



---

## Chill Creative Portfolio

This proposal contains proprietary and confidential information of Chill Creative Co. Ltd. And shall not be used, disclosed or reproduced, in whole or in part, for any purpose other than to evaluate this proposal, without the prior written consent of Chill Creative Co. Ltd. This document and all information contained herein remains at all times in Chill Creative Co. Ltd.



## 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.



# 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.



Enquiry:  
info@chillcreativeco.com / +852 3695 0642

© 2018 Chill Creative Co. Ltd.