From page-by-page edits to a shared storefront.

The design work connected shopping, education and partner recommendations through a common frame and reusable components.

The problem was bigger than a single page.

Project context describes AI-assisted edits made one page at a time without shared design context. The archive shows the result: navigation could disappear, page endings varied, and product and content layouts followed different visual rules.

Several pages already shared a header. The issue was that the shared system did not carry consistently across the whole experience.

Project history is based on the project lead’s account. The visual comparisons come from archived storefront captures.

Read the evidence in two directions

1. The same page over time

Homepage to homepage. Products to Products. Same URL and viewport, before and after.

2. Different pages in the same state

Compare headers, footers and controls across pages to see the shared rules take hold.

What this walkthrough covers

Visual design and shared structure. The companion case study explains the project and observed business results.

Shared site frame

Navigation and footer become dependable across the sampled pages.

Clearer product hierarchy

Formula role, product identity and purchase actions get distinct places.

Reuse beyond shopping

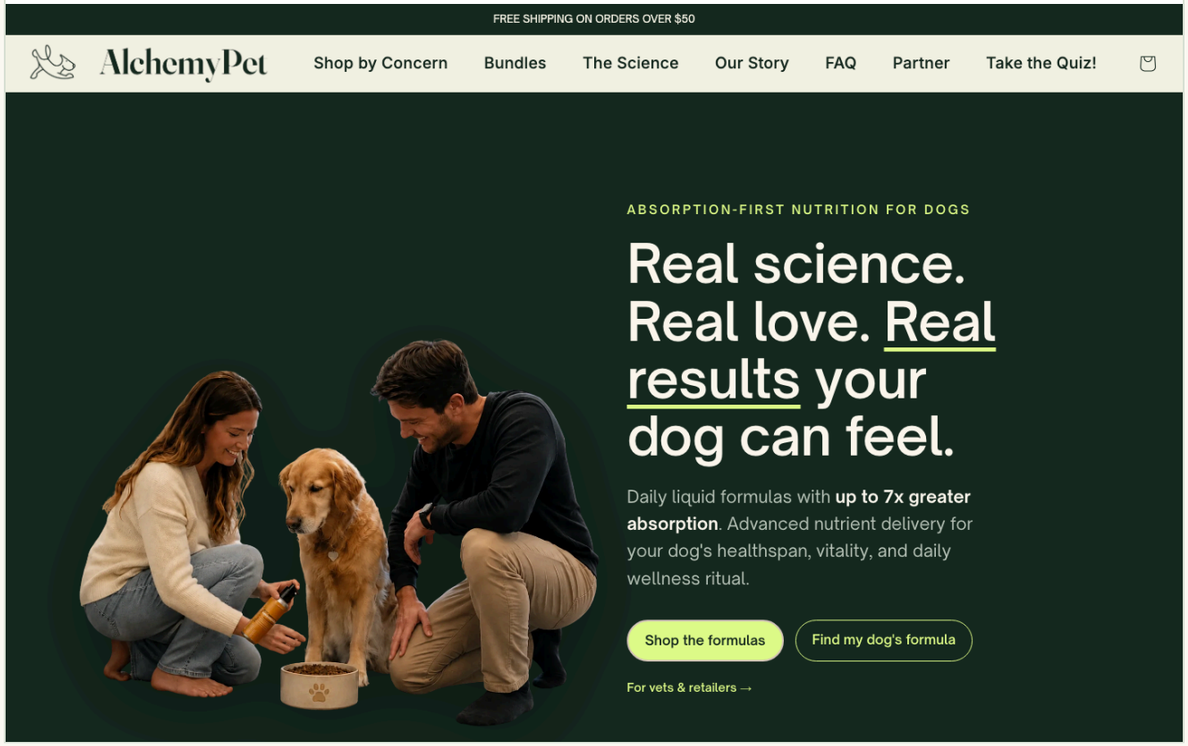
The same card vocabulary supports the groomer client page.

MATCHED COMPARISON - /

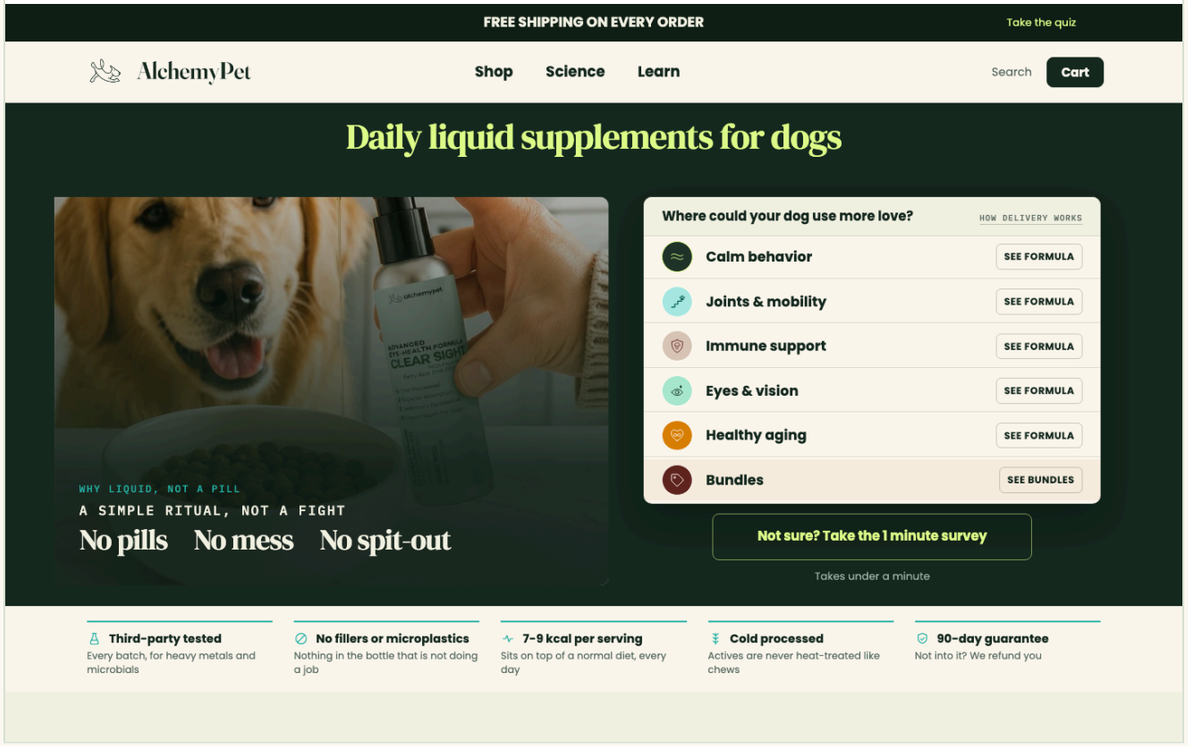
Homepage to homepage.

Both images are the homepage at 1440 px width. The opening viewport is shown at the same scale.

Before - August 2026 /



After - October 25 /



Explain the routine

The newer hero leads with daily liquid supplements and a concrete use situation.

Offer a route into the range

Need-based choices sit beside the hero instead of relying on broad brand language.

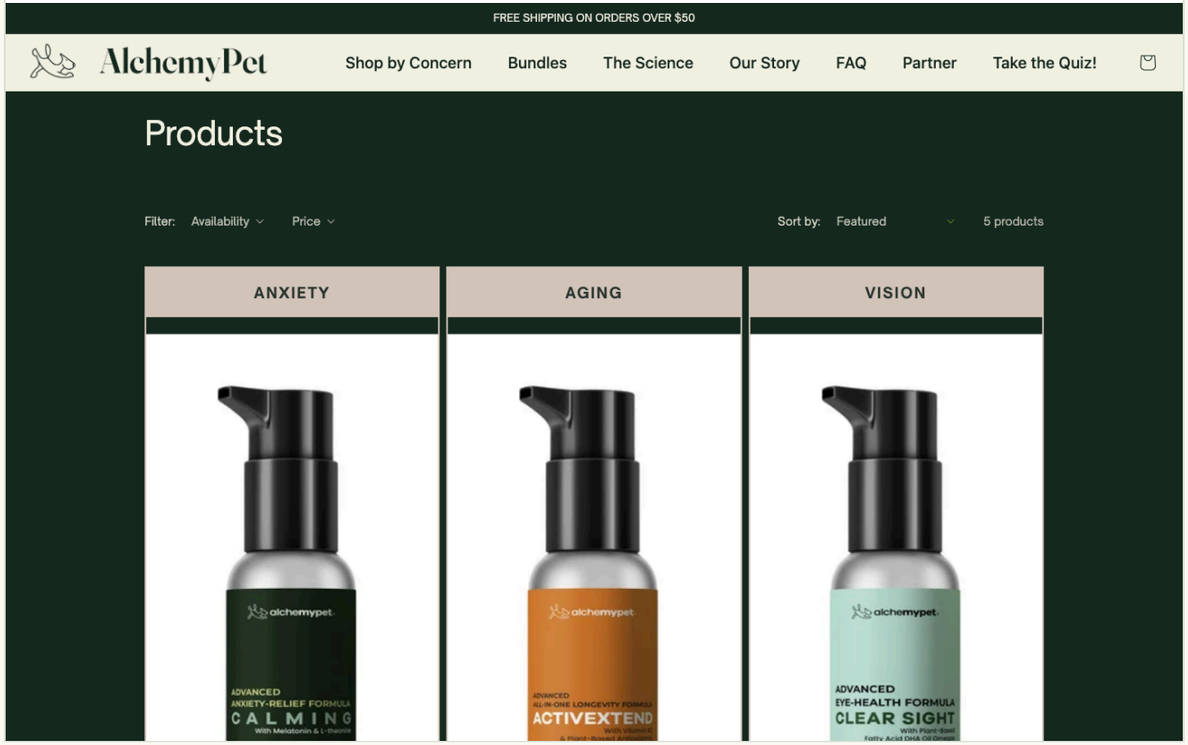
Give the page a hierarchy

The hero, reassurance strip and product-system introduction have separate visual roles.

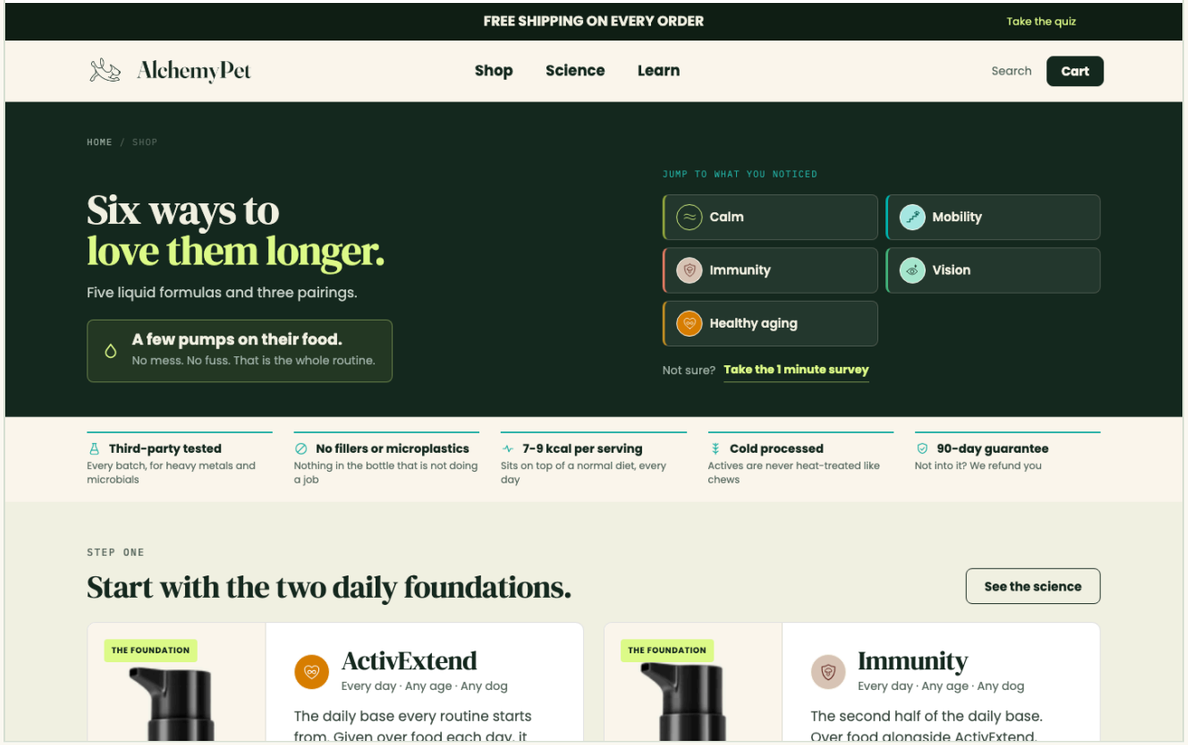
Products to Products.

The "Six ways to love them longer" hero belongs to the collection page. It is not the new homepage.

Before - August 2026 /collections/products



After - October 25 /collections/products



Guide before listing

A generic Products heading becomes a need-led introduction with routes into the range.

Establish product roles

Foundations and targeted additions replace one undifferentiated bottle grid.

Make purchase actions visible

The card detail on the next page shows the contrast, scale and action changes.

A product card becomes a buying interface.

The same formula is shown in two card arrangements. These are labeled detail windows, not equal whole-page crops.

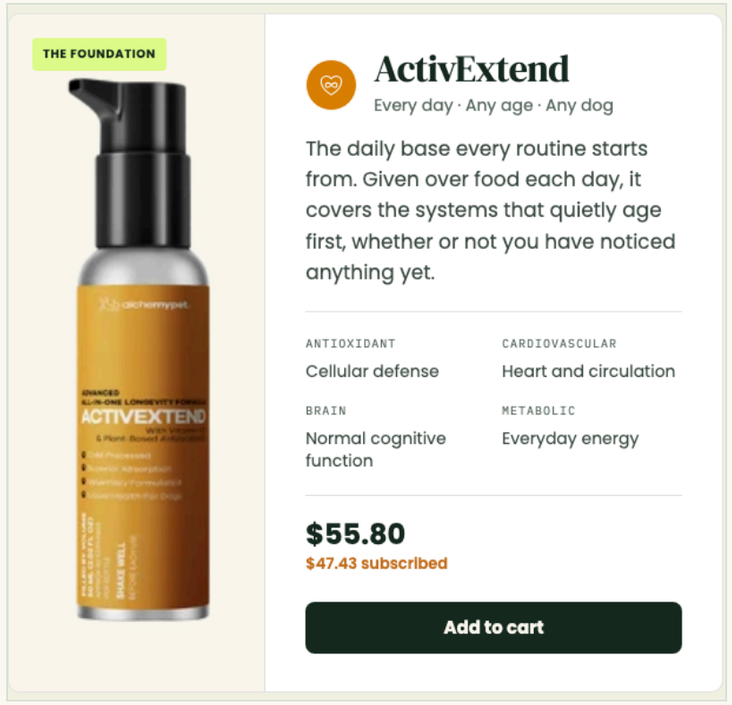
Before - image dominates

ActivExtend card - detail window



After - information has a clear order

ActivExtend card - detail window



Type and contrast

The sampled collection-name contrast changes from 1.21:1 to 15.32:1.

Image and information balance

The bottle no longer consumes almost the whole card; product role and supporting text have room.

Action hierarchy

Price, subscription alternative and primary action are visually separated. Secondary contrast issues remain.

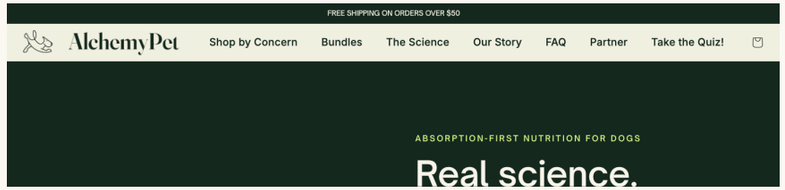
CROSS-PAGE CONSISTENCY - MATCHED TOP STRIPS

The header travels with the customer.

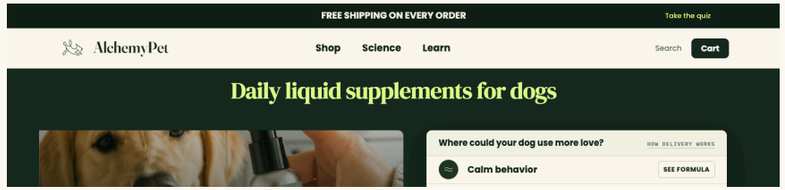
Compare different pages within August, then within October. This tests consistency across the store, not similarity between unrelated page bodies.

Homepage

August

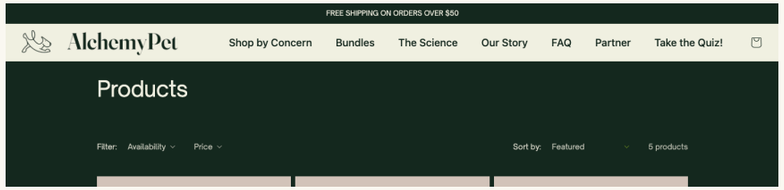


October

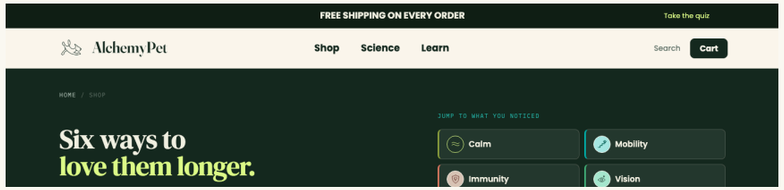


Products collection

August

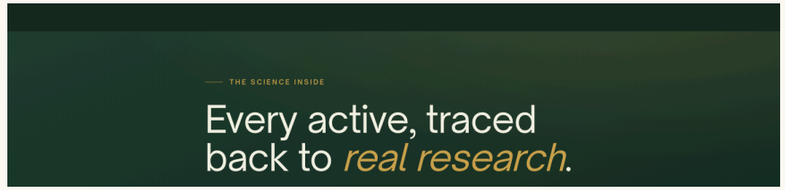


October

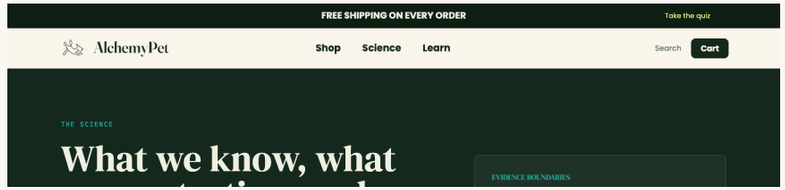


Science

August



October



A specific exception

The August Science view starts with its own hero, without the shared shopping navigation.

One navigation structure

October views use Shop, Science and Learn with Search and Cart in the same frame.

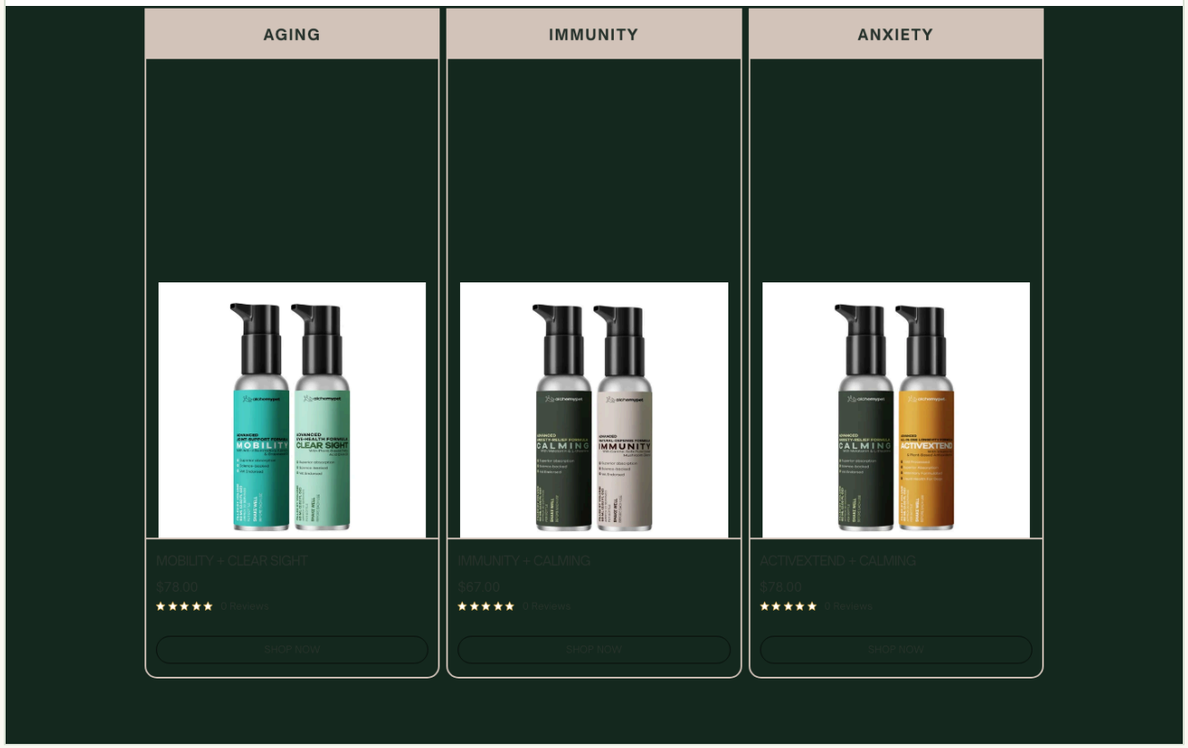
Different content, shared rules

The page bodies can differ while navigation, logo placement and utility actions stay familiar.

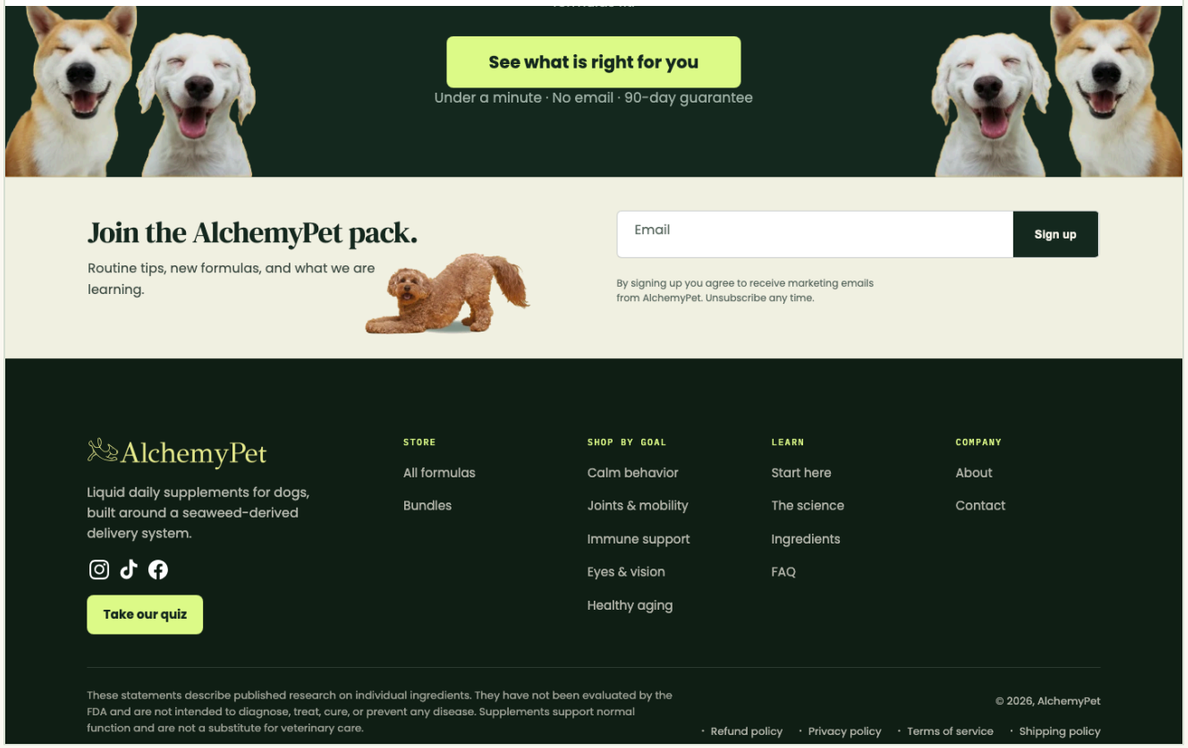
The end of the page becomes part of the store.

The Products page illustrates the shift from an abrupt content ending to a shared newsletter and navigation footer.

Before - August 2026 /collections/products



After - October 25 /collections/products



Recover the next step

Shopping, goals, learning and company routes remain available at the bottom of the page.

Repeat the same frame

The October Home, Products, ActivExtend, Science and Ingredients views share the newsletter/footer pattern.

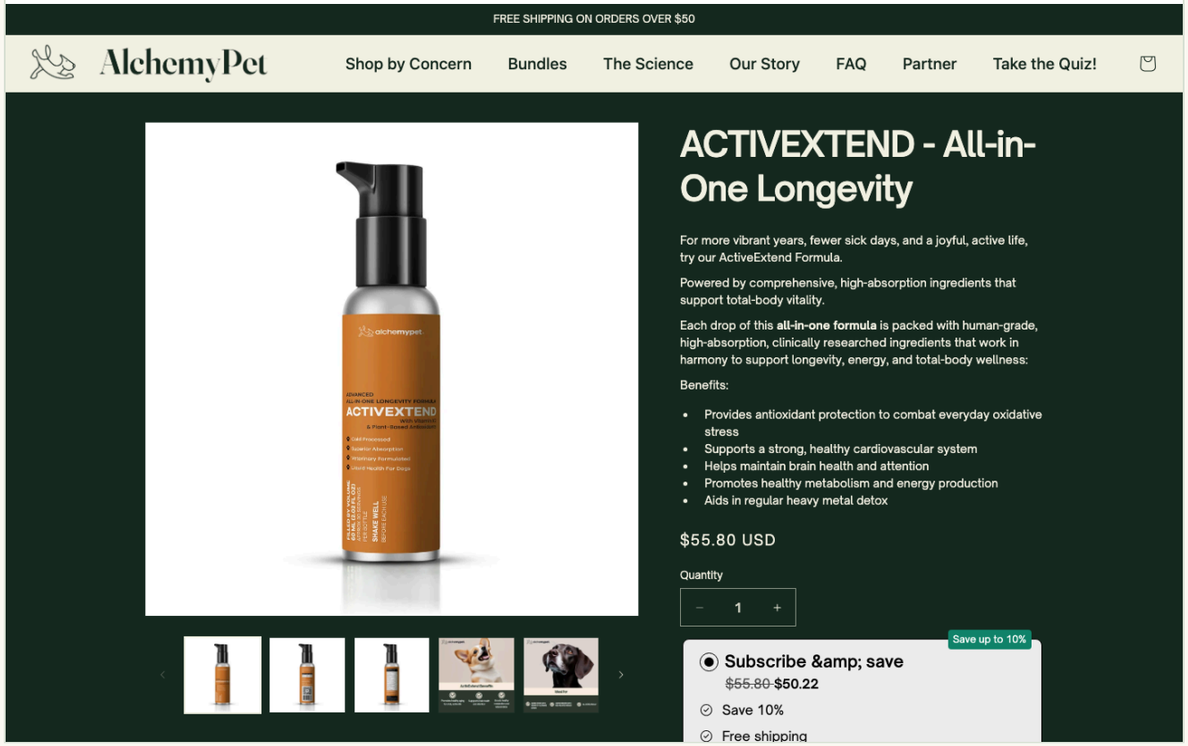
Measured structure

The archive records a semantic footer on all five sampled routes after the rebuild; four lacked one before.

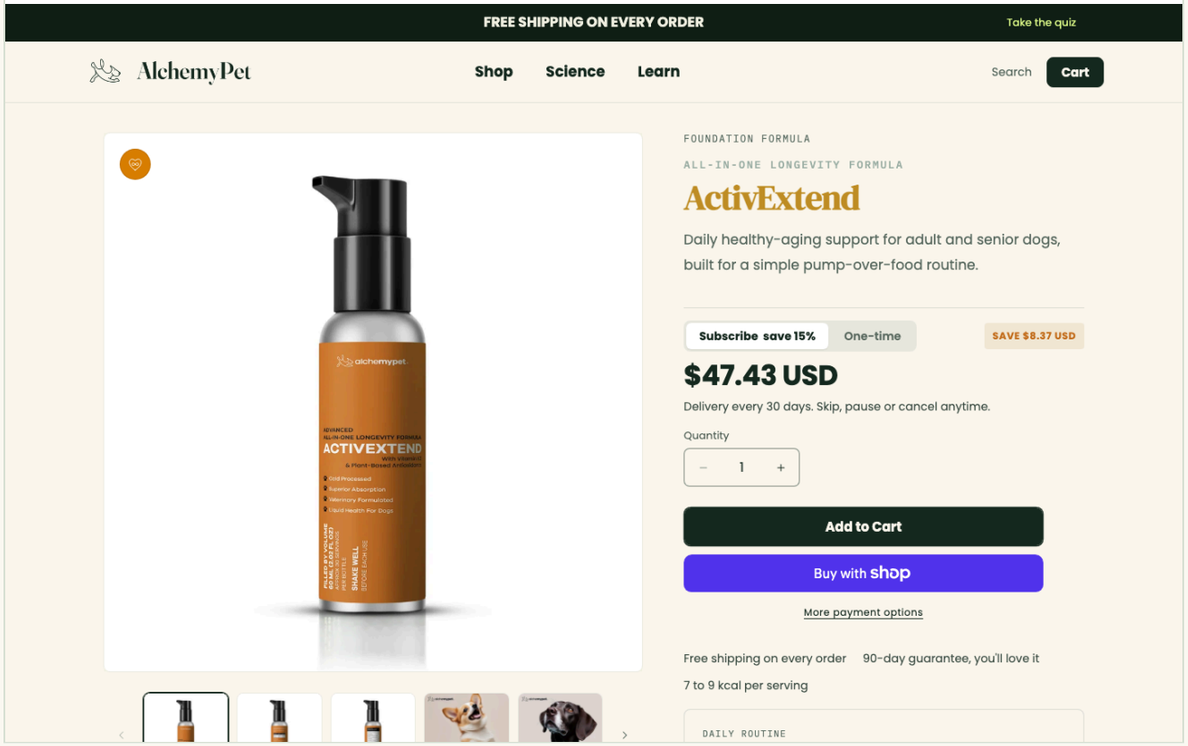
The product page gets a clearer purchase hierarchy.

The same product URL, at the same 1440 px width, before and after.

Before - August 2026 `/products/activextend-all-in-one-longevity`



After - October 25 `/products/activextend-all-in-one-longevity`



Product identity

A branded serif title and lighter canvas separate the product name from the supporting information.

Purchase panel

Options and primary actions have a clearer visual grouping beside the bottle.

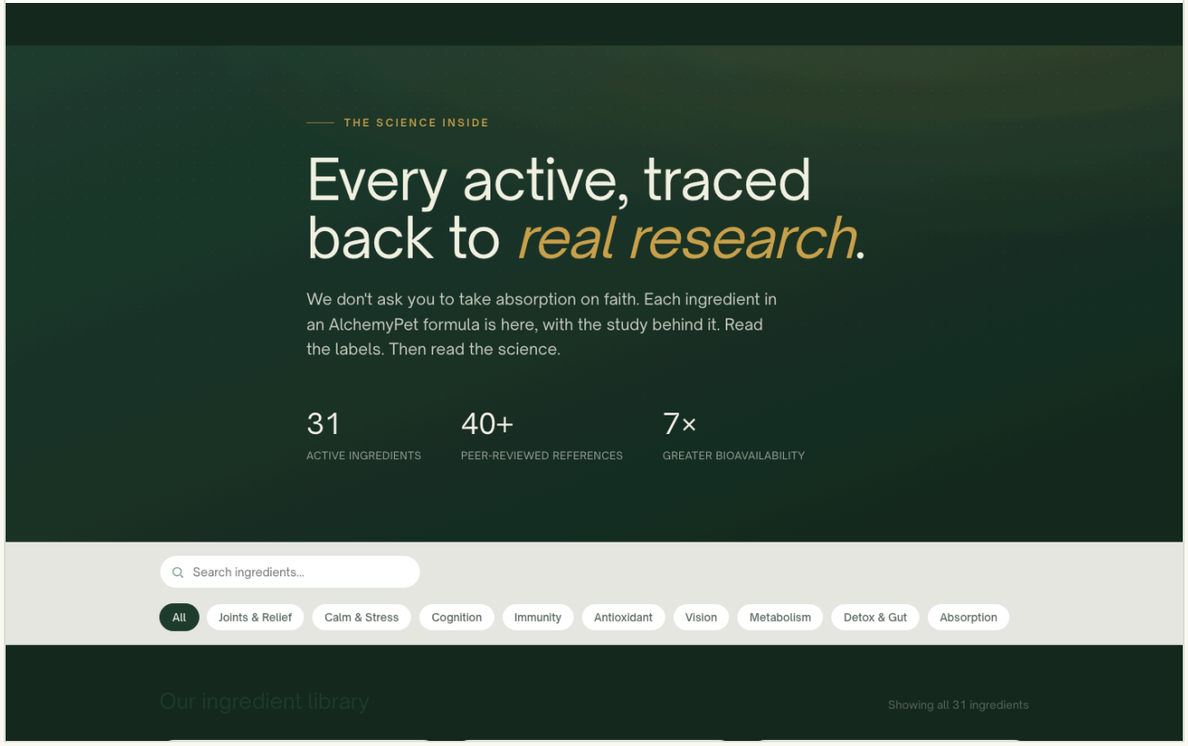
Heading hierarchy

The static audit records six top-level headings before, two at launch and one by October.

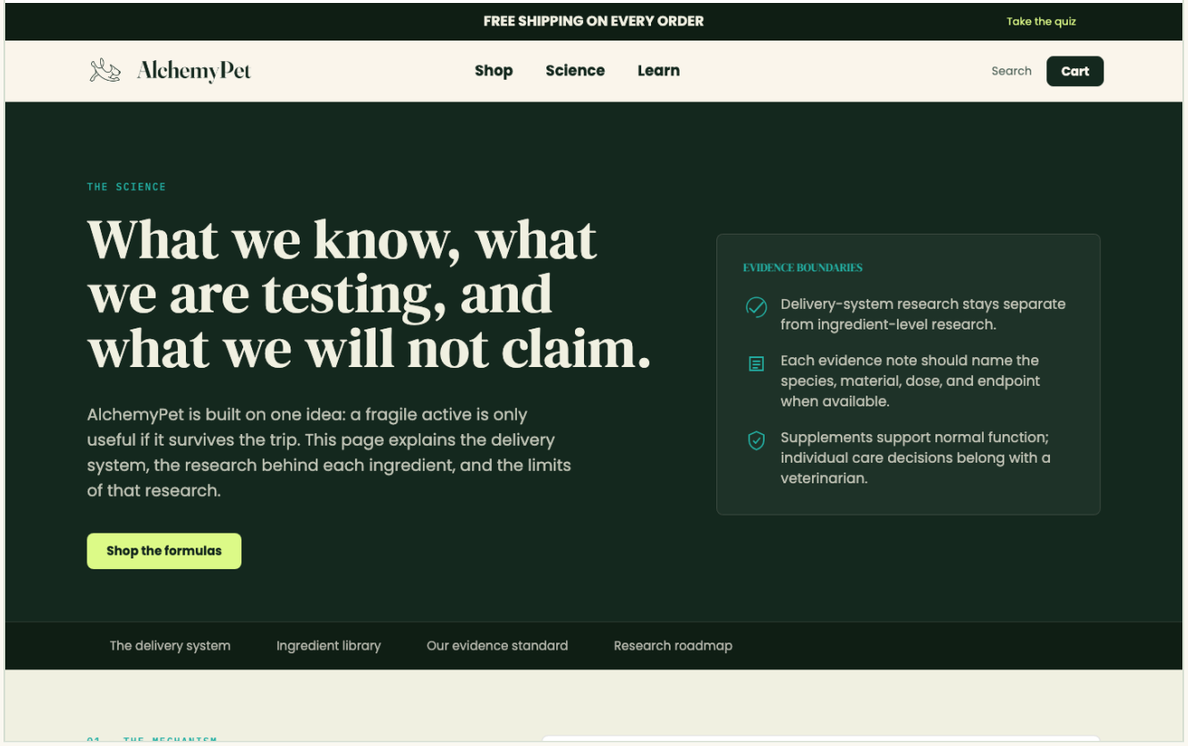
Science joins the same site frame.

The old Science page already had a distinctive visual treatment. The change connects it to the wider shopping and learning structure.

Before - August 2026 /pages/the-science



After - October 25 /pages/the-science



Shared navigation

Science gains the same header and access to shopping, learning, search and cart.

Editorial hierarchy

The new page visibly separates what is known, what is being tested and what is not claimed.

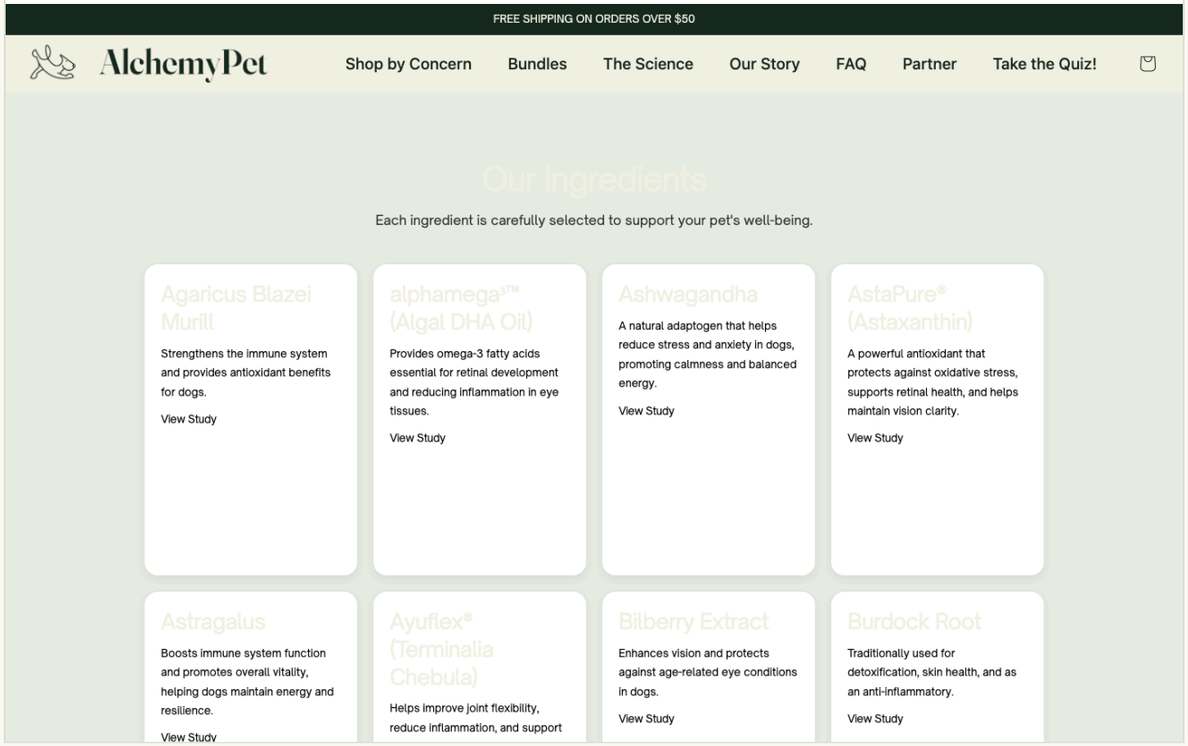
Semantic cleanup

The static audit changes from two main regions to one. This is structure, not proof of efficacy.

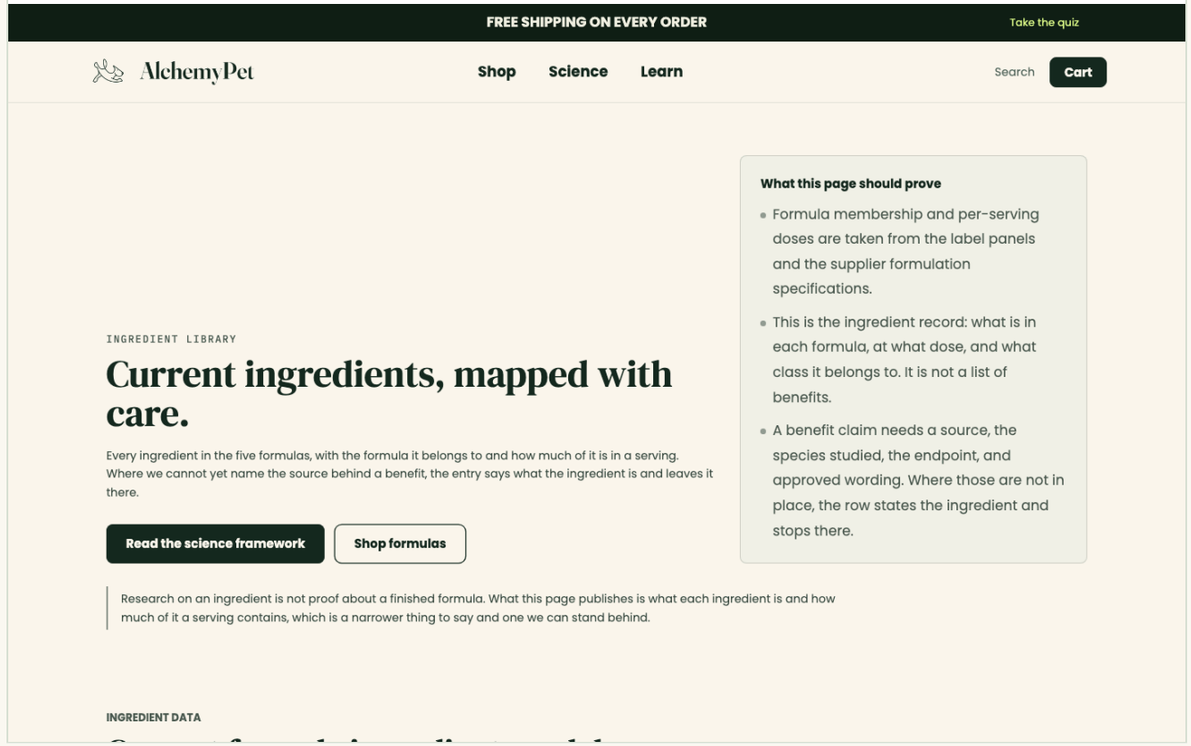
Ingredients becomes a structured reference.

The same Ingredients route changes from a pale card directory to an introduction, formula data and explicit evidence limits.

Before - August 2026 `/pages/ingredients-page`



After - October 25 `/pages/ingredients-page`



Readable hierarchy

Dark headings and clear section boundaries replace pale ingredient names on white cards.

Formula context

Ingredient information is organized with current formula and dose context, not only a general ingredient list.

Clear limits

A visible "What this page should prove" block distinguishes membership and dosing from broader claims.

MATCHED MOBILE COMPARISON - 390 X 844

The same pages, at phone size.

Homepage and Products each have their own before/after pair. Only the first viewport is shown here; full heights are preserved in the linked captures.

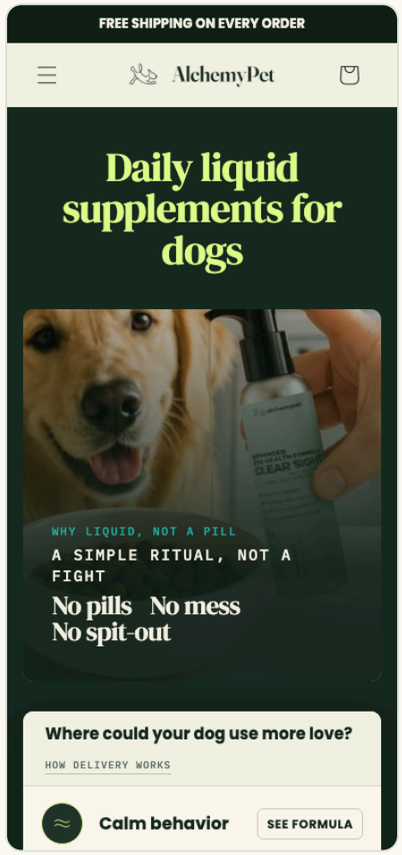
Homepage - before

/



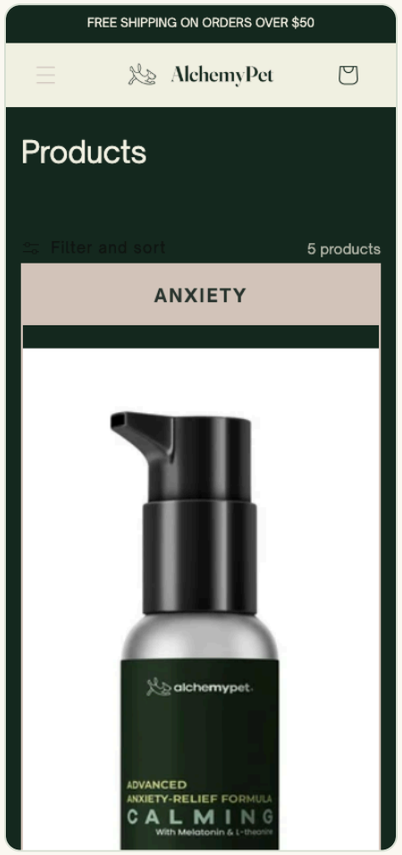
Homepage - after

/



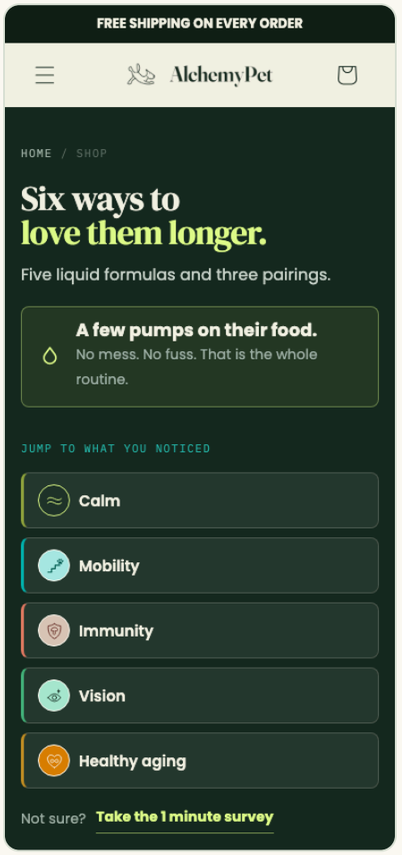
Products collection - before

/collections/products



Products collection - after

/collections/products



Match the viewport

Every phone view uses a 390 x 844 capture viewport; no desktop image stands in for mobile.

Keep the metric page-specific

The full mobile homepage capture is about 55% shorter by October. The collection grows longer as content expands.

Keep the open work visible

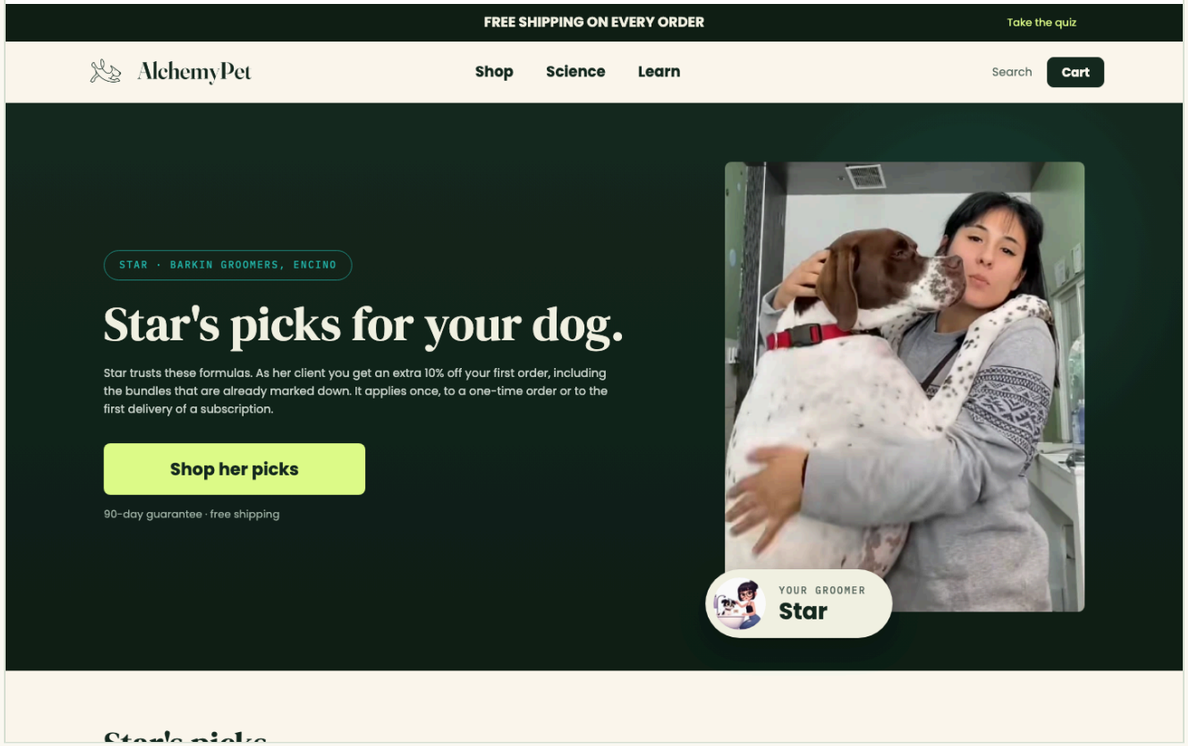
Archived mobile performance remains slow. These visual comparisons do not demonstrate a faster checkout.

COMPONENT REUSE - NEW PILOT

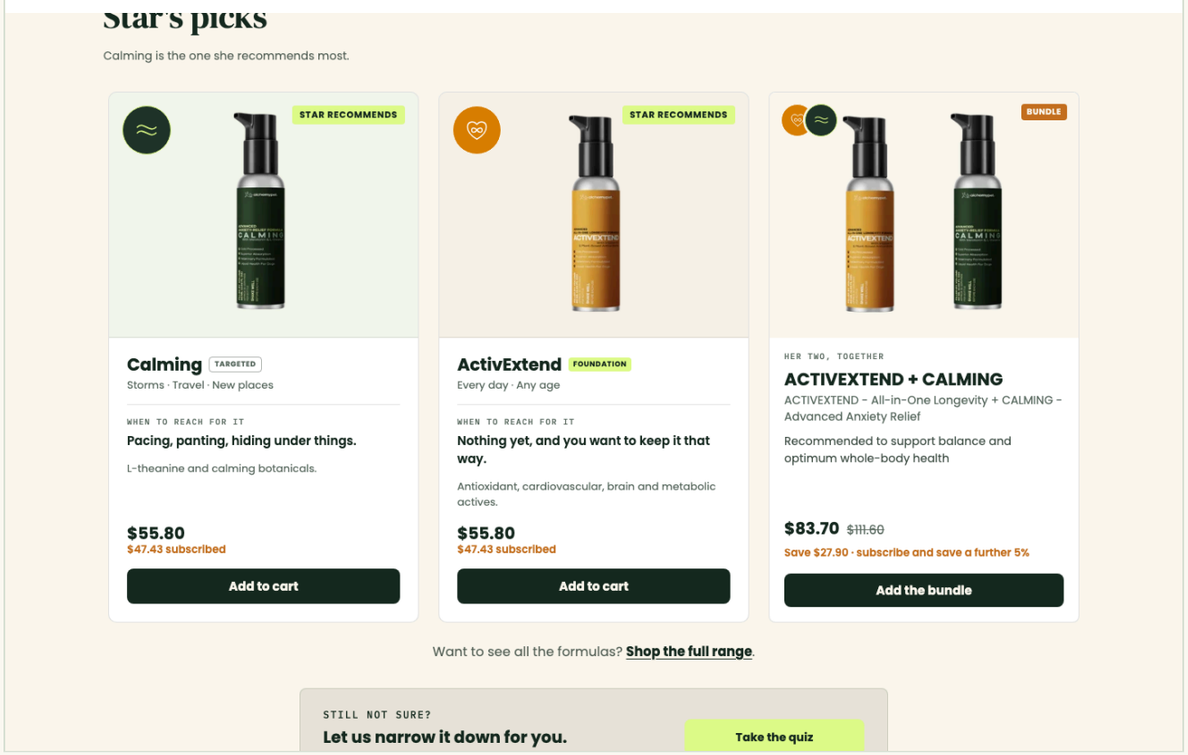
A partner page extends the system.

This is one new groomer client flow, not a matched before/after page. The payoff is reusable design across a different customer entry point.

October 25 - partner identity /pages/groomingwithstar



October 25 - shared shopping cards Detail window: y 900-1800



Reuse the product language

Recommended formulas use the same bottle, role, benefit, price and action vocabulary as the store.

Keep referral context visible

The page combines Star’s identity, her recommendations and a disclosed customer offer.

Separate pilot from scale

A delivered client page is evidenced. Repeatable groomer onboarding and attributed commercial returns remain open.