

GROWTH MARKETING AGENCY



With Pedigree

The Concept of Creativity Upgraded to A Whole New Dimension

JEDEM DOMA - case study

ISO 9001
ISO 27001

BUREAU VERITAS
Certification



JEDEM DOMA

ABOUT / CHALLENGE

Jedem Doma is a web portal which offers its users a different, yet simple way of experiencing cooking and food preparation. They have offered their customers a wide range of high quality ready-made and semi-prepared meals made from top quality meat, fish, vegetables, that are also gluten-free and don't contain white sugar.

They turned to our agency in search of a partner that will help give their brand a fresh new look and develop a webshop, so they could start selling their products online.

GOALS

- Rebranding and redesign of the company's visual identity in relation to their new direction
- To design and develop a modern, functional and highly optimized webshop on the WordPress platform

RESULTS

21%

increase in overall sessions

8%

increase in average session length

Project Activity

REBRANDING AND REDESIGN OF THE VISUAL IDENTITY

The very first step was to standardize visual identity and build a new website from scratch. Our goal was to make the brand Jedem Doma unique, just like their service is in the domestic market. We designed their recognizable visual identity which customers immediately recognize and trust.

We started with new logo creation, followed by creating a brand book - which served as a basis for future promotional and public relations activities.

WEBSHOP DESIGN, BUILD AND OPTIMIZATION

We paid special attention to perfecting the user experience, through standardization and simplification of services landing pages and other relevant resources. Our goal was to make access to their most popular products as easy as possible. Lead by good UX practices, we organised webshop in five main categories. Additionally, to make navigation as smooth as possible, we added filter option that filtrates products based on four main components, as well as the price . All the products were visually represented with original photographs.

Immediately after the launch of the new website, there was a jump in the overall loading speed rating. Additionally, the website had a 21% jump in overall sessions, with an average 8% longer session length, and the number of visitors is growing steadily.

We are regularly updating the website with new and exciting dishes, and publishing new blog posts that client had written after consulting with us. The built-in CMS system allows easier management of the content on the website and tracking of business information, which saves precious time.

Visit JEDEM DOMA on the link below:

www.jedemdoma.hr

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