



Chill Creative Portfolio

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The Friendly Gateway to Digital Consumer Support

Branding for live-chat customer support solutions that target the Asian market.

Client

WiseSpot Company Limited

Scope

- Brand strategy
- Brand story creation
- Brand logo design
- Brand identity and style guides
- Brochure and leaflet design
- Tailor made illustrations
- User flow analysis
- Website UI (User Interface) design
- Programming

Background

A promising startup, UC.NOW develops Cloud-based live chat software for companies to provide instant online support for their customers. Our challenge was to create engaging and cheerful visuals to put a friendly face on web support technology.

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|-----------------|-------------------------------------|---------------------|-------------|
| | | | |
| Communicate | Collaborate | Never Miss A Call | Agent Tools |
| | | | |
| Chat Window API | Enterprise Grade Service & Security | Reports & Analytics | Mobile SDK |

The Friendly Gateway to Digital Consumer Support

Chill Solution

Online support platforms can be impersonal and stressful for consumers, which is why our plan needed a personal touch. Instead of using boring stock photos, we created custom illustrations and animations using irregular line art and vibrant colours to present a warm, whimsical experience for the end user. We created a full marketing deck for UC.NOW and seamlessly populated their website with our custom designs.

As we do for all of our clients, we also created a comprehensive user guide with detailed instructions for UC.NOW to update their website anywhere, anytime.



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