

Website Design Request



About Us

N•V•US (adj) - an emotion which occurs when a person lacks another's superior quality, achievement, or possession and either desires it or wishes that the other lacked it. We are not NVUS of those around us, we are fortunate of others. Everyone teaches us something we never knew. NVUS is not about envy between us as individuals, but envy towards the products we create. We create and manufacture superior and high-quality THC extract products to provide the best possible experience.

About our Brand

Since its founding in 2016, NVUS's mission has always been simple: produce high quality, pure cannabis extracts while bringing transparency into the market across the nation. With the utmost attention to detail and exceptional dedication to their craft, NVUS consistently provides whole-plant cannabis products to provide the best experience possible with all of the benefits.

Website Design Goal

- Website will be designed and implemented for Wordpress with the ability to connect Weedmaps Exchange.
- Looking to build trust with website visitors with engaging, exciting & informative content that will drive business to local dispensaries within the state of Oklahoma.
- The website will embody excitement, fun, enthusiasm and make the visitor identify with the content and emphasize with a fun life they can have or believe they can have by using our products & will allow for super charged SEO and other digital marketing and advertising strategies and tactics used to increase discovery, awareness, and conversion.

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

<https://kurvana.com/>

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

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

<https://dosist.com/>

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

Simple Check List:

- 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

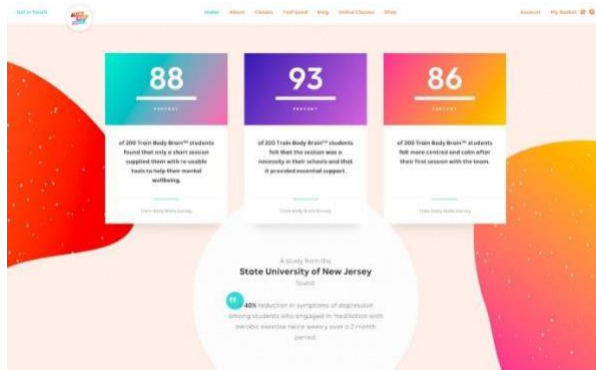
Add in vibrant color palettes where appropriate to accentuate fun, premium, luxury

- Example of our product packaging



- Example of some vibrant imagery and colors





Emotional Design

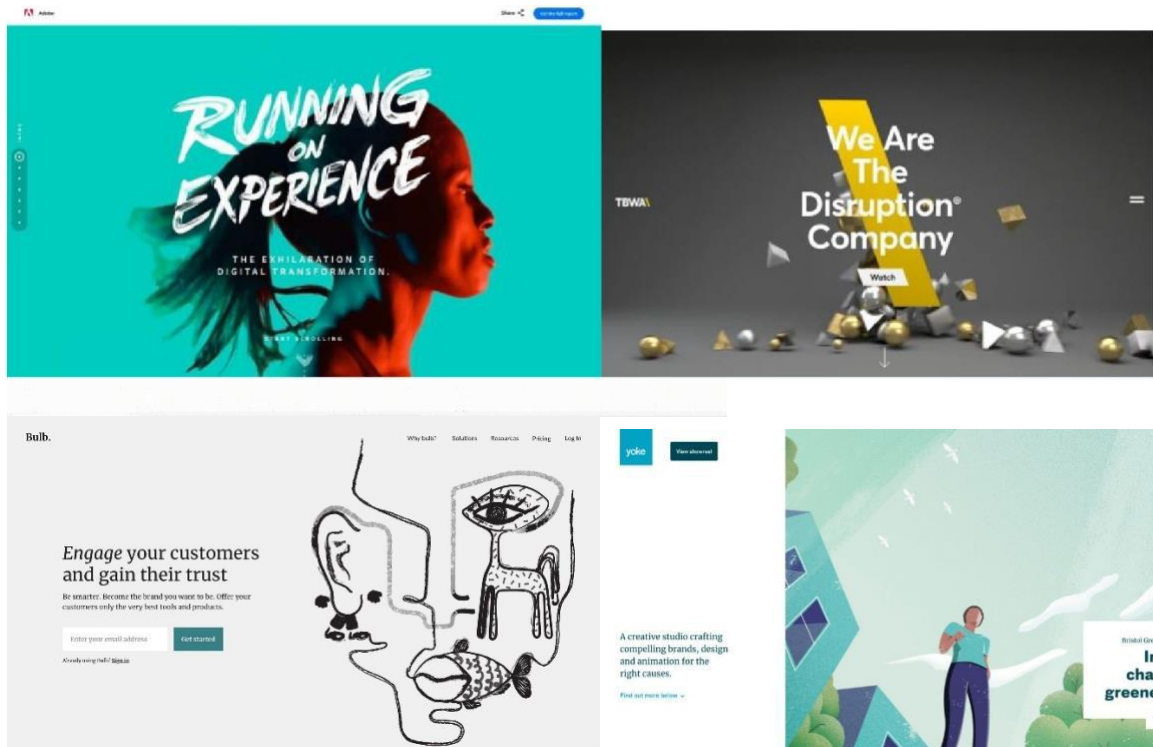
We would like the website to incorporate emotional connections via content and design with use of color, imagery, or interface (examples - joy and sadness, trust and disgust, fear and anger, and surprise and anticipation.) People find us because they need help with something – sleep, pain, inflammation, 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.

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.



