ambee | *parallel*

Reimagining environmental intelligence for a changing planet

• Branding & Identity • Responsive Web design •

TL;DR

Building an **identity** & designing a **website** for a tech brand through effective competitor analysis, information structure and delightful Visuals

Project background

Ambee is on a mission to create a sustainable future through easily accessible environmental data. They use proprietary primary data and patented data-science to build accurate climate intelligence and analytics. This data helps administrators, corporations and individuals take sustainable actions against global challenges like pollution, unpredictable weather and climate change.

They wanted to project themselves as a climate data company, shifting focus from present to future while giving prominence to use cases and applications by streamlining the content and renewing the flow to provide clarity and a direct roadmap to prospective customers.

> **We believe the world's biggest problem, climate change, is a data problem.**

The Timeline

Jan - July 2022

- Discovery
- Research and analysis
- Goal definition
- Design
- Branding
- Website Structure
- Website Ideation
- Development
- Scaling Visual Design
- Hand off

The Team

- Ankita Sinoda — Design Manager
- Priyanshi Bansal(Me) — Designer
- Arpit Seetha — Designer
- Alula Gupta — Product Manager/Designer
- Aman Kaushal — Developer

Discovering ambee

We conducted a 3 hour long brand sprint to understand and discover brand Ambee.

INSIGHTS FROM THE SPRINT

Top 3 Values

- Integrity
- Empathy
- Innovation

Top 3 Audience

- Sustainability Heads
- Mayors of Cities
- Product Managers

Who is Ambee

- **What** — Ambee helps administrators, corporations and individuals take steps to mitigate climate risk and measure demonstrable outcomes, all using science-based evidence.
- **How** — Ambee uses proprietary primary data and patented data-science to build accurate climate intelligence and analytics.
- **Why** — Ambee believes the world's biggest problem, climate change, is a data problem. Without this data, all efforts are guesswork and humanity is accelerating towards extinction.

The Competitive landscape

We analyzed similar products and how they are presenting themselves in the market. We found some interesting ways.

SUMMARY

- Almost all the websites were formal in language although a little tech heavy.
- Some brands positioned themselves well as innovative and impactful towards our planet.
- Visuals were interesting especially in Carvest visualising a sustainable future through modern 3d illustrations, while some went for real world photographs to build trust.
- Features were being demonstrated with use cases to personalise it's usefulness for target organisations.
- Most brands were using dark and blue colors, bold and simple typography to present as powerful leaders.

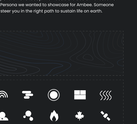
Positioning Statement — Hero of Climate Data

Crafting an identity

We explored various variations for the logo to define it's brand language and came up with this concept...

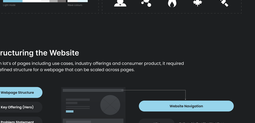
Look again at that dot. That's here. That's humble. That's us.

The Pale Blue Dot in Ambee's brand identity represents our planet Earth. It acts as a statement - rational we are doing all a company is driven by the primary goal to save this planet - the only one we know.



Visual Language

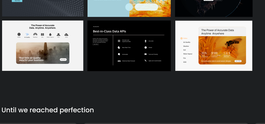
The power of the branding lies in its simplicity. A stark reflection of the reality of the world today. The visuals are also an reflection of the Wise Persona we wanted to showcase for Ambee. Someone who can steer you in the right path to sustain life on earth.



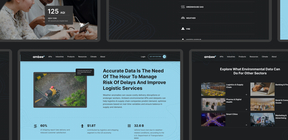
Structuring the Website

With lot's of pages including use cases, industry offerings and consumer product, it required a defined structure for a webpage that can be scaled across pages.

We kept iterating on the Visual language



Until we reached perfection



Let's talk about **results!**

Through effortless navigation, optimising website performance, and delightful visuals, we were able to achieve the goals we aimed for.

↑ **9.09%**	↑ **6.82%**	↑ **93.71%**
Avg. Session Duration	No. of sessions per user	Reduced bounce rate

Happy to talk about my process in detail

Connect with me at

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