

# *Crabtree and Evelyn*


Digital Design

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I am proposing a redesign of Crabtree and Evelyn's online shopping platforms, with a focus on emphasizing the uniqueness of the natural ingredients, which is a key focus of the company's brand. I am creating a retail experience which aims to provide the customer with more information and transparency, while infusing the brand values into the platform. My focus was on a mobile shopping site, but the experience can be spread through responsive design to other mediums.





### *Business Problems*

Several issues that I've found from research into Crabtree and Evelyn:

Disconnect between in store and online retail experiences

Conservative style of communication causing a disconnect between the company and their audience

Lack of transparency in their branding

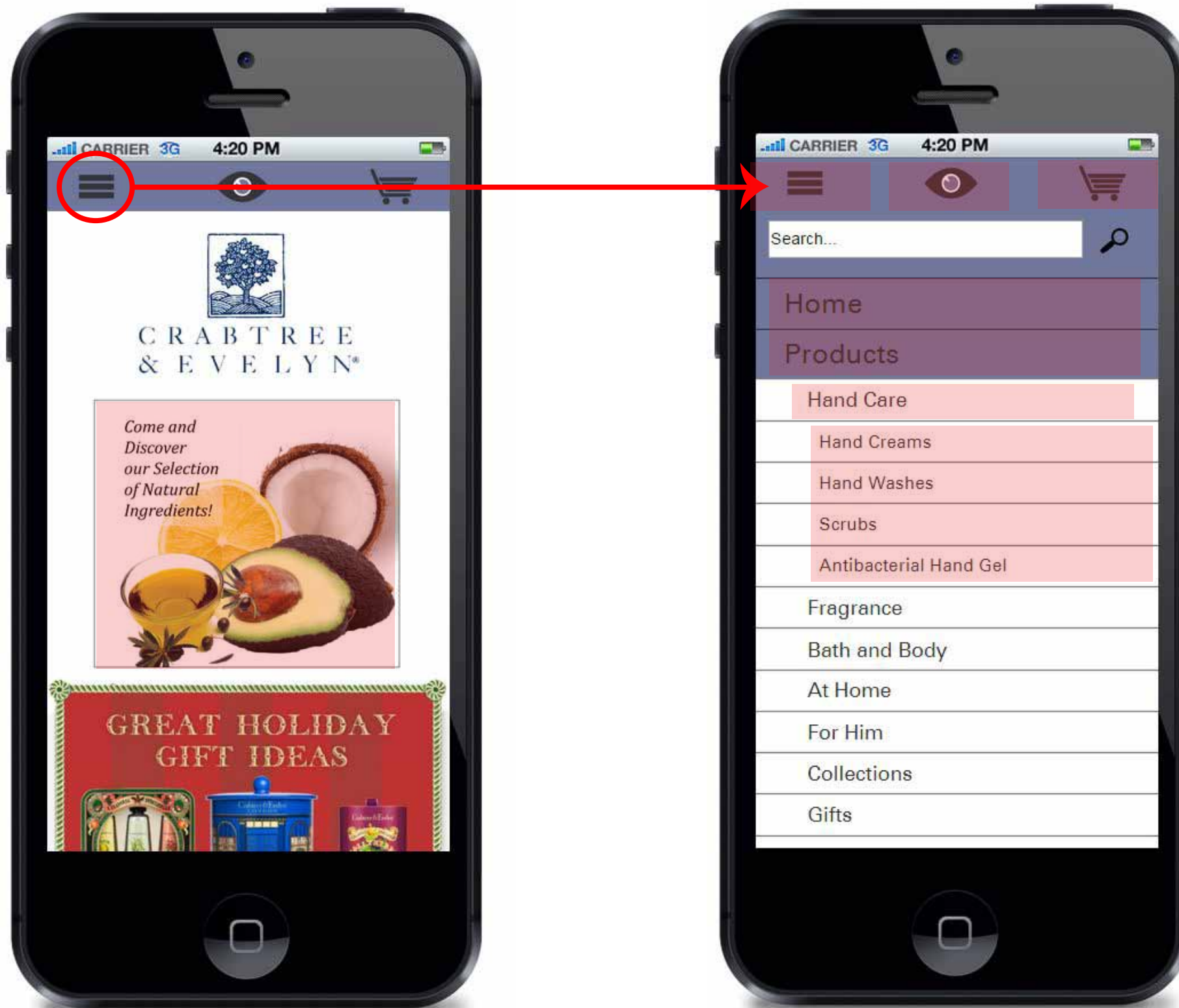
Not distinguishing itself enough from its competitors





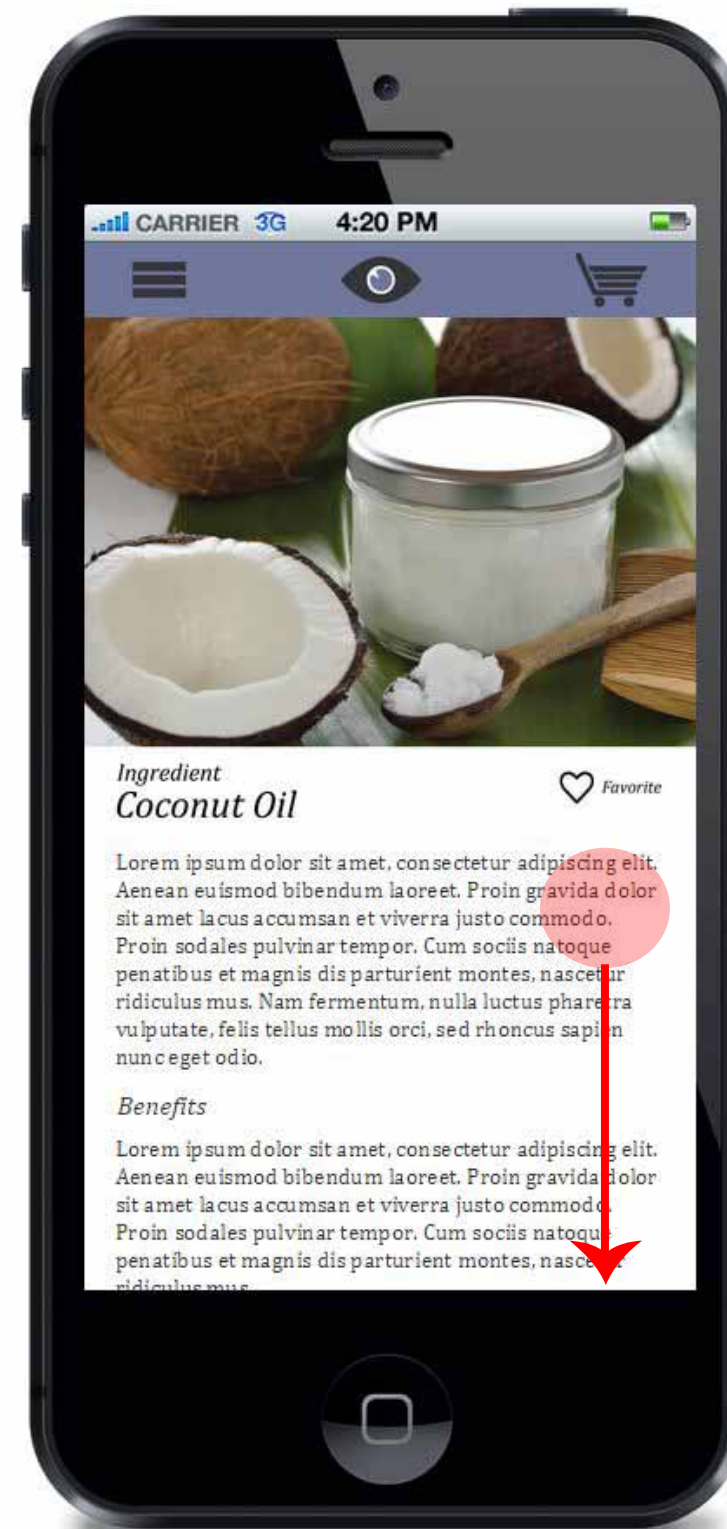
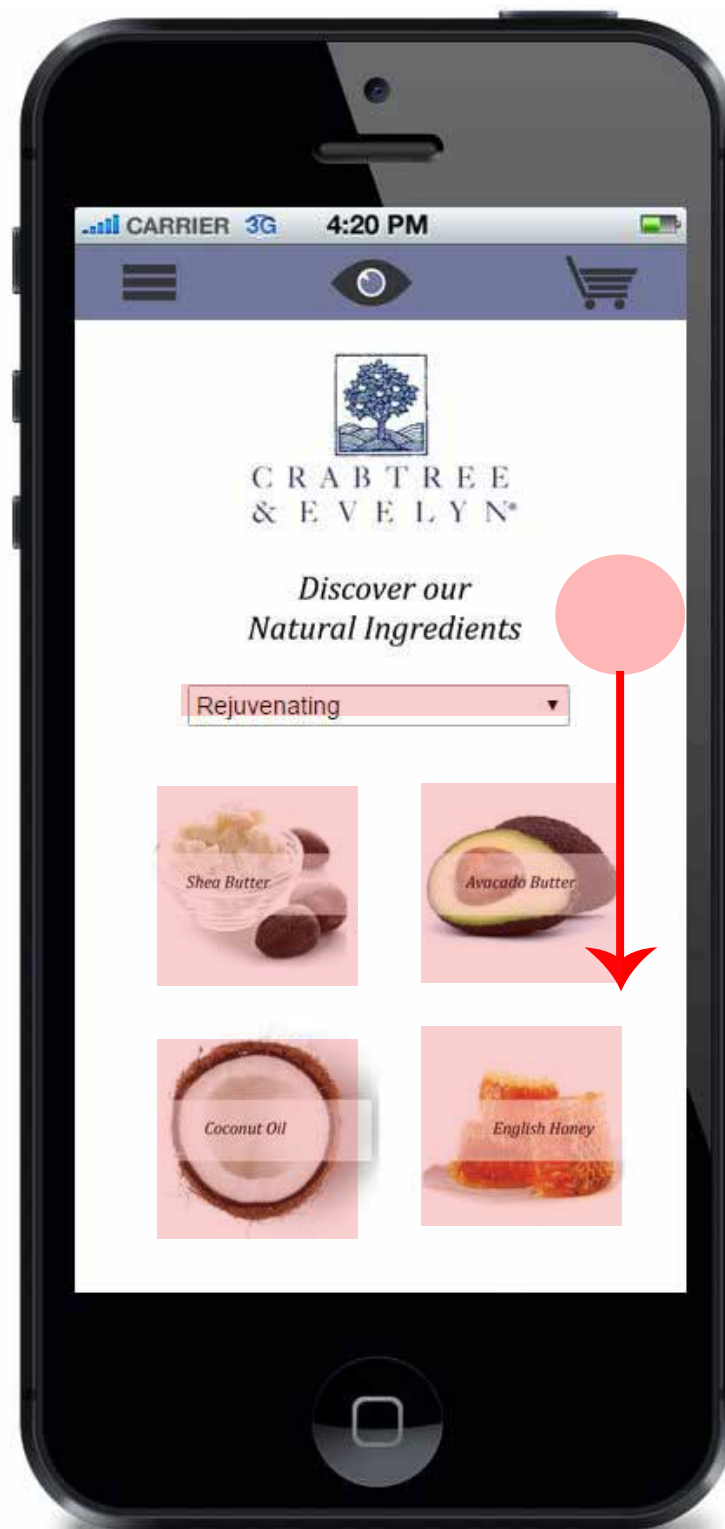
“ ...people are looking for the pedigree of the product. The story behind it. Who are the people who farmed it? What is the country they came from? Is there a story on the farmer? It's a romancing of the product”

Thomas Ordahl, Lander's chief strategy officer



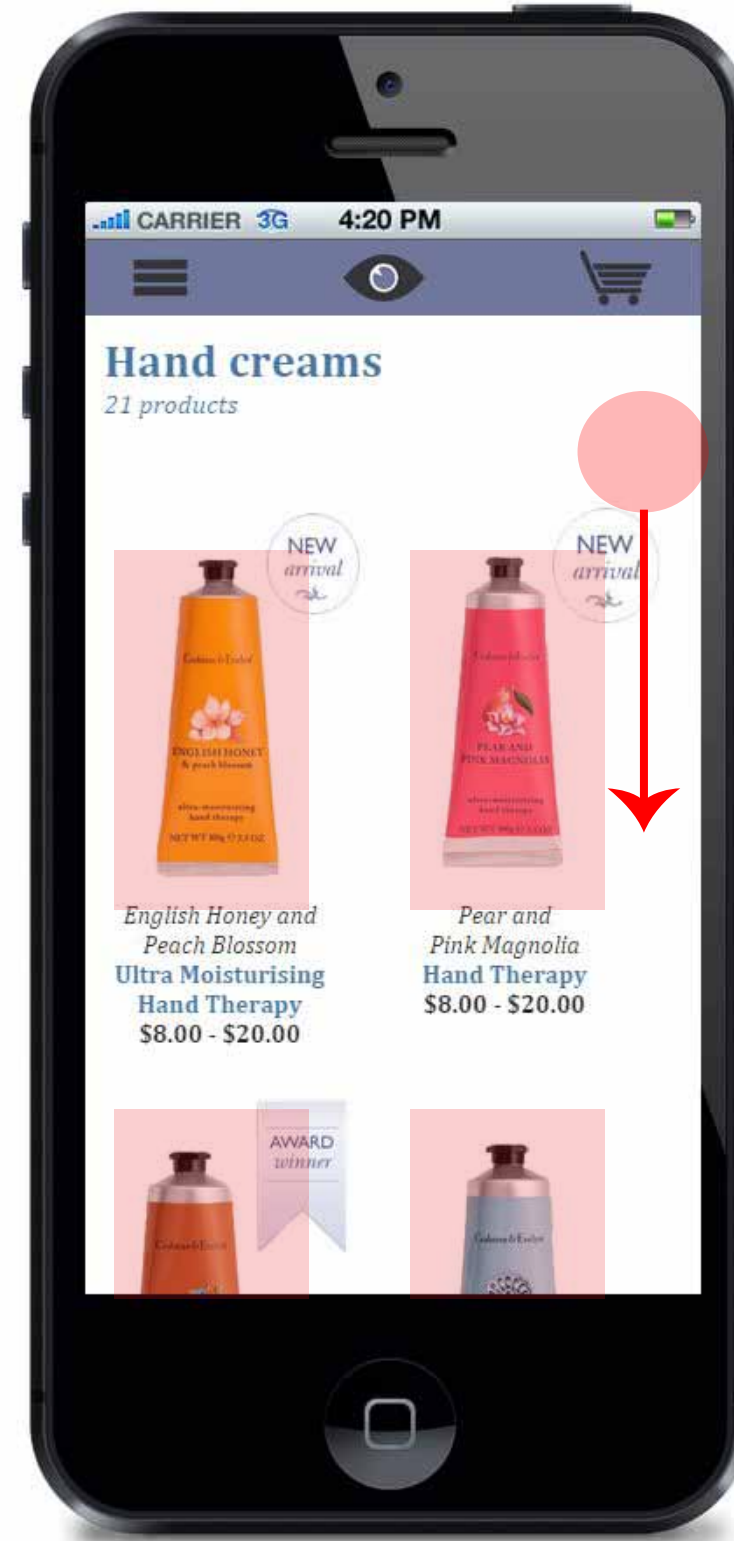
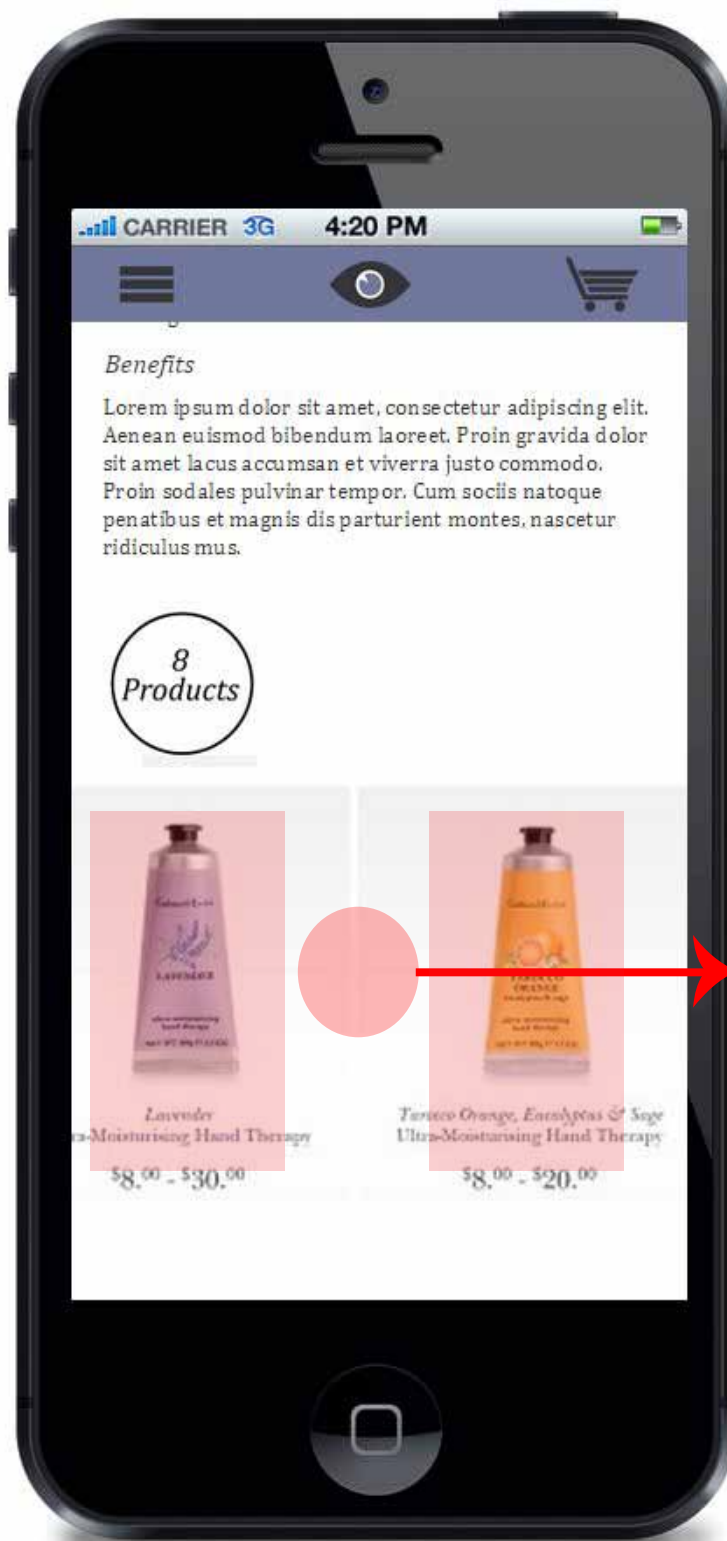
The Home Screen: The bar on the top of the screen houses three main buttons, a site map list, Discover Ingredient page link and the shopping cart. I wanted to put the discover feature centered as it should be the new main focus of the site. The main product section would still be easily listed through the site map list.

Red boxes show clickable areas, Red circles show screen movement

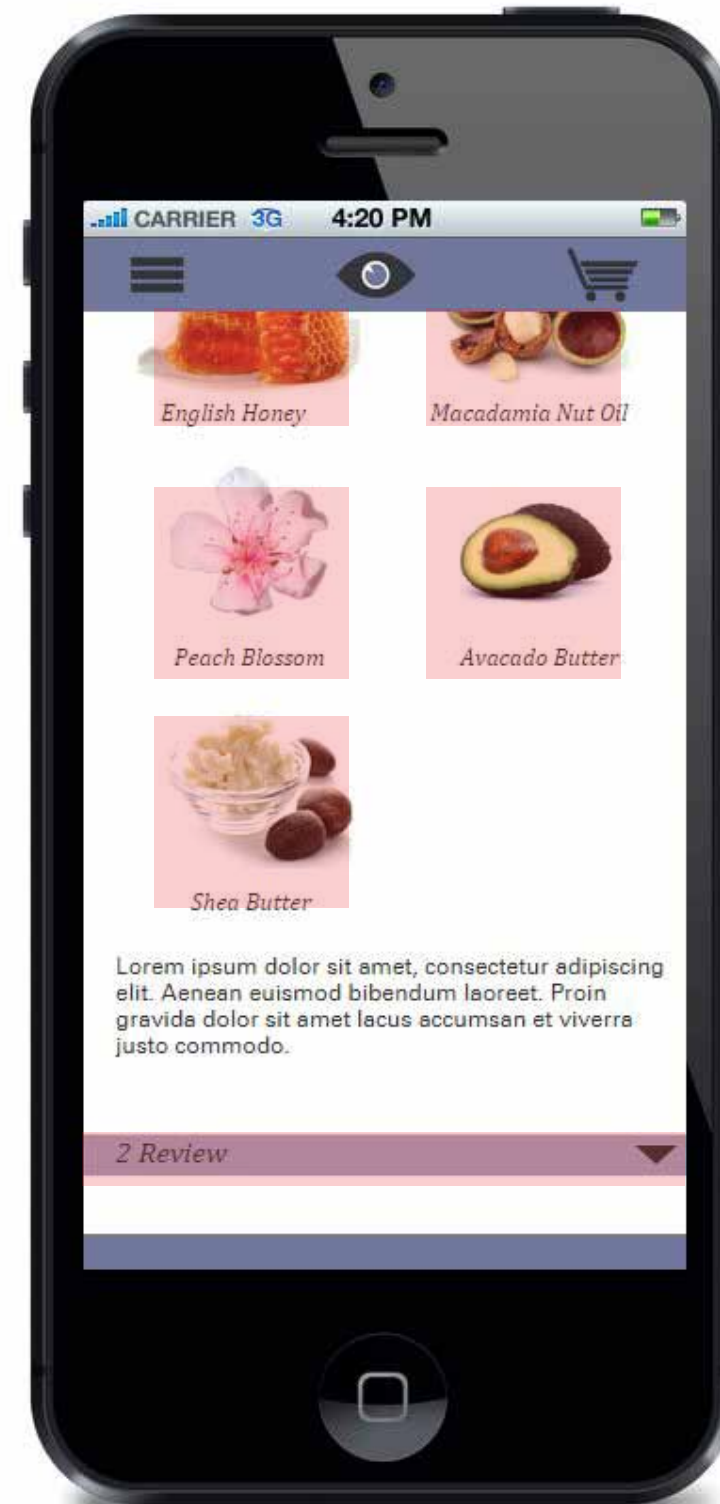
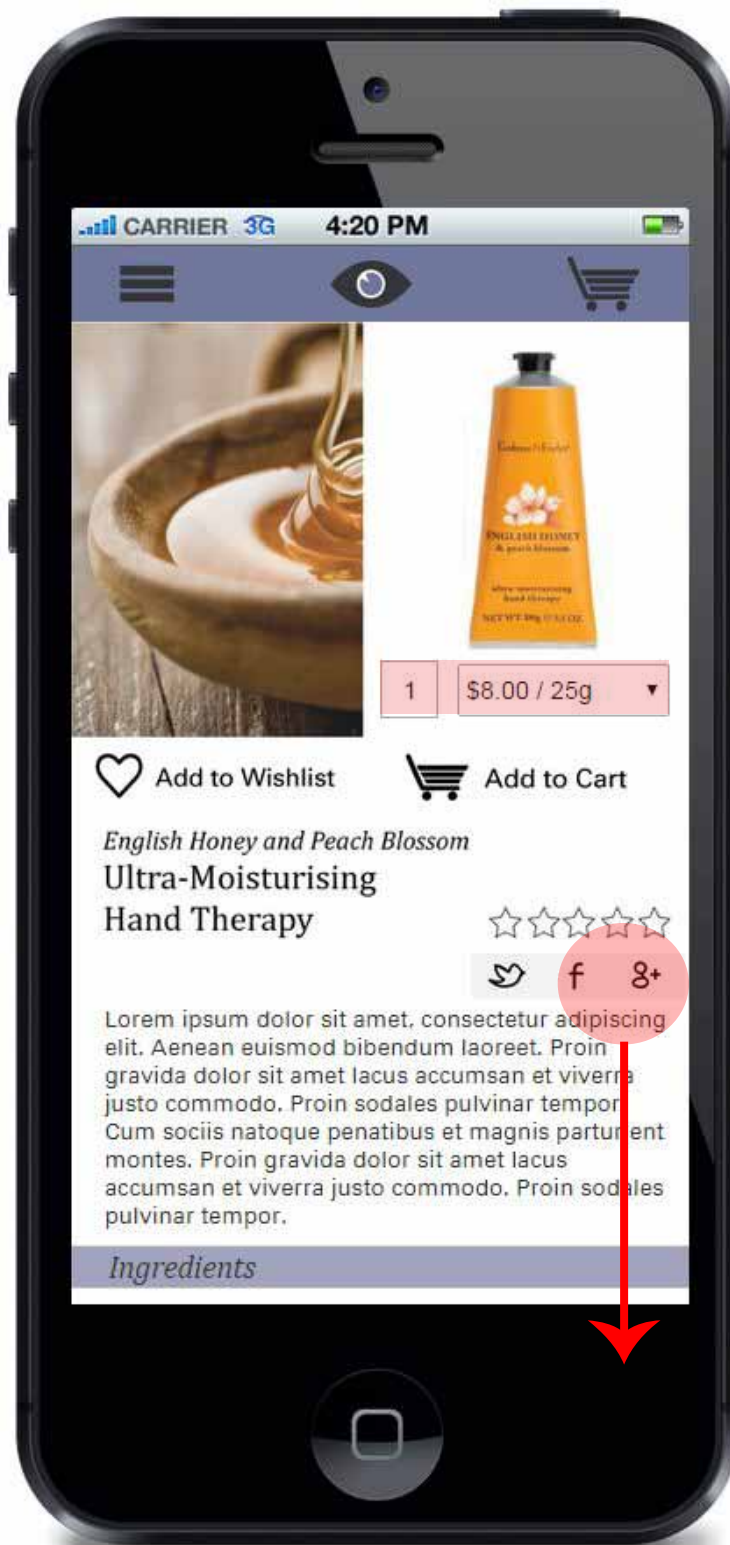


The Discovery page: This page would become a sort of encyclopedia of ingredients in all of Crabtree and Evelyn's products. Users can explore different categories and discover all the different specialty ingredients Crabtree and Evelyn would use. In each of the ingredient description pages, they would also be able to explore products that contain the ingredient, allowing for a new way to discover products.





Product Listing: Users can easily and quickly scroll through all the different products and be able to quickly find out more information about each product



Product Description: Users will be able to view a detailed description of the product as well as a visual representation of the unique ingredients in them. Having a higher visual focal point will keep customer more focused on the important aspects of the product.





Home / Hand care / Hand creams / Ultra-Moisturising Hand Therapy

*English Honey and  
Peach Blossom*

## Ultra- Moisturising Hand Therapy

Product #English-Honey-and-Peach-Hand-Therapy



3 Reviews

YOU MUST BE LOGGED IN TO SUBMIT A  
REVIEW. [LOGIN](#) | [REGISTER](#)

Lock in lashings of moisture with our English Honey and Peach Blossom Ultra-moisturising Hand Therapy. Infused with shea butter, macadamia nut oil, and peach blossom extract, this intensive cream nourishes skin so it's noticeably smoother after each luxurious use.

- Contains hydrating ceramides and antioxidant-rich vitamin E
- Myrrh extract helps condition nails and cuticles
- Formulated without colour, mineral oil, parabens, phthalates or propylene glycol



\$8.00 - \$20.00

100g Hand Therapy - Buy 2 Get  
1 FREE

To Qualify - You Must Add 3 items to your  
basket

SIZE:

QTY:

[ADD TO BASKET](#)

[ADD TO FAVOURITES](#)

[GIFT PACKAGING](#) | [SHIPPING OPTIONS](#)



Lack of transparency of product's origin, doesn't provide customer with a visceral response to it's unique features, doesn't distinguish itself from it's competitor's products, only point of product consideration is the description, lack of deeper information about the product

Avocado, Olive & Basil  
Caribbean Island Wild Flowers  
Citron, Honey & Coriander  
Crabtree & Evelyn Shave  
English Honey and Peach Blossom  
Escape to the Cotswolds™  
Evelyn Rose®  
Fine Foods  
Gardeners

Heritage Collection  
Heritage Soaps  
Hollyberry  
Indian Sandalwood  
Jojoba Oil  
La Source®  
Lavender  
Lily  
Moroccan Myrrh

Nantucket Briar®  
Night Garden  
Noël®  
Pear and Pink Magnolia  
Pomegranate, Argan & Grapeseed  
Rosewater  
Somerset Meadow®  
Summer Hill®  
Tarocco Orange, Eucalyptus & Sage

Verbena and Lavender de Provence  
West Indian Lime

Collections

HOLIDAY COLLECTION

2014 NÖEL  
COLLECTION  
HOME FRAGRANCE



SHOP NOW ▶

SHOP OUR SPECIAL OFFERS ▶

(26 PRODUCTS)

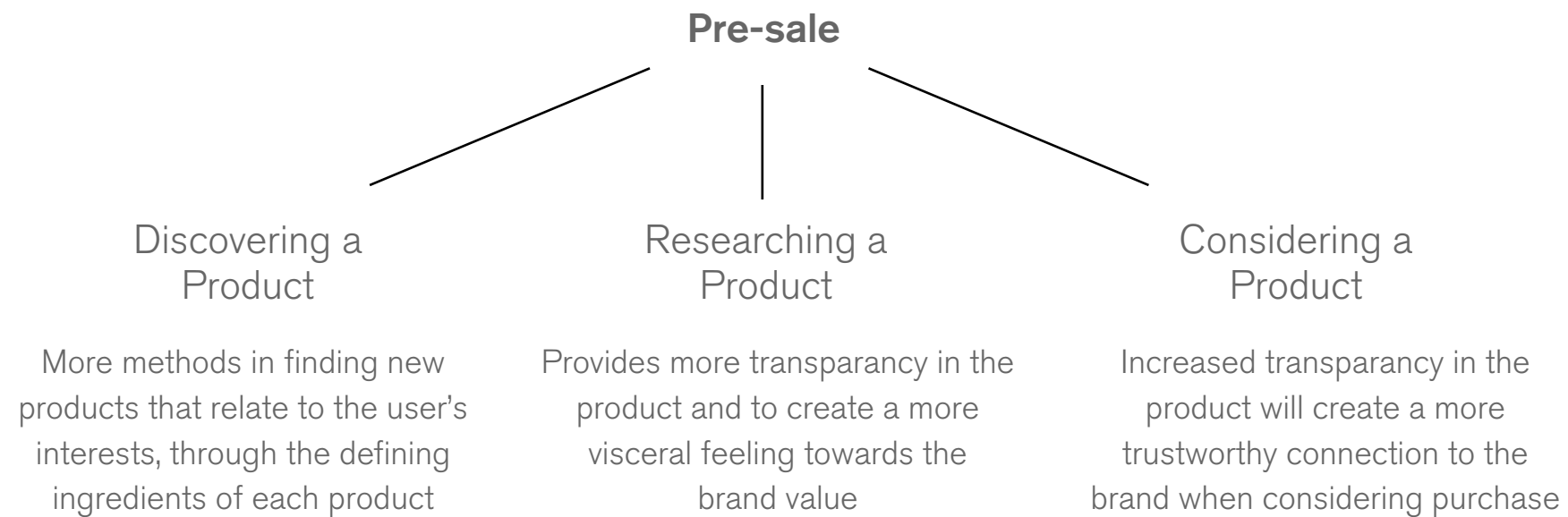
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Has several specific product collections but it doesn't emphasize it's unique features enough, very superficial and conservative, increasing collection size will mean customer's will have a more difficult time distinguishing and choosing the products.

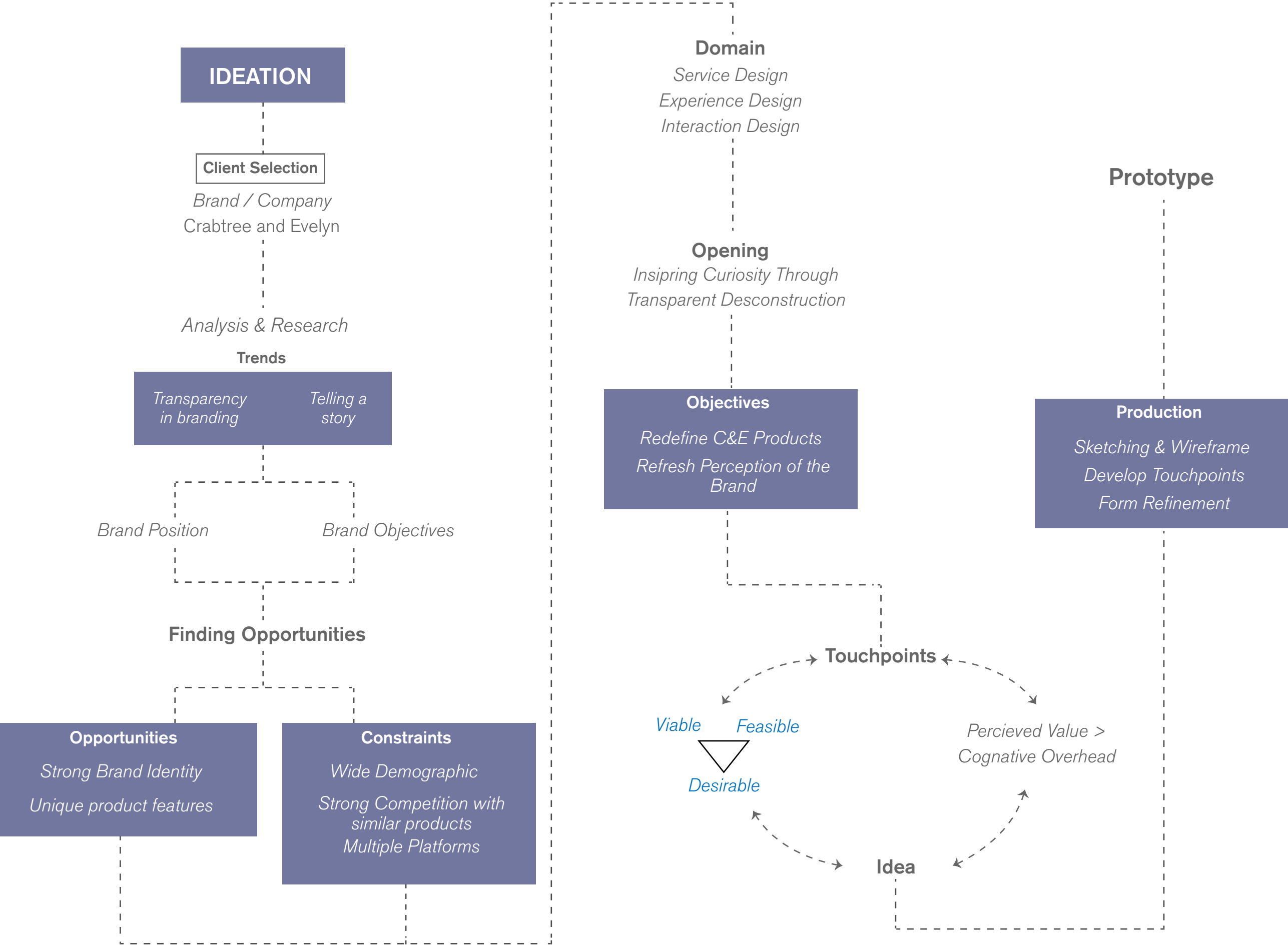


## Touchpoints



Channel: Mobile Retail Website

The aim is to fill in the gap that is missing from the close customer interactions from store associates. Crabtree and Evelyn's brand ambassadors are all knowledgeable and helpful in helping customers discover their products, but it doesn't translate to an online platform.







## Crabtree and Evelyn

### Unique Offering:

High quality toiletries and cosmetics with a focus on natural and wellness ingredients

### Target Audience:

Sophisticated women who seek out a higher quality of personal care products

### Market Position:

Market Leader

### Strategic Personality:

Extroverted, Experimental, Wellness, Personal

### Brand Position:

A blend of the very best of nature and science coupled with tradition and innovation

### Brand Promise:

Commitment to quality, its use of nature and its English perspective. Holds a Royal Warrant

### Brand Values:

The Crabtree & Evelyn name is synonymous with quality, everyday luxury and classic style. Use of natural ingredients combined with science to produce luxury goods.

### Brand Message:

Natural and Wellness

# Journey Framework

	Awareness	Consideration	First Use	Purchase
Intentions	Discover Website	Consider the products and information given	Engage with the brand story and discover new products through exploring the different ingredients	Discovered products based on the exploration of ingredients and purchase product through platform
Consumer	What's interesting about this website What products are for sale Does this interest me	What's interesting about these products What natural ingredients do they use Are they really using these ingredients	There are lots of products, what interests me the most What are other similar products from other companies	Is this easy to purchase Is it safe to buy through the site Is this actually worth my money
Client	Will this gain customer attention Does it display our brand identity	Will this tranparancy provide trust to the customers Will they consider the product now that they know more	Do the customers like using the website Are they more willing to buy now that they know what they are buying	Does it allow simple transaction Does it make them want to return and purchase more





## Precedent - Method / Lush

Lush enlisted the help of Method to help revitalize their UK brand through the creation of a beautifully designed responsive e-commerce platform, the redesign of Lush Times, the Lush consumer magazine and catalogue; and the creation of a new service, Lush Kitchen. All of these designs serve to tell the story of Lush and to bring their brand values into an ongoing story.

Since launch, the site has attracted new audiences and sales are up 20% while Lush Kitchen contributed to total digital sales by an average of 10%.

My inspiration from this project was their ability to weave the brand value into an ongoing story through every aspect of the retail experience. What they accomplished was a entirely new online digital experience, one that changed the conservative style of communication between company and customers to create a more loyal brand following.





## Innovation Gap

I'm aiming to change the perception of online retail platforms, which operates on the assumption that the customer knows all of the products or have prior exposure to the actual products. Customers in retail stores have the benefits of a knowledgeable sales associate and product samples to help assist their decision but on a online platform, the only help is what the site gives the customer. For a lot of Crabtree and Evelyn customers, one of the defining features which keeps them coming back are the unique fragrances of the products, something which is hard to sample without being in a retail store. My objective then, was to design an online retail experience for consumers who don't know exactly what they're looking for. By focusing on the individual ingredients, I can appeal to the customer's senses without having physical samples. In this way, I can attempt to transfer some of the experience of browsing in a retail store into a digital platform and allow the customers a new way of discovering new products.





## Why it Matters

### Increases Crabtree and Evelyn's market

Can create interest in potential customers when they can see what goes into the product and understand why Crabtree and Evelyn can command it's luxury price. This can create a more inviting atmosphere for reluctant buyers

### Refreshes Crabtree and Evelyn's products and perception

Gives a new perception to Crabtree and Evelyn's products by providing transparency into it's ingredients as well as invoking a visceral response from the customer's considering the products. Can create loyal brand following based on these features.

### Strengthens Crabtree and Evelyn's online presence

The redesign will create a more competitive and transparent presence which will strengthen it's online presence by creating a strong connection with it's customers. It will also expand their platform with a more responsive design.





## Future Considerations

### Physical Touchpoint to connect to the Digital Platform

Going forward, I would propose additional touchpoints to integrate this digital redesign into the retail store. I would propose a sampling bar of all the natural ingredients for the customers to experience and explore physically. This can create a sensory connection which will be invoked through the digital platforms when the customer's access it later. This physical touchpoint can create a deeper connection to the products with the customers as they can physically explore the ingredients that goes into a Crabtree and Evelyn product instead of just reading about it. This could be an additional touchpoint for helping customers decide on a product.

Prototype

[http://nlmrdo.axshare.com/iphone\\_frame\\_for\\_desktop\\_view.html](http://nlmrdo.axshare.com/iphone_frame_for_desktop_view.html)





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