

**LEARN  
FROM  
GREAT  
DESIGN**

**Volume 1**

**Tom Kenny**

**IT'S  
TIME  
TO  
LEARN  
FROM  
GREAT  
DESIGN**

Most designers look at inspiration galleries when stuck but what you're seeing there is mostly visual and you know design is more than just it looks.

That's why I've created this series called **Learn from Great Design** where I show you the best design on the web but also show you **why** it is the best, by diving deep into the design decisions they've made.

Not a single design gallery does this, so once you find a site on there you like the look of, you have to spend the time trying to find out if the design works well beyond just how good it looks.

With **Learn from Great Design**, I've taken the time to do the work for you. You don't need to look around the site and figure out what makes it so great. Just read the case studies in this free eBook and on [inspectelement.com](https://inspectelement.com).

It's time to learn from the best.

**LEARN  
FROM  
GREAT  
DESIGN  
AVIS CAR  
HIRE**

[avis.co.uk](https://www.avis.co.uk)



# UNLOCK THE WORLD

Enter airport, city or postcode



17 MON NOV

10:00

To

19 WED NOV

10:00

☐ RETURN TO DIFFERENT LOCATION

AVIS WORLDWIDE DISCOUNT (AWD) NUMBER >

2 DAYS RENTAL

SEARCH FOR CARS >

## 7 DAYS FOR 5 ... PLUS MILES MORE DEALS

Save on your next trip in the UK, Europe or wherever in the world that takes your fancy. The road is yours. Make the most of it.

[VIEW CAR HIRE OFFERS](#)

On our last trip to Iceland we hired a car from Avis Car Hire's UK website and it was a fantastic experience. Their website is by far the best I've ever used to book a rental car. Not that that was saying much because they've pretty much been stuck ten years in the past.

The design is beautiful but it doesn't let that beauty get in the way of a great, usable experience. In fact, it contributes to the

experience as I will show you but you will probably see what I mean when you try the site out yourself. Visual design is an important part of the design process but it isn't the only part of course.

I'm currently on a round the world trip with my wife. We'll be in New Zealand next month, so I will be running through the site as though we're hiring a car in Auckland (which we are).

While I don't know the reasons for the design decisions made, I am certainly going to dissect it and show you why I love it.

## FIRST IMPRESSIONS

Immediately you see a beautiful image of mountains and a road, with the words "Unlock the world" reinforcing their status as a worldwide brand or introducing you to that fact if you weren't already aware.

Before we move on, let's examine the wording some more. It's very short and to the point but it doesn't just say something bland like "hire a car". It invites you in to explore the world and



Avis are here to help you do just that. Not only that but it's a clever use of the word "unlock" referring, of course, to unlocking your car; your gateway to the world.

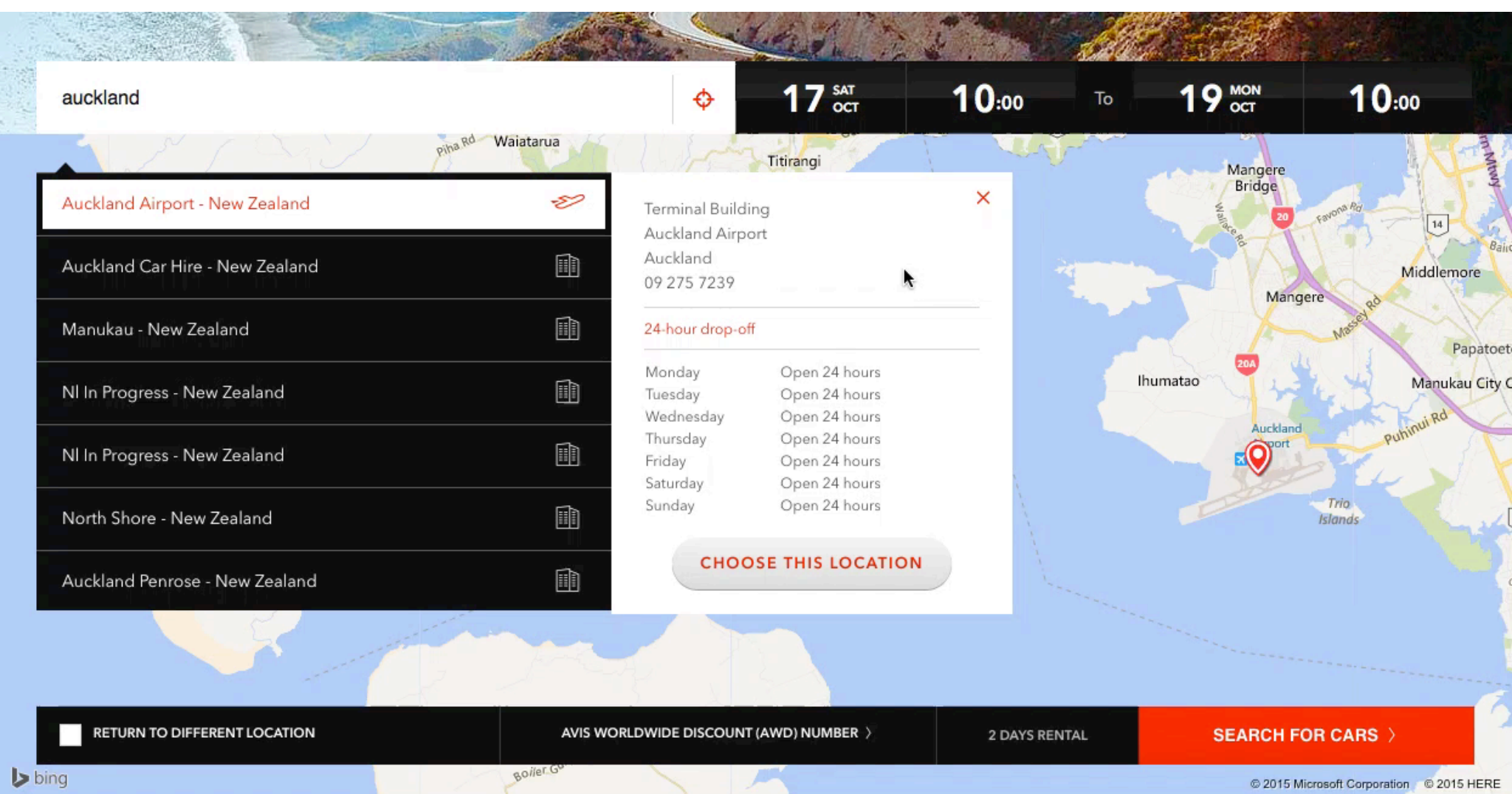
Overlaid on the image representing the vast landscapes of the world, is a prominent search bar. This is the clear call to action and nothing takes much attention away from it. What are you here to do? Hire a car! Avis have made that the focus and I love it.

The search bar is the prominent factor on this page, and so it should be. There are promotions and offers on the homepage but they don't distract too much from the search as they are placed below, visually indicating they're secondary. It's clear the user comes first, ahead of different department wants in this case. Fantastic.

It's as close to all round web design perfection as I've ever seen. Yes, I think this is one of the best designs on the web. Let's move on to see why.

# SELECTING A LOCATION

As you can see from the video below (if you can't see the video, [watch it here](#)), Auckland has multiple locations where we can hire a car. The good thing about this, as the video shows, is



selecting different places causes the map to *transition* between locations. This is the kind of detail that makes the difference between good design and great design. **Immediately I can see**

**where there each are relative to each other, without me having to do any extra work.**

If it didn't animate between selections, I would have to navigate the map or another map myself to see where they are in relation to the other locations.

We'll be flying into Auckland, so we're going to pick up a car from the airport.

## SELECTING DATES AND TIMES

As soon as you've chosen your pickup location, you're greeted with the date screen

What's great about this is how the focus is purely on picking a date. The entire width of the page is dedicated to it, allowing it to show three full months. This is great for those who are travelling for a couple of weeks in the next few months but also those who will need a car for much longer, like us. I imagine it covers at least most, if not all situations. Simple but effective.

# UNLOCK THE WORLD

Auckland Airport - New Zealand



26 WED NOV

10:00

To

28 FRI NOV

10:00

## PROVIDE YOUR PICK-UP DATE

### NOVEMBER 2014

| Mo | Tu | We | Th | Fr | Sa | Su |
|----|----|----|----|----|----|----|
|    |    |    |    |    | 1  | 2  |
| 3  | 4  | 5  | 6  | 7  | 8  | 9  |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |

### DECEMBER 2014

| Mo | Tu | We | Th | Fr | Sa | Su |
|----|----|----|----|----|----|----|
| 1  | 2  | 3  | 4  | 5  | 6  | 7  |
| 8  | 9  | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 |    |    |    |    |

### JANUARY 2015

| Mo | Tu | We | Th | Fr | Sa | Su |
|----|----|----|----|----|----|----|
|    |    |    |    | 1  | 2  | 3  |
| 4  | 5  | 6  | 7  | 8  | 9  | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 |

NEXT 3 MONTHS >

☐ RETURN TO DIFFERENT LOCATION

AVIS WORLDWIDE DISCOUNT (AWD) NUMBER >

2 DAYS RENTAL

SEARCH FOR CARS >

It's also worth pointing out that the area next to the location shows the dates and times for pickup and drop-off as you chose them. These are also clickable so you can change them anytime. My only gripe is they aren't obviously clickable so it takes a little investigating to discover you can change them.

Selecting times also gets the same treatment even though time can't really benefit from the extra space like the date selection can. Avis do conveniently display opening times for your chosen location which is a great use of context. I don't have to hunt around the site for opening hours which is something I



# UNLOCK THE WORLD

Auckland Airport - New Zealand



09 TUE DEC

10:00

To

11 THU DEC

10:00

## OPENING HOURS

### Auckland Airport - New Zealand

|           |               |
|-----------|---------------|
| Monday    | Open 24 hours |
| Tuesday   | Open 24 hours |
| Wednesday | Open 24 hours |
| Thursday  | Open 24 hours |
| Friday    | Open 24 hours |
| Saturday  | Open 24 hours |
| Sunday    | Open 24 hours |

You can return your vehicle at any time, using our secure key drop service . Just let us know in advance.

## PROVIDE YOUR PICK-UP TIME

10

 : 

00

CHOOSE THIS TIME

☐ RETURN TO DIFFERENT LOCATION

AVIS WORLDWIDE DISCOUNT (AWD) NUMBER >

2 DAYS RENTAL

SEARCH FOR CARS >

may not have even thought about had it not been listed. I'm given the information when I need it. Great decision.

## Why Split the Process into Multiple Parts?

When working with a client of mine, we discovered that splitting a registration form into multiple steps improved the conversion rate. While this isn't exactly the same, the process of booking a car requires a number of steps but Avis has even split sections into even more steps than a traditional car booking site.

Choosing a date is focused on just that, reducing distractions and improving the usability in the process. I would bet they've also improved conversion rates by doing so.

It seems counter intuitive but in this instance, you can see how it helps. One giant form can be intimidating. Splitting it up into easy to manage chunks can be less of a deterrent. Hiring a car certainly has a number of necessary requirements and Avis' approach gently guides you through the process.

## CHOOSING A CAR

The car listing page is a thing of beauty (see next page).

As well as looking great, it's also fantastic to use. As I mentioned earlier, this is a great example of how visual design helps usability.

Look at how the cars are displayed. They all have a consistent style and appearance so you can scroll the list and easily compare cars just by looking at them. Clearly some work was done to photograph each car in a certain way or at least the



9 CARS LISTED BELOW FROM NZD1,810.03

ALL VEHICLES

MANUAL & AUTO

ALL FUEL TYPES

A/C ONLY



SMALL

Toyota Yaris

Or similar group A car

NZD1,810.03

Total Rental

4 Seats

2 Bags

5 Doors

Manual

Air Con

Petrol

CHOOSE

DETAILS

Minimum age: 21



MID-SIZE

Toyota Corolla Hatch

Or similar group B car

NZD1,864.16

Total Rental

4 Seats

2 Bags

5 Doors

Manual

Air Con

Petrol

CHOOSE

DETAILS

Minimum age: 21



MID-SIZE

Toyota Corolla Hatch Auto

Or similar group C car

NZD1,918.35

Total Rental

4 Seats

2 Bags

5 Doors

Automatic

Air Con

Petrol

CHOOSE

DETAILS

Minimum age: 21



MID-SIZE

Chevrolet Malibu

Or similar group D car

NZD2,378.78

Total Rental

5 Seats

4 Bags

4 Doors

Automatic

Air Con

Petrol

CHOOSE

DETAILS

Minimum age: 21

LARGE

Holden  
Commodore

NZD2,487.09

Total Rental

images were edited with a uniform style. Either way, significant care and attention has been taken to make them look consistently good.

Imagine if all the cars were at weird angles or had different lighting. It would certainly be a distraction. With them all facing the same direction, it reduces the visual complexity of the page. Also notice how they point towards the information about the car. This design flows nicely from left to right as a result, guiding the customer in the right direction.

## TYPOGRAPHY AND VISUAL HIERARCHY

Web design is considered 95% typography and most of the impressive use of visual hierarchy is created by great typography here.

Not only unique to this page but the use of the Avenir Next typeface across the site is fantastic. I know Avenir Next well having worked with it extensively on a previous project so I know how versatile it can be. As you can see here they've used

it for headings at large font sizes as well as small copy with some being set completely in uppercase and it all looks great. Superb choice and well used.

What this great use of typography does is easily allow you to scan down the list comparing various properties. For example, you can scroll the list fairly quickly and notice the size of each car: small, mid-size, large, etc. The same can be said about the price. Scanning down the list looking at the price is very comfortable.

## COLOUR

Personally I admire sites that can use one colour effectively and Avis certainly does. To show you what I mean with a simple example, let's see what happen when you remove the colour from the size label:

[www.avis.co.uk](http://www.avis.co.uk)

SMALL

Toyota Yaris

Or similar group A car ?

NZD1810.03

Total Rental

4 Seats

2 Bags

5 Doors

Manual

Air Con

Petrol

Minimum age: 21

CHOOSE >

DETAILS >

MID-SIZE

Toyota Corolla Hatch

Or similar group B car ?

NZD1864.16

Total Rental

4 Seats

2 Bags

5 Doors

Manual

Air Con

Petrol

Minimum age: 21

CHOOSE >

DETAILS >

What happens now is the size property “merges” in with the colour of the car name and gets slightly lost, especially when scrolling the page in search of a car to choose. You can see this is also a good use of colour despite being the same as the main call-to-action colour. Nothing distracts much from the call-to-action buttons on this page. It’s immediately obvious what you need to click on to take you to the next step once you’ve chosen a car.

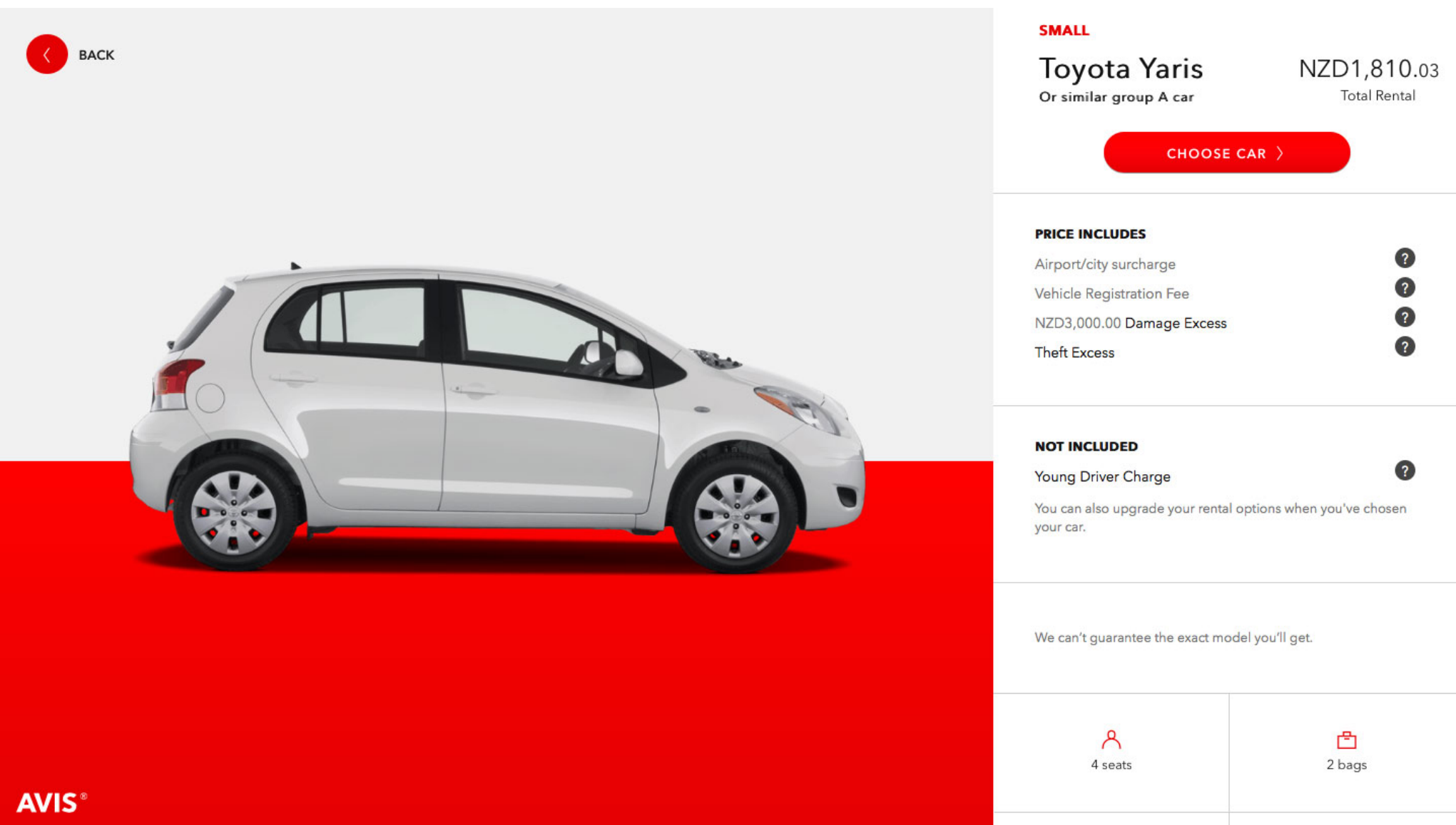
## One Strange Interaction

The only odd aspect of this page is when you click on the car image itself, it slides to the right and hides the information. I can’t see any benefit to this. It seems pointless but it isn’t an interaction you have to use so you can just ignore it and I’m not going to dwell on it.

## CAR DETAILS

Clicking/tapping on the car details link gives you more information about the car, loading the information in a full-

screen view over the page. It doesn't load another page as hitting back immediately takes you back to the car list view.



The car details screen gives you more information about the rental car and does it in a beautiful full-screen layout. You could possibly argue that the red floor is too distracting from the main call-to-action but this is only something testing could determine. It certainly looks good, that's for sure.



## BEYOND THE CAR SELECTION

I'm going to stop here because this is the core experience of the site. Sure, checkout steps are important to get right too but I feel as though there is already plenty to learn from at this point.

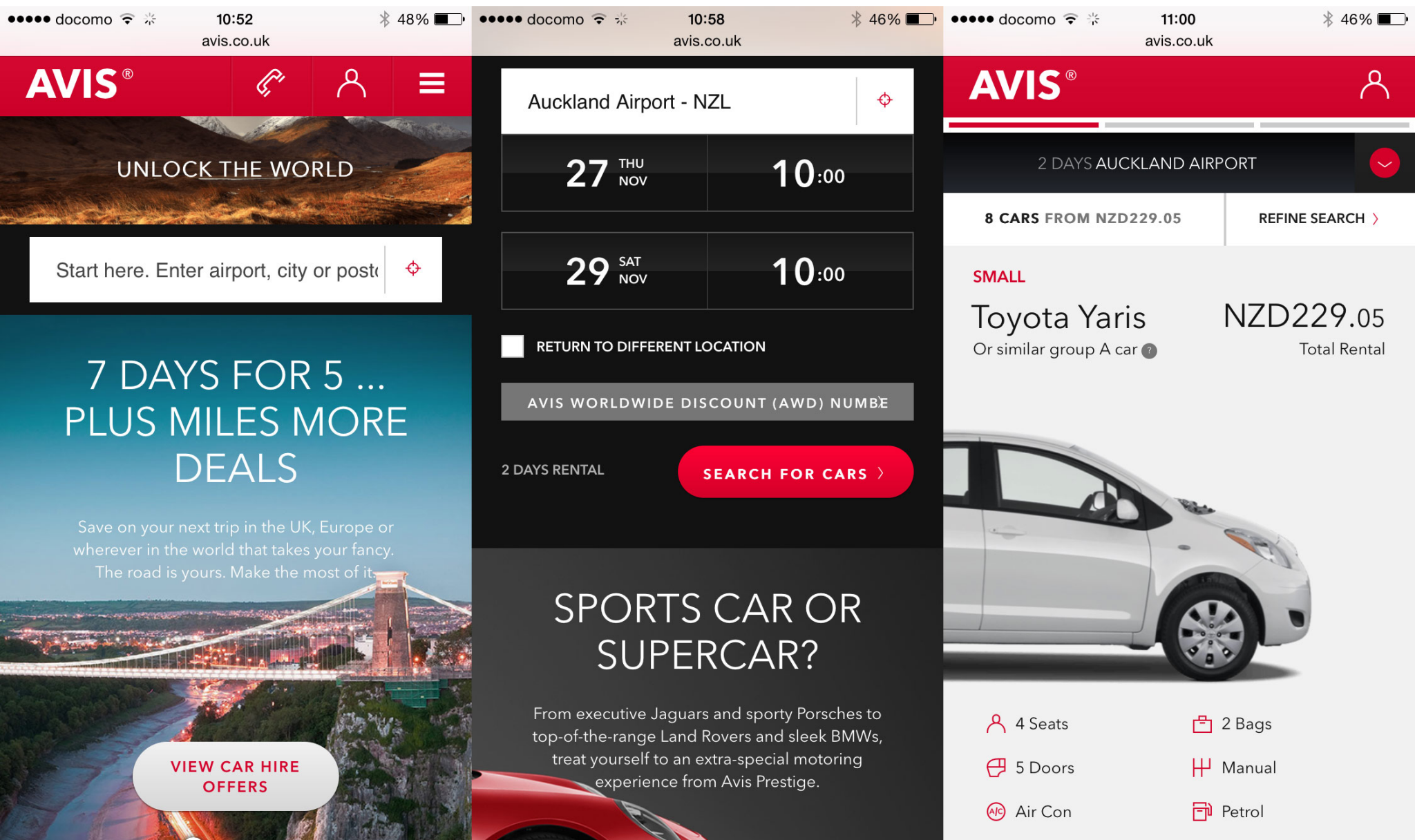
## MOBILE

As you're well aware by now, mobile is an extremely important part of web design. The same client I mentioned above recently saw mobile usage overtake desktop usage for the first time a few months ago. That's over 3 million registered users who are mostly shopping from a mobile device.

The Avis redesign is responsive and doesn't disappoint. It scales down sensibly to mobile screen sizes just as you would expect.

There are small changes I would make on mobile without having had much time to think about it. Probably the biggest one would be to keep the back button always visible on the car details page, as when you scroll down, which can be quite far,

direct access to a way to go back would be nice. Not a major point though.



## COMPETITORS

I don't want to spend too much time on Avis' main competitors but I will briefly touch on them as it will further demonstrate why the Avis website is so well designed.

# Hertz

FAQ - Ask us a question

United Kingdom (English) [Change](#)

Gold Plus Rewards [LOGIN](#) Not Yet a Member? [Join Now](#)

[Car / Van Reservations](#) [Special Offers](#) [Locations](#) [Vehicle Guide / Car Sales](#) [Products & Services](#) [Hertz Loyalty Programme](#)

**Book a Car** [View/Modify/Cancel a Reservation](#)

1 **Pick-up Location** (City, State or Airport Code)  
  
[Help me find a rental location](#)

☐ Return car to a different Hertz location

2 **Pick-up Date and Time:**  
 00:00  
**Return Date and Time:**  
 00:00

**Hire Car Type:**  
 Cars I Might Want

☐ Use my Hertz Gold Plus Rewards Points

☐ Apply a discount code

[Get a quote](#)

**28+ day rentals**  
 Flexibility with long-term discounts

[Find out more](#)

**WEEKENDS FROM £10 per day**

**European Weekend Rental**  
 From £10 per day

**THE DREAM COLLECTION**

**Drive your dream**  
 Introducing the Dream Collection

Hertz seem more interested in promoting as much as possible to you as soon as you arrive. **Picture yourself walking into a shop and someone coming up to you immediately and telling you what they have on offer as soon as you step foot in the door. No shop does that in the real world, why is it ok on a car rental site? It isn't.**



The car listing page doesn't show the same type of care and attention that Avis gave theirs. They're trying to squeeze more information into a smaller space. When you give elements room to breathe, you give your users the respect they deserve. The opposite is true too.

## Europcar

The screenshot shows the Europcar website homepage. At the top is a black navigation bar with links: Home, Deals, Vehicle Guide, Partner Deals, Loyalty, Van Rental, Rental Locations, Help, a star rating (0), and MY ACCOUNT. Below this is a green header with the Europcar logo and the tagline "moving your way". A search bar is prominently displayed with the text "Pick up" and "Find a location". Below the search bar is a green bar with "Advanced" and "Search" options. The main content area features a section titled "SMASHING OFFERS OF THE DAY" with five promotional tiles: "FRANCE" (From \$20 per day), "VANS & TRUCKS", "LOYALTY" (Save 15% off 5+ days), "AUSTRALIA", and "DREAMY UK!" (From \$21 per day). A "BOOK NOW" button is visible in the UK tile. At the bottom of the offers section is a button that says "I WANT TO SEE MORE DEALS".

Europcar are the closest to the experience of Avis with a large focus on the search bar but they are also far too keen to promote something to you.

They know you're probably visiting because you want a car/vehicle but they don't know much beyond that at this stage so why show a promotion for Australia? It's pointless and a waste of space. If they do want to go to Australia they will chose Australia, then show them the promotion. At that point you know they're going to Australia and now they will be receptive to the promotion. Use that space more wisely.

The overall experience isn't nearly as slick and focused as Avis.

## Enterprise

Yes, this is really the web site for Enterprise and it's a mess even beyond the dull visual design and the archaic 800px width of the site. Someone remind me what year this is. I seem to have travelled back in time.

enterprise  
rent-a-car

Language: English >> About Us Contact Us Help

Car Hire Business Rentals Careers

Join Our Business Rental Programme

[Learn more](#)

When A Car Won't Do Enterprise Van Hire™

[Learn More](#)

Recommended Provider

Which?

Car Hire Companies February 2014

Car hire in the UK

Car hire in the :

UK

UK includes England, Scotland, Wales, Northern Ireland

1 Pick Up Location

☐ Show airport only

City, Post Code, [Airport](#) .

☐ Return to a different location [Details](#)

Pick Up Date & Time

27 Nov 12:00

Return Date & Time

28 Nov 12:00

Vehicle Class [View List](#)

☒ Show Manual only ☐ Show Automatic only

3 All vehicle types

Renter's Age 30 and Up [View Age Policies](#)

Optional: Coupon, Customer Number

Search

Login to Enterprise Plus™

Member# or Email Address:

Plus

Password:

Login Forgot?

[Join Now](#) [Create Password](#) [Learn More](#)

Starting From £12.99 per Day.

HIRE A VAN FOR LESS.

[Reserve Now](#)

Starting From £14.99 per Day.

Weekend Special.

[Learn More](#)

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[Modify Reservation](#) | [Vehicles](#) | [Locations](#) | [Business Rentals](#) | [Print Your Receipt](#) | [Help](#)

[Travel Agent](#) | [Site Map](#) | [Hand Controls](#) | [Global Franchise Opportunities](#)

International Car Hire Sites:  
[Car Hire US](#) | [Car Hire Canada](#) | [Car Hire UK](#)  
[Car Hire Ireland](#) | [Car Hire Germany](#) | [Car Hire France](#) | [Car Hire Spain](#)

[Enterprise Rent-A-Car Privacy Policy](#) | [Terms of Use](#) | [Cookie Policy](#) | © 2014 Enterprise Rent-A-Car Company. Patent Pending

First of all you have to select a country from the giant dropdown list and then when you do select one, the page refreshes and it isn't fast, even on my fast internet connection.

enterprise  
rent-a-car

About Us Contact Us Help

Car Hire Business Rentals Careers

Enterprise Plus

Reservation Summary

20% Complete

Location Details

Pick Up Location  
(not yet chosen)

Dates & Times [change](#)

Pick Up  
27 Nov 2014 @ 12:00

Return  
28 Nov 2014 @ 12:00

Vehicle Class  
(not yet chosen)

Renter's Age [change](#)

30 and Up

Renter's Information  
(not yet entered)

Method of Payment

Pay Later

[Start over](#)

We'll Pick You Up! ~

Showing all locations for London

Locations 1 - 15 of 30  
<Previous Next>

| Locations   | Location Status   |
|---|---|
| <input checked="" type="checkbox"/> Show <a href="#">airport locations</a> for London only  | <input type="checkbox"/> Location offers hybrids, electrics, or both. |
| RUSSELL SQUARE<br>49 WOBURN PLACE, BLOOMSBURY,<br>LONDON WC1H 0JZ<br><a href="#">(view branch details)</a>                        | Vehicles Available <a href="#">Select</a>                             |
| WATERLOO<br>UPPER MARSH ROAD<br>LONDON SE1 7EL<br><a href="#">(view branch details)</a>   | Vehicles Available <a href="#">Select</a>                             |
| TOWER BRIDGE<br>ARCH 59 ROYAL MINT STREET<br>LONDON E1 8LG<br><a href="#">(view branch details)</a>                               | Vehicles Available <a href="#">Select</a>                             |
| 615-629 OLD KENT ROAD<br>LONDON SE15 1JU<br><a href="#">(view branch details)</a>   | Vehicles Available <a href="#">Select</a>                             |
| HAMMERSMITH<br>200 KING STREET<br>LONDON W6 0RA<br><a href="#">(view branch details)</a>  | Vehicles Available <a href="#">Select</a>                             |
| WEST HAMPSTEAD<br>131-179 BELSIZE ROAD<br>(ABBEY ROAD MOTORIST CENTRE)<br>LONDON NW6 4AB<br><a href="#">(view branch details)</a> | Vehicles Available <a href="#">Select</a>                             |
| LONDON BOW  |   |

Have a look at what happens when I select the UK and then type in London.

I'm done with Enterprise. I'm out.

## Competitors Verdict

I'm sorry I looked elsewhere Avis. I feel ashamed. Please don't tell anyone.

## ADDITIONAL NOTES

Currently the redesign is only live on the UK site, at least as far as I know. The US site doesn't have the new design at the time of writing. I have no idea why this is the case but it could be simply because they are testing it on the UK site before rolling out worldwide.

It's worth nothing that I haven't done any user testing, nor do I know what affect this is happening on Avis' website performance since the new design. I've contacted them to see if they're willing to share any performance data but haven't



received a reply at the time of writing. I will update if I get a response from Avis.

## Disclaimer

I have no affiliation with Avis in anyway. I simply used their service to rent a car for our holiday in Iceland and was very impressed with their website.

## WE TRY HARDER

Avis have simplified at every possible stage of the car renting process, making it a joy to use. Simplifying is hard to do but then again, Avis's tagline is "we try harder" and it certainly shows.

**LEARN  
FROM  
GREAT  
DESIGN  
ORANGINA**

## DISCOVER ORANGINA

Since 1936, Orangina brings you a unique flavor of the Mediterranean through its authentic taste of oranges with real fruit pulp and its natural orange zest.



The [website for Orangina](#) is dripping with character (pun intended). It's fun, colourful and alive. In this edition of Learn from Great Design, I will be looking at how an external design agency has breathed new life into the website of a drink brand almost 80 years old.

Having just been to Japan for six weeks, as part of travelling the world for a year with my wife, soft drinks have been a source of fascination for me. The selection in Japan is tremendous, so when I came across the Orangina site, I immediately knew I

wanted to review it because we can learn from the great design and also because the fascination born from my time in Japan.

## SHAKE THINGS UP!

I actually noticed Orangina bottles while I was in Japan (Orangina is currently owned by a Japanese company called Suntory) but I didn't ever have the urge to buy one because they didn't stand out to me in the sea of amazing drinks in the vast array of vending machines and combinis (convenience stores) all over the country. That was probably because I was wowed by all the new drinks I had never seen before.

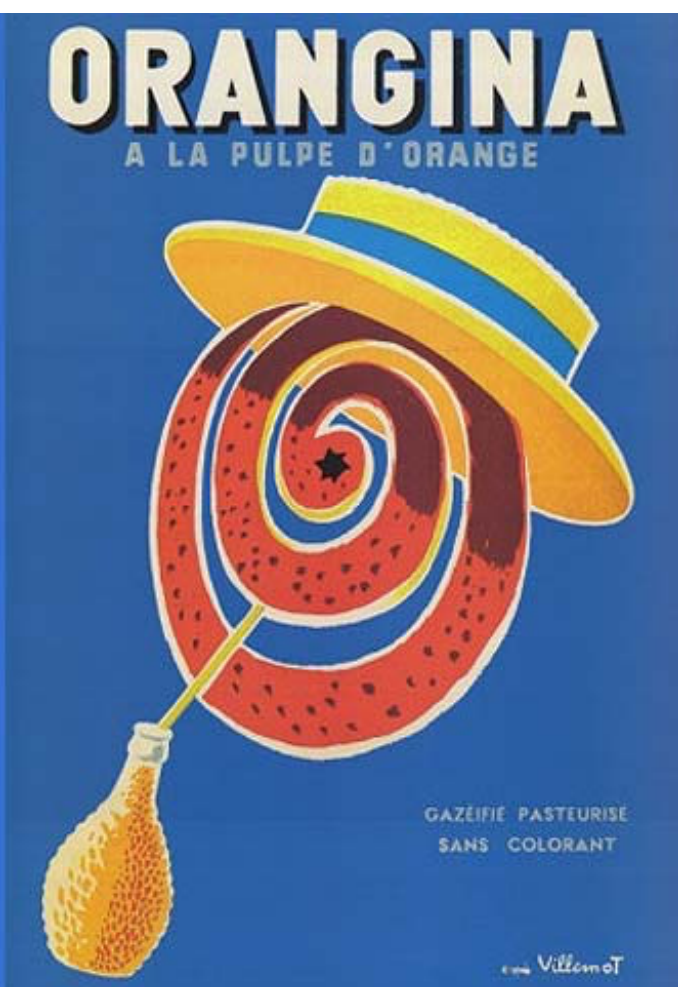
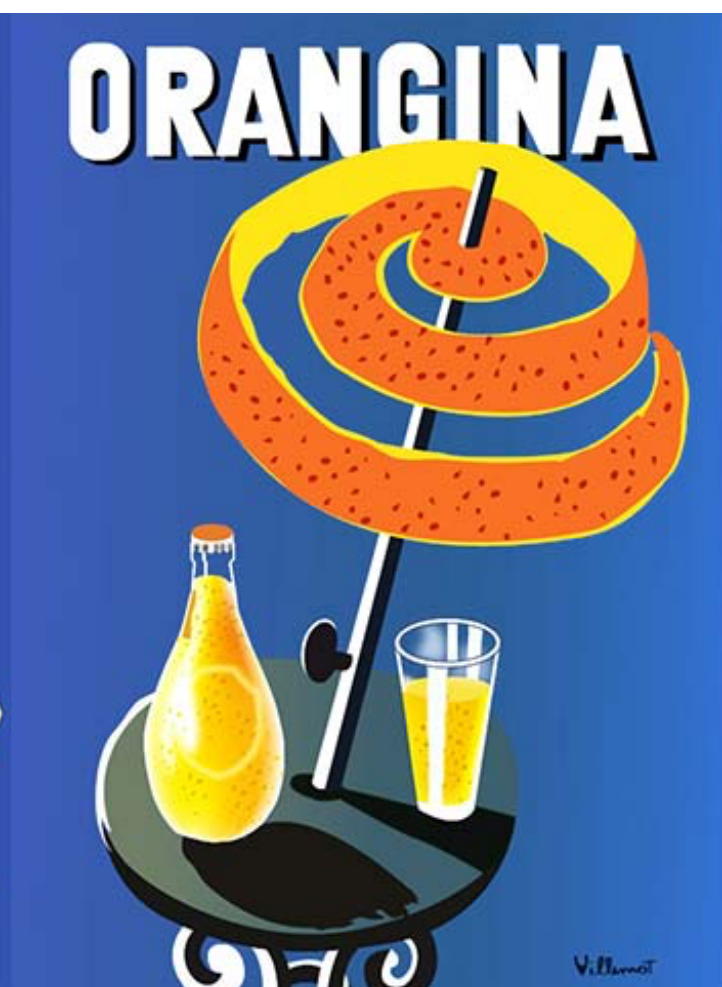
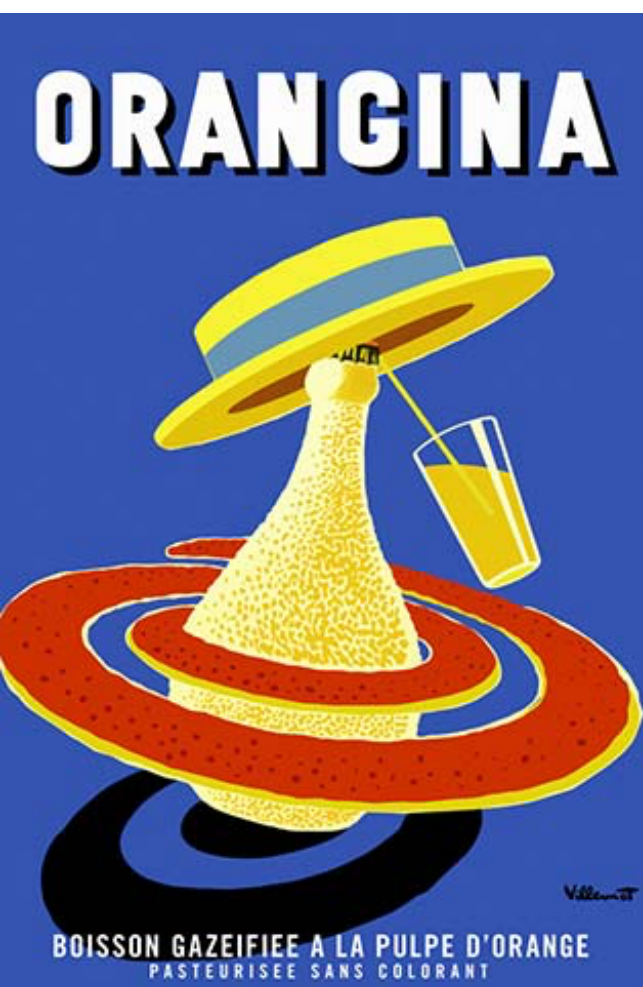
I used to love Orangina as a child. It seemed special to me because of the bottle, but without realising it, I saw their drinks as "old and tired" once I got older and haven't drunk one for about fifteen to twenty years or so.

Orangina are rebranding themselves in an attempt to stand out again, with design agency [Achtung!](#) taking up the role of the creative work. As a starting point, here's the recent posters they created:





Personally, I find the posters to be a bit plain, and what on earth does a overweight topless man, stretching in exercise gear have to with shaking things up?! The other two posters look really nice visually but they don't really stand out. They're generic and the message gets lost. They certainly aren't anywhere near as iconic as the old posters for Orangina:



Now, those are great designs, even if a little dated. Anyway, I digress. Wasn't I supposed to be reviewing their website? Of course, this is Learn from Great Design in web design but I want to demonstrate what the website does that the posters don't, and that is, stand out.

The analysis is split into the following sections: branding and visual design, photography, animation and typography. These are the key areas of the new Orangina design.

## BRANDING AND VISUAL DESIGN

Previously, in the first chapter of Learn from Great Design, I showed you why Avis are miles ahead of their competition. Orangina is a purely informational site. You can't do anything on the Orangina site, other than learn about Orangina but that doesn't mean there weren't branding lessons to learn from Avis too.

It's important to always remember this:

**User experience is a key component of branding.**



# THE HERITAGE OF ORANGINA

In 1936, an icon was born, Orangina. Since then, the brand has grown into the most natural and original soft drink in many countries worldwide. Natural, because of its unique recipe including orange pulp. Original, thanks to its iconic bulby bottle, the ritual of shaking and its witty advertising campaigns.

START EXPLORING

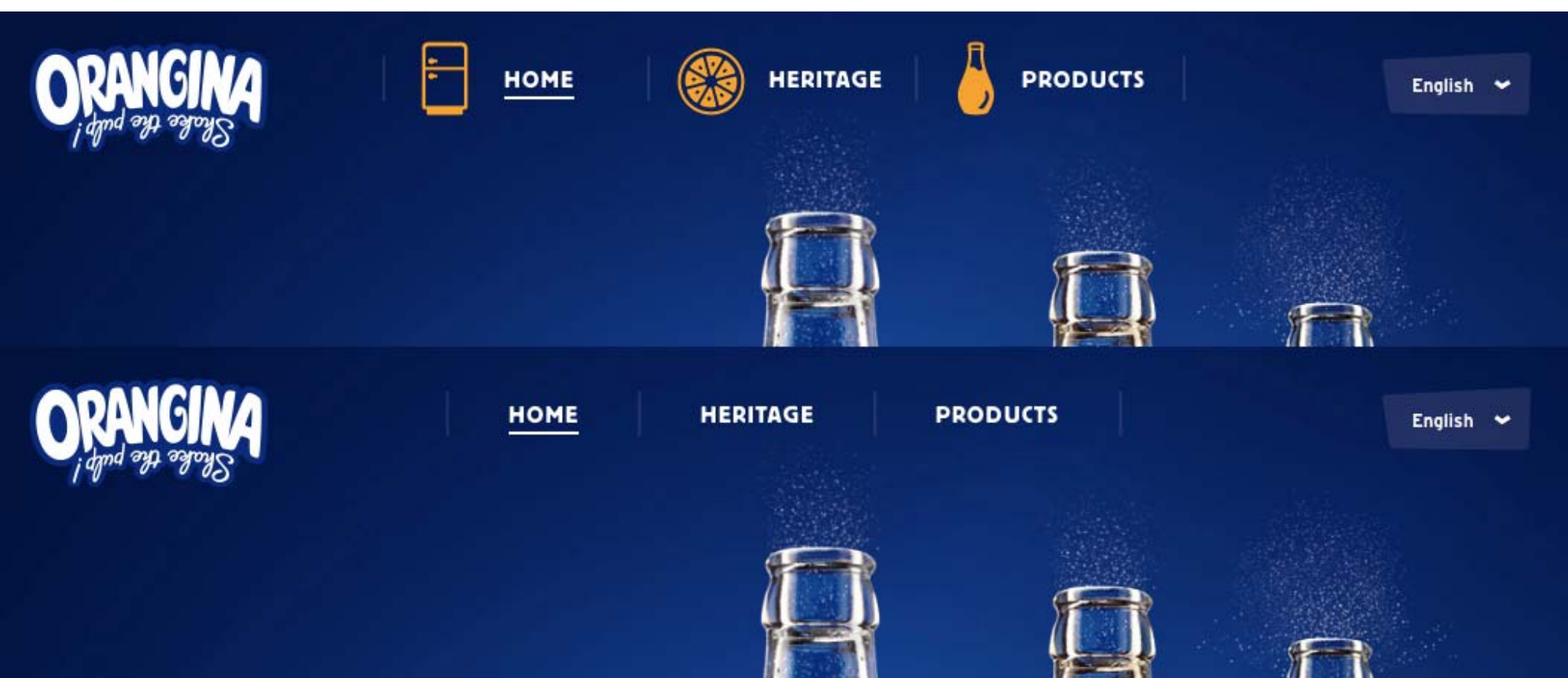


That means everything you do on the site, even how you go from point A to point B is part of the brand. The mere fact that Avis had created a great user experience adds to their brand. They put themselves ahead of the competition online and that user experience will be remembered as part of Avis.

## Visual Design

Often confused as the only element of branding, visual design is certainly still an important part of a brand, including web design of course, and Orangina does not disappoint. Strong colours are derived from the products themselves which sit on

top of the blue background with orange contrasting very well for buttons, icons and anything else that needs to stand out or to simply help with visual hierarchy.



Look at the top menu for example. **The orange icons are not only look great, they also add a visual element to the menu, making it more noticeable as well as differentiating the three sections.**

In the lower part of the image above, I've removed the icons to demonstrate their effectiveness in this particular design. You can see how we've already lost an element of the strong visual

design in something as simple as the menu. **It would function just fine without the icons, but wouldn't contribute to the overall fun and fresh look and feel.**



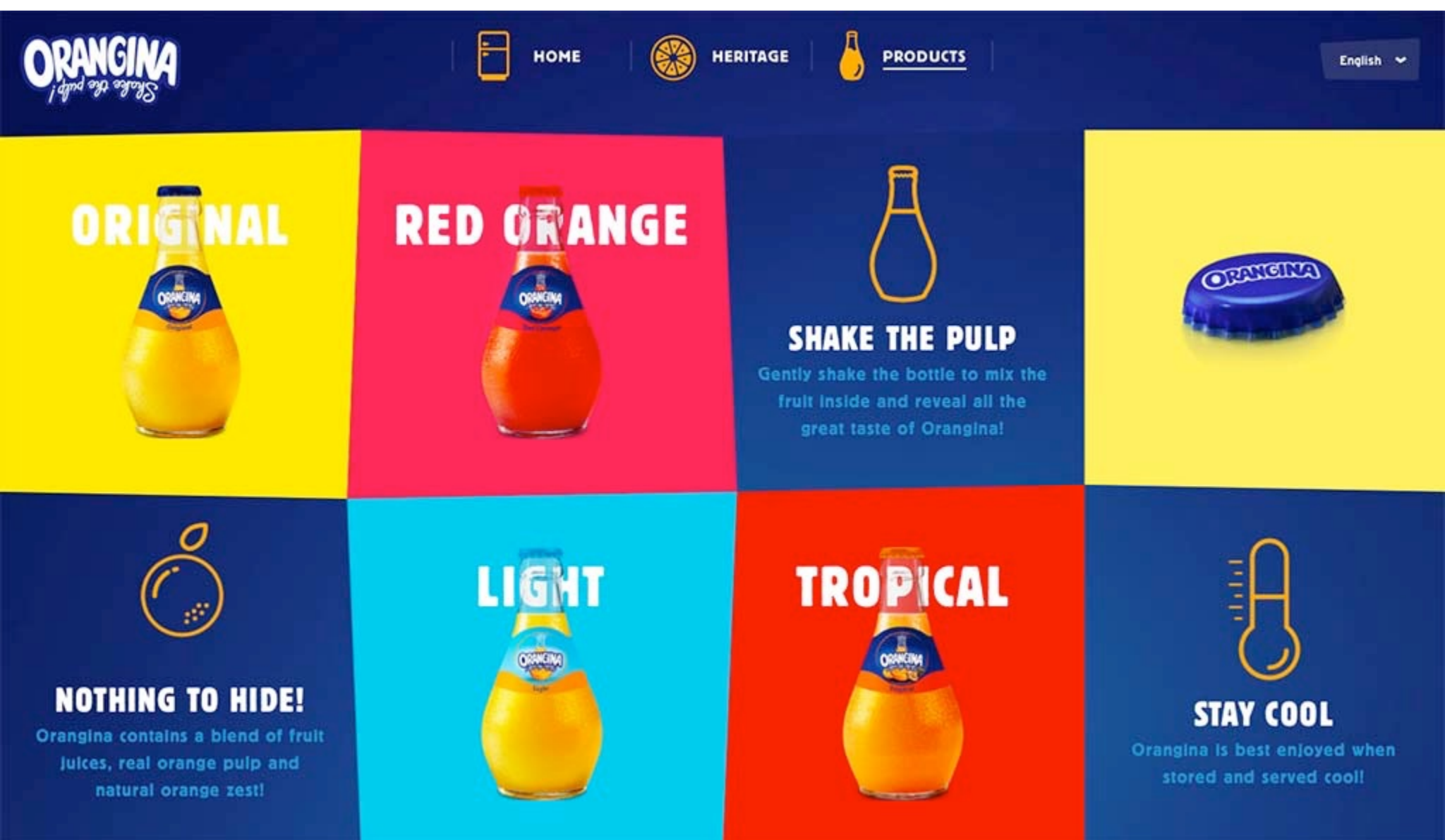
You've probably never seen buttons designed quite like this, yet they're still easily recognisable as buttons. Above are a few examples. They have a unique shape, yet aren't too distorted from the expected shape. They demonstrate how we can "shake things up" and do something different even something small like this and with standard elements such as buttons.

## PHOTOGRAPHY

I'm a keen photographer in my spare time and I believe learning photography has helped me become a better designer. You can see how great photography has helped with the design of Orangina's website, not that the designer has taken the photos but it helps create better composition.



Actually, I wouldn't be surprised to discover the bottles were created in 3D modelling software and made to look exactly like the real life thing. This allows them to place the bottles however they like, without having to assemble an expensive studio and use them over and over again. If you look closely at the condensation on the outside of each bottle, you will notice they're identical, suggesting they're most likely to be 3D renders.



I'm not saying you have to learn 3D modelling, of course the web designer wouldn't have created them, but it's interesting to know what goes on behind the scenes. [Entire rooms are created in 3D these days](#) and no-one even notices. This is the new age of (product) photography.

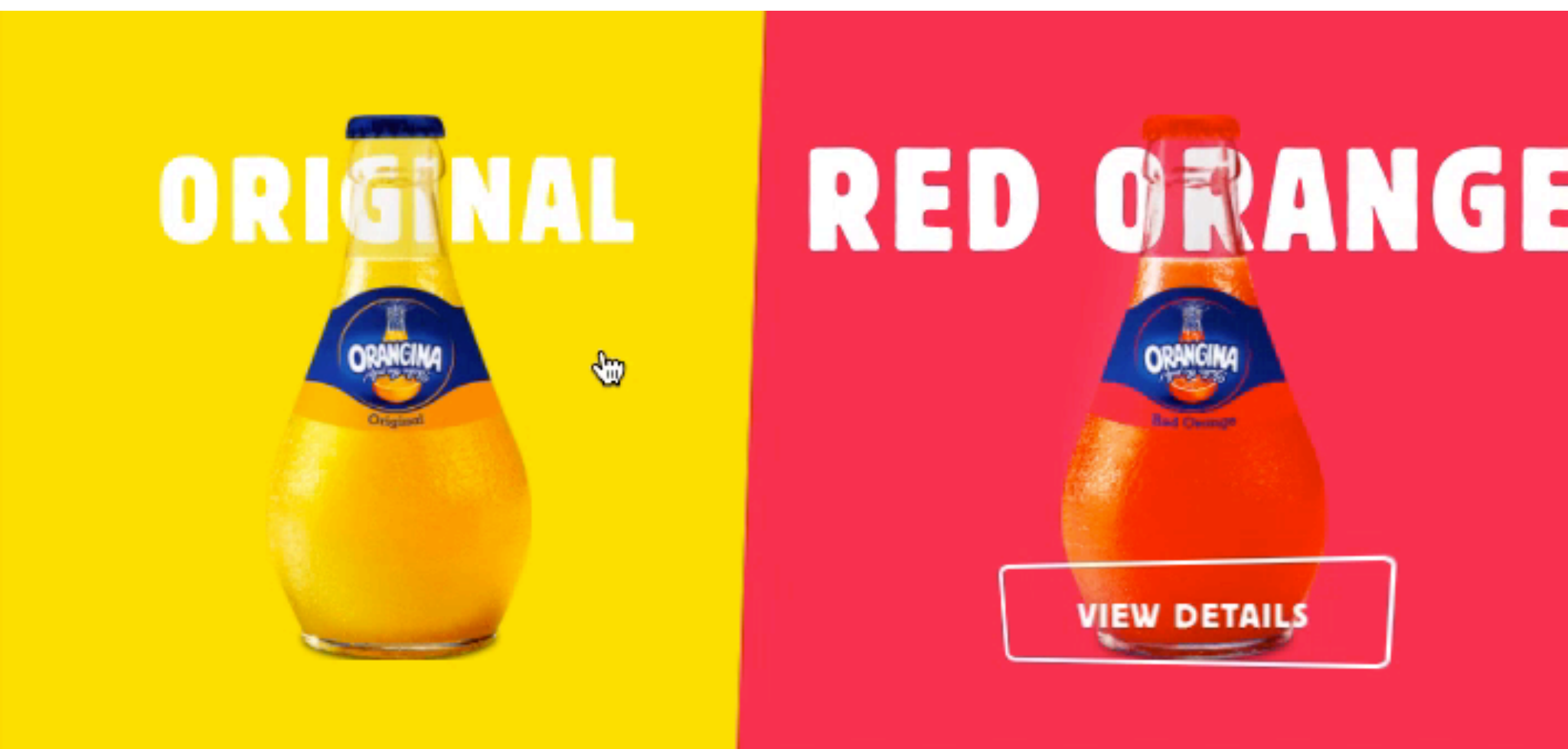
Imagine if you were designing a product site like this and you could have images from any angle or position you like with a simple request to a 3D designer. Perhaps something to consider for future projects, budget permitting.

## ANIMATION

The animations make the site feel more alive and evoke the brand of Orangina, much more so than if it was motionless. By doing so, they squeeze (pun intended, again) more out of the brand on the web (if you can't see the animation, [watch it here](#)).



CSS3 animations give life to the various flavours of Orangina drinks on the products page. Upon hover, they shake as though you are actually shaking them, as instructed to do so when you're physically holding a bottle in your hand.



Shake it up

Rather smartly, Achtung! took the [Orangina's established shaking gesture as the starting point](#) for the rebrand which has worked very well translating into animations (if you can't see the animation above, [watch it here](#)).



***“We took the all-time famous Orangina shaking gesture as our starting point. We also developed brand new product design materials accompanied by a total revamp of Orangina’s online presence, including social and mobile.”***

It’s important to note they haven’t overdone the animations. Too much and it would dilute (yet another pun!) the effect and become distracting. Too little and it won’t add anything worthwhile. They’ve got the balance just right.

Much of the animation on the web up until now has been used for aesthetic purposes. Thankfully we’ve long gone past the days of pointless Flash animations and I believe we’re entering a period where designers are using animation to add more meaning to designs.

## TYPOGRAPHY

The main typeface choice of Berthold Block Condensed is organic in style, with its not-rough but not-smooth edges. It's subtle but very effective at fitting in with the design as a whole.

The screenshot below shows how the slight irregularities of Berthold, used for headings, compliments the design so well.



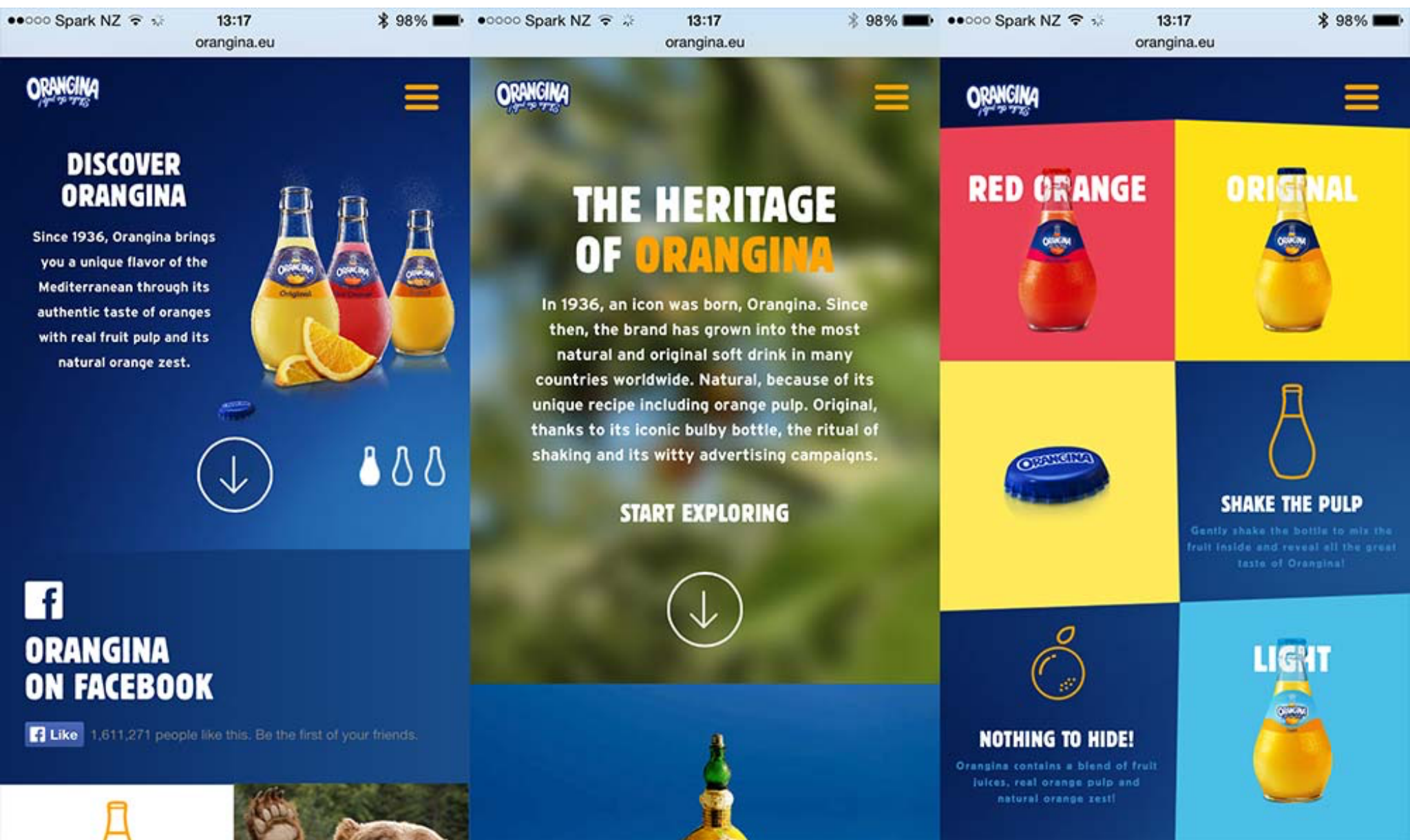
# THE HERITAGE OF ORANGINA

In 1936, an icon was born, Orangina. Since then, the brand has grown into the most natural and original soft drink in many countries worldwide. Natural, because of its unique recipe including orange pulp. Original, thanks to its iconic bulby bottle, the ritual of shaking and its witty advertising campaigns.

## MOBILE

Unfortunately, the vast majority of animations on the mobile responsive version are lost, due to the lack of hover of course. I

would have liked to see the bottles randomly shake (not too frequently though) on the products page as a way to keep some of that animation alive.



The strong visual design is adapted perfectly well to mobile screens. The simple layout of the site appears just as you would expect on a mobile device.

## ADDITIONAL NOTES

The [Orangina-Schweppes mission statement](#) (not directly Orangina but it filters down) is as follows:

***“To be daring in everything we do with the aim of delighting our local consumers with fun, refreshing and natural moments of pleasure.”***

I wouldn't say it is “daring” but the new design certainly delights with fun, refreshing moments of pleasure. I've looked at the site for hours as part of my research for this Learn from Great Design series and I still find it to be just as fresh as when I first saw it.

## SHAKE IT UP

The message of shaking Orangina is prominently displayed through the site, whether it's the actual message itself on the product page or by the bottles and icons shaking too. Like the



animations, it doesn't draw too much attention but still gets the message across.

As a result of everything they've done, the site is fresh (last pun, I promise!), fun and unique to the values of the Orangina brand.

If you've ever held an Orangina bottle, you will know it has a dimpled texture, imitating that of the peel of an orange itself (like I said, I haven't drank Orangina for over ten years but the feeling of the bottle has stayed with me). It's great to see Achtung! have also paid attention to detail in bringing the new Orangina brand onto the web.

It's this kind of attention to detail that allows Orangina to "shake things up".

**LEARN  
FROM  
GREAT  
DESIGN  
BELIYF**

Your product can be copied in  
a heartbeat, your prices undercut,  
your people poached.

Uncover the one thing  
that can never be stolen.

DISCOVER BELIYF



Beliyf are a “strategic consulting firm” but that’s a bit boring, so they’ve positioned themselves as much more interesting through great design and copywriting. The creativity on show here is superb and their passion really shines through with the words they use.

## FIRST IMPRESSION

The homepage is incredibly simple. So simple that it only includes two headlines, a button and an image but it’s well targeted to the type of people they want to help:

***“Your product can be copied in a heartbeat, your prices undercut, your people poached.”***

***“Uncover the one thing that can never be stolen.”***

The headlines speak directly to business owners' common fear of being copied. I know this is a common fear from learning about business over the last couple of years myself. Beliyf have hooked business owners in because they know this is one of the biggest fears they have. It's the ideal start to this great design.

**Great copywriting comes from a great understanding of your customers.**

Although the second headline is a little vague, it has enough intrigue to find out what exactly can't be stolen and only one action to take, there can be no confusion as to what to do next.



## YOUR JOURNEY TO BELIYF

Following on from the Discover Beliyf page (another simple page after the homepage), you arrive at the start of “Your Journey to Beliyf”.

The design for this page is over 8,000 pixels long! For a while in the design industry we’ve been told to keep as much above the fold as we can, or at least the important stuff. This has changed over the last few years as designers have become better at communicating to clients that **people do scroll**.

[See this study carried out by Huge Inc:](#)

*“We learned that participants almost always scrolled, regardless of how they are cued to do so - and that’s liberating. While it’s hard to make universal recommendations, we’d suggest that designers use the cue that works best in its context.”*



Explore the screenshot to see how well the page flows from top to bottom, despite its length. Clever use of the “stepping” stones guide you through from one section to the next and each section is clearly defined with its own beautifully arranged collection of leaves.

**Use the power of design to entice people down a page.**

The stunning tree assortment of leaves at the end of the page is one of those moments where I wished it was something I could design.

**Excellent Copywriting on this Page**

Visually this design is wonderful but it’s a joy to read to. Here are some highlights:

***“We’re here to take you on a journey to discover, frame and use the one thing nobody can***

***ever steal. You.”***

---

***“Uncovering your Beliyf awakens a sense of wonder and unstoppable energy across your enterprise.”***

***“It turns customers into fans, employees into evangelists and the competition into dust.”***

---

***“How can every touchpoint be infused with a sense of your soul and your heart? What new opportunities are now revealed that weren’t visible before?”***

***“From your people, to your products, packaging to premises, we’ll help you animate your entire organisation with Beliyf.”***

*“So we dig into your deepest truth - your Beliyf, to draw creative inspiration and reimagine your communications in a coherent, consistent and compelling way.”*

---

*“Your Beliyf will become the life force of your reawakened, reenergised and uniquely vibrant organisation.”*

---

“Wonder”, “energy”. “animate”. “awakens”. “reenergised”, “vibrant”. “creative”.

Words that ooze positivity and excitement are sprinkled generously throughout their story, expressing Beliyf’s passion and enthusiasm for the work they do. **You can tell they care before you even talk to someone** and if they’ve taken this much care with their own site, they’ll do the same for you.



The killer line comes at the end of the page:

***“People will see themselves in your story and use it to tell their own. You’ll become an extension of who they are, making them not just customers or employees, but believers.”***

Using all those positive words is all well and good, but at the end of the day, potential customers want to know the benefits of a product or service. **Beliyf describe exactly what the result of their help will do for their clients.**

Notice the smart copywriting technique of the periodic use of their name throughout this page, making sure you are aware of who they are, which is especially beneficial as they have a slightly odd name but this is their introduction to you so they certainly want you to remember them.

## Focus

It’s very clear they’re very focused on one thing. They don’t do web design, SEO, web development, branding and every other

digital service known to man. As they say themselves: “We help organisations articulate who they are and why they matter.”

As an introduction to Beliyf and what they offer, they want to guide you through the experience of who they are. You’ll find as you explore the site that there aren’t four or five things you can do, there’s only one. **It’s very focused so they can achieve a goal.**

Their goal is for you to find out who they are, like what they offer and contact them. The final step of this introduction process is the contact page.

**For the reason of aiming towards a focused goal, it’s a perfectly fine choice to hide menu items behind a menu button, even at desktop sizes.** Those who want to find more information can do so by exploring the menu.

The footer isn’t even included on previous pages until you reach this one. That’s how you know they’re deliberately focusing you down a path. General advice would say you must

have a footer but there are times where ignoring design conventions can increase the effectiveness of a design.

## Long Pages can be Extremely Effective

The length of this page reminds me of [a landing page Sean McCabe designed to sell his Learn Lettering course](#):

*“You’ll hear a lot of marketers tell you that you have to have your subscription box “above the fold,” but I’ve yet to hear of one experiencing the kind of numbers I did.”*

Sean went on to make over \$93,587 in just a few days. Clearly the length of the page didn’t negatively affect the success of his project. In fact, **a longer page almost certainly helped because thoroughly why anyone should sign up and it was wildly successful!**

You’ll also hear marketers say you’ve got to keep things very short and simple. An 8,000+ pixel long page is completely opposite to that advice.

When done well, long copy (and therefore long pages) can seriously boost performance, [as Ramit Sethi found](#):

*“In repeated testing with tens of thousands of data points, my long copy outperforms shorter versions. For example, I recently ran a test of 4 entirely different versions of an email. There were long versions, short versions, and minor variations on each.”*

*“In fact, the longest version won, beating out the next-best-email by nearly 50%...in revenue.”*

**The vast majority of “expert marketers” giving out advice simply have not tested long designs or copy.**

Arm yourself with this information the next time a client wants to cram everything into the top of the page.



# CREATIVITY

It wasn't a surprise to discover Beliyf was design by Mike Kus, one of the most creative web designers out there.

The visual design stands out in this rather drab world of flat design through the use of wonderful colours and painted leaves, wood and stones. A quick look at [Mike's dribbble account](#) reveals his mix of digital and real world techniques:

***"I collected the leaves, wood and pebbles for this project. I painted the leaves and then hand painted the patterns for the leaves. I did the same for the pebbles and the cross section of the tree trunk."***

It works beautifully and because no-one else is doing it, it feels unique and fresh, even though it isn't the first time anyone has done something like this.

It contributes to a timeless design that will look just as good in five years time.

The creativity on show here is wonderful but it never takes away from the main message but enhances it. Their service is all about making their clients unique and they create trust by displaying their own uniqueness to the world.

I can imagine the design brief was something along the lines of

**“LET US CONTACT YOU”**

How often do you see a company offer to contact you? It's very uncommon but that's exactly what Beliyf do when you reach the contact page.

“We're excited to see you become more of yourself and less of everyone else.”

Such a great way to encapsulate everything they've said previously in a single sentence.

# IMPROVEMENTS

The call to action buttons are a little weak, visually. They get a little lost as a result. Being the great design it is however, there isn't much to distract you. Having said that, they would stand out more if they were full colour buttons rather than text surrounded by a border (sometime referred to as ghost buttons).



MENU ≡

## Discover Beliyf

Regardless of your industry, 90% of what you do is the same as your competition. The remaining 10% is unique to you. It's your soul, your essence, your personality.

The 90% is what people expect.

The 10% is what people buy.

We call that 10% your Beliyf. And it's the one sustainable difference you can keep.

START YOUR JOURNEY TO BELIYF

Alan from SCL shares his journey 



# DISCOVER YOUR BELIYF

Make others believe in your own design work by learning from the great design Beliyf have released into the world.

Find your unique 10% to take your design work to the next level.

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This is great design because it is simply good solid web design at its best. Just simple, straight to the point design.



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