

NATUROCARE

Nature at your doorstep

Client

Naturocare- Nature at your doorstep

Feature

UX/UI Design, Web Design & Development, Digital & Social Media solution

Industry

Health and Wellness, Health food & drinks

About Naturocare

Naturocare was started in 2014 with a mission to make health and well-being more Convenient, Consistent & Cost Effective. Naturocare is one of the first companies in India to deliver hygienically packed fresh and natural health juices every morning at your doorstep.



CHALLENGES

The earlier website had an old-school design that was seen since ages, no latest updates were done, and the website was not showcasing the product advantages clearly. It lacked the aspiring and creative factor while was exhibiting a dull design.

OUR APPROACH

As Naturocare offers hygienically packed juices to promote healthcare, we wanted the design to be mouthwatering and lively.

The best way to exhibit nature's offering is in its purity, thus we wanted to play with the design with Natural colors, fruits and vegetables.



The Solution

Our powerpack team conceptualized the entire website design from scratch. The team created the whole design from photographs to showcasing the power of flavorsome with a splash of Freshness and purity in color. We revamped the idea of savory design and color palette by using Parallax Scrolling with Animation and brought the whole aspirational experience in-house.

The Results

The client was thrilled about his brand and healthy juice packs the moment he saw the design of his website. He was relieved and is glad to have a unique website that offers a healthy living as well as creativity.

