

CASE STUDY

paMuhacha

WHERE LOVERS MEET

A brand system, copywriting, user experience design and three web applications for an aunt-led introduction platform for people who want marriage.

1

BRAND SYSTEM

16

WEBSITE PAGES

3

WEB APPLICATIONS



Oxblood, gold and a real tree



paMuhacha

WHERE LOVERS MEET



Oxblood
#4A1420



Oxblood Deep
#38101A



Burgundy
#6E1F2E



Gold
#C29B45



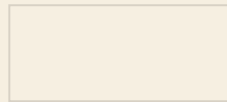
Gold Soft
#D9BE7E



Gold Ink
#795B1C



Green
#5A6E5A



Cream
#F6EFE1

Aa

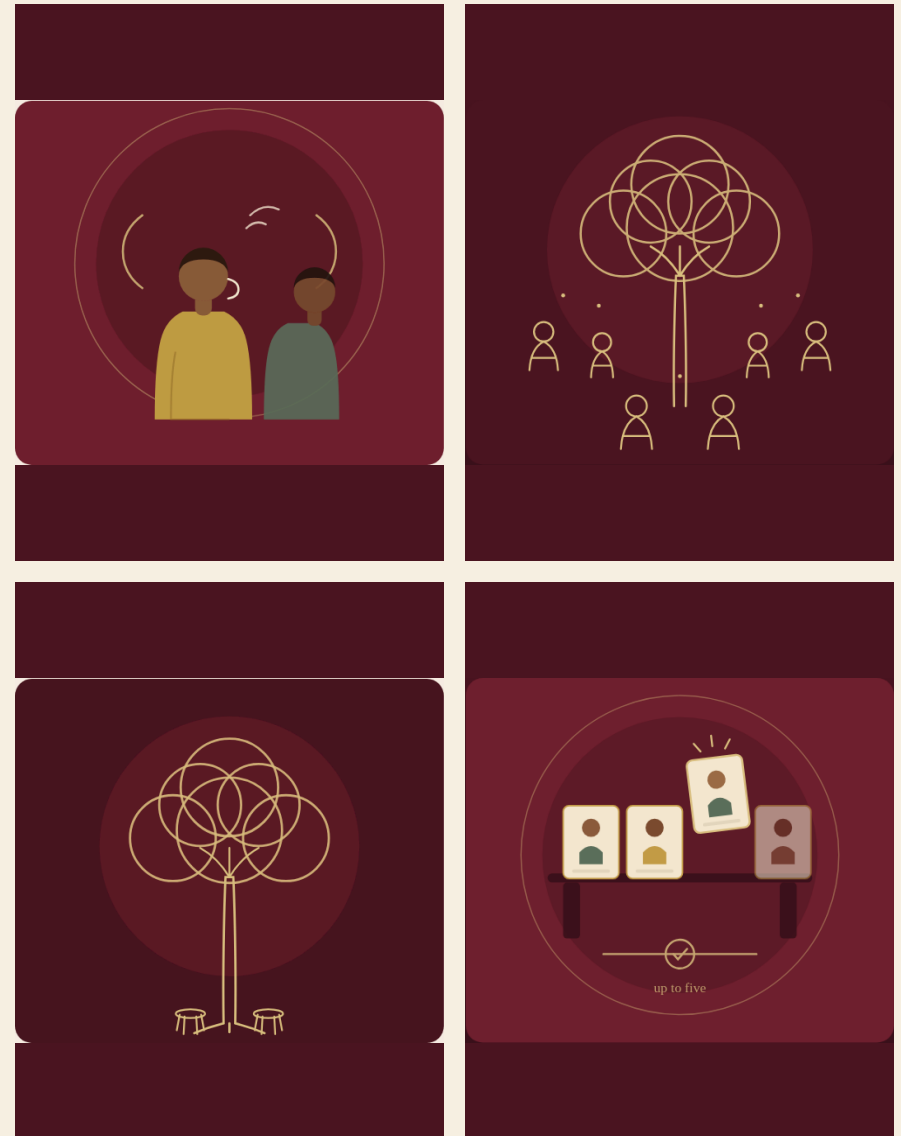
Fraunces

Headlines in a warm, soft-serifed roman - a family voice rather than an app voice.

Aa

Mulish

Body copy, forms and the intake questions, calm and legible at length.



02 - COPYWRITING

Not a dating app

The copy draws a hard line between an introduction and a transaction. It restores the aunt to her seat, names what other platforms do to people's time, and promises one introduction a person will stand behind. The voice is warm, frank and rooted in southern African family custom, and it never apologises for asking the real questions.

HERO HEADLINE

Where lovers meet.

SECTION HEADLINE

She asks what a screen cannot.

BODY COPY

Not a dating app. An introduction made by a person - where your people, your faith and your household are known before the first hello.

INTERFACE COPY

A man, a woman, and the aunt who stands between them. Pick your door.

REASSURANCE

Free to enter. A small introduction fee. The thing we protect is your time.

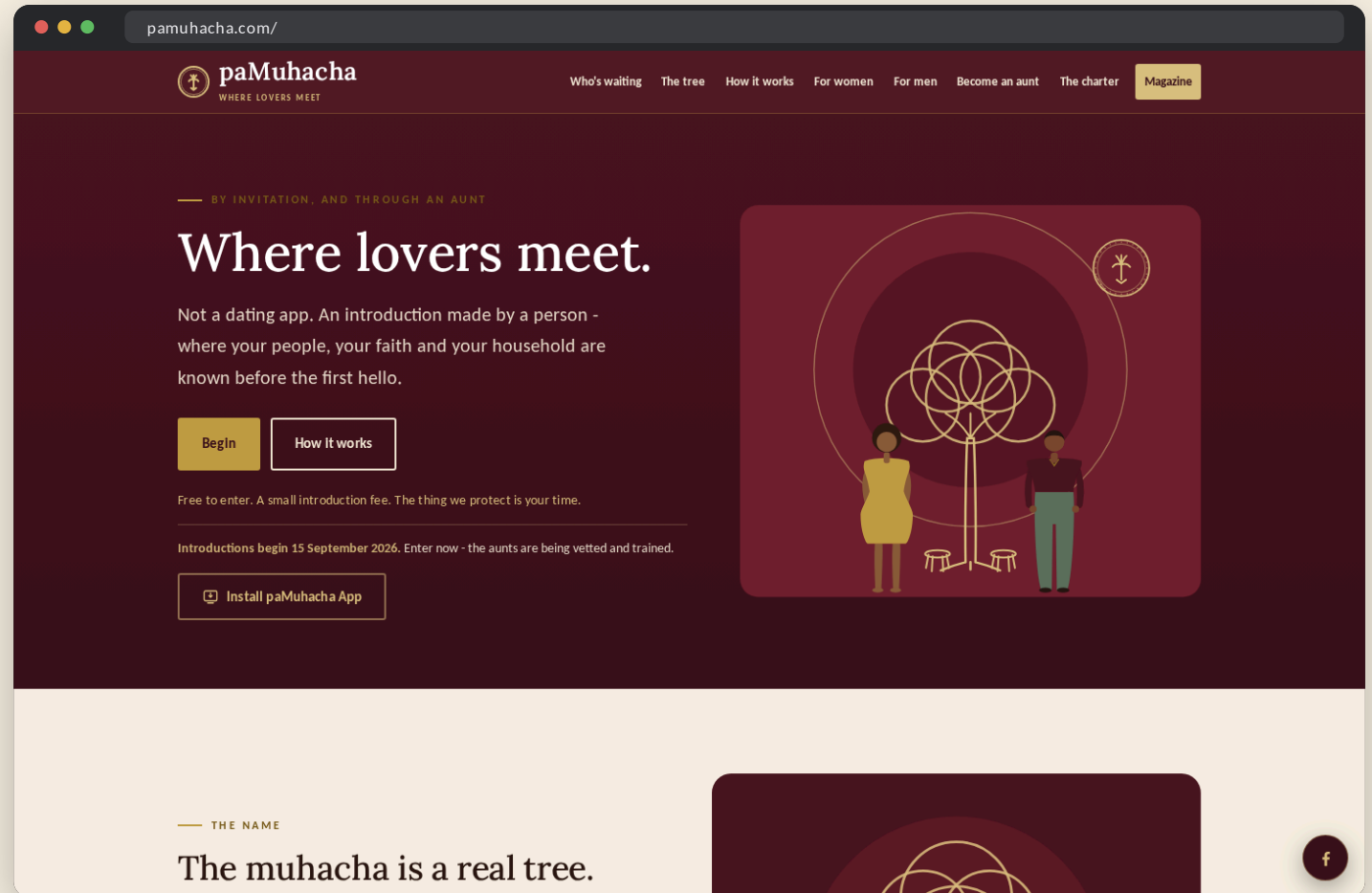
PRIMARY CALL TO ACTION

BEGIN

03 - USER EXPERIENCE DESIGN

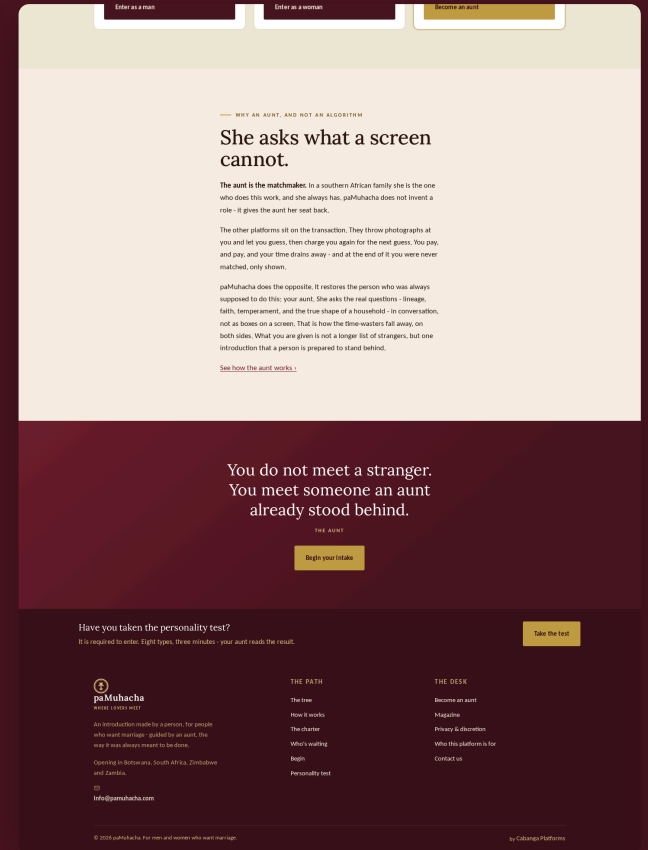
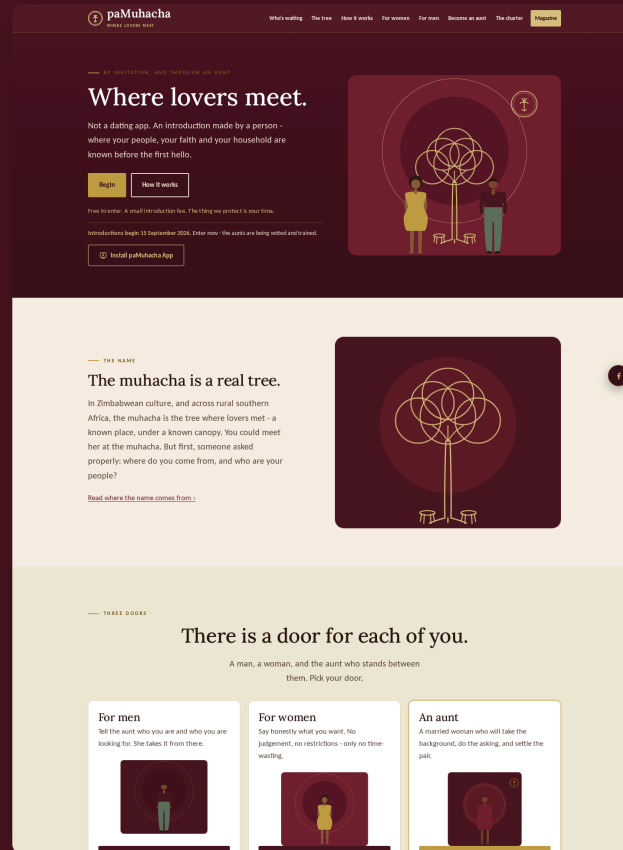
A door, not a feed

The homepage opens on the promise in oxblood and gold, the one sentence that says what this is not, and a single Begin. The opening date for introductions and the install button sit beneath it, so a visitor knows exactly where the platform stands.



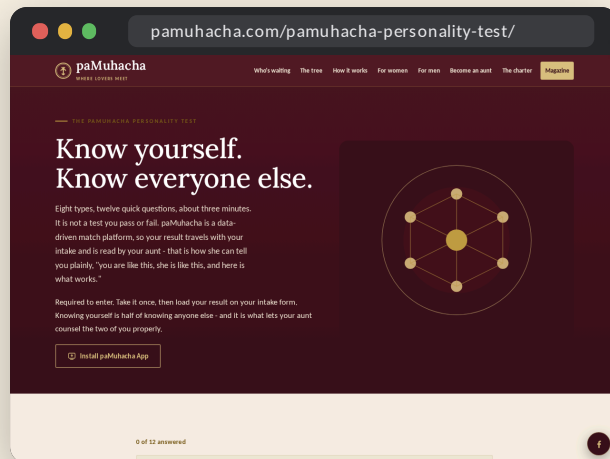
Three doors and a tree

The journey is built around three doors - for men, for women and for the aunts who stand between them. The name is explained first through the muhacha tree, then the doors, then why an aunt and not an algorithm, then the required personality test before intake. The architecture carries sixteen pages with separate intake routes for each side, a charter, a shortlist and a private aunt's desk.



Three working instruments

These are live applications, not pages to read. A person answers, the application works the result out, and it travels with them to the aunt who reads it - so the introduction starts from who they actually are.



The paMuhacha Personality Test

EIGHT TYPES • TWELVE QUESTIONS • THREE MINUTES

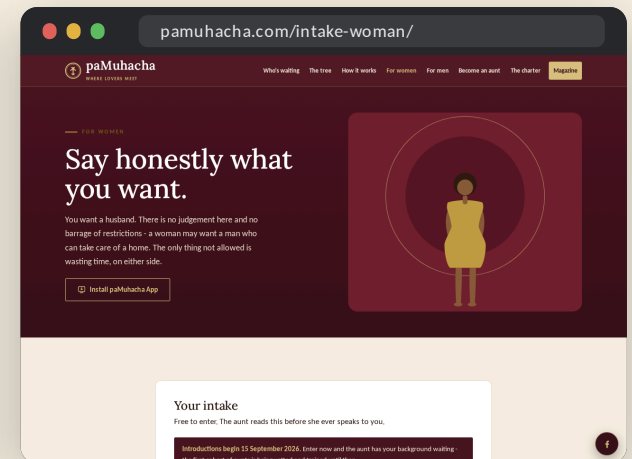
Twelve quick questions return one of eight types, read by the aunt alongside the intake.



Who's Waiting

NO NAMES • NO FACES

A live register of who is at the tree - lives, years, work and faith - with a shortlist of up to five.



The Intake

FOR WOMEN • FOR MEN

A guided intake that takes lineage, faith, household and what she wants, and hands it to her aunt.

Where lovers meet.

A brand system, copywriting, user experience design and three web applications, built for paMuhacha and live on the web.

PAMUHACHA.COM