

whole
The Truth

PORTFOLIO CASE STUDY

PROOF SHOULDN'T NEED A NEW TAB.



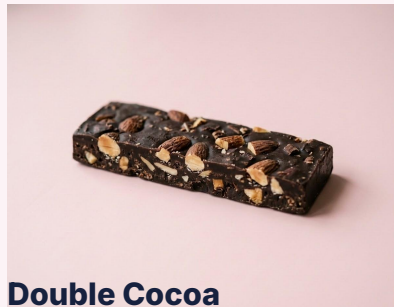
Closing the gap between clean labels and customer confidence.

Designed by Shreya Gupta

Cooked up by Shreya →

100% CLEAN LABEL VERIFIED

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Double Cocoa

Premium Plant Protein

TRUST SCORE 9.8

✓ LAB TESTED BATCH

Chemical Claim
0% Sugar Added

Lab Result
Confirmed

ADD TO CART

whole The Truth

People trust Whole Truth,
but the product page
doesn't prove it.

When users look for proof,
they leave the site.
And **trust** takes a hit.



Insight: The company has already built trust.
The buying journey simply **disconnects** from it.

THE CURRENT JOURNEY



Product Page

Claims look great.



User Wants Proof

Seeks testing and reports.



Clicks Report

Expects quick answers.



Leaves Website

Goes to external page.

PROBLEM



Reads PDF

Information is hard to scan.



Returns

Loses momentum.



Purchase Hesitation

Doubt delays the decision.

TRUST LEAKAGE MATRIX

Every extra
click leaks
confidence.

The proof exists.
But the journey
breaks.



TRUST LEAKAGE SCORE

8.1 / 10

TRUST ASSET



Lab Reports



ChemX



Academy



Manufacturing



Testimonials



Blogs

LEAKAGE



External PDFs



Hidden
experience



Separate
destination



Discovery
problem

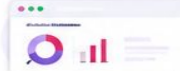


Far from
checkout



No buying
context

OPPORTUNITY



Embed
reports



Ingredient
popups



Contextual
education



360°
Interactive
factory



Inline
trust



Smart
recommendations



The company **earns trust** before purchase.
It **loses trust** during purchase.



Trust should compound. Not reset.

The current user journey fragments trust, forcing exits to find proof.
The future engine compounds conviction inline, fueling an organic conversion and referral loop.



THE BROKEN JOURNEY

Trust reset



1. Sees a claim
Looks promising.



2. Seeks proof
Wants lab reports.



3. Leaves site
Clicks external link.



4. Reads PDF
Hard to scan.



5. Returns
Loses momentum.



6. Hesitates
Purchase delayed.

VS.

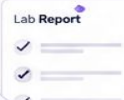
THE TRUST FLYWHEEL



1. Sees a claim
Clear & honest.



2. Instant trust
Proof at a glance.



3. Views inline
No tab, no bounce.



4. Confidence builds
Answers, instantly.



5. Purchases
Decides faster.



6. Repeats & refers
Trust compounds.

Trust compounds

THE DIFFERENCE



Broken journey
Trust leaks.
Growth stalls.



Trust flywheel
Trust compounds.
Growth scales.



Keep trust on the page.
Keep growth in the loop.

USER PERSONA

Meet Aditi.

A health-conscious consumer who demands transparency over marketing slogans. She represents the target audience seeking uncompromised verification.



PAIN POINTS

Avoids fake health brands



NEEDS

Cross-checks ingredients & demands confidence



She isn't buying protein.
She's buying confidence.



Aditi, 29

Busy Professional

📍 Mumbai, India

*“ I trust proof.
Not marketing. ”*

↔ Gym Goer

📄 Reads Labels

🔍 Research First

❤ Health Conscious

👤 Busy Professional



Sees a claim
Looks promising



Seeks proof
Wants verification



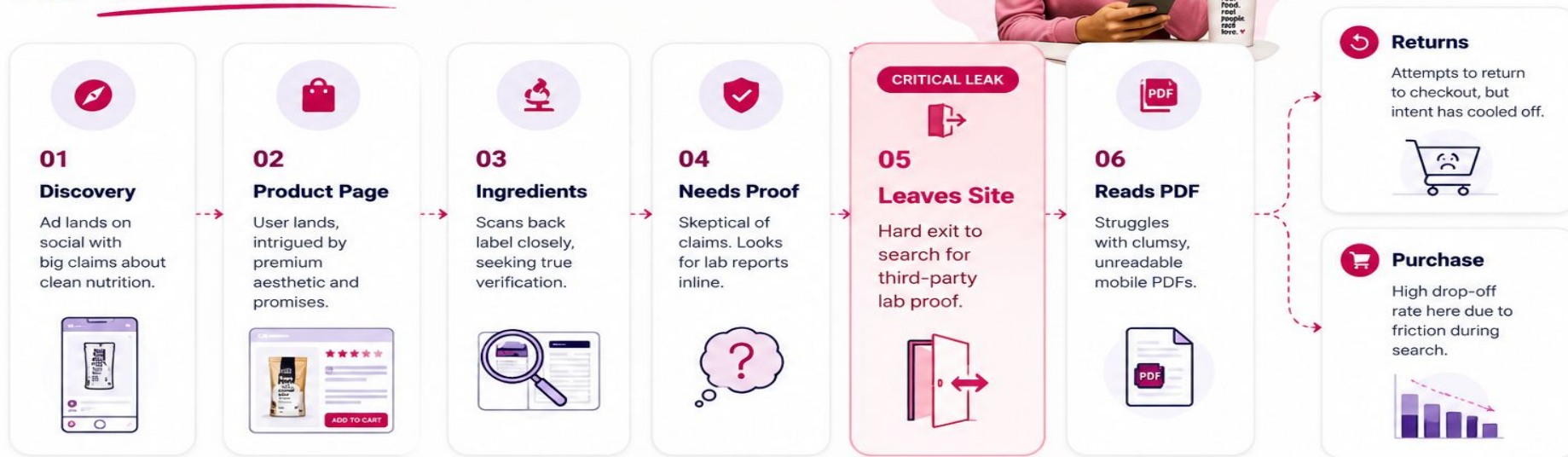
Cross-checks
Reads, compares, doubts



Either trusts
or walks away

**Her decision depends
on how easy it is to
find the truth.**

The Moments Where We Lose Trust



Where trust breaks, conversion drops.

One hard exit can undo everything built before checkout.

05 is the critical leak.

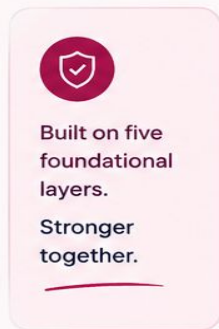
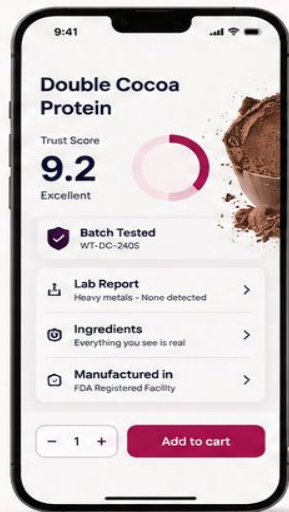
This is where we lose the buyer.
This is where we win them back.



whole
The Truth

Trust isn't content. It's infrastructure.

A layered trust operating system
that powers confidence,
drives decisions, and
builds loyalty.



EARN TRUST
Before purchase



SUSTAIN TRUST
During the journey



COMPOUND TRUST
Long after purchase

Make proof part of the product.



Compare to Claim

See how our product matches what we claim.



Business Impact

Reduces skepticism, increases consideration.



Live Batch Lookup

Verify any batch. Anytime, instantly.



Business Impact

Builds real-time trust, drives purchase.



Trust Score

A quick score for complete peace of mind.



Business Impact

Simplifies decisions, boosts conversions.



Interactive Lab Report

Explore results. Understand every detail.



Business Impact

Deepens confidence, drives loyalty.



Proof isn't extra.
It's the experience.



More trust.
Stronger growth.

9:41



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whole ^

Double Cocoa Protein

Trust Score

9.6

Verified

Batch Tested



Compare to Claim >

We don't just say it.
We prove it.

Protein Claim
Matched[See Comparison](#)**24g**
Protein
per scoop**0g**
Added Sugar**4.2g**
Glutamine

What's Inside

Clean ingredients. Nothing to hide.

Whey Protein
IsolateCocoa
PowderSunflower
LecithinStevia
Extract[View all ingredients](#) v

Your Product Journey >

Sourced
12 AprManufactured
18 AprLab Tested
20 AprVerified
21 AprPacked
22 Apr

Lab Report

View the complete lab report for this batch.

[View Report](#)

- 1 +

[Add to Cart](#)

30-Day Money Back Guarantee

Small changes. Massive trust gains.

01

PHASE 1 Embed Proof



Trust Badge

Visible trust at every step.



Reports

Lab & batch reports
embedded in product.

02

PHASE 2 Ingredient Intelligence



ChemX

Deep ingredient transparency.



Timeline

Real-time journey from
source to you.



Factory

See how & where it's made.

03

PHASE 3 Retention



Protein Tracker

Track intake. Build consistency.



Rewards

Earn points. Get rewarded.



Smart Reorders

Never run out. We predict,
you stay consistent.

THE JOURNEY



0-3 MONTHS

Build trust foundation.
Embed proof. Show up
where decisions happen.



3-6 MONTHS

Deepen transparency.
Ingredient intelligence
builds confidence.



6-12 MONTHS

Turn trust into loyalty.
Drive retention with
value and consistency.





Measure trust. Not clicks.

Our north star is trust that drives action — and loyalty that lasts.

NORTH STAR



Trust Assisted Purchases ⓘ

12,842

↑ 28.6% vs Apr 21 – May 20, 2024

SUPPORTING METRICS



Conversion Rate ⓘ

3.62%

↑ 18.4%



Time to Confidence ⓘ

2.6 min

↓ 15.7%



Return Visitors ⓘ

36.8%

↑ 22.1%



Batch Report Opens ⓘ

41.9%

↑ 31.3%



Add to Cart ⓘ

7.54%

↑ 16.8%



Subscription Rate ⓘ

14.2%

↑ 25.6%



Repeat Purchase ⓘ

38.7%

↑ 27.9%



NPS ⓘ

72

↑ 12



Building a trust-led growth flywheel.

Trust → Action → Loyalty → Growth



The product isn't the moat. Trust is.

COMPETITORS CAN COPY



Protein



Packaging



Pricing



Flavours



Marketing

VS.

COMPETITORS CANNOT COPY



Trust Operating System

Systems that build trust at every step.



Batch Verification

Every batch. Every time. Always verifiable.



Education Engine

Science made simple. Clarity builds confidence.



ChemX

Deep ingredient intelligence. Nothing to hide.



Transparency

Open by design. Honest by default.



Community

Real people. Real stories. Real trust.



The Whole Truth doesn't need more products.
It needs to make trust impossible to leave behind.