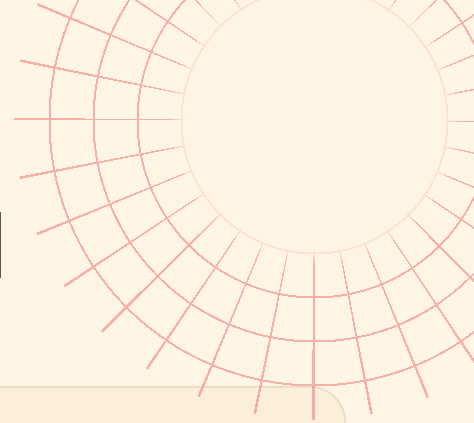


Wellness Hardware Brand

Benefit-Led Revamp



3 key takeaways · phased replatforming roadmap

CONTEXT

A premium wellness-hardware brand had a spec-heavy site that overwhelmed shoppers and buried the reasons to buy.

GOAL

Shift the experience from features and specifications toward benefit-led storytelling and a calmer path to purchase — and plan a replatform.

APPROACH

- UX review of the full purchase journey
- Analysis of customer language and where shoppers went looking for proof

WHAT WE FOUND

- The site led with technical specs rather than the benefit and experience
- Shoppers left the site to find reviews because product pages didn't give enough detail
- Little narrative connected the product to a healthier lifestyle; authority cues were weak

RECOMMENDATIONS

- Simplify content to focus on benefits
- Make information clear and scannable
- Project authority with testimonials and credentials; follow a phased replatforming roadmap