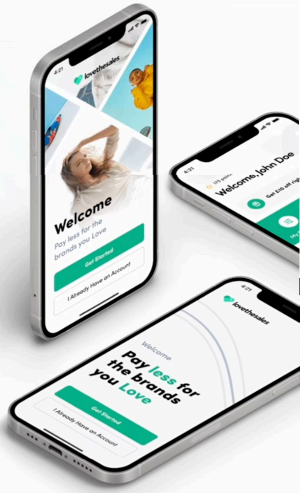
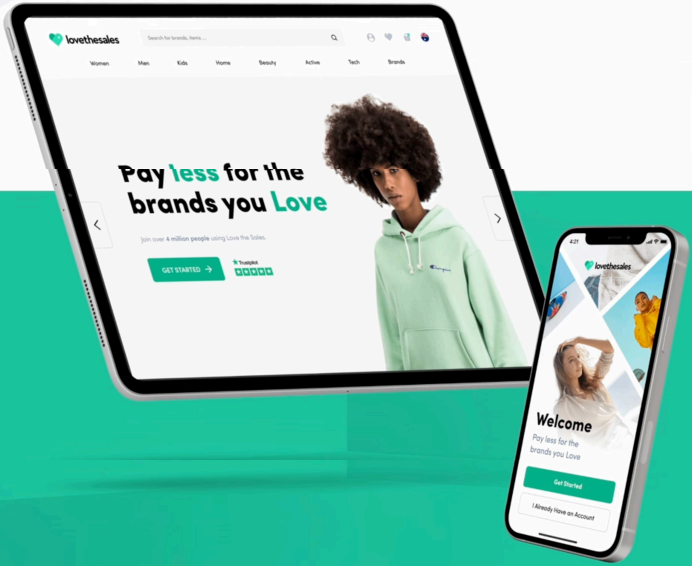
lovethesales

E-commerce rebranding infused with behavioral psychology and a pinch of love, boosting cart conversion rate by 50%.


lovethesales
Welcome
Pay less for the brands you Love
Get Started
I Already Have an Account
Welcome, John Doe
Get £10 off
Welcome
Pay less for the brands you Love
Get Started
I Already Have an Account

Platforms:
Web, Desktop & Mobile

Deliverables:
UI, UX, Brand & Strategy


lovethesales
Search for brands, items ...
Women
Men
Kids
Home
Beauty
Active
Tech
Brands
Pay less for the brands you Love
Join over 4 million people using Love the Sales.
GET STARTED →
Trustpilot
4:21
lovethesales
Welcome
Pay less for the brands you Love
Get Started
I Already Have an Account

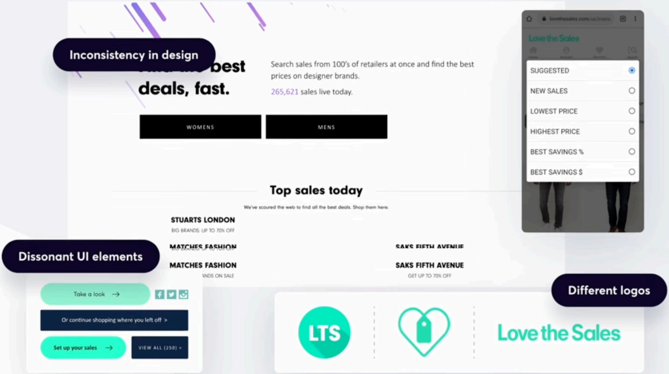
We were approached by LoveTheSales.com to rebuild their brand identity, take their design to the next level, and produce a delightful ecommerce experience. The result? A brand beloved by our client and their customers, with a 30% uplift in sign-ups and nearly +50% in cart conversion rate to prove it.

Meet
The Client

Based out of London, England, Love the Sales is a leading e-commerce marketplace that helps customers find the very best deals on the web. They partner with over 850 retailers across verticals, using AI to help them sell overstock faster than the speed of fashion.

Understanding
The Problem

Love the Sales had an inconsistent brand. Different logos and colors created an unpredictable experience and diluted trust in what was otherwise a powerhouse in e-commerce innovation. Usability issues also peppered the website, hurting conversions and customer lifetime value.



Search sales from 100's of retailers at once and find the best prices on designer brands.

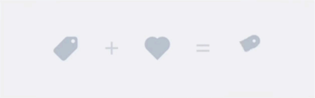
265,621 sales live today.

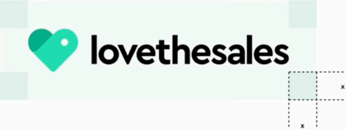
We've scoured the web to find all the best deals. Shop them here.

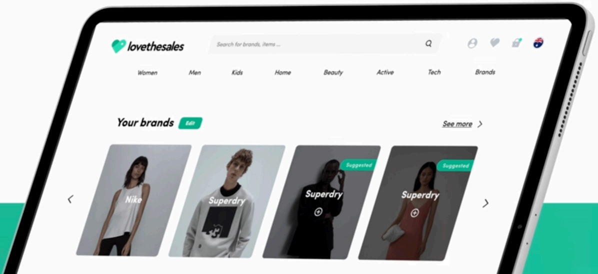
Inconsistency in design
best
deals, fast.
WOMENS
MENS
Top sales today
STUARTS LONDON
BIG BRANDS: UP TO 70% OFF
MATCHES FASHION
SAKS FIFTH AVENUE
MATCHES FASHION
SAKS FIFTH AVENUE
GET UP TO 70% OFF
lovethesales.com/us/mens
Love the Sales
SUGGESTED ●
NEW SALES ○
LOWEST PRICE ○
HIGHEST PRICE ○
BEST SAVINGS % ○
BEST SAVINGS $ ○
Dissonant UI elements
Take a look →
Or continue shopping where you left off >
Set up your sales →
VIEW ALL (250) >
Different logos
LTS
Love the Sales

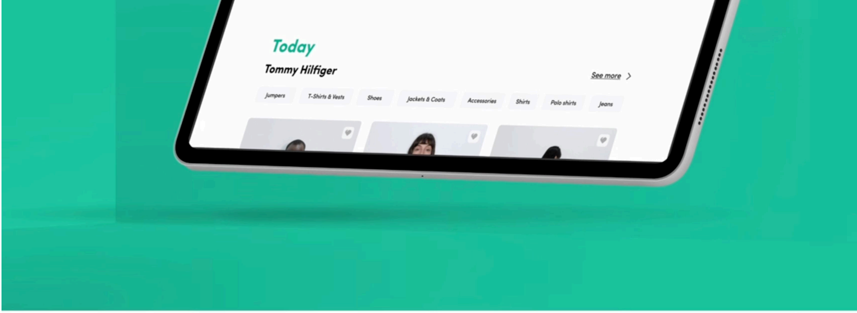
A new identity
That people love

We revamped Love the Sales' identity with streamlined brand guidelines, consistent assets, and a memorable logo that reflects their value proposition in a modern light. Customers immediately loved the new visual identity – nearly as much as they love, well, The Sales!




lovethesales
x
x


lovethesales
Search for brands, items ...
Women
Men
Kids
Home
Beauty
Active
Tech
Brands
Your brands
Edit
See more
Nike
Superdry
Suggested
Superdry
Suggested
Superdry


Today
Tommy Hilfiger
See more
Jumpers
T-Shirts & Vests
Shoes
Jackets & Coats
Accessories
Shirts
Polo shirts
Jeans

A more engaging
Shopping experience

> Ever the long-term thinkers, Mark and team wanted to increase sign-ups and delight customers into coming back and shopping more often. To achieve this, we infused the entire experience with the best and lastest in e-commerce behavioral psychology, eliminating sources of frustration, building trust, and facilitating decision-making at every step.

Category heuristics

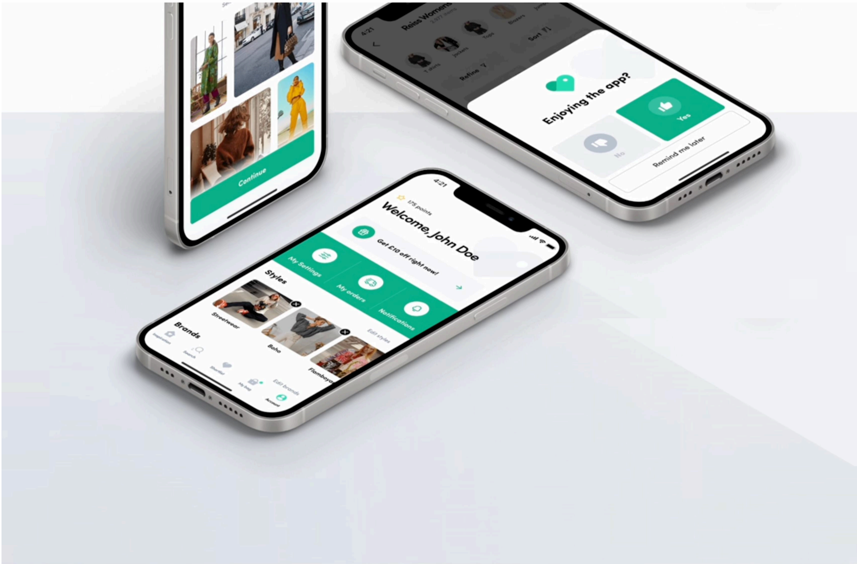
Power of now

Social proof

Scarcity principle

Authority principle

Power of free


Continue
4:21
Reiss Womens
T-shirts
Jackets
Tops
Blazers
Refine
Sort
Enjoying the app?
Yes
No
Remind me later
4:21
175 points
Welcome, John Doe
Get £10 off right now!
My Settings
My orders
Notifications
Styles
Edit styles
Streetwear
Boho
Brands
Edit brands
Inspiration
Search
Shortlist
My bag
Account

Optimizing
The checkout flow

We leveraged best-in-class design patterns, conversion rate optimization techniques and persuasion science to incentivize people to complete their purchase with minimal friction and mental workload required.

Urgency & Scarcity

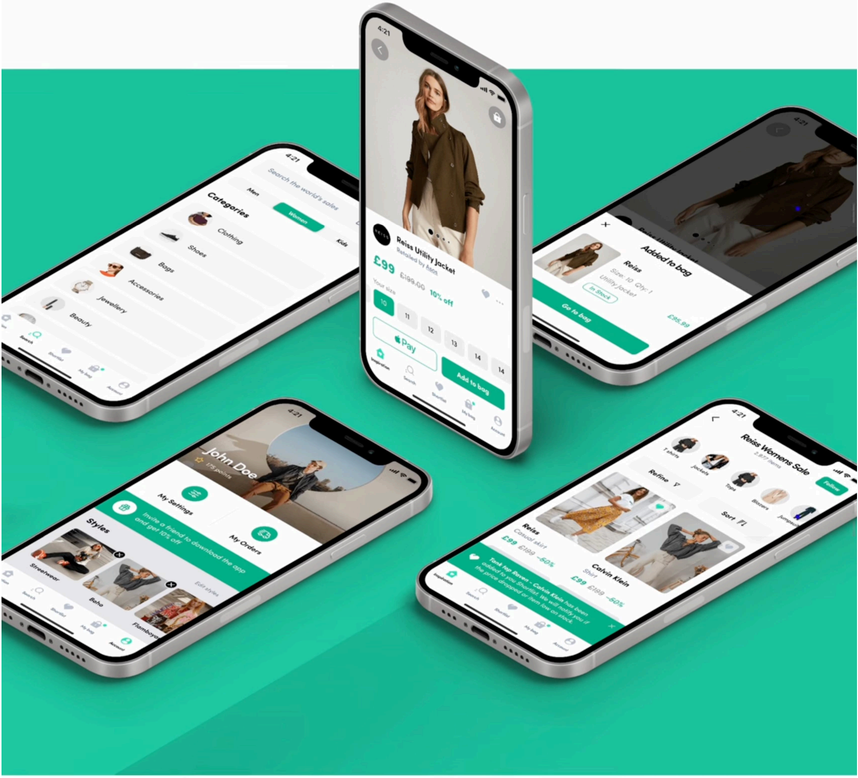
Upselling / meeting
free delivery threshold

Eliminate choice paralysis

Promotion vs Loss Aversion

Guest checkout
& Lazy Registration

Mental Accounting



Invite a friend to download the app and get 10% off

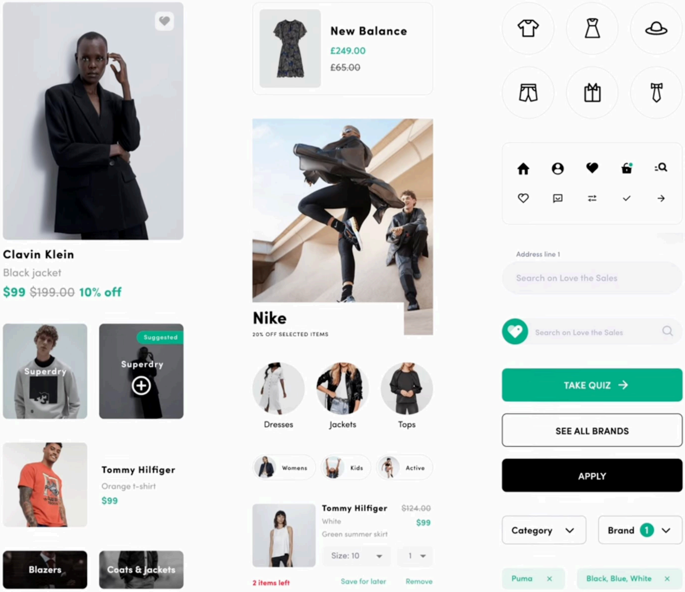
Tank top Raven - Calvin Klein has been added to you Shortlist. We will notify you if the price dropped or item low on stock.

4:21
Search the world's sales
Men
Women
Kids
Categories
Clothing
Shoes
Bags
Accessories
Jewellery
Beauty
Search
Shortlist
My bag
Account
Reiss Utility Jacket
Retailed by Asos
£99
£199.00
10% off
Your size
10
11
12
13
14
Pay
Add to bag
Inspiration
Added to bag
Reiss
Size: 10 Qty: 1
Utility Jacket
In Stock
Go to bag
£95.99
John Doe
175 points
My Settings
My Orders
Styles
Edit styles
Streetwear
Boho
Flamboyant
Reiss Womens Sale
2,977 items
Follow
T-shirts
Jackets
Tops
Blazers
Jumpsuits
Refine
Sort
Reiss
Casual skirt
£99 £199 -50%
Calvin Klein
Shirt
£99 £199 -50%

Design Systems

Scaling made easy

> Consistent UI elements are key to a great user experience, and at Orizon we specialize in building design systems that will grow with our clients. Our team created reusable components for Love the Sales so they could easily tweak, optimize and scale in the future, on their own terms.


Clavin Klein
Black jacket
$99 ~~$199.00~~ 10% off
Superdry
Suggested
Superdry
Tommy Hilfiger
Orange t-shirt
$99
Blazers
Coats & Jackets
New Balance
£249.00
~~£65.00~~
Nike
20% OFF SELECTED ITEMS
Dresses
Jackets
Tops
Womens
Kids
Active
Tommy Hilfiger
White
Green summer skirt
~~$124.00~~
$99
Size: 10
1
2 items left
Save for later
Remove
Address line 1
Search on Love the Sales
Search on Love the Sales
TAKE QUIZ →
SEE ALL BRANDS
APPLY
Category
Brand 1
Puma ×
Black, Blue, White ×

Typography
& Colors

Aa

00B18A

6E7F95

000000

22DDB3

BBC4D0

9B9B9B

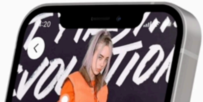
FONT FAMILY

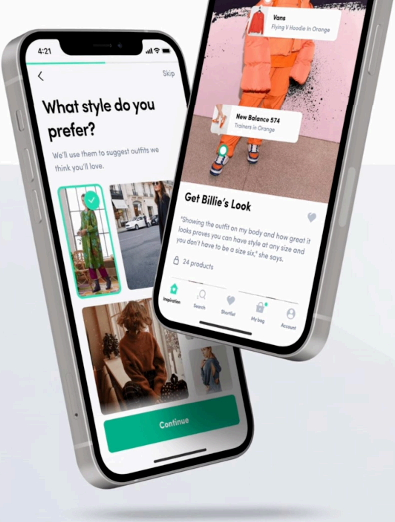
Quicksand

Regular **Medium** **Bold**

AaBbCcDdEeFfEeGgHhIiJjKkLlMmNn 0123456789

OoPpQqRrSsTtUuVvWwXxYyZz !@ #$%^&*/)





What style do you prefer?

We'll use them to suggest outfits we think you'll love.

Get Billie's Look

"Showing the outfit on my body and how great it looks proves you can have style at any size and you don't have to be a size six," she says.

4:21
Skip
Continue
Vans
Flying V Hoodie In Orange
New Balance 574
Trainers in Orange
24 products
Inspiration
Search
Shortlist
My bag
Account

The results
A huge impact

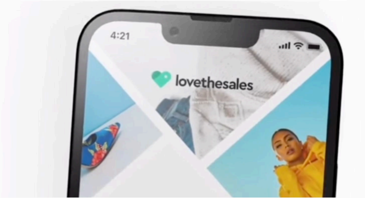
We helped LoveTheSales increase sign-ups and conversions by 30% on average. The brand now has a consistent image that people can trust and turn back to whenever they think "fashion sales." We removed usability hurdles across the board and, to the engineering team's great delight, delivered a future-proofed design system built for growth.

▲30%
Increase in sign-ups & conversion rate

✓
Fixed consistency & usability issues

▲50%
Increase in Add to Bag conversion

♥
7M shoppers loved the new brand & website


4:21
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