

An Ascent Test Exclusively Tailored for ENDevo

The read.

What the brand currently communicates before anyone reads a word of it.

ENDevo is trying to communicate a message with care and delicacy, but their brand does not express that.

The main thing that I noticed is that the message that ENDevo is trying to communicate: "ENDevo blends technology with compassionate guidance, ensuring employees feel supported through life's decisions while enabling them to plan ahead without added burden." is hidden halfway down the page underneath a lot of fluff.

When I first read the headline, it feels less personal and more data driven. There are so many statistics which I feel like should be given their own research section, rather than overwhelming the home page, where most of your prospective customers are probably going to be looking.

Overall, this is a brand that is trying to communicate a deep and personal message in a data-driven and impersonal way.

The gap.

01

The lack of real people.

The one thing that I instantly noticed was how ENDevo claims to be “Human-Centered” but all of the imagery and video on their website seems to be AI generated.

02

Jesse L. Bones

For other types of companies, it would maybe appropriate to have a mascot, but in this type of a company where it is dealing with serious, potentially life-threatening situation, what ENDevo needs is trust from prospective companies and I don't think that an AI generated skeleton is going to gain them that.

03

The website design.

ENDevo's website looks like a lot of startup websites out on the web (Vibe Coded) (Standard AI website template). This is unfortunate because ENDevo is offering a premium, personal-driven service, and their branding does not currently reflect that.

04

“Human Centered”

From what I noticed and gathered, even though ENDevo's central thesis and mission is: “Human-Centered Guidance”, I don't really feel like it is very human just from looking at the website. I would expect to see real client testimonials on the homepage (the first thing that I see)

05

There is too much valuable information locked away in non-main screens.

From client testimonials to messages from the founder, Nikki, I believe that the brand image could be improved by just refining the quality of these assets and putting them on the home screen so that prospective clients see that valuable information when they first open the site.

The gap, continued

06

The quality of any visual assets is not reflective of the premium service that ENDevo offers.

From the podcasts, client testimonials, blogs, images, etc. I would highly recommend Nikki and her team to update these to look more premium and human. These are very important items to take into consideration because these reflect the quality of the service that you are offering.

07

The data is too valuable to be scattered throughout many different pages on the website.

ENDevo has a lot of valuable claims and data that is too valuable to be put off to the sides. They should have a dedicated data page on their website where they clearly explain the data and have links to their research if someone wants to explore further on.

08

There is no section on the website where it explicitly says why Nikki and her team started the business.

There is an about us section, but aside from introducing the team and their mission, there is no section about why they became a company in the first place.

What is already right.

The brand does not need to be rebuilt.
These are the pieces worth building around.

Human-Centered

There is a lot of valuable content on the site that suggests that ENDevo leans into the human centered element of their business model. This is a very important aspect of their brand to maintain because it signals to potential buyers who are worried about the particular issue of dying, that ENDevo will be alongside them every step of the way in securing their digital life.

Client Testimonies

There are only two client testimonies on the website currently. The message that each of the clients had for ENDevo were overwhelmingly positive and I would encourage Nikki and her team to lean into professionally filming these people's testimonies and allowing the viewer to take a step into the clients life and feel their uncertainty and how ENDevo helped them through that.

The "How it Works" Process

I thought that the How it Works process does a decent job but could be improved an optimal amount to be more clear how the process works. They could make the diagram simple to read and comprehend for any group that they might be serving.

The Climb.

01

Open with the strongest line you have.

Every headline from your website to your socials, should open up with one of your strongest statements. Something that is short and rememberable in the same theme of this: ENDevo isn't just another platform. It is a new standard for preparedness, where technology meets humanity, blending innovation with empathy to create solutions you can trust. Our edge is what makes us different and what makes planning simpler, smarter, and more human."

02

Create high-quality content to showcase.

Replace all of your AI generated content with high quality content, from your client testimonies, to reviews, to podcasts, to interviews, to your social media content, having high-quality, premium content will help your brand image and encourage prospective customers and clients to value your services higher.

03

Fix the Website UI

One of the best impressions you can make on a prospective customer is what your website looks like. What feeling do you want it to emulate. I believe that ENDevo should lean into more of a softer website with lighter font weights and smaller text sizes since they are communicating a delicate message.

04

Instead of having Jesse L. Bones, show a message from the founder, Nikki

Nikki clearly has had much inspiration for starting this company. I believe a good way to make your company stand out is a high-quality, filmed message on the home page of the site that is a message from Nikki, explaining why she started ENDevo and why you should care.

The position.

This could be a really impactful brand. Death is the path that we all share and I believe that if ENDevo can find a way to communicate the need to be prepared, digitally for life-altering or ending circumstances, it could really impact the brand positively.

The biggest brand alteration that I would suggest is to make the brand more personable. It is natural temptation now for any startup to generate a bunch of AI images, pieces of text, and videos, and display them on their site. This may be the quicker version of building up your company, but does it build trust?

A prospective customer/business is placing their trust in ENDevo and their brand should communicate trust and reliability in order to create that trust between the client and the company.

Aperture will help
ENDevo with
marketing a complex,
emotionally-driven
message, in an
emotional-centered
way.