

CASE STUDY NORTHBOOKS



PROJECT OVERVIEW

Northbooks is an e-commerce business that creates notebooks and has been successfully selling on Amazon, however wanted to conduct a Shopify redesign to increase customer lifetime value and tell a better story to connect with its audience.

Brandhopper focused on understanding who the brand was for, did a deep dive into audience analytics and developed several customer avatars, and then created and communicated a story that would resonate with the Northbooks customers.

RESEARCH



RESEARCH

Before beginning the design work, the Brandhopper team conducted an in-depth analysis of Northbooks customer data on Amazon, Shopify and Google Analytics in order to identify a customer avatar, while also researching the problem the business solved, key competitors, brands they admired, and product selection. The Brandhopper team also interviewed Zeb Dropkin (CEO/Founder) to learn more about why he started the business so we could convey that story on the website.

The Brandhopper team created several customer avatars that the website needed to "speak" to, along with a framework for the new website that would help Northbooks achieve their business goals and improve several e-commerce metrics, specifically customer lifetime value.

BRAND STORYTELLING + ENHANCED DESIGN



BRAND STORYTELLING

Northbooks had a unique and intriguing story to tell, however this was not communicated at all on the previous website.

The Brandhopper Digital team developed a brand story focusing on Zeb's background as it related to the customer avatar, the design-style and quality of the products, and the "buy a book, plant a tree" as it tied into the eco-friendly nature of the products and business.

The Brandhopper team weaved this story throughout the website, including the homepage, product pages, and most prominently, the "About Us" page.

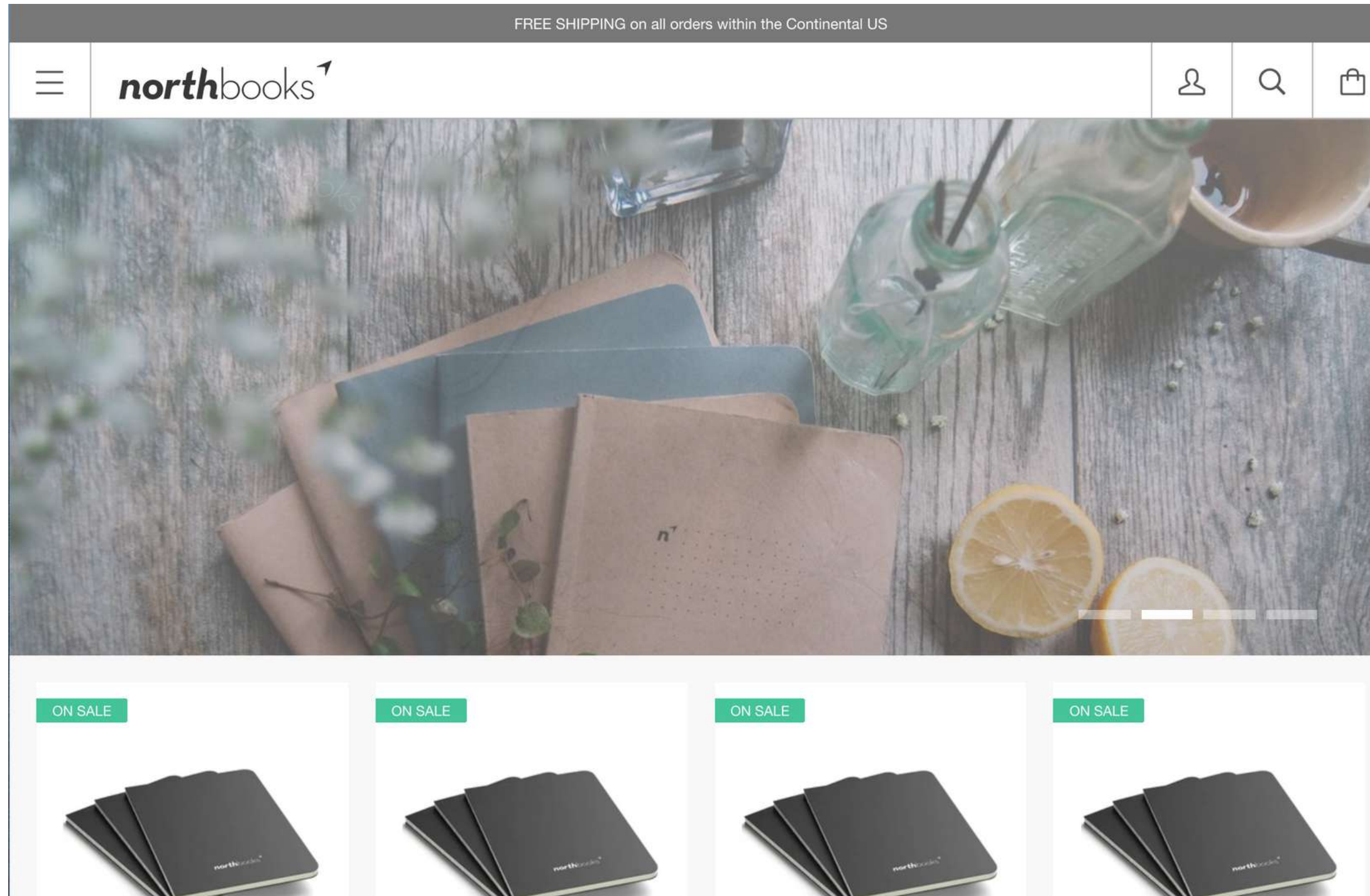


ENHANCING THE BRAND

Actions taken:

- Leveraged a new, modern web design with improved organization to reduce clutter and improve the customer journey
- Replaced outdated, old images with fresh, vibrant imagery that aligned with the customer avatars discovered during the audience analysis stage
- Created a new About Us page with a fresh brand story, focusing on the Zeb's background, the quality of the products, and eco-friendly design and the "buy a book, plant a tree" program
- Improved web copy, shipping policy and return policy to communicate that the brand was very customer friendly
- Updated product collections to remove sold-out inventory and remove the sales price that was previously shown for every product
- Added visual elements to convey the brand's story on the Homepage, About Us page and Product pages.

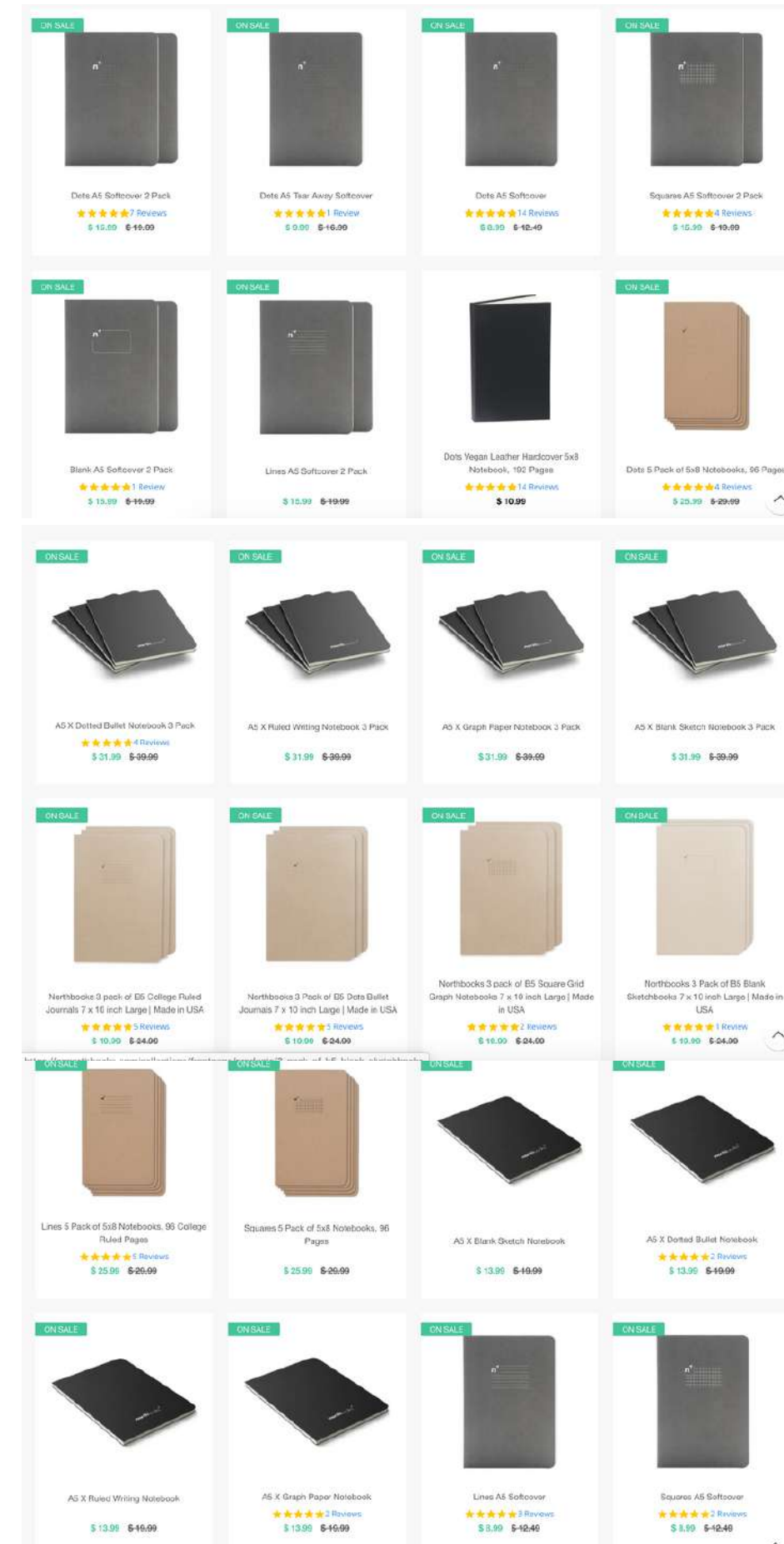
HOMEPAGE BEFORE



HOMEPAGE BEFORE

The previous homepage listed every product in every style in a very long, scrollable feed.

Our goal was to organize these products into a more manageable and user-friendly view, while also adding text and imagery that communicated the brand story.

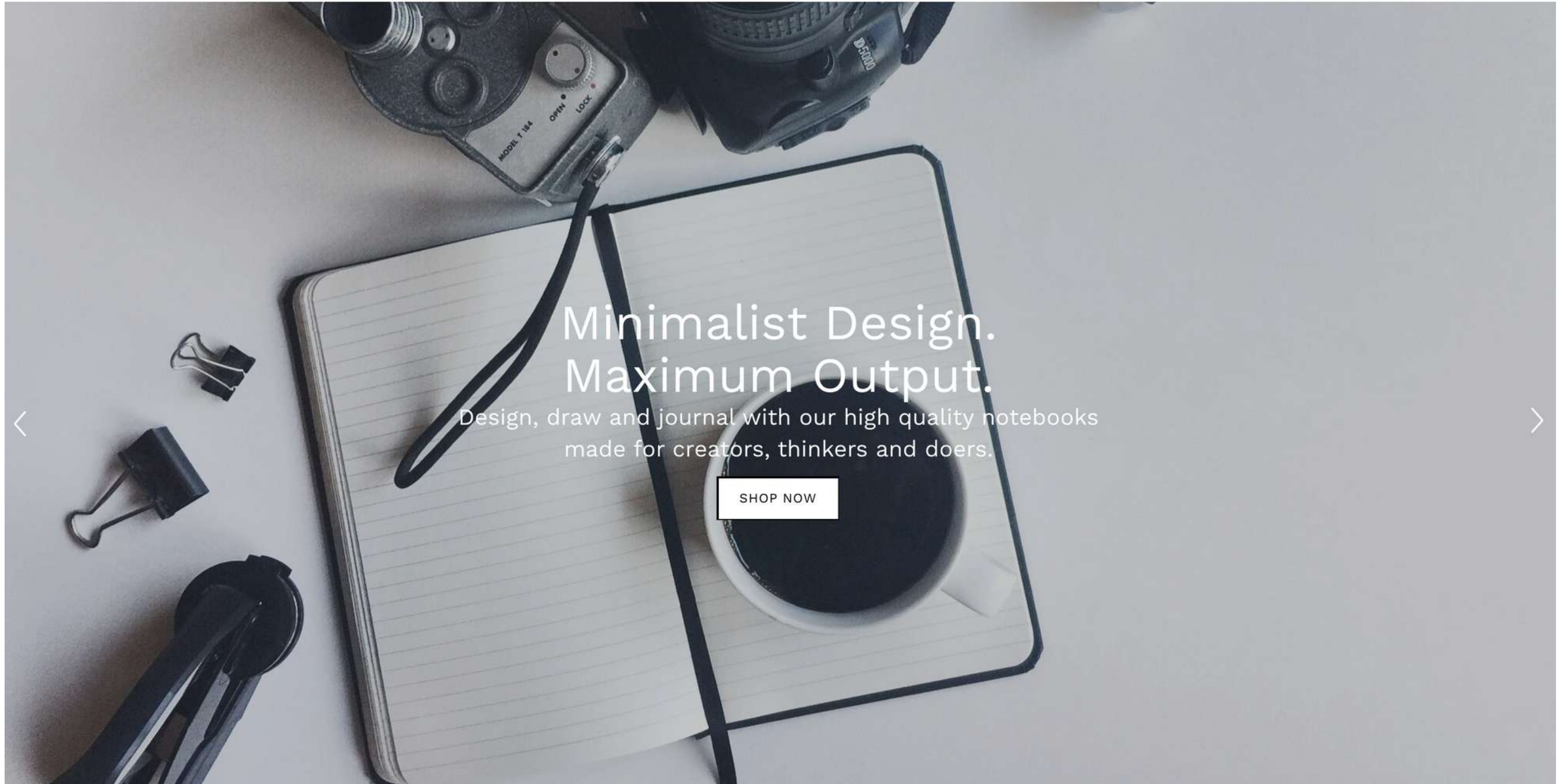


HOMEPAGE AFTER

FREE SHIPPING on all orders over \$25 within the Continental US

northbooks¹

Home Shop Now ▾ Our Story Contact Us   



Minimalist Design.
Maximum Output.

Design, draw and journal with our high quality notebooks
made for creators, thinkers and doers.

SHOP NOW

HOMEPAGE STORYTELLING

Choose Your Style



Dots



Squares



Lines



Blank



High Quality Craftsmanship

Our books are built for everyday use for the people who create, shape, and design our future. Nearly all of our books are manufactured in the USA which means high



Buy a Book, Plant a Tree

We care about the environment, which is why we craft our books with recycled materials whenever possible. Plus, our partnership with Eden Projects allows us to



Excellent Customer Support

Have a question? Need some help? We'd love to chat. Send a note, give a call, or chat with us here - our team is standing by and ready to help.

HOMEPAGE STORYTELLING



Details Matter.

Whether you're designing a new home, presenting to a client, or working on a school project, details matter.

That's why we've designed every one of our books with a simple sophistication that lets you and your ideas shine.

HOMEPAGE STORYTELLING

northbooks¹

Home Shop Now  Our Story Contact Us   

“Not only are the notebooks excellent quality, they’re also the perfect size, and shipped fast. I can’t say enough good things about these notebooks.”

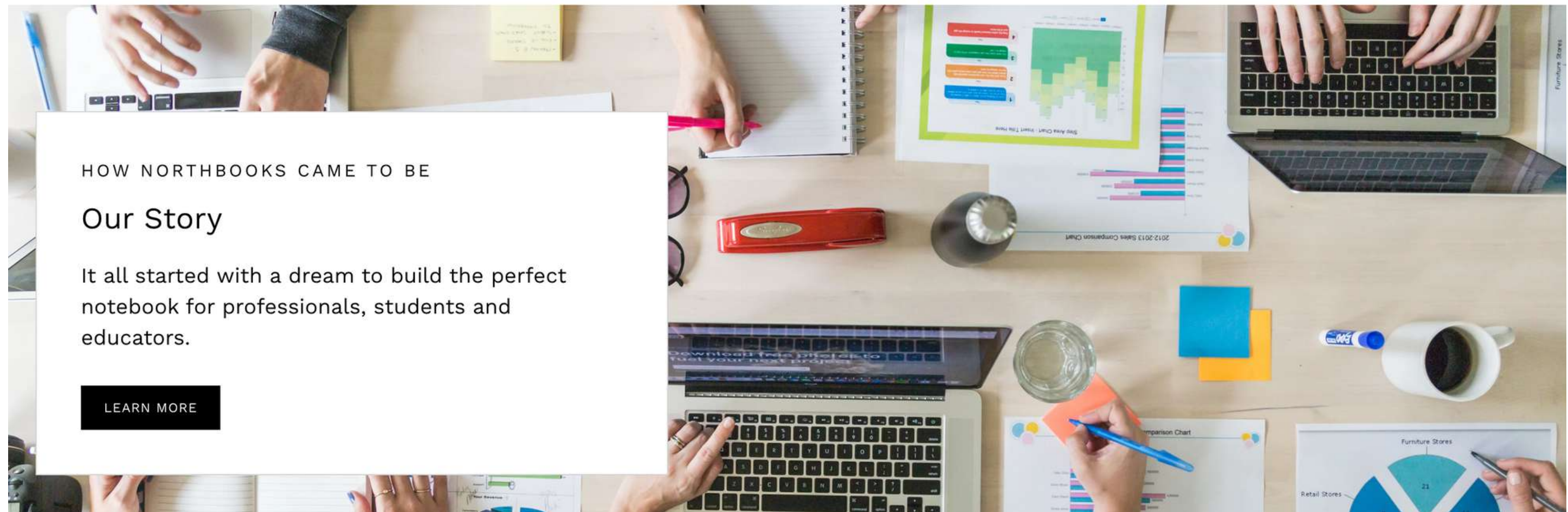
Emily M

“Paper is thick and well worth the money!! I’m planning on buying all Northbooks notebooks for next semester!”

Megan M

“Really amazing notebook! Great quality pages, beautiful design, and very easy to carry and use. Excellent product!”

Natalie M.



HOW NORTHBOOKS CAME TO BE

Our Story

It all started with a dream to build the perfect notebook for professionals, students and educators.

LEARN MORE

HOMEPAGE: ORGANIZING PRODUCTS



Our Best Selling Books

Dots Squares Lines Blank



A5 X Dotted Bullet Notebook

★★★★★ 2 Reviews

\$ 13.99



A5 X Dotted Bullet Notebook 3 Pack

★★★★★ 4 Reviews

\$ 31.99



Dots 3 Pack of 5x8 Notebooks, 96 Pages

★★★★★ 3 Reviews

\$ 16.99



Dots 5 Pack of 5x8 Notebooks, 96 Pages

★★★★★ 4 Reviews

\$ 25.99

ABOUT US PAGE: BEFORE



About Northbooks

Our simple goal is to make great notebooks and to deliver them at an incredible value to you. With Northbooks, you get very high quality journals at prices that are moderate and affordable.

All of our Northbooks are designed in the USA. Many of our Northbooks are also sourced and made in the USA. You can see clearly on each product page if the Northbooks are made in USA or not. We began making all Northbooks in the US, but unfortunate changes in the US printing industry threatened to stop our production several times. We now work with US partners as well as responsible, vetted partners in Taiwan.

We're able to offer competitive pricing because we're connecting directly with you. Making notebooks and journals that people love to use is what makes us happy!

Δ(<)>

Rediscover the joy of planning, writing, and doodling on fine paper in a great notebook with Northbooks!

ABOUT US: AFTER

FREE SHIPPING on all orders over \$25 within the Continental US

northbooks¹

[Home](#)

[Shop Now](#) ▾

[Our Story](#)

[Contact Us](#)



It Started With a Mission
to Create the Perfect
Notebook

Born out of necessity. Built for perfection.

The Northbooks Mission

High quality, minimalist notebooks for thinkers, dreamers and doers.

ABOUT US: AFTER

northbooks¹

[Home](#)

[Shop Now](#) ▾

[Our Story](#)

[Contact Us](#)



FROM BROOKLYN TO YOUR HOME

Our Story

Our founder Zeb was always fascinated with notebooks.

Whether he was in school studying environmental science or working at tech agencies in New York City, he always had a notebook around to jot down ideas, plans or designs. The problem was that he couldn't find a notebook that matched the quality, style and affordability he desired.

So, he set out to design a better book.

Northbooks started out of a basement apartment in NYC and now ships to homes across the world.



ABOUT US: AFTER



You Buy a Book, We
Plant a Tree.

Sustainability doesn't have to be
complicated.

Sure, we use recycled materials in our
products and focus on a sustainable
supply chain.

But we also like to keep it simple - for
every Northbooks order we plant a tree
in the rainforest through our
partnership with Eden Projects.

COLLECTION PAGE

STORYTELLING

FREE SHIPPING on all orders over \$25 within the Continental US

northbooks¹

[Home](#)

[Shop Now](#) ▾

[Our Story](#)

[Contact Us](#)



Blank

Creativity knows no boundaries, and neither should your notebook.

COLLECTION PAGE

STORYTELLING



Dots

Do you like to journal? Don't want to be ruled by rigid lines or boxed in by squares? If so, our Dot notebooks are for you.

COLLECTION PAGE

STORYTELLING

northbooks¹

[Home](#)

[Shop Now](#) ▾

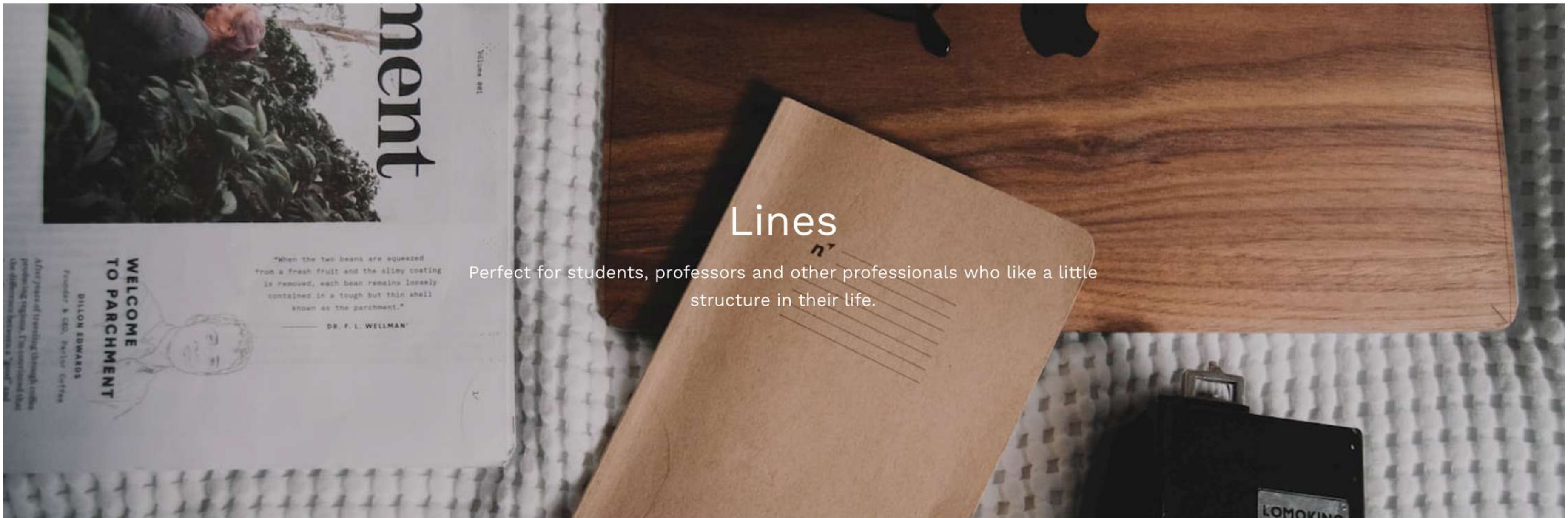
[Our Story](#)

[Contact Us](#)



Lines

Perfect for students, professors and other professionals who like a little structure in their life.



COLLECTION PAGE

STORYTELLING

northbooks[↑]

[Home](#)

[Shop Now](#) ▾

[Our Story](#)

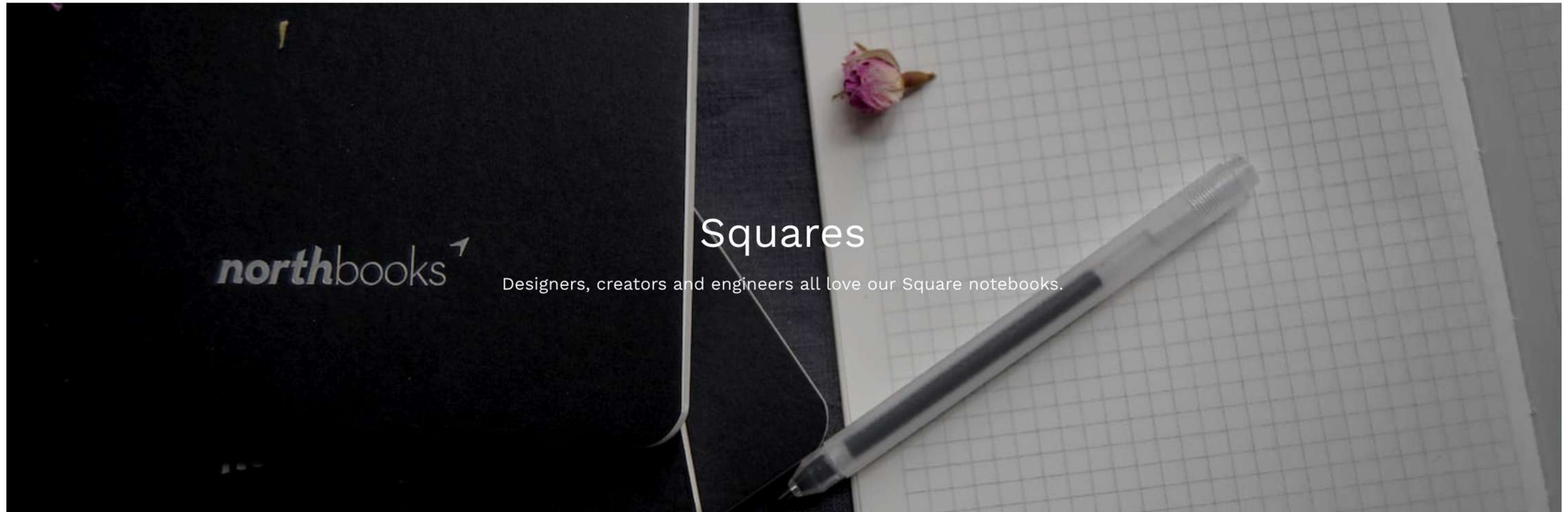
[Contact Us](#)



northbooks[↑]

Squares

Designers, creators and engineers all love our Square notebooks.



PRODUCT PAGE BEFORE

FREE SHIPPING on all orders within the Continental US

northbooks

Home / Frontpage / A5 X Ruled Writing Notebook 3 Pack

A5 X Ruled Writing Notebook 3 Pack

\$ 31.99 ~~\$ 39.99~~ [Write a review](#)

180-DEGREE LAY FLAT BINDING: Our A5x notebooks feature an exposed spine with a special stitch binding that allows them to lay completely flat regardless of what page you open to.

VERSATILE USE: Great for daily bullet journaling, capturing your thoughts at an event, sketching a doodle masterpiece, making lists and taking notes at home or the office.

HIGH QUALITY PAPER: Write on 158 neatly numbered pages of cream color 80gsm smooth paper. Fountain pen lovers: our paper resists feathering and bleed through.







STURDY PAPER COVER: The classic black covers are made of durable card stock and feature rounded corners to minimize creasing and damage.

PICK A STYLE: Choose from plain/blank, 5mm dotted, college rule, or graph with subtle small 5mm squares.

SHARE [f](#) [t](#) [p](#)

QTY 1 [ADD TO CART](#)

[GALLERY](#) [DESCRIPTION](#)



PRODUCT PAGE AFTER




A5 X Graph Paper Notebook 3 Pack

☆☆☆☆☆ [Write a review](#)

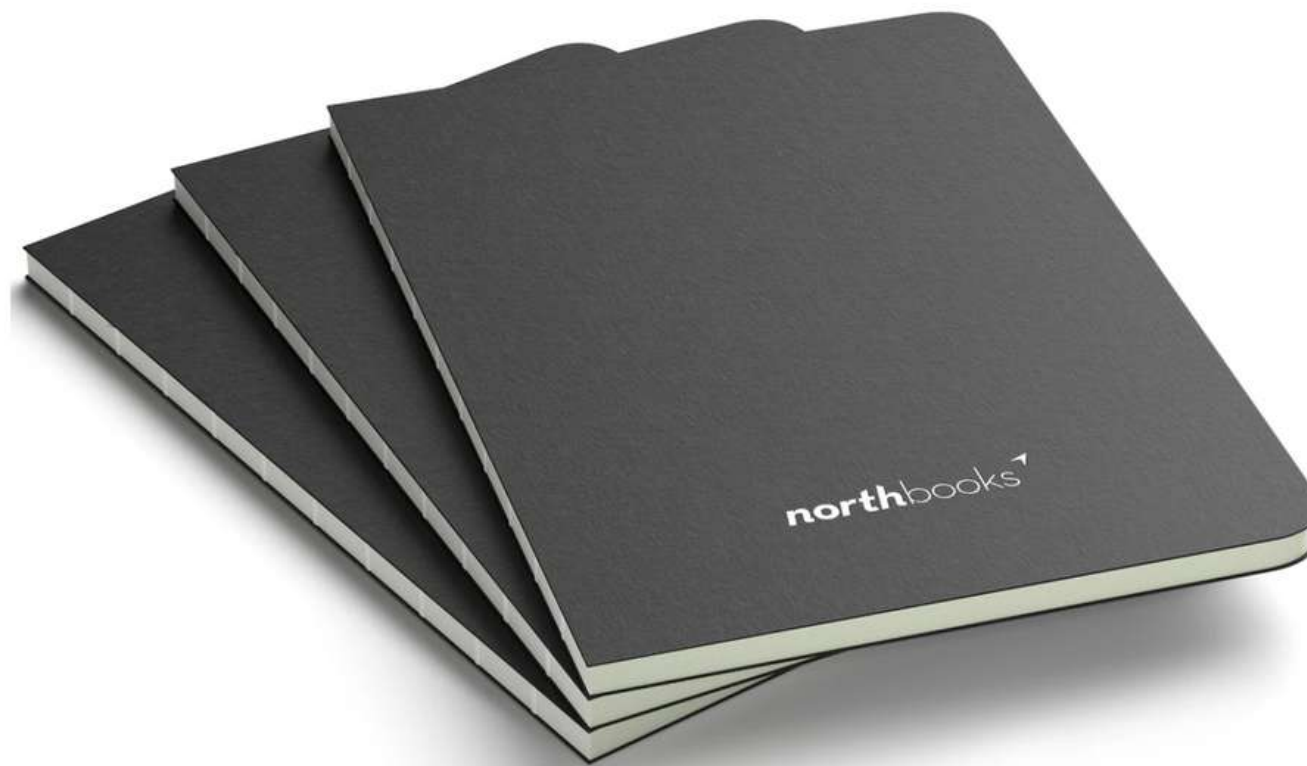
\$ 31.99

Quantity

ADD TO CART

Buy with  Pay

[More payment options](#)



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PICK A STYLE: Choose from plain/blank, 5mm dotted, college rule, or graph with subtle small 5mm squares.



Reviews



PRODUCT PAGE AFTER



Minimalist Design. Maximum Quality.

Our books are printed with recycled paper that resists feathering, ghosting, and bleeding without any extra bulk. Our paper is thick, smooth, and acid-free. The soft cream color makes for an elegant, easy to read backdrop for journaling, sketching, creating to do lists, shopping lists, or simple weekly planning.

PRODUCT PAGE AFTER

FOR A SUSTAINABLE TOMORROW

Buy a Book, Plant a Tree

Sustainability doesn't have to be complicated.

Sure, we use recycled materials in our products and focus on a sustainable supply chain.

But we also like to keep it simple - for every Northbooks order we plant a tree in the rainforest through our partnership with Eden Projects.



PRODUCT PAGE AFTER



FAQ

Shipping

We offer free shipping within the continental USA for all orders over \$25.

Orders below that amount ship for a flat rate of \$4.95.

Money Back Guarantee

Something different than you expected? Don't love your Northbooks order? If you're not happy for any reason, get in touch with our team and we'll get you taken care of.

We offer a 100% money-back guarantee on all Northbooks products.

Quality

We are a small independent company, dedicated to making notebooks that you can rely on and enjoy. We were founded in New York and are proud to keep our entire design and manufacturing process right here in the USA for nearly all of our products.

Our paper resists feathering, ghosting, and bleeding without any extra bulk, and is thick, smooth, and acid-free.

Give Northbooks a chance, and let us show you an incredible notebook experience!

**Do you want to take your e-commerce
to the next level?**

**Contact our team to discuss elevating
your brand.**

hoptastic@brand-hopper.com