

SAAS WEBSITE REDESIGN

From a dated corporate homepage to a clearer, more credible B2B product presence

Ourcart

Purchase intelligence platform
Website redesign and WordPress development

ourcart.com

Context

The previous website no longer reflected the maturity of the product or the level of the business. Its presentation felt generic, visually dated, and too limited for explaining a more advanced B2B offering.

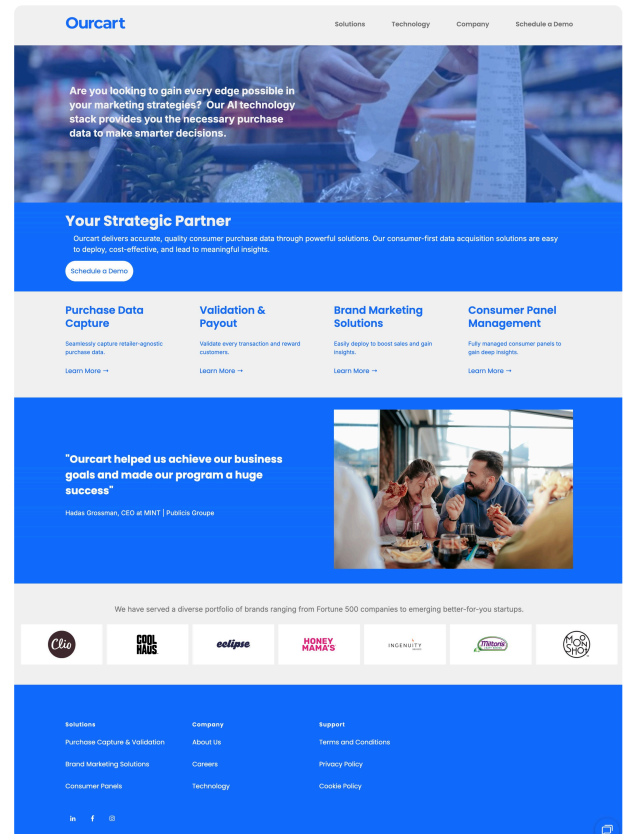
Goal

Create a clearer, more modern website that communicates the product value more effectively, builds trust faster, and supports demo-driven business goals.

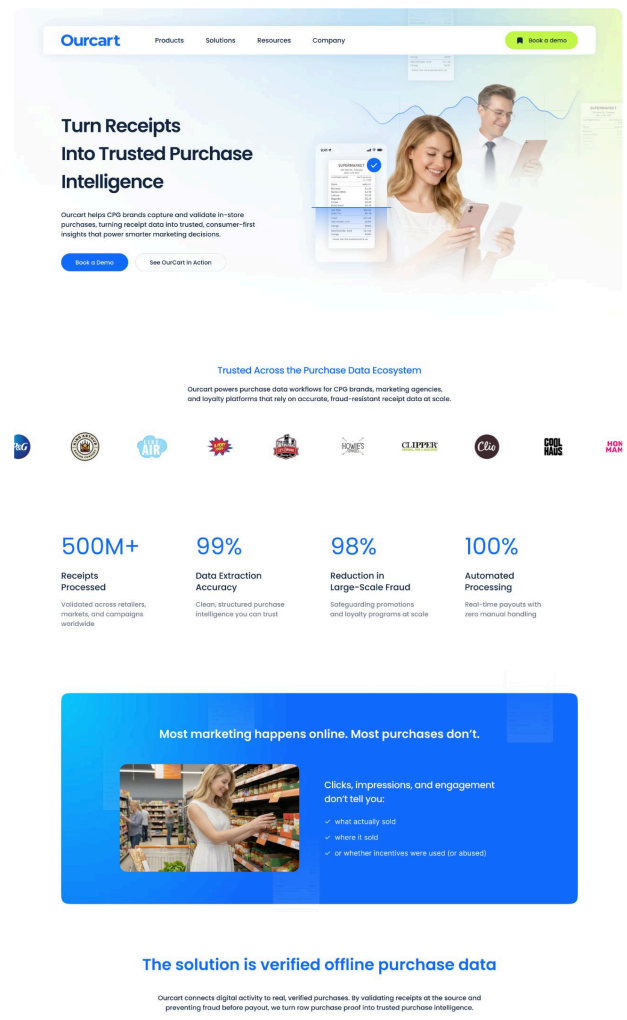
Focus

- clearer homepage structure and messaging
- stronger presentation of product value
- improved trust and credibility signals
- more modern UX/UI direction
- better support for lead generation and demo requests

Before



Redesign Concept

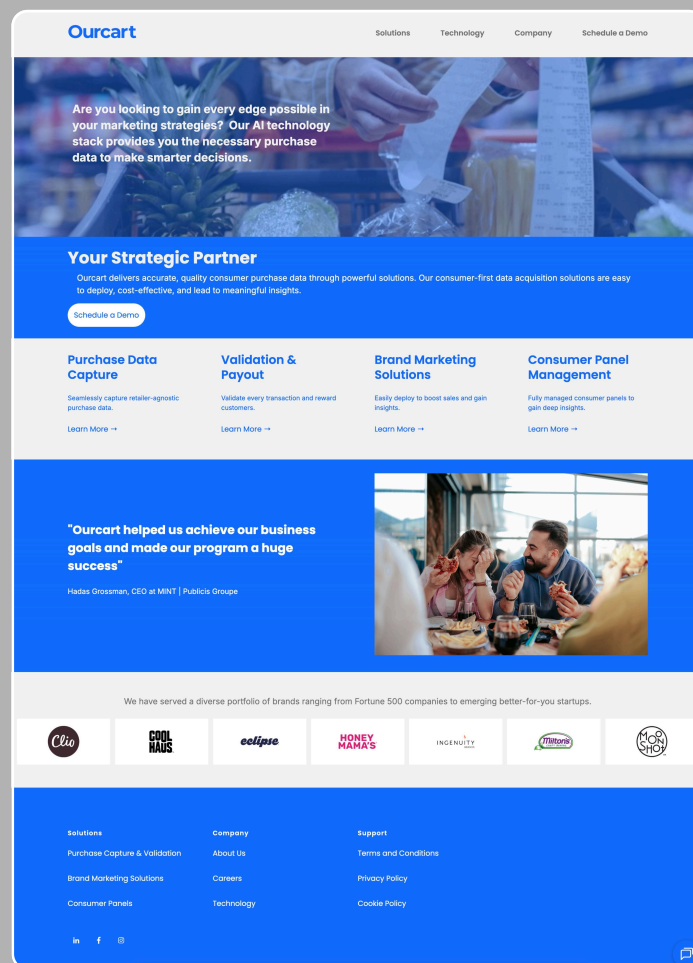


BEFORE

Legacy SaaS website presentation

The previous homepage introduced the company, but it did not communicate the product value with enough clarity or confidence. The overall impression felt more static and corporate than modern, product-led, and conversion-oriented.

Before



Generic first impression

The homepage introduced the business, but the value proposition was not as focused or compelling as it could be.

Weaker product communication

The structure did not do enough to explain the platform clearly or guide the visitor through the offering.

Limited trust-building signals

The page had less support in terms of proof, ecosystem credibility, and strategic product framing.

Less conversion-oriented flow

The experience did not strongly support demo-driven journeys or guide visitors naturally toward action.

AFTER

A more structured, product-led, and trustworthy SaaS experience

The redesign focused on helping visitors understand the product faster, trust the platform sooner, and move more confidently toward a demo request.

Redesign Concept

Stronger value proposition

The hero section presents the offering more clearly and creates a more immediate understanding of what the platform does.

Better lead-generation support

Calls to action are more visible and the page flow better supports demo-oriented conversion paths.

More effective trust signals

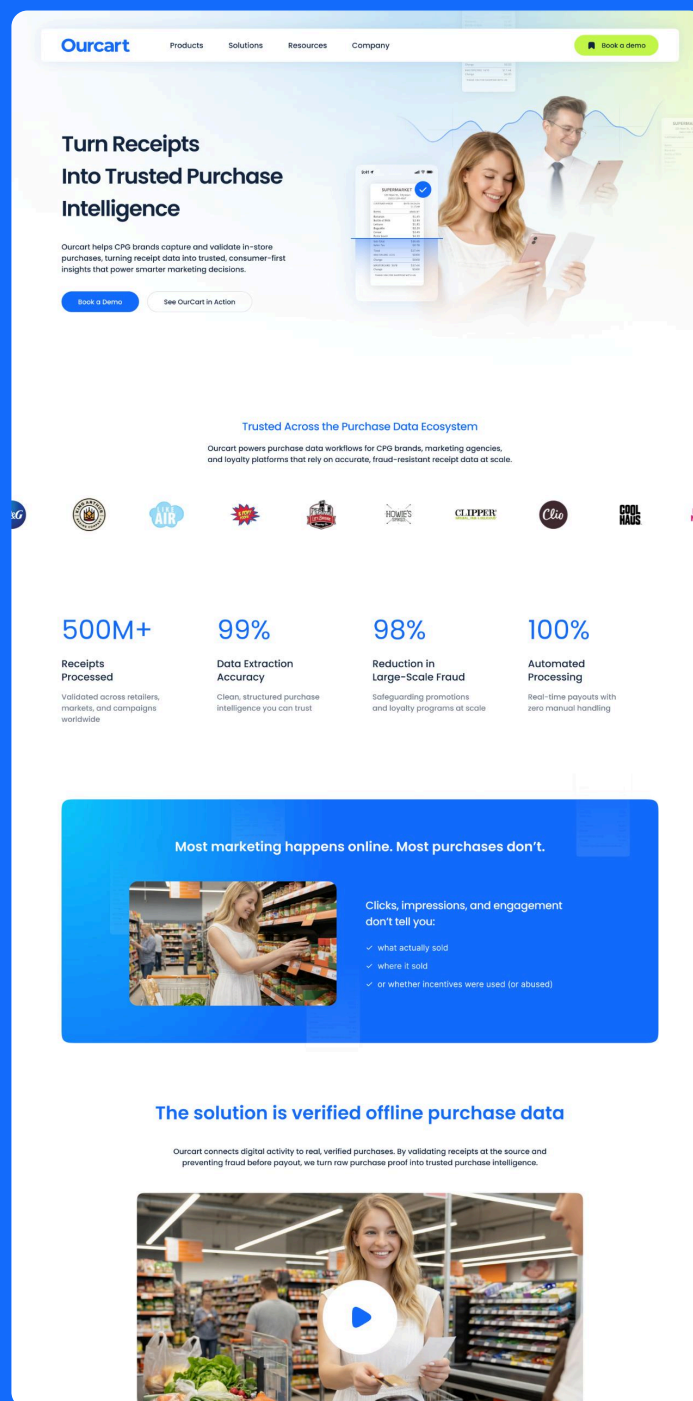
Logos, metrics, testimonials, and supporting content help build credibility earlier in the user journey.

More contemporary visual system

Cleaner layout, lighter composition, stronger hierarchy, and more refined UI details create a more current and professional digital presence.

Clearer product explanation

The page structure makes it easier to understand the product ecosystem, benefits, and differentiators.



Live website:

<https://ourcart.com/>

THANK YOU FOR YOUR TIME

If relevant, I'd be happy to discuss similar website redesign work for your business.

Book a call <https://calendly.com/radian-slovenia>

LET'S CONNECT



Anastasiia Fadeeva 

Website Growth Partner for Marketing Teams