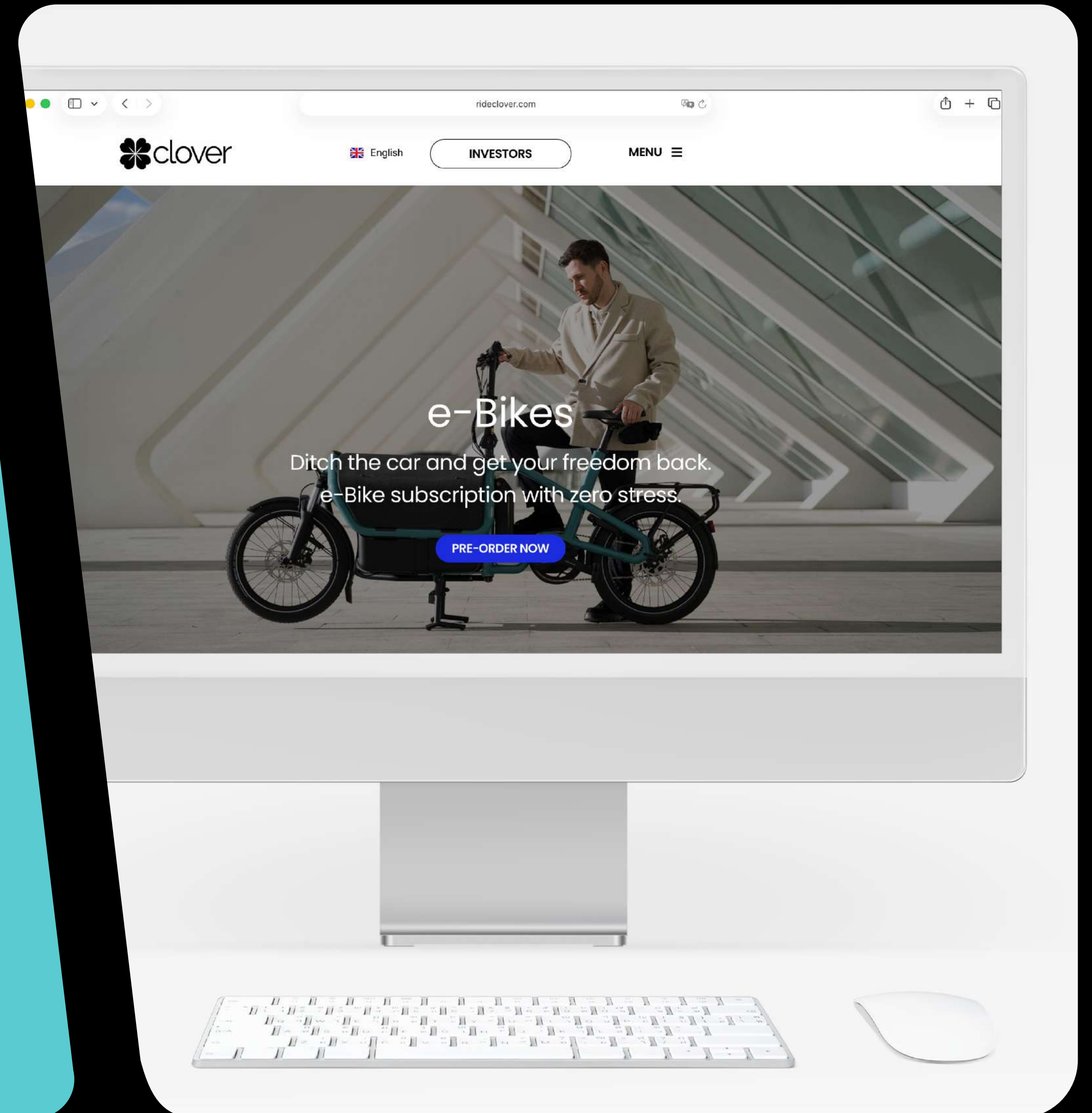


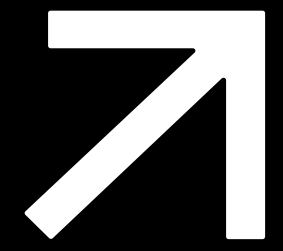
# Clover

## Website & Brand Experience

Helping Clover bring their zero-stress e-bike subscription to life through a clear, stylish, and conversion-focused website redesign.





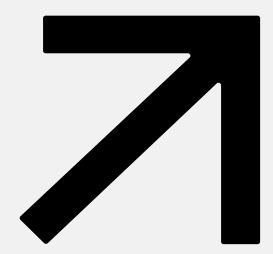


## Client

**Clover** is an e-bike subscription service reimagining urban movement. They offer a simple monthly subscription for a range of electric bikes, including standard e-bikes, cargo models, and family e-bikes, with maintenance, insurance, and battery swapping included. Clover's mission is to make city mobility stylish, effortless, and a genuinely better way to move than owning a car of any kind.







# Challenge & Approach

Before the redesign, Clover's website did not fully express its brand personality or unique value proposition, nor did it consistently reflect the brand across all digital touchpoints. As Clover continued to grow, it became increasingly important that their website aligned seamlessly with their wider brand presence and communicated a clear, unified story.

Clover needed a digital experience that:

- Clearly explains the zero-stress subscription experience
- Maintains strong brand consistency across channels
- Positions e-bikes as a better alternative to cars and EVs alike
- Appeals to trend-forward, eco-minded urban riders
- Uses design to showcase the fun, effortless, and lifestyle-driven nature of the Clover brand
- Communicates the freedom, style, and simplicity inherent in choosing Clover
- Showcases services like battery swap, insurance, and maintenance without overwhelming users.

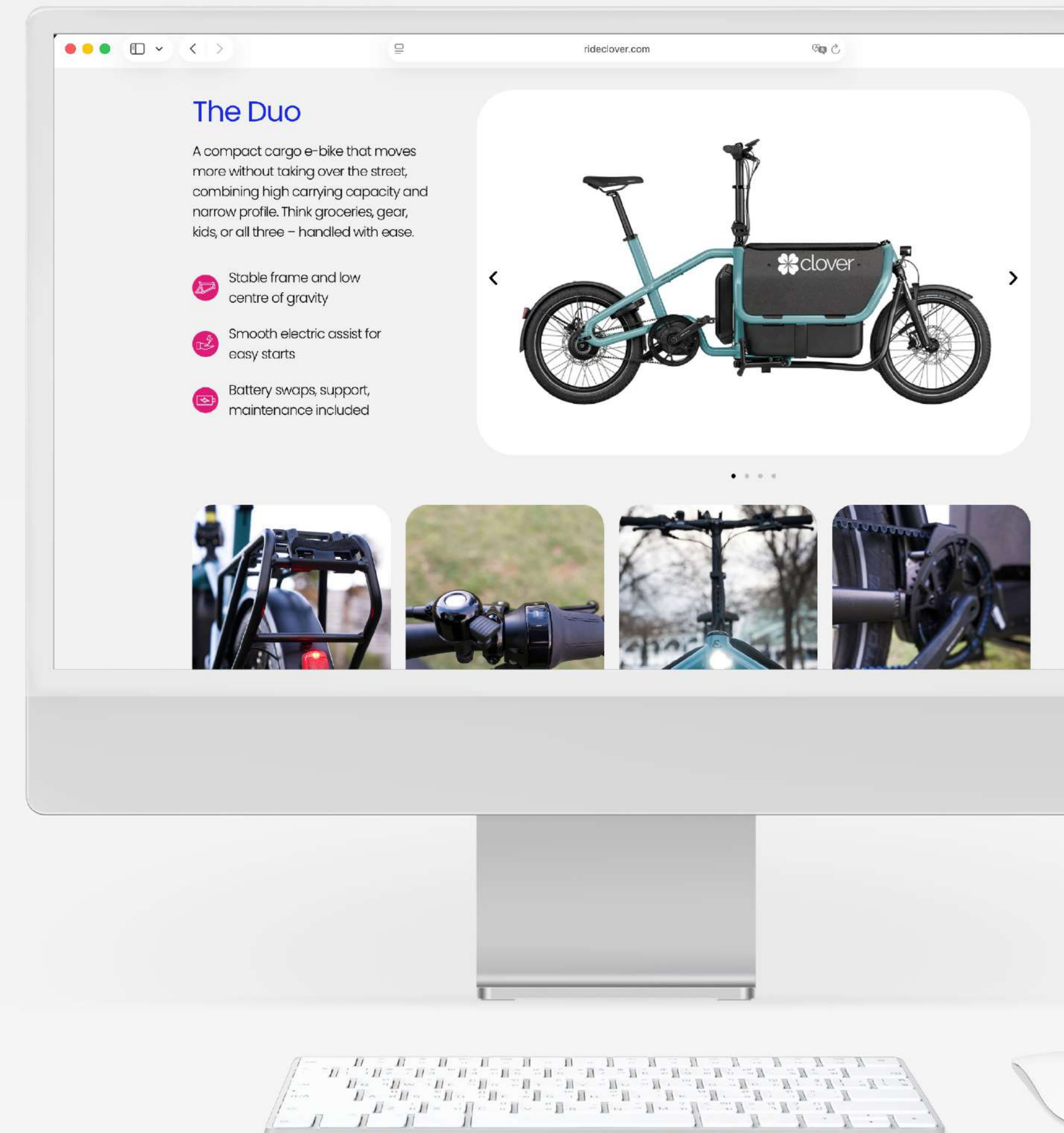
The goal was not just to inform, but to inspire and convert, helping visitors understand that moving with Clover is not just logical, it is desirable.

Nexxt Industry worked with Clover to redesign the website from structural foundations to detailed messaging and visuals, with a strong focus on brand consistency and refreshing the overall look and feel of the digital experience.

We adopted a minimal and clean design approach, enhanced with subtle touches of colour, including blue and pink, to add a creative and catchy twist that reflects Clover's personality. Visual consistency was a key priority, with a unified photographic style to strengthen visual impact and immediately convey Clover's lifestyle-driven positioning. We focused on making the experience:

- Easy to navigate
- Aligned with Clover's brand identity
- Visually striking without being cluttered
- Designed to bring Clover's freedom, effortless movement, and relaxed lifestyle to life online.

Our graphic designers and copy writers collaborated closely to ensure that visuals and messaging worked together seamlessly, resulting in a cohesive and engaging brand experience.





# Our process

## 1 – Strategy and structure

We began by defining a clear website structure that could carry Clover’s brand story from the very first interaction. The homepage was treated as a summary of the entire website, designed to immediately communicate Clover’s value, lifestyle positioning, and zero-stress approach to urban mobility.

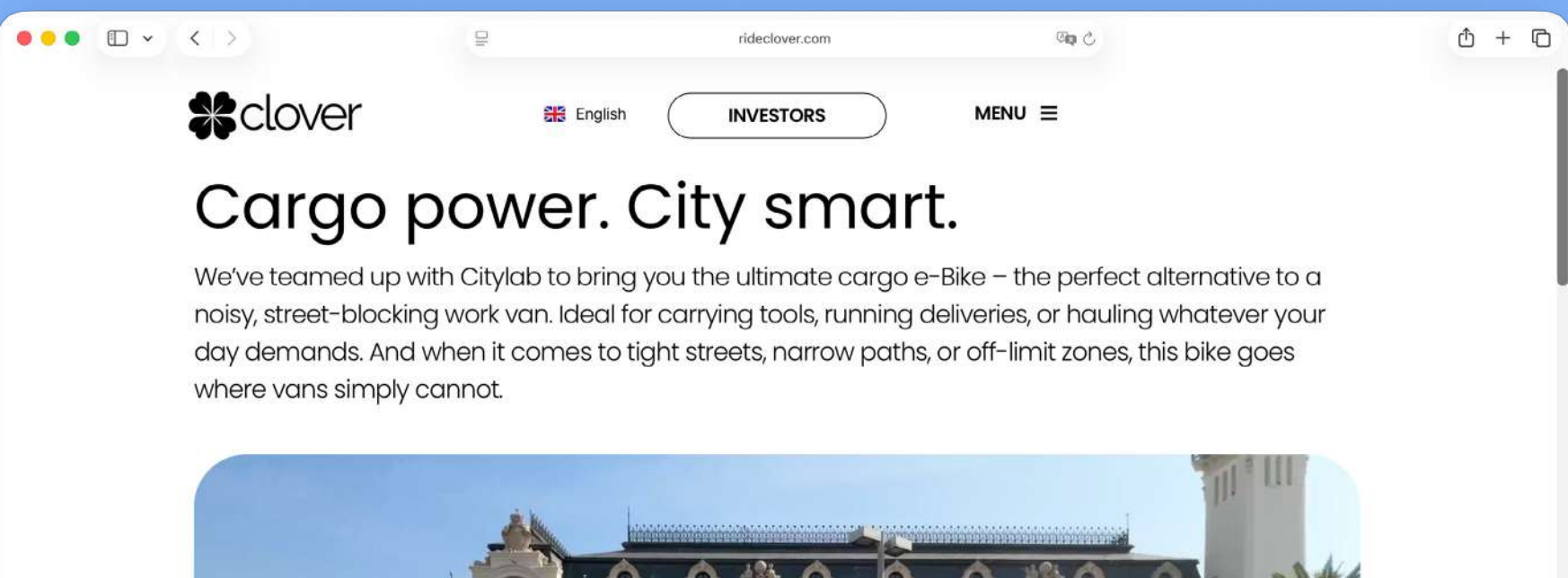
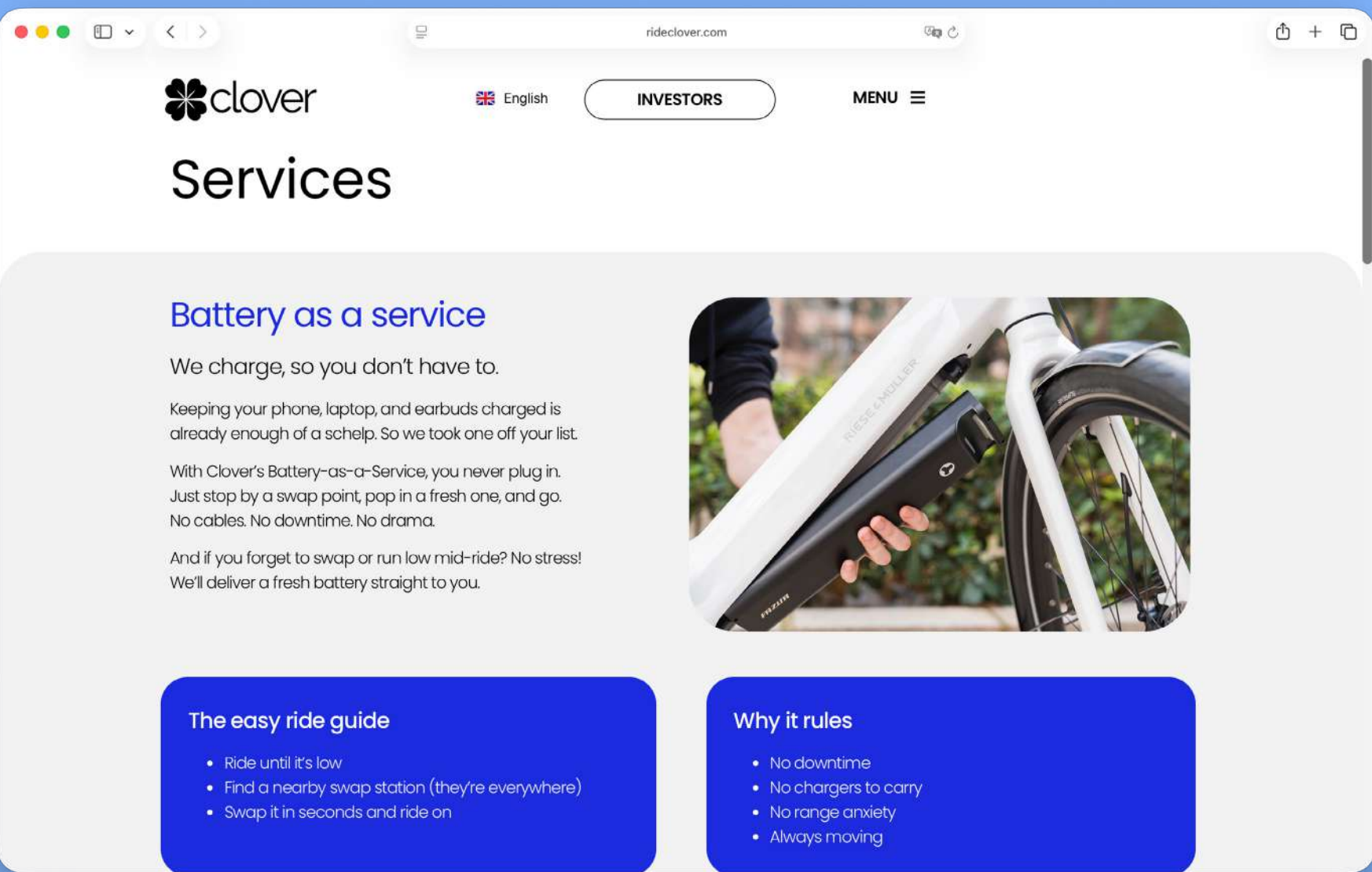
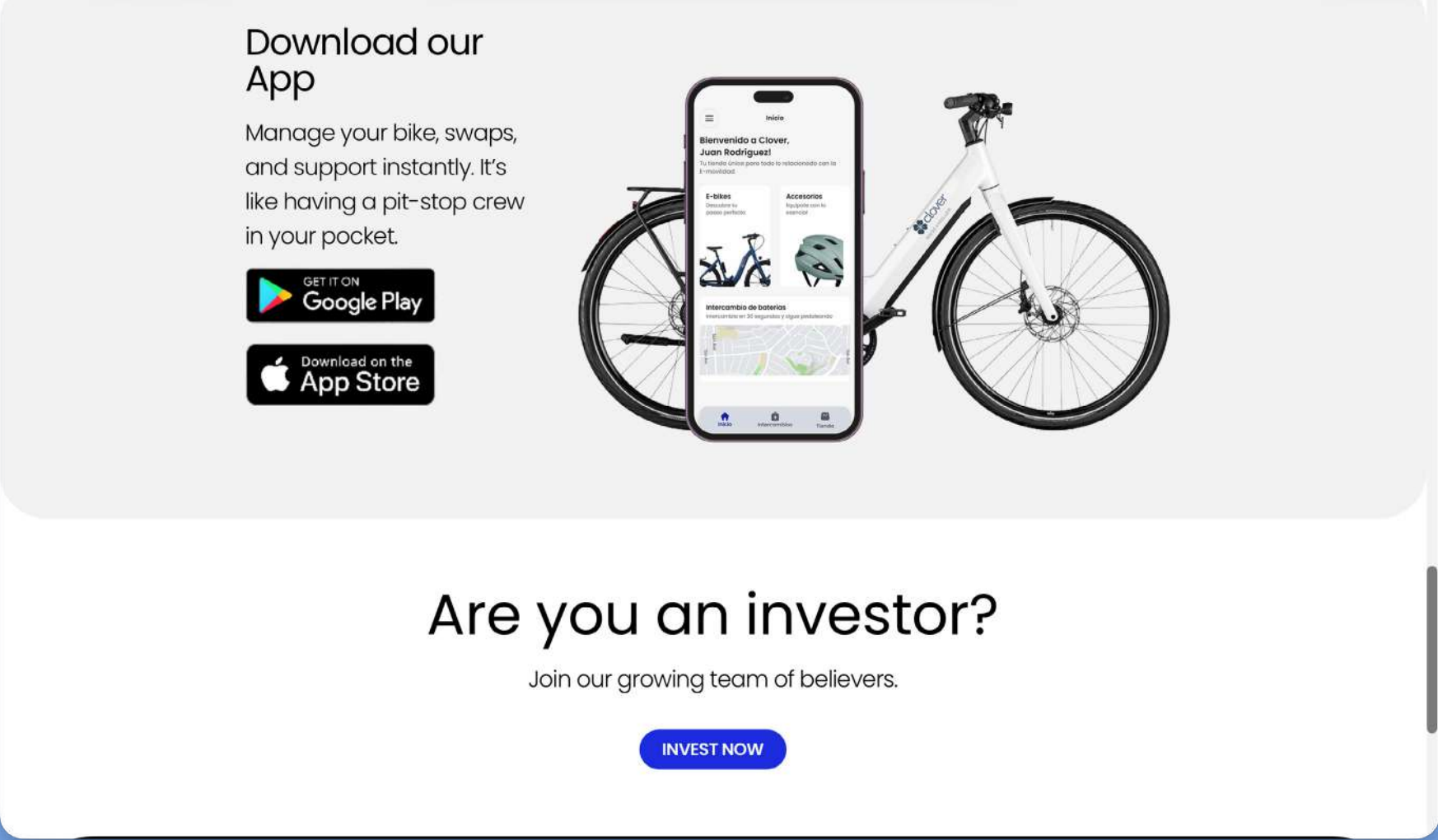
Key messaging was brought front and centre, supported by a structure that makes it easy for users to understand what Clover offers and why it is different. From there, the architecture guides visitors logically through the experience, from understanding the value of the subscription, to how it works, to exploring the e-bike range, and ultimately to taking action.

## 2 – Messaging Development

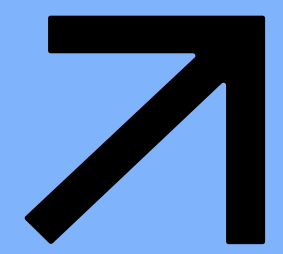
Our writers developed a tone that matches Clover’s confident and contemporary attitude, while ensuring that the website messaging aligned seamlessly with how Clover communicates across all channels. Updating the website copy played a key role in making sure Clover tells the same story everywhere, reinforcing a consistent brand voice across digital touchpoints. Messaging emphasises:

- Freedom and ease, with no contracts, maintenance, or charging hassles
- A mobile-first, urban lifestyle appeal
- Subscription simplicity, with everything included in one place.

This tone is present throughout the homepage and internal pages, reinforcing the brand idea that mobility should be simple, enjoyable, and consistent wherever users encounter Clover.







## Our process

### 3 - Visual Direction and Design Alignment

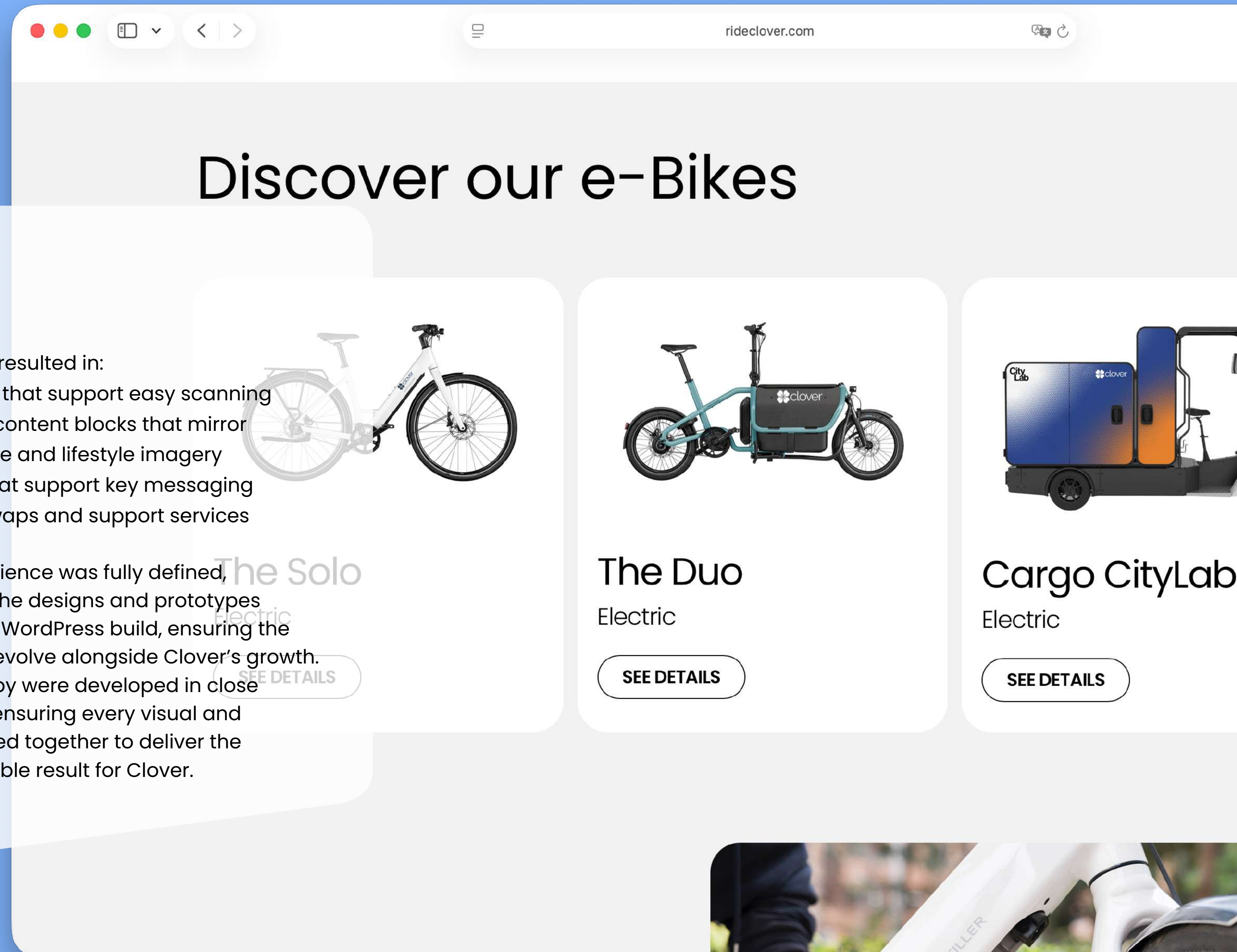
Our graphic designers translated Clover's brand identity into the visuals, defining a clear visual language that could be applied consistently across the website. We began the design process in Figma, where we designed all key components, including navigation, headers, buttons, and footers, ensuring a cohesive design system from the start.

Starting with the homepage allowed us to establish the visual direction and overall experience as a summary of the entire website. From there, we developed the remaining pages and prototyped the full experience, ensuring consistency in layout, interactions, and visual rhythm across every touchpoint.

This approach resulted in:

- Clean layouts that support easy scanning
- High-impact content blocks that mirror real bike usage and lifestyle imagery
- Visual cues that support key messaging like battery swaps and support services

Once the experience was fully defined, we translated the designs and prototypes into a scalable WordPress build, ensuring the website could evolve alongside Clover's growth. Design and copy were developed in close collaboration, ensuring every visual and message worked together to deliver the strongest possible result for Clover.

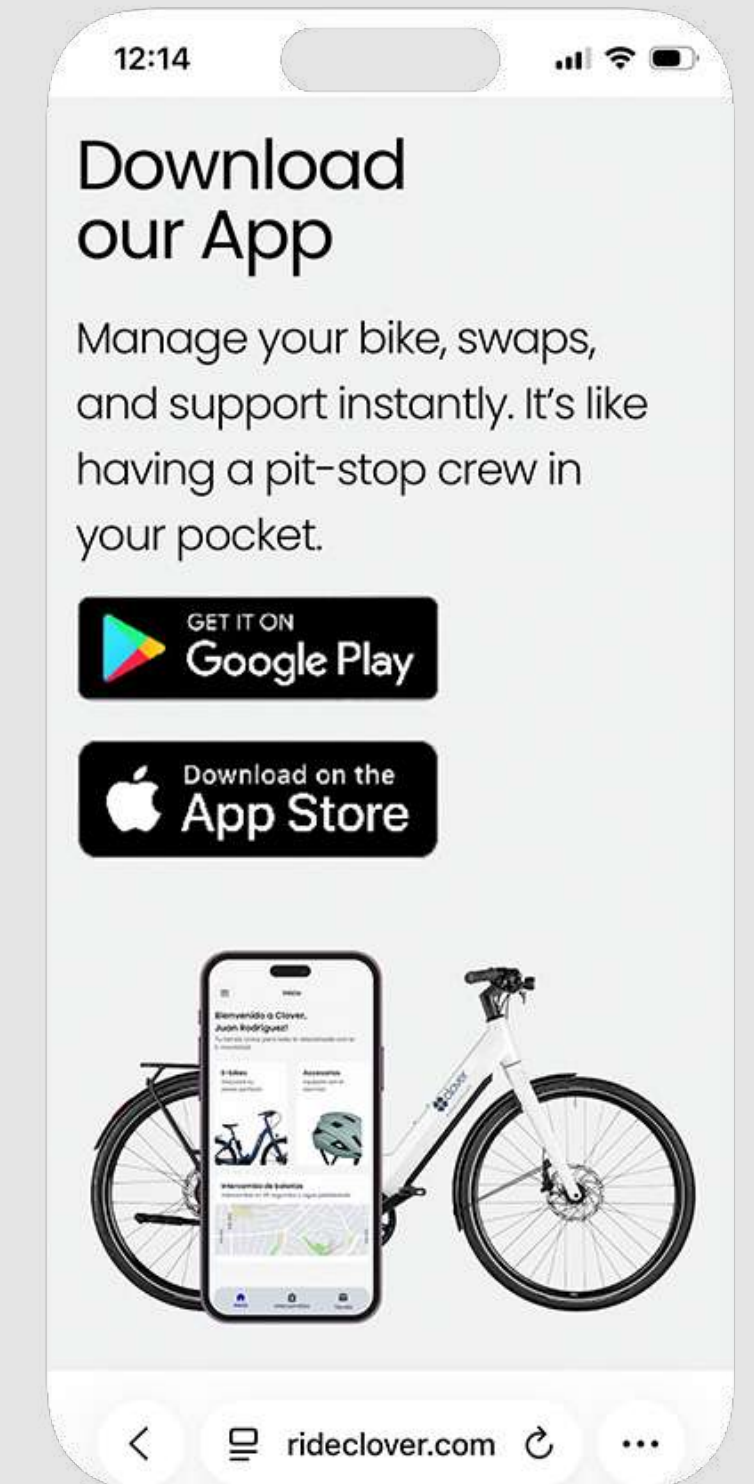
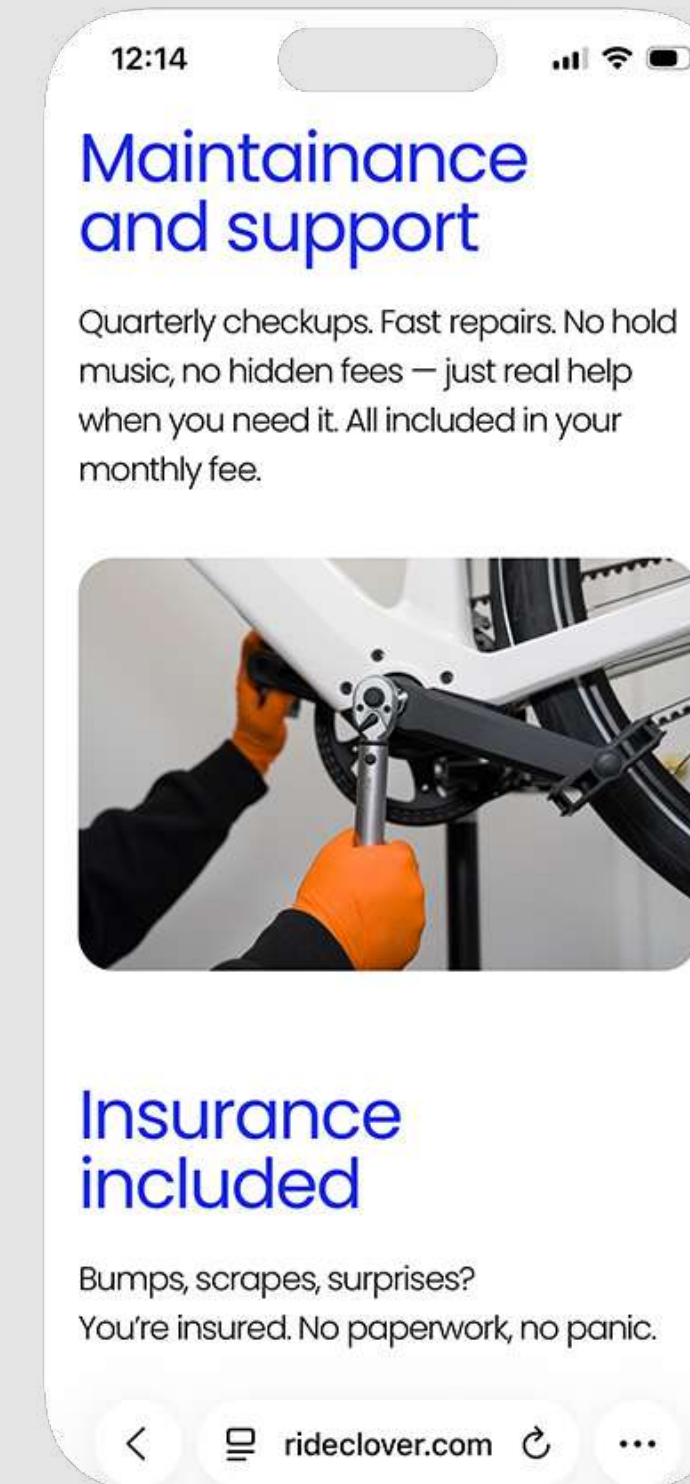
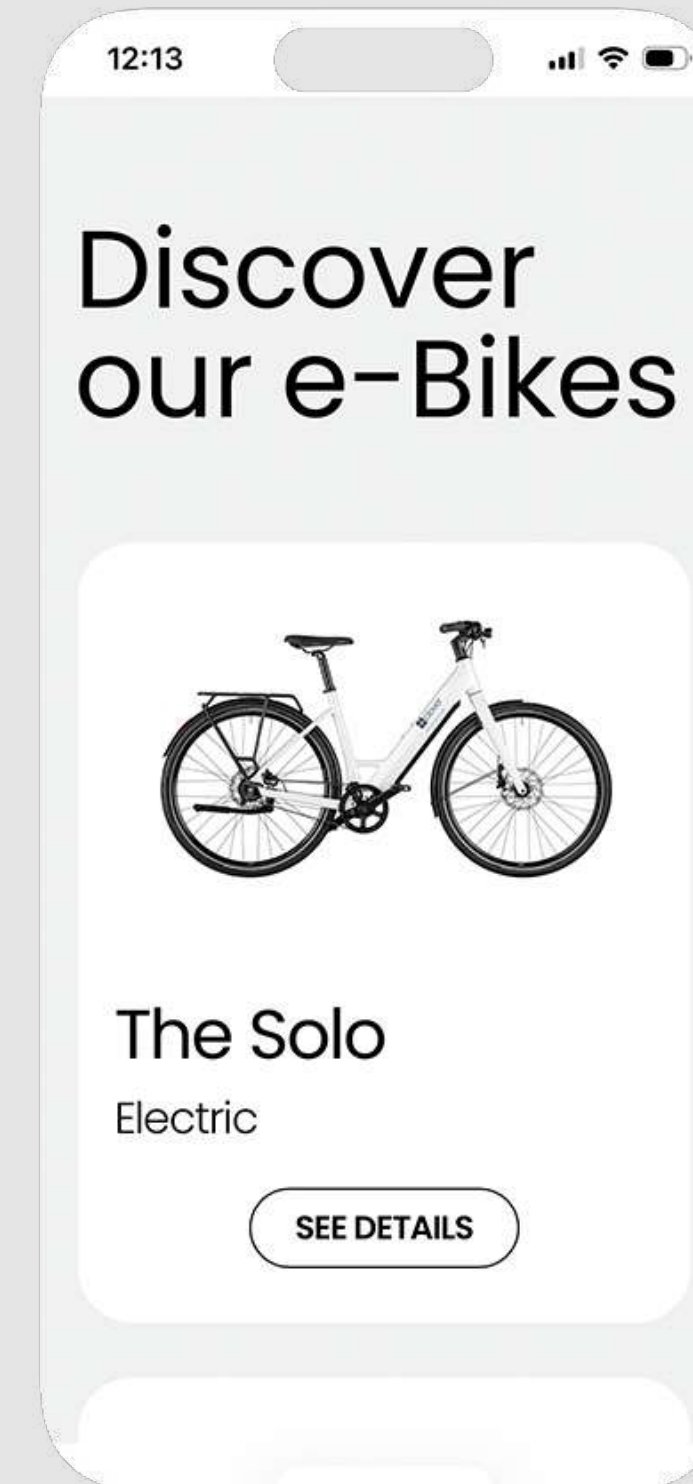
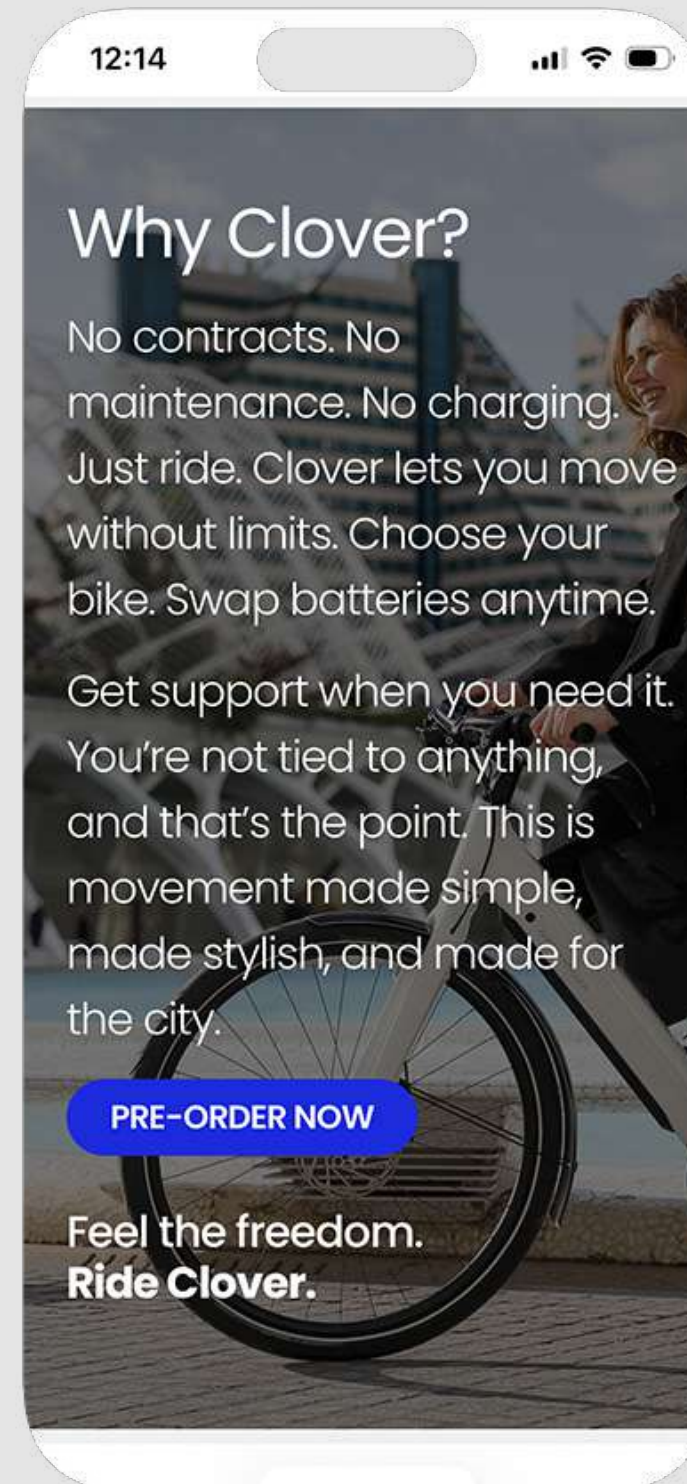




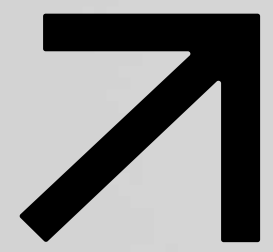
# Our process

## 4 - Service Highlighting and Support Integration

We ensured that the aspects that make Clover truly unique, especially battery swapping, maintenance, and app-based support, are clearly communicated so users instantly understand the value of the subscription beyond just the e-bike itself.







## Ongoing success

The redesigned site now gives Clover a strong digital platform that reflects their brand's mission and values, while clearly presenting their product portfolio and the services that make the subscription unique. With clearer structure, stronger messaging, and visuals that support the narrative, Clover is better positioned to attract riders who want style, sustainability, and simplicity in how they move around the city. Our collaboration continues as Clover grows and expands into new markets.

