

Case Study: Website Redesign

Domain

www.fastraclanguagesolutions.com

Project Overview

The client approached Web Wise Concepts with a website that he considered “adequate, but looks less than professional”. He wanted the site to be “spiffed-up” at a price he could afford.

Issues

- Both coding and design were outdated
- The boxy areas made the site difficult to read

Project Objectives

- Redesign the site to give it an updated, professional look
- Use Cascading style sheets (CSS) for the layout and formatting

Site Modifications

- Removed the boxed look
- Replaced clip-art with royalty-free photos
- Replaced menu images with CSS-based text

Design Concept

This site is about communication so the design needed to communicate their expertise and understanding to the target audience. To reach its target audience, the site needed a clean, crisp image that would adequately represent FasTrac Language Solutions as professionals who could provide professional language training. Rather than the information fitting into the design, the design was created to present and focus the information that needed to be communicated.



Original home Page