

Bungee Brand – Direct to Consumer Site Redesign

The Request: Bungee Brand is an up-and-coming, Philadelphia based, street-wear & sneaker brand created by Darrel Alston. Bungee had an 'off-the-shelf' website that did not convert well. Darrel approached DMi Partners with a desire to redesign his site, focusing on two goals – optimize the site for conversion, cutting down specifically on abandon cart, and to elevate the site's design to reflect the high-end, street-wear brand that is Bungee Brand.

The Delivery: DMi reviewed the site analytics and current user experience, and made a plan to reorganize the site to optimize the UX for conversion and navigability. In Bungee's case, this involved the addition of two categories, as apposed to the consolidation that we might have suggested to other clients, dependent on their catalog and current IA. We then got familiar with the target audience, reviewed competitors in the space, and developed a style that would elevate bungee above or equal to it's more well-known competition (eg. Off-White, Balenciaga, On-Running, Swear London, etc.) from a visual standpoint. This style was applied to a wireframe designed to optimize conversions and cut down on abandon cart and site bounces.

The Result: A high-end design, rivaling the heaviest hitters in the industry, along with a conversion rate increase of **171%** over the first 90 days post-launch



