



Adaptagency.com udvidelser (Internt)

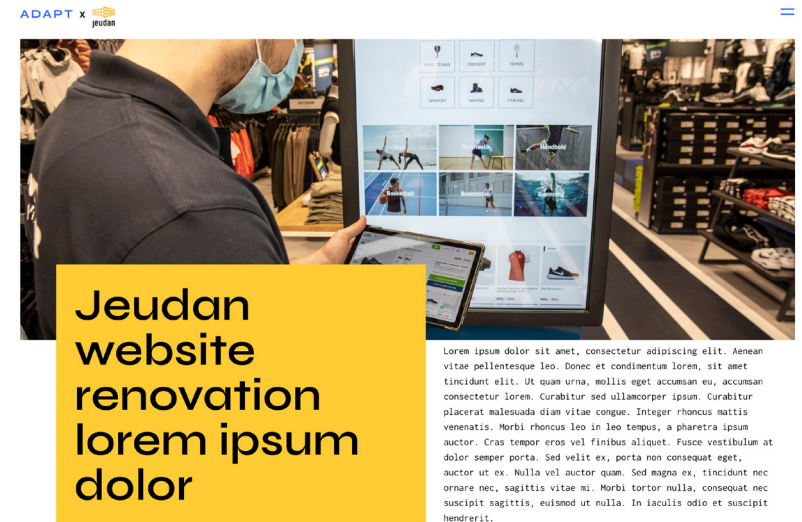
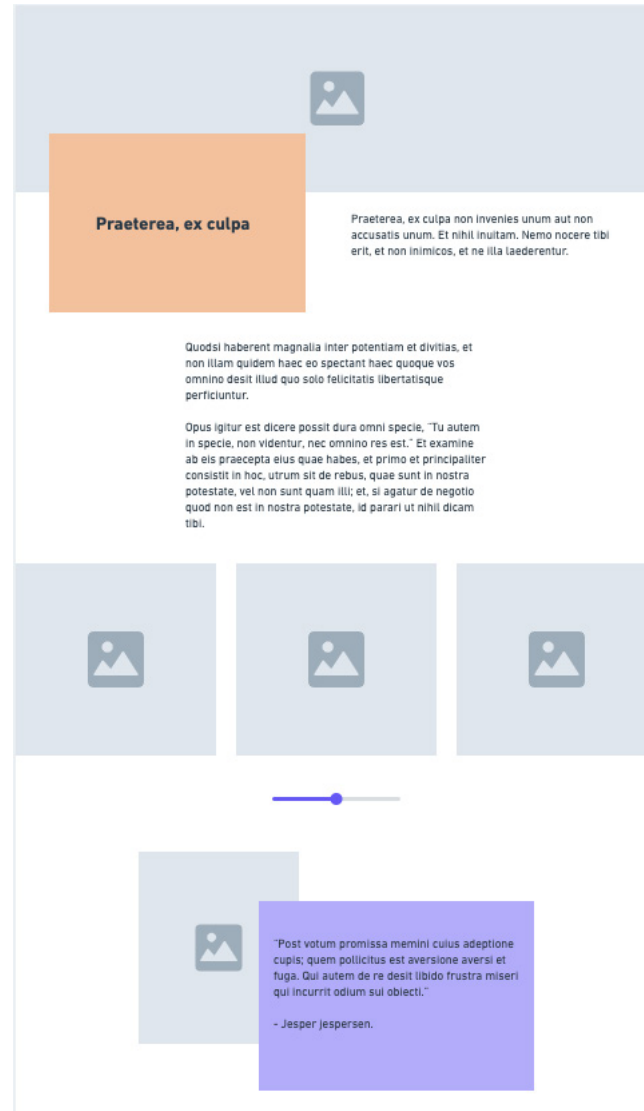
Grafisk Design

Opgaven

I starten af 2021, fik adaptagency en ny hjemmeside, og derefter har vi kigget på, hvor designet af hele sitet kunne forbedres og hvilke andre tilføjelser der kunne komme med.

På selve oversigten af alle vores kunder, har vi indtil videre kun Interflora og Ørsted show cased, hvor vi gerne ville have mulighed for at tilføje alle de kunder vi har, med at man som redaktør kan indsætte flere cases på vores case oversigt side, fra det CMS vi bruger.

Først startede jeg med at lave wireframes, til selve siden, når man går ind på nogle af de cases, som er på vores case oversigt, for at se hvordan det ville se ud, med de andre komponenter vi bruger på hele sitet. Grundet til at tage logo'et oppe ved siden af adapt logo'et er for at skabe genkendelighed, da logo'et for vores interflora og ørsted case side også har logo'et oppe ved siden af adapt logo'et, så derfor har jeg gentaget det. Og valgt at bruge baggrundsfarve på selve overskriften for også at vise selve brand farven af kunden og skabe farvekontrast.



Denne her gik ud på hvordan vi kunne få vores artikel side til at se pænere ud og hvordan den kunne forbederes, da billedet på det gamle design var alt for stort, og man kunne hverken se hele billedet sammen med overskriften og manchetten. Derfor valgte jeg at få overskriften ved siden af billedet, så lige så snart at brugerne kikker på en af vores artikler at de skal kunne se det hele, hvilket er overskriften, billedet og manchetten. Så brugerne har lyst til at læse videre.

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Frihedsbrevet's new app is live.

Frihedsbrevet just went live with their new subscription app. We've had the honour of being their digital partner on this project and what a project it has been.

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Frihedsbrevet

We are quite happy with the result and all of Frihedsbrevet's subscribers can now look forward to always having the media outlet's journalistic content easy at hand for reading or listening.

First and foremost, it's been really interesting to work with an ambitious partner on the rise and Frihedsbrevet really is that, but we've also challenged ourselves by using some new tech for part of the project. The native Android app is developed in Jetpack Compose, which is an Android toolkit that ignites UI-development. In our opinion Jetpack Compose was the right choice for this project - even though it was a first for us - and it has resulted in a smooth and compelling UI.

Despite the launch, we are not resting on the laurels and the collaboration continues. We are now moving into the post-launch optimisation phase to make sure we are improving the functionalities and user experience continuously.

Actually, some interesting updates are already planned - The current version of the app is 0.8, but we already have more versions planned across the first half of 2022.

We absolutely encourage you to subscribe. Quality content in a quality app.

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Jeudan goes with Adapt for website renovation

Jeudan specializes in leasing office spaces to companies and is the largest listed Danish service and real estate company. Now, they are joining forces with us, at Adapt, to re-build their website.

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Jeudan

At Adapt, we are already quite familiar with Jeudan, as we have been supporting the service and real estate company with surveys and their digital marketing activities for some time now. Therefore, we are really delighted to expand the collaboration to also include a refreshment of Jeudan website.

According to Line Guldgaard Rasmussen, Marketing & Communications Director at Jeudan, they are intensifying their focus on digital presence at the moment, which is why the partnership with Adapt is being solidified right now.

"All contact points across the customer journey are decisive for our business and brand. Therefore, we are now directing an increased amount of attention towards our digital platforms, which are in line for a significant upgrade. With Adapt, we have a digital partner that understands our ambitions and business. We are excited about the collaboration."

The project is already well under way and has been kicked off with a rather extensive research phase, in which we have carried out interviews with users, focus group interviews and sent out questionnaires to gain knowledge on the existing user experience and how to optimize Jeudan.dk. This is key as one of the most important project and goals is to increase the conversion potential for Jeudan.dk. However, we are making things as clean as possible to editorial content and the editorial experience. The users will benefit from this as it will lead to more inspiring and compelling content pages and Jeudan-ventures will too as the editorial process is being optimized from an aesthetic standpoint and in terms of effectiveness.

Even though it's still early days, we are head over heels excited with this project and we can't wait to dive even more into it.

Wait! We have more

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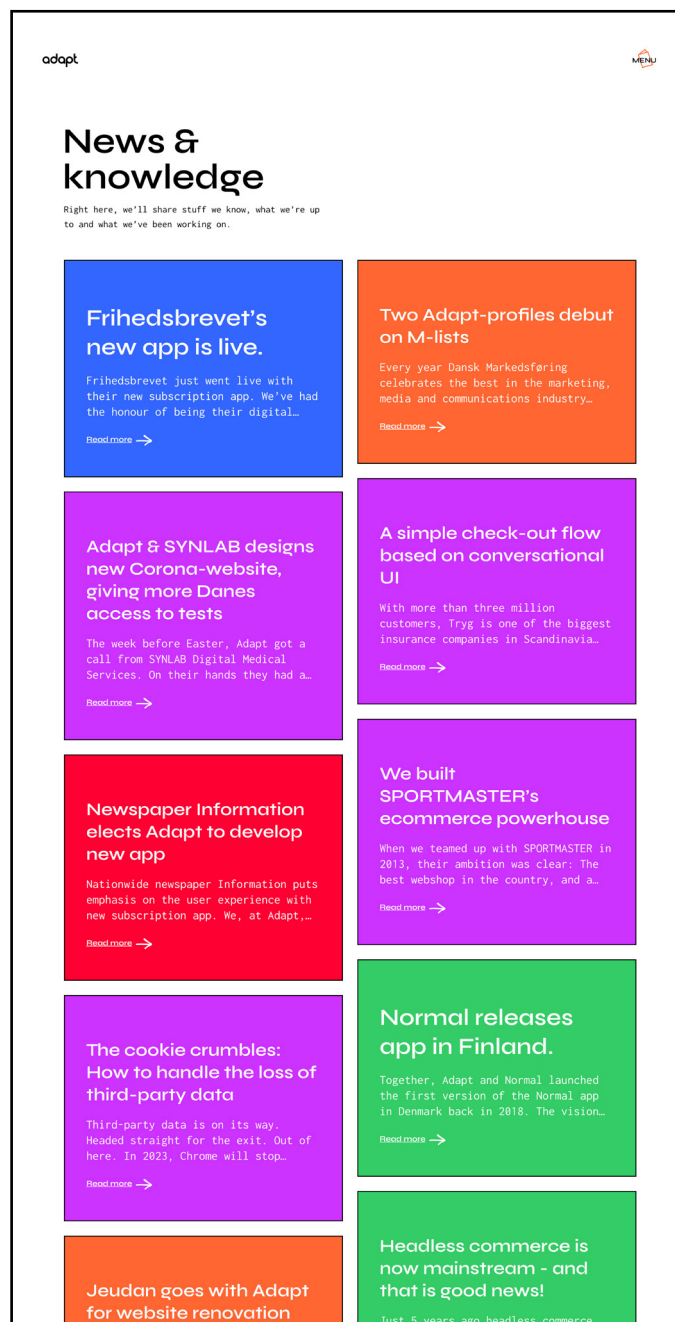
Adapt USA

Adapt Switzerland

Her besluttede vi os for at redesigne en hel side, som er oversigten af alle artikler. Hvor vi også gerne ville have muligheden for at fremhæve nogle artikler øverst i det nye design. Vi ville også gerne have en side til oversigten af alle vores artikler skulle have en bedre rytme. Vi besluttede os for at når man har musen over en af artiklerne skifter baggrundsfarven, for at også at få alle farver med fra det gamle design.

Valget af baggrundsfarven til det nye design, er grundet til at vores logo også er blå.

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