As I do not have an official portfolio due to my contract with Codix, where I am forbidden to show any of my work, I have decided to create a website in my spare time, to be able to demonstrate at least to some level my abilities. The website is active and working, i.e. it is created for a real company, not just for pleasure. Since you are only able to see the final product, I believe that the process is just as important so bear with me to quickly take you through it.

As I have read in design books and guides, as well as online courses - research is the most essential part of the good UX and UI. So, I researched pet control websites locally and globally, to be able to catch some kind of a pattern and to inspire. Locally I was not able to find a modern web site for pet control, globally it was better, but still it seemed kind of a neglected part of the companies’ marketing. My goal was to create a ‘clean’, flat design, that would appeal to the user as trustworthy and for sure stand out of the ‘crowd’. The client wanted to have the information presented in a short manner which is of course good to minimize the cognitive load and to maximize usability.

After a simple hand-drawn sketch I wanted to find the perfect logo – to have a strong, serious and modern vibe. Then I had to choose the right font/s – looking through many options, I decided to go for the sans-serif solely, as it matches the requirement for a modern, simple and easy to read site. The only exception is in the name of the company where a serif font is used – I believe that a nice contrast is always good and it is generating interest. I proceeded with the set up of the font-size and margins with the help of two web sites, where they do all the calculations so that I could have a symmetric and clean-looking text.

In order to have a quick and easy flow through the website I build the navigation positioning it fixed - this is when I opt in to work with Bootstrap, not only for an aid with this ‘feature’ but also to demonstrate my knowledge of the framework. It also helped with the responsiveness of the site.

I wanted to appeal to younger users and so the site should not feel stiff – by adding the cockroach icon on hover and the images in ‘about section’ I believe the site appears to be friendlier and welcoming. Using the visceral design theory, I did not want to use too much insects especially real-life photos of them (as many other pest control sites do) as this would not trigger good emotions in the user. Of course, I chose the images to have same kind-of-feeling and to match the overall look. After I finished with the prices section I decided upon the main color of the site – I believe it was the hardest thing to do. I used many online tools to search for a pattern that would be suitable for the company’s nature and that it would allow to set the mood for a good UX.

There are many other details which I went through – this is only one part of it. I only wanted to show you that I did not designed the site lightly and that I took some thought, desire and ability to do it.