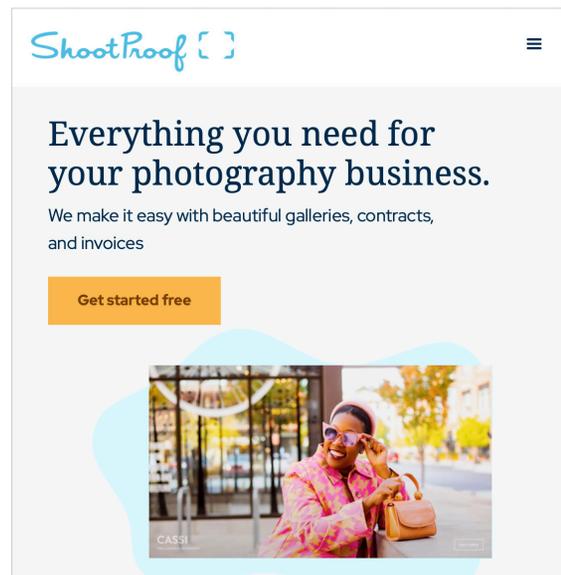
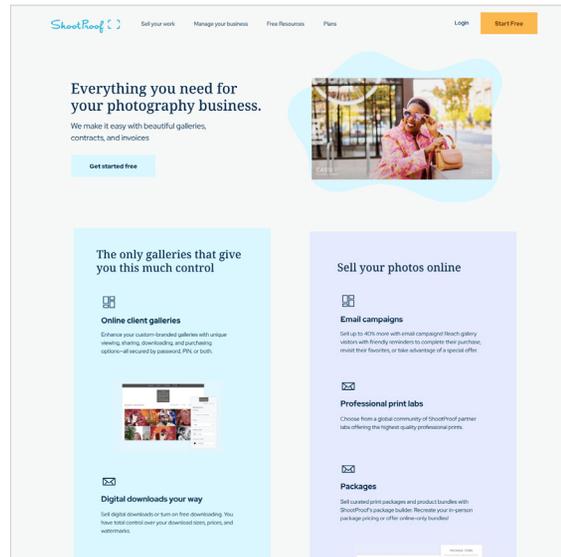
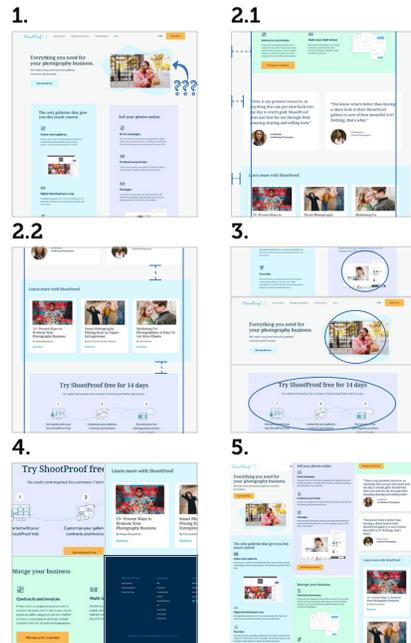


Web Design

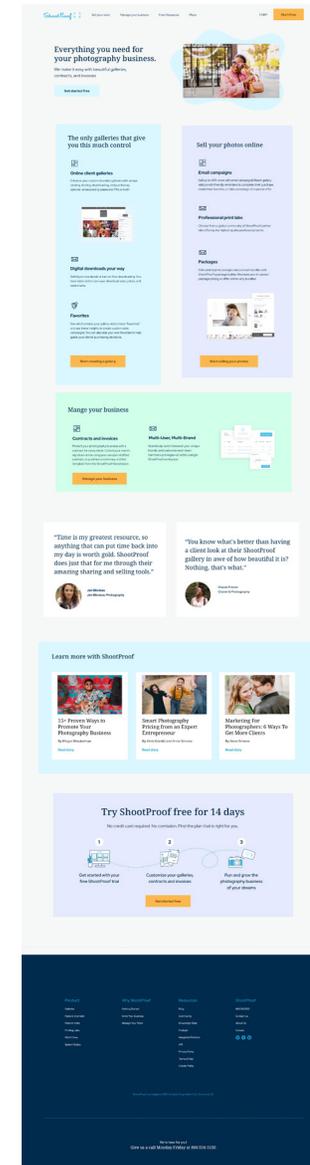
Original Creative

The Problem(s)

1. The current homepage for ShootProof has a very visually confusing flow.
2. There are multiple columns of content, there is a lack of consistent margins/padding, there is a grid in use that is not universal making some elements look disjointed.
3. There is a mismatch of animation, customer photos, illustrations and amorphous shapes in use. All of which don't tell a cohesive story or aid in hierarchy for each section.
4. There are too many colors in use and at play.
5. The mobile experience is an endless scrolling nightmare. All of this content could be better organized or arranged to prevent customer scroll fatigue.



Desktop View



Mobile View

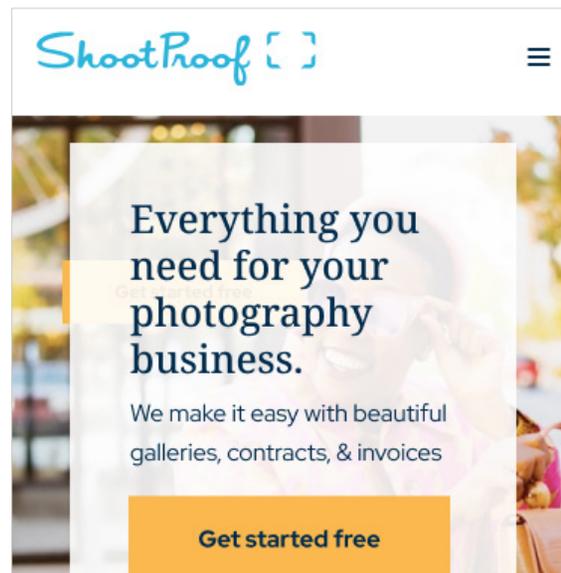
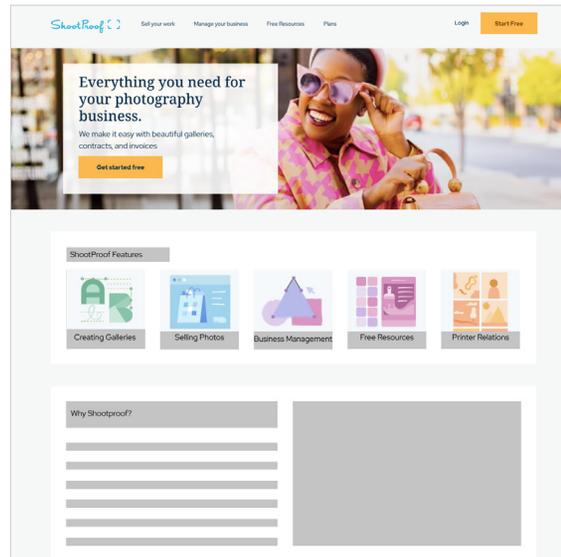
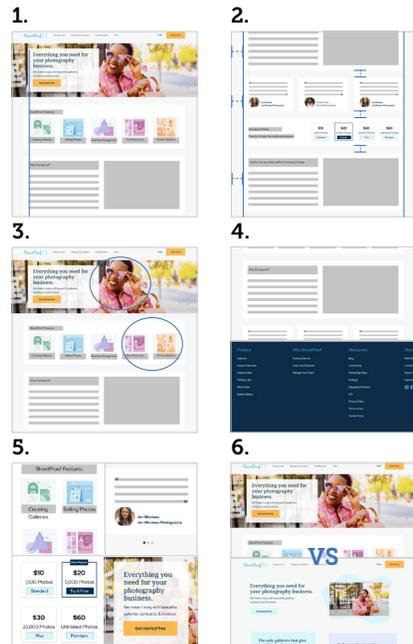


Web Design

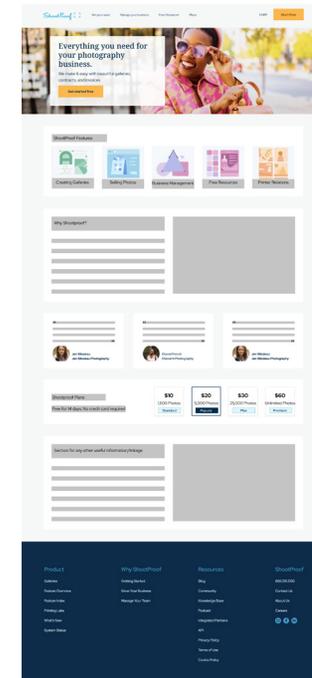
Initial Wireframes

The Solution(s)

1. The current homepage for ShootProof should have a more visually natural flow. Content broken up to prevent reader fatigue but still allow for sectional hierarchy.
2. Implement a consistent grid, with consistent full width, segmented column sections, and consistent margins/padding.
3. Restrict the visuals to high quality photography and illustration that is not only highly favorable in Ad testing but in previous A/B tests.
4. Two colors used surrounding text, max.
5. Dramatically reduce the content and structure of the mobile experience. If there is an opportunity to allow a customer to interact with a section, keep it to a single phone screen height.
6. Have a hero section that grabs attention and clue's in visitors they are in the right spot!



Desktop View



Mobile View



Desktop size cut in half

Web Design

Live Creative

The Big Win(s)

1. ShootProof now has a more natural flow and content broken up to prevent reader fatigue while still maintaining a sense of hierarchy.
2. ShootProof now has a consistent grid, with segmented column sections and consistent margins/padding.
3. ShootProof has a consistent identity on site through its use of high-quality imagery and illustration use.
4. ShootProof now alternates between two colors of background for copy.
5. ShootProof has dramatically reduce the length of their mobile experience. A single section now displays comfortably on a mobile device.
6. ShootProof now has a visually compelling hero image that lets you know, you've made it to the right place.

