

# Case Study



## WEBSITE REVAMP OF MR N MR

Designing Inclusivity  
with Purpose

Contenu

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## OVERVIEW

Mr n Mr is India's first premium **gay matchmaking and community platform**. Their existing website was a single-page build that lacked structure, clarity, and a sense of brand personality.

Contenu was brought on to redesign the digital experience—transforming the site into an inclusive, expressive, and conversion-driven platform that authentically represented the LGBTQIA+ community.





## THE CHALLENGE

The earlier version of Mr n Mr's website did not capture the essence of the brand—a safe, vibrant, and sophisticated space for gay men to connect.

Its minimal layout limited storytelling, user flow was fragmented, and registration numbers remained low (around 50). The goal was to create a full-scale digital ecosystem that was welcoming, intuitive, and built to scale—without losing the soul of the brand.





## OUR APPROACH

We started by reframing how inclusivity could be expressed through design. Rather than relying on clichés, we opted for a modern, lively aesthetic – colour-rich yet balanced – evoking community and confidence.

Our process included:

- **Multi-page architecture:** clear sections for matchmaking, events, and community engagement.
- **Inclusive design language:** colours, shapes, and imagery that felt proudly queer yet universally approachable.
- **Content revamp:** storytelling that blended warmth and clarity, speaking directly to Indian gay men without oversimplifying the brand's identity.
- **Performance and flow:** improved navigation, mobile responsiveness, and structured CTAs to encourage sign-ups.



## RESULT

Within eight months of launch, Mr n Mr saw registrations grow from around 50 to over 200 active members—a **300% increase** in organic conversions.

Engagement on event and community pages also rose, and the platform now functions as both a matchmaking hub and a lifestyle space for the LGBTQIA+ audience.



***All growth was achieved organically.***



## THE TRANSFORMATION

The redesign positioned Mr n Mr as more than a matchmaking service – it became a credible, community-driven brand.

The new design captures the vibrancy of queer culture while maintaining a polished, international aesthetic. The platform now stands as an example of how thoughtful digital design can create inclusion, not just representation.





## IMPACT

- 300 % increase in registrations
- 4x higher visitor engagement on event pages
- Improved user experience and brand credibility
- A distinct digital identity built for scale

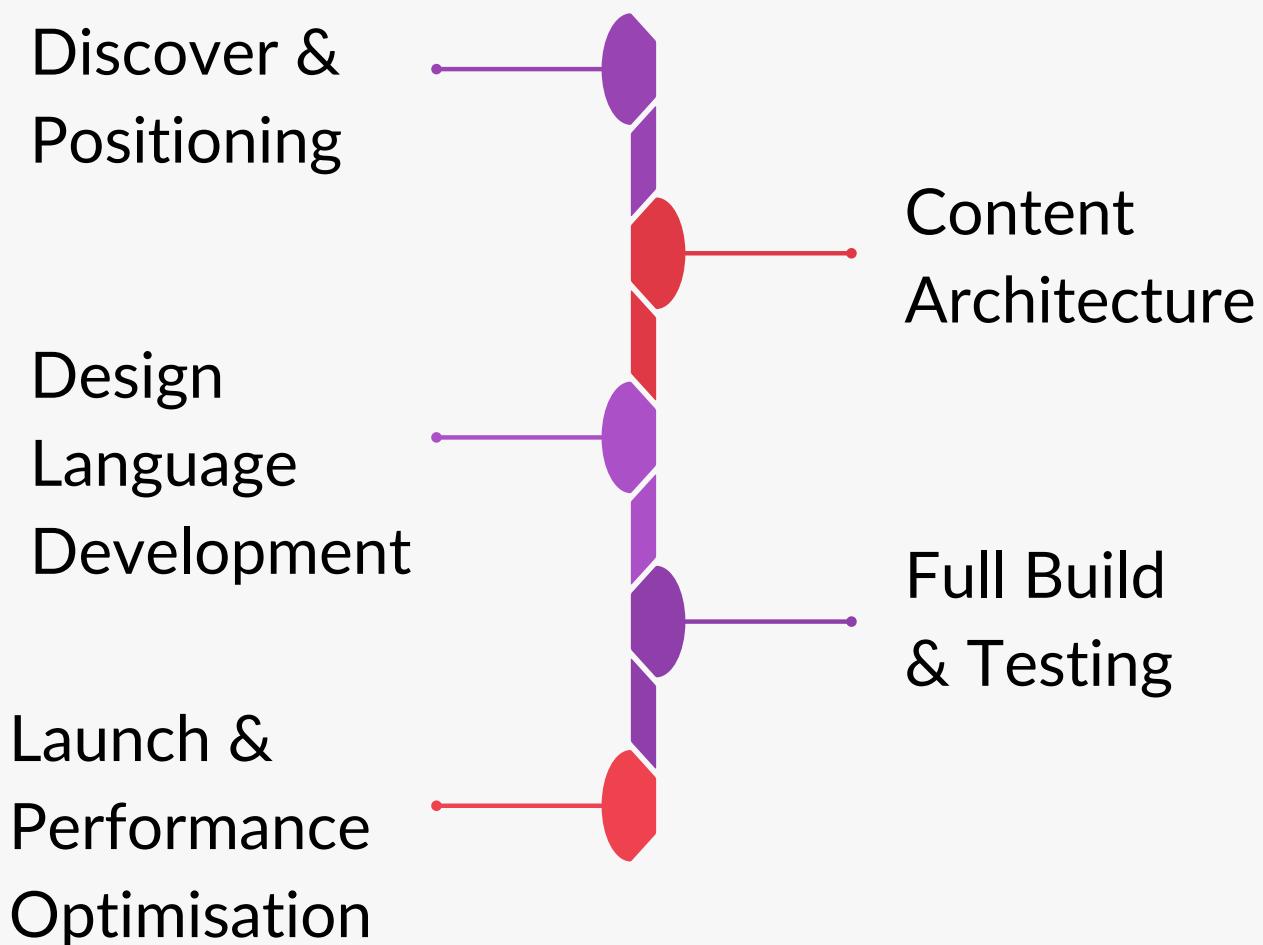
## KEY TAKEAWAYS

- Inclusivity must be intentional. It should reflect through design, tone, and storytelling – not tokenism.
- Designing for emotion drives conversion. The more authentic the experience feels, the stronger the engagement.
- Simplicity scales. Clean, intuitive builds (even on no-code platforms like Wix) can deliver enterprise-level outcomes



# CONTENU'S WEB DESIGN FRAMEWORK

Our process follows a consistent structure:



*Whether you're launching a new platform or revamping your digital presence, Contenu designs experiences that perform—visually, emotionally, and strategically.*

**Let's talk. [anubhav@contenuagency.com](mailto:anubhav@contenuagency.com)**

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