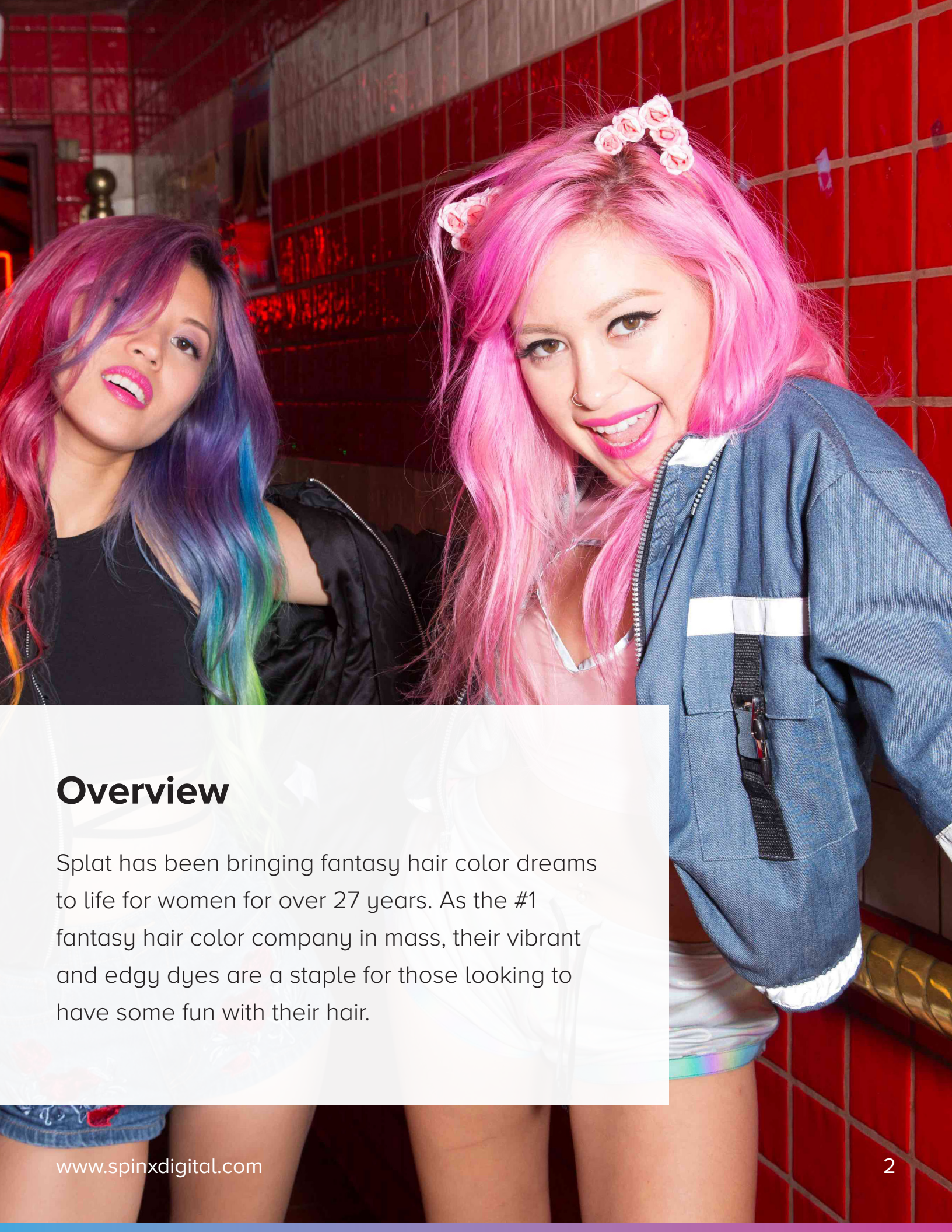




# A BRIGHT ECOMMERCE SITE FOR A FANTASY HAIR COLOR COMPANY

Splat Ecommerce Redesign & Development

SPINX



## Overview

Splat has been bringing fantasy hair color dreams to life for women for over 27 years. As the #1 fantasy hair color company in mass, their vibrant and edgy dyes are a staple for those looking to have some fun with their hair.



**An old and boring website made  
Splat look out of tune with their  
young, trendy, and hip audience.**

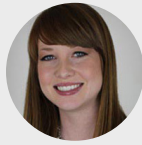
# Key Team Members



**Sukesh Jakharia**  
*CEO*



**Ryan Gould**  
*Project Manager*



**Lisa Steward**  
*Director of Projects & Strategy*



**Jeffrey Lo**  
*Designer*



**Stephen Lind**  
*Designer*

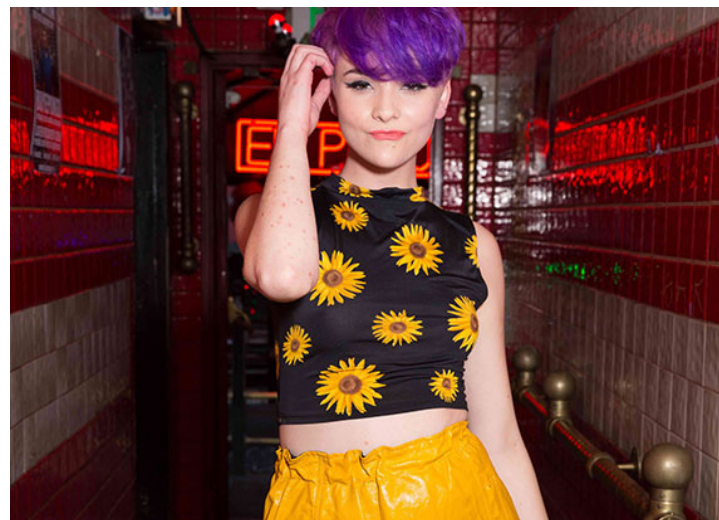


**Keyur Ajmera**  
*Lead Developer*

## Discovery

We see it happen a lot: a trend-setting brand stops evolving their online presence, and soon appears old, out-of-touch and boring to their online audience. Splat came to us for help with this exact issue: their website had become stale and was severely lacking the energy their tribe was looking for.

During our discovery with their team, we learned that Splat was planning to revamp the brand with entirely new models, packaging, and other assets, and needed to align the website with their new look. In addition, Splat wanted to add ecommerce functionality to their website - their old site was merely informational only. By setting some clear goals for the updated site, we were confident that we could turn it into a colorful, fun online shopping destination.

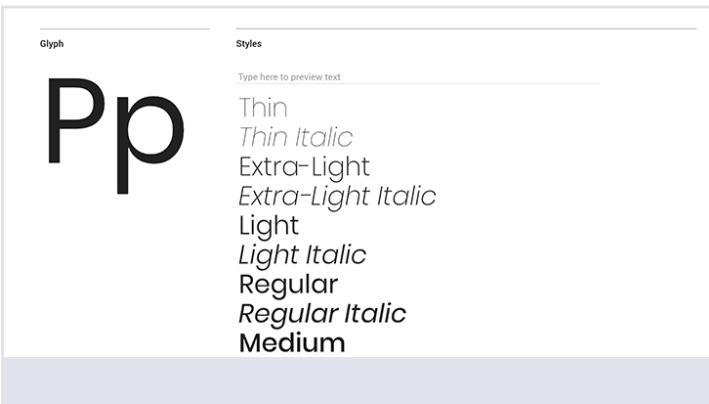


# UX Strategy

After defining the target audience (16-24 year old females), our team got to work outlining a bold UX strategy that would engage and excite them. Since attention spans are short, we knew the website architecture needed to be simple to allow visitors to quickly find information and make purchases. Our wireframes helped us plan out the best layout and experiment with a navigation strategy that would be easy to use for those who are familiar with mobile navigation patterns.

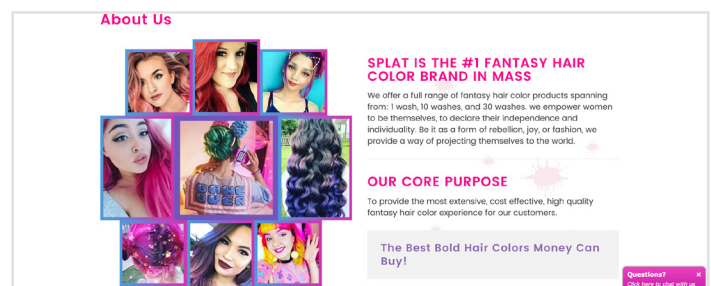
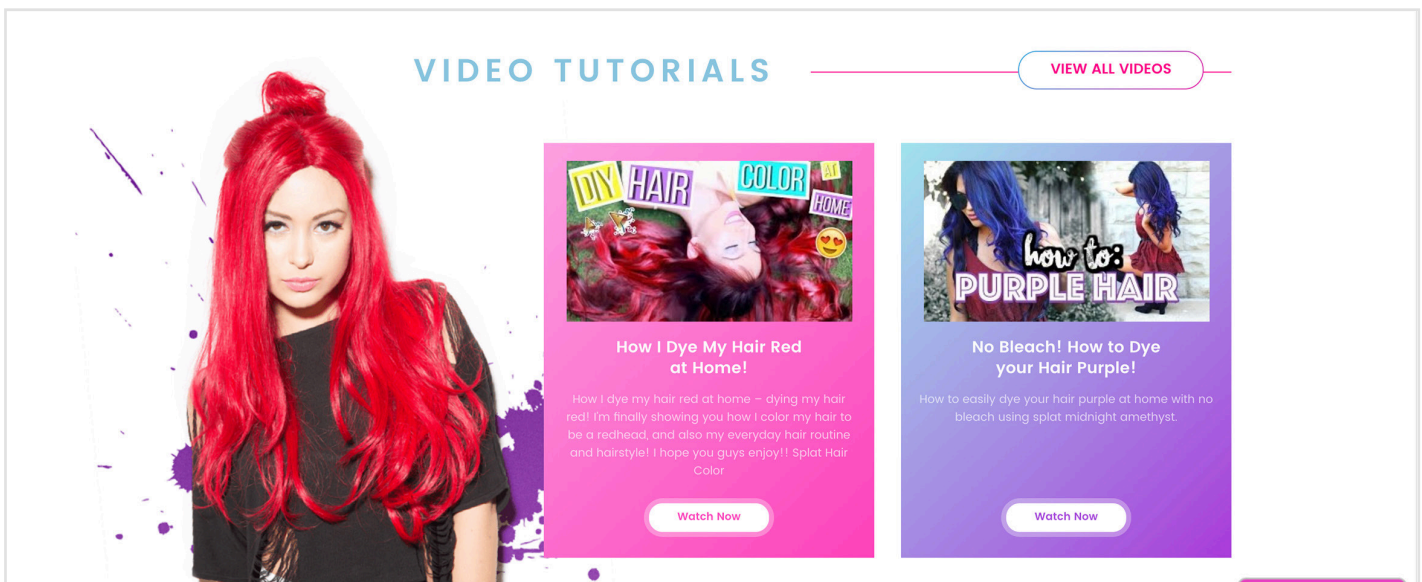
Creating an easy checkout process was also a priority for our team. We didn't want a checkout with too many steps or unnecessary required fields to dissuade visitors from purchasing.

Intentional inclusion of tutorial videos on product pages and across the rest of the site was also a must, since we knew the target audience would rather watch a video than read about how to use the hair color. Social media integration was also important to make sure the site appeared fresh and relevant to their young visitors.



# Build

The build phase was when our designers got to have fun! They brought the UX vision to life by utilizing on-trend color gradients in bold, vibrant shades. The use of large fonts contributed to a hip, modern look, and the inclusion (and fresh design) of the hamburger menu on desktop allowed us to use a modern navigation pattern we were sure the target audience would recognize. Our dev team did a great job coding the site to be responsive so that it would be just as fun and easy to use on a mobile phone as it was on a laptop. The site was built on the Magento platform, which enabled easy ecommerce management for the Splat team.





## Test & Launch

Once developed, the site underwent rigorous testing by our team. We tested everything in multiple browsers and across different devices to ensure usability across them all. We had to make sure everything worked like it had been built to, and that the ecommerce functionality worked flawlessly.

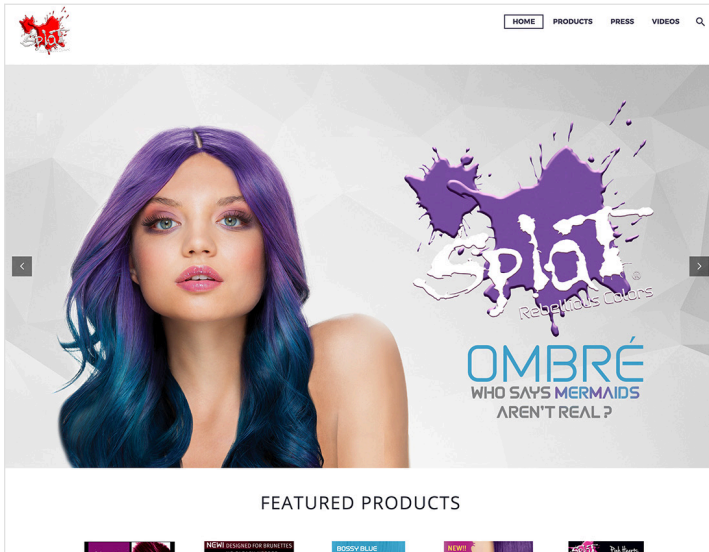
After loads of quality assurance, it was time to take the site live. Launch day is always an exciting day for us, and taking the new Splat site live was no exception. We were eager to unveil the new site to Splat's fantasy hair color tribe for them to use.



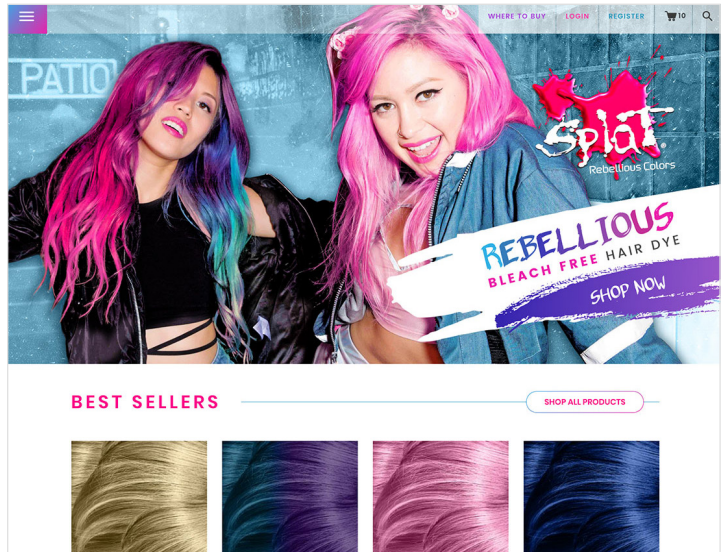
**Fresh, on-trend design techniques  
were needed to excite and connect  
with the young target audience.**

# The Results

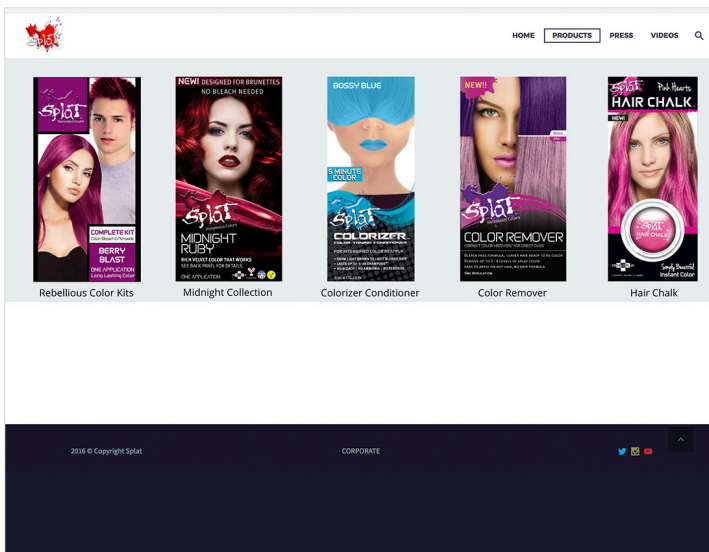
The updated site was a huge improvement to Splat's online presence. All of the goals we set for the redesign were accomplished with the fresh design reflecting positively on the brand. Best of all, visitors no longer had to contend with a site that was flat, boring, or cookie cutter - they could now buy their fantasy dyes on a site that was as vivid and impactful as the hair color Splat sold.



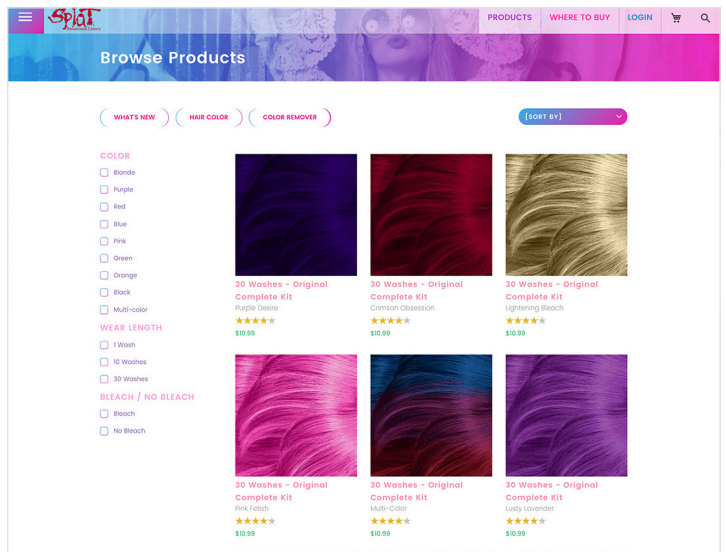
Before



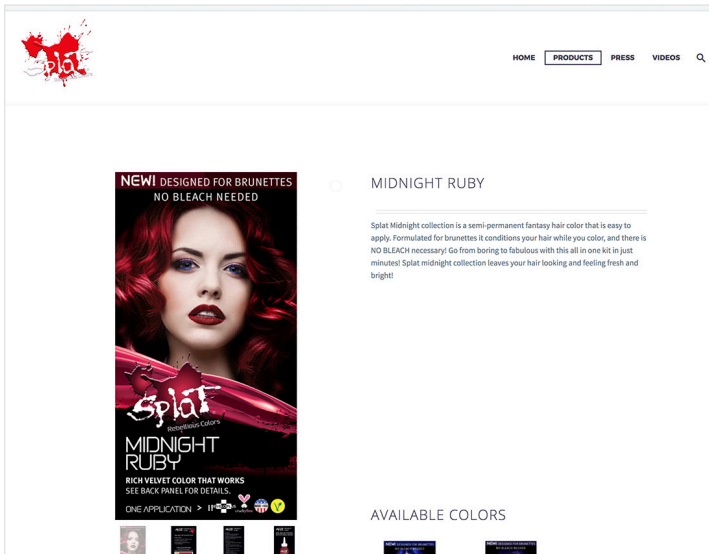
After



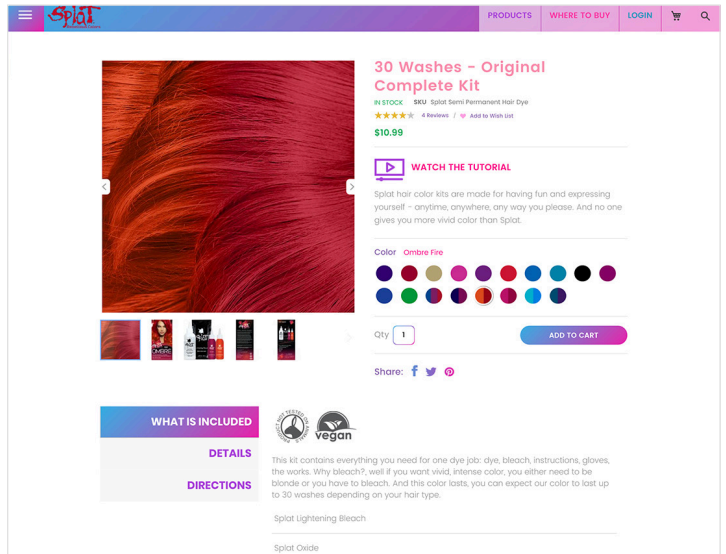
Before



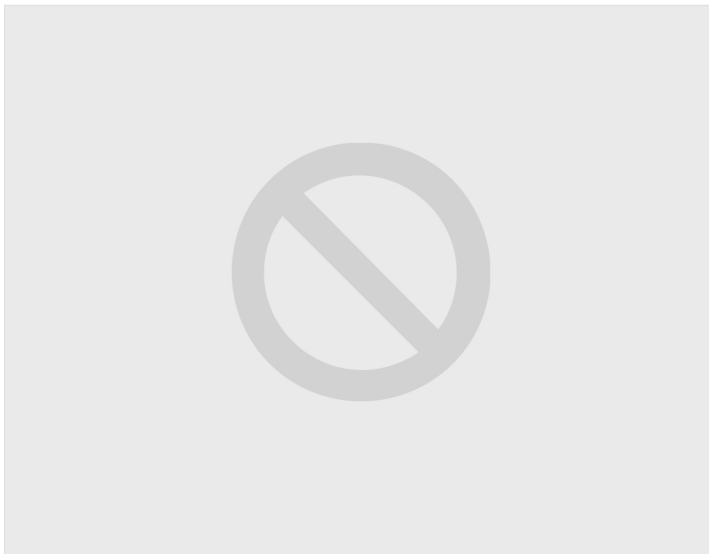
After



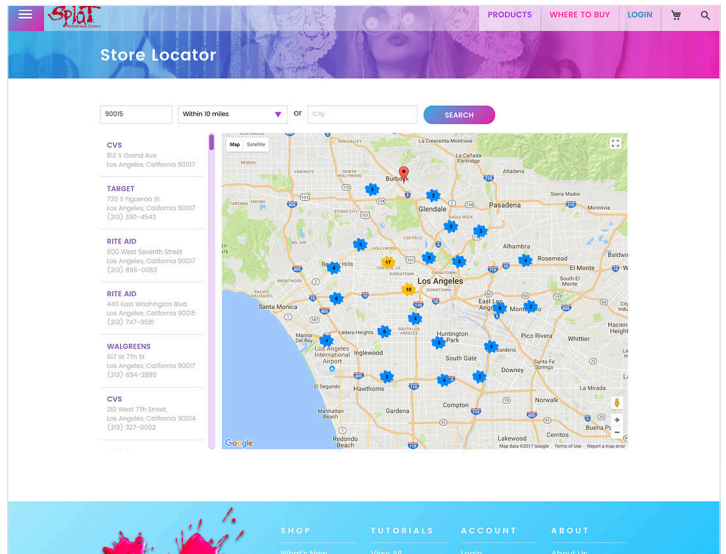
Before



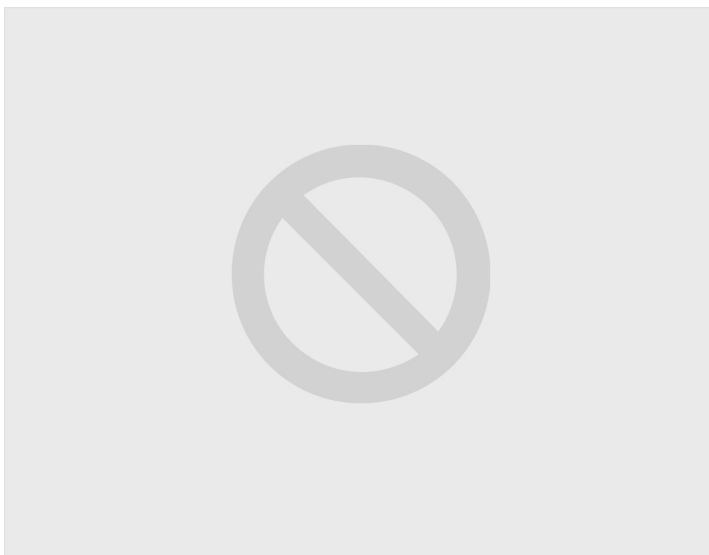
After



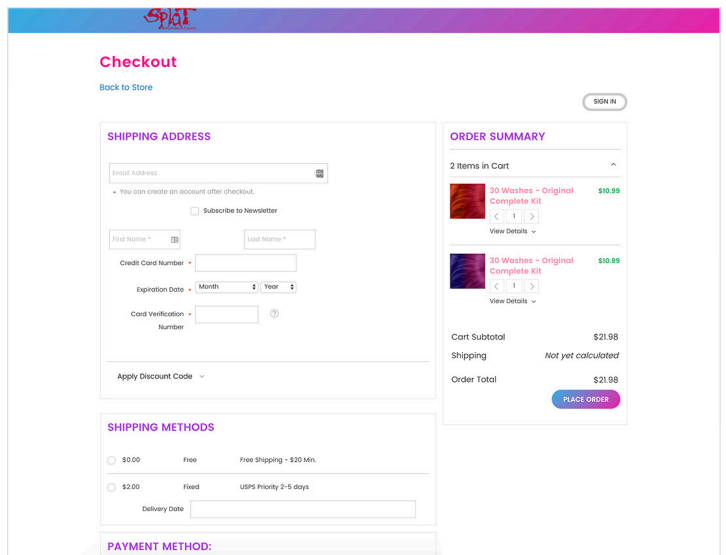
Before



After



Before

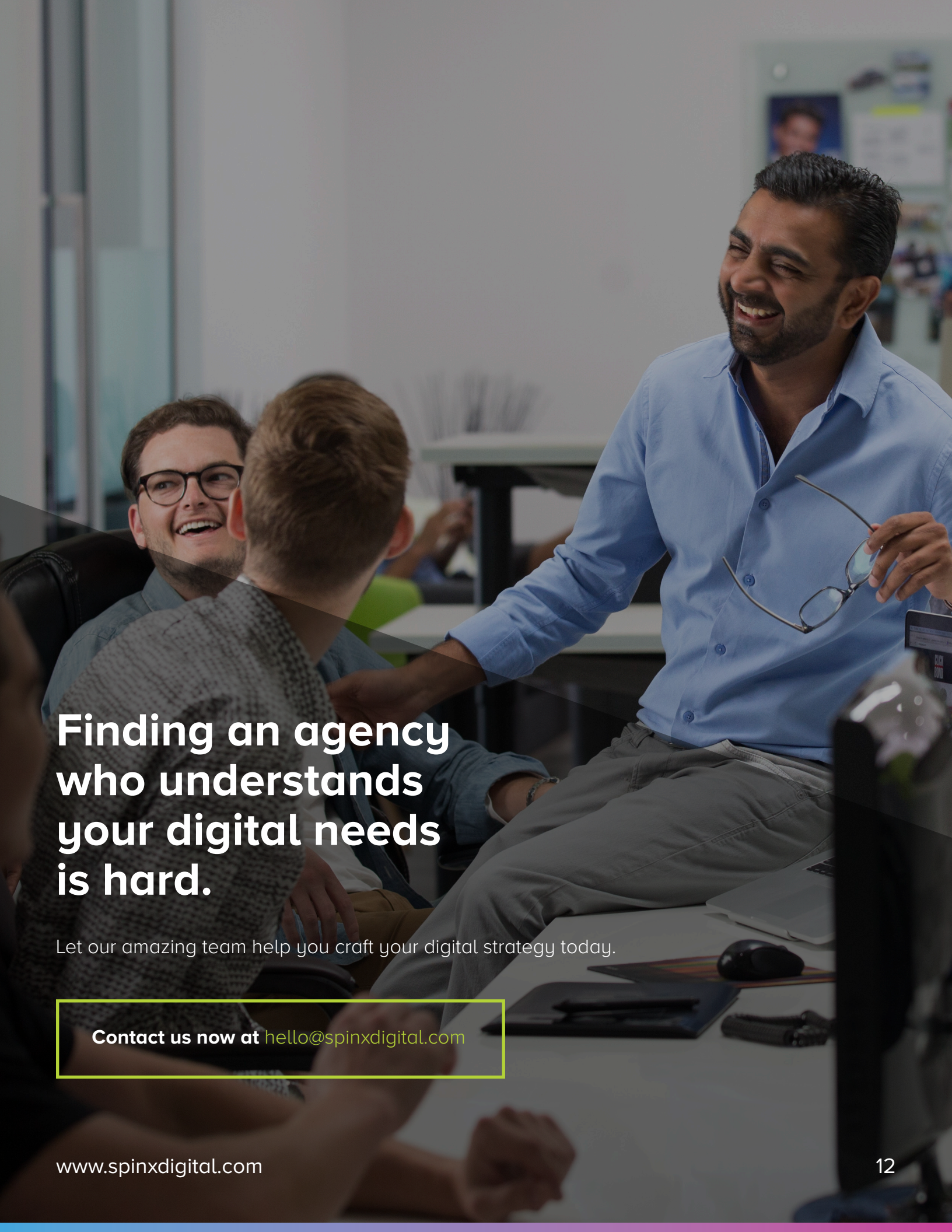


After



## Closing Thoughts

Using our adept UX strategy, design, and development skills, we were able to take an online presence that was bland and blah and change it into vibrant and vivacious. With an ecommerce site that embodies the boldness and energy of their audience, Splat can now own their position as the leading fantasy hair color online.



# Finding an agency who understands your digital needs is hard.

Let our amazing team help you craft your digital strategy today.

Contact us now at [hello@spinxdigital.com](mailto:hello@spinxdigital.com)