

HED Skincare

E-commerce platform powering the sale of skincare products for bald people.

 **SERVICES**

Customer Experience, Strategy, Technology

 **SECTOR**

E-Commerce

 **TECHNOLOGY**

Shopify

 **WEBSITE**

www.hedskincare.com

HED Skincare is an ecommerce / direct-to-consumer brand that sells grooming products for bald people. The company formulates products that are entirely adapted to the needs of a shaved scalp. From shaving to anti-aging products, HED Skincare is truly the bald man's brand.

► CHALLENGES / OBJECTIVES

HED Skincare came to Transcend Digital with an amazing business opportunity and a brand concept that could become a household name. Transcend Digital was tasked with overall brand development, user interface and user experience design and a custom web development into the Shopify Sector.

► SOLUTIONS

Transcend Digital conducted surveys with a sample set of 100+ bald men to define user personas and potential purchasing behavior. With the insights gathered, Transcend Digital was able to define brand guidelines (design, branding, messaging, etc) that was then translated into an e-commerce experience.

- Brand bible
- User personas
- Brand messaging
- Interface design
- Shopify development

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