



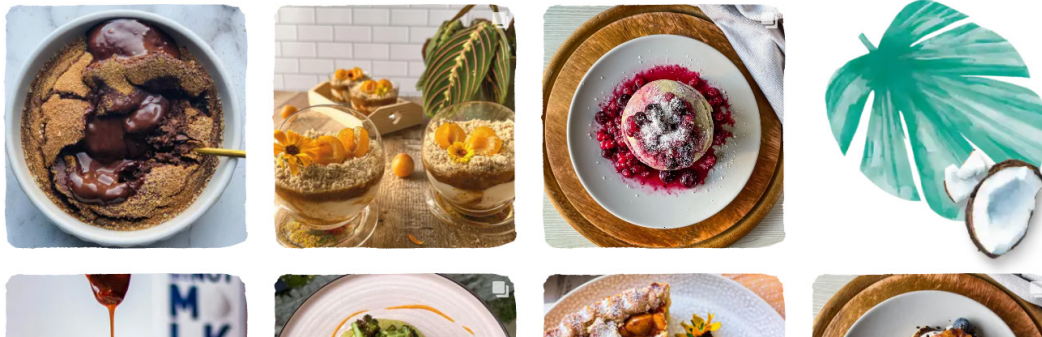
## Challenge: Make the plant-positive choice, the simple choice.

For 40+ years, Alpro has been leading the food revolution, making plant-based a positive choice for the planet and its people. But, with many years of experience, came an outdated design, a clunky content management system and lacking conversion capabilities. Alpro also needed a platform that was easy to use internally, as current users had difficulty updating the website.

Like your morning coffee with some tasty oat milk, Alpro.com needed a refreshing approach to enhance their site with a new design and better UX to accommodate the audience's changing needs, with a more user-centric discoverability experience for users to explore and easily find what they are looking for.



# SHHH... THIS IS NOT M\*LK!



# Strategy

We worked with Alpro to define the areas of focus starting with the Discovery and Understanding phases and ultimately tested how users behaved on the site. What do they like? What do they feel is missing? What can be improved?

Four key themes emerged through heuristic evaluation, user testing, user research, and motion study: Discoverability, Recipes, Brand Enhancements and Motion.



Oatmeal with apple

⌚ 10 mins

Breakfast Lactose free Oat



Berry Blast Smoothie

⌚ 10 mins

Smoothies Almond Gluten free

# Solution

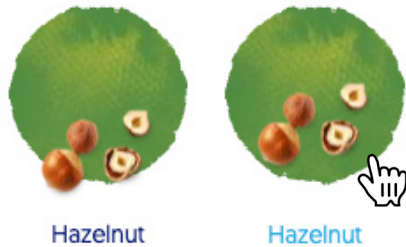
We created an experience that didn't just bring the brand to life, but showed the life in the brand.



# Motion

To enhance the user experience, we wanted to upgrade the motion design features of the site to create a connection between elements, add expression to the brand and provide timely feedback and indications to the user, enhancing the overall experience.

Motion enhances the user experience, bringing together purpose and branded interactions and moments that stimulate users' appetite, as they 'taste' their way through the site.



DID YOU KNOW  
ALL OUR PACKS WILL BE  
100% RECYCLABLE BY 2025.  
PROMISE!



Click to watch case study video.



## Organic

Floaty rollover interactions were designed to compliment the brand's organic look and feel, leaning into the natural and never forced authenticity of the natural world and its imperfections.

## Reassuring

Motion helps ease the user through the digital experience. It aids the flow of discovery, giving clear guidance and reassurance and support where needed.

## Purposeful

Products that sway as the user drags a carousel is cohesive to their interaction. Playful animations emphasize the Alpro brand expression and enhance the brand narrative.