

# care/of



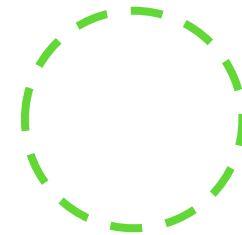
Par: Daphnée Alarie, Nathalie Barboza et Claudia Sharon

# care/of

- Care/of : compagnie américaine de supplément à base naturel.
- vitamines, probiotiques , poudres protéinés...
- Quiz disponible
- Livre les vitamines à chaque mois
- Sachet contient tout ce qu'une personne a besoin!
- emballage compostable



# Structure du site et éléments



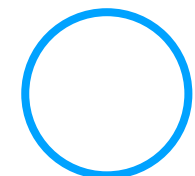
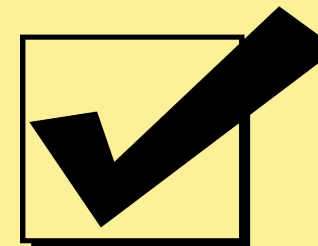
site web organisé



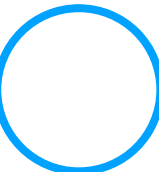
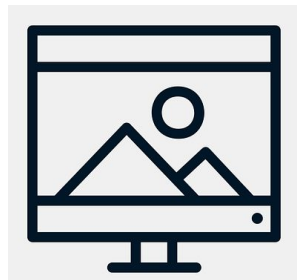
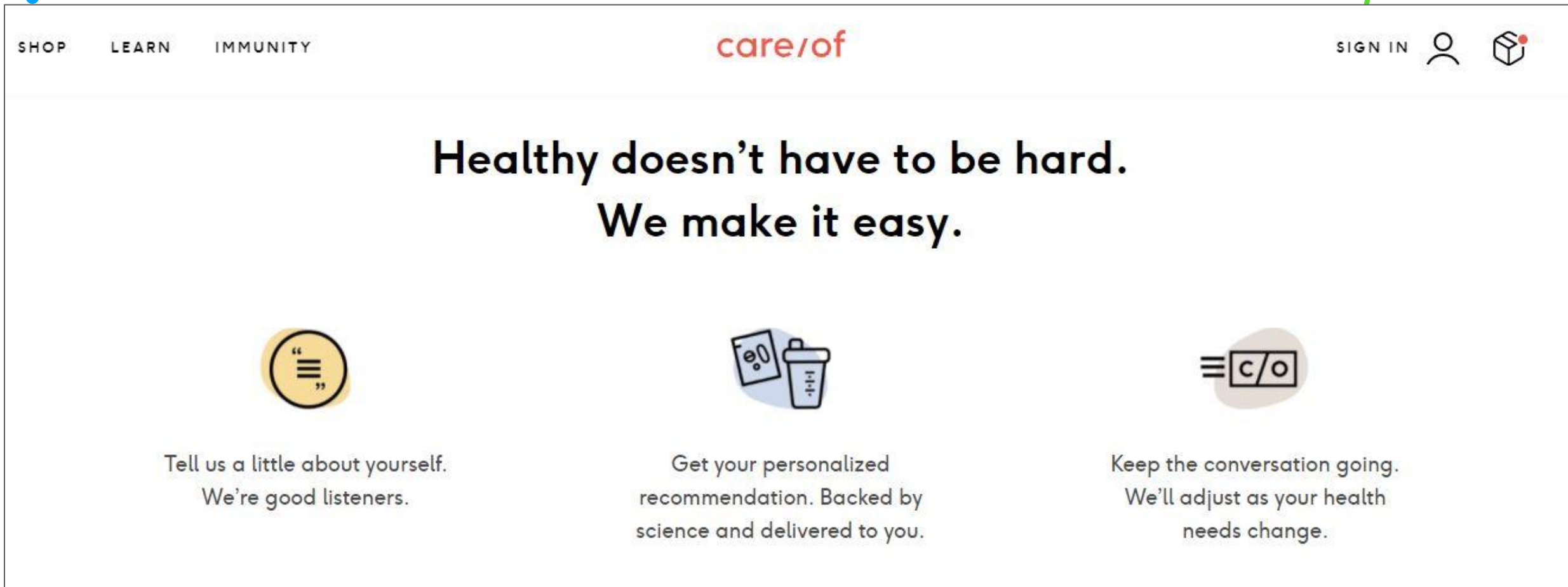
Facile à chercher  
produit



site web efficace



# Structure du site et éléments



# Fiche produits, catégorisations ventes croisées

The screenshot displays a product catalog interface. On the left is a sidebar with navigation options: **Shop All**, **Recently Added**, **VITAMINS**, **Letter Vitamins**, **Minerals**, **Herbs**, **Probiotics**, **Specialty**, **POWDERS**, and **Collagen**. The main content area features three product cards:

- Vitamin C** (The Citrus Savior): Features a blue background with a brown pill. Includes a shield icon and a list of benefits: "Easy to digest on empty stomach", "Fermented for absorption", "Scurvy is for pirates", and "Helps maintain a healthy immune system\*".
- Vitamin D** (The Sunny D3): Features an orange background with a pink pill. Includes a bone icon and a list of benefits: "Easy to digest", "Fermented for absorption with organic yeast and foods", and "Essential for calcium absorption and bone health\*".
- Vegan D** (The Vegan Sunny D3): Features a purple background with a white pill. Includes a bone icon and a list of benefits: "A vegan source of vitamin D3", "Essential for calcium absorption and bone health\*", and "Sustainably sourced from algae".

- structurée

- coloré

- complet

- infos pertinentes

- lecture agréable

# Fiche produits, catégorisations ventes croisées

## VITAMINS

Letter Vitamins

Minerals

Herbs

Probiotics

Specialty

## POWDERS

Collagen

Protein



### Plant Protein, Unflavored

Plant Power

- Organic pea, pumpkin seed protein, and hemp proteins
- 18g of protein per serving
- 15-serving tub
- Seamlessly blends with your smoothie and no added sugars



### Whey Protein, Vanilla

All the Whey

- Grass-fed whey protein isolate
- 18g of protein per serving
- 15-serving tub
- Creamy and just sweet enough



### Whey Protein, Chocolate

All the Whey

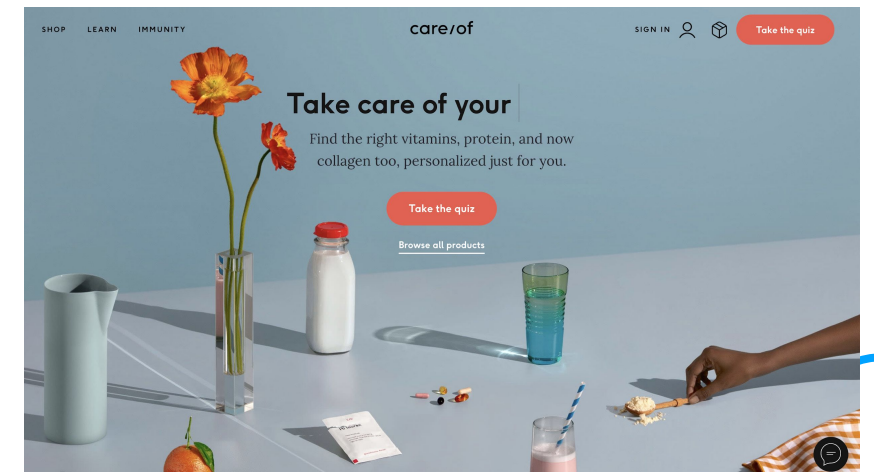
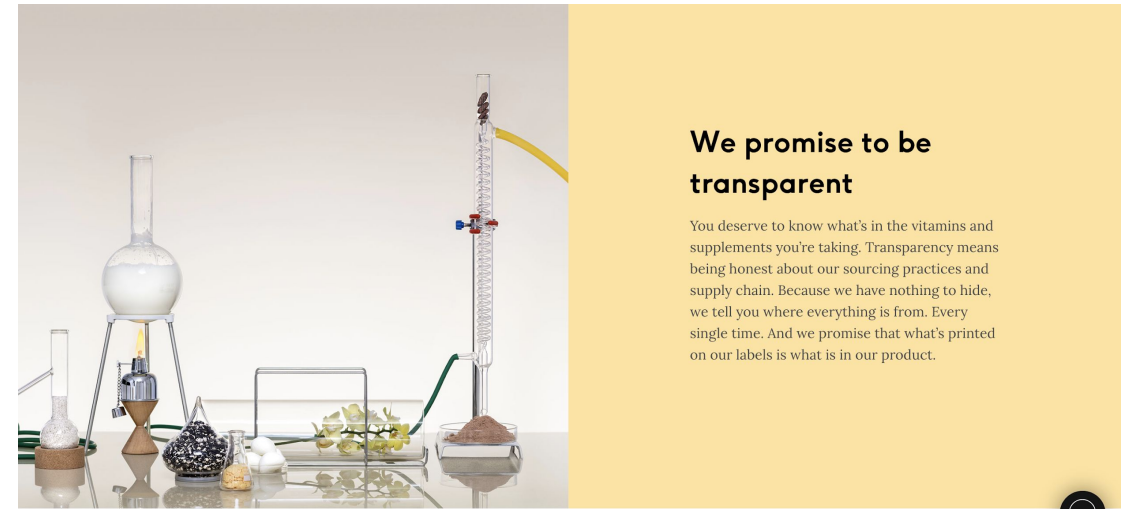
- Grass-fed whey protein isolate
- 18g of protein per serving
- 15-serving tub
- Made with decadent cocoa powder

• pas de ventes croisées!

• pas de suggestions

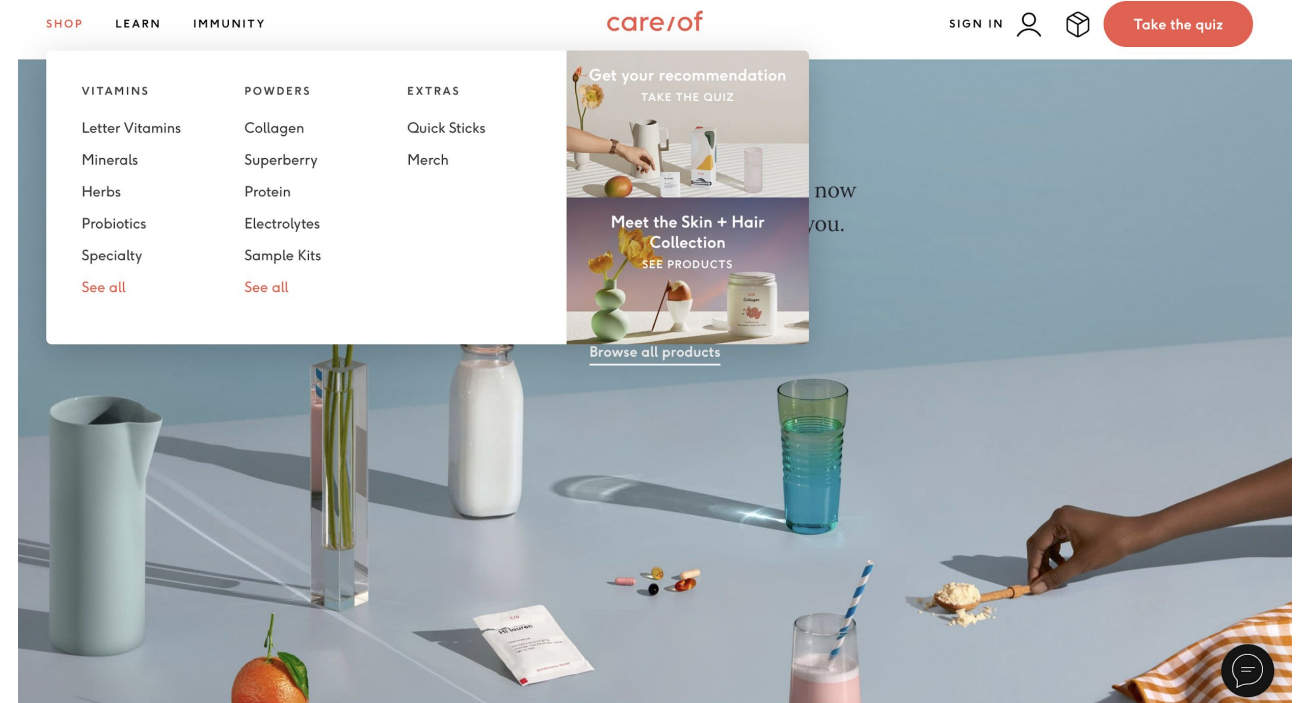
# Facteurs utilitaires, hédoniques et sociaux

- Animation, couleur et image = confiance
- Quiz et le chat
- Image réaliste
- Application
- Retour et l'aide



# Temps nécessaire au processus et accès à l'offre

- 4/12 bien respecté
- Simple d'utilisation
- Création d'un compte
- Quiz offert
- Page référencée
- Les catégories aide beaucoup

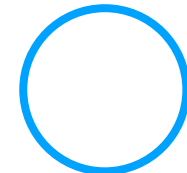






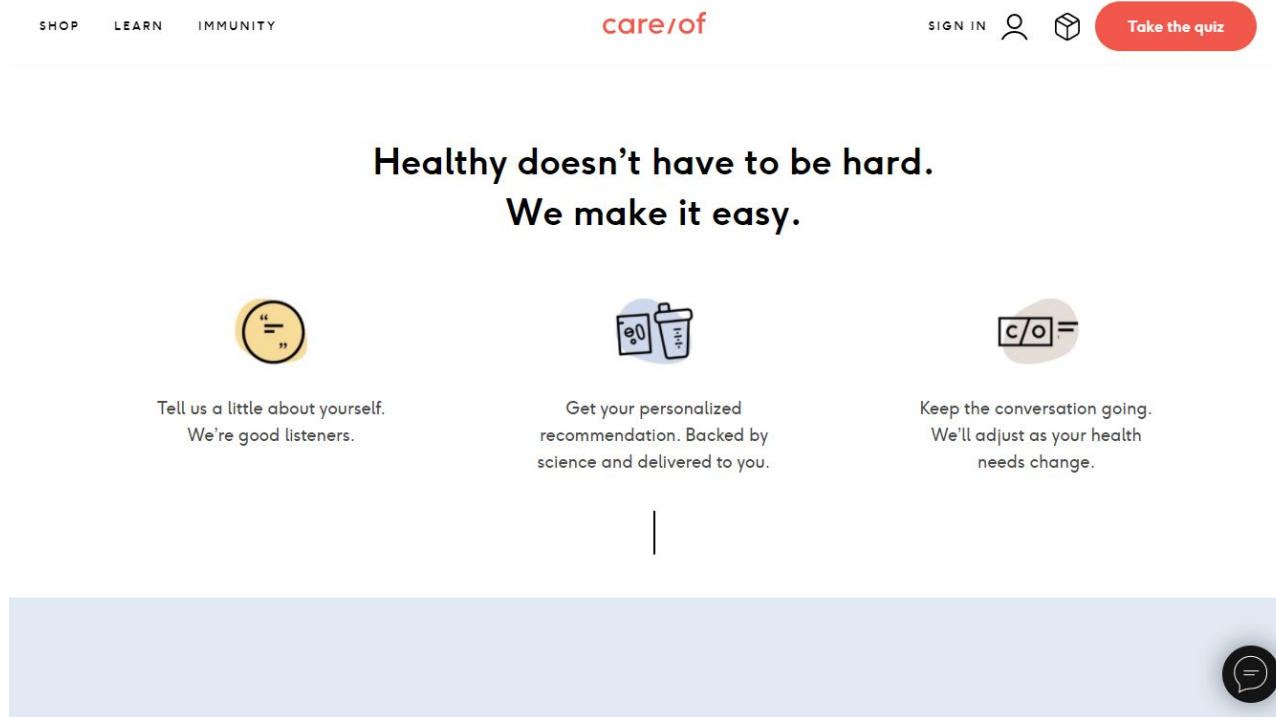
# Expérience enrichie

- Contenu généré par les utilisateurs sur les réseaux sociaux
- Aucunement sur leur site web



# Objectifs sous-jacents

Chercher une clientèle qui n'était pas très ciblée qui aime et cherche le bien-être les vitamines, diminuer le stress, la santé la technologie, du yoga, du bowling et autres activités.



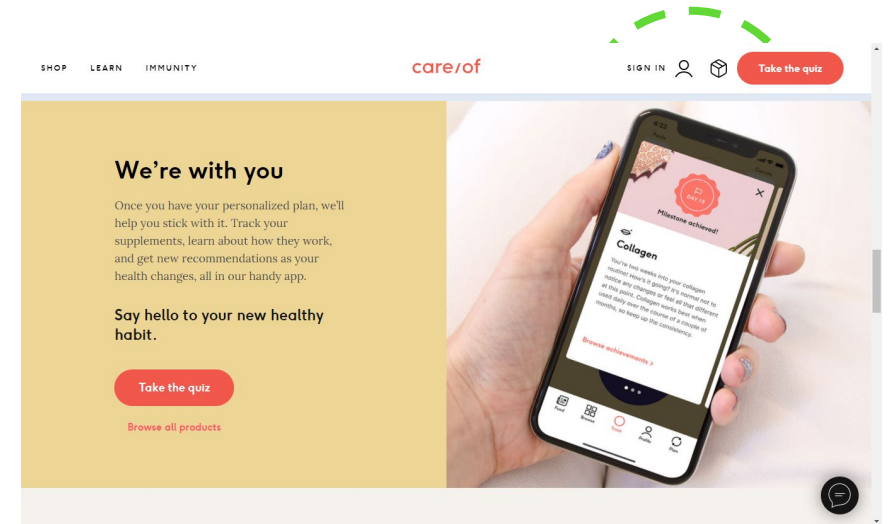
The screenshot shows the care/of website homepage. At the top, there is a navigation bar with links for SHOP, LEARN, and IMMUNITY. The care/of logo is centered, and on the right, there are links for SIGN IN and a profile icon, followed by a red button labeled "Take the quiz". The main content area features a headline: "Healthy doesn't have to be hard. We make it easy." Below this, there are three columns, each with an icon and a short paragraph:

- Column 1:** Icon of a speech bubble with an equals sign. Text: "Tell us a little about yourself. We're good listeners."
- Column 2:** Icon of a pill bottle and a glass. Text: "Get your personalized recommendation. Backed by science and delivered to you."
- Column 3:** Icon of a pill bottle with a plus sign. Text: "Keep the conversation going. We'll adjust as your health needs change."

At the bottom right, there is a dark circular chat icon and a large blue circle.

# Intégration et articulation

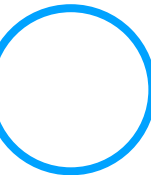
- Monocanal: Entreprise - Cliente
- Le site web est très attrayante, minimaliste avec beaucoup d'information à propos de les produits.
- Sur le site web on peut trouver l'option take a quiz (moins de 5 minutes)
- Il y a pas de lien entre leur site et leur site Instagram.



# Ciblage



1. Notification quand on commence une achat mais on le finit pas.
2. Collaboration avec le site Bar Bend sur YouTube.
3. Collaboration avec Christopher Allen.
4. Influenceurs Cassidy Wendell, Darola, Emily Rae sur Instagram.



# merci





# Liens

<https://takecareof.com/>

