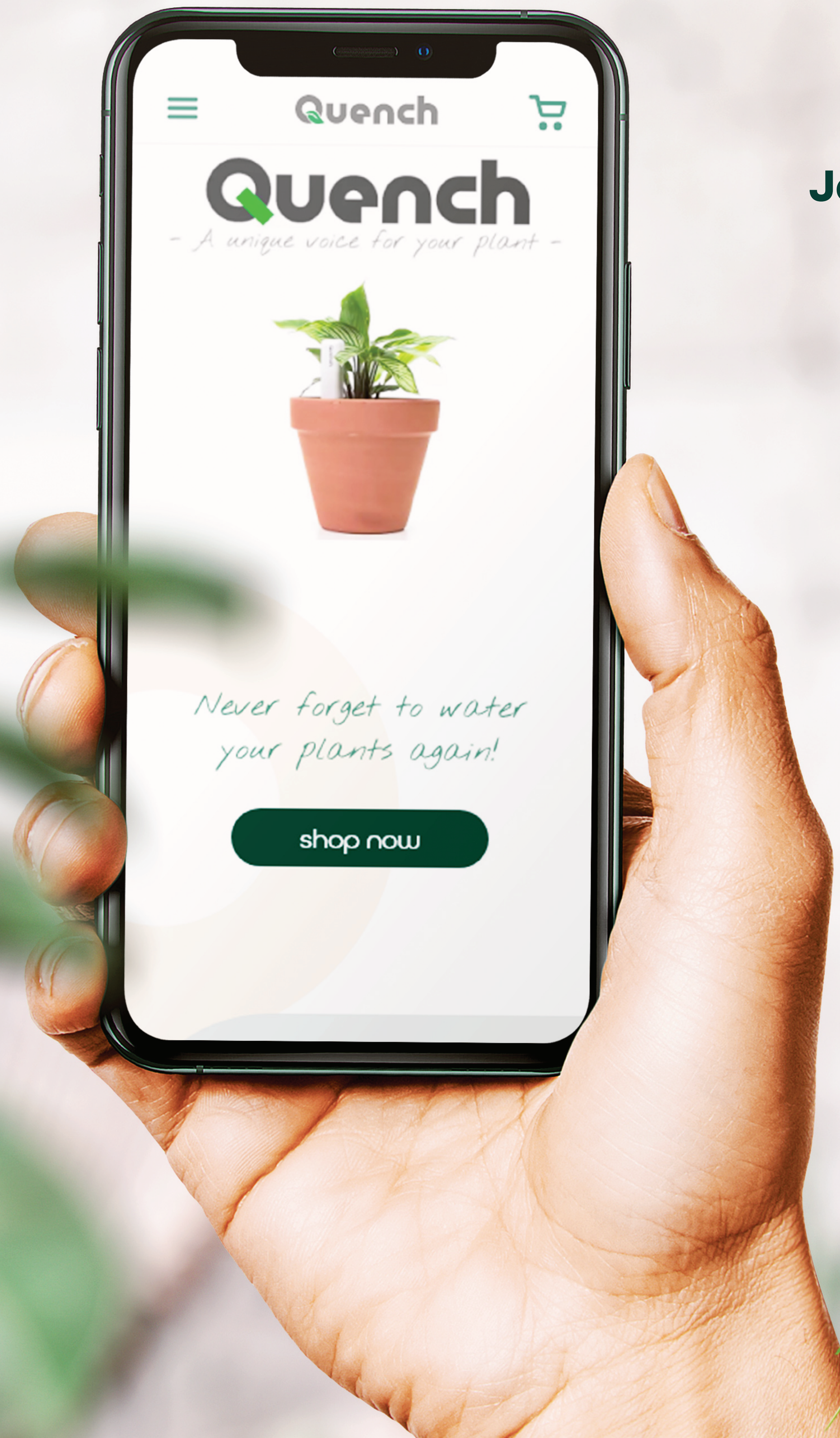


E-Commerce
**Website
Redesign**

Janet Brandon



Quench

About

Quench is an incredible local startup in the Edmonton community, bringing engineering ingenuity and an entrepreneurial mindset together to create a beautiful and simple solution for the busy plant parent. Quench's plant moisture meter is engineered to tell you when to water your plants. Each device plays a unique tone, giving your plants their own unique voice.

This project is a redesign of their current info-focused website into a more revenue building, e-commerce platform, including the design of a brand style and tone.

All Round Gothic

Nothing you could do

Roboto Medium

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Typography

Logo

A reimagining of the original logo seamlessly brings an iconic shape of nature into the artistic style of the font. This small, subtle change allows the brand to speak more to the types of products it produces.

The original logo features the word "Quench" in a bold, dark grey, sans-serif font. The letter "Q" is stylized with a green diagonal bar extending from the top-left to the bottom-right, resembling a checkmark or a stylized arrow.

Quench

Original

The new logo features the word "Quench" in the same bold, dark grey, sans-serif font. The letter "Q" is stylized with a green leaf shape integrated into its top-left curve, symbolizing nature and freshness.

Quench

New

Slate

Lime

Teal

Forest

Gold

mist

Palette

Concept

Quench's branding style and tone incorporates a fun and joyful attitude. This is achieved through soft circular shapes and rounded corners. Each element on any given page has room to breathe, is purposefully placed, and leads your eye to the most important information first.

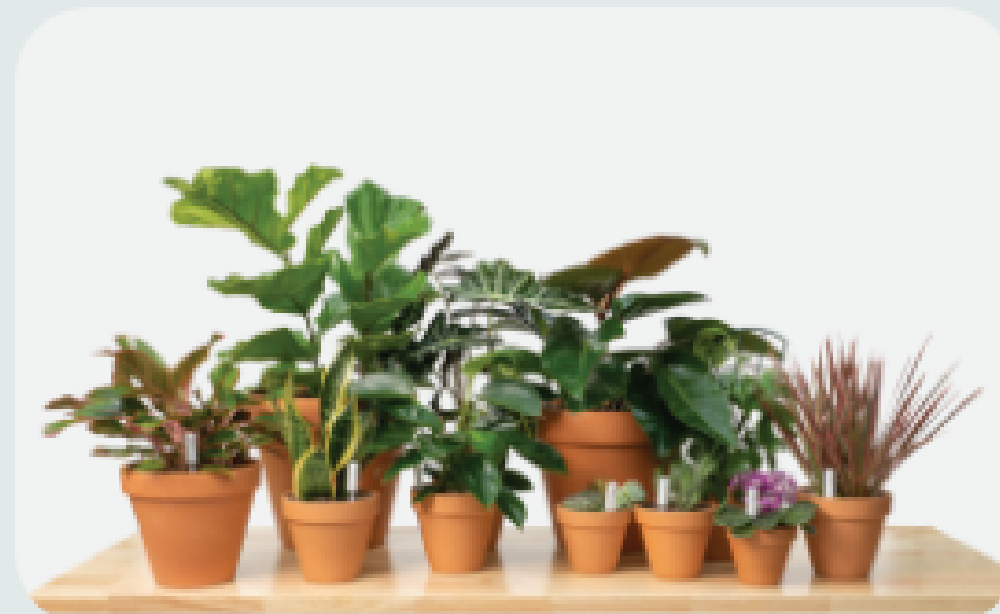
Throughout this design, the user experience comes first, using proven methods to build trust, loyalty, and excitement for the brand.

Never forget to water
your plants again!

shop now

Thriving houseplants made easy

Quench lets your plant tell you when it needs water. All you need to do is listen! By letting Quench do the hard stuff for you, you can experience more of the joys of owning plants, and less of the frustrations.



Adjust the depth to suit different types of plants

For dry-loving plants, insert Quench deeper into the soil, and for plants that prefer the soil to stay moist, simply insert Quench shallower.

Every Quench plays a unique tone

Each unique tone give your plants a unique voice. At night, instead of making a sound, Quench lights up red so it will never disturb your sleep.

Quench embodies simplicity

No app
No phone
No complicated setup

learn more

Quench embodies simplicity

No app
No phone
No complicated setup

learn more

Products



Quench - Regular \$20.00

For most plants. Can be used in pots up to 20 cm (8") deep.

add to cart



Quench - Large \$30.00

For large plants in pots greater than 20cm (8") deep.

add to cart

Is Quench for you?

Take the Quiz!

Do I ...



Overwater



Underwater

BOTH!

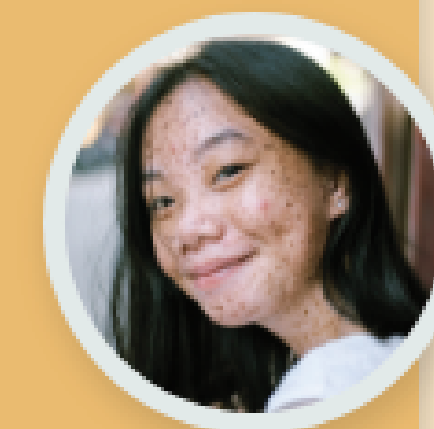
Testimonials

We love Quench! But don't just take it from us, see what our customers are saying:

“

I am so happy to have Quench to help me water my plants. No more dead plants in this house!

naomi



Follow Us

@quenchplant



Conclusion

The redesign of the Quench website allows for more personality and joy to shine through and enhance the user experience as they shop the store. The unique elements used bring excitement, eagerness and loyalty to the brand, bringing in more revenue for this incredible startup.



Our Story



Andy Burke, Founder


It's been over 4 years of engineering, designing, and travelling around the



Quench

I am so happy to have Quench to help me water my plants. No more dead plants in this house!

naomi



...our plant tell you when it is letting Quench do the hard work for you, you can experience more of the joys of owning plants, and less of the frustrations.



Adjust the death to suit

Thriving houseplants made easy

Quench lets your plant tell you when it needs water. All you need to do is listen! By letting Quench do the hard work for you, you can experience more of the joys of owning plants, and less of the frustrations.



Adjust the death to suit

Is Quench for you?

Take the Quiz!

Do I ...

- Overwater
- Underwater
- BOTH!



Quench - Large

For large plants in pots greater than 20cm (8") deep.

\$30.00

add to cart



Quench

For large plants in pots greater than 20cm (8") deep.

Testimonials

We love Quench! But don't just take it from us, see what our customers are saying:

“ I am so happy to have Quench to help me water my plants. No more dead plants in this house!”