

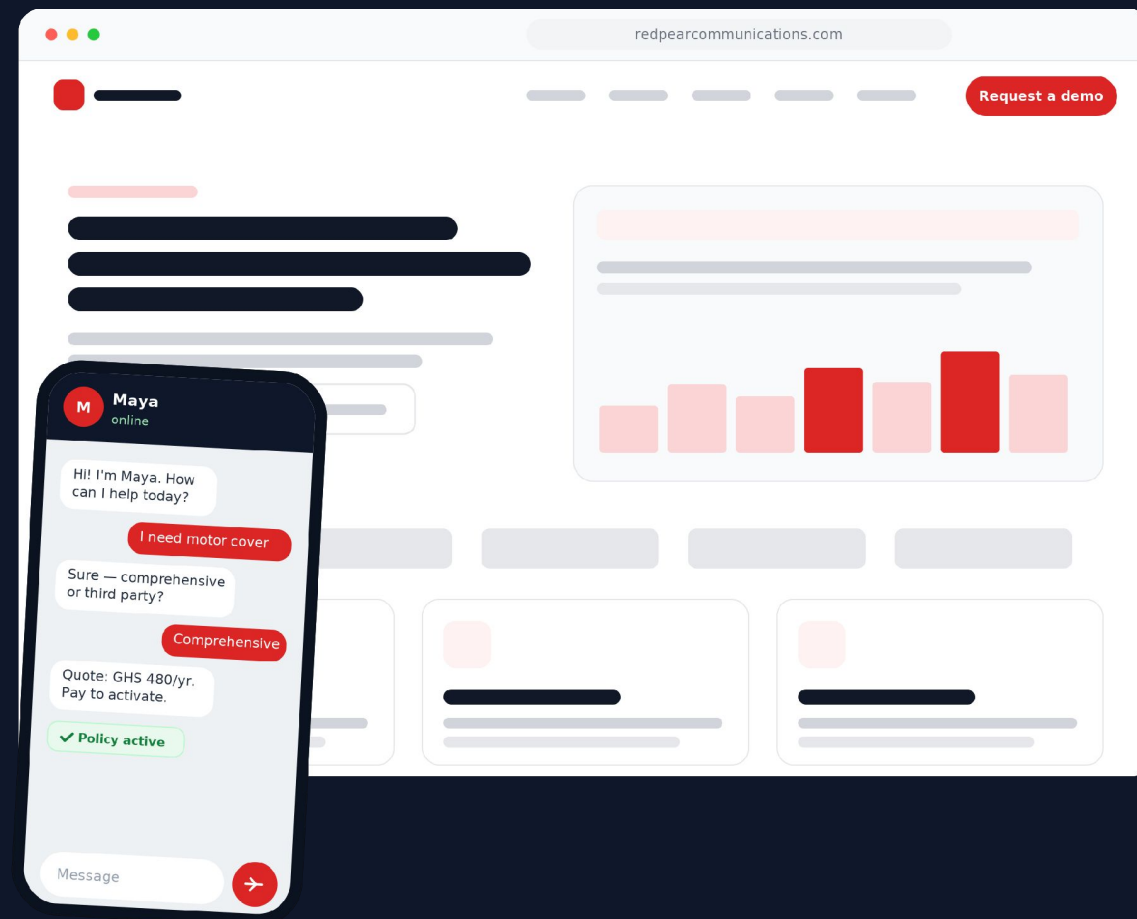
CASE STUDY · WEBSITE REDESIGN

RedPear

Website Redesign

Redesigning an InsurTech's marketing site: a clearer story, stronger product presentation, and a WhatsApp-first experience.

Grace · Product / UX Designer



An InsurTech built for how Africa buys

RedPear is an Accra-based InsurTech. It lets insurers and financial institutions sell and service insurance right inside WhatsApp, powered by a proprietary AI chatbot.



Sell on WhatsApp

Customers buy, renew and claim in the app they already use every day.



AI chatbot

A proprietary assistant guides the whole journey and automates service.



Maya, the flagship

Get motor cover and a sticker in minutes all in a chat.

THE PROBLEM

The current site gets in the way

The site communicates what RedPear offers, but first-time visitors struggle to quickly grasp what it does, who it serves, and what to do next.



Unclear message

The hero sparks interest but doesn't explain the value proposition or audience.



Buried navigation

Valuable content is there, but the structure makes the key actions hard to find.



Under-sold product

Maya and the platform are the differentiator, yet get little visual emphasis.

What the redesign set out to do



Clearer hierarchy

Make the services easy to understand at a glance.



Modern tech partner

Position RedPear as a modern technology partner in insurance.



Smoother navigation

A simpler, more focused path for potential clients.



Stronger storytelling

Build trust with better visuals and product presentation.



Clearer CTAs

Drive action with obvious, goal-focused calls-to-action.

Designed for target audiences



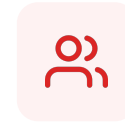
Insurance providers

Companies wanting digital tools for distribution, engagement and efficiency.



Financial institutions

Organizations seeking scalable tech to reach customers on new channels.



Decision makers

CEOs, CTOs and innovation teams evaluating technology partners.

PROCESS

Research → wireframes → design



Wireframes first: *deciding structure in low-fi kept the redesign fast and focused before any visual polish.*

A cleaner, SaaS-inspired system



One brand accent

RedPear's red used with intent: on CTAs, highlights and key moments.



Reusable components

Cards, buttons, forms and sections shared across every page.



Clear typography

A single, legible type system with strong hierarchy and generous space.



Real product visuals

Real content and product imagery instead of generic filler.

Palette



Brand red



Ink

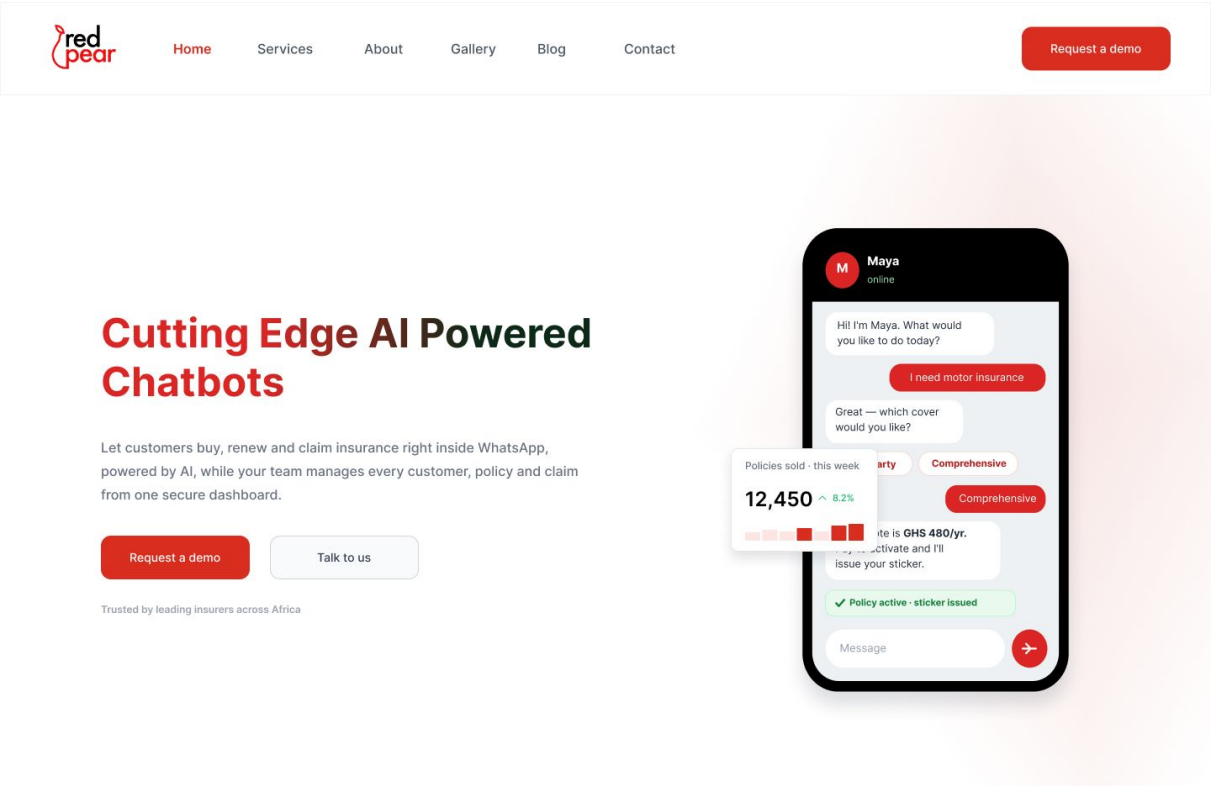


Body



Surface

Home



A hero that explains

States what RedPear does and who it helps, with a clear CTA.



Real social proof

A trust row of the actual insurer logos.



Maya, front and centre

A dedicated showcase for the flagship product.



Insights & action

A blog section and a strong closing “Request a demo”.

Services



Core services

A clean grid of the six things RedPear does.



Featured: Maya

The flagship highlighted with a product image slot.



Built for ecosystems

The real distribution channels: B2B, microinsurance, agency banking, upsell.



How we work

A simple, reassuring process plus a demo CTA.

[Home](#)[Services](#)[About](#)[Gallery](#)[Blog](#)[Contact](#)[Request a demo](#)

One platform to sell and service insurance

From WhatsApp distribution to a full insurance database and AI automation, RedPear gives insurers and financial institutions everything they need to grow.

[Request a demo](#)[Talk to us](#)

About & Contact

[Home](#)[Services](#)[About](#)[Gallery](#)[Blog](#)[Contact](#)

Request a demo

Insurance that meets people in a chat

We started from a simple belief: getting insured shouldn't mean paperwork and branch visits. Today, Maya lets customers get covered in minutes, while our partners manage their entire book from one dashboard.



[Home](#)[Services](#)[About](#)[Gallery](#)[Blog](#)[Contact](#)

Request a demo

CONTACT

Send us a message

Tell us what you're looking for and we'll get back to you within a day.

Your name

Email

Company

Service

Select a service

▼

Message us

How can we help?

Send a message

About — company story, mission & vision, values, leadership and a timeline.

Contact — form, contact details, map and FAQ. No demo CTA here, by design.

What I learned



Started from real research and a proper audit of the live site.



Locked structure in low-fi wireframes before any visual design.



Kept the redesign faithful to the real product and content.



Used real content and asset slots instead of fabricated visuals.



Reused one design system across all four pages.



Designed responsive from the start.

Thank you.

RedPear — Website Redesign

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