



## CASE STUDY

# A Refreshing Online Experience for Kingsdown Water

Kingsdown Water Company

thefamiliar 

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Human-centred **Design & Technology**

SIXTY SECOND SUMMARY

The new site went live under budget, five days before the deadline. Compared with their original site our work delivered.

- A 66% increase in visitor numbers
- A 90% increase in visitors to the online sales area
- A 50% increase in online sales
- Helped Kingsdown win a contract to supply a national restaurant chain with bottled water

We continue to work with Kingsdown Water, making incremental improvements to their site and introducing new ecommerce features to support the continuing growth of their business.

## Vital Statistics

<b>Client:</b>	Kingsdown Water Company
<b>Size:</b>	10-49 employees
<b>Sector:</b>	Natural Spring Water and Drinks
<b>Website:</b>	<a href="http://kingsdownwater.co.uk">kingsdownwater.co.uk</a>
<b>Team:</b>	3 people
<b>Length</b>	11 weeks for initial build
<b>Roles:</b>	Business Analysis Technical & Design Strategy Content Strategy & Information Architecture Creative Design & Art Direction User Experience Design User Interface Design Front-End Development Back-End Development Testing Ongoing Technical Administration Ongoing Design Consultancy

## Need help with your design problems?

The Familiar are experts in strategic and practical design, helping you and your business create solutions to your design problems. For more information on how we can help you, get in touch.

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## Defining the Challenge Together

In their own words, Kingsdown Water had an old, tired website. One that reflected poorly on their brand. They wanted a full redesign and development to manage website content in-house. Our experience inheriting management of the site aligned with their own - the site was out of date with technical, user experience and accessibility requirements to meet.



*Kingsdown Water needed a web experience as smooth and refreshing as their sparking pressés.*

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This project started with a tight deadline imposed, for the launch of their sparkling pressé soft drink range. The design had to match the elegance and sophistication of Kingsdown Water's drinks and their packaging.

## Our Solution

Our technical choice was straight forward. One of our go-to content management systems, Perch, is perfect for a site of Kingsdown's size and has solutions to rebuild their online sales facility. Because we can tailor the admin interface to the project, non-technical users find the system simple to use,

making content updates quick and easy especially when compared to other tools such as WordPress.

KINGSDOWN
Style Tile V1

## OUR WATER

The Kingsdown source is situated in the heart of the North Downs, just outside the village of Kingsdown, some fifteen miles from the cathedral city of Canterbury.

## SECTION HEADING

It is the chalk of the North Downs which provides the key to Kingsdown's purity and quality.

### HEADING 3

Natural spring water.

- Text Link Normal
- Text Link Hover

Main Button

BUTTON

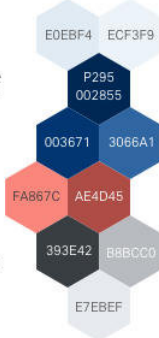
BUTTON

Secondary Button


BUTTON

BUTTON

### COLOUR PALETTE



### HERO IMAGE WITH TEXT PANEL



### SPARKLING PRESSÉS

Made from meticulously sourced natural juices and Sparkling Kingsdown Spring Water - hand picked Sicilian lemons, Spanish oranges, British rhubarb, apples and elderflowers - blended to produce drinks of outstanding quality.

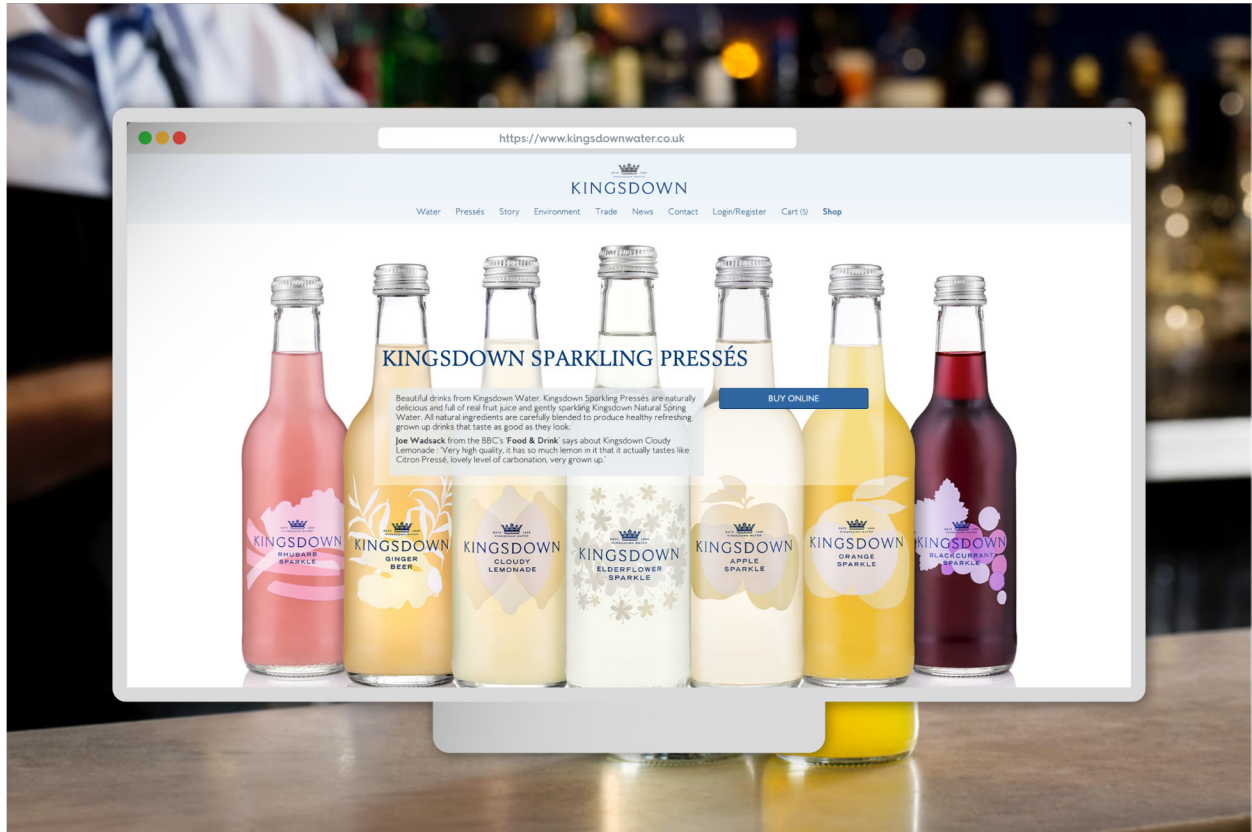
*Style Tiles and Design Systems help keep the design of Kingsdown Water's website and other marketing materials in line.*

The design challenged us more. We have a long-term relationship with Kingsdown so we had to break out of mental ruts and see the brand afresh. The product photography that Kingsdown commissioned was the key to reimagining their online brand. From there we explored typefaces, colour palettes, and layout options until we found a style that worked.

Style Tiles and Design Systems help keep the design of Kingsdown Water's website and other marketing materials in line.

## The Results

After launch, Kingsdown Water and their customers were delighted with the site. But there was a sticking point for us. We felt on reflection that the mobile user experience wasn't as good as it should be. An extra round of user testing highlighted a couple of areas for improvement, so we revisited these areas for smartphone users. Testing of the second iteration showed a marked improvement and the smartphone version of the site went on to contribute to the increased visitors and online sales.



*The website has won awards and customers for Kingsdown Water and introduced their drinks to new visitors.*

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To recap, the new site went live under budget, five days before an already tight deadline. Compared with the site we inherited, our work delivered:

- A 66% increase in visitor numbers
- A 90% increase in visitors to the online sales area
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ABOUT US

## The Familiar helps teams and leaders make products, services and decisions of lasting impact.

**We are a human-centred design and technology consultancy.**

Since 2004, we have helped some exceptional UK and international clients; often edtech, education, training or professional service organisations. But we work with anyone who values collaboration and is open to a fresh approach.

We help leaders with strategy, innovation and direction.

We help teams with human-centred product and service design, innovation and prototypes.

We help organisations with website, product and service design, build, and continuous improvement.

Talk to us if you need a partner who cares about your outcomes as much as you do.

GET IN TOUCH

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