

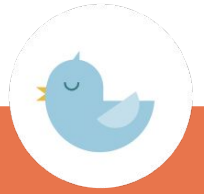
nest



Nest - A Project Overview



- 1) **User Services - What we do.**
- 2) **Brand Identity - Who we are.**
- 3) **User Journey - How we've done it.**



Market Research

Primary Research


- Focus Group and Surveys - this informed what services we decided on.

Secondary Research

- Task Rabbit, Timpi, Quintessentially = Genuine gap in the market for a mix and match, personable home and lifestyle management service aimed at a wide audience and accommodates a range of budgets.

The Timpi logo consists of the letters 'T', 'M', 'P', and 'I' in a white, sans-serif font, arranged horizontally on a dark grey rectangular background.

T M P I

The Quintessentially logo features the word 'QUINTESSENTIALLY' in a white, all-caps, sans-serif font, centered on a light blue rectangular background with a subtle pattern of small white dots.

QUINTESSENTIALLY



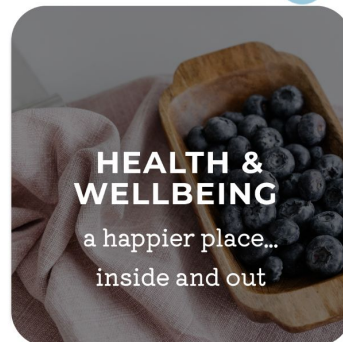
What do we offer?

- Home Management
- Lifestyle Management
- Health and Wellbeing

Mix and match style of services.

We are not a concierge high end, and not having customers pay for things they don't use - eg quintessentially is almost granting access to exclusive club.

We aim to be a guilt-free and affordable service for quite literally **BUSY** people.



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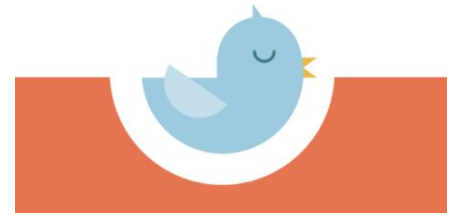


2) Brand Identity - Who We Are.

Influenced by our primary market research we decided on rebranding the organisation to Nest.

- Colour scheme (a palette of bright, clean, gender neutral colours)
- Logo - bird in nest - facilitates movement of bird (flying and nesting) throughout the website - nesting within images etc.
- Bird acts as a mascot - consistently placed.
- Concept of “Nest” implies home - and also the care involved in “making” a home a home.

nest



What Values and Messages are conveyed by our branding?



Inclusivity: Visual Language: Inclusive. Imagery etc. - consistent tones and hues create sense of reassurance.

Icons and text - accessible and easy to navigate and read.

- This leads on to how our brand identity conveys sense of ease, calmness, and organisation.
- What we CANNOT convey is : clutter, unorganised, hectic etc.



Brand Values: Inclusive, Trustworthy, Accessible, Personable - all ring out throughout our design and aesthetic.





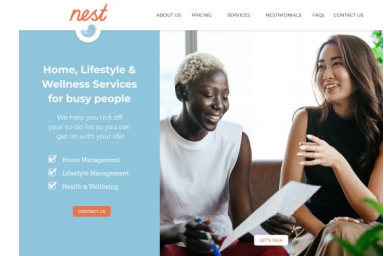
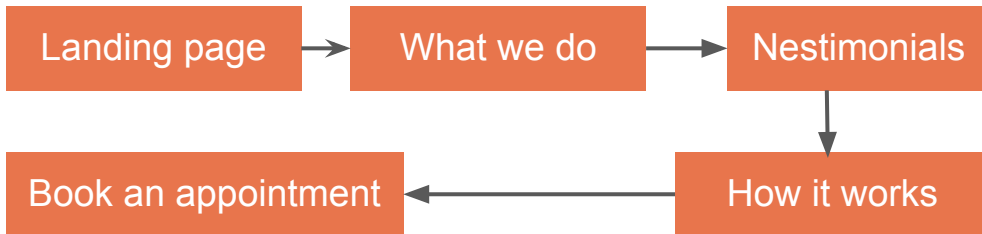
3) User Journey - How we've done it

As a company that offers a stress free, trustworthy, and well organised service, we needed to make sure that our brand ethos was consistent with the way the website is navigated and interacted with.

Our homepage acts as a talk-through of our company, its purpose, and how we can help.

Structured into obviously divided segments which are repeated throughout the website. Customers recognise the sections through their consistency, creating a sense of reassurance and trust.

Structure as follows:



What We Do

Hello, we're nest
 We offer a mix-and-match range of services to lighten the load of everyday life... from DIY fixes to diet tips, gardening to getting in shape, electricals to outdoor eating... we've got you covered!
 So, whether it's daily tasks like cleaning, laundry and shopping or perhaps just rethinking your home and outdoor space or simply getting to a healthier, happier place... we're here to help!





Three important themes emerge:

- 1) **Easy to use**
 - 2) **Personable & welcoming**
 - 3) **Informative & Unambiguous**
- Motives/Ambitions driving our user journey

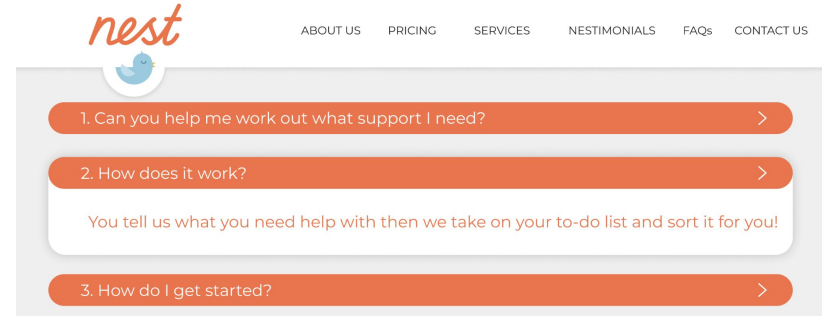
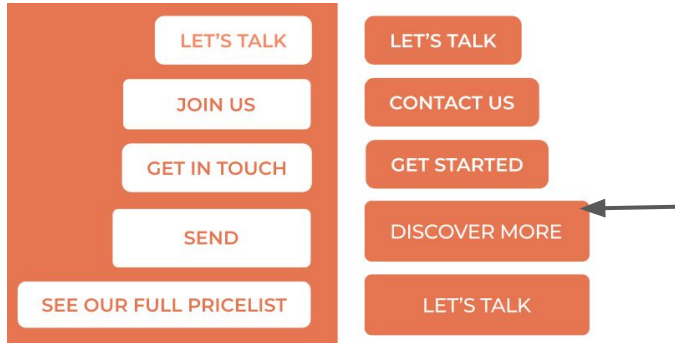
- 1) Prioritising an easy to navigate website was crucial for us. It stayed true to our brand values; invoking a sense of calm, simplicity, and effortlessness, whilst also adhering to our marketing ambitions by being accessible to a wide target audience.
- 2) Secondly, creating a welcoming and personable environment was important to convey from the get go. Especially given the intimate nature of our business model. Essentially through a “let us talk you through it” style of navigation.
- 3) Creating a trustworthy and unambiguous atmosphere was also high on our list of priorities. Being instantly informative and transparent about pricing and the process intends to build trust with the user.



User Journey and Our Target Audience:

Interactivity:

Finding the right balance between playfulness and professionalism was an important detail for us. We wanted to make the website feel alive, be accessible and appealing to a wide audience, whilst also not feeling over encumbered by animations and effects.



We made the interactivity of our site apparent by using a range of hover effects, and found it useful to implement drop down effects such as on the FAQ page so as to not clutter the page.



Conclusion - Key Takeaways

- 1) **Inclusivity** - In language, branding, and our user journey - This theme we kept consistent throughout - staying open to our wide audience and also retaining attention and interaction.
- 2) **Mix & Match style** - This notion was prevalent in our business model, how services are used by customers. And also remained consistent in how our site was presented and navigated by users. That being, open to and second guessing the range of different potential users.
- 3) **Emotional Outcome** - we get it! We've been there and we'll do it with you and for you. Our ethos and how it has been presented is intended to make customers feel better about handing over their to-do list and in turn feeling better by freeing up their time. Thus feeling better inside and out!