Project Overview

Brand: Obie AI

Client: Chris Buttenham

Industry: SaaS / AI / Workplace Productivity

Service: UI/UX Design, Web Development, Animations

Timeline: Agile delivery over multiple phases (Design → Development)

Engagement: End-to-end product website execution

Deliverables: Marketing website, CMS integration, Animated UI

Overview (Short):

Obie is an AI-powered knowledge bot for Slack that helps teams instantly access internal knowledge and documentation. The goal of the project was to create a modern, high-performance website that clearly communicated Obie's value proposition, supported content scalability, and delivered a polished, product-led user experience.

StaticMania partnered with the Obie team to design and build a fast, visually engaging website aligned with the expectations of modern SaaS and AI-driven products.

The Challenge

Client Objectives

- Create a high-quality product website that reflects Obie's AI-first positioning
- Ensure fast load times and strong performance for a global audience
- Support ongoing content updates without engineering overhead
- Use motion and interaction to explain product value without overwhelming users

Core Challenges

- Balancing technical clarity with marketing storytelling
- Designing for a developer-savvy audience while remaining accessible
- Implementing animations without compromising performance
- Building a scalable structure suitable for future growth

Our Solution

We designed and developed a **high-performance marketing website using Next.js** to ensure speed, reliability, and SEO readiness. The site was integrated with **Prismic as a headless CMS**, enabling the Obie team to manage and scale content independently. To elevate the user experience, we **implemented Lottie animations and subtle UI interactions** that reinforced product messaging while keeping the interface clean and focused. The result is **a modern, maintainable website** that supports both marketing and product growth.

Live URL: https://obieai.netlify.app/

"The team went above and beyond to help us execute on our vision. From early discussions through design, development, and animations, they were thoughtful, proactive, and highly collaborative. They understood our product and audience quickly, and consistently delivered work that balanced performance, clarity, and visual quality. The end result reflects exactly what we were aiming for, and the process itself was smooth and reliable throughout."

— Chris Buttenham
Founder, Obie

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