



MEDIA MICE

WEB RE-DESIGN

NEW DESIGN DIRECTION

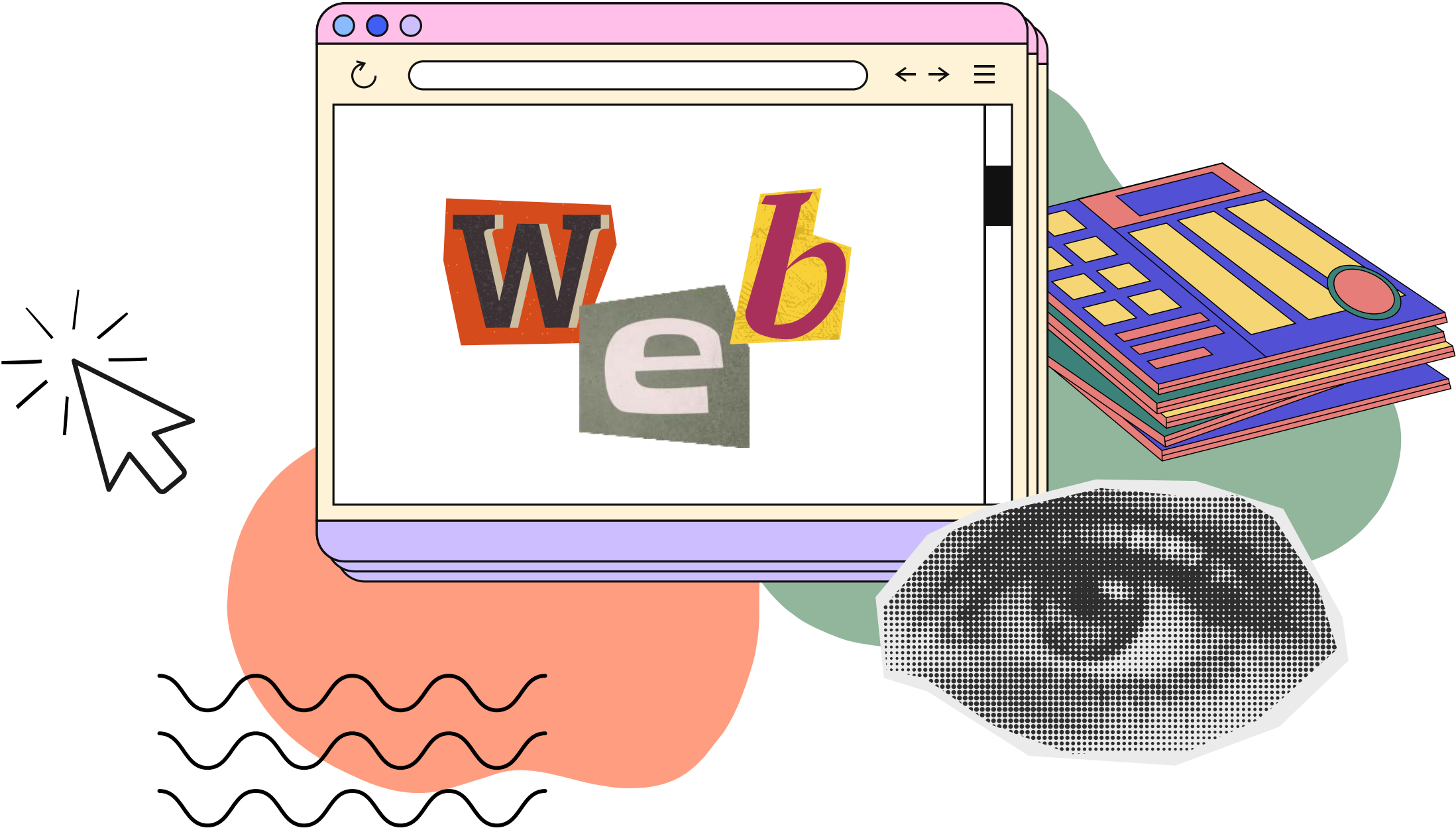


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01 OVERVIEW

About Media Mice & Workscope





ABOUT MEDIA MICE

Established in 2009, Media Mice is an Creative Medical Marketing Agency and Publisher, specializing in global ophthalmic and optometric communication.

MARKETING & COMMUNICATION

Content Marketing
Advertising
Medical Writing

Specialized in:
Eyecare

PUBLISHING

pie
MAGAZINE

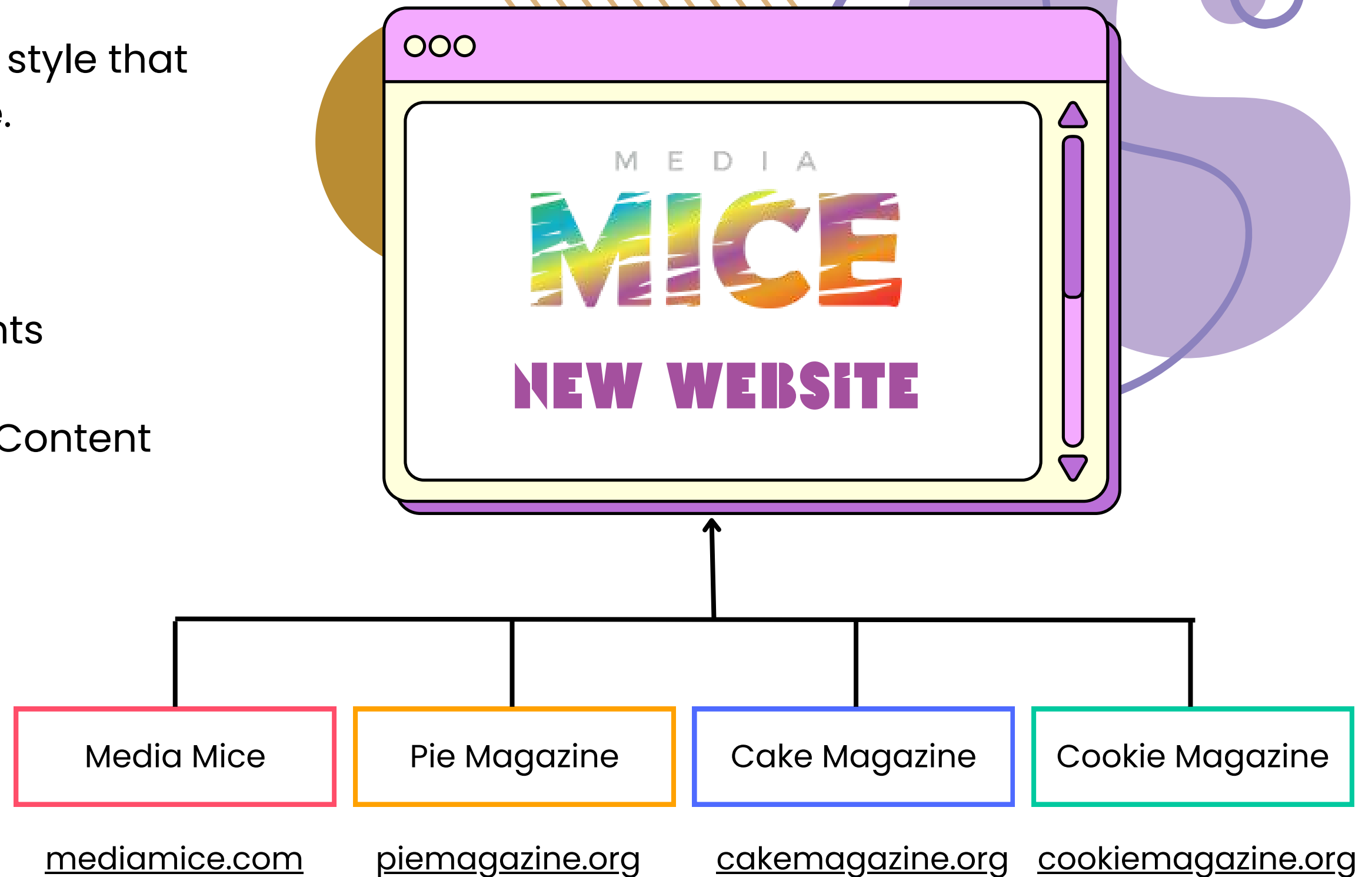
cake
MAGAZINE

cookie
MAGAZINE

<https://mediamice.com/publications/>

WORK SCOPE - OVERVIEW

- **Goal:** A New Site with a Professional style that incorporates all the brands into one.
- **Target Audience:**
Ophthalmic / Optometric Doctors
Marketing & Publishing needed clients
- **Support:** Media Mice can help with Content Creation



02

ANALYSIS

Media Mice's New Web Design Target Audience & Design Requirement



TARGET AUDIENCE



B2B AUDIENCE: Start-up, Mid-range companies, Large corporations

PRIMARY

- Ophthalmic / Optometric Doctors, Surgeons
- Medical Business Manufacturers (*Ophthalmic Equipment, Pharmaceutical...*)
- Medical circles / groups / society / organizations
- Medical event / conference planners

B2C AUDIENCE:

OPTIONAL

- Eyecare practitioners
- Eyecare enthusiasts
- Other medical practitioners / readers

AGE	GENDER	LOCATION
26 – 55	All	Asia-Pacific, Europe, Africa

TARGET AUDIENCE - PAIN POINTS

Hard to find experts in Eyecare marketing to help promote my medical business

Hard to start-up new brand or make my brand stand out in a competitive Eyecare market

Hard to raise awareness in Eyecare since medical content is hard & boring



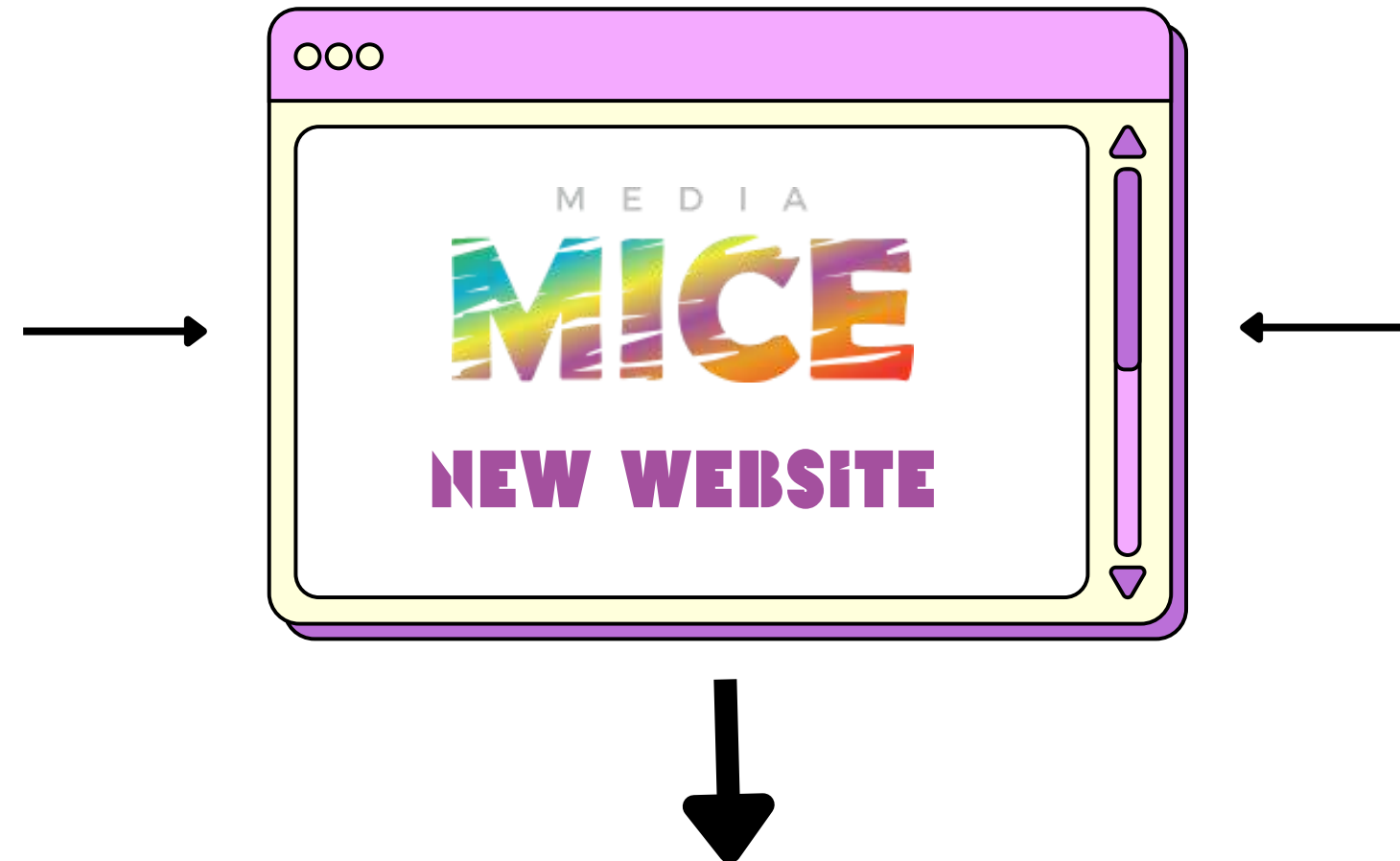
Hard to stay updated with evolving industry standards, new technologies, new treatment methodologies

Hard to connect with Eyecare professionals & institutes around the globe to discuss and share industry insights

POSITIONING

TARGET AUDIENCE

- Looking for experts in Eyecare topics
- Looking for experts in Marketing / Publishing / PR Event / Creative services
- Looking for Agency that has unique style
- Looking for Global reach



MEDIA MICE

- Expertise in Eyecare topics
- Offer wide range of services
- Have distinct style
- Have international experience

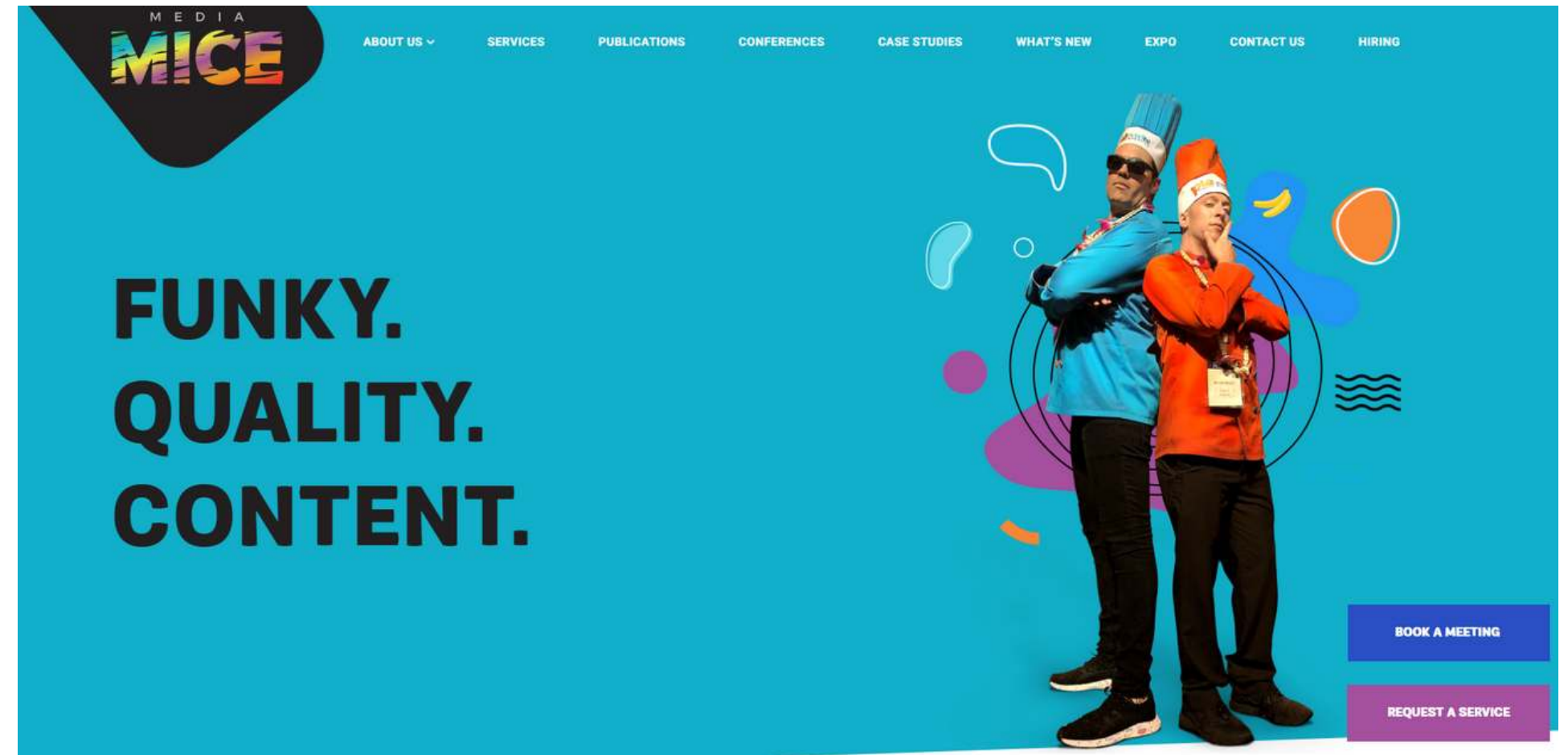
**Media Mice is the to-go Agency
for Eyecare practitioners / brands / groups**

**Media Mice
Website is...**

1. Where T.A learn and trust Media Mice's expertise
2. Where T.A find useful Eyecare information & resources

CURRENT WEBSITES

Flat design with clean layout,
bold color palette and playful graphics



NEW DESIGN REQUIREMENT

To upgrade the website visual design & experience to **professional level** while maintaining **the fun, quirky brand identity**

KEYWORD

- Funky**

Friendly

Engaging

Playful

Fun



DESIGN IDEA BRAINSTORM

Interactive Elements

Scrollytelling

Motion graphics

Humourous UX writing

- Professional**

Modern

Quality

Trustworthy

Accessible



Flat Design

Concise layout

Responsive Design

Material Design

Seamless Userflow

Speed Optimization

WHAT CAN BE DONE

THINGS TO KEEP

- Media Mice's logos



- Media Mice's brand identities
Color palette, playful graphics,
brand tone of voice

THINGS CAN BE IMPROVED

DESIGN & TECHNICAL

- Sitemap
- User flow – Navigation
- Page layout
- Typography
- Interactive Features
- SEO
- Speed Optimization

CONTENT

- Case Study Showcase
- Testimonials and Trust Signals
- Localization (language option)
- Educational resources

03

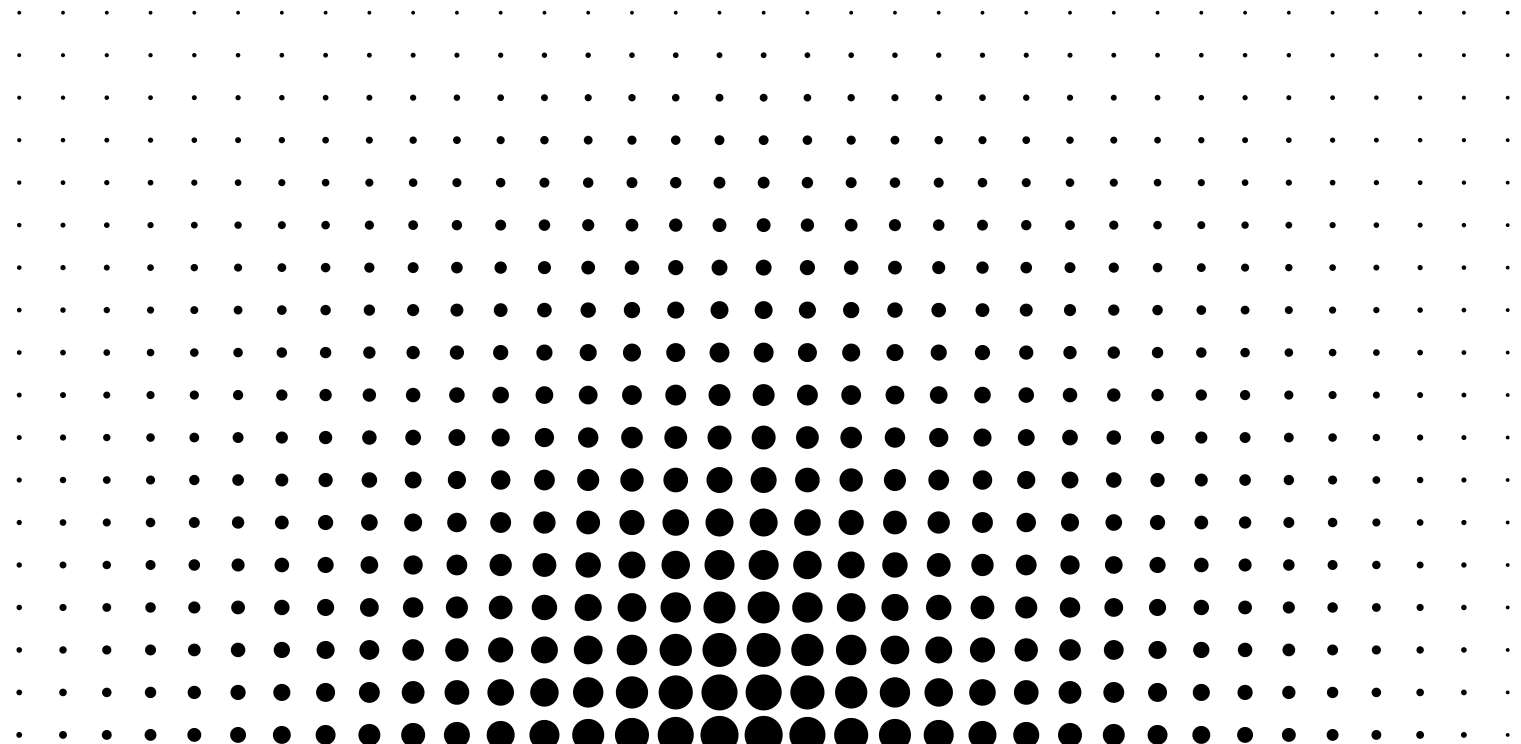
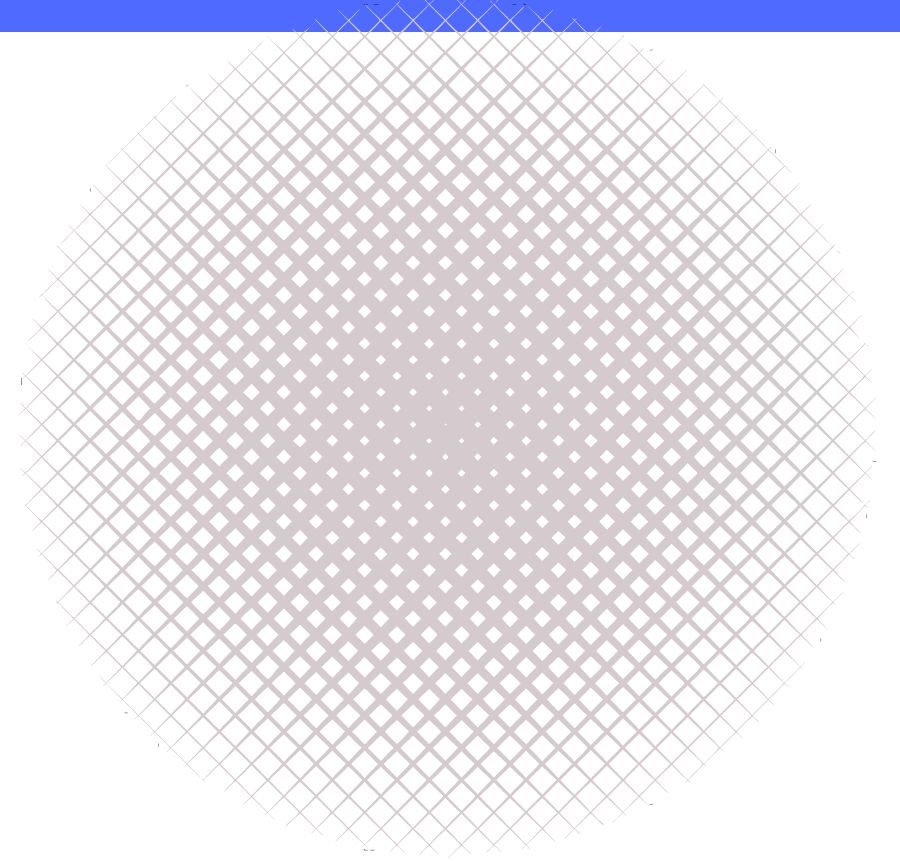
DESIGN DIRECTION

New Style & Design Direction Proposal



OPTION 1

POP
ART





Style: Flat Black & White x Pop Art

The pop art world of Andy Warhol, Keith Haring with the use of bold strong color, free style layout, abstract graphics and huge typography on modern flat B&W background can be a good fit for Media Mice since it showcases both the **quirky funky side** and the **professional side** that the brand embrace.

CHARACTERISTICS

Layout

Simple
Free flow
Color block

Color

Pop Art color
Strong vibrant color
Colorful palette

Typo

Big & bold
San-serif
Easy to read

Graphic

Half tone texture
Abstract
Cartoon-ish



Example 1

MTV EMERGENTE
[Link](#)

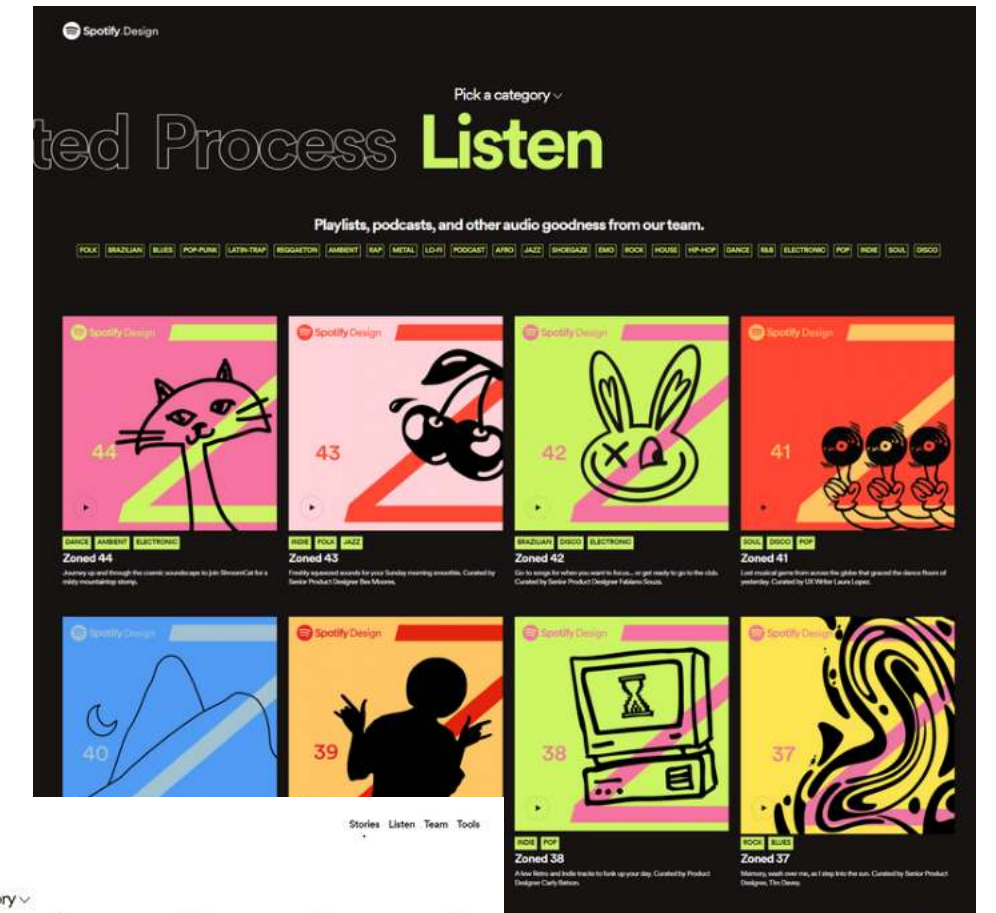
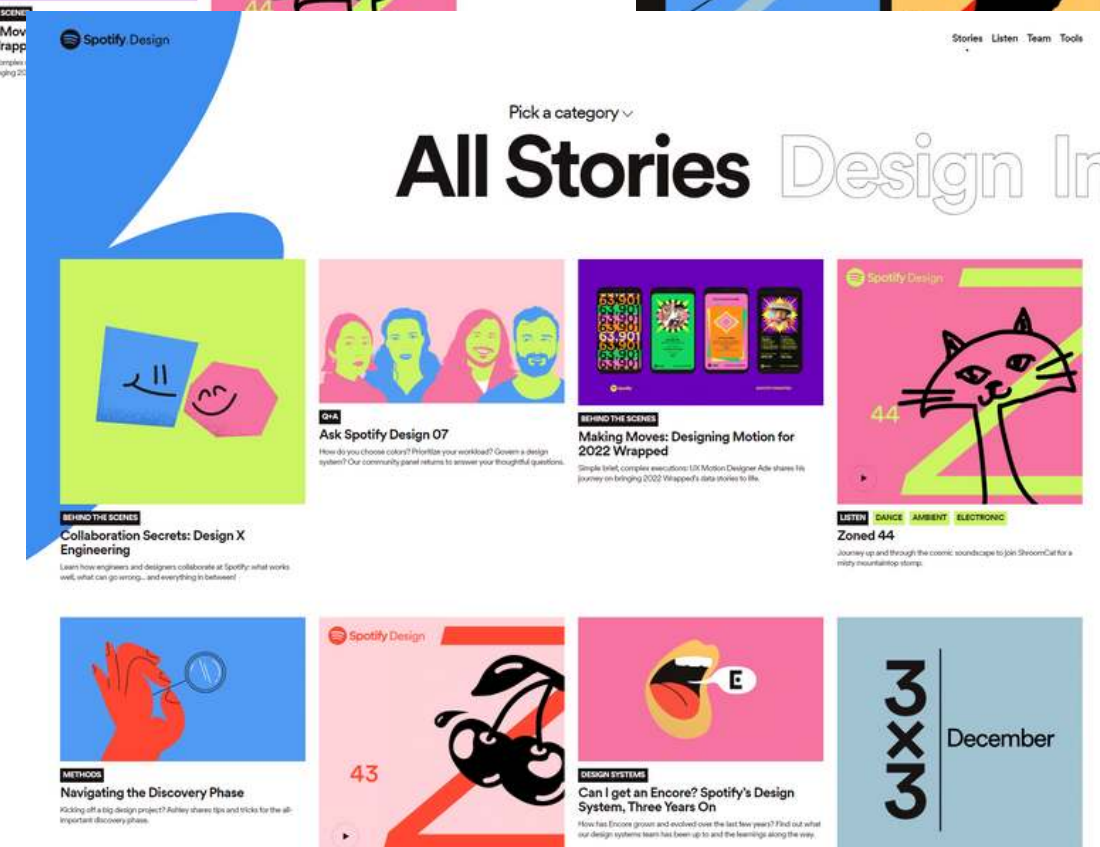
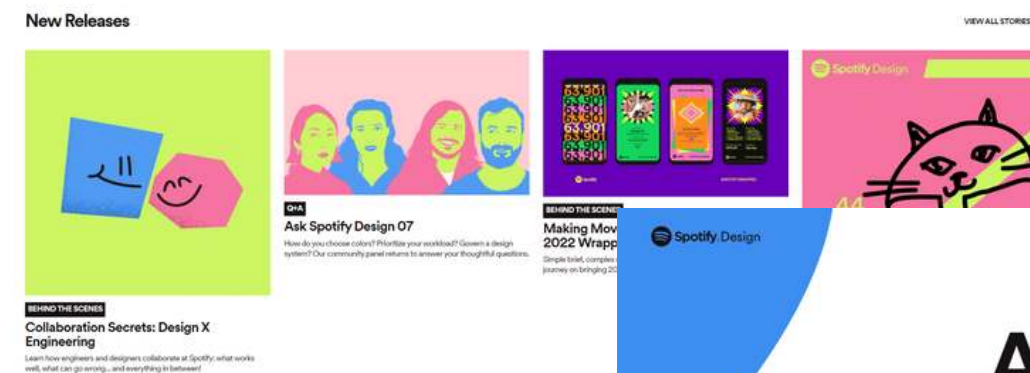
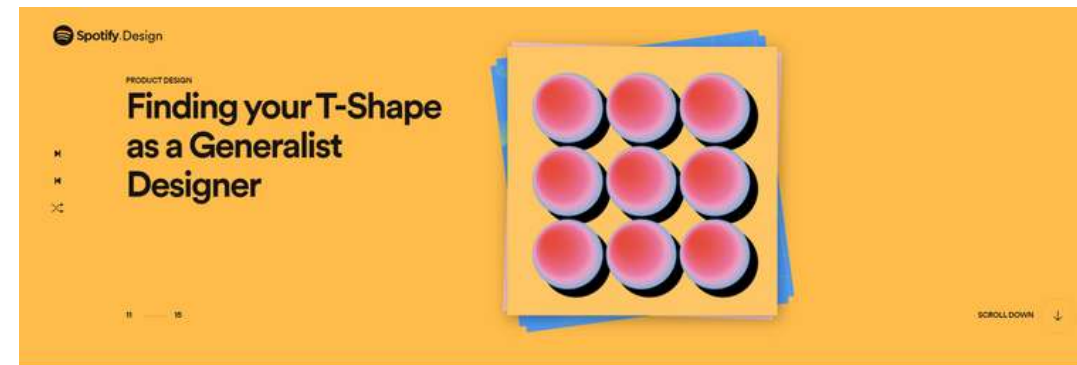
A design project that employs strong pop art color block and abstract graphics, which helps the brand stand out in a youthful energetic way.



Example 2

Spotify Design Link

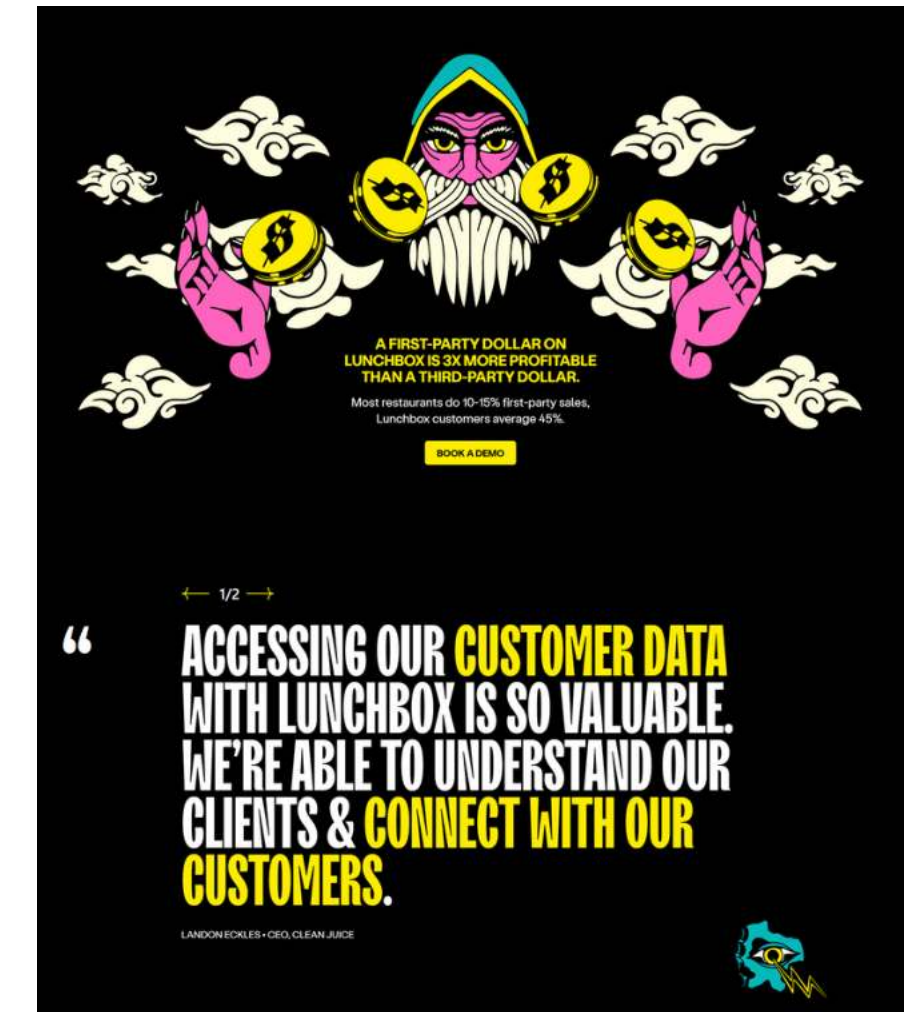
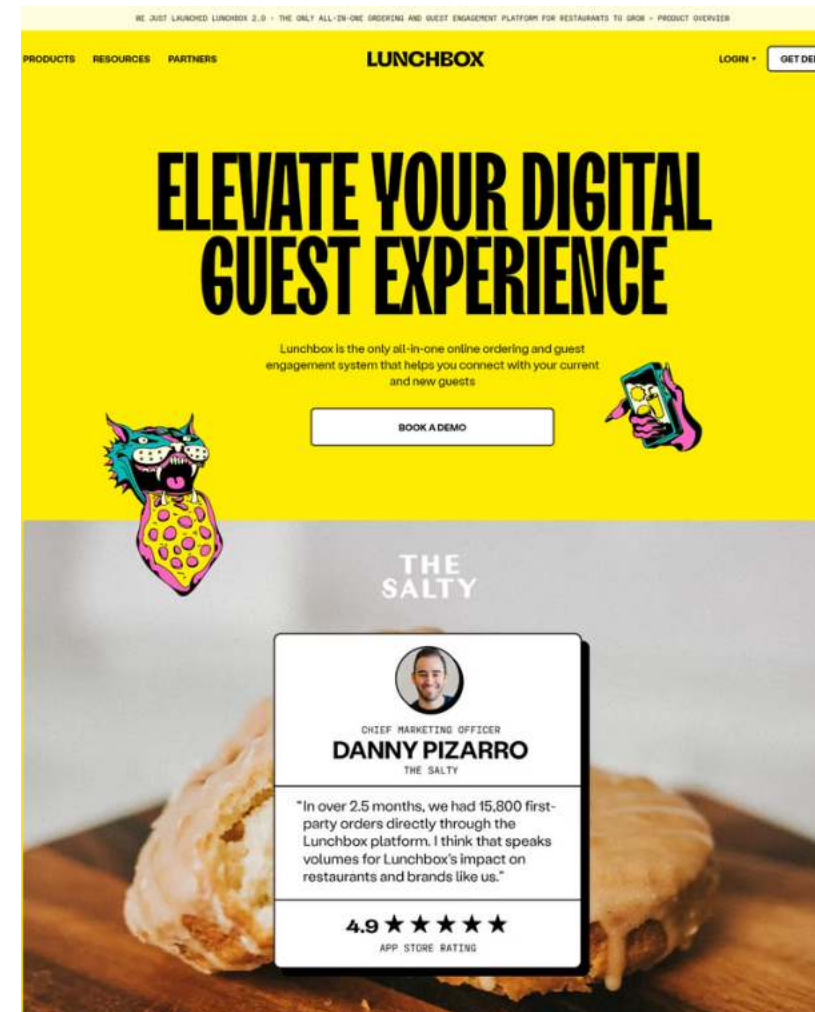
A website with playful design of effective layout, strong typography & bold expressive graphic on clean B&W background helps Spotify brings home a fresh & captivating style.

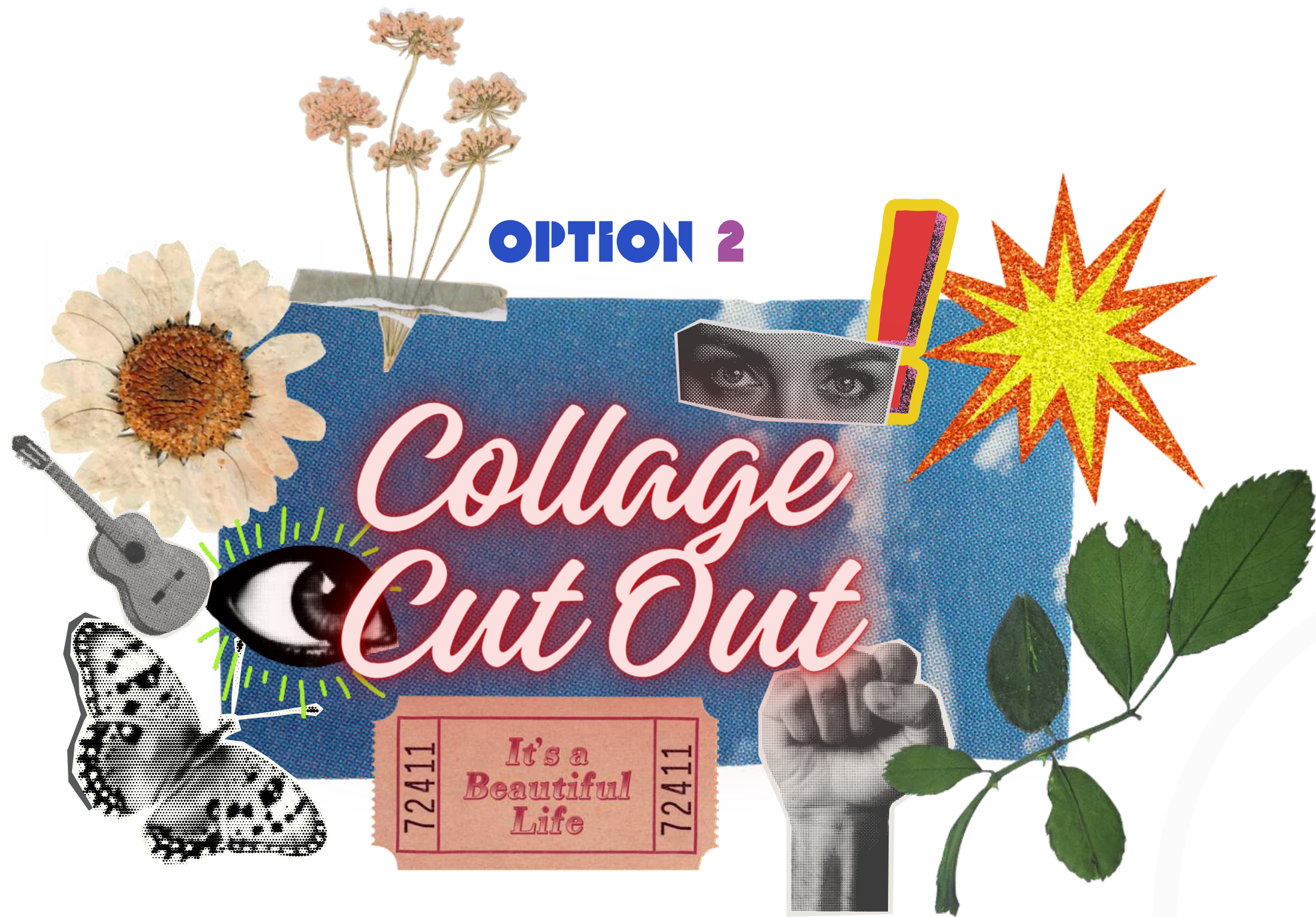


Example 3

Lunch Box – StudioFreight Link

Using big bold pop art design and captivating interactive elements, Lunch Box – a studio that specializes in F&B digital marketing and tech – can express their unique brand identity in the most memorable and effective way.







Style: Modern Material Design x Collage Cut-out

A mixture of **professional** modern look of layered material design and **quirky** vintage collage cut-out style can also be a good option for Media Mice's new web design, leaving spaces for impressive bold graphics and distinct brand feel.

CHARACTERISTICS

Layout

Free flow
Maximum

Typo

A blend of a
Typewriter font
and a thin
San-serif



Color

Strong vibrant color
Muted vintage color
Colorful palette

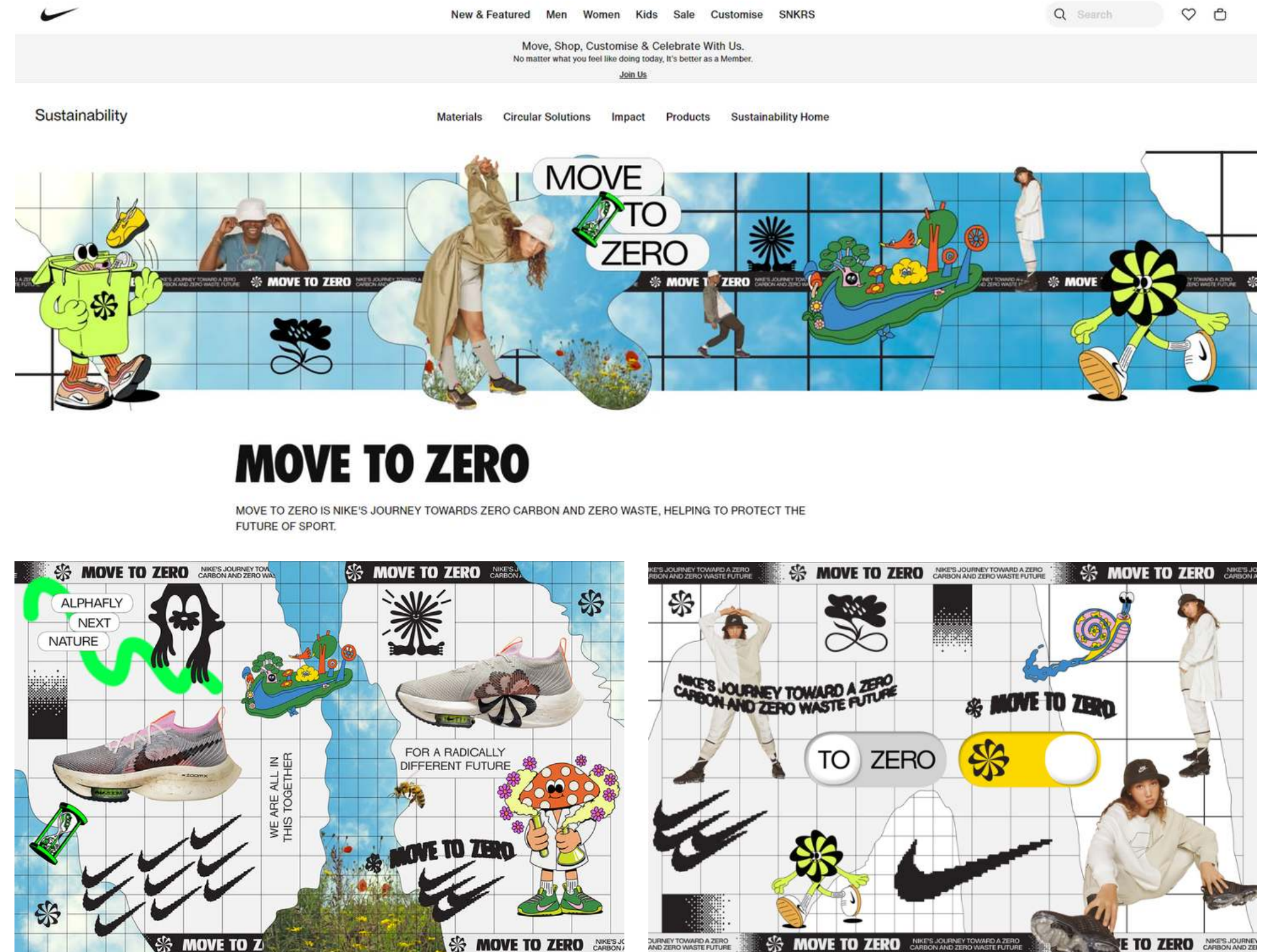
Graphic

Paper texture
Abstract
Playful

Nike's Move to Zero campaign

[Link](#)

Employ Gen Z's collage aesthetic, Nike's website and social campaign were created with impressive layout of playful cut-out graphics & modern typo, which strengthen brand's image and message.

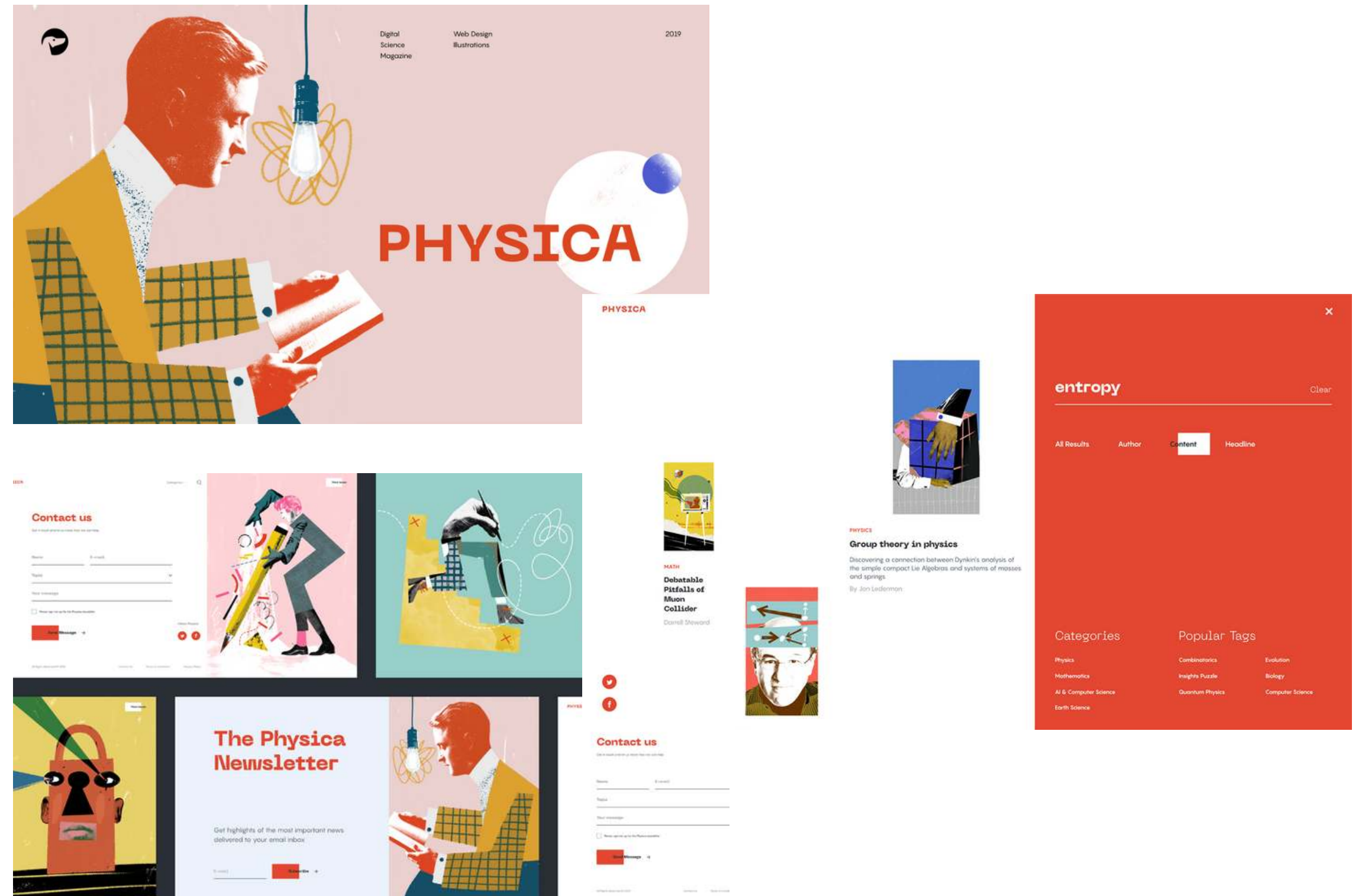


Example 2

Physica

Digital Science Magazine Design
Link

A website with clean concise layout combines with the use of cut-out graphic, magazine paper texture and good typography helps establish a unique identity for a magazine brand.



Example 3

Портфолио
[Link](#)

A unique portfolio website full of quirky cut-out graphic, layered texture and vintage typo, creates a perfect blend between old-school vibe and modern design.



THANK YOU

