



DH

CORPORATE SITE REDESIGN

The goal of this redesign effort is to raise DHI as an organization to a new standard, reflecting our core values and presenting our brands in a way that illustrates pride in the work that we do.

Most importantly, it's critical to our core business that our corporate site maintains transparency, legal status, and is easily accessible by our investors and external financial entities, potential employees, and those looking to report on DHI's progress.

IA SITE MAP

DHI.com Corporate Website Sitemap

LEGEND

Primary Nav Item

Secondary Nav Item

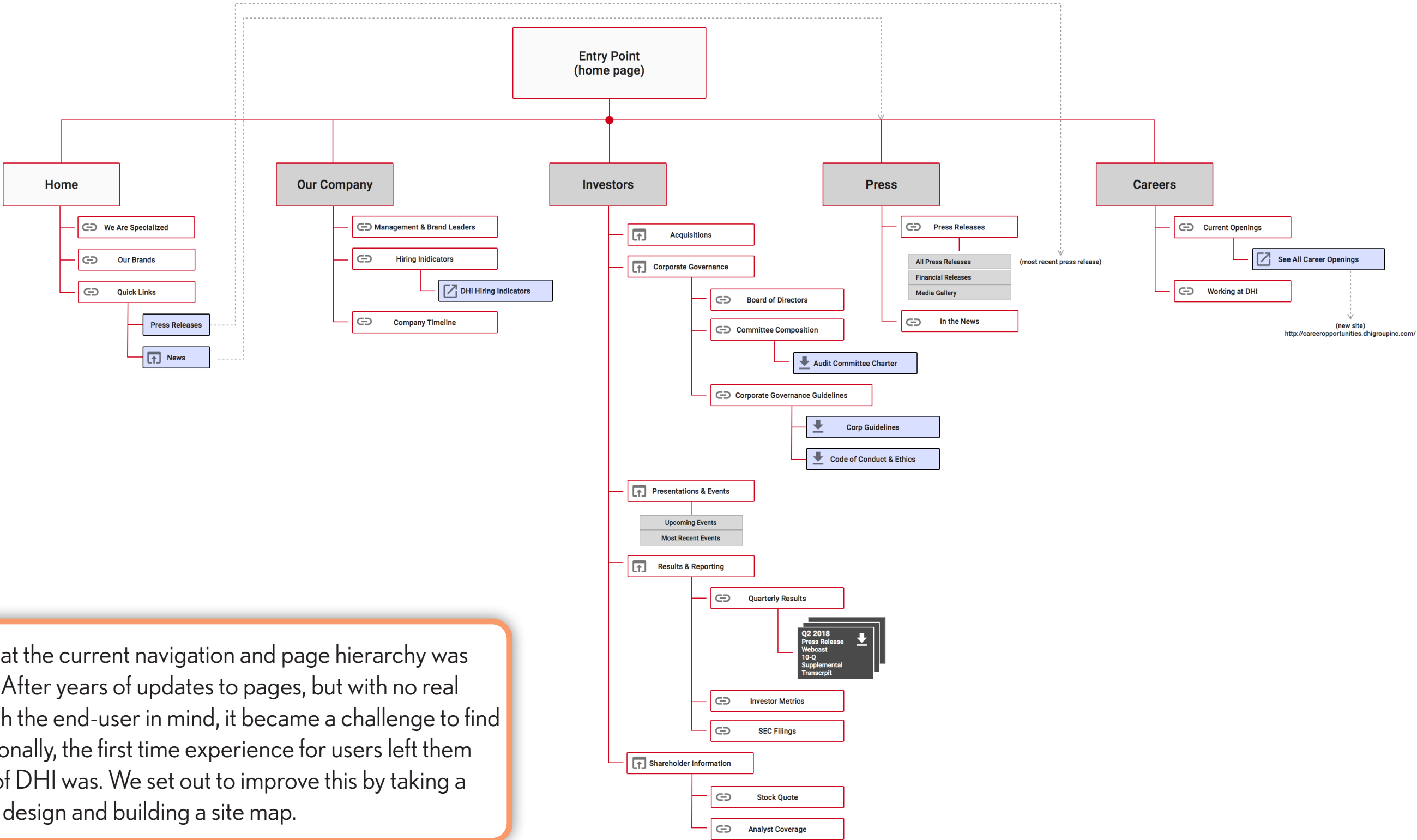
Turtiary Link/Nav Item

Links to section of page (anchor)

Links to external page (off-domain)

Links to new page (on-domain)

Downloadable (e.g. PDF)

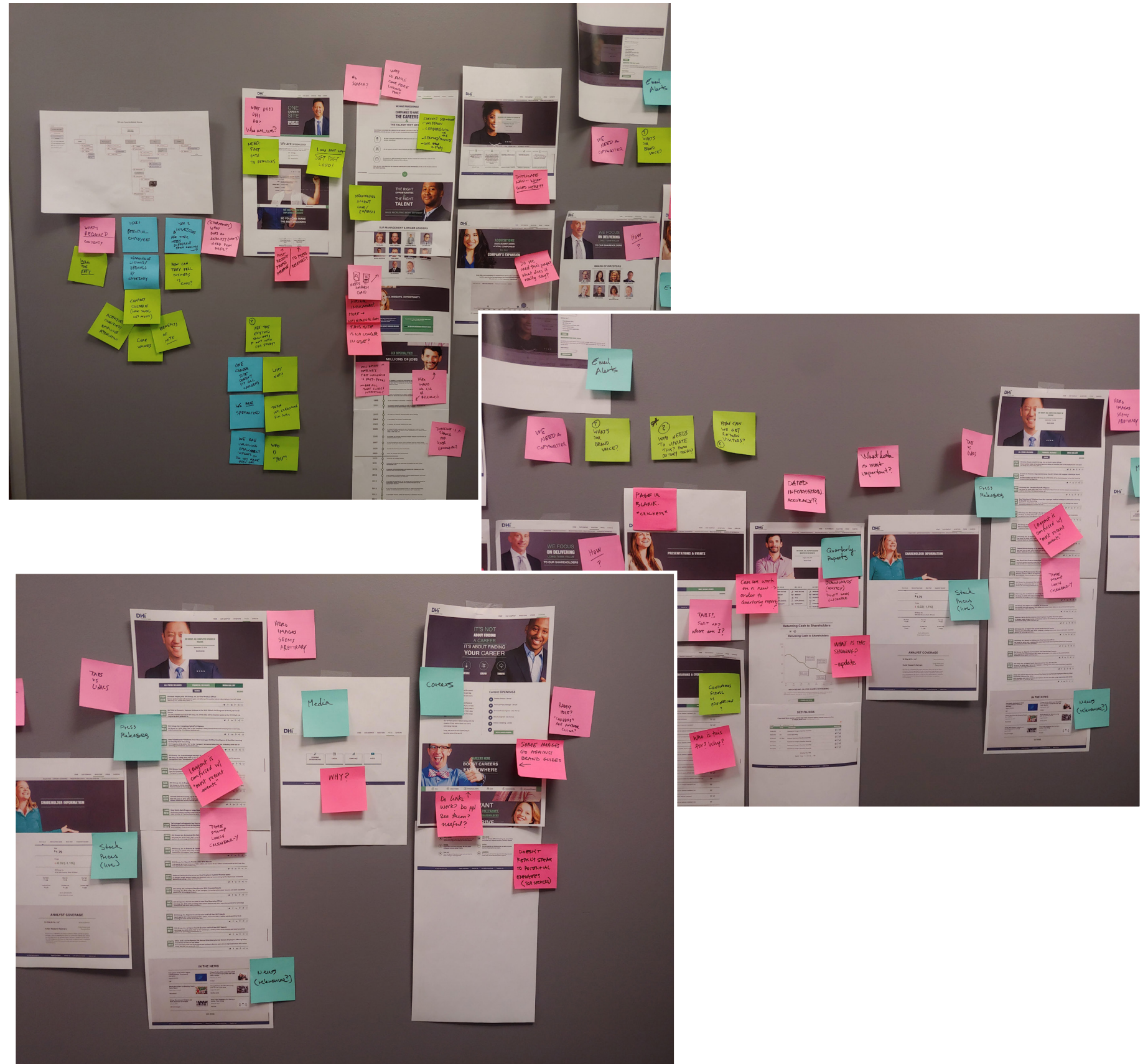


CONTENT INVENTORY

Performing a content inventory allowed us to visualize the site from a bird's-eye view and to begin asking important questions about the why, what, and how of DHI. It helps us begin to define our story.

Some initial questions:

- What is DHI and what do they do?
- What is the purpose of this site?
- How do I find information I'm searching for?



IA SITE MAP (REVISED!)

DHI.com Corporate Website Sitemap (revised)

LEGEND

Primary Nav Item

Secondary Nav Item

Tertiary Link/Nav Item

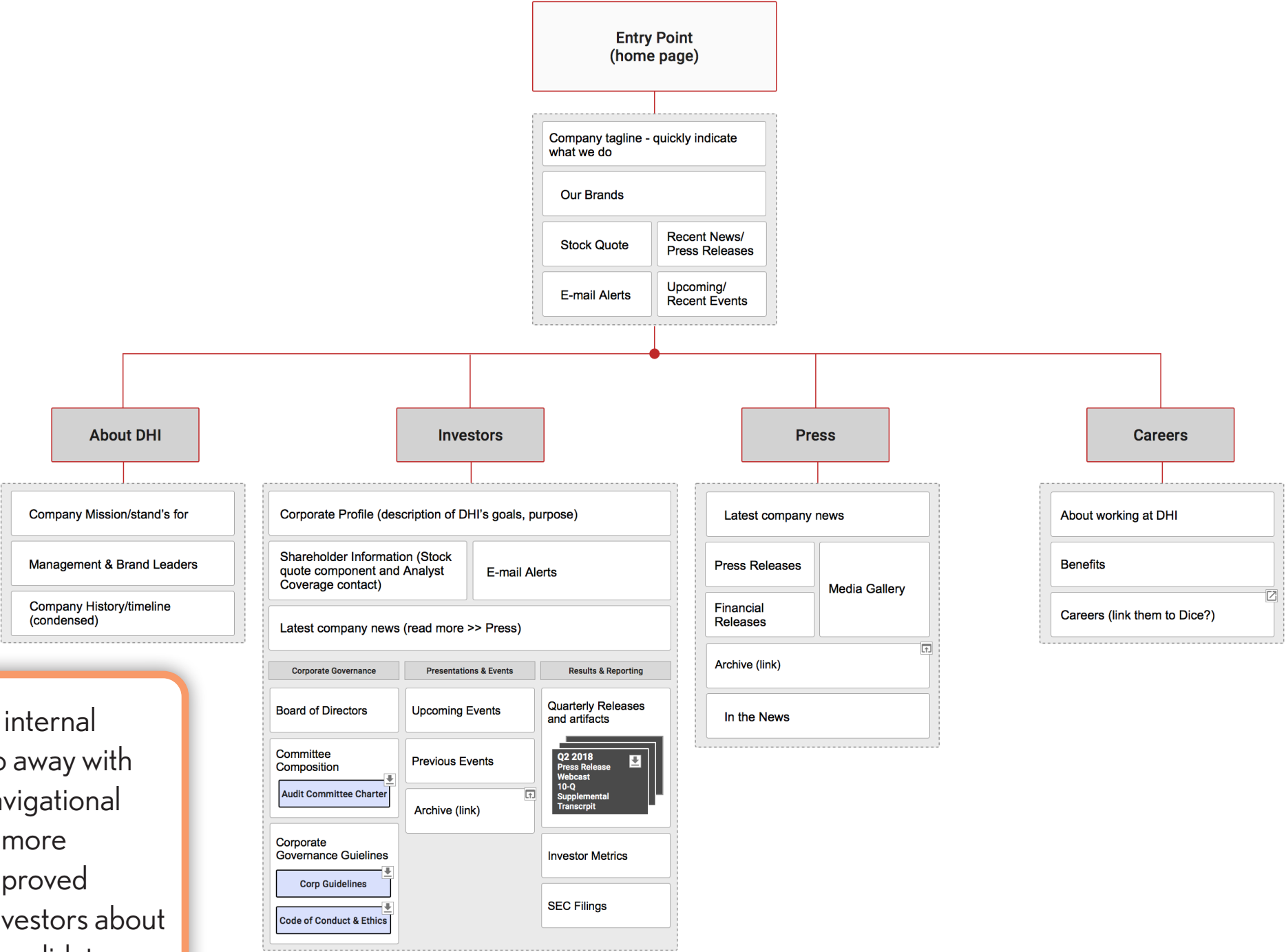
tab navigation

Links to section of page (anchor)

Links to external page (off-domain)

Links to new page (on-domain)

Downloadable (e.g. PDF)



With feedback from stakeholders and internal users, a revised site-map helped us do away with numerous, unnecessary pages and navigational items. Consolidating information into more contextual areas meant for a much improved experience, making information for investors about the company, as well as for potential candidates, easier to explore.

WIREFRAMES - Homepage

The initial version of the DHI corporate website was convoluted and outdated. We provided a complete overhaul to better re-inforce the company's principles and values, as well as ensure the focus is on their various brands and what value they bring to people searching for jobs in Finance, Technology, and Clearance.

Additionally, it was important to surface recent news about DHI as well as financial information.

- 1** Using large, bold type to reinforce company values and principles that change on each page as the user navigates this site.
- 2** Those looking to check on DHI's current financial information had difficulty finding in the past. Presenting it front and center allows investors to see current values at a glance on the home page.
- 3** Previously, it was difficult to understand DHI's purpose and value because much of this information was not obvious and difficult to find. To remedy this, company brands are highlighted front-and-center in a carousel that slides through each logo with a bit of information and for a predetermined set of time.
- 4** Additional and recent press releases, quarterly reviews, and other related news is presented below for quick access for anyone interested in DHI.



WIREFRAMES - About

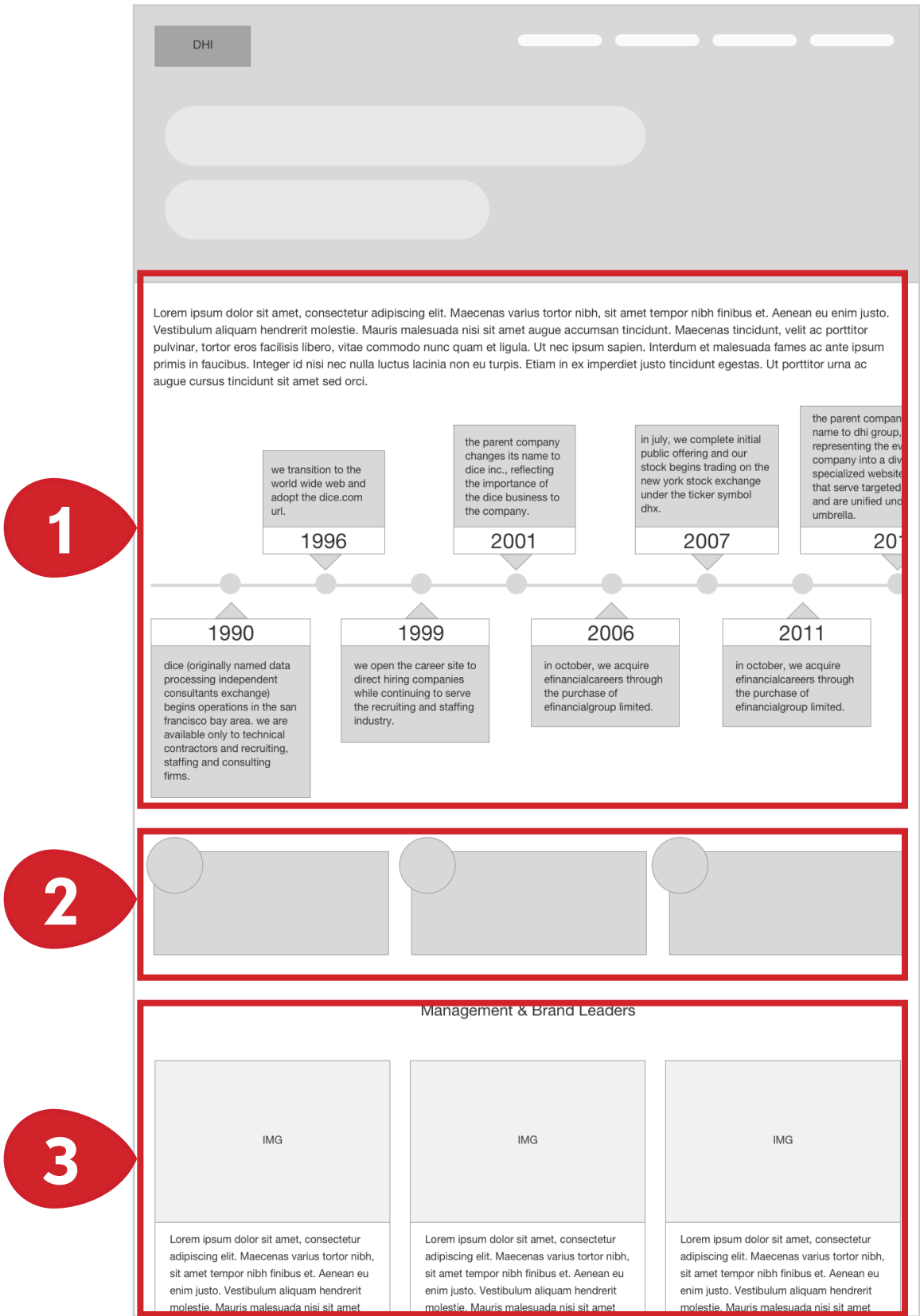
Understanding what DHI is about, their mission, and the leadership was important to provide to potential investors and anyone interested in the company. To better facilitate this, we consolidated the information from several pages into one page, with a horizontal scrollable timeline that gives users a sense of where DHI has been and how far they have come.

- 1

Scrollable timeline helps potential investors and other interested parties understand the long history of DHI, and obtain a better sense of their roots in the technology space as well as their trajectory into a leading career marketplace for job seekers.
- 2

Reinforcing values to illustrate what the organization holds true to their hearts both internally as well as how they view the work they do for their end-users.
- 3

Short bios of board members and executive leadership provide a more intimate understanding of individual core values and their experience in the industry.



WIREFRAMES - For investors

Consolidating information regarding investor relations was an important aspect of the redesign, and necessary to highlight more efficiently.

We reorganized the content to boost at-a-glance financial information at the top, followed by recent news published about DHI in the technology space and finally more detailed information about DHI's corporate investment specifics.

- 1** An overview and expanded view of current Investor information, including primary contacts, an ability to sign up for alerts, and information pertaining to current stock pricing.
- 2** Latest news about DHI published in technology journals and other news resources.
- 3** Bringing together Corporate Governance, Presentations & Events, as well as Results & Reporting helped to bring these important pieces of content together, as opposed to being buried in navigation under individual pages.



VISUAL DESIGN

www.dhigroupinc.com