

THE TORRENT DIGITAL EXPERIENCE



DigitasLBI

Agenda

- 1 Quick Recap
- 2 Inspiration
- 3 Creative
- 4 Discussion

The ask

Design a responsive website for the Torrent blender that captures the beauty and power of the device.

Goals:

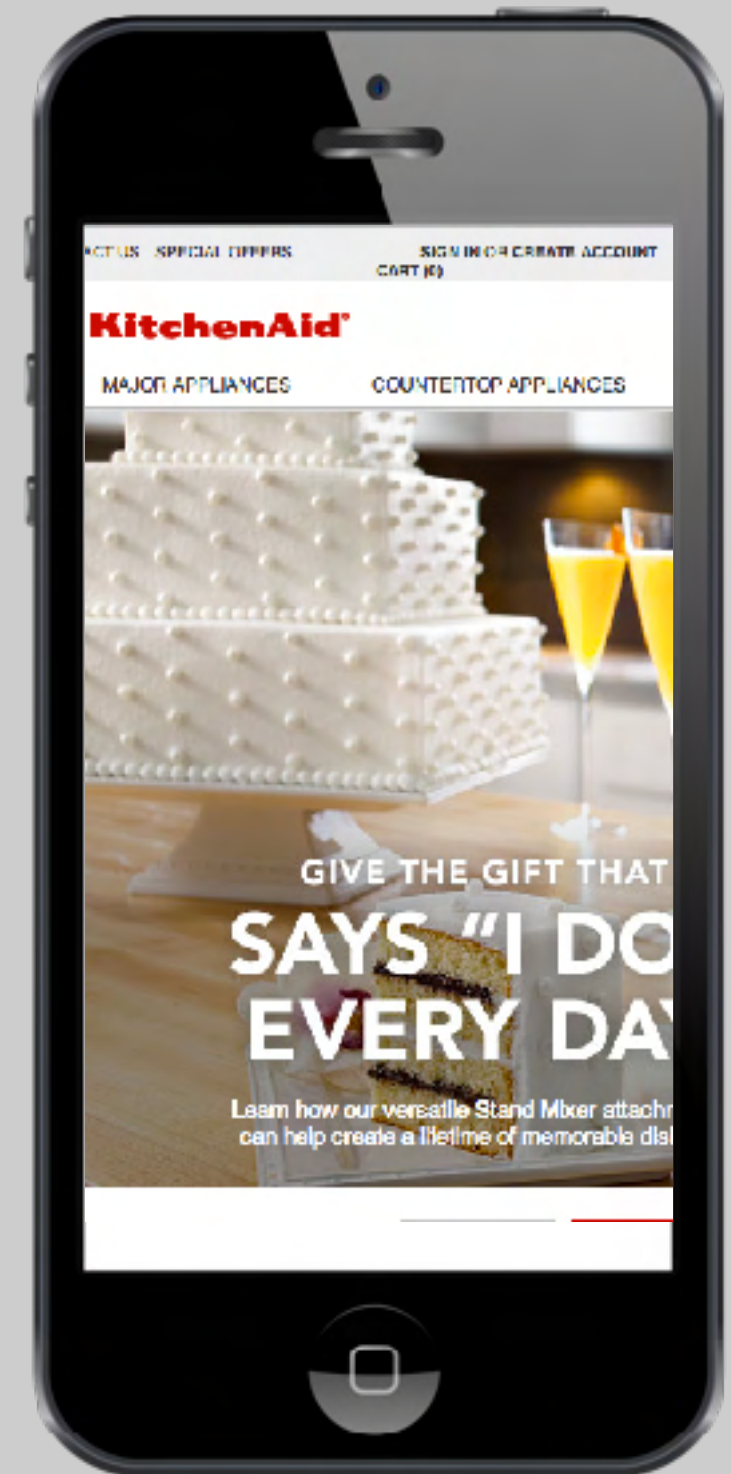
- Awareness
- Preference
- Purchase intent

Today

Blenders plays second fiddle on the KitchenAid site

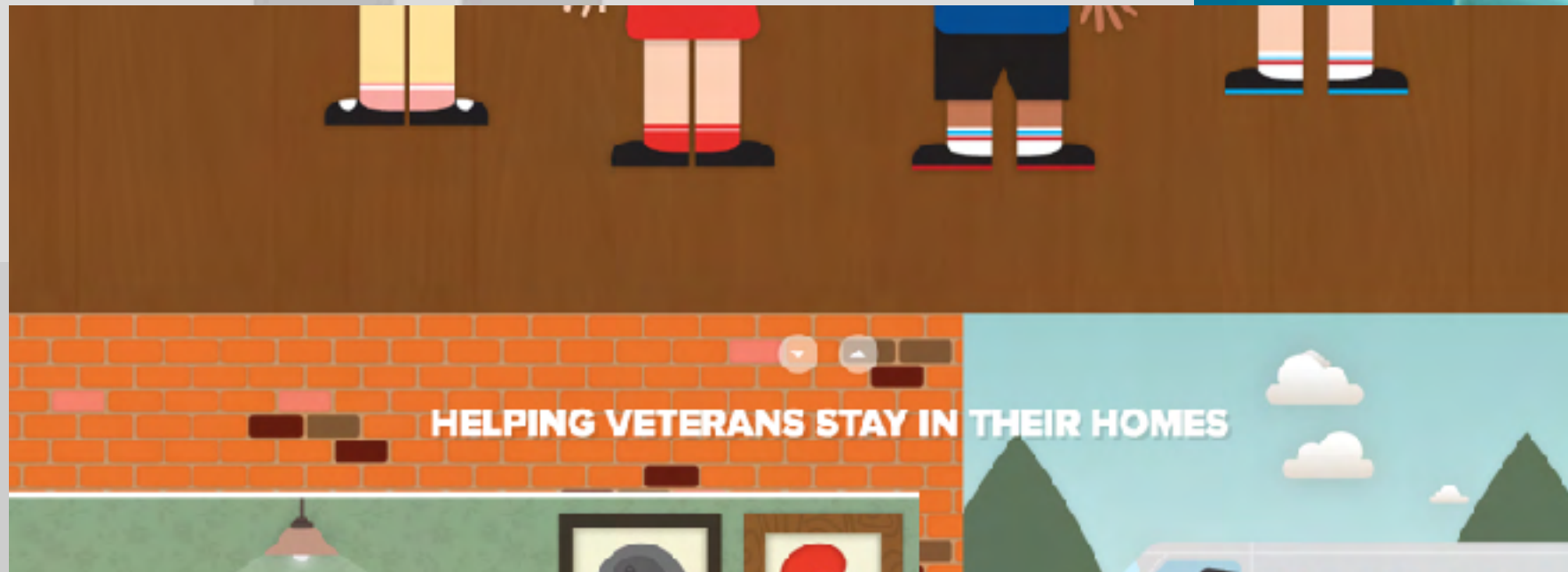
Blender landing pages are blander than other product experiences.

The current blender experience is focused on shopping rather than the blending lifestyle.



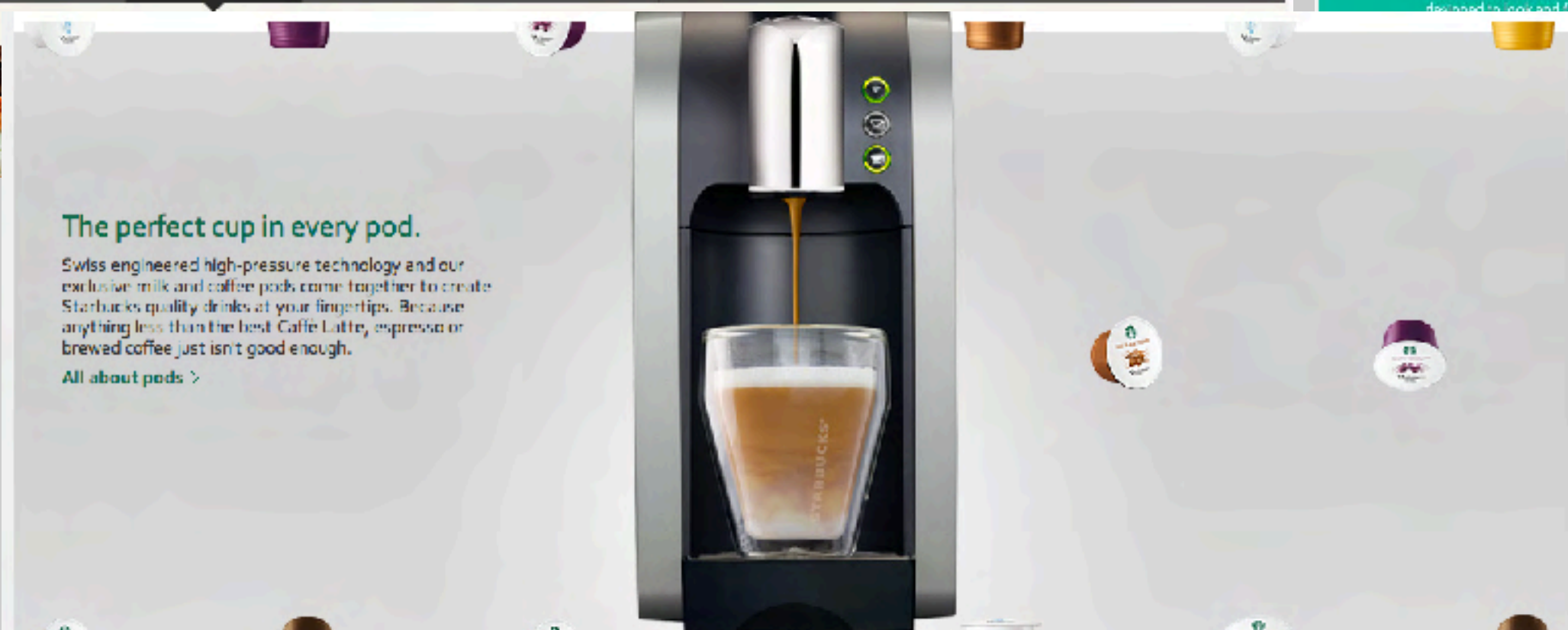
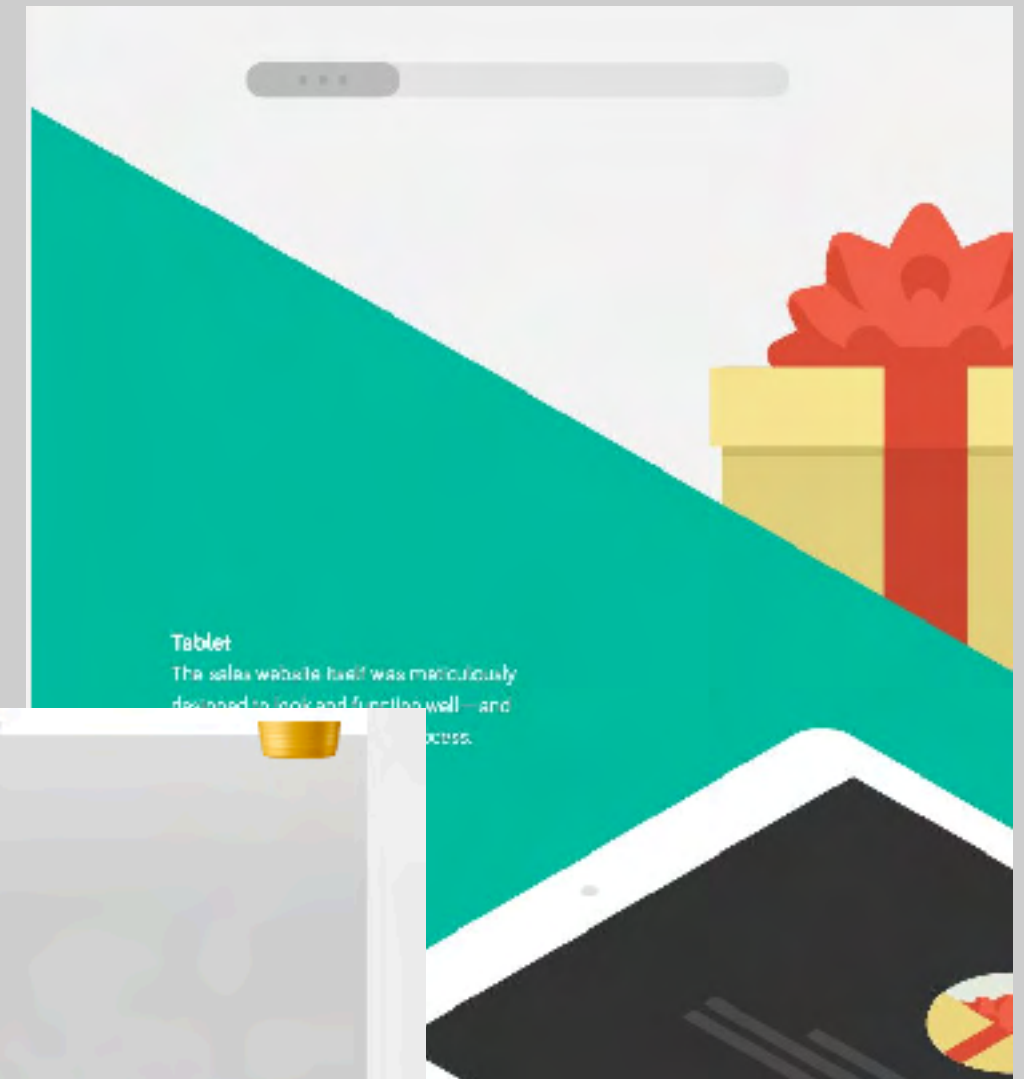
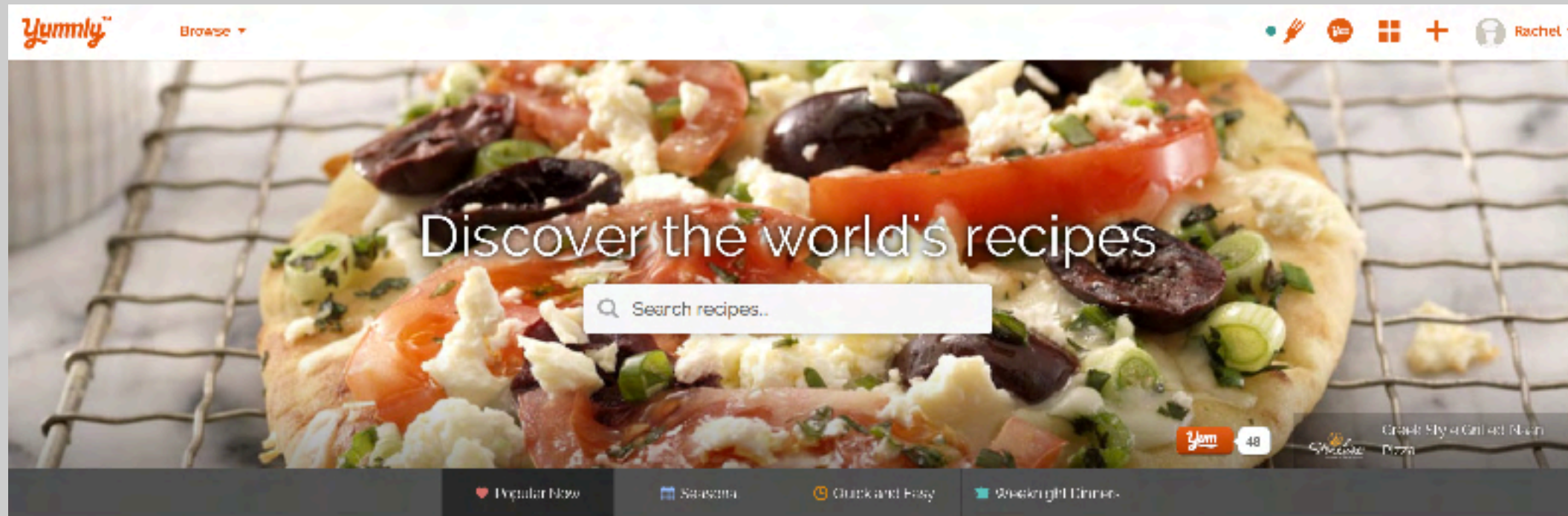
UX

Inspiration



HELPING VETERANS STAY IN THEIR HOMES

Design Inspiration



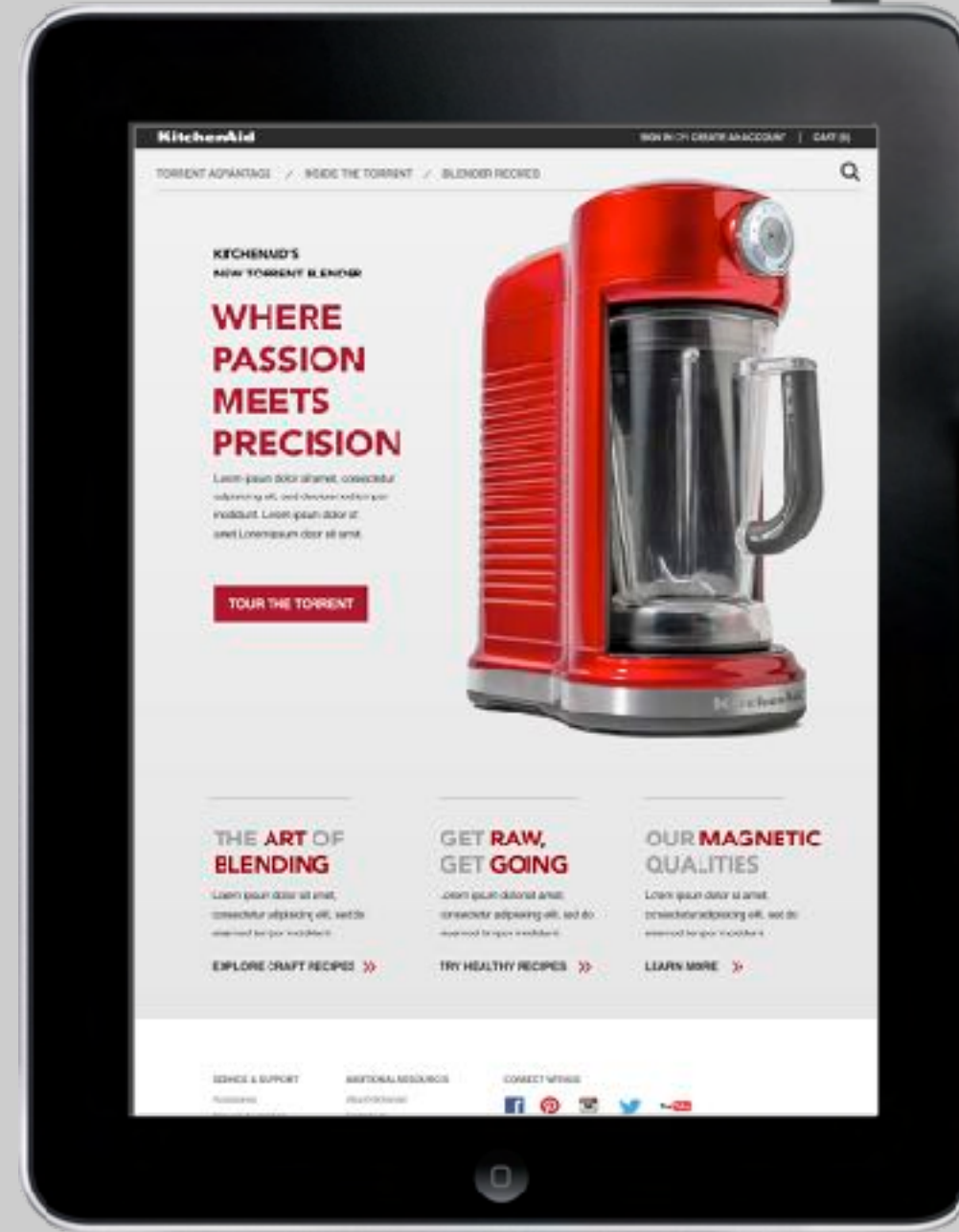
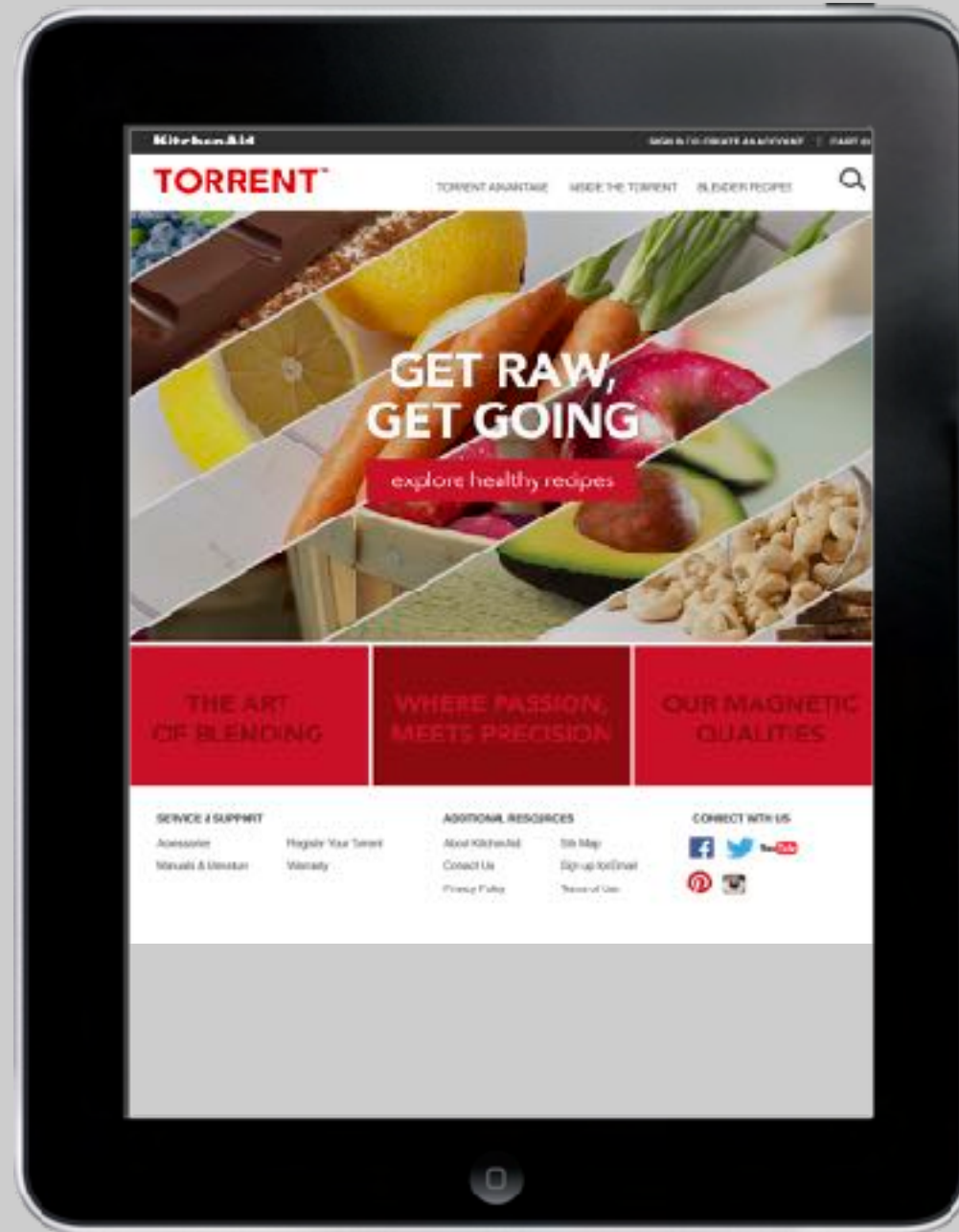
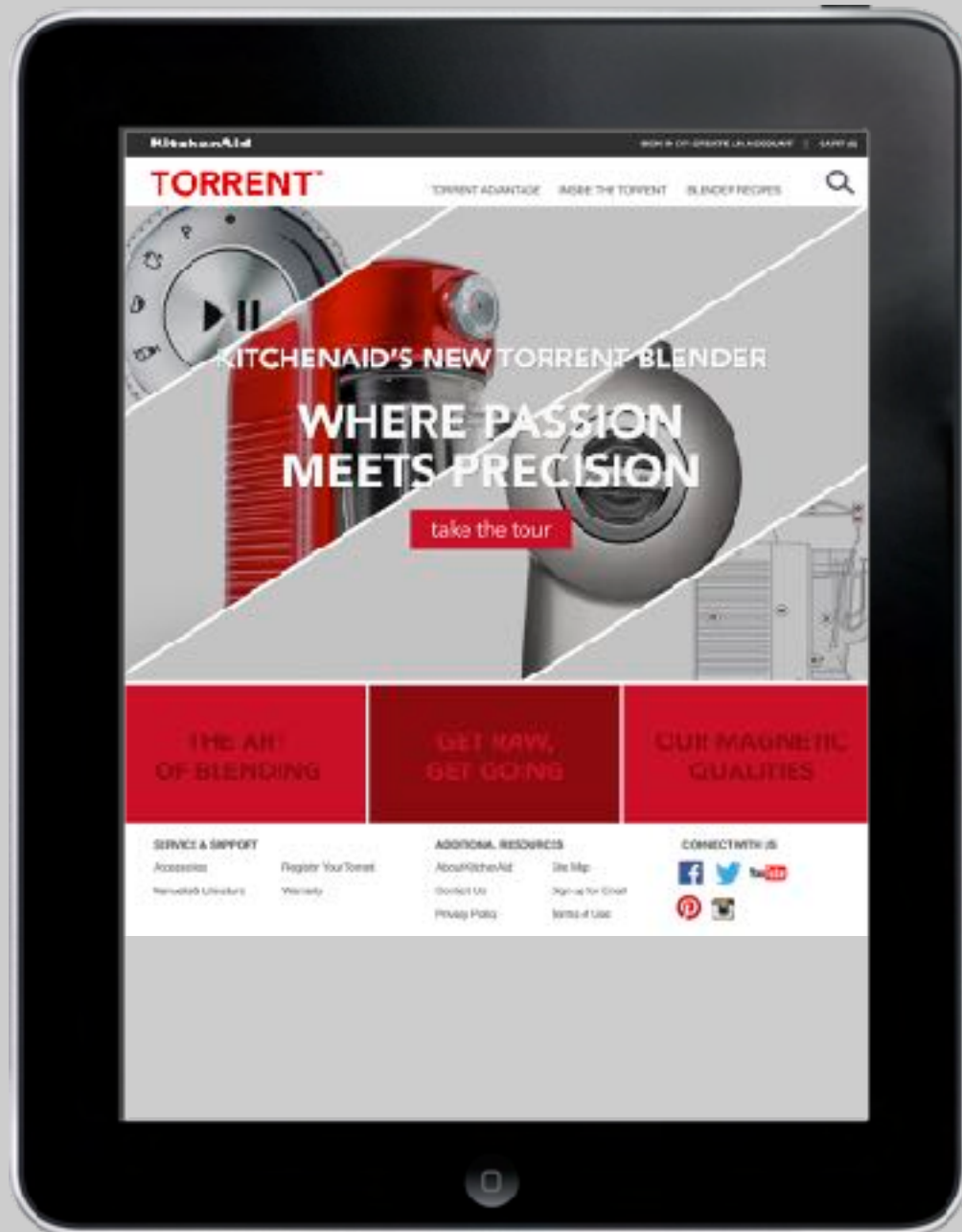
The ask

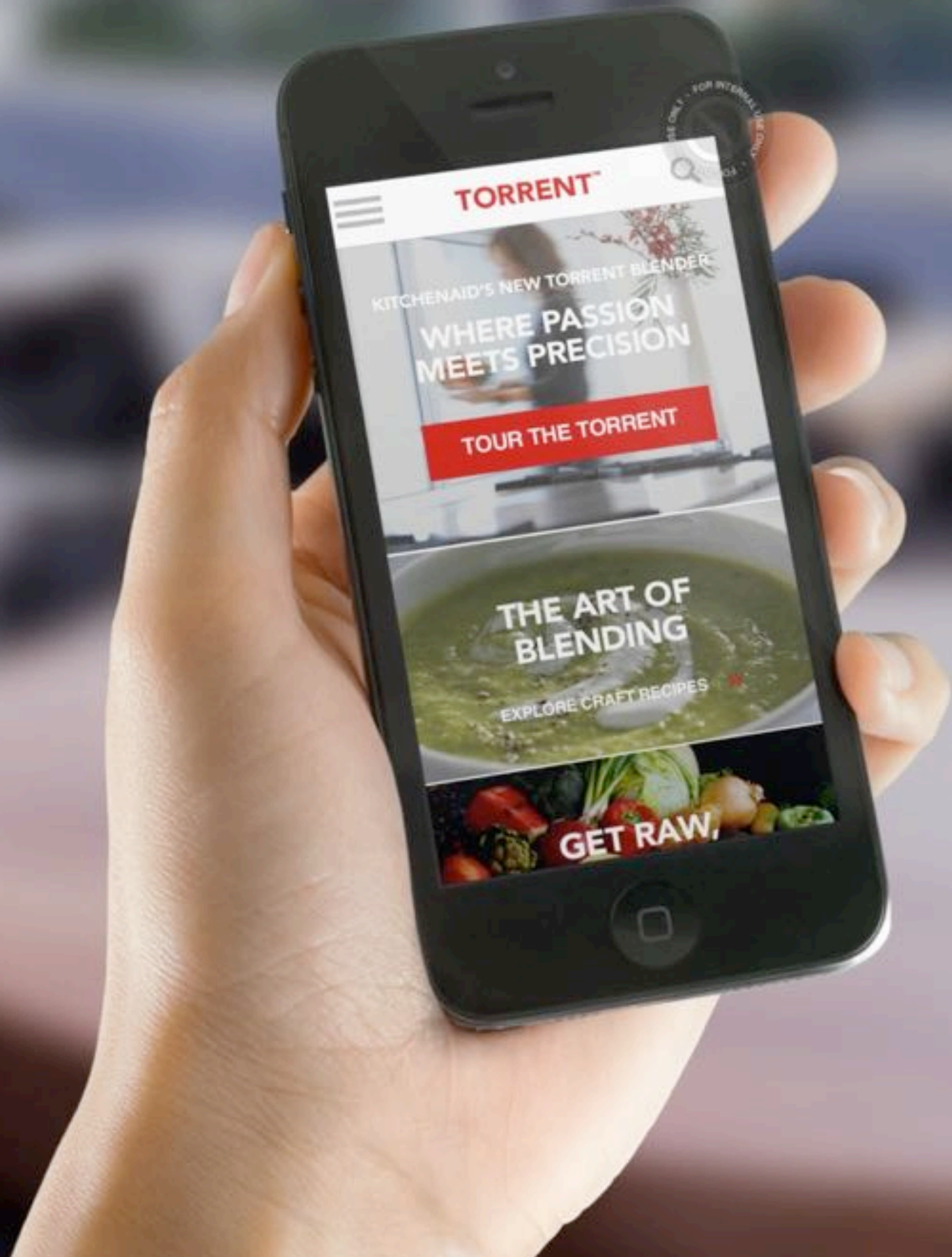
Design a responsive website for the Torrent blender that captures the beauty and power of the device.

Capturing beauty and power

- Visual and visceral **homepage**
- **Product tour** that showcases power and precision
- Bountiful and beneficial **recipes** page
- **Torrent Advantage** page that showcases expertise and innovation
- **Compare** page that makes the Torrent distinctive and differentiated
- **Seamless** experience across devices

Exploration

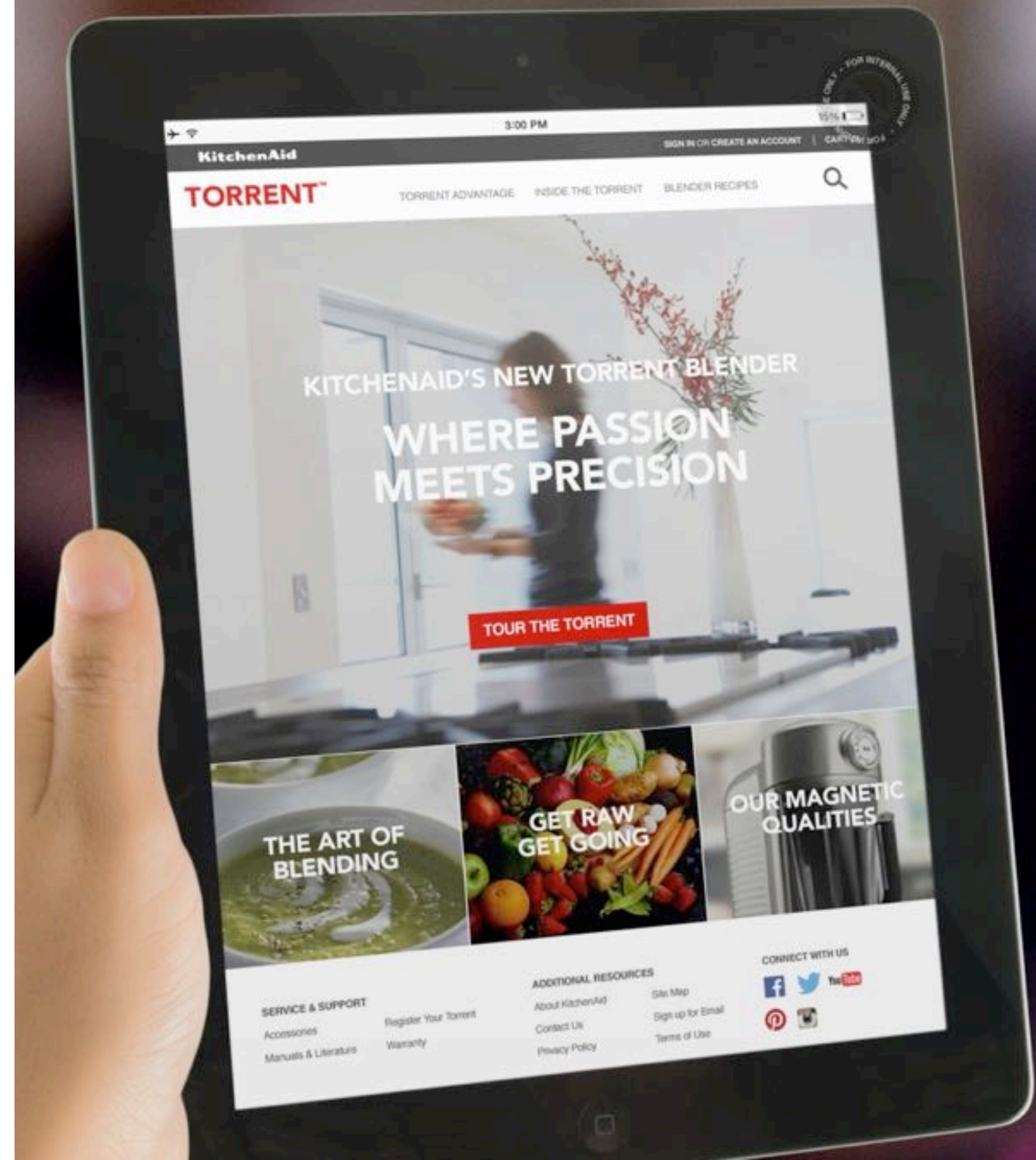




Concept:
Inspire creation

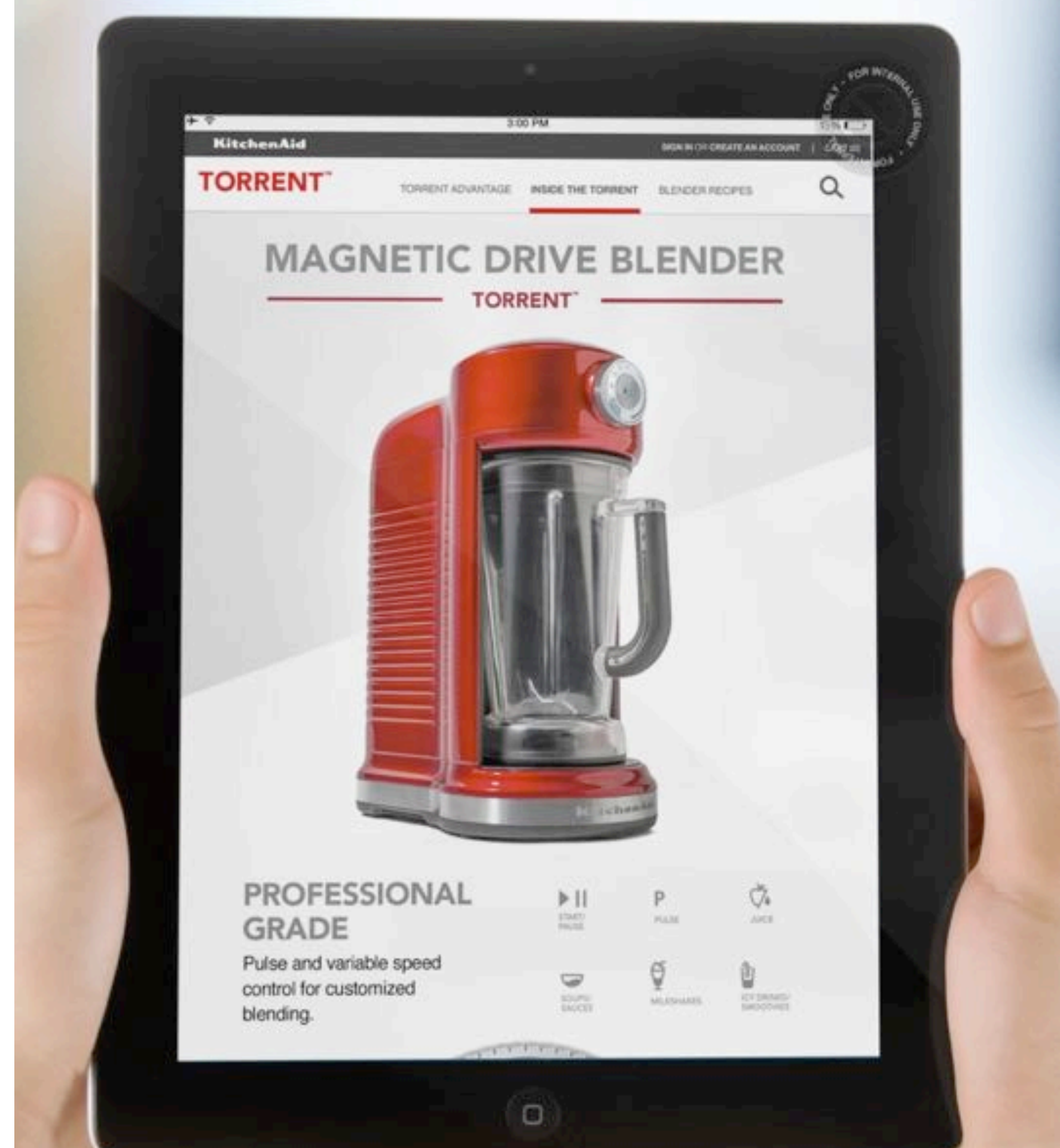
Site within a site

The **site within a site** home page embodies the design aesthetic of the new Torrent, while the brand messaging elevates blending to high art for passionate gourmets. The **unique look and feel** pushes the KitchenAid brand guidelines to the edge with motion graphics and rich, bold imagery and typography. Form meets function in stunning fashion.



Product Tour

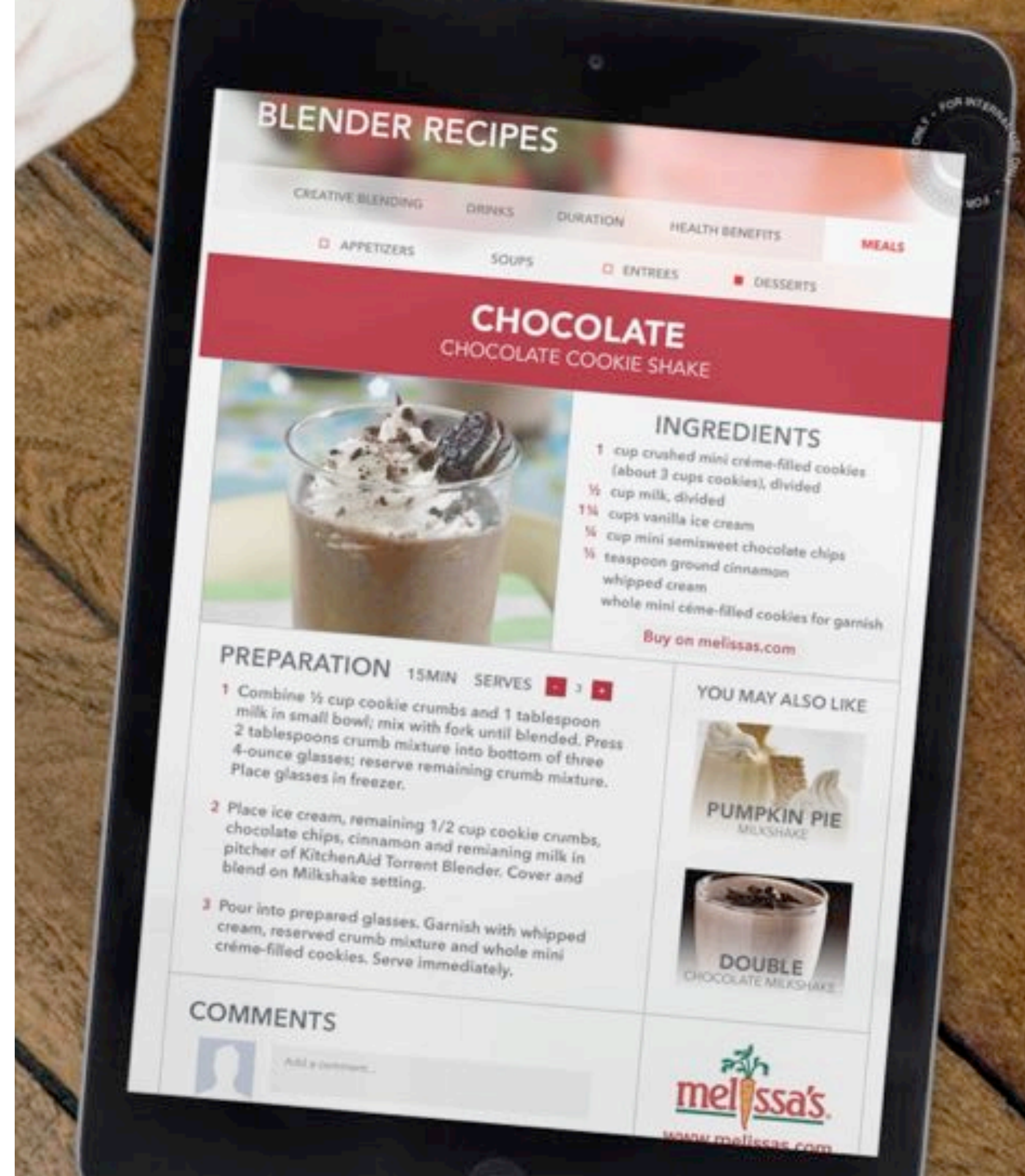
The bleeding-edge parallax design of the **Product Tour** page distills **key blender features** and specifications in a way certain to engage users and convey the singular brilliance of the Torrent. As users scroll down the page, product details are woven through a visual story of fruit being blended into a smoothie. By the end of the tour, users dream of buying mangoes and peaches for their new Torrent.



Recipes

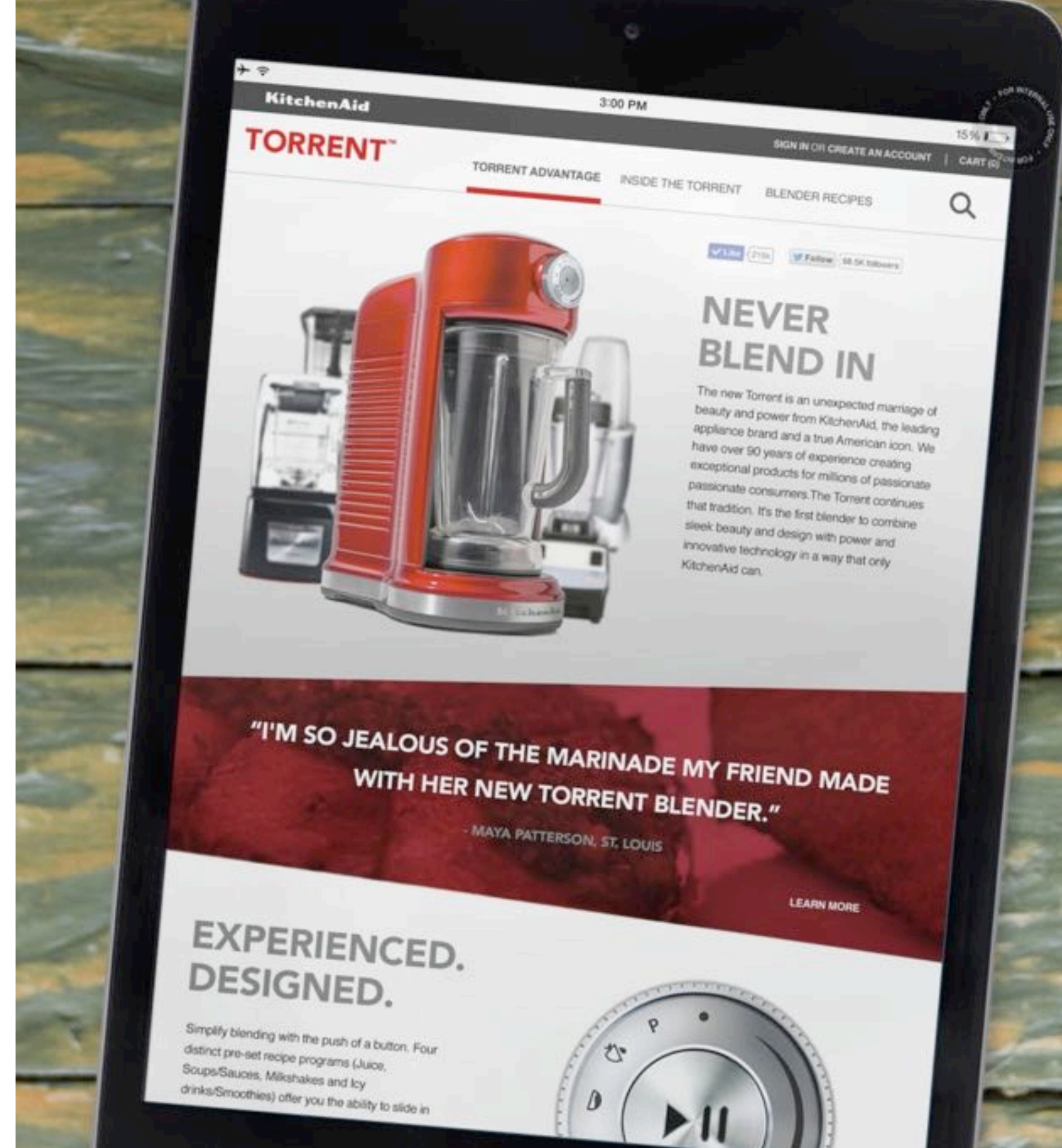
There is so much more to blend with the new Torrent. The Recipe section brings this idea to life with recipes aimed at both the passionate gourmet and the health-minded juicer. Easy filtering options elegantly scale across tablet and mobile, giving users quick access to great recipes. **Social integration, commenting, and UGC submissions** round out this robust section.

Melissas.com integration allows users to effortlessly purchase fresh, organic produce to help bring recipes to life all within one experience.



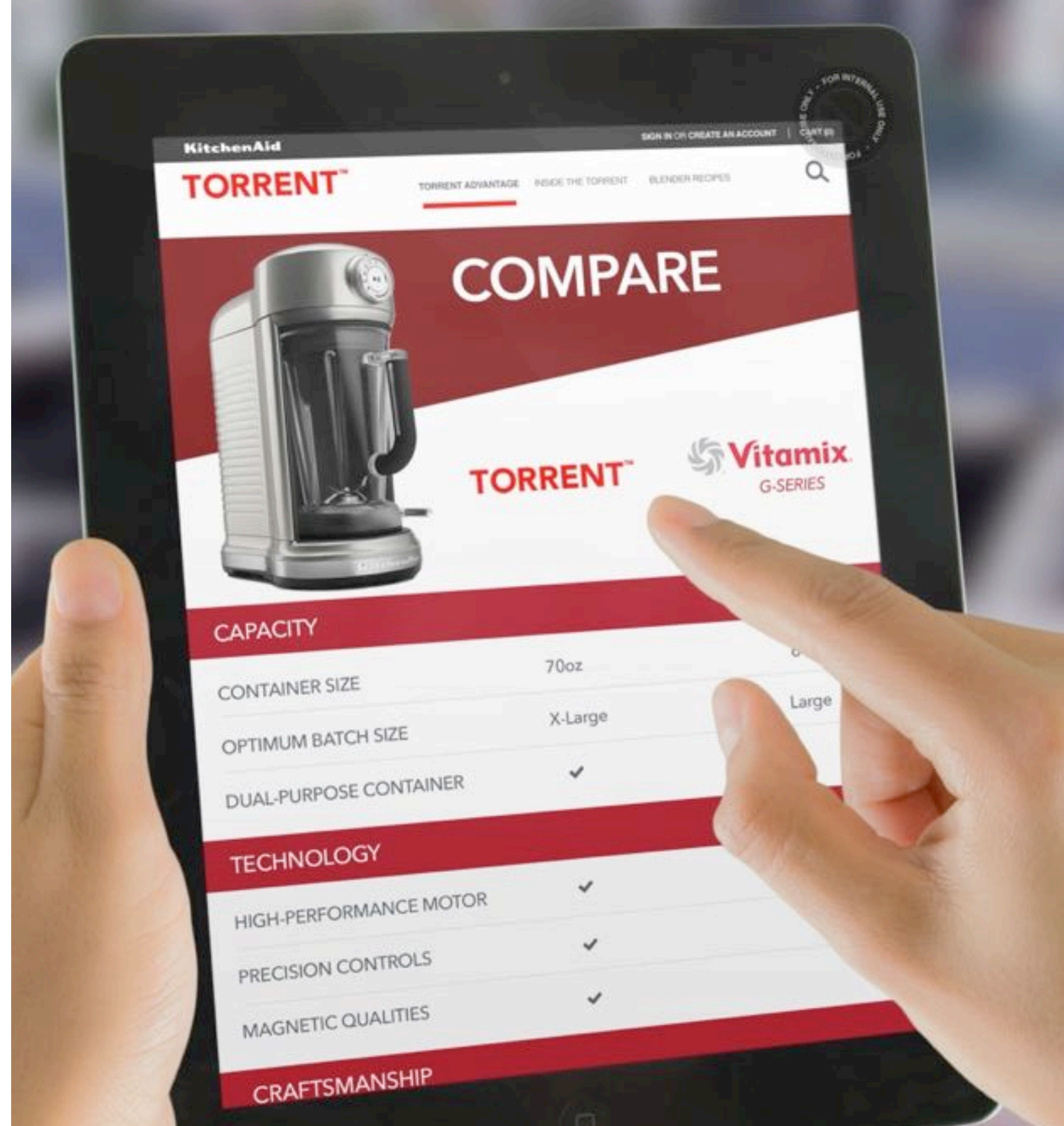
Torrent Advantage

The Torrent Advantage page tells the larger **brand story** about KitchenAid's peerless reputation in appliances and reinforces the inherent **reasons to believe** of the Torrent. The page drives to the external KitchenAid site but also casts a wider eye as it invites users to compare the Torrent against best-in-class competitors.

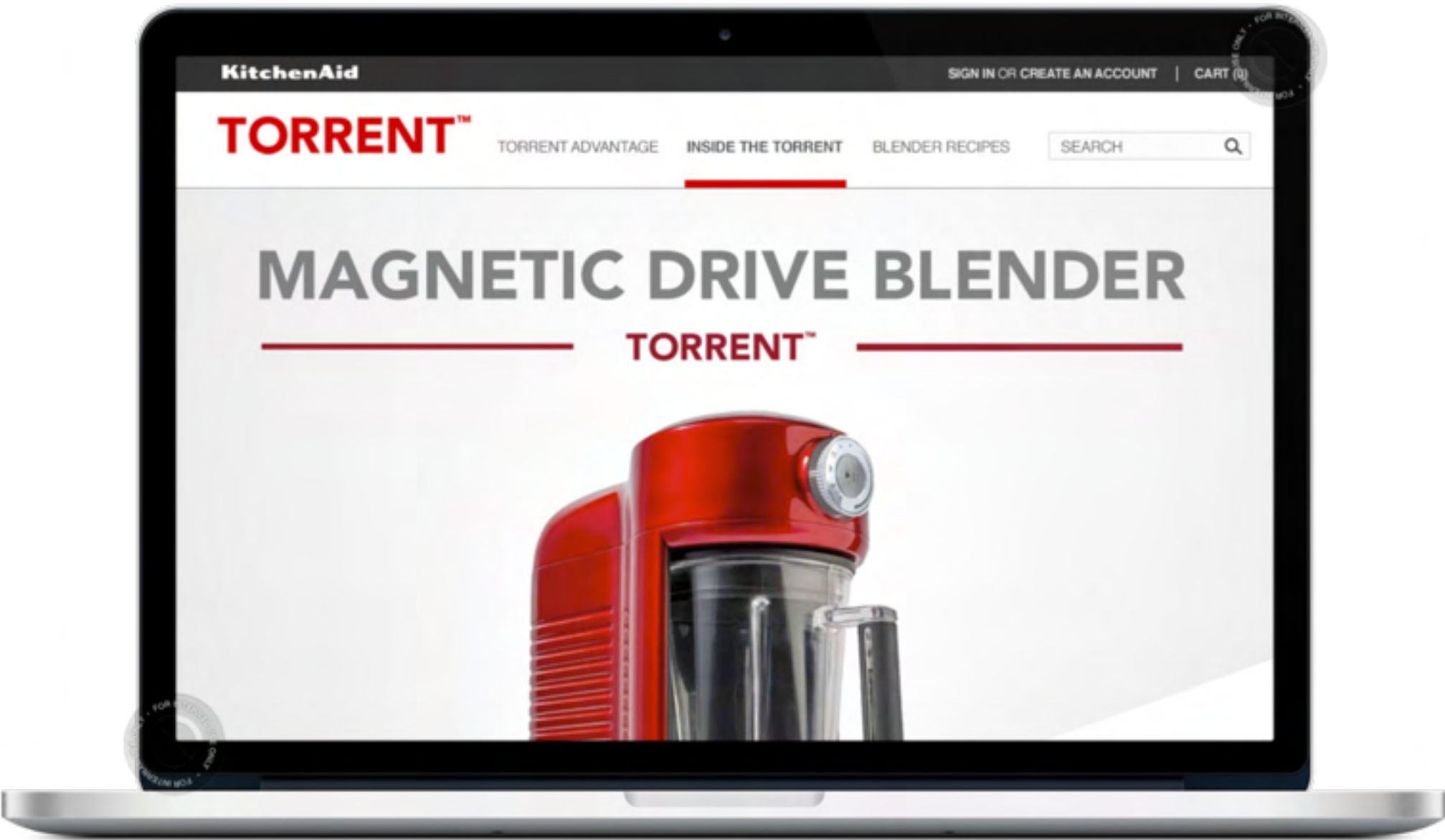


Compare

It's not a fair fight against the Torrent! That's why we prioritized creating a Compare page that **highlights the superior technology** and the sleek, quiet versatility of the Torrent. After viewing this page, it becomes clear where a passionate gourmet will want to turn when premium blending is a must.



Seamless experience across devices



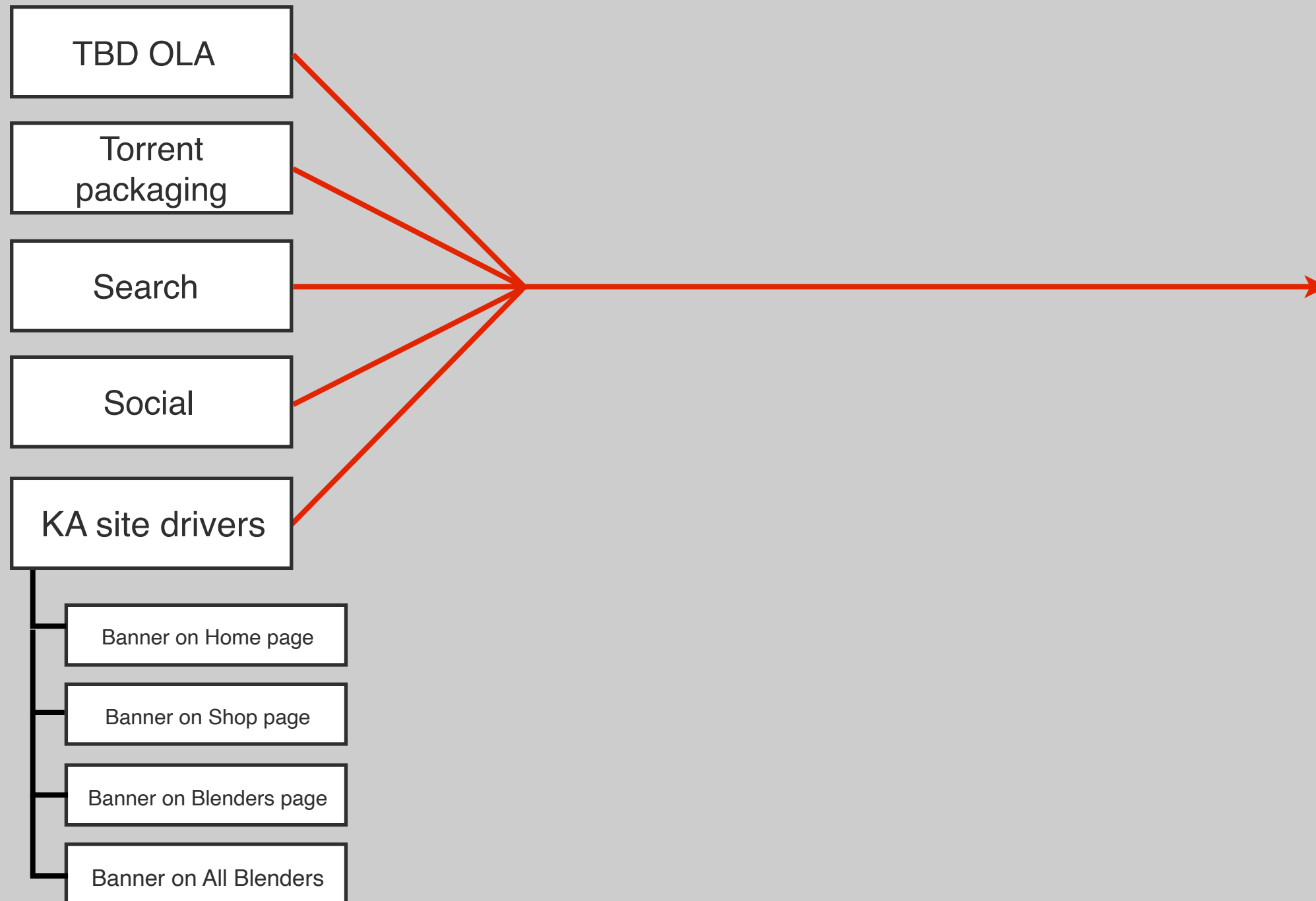
For 8/15 launch

Implement a one page experience within the KitchenAid platform to educate users about Torrent and drive sales.

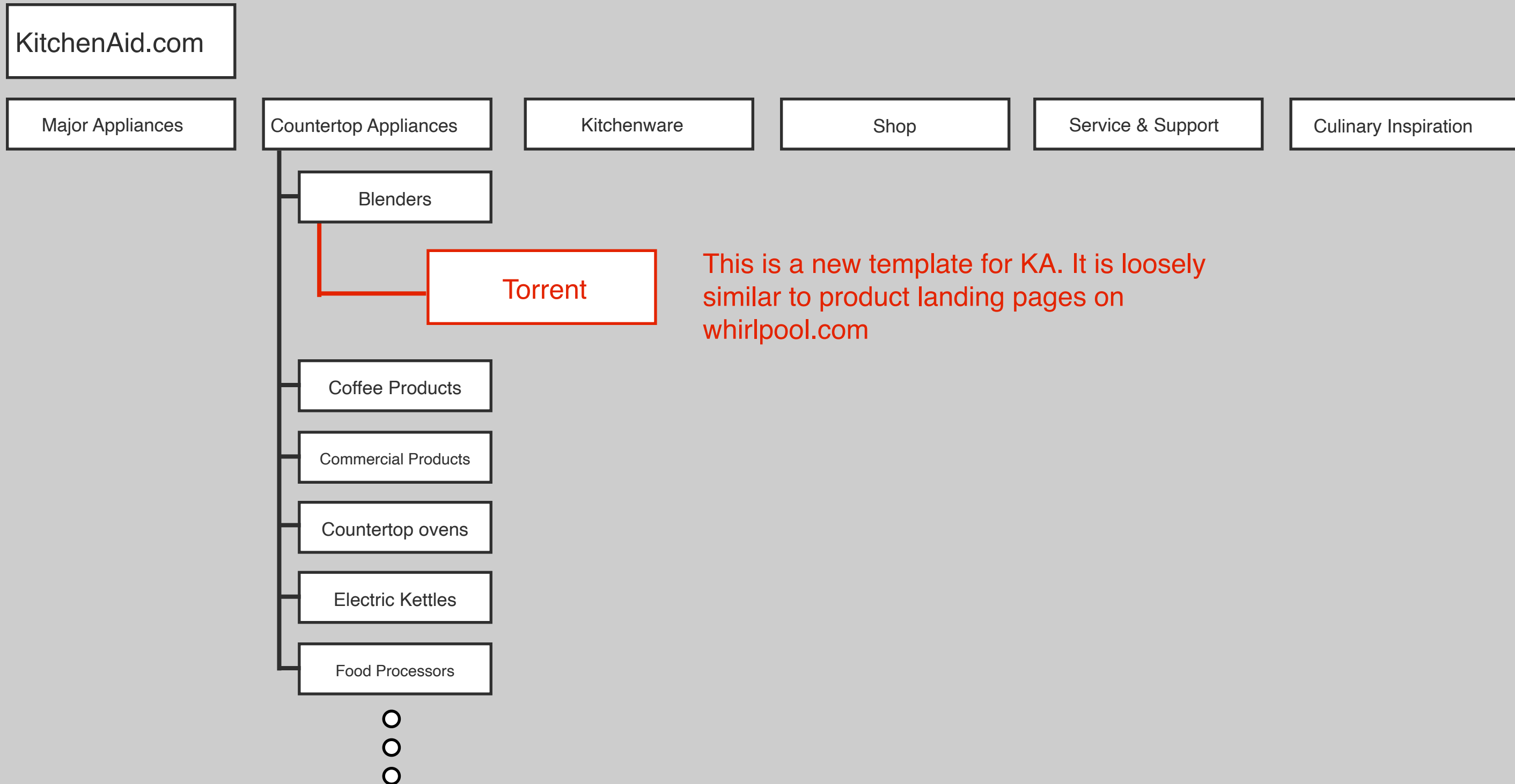
Considerations:

- Traffic drivers
- Destination within KitchenAid
- Technology constraints
- Future evolution
- Page content

Traffic drivers



Destination within KitchenAid





Thank You