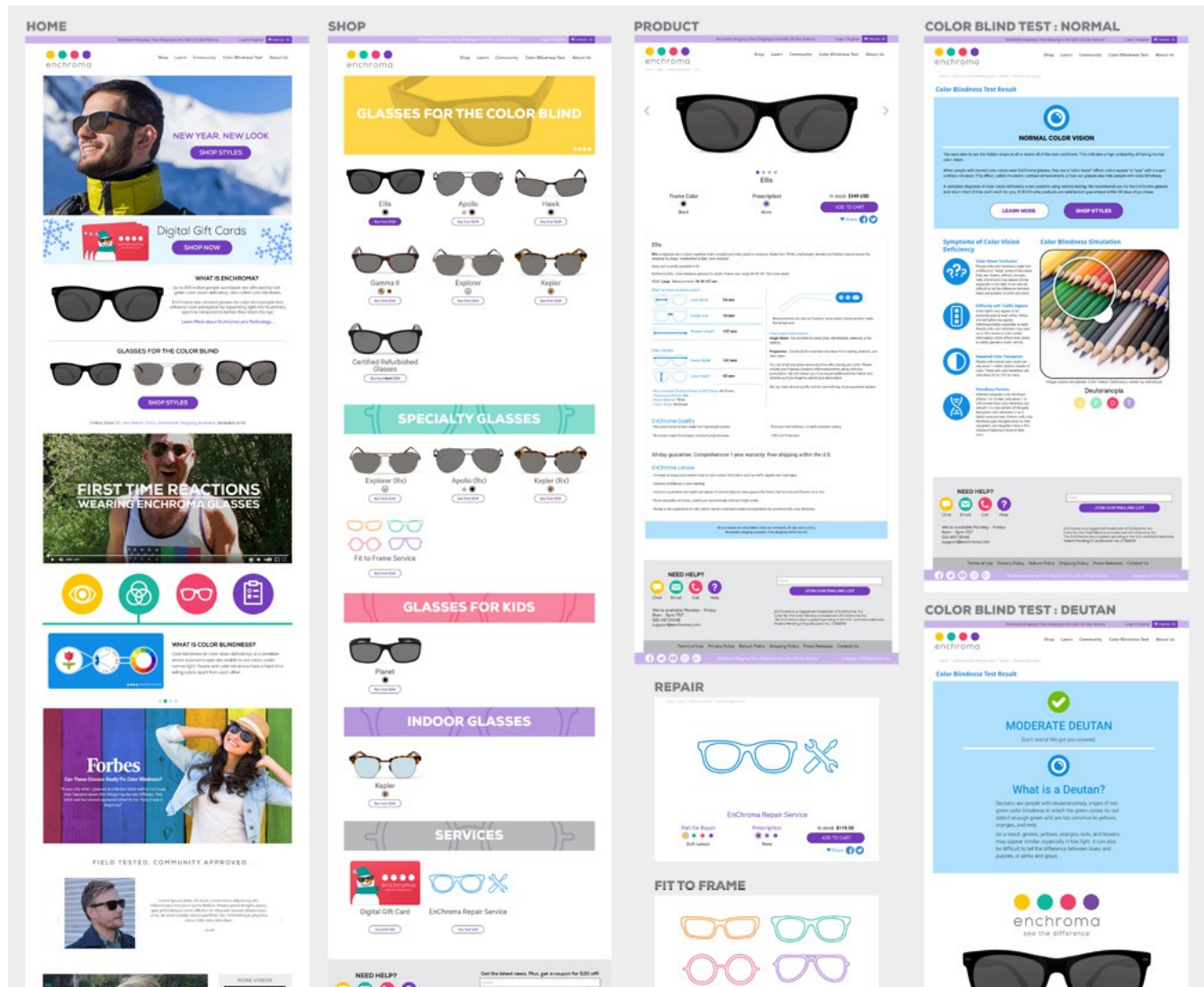
TRITAN (WEAK TO BLUE)



Top: Primary / Secondary Brand Colors, **Bottom:** CVD Simulations / Pantone Product Tests

Extensive tests were conducted in collaboration with a branding agency to develop a new CVD-friendly color palette. Both analog and digital formats were considered from Pantone swatches to display panels. CVD candidates were invited regularly to test for color visibility.

DESIGN



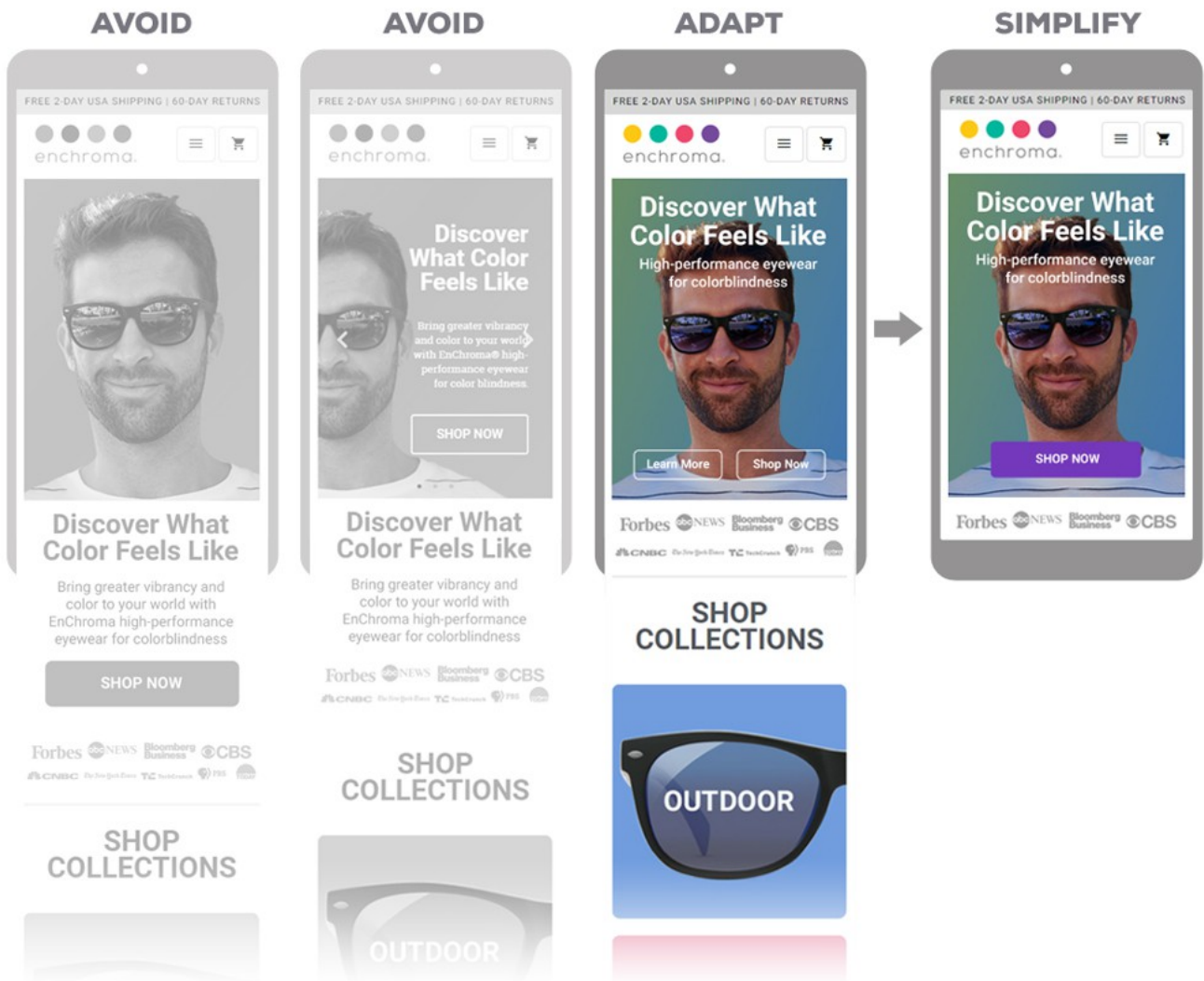
Interim Layouts

Wireframes were initially drawn to quickly convey ideas, and proceeded to design mockups presenting the new look towards the team and company leadership.

REDESIGN TESTING

Implementation was done gradually to maintain site functionality as we monitored usability

improvements throughout different pages. Further incremental tests were conducted on improving the navigation experience for different devices.

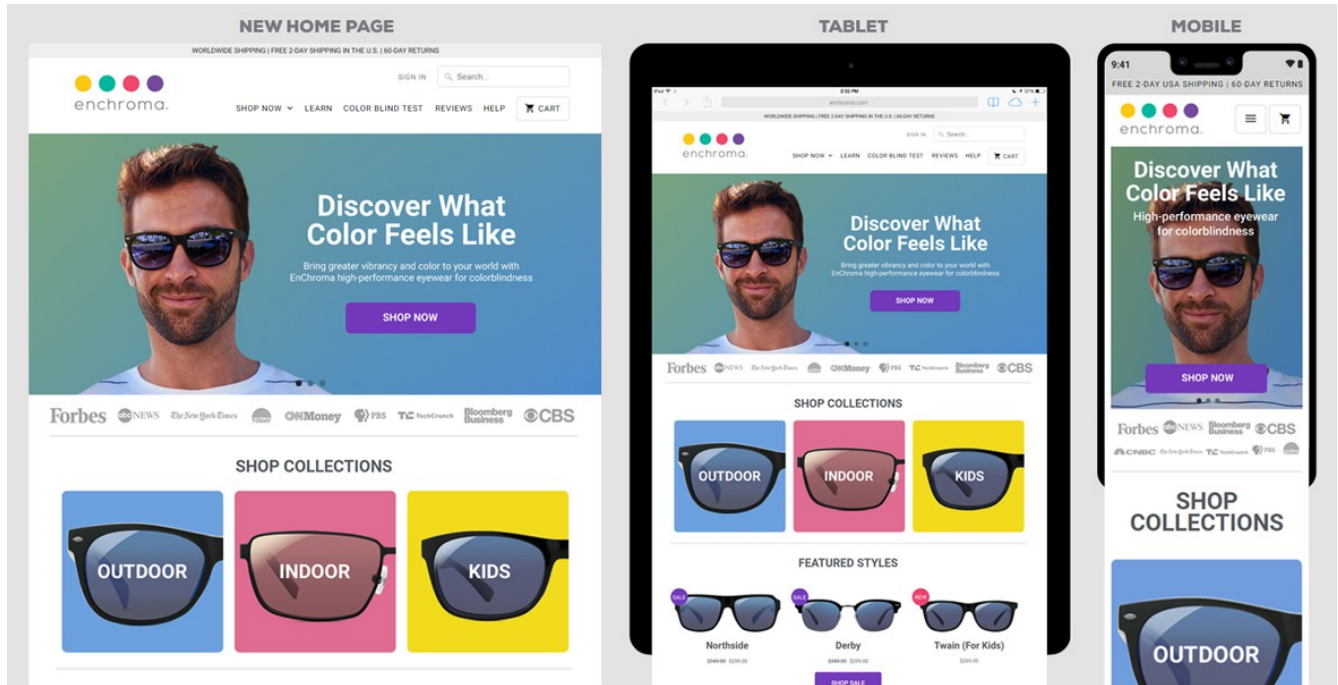


Home Page - Mobile

PAGE HIGHLIGHTS

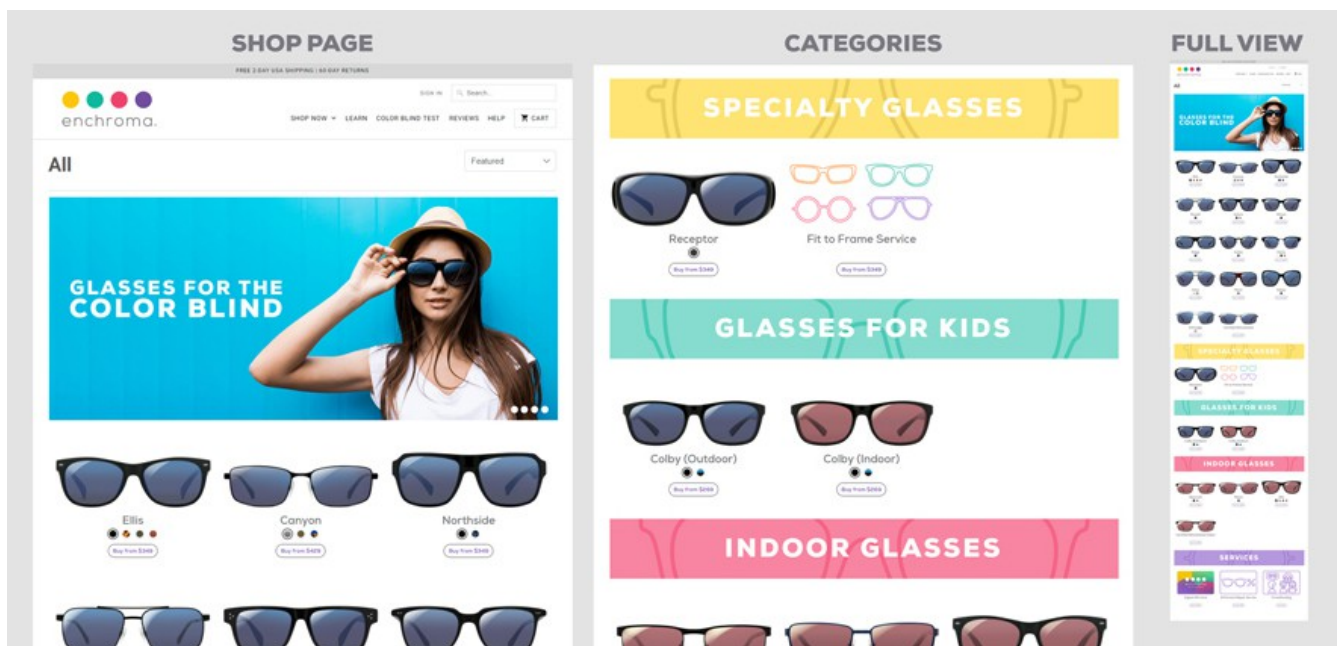
We devoted our time testing and carefully improving high-traffic pages, iterating in response to customer behaviors using analytics and heat maps.

Home Page



- Larger hero images
- Carousel for seasonal discounts and special offers
- 'Featured News' articles to enhance consumer trust
- Added Collections and Featured Styles

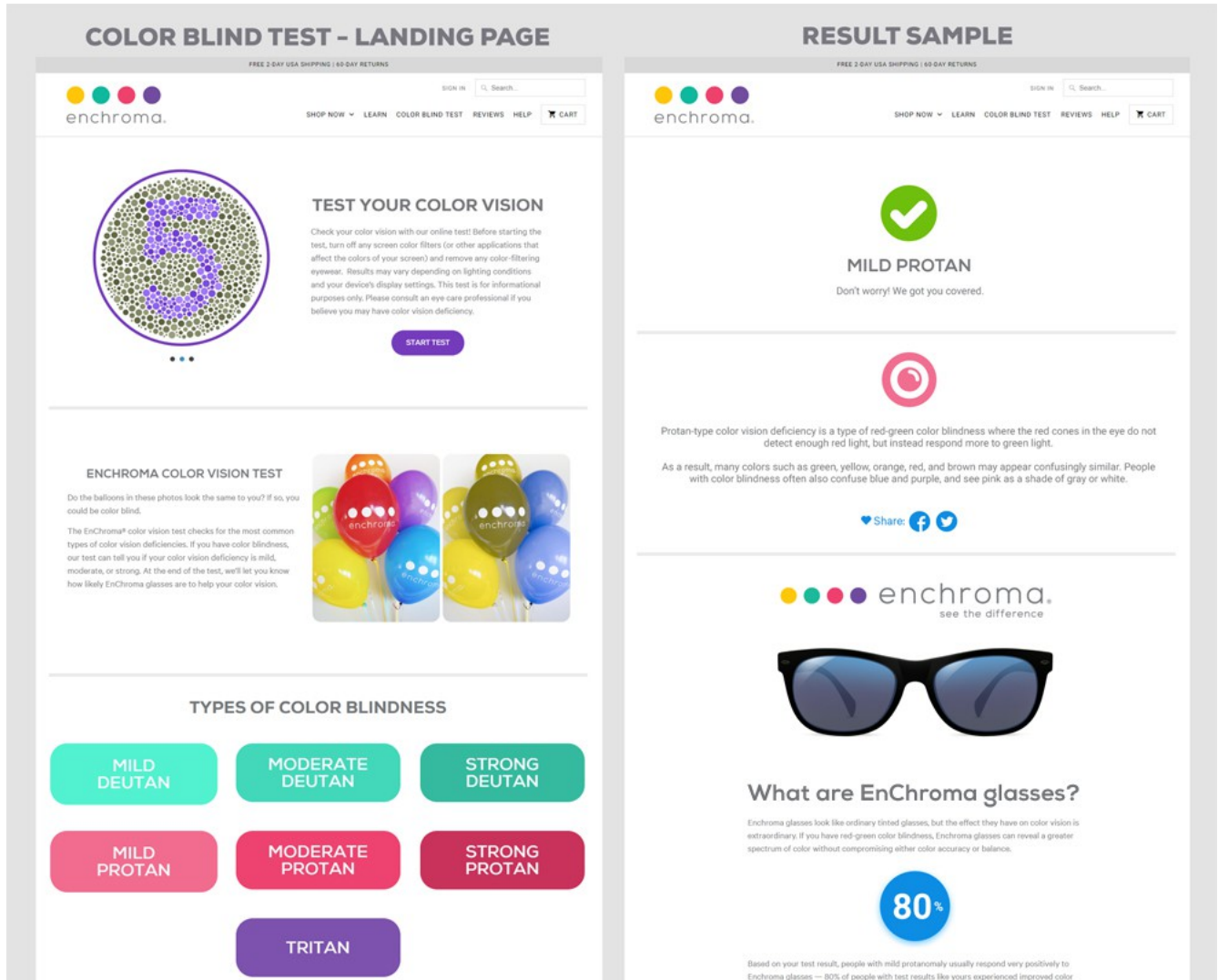
Shop Page



- Larger product images with easier frame color selections

- Added separate categories for indoor glasses, speciality and kids frames
- Added repair and gifting services

CVD Test Page



- Created dedicated landing page for users to test their color vision
- Improved results pages highlighting CVD information and product recommendation
- Added social sharing

RESULTS

The redesign resulted an **increase of 1.12% users visiting the site**. A 1-year assessment was conducted and the new experience generated a **31.1% increase in revenue**.

TEAM MEMBERS

Product Manager: Julie Trinh

Engineers: Patricia Ochoa, Shendy Kurnia

Designer: Alpha Gamboa

Branding/Copy: House Of Who

Additional Copy: Julie Trinh

Analytics: Jason Sheldon