

## Website Design Request



### About Us

YAMMY CBD was born out of a drive for a better life. Created to enable the extraordinary in us all through the use of CBD. YAMMY stands for fun, excitement, joy, and happiness, all the qualities that promote the best feeling and overall wellbeing. YAMMY's purpose is to provide a more fulfilled life using CBD.

Providing high quality compliant CBD products that provide a lifestyle for people to get behind. Our product solves the issue out there that many companies do not focus on. Specific formulations for all the things you need for a healthy LIFESTYLE.

### About our Brand

YAMMY is not your everyday CBD, YAMMY is a lifestyle. YAMMY is about incorporating into your daily routine to be the best you. Focus on flavor, effects and only quality ingredients.

### Website Design Goal

- Build trust with website visitors with an engaging, informative content driven website, that leads to a conversion of product purchase and repeat business.
- The website will embody a lifestyle feel and make the visitor identify with the content or emphasize with the life they used to have or believe they can have by using our products
- The website will allow for super charged SEO and other digital marketing and advertising strategies and tactics used to increase discovery, awareness, and conversion.

[www.yammycbd.com](http://www.yammycbd.com)

Competitive websites for reference (we do not need to be them, just beat them)

<http://www.charlottesweb.com/>

<http://medterracbd.com/>

<http://www.thecbdistillery.com/>

<http://healistnaturals.com/>

<http://koicbd.com/>

Websites we like (think if these 2 had a website baby...WOW)

<https://www.vans.com/>

<https://www.whoop.com/>

**Simple Check List for page 1 and other pages:**

- Responsive (optimized for mobile)
- Site Map (ideal for crawling)
- Blogs and Offers (ideal for SEO/PPC)
- Design (credibility and repeat biz based on design and experience)
- Navigation (15 seconds to capture attention on page 1)
- Reviews (builds trust, google tracking)

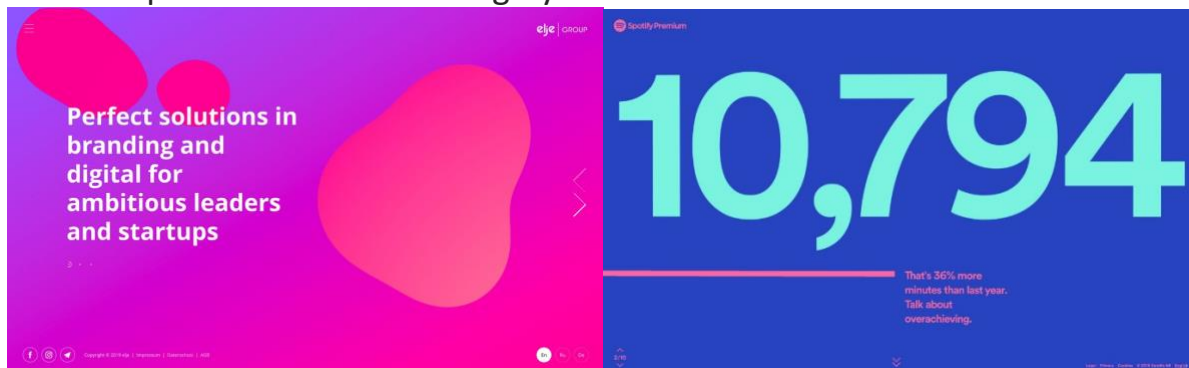
## Design Ideas

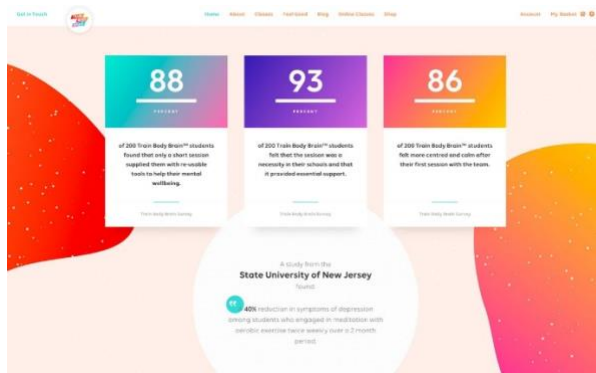
Add in vibrant color palettes where appropriate to accentuate fun, premium, luxury brand

- Example of our product packaging



- Example of some vibrant imagery and colors





## Emotional Design

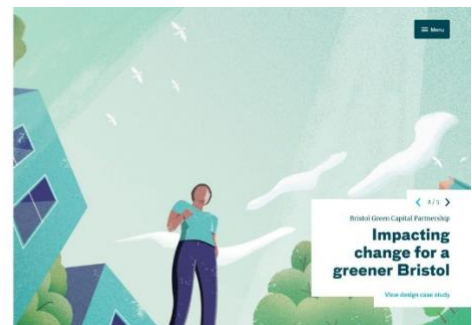
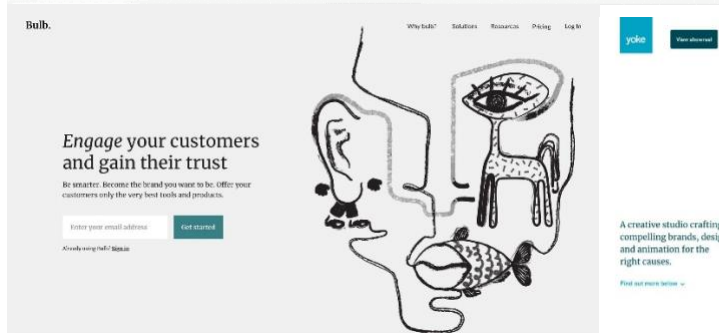
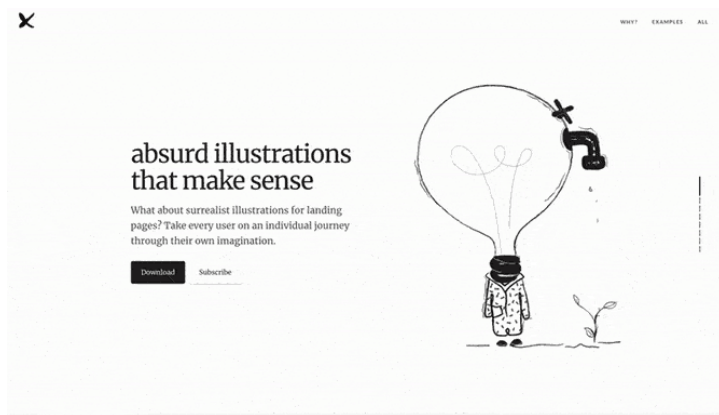
We would like the website to incorporate emotional connections via content and design with use of color, imagery, or interface (examples - joy and sadness, trust and disgust, fear and anger, and surprise and anticipation.) People find us because they need help with something – sleep, pain, inflammation, anxiety, depression etc., and we want them to feel they can trust us with their purchase and find a solution to their problems.



### The company we keep



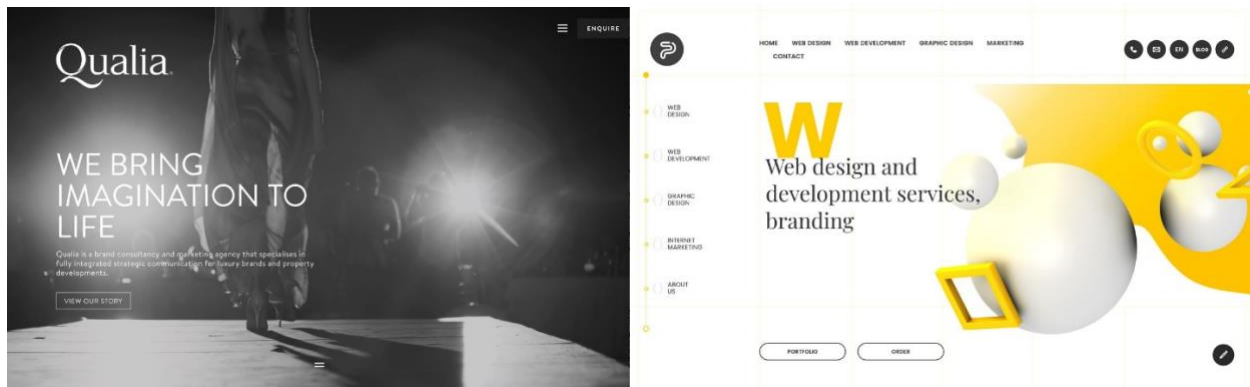
Websites seem to have better stickiness when content and imagery is broken up with abstract designs mixed in. Examples of abstract below:

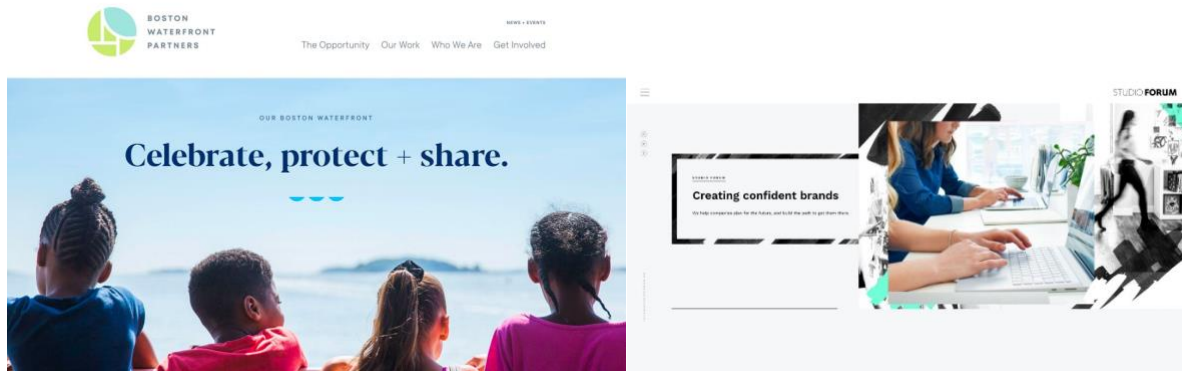


The goal here would be to maintain a fresh style that keeps users engaged and have the design tied back to the emotional connection as mentioned earlier.

## Single First Page Design?

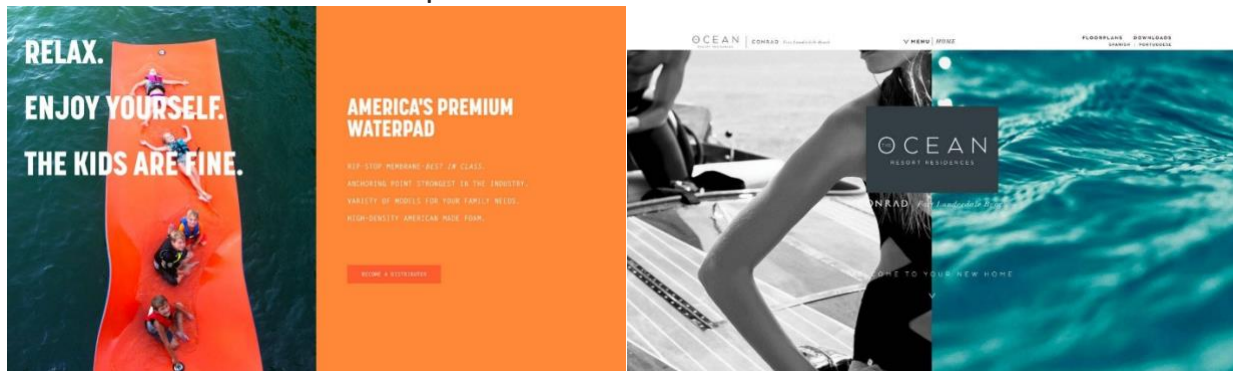
We are not against this idea if it can be done in a simplistic, engaging way. We just do not know if this will work for our ecommerce platform. But we would like something like this as the first level of engagement someone sees when they get to the website.





## Split Screen Design

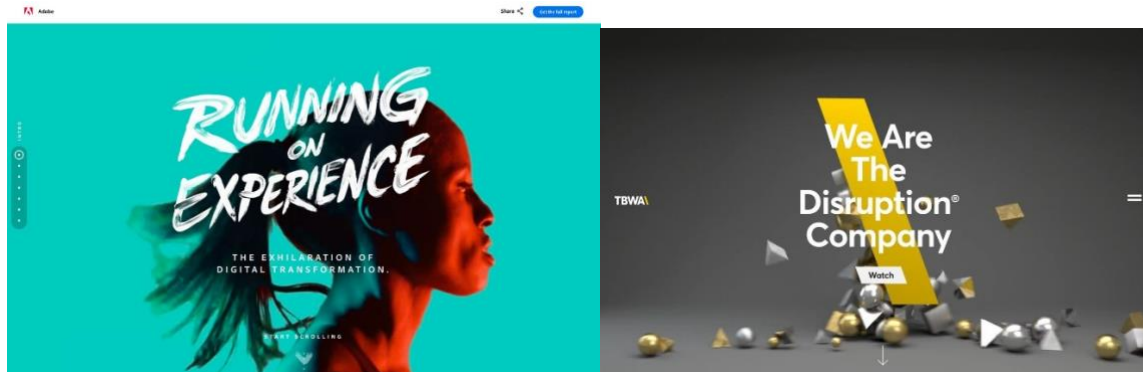
We like the idea of a split screen design or content included on the first page to enhance our engagement, and relationship between feeling and solution. This will allow the blocks to split on mobile devices.



## Mobile Animation

Mobile users account for over 75% of searches and website traffic. Having something like this would be cool. Even if it is an engaging mood board, with images and links to specific products that users can be engaged with. Or those images having some type of animation.





ARCHER STUDIO

STILL **A** VIDEO

FEATURED WORK ARCHIVE INFO

