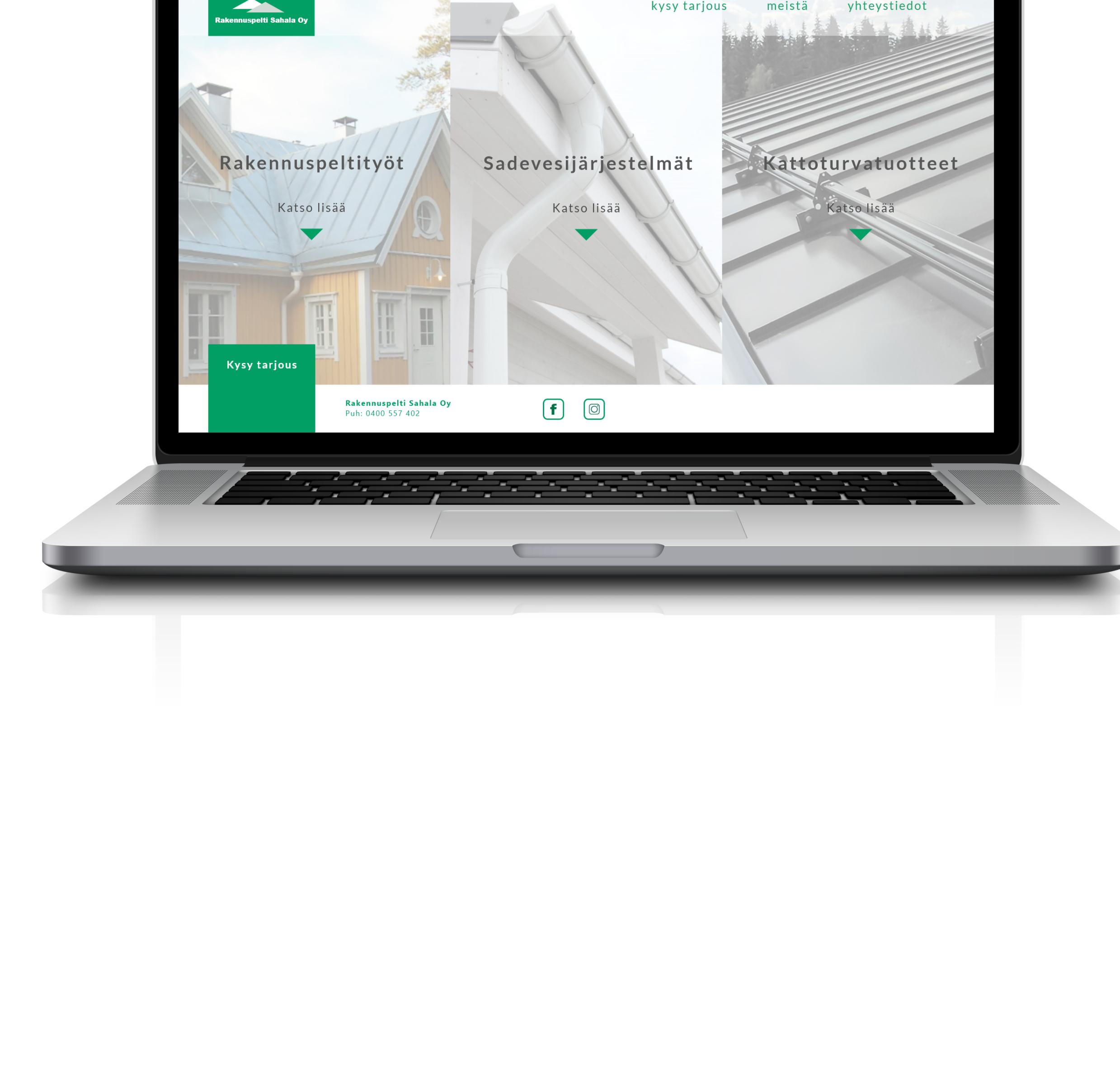


Website re-design for tinsmith company

Personal project

UI/UX design



Design brief

The company has over 25 years of experience on the field and is well established in the region.

Client's current website is not reflecting the quality they offer in their service and it needs to be brought to 21st century.



UX

Phone number is presented as primary for of contact on the site. The owner is answering the calls himself, which takes time from him that could be utilized more efficiently.

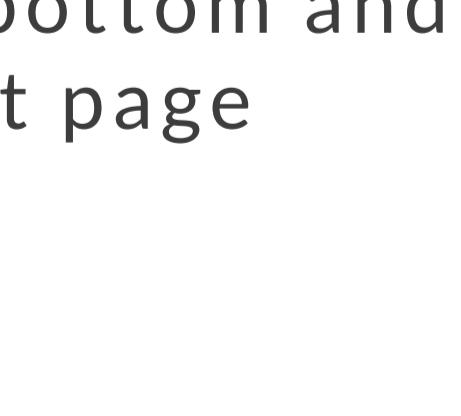
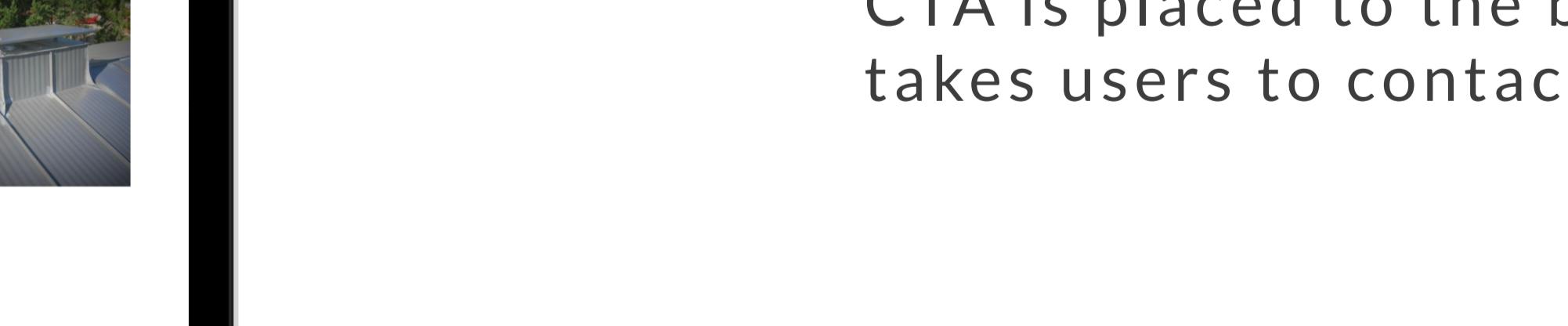
Current site is not reflecting the quality of the company's actual service

Key offering, quality of service and experience of the company should be more prominent

More automated funnel for new customers should be implemented, to save client's time for profitable customer work.



Landing page is based on client's three key offerings which are made more prominent.



Potential customers are guided to fill and send a form describing their needs.

Using a form to contact will save time from the service provider

More information about each offering can be viewed by clicking the offering

CTA is placed to the bottom and takes users to contact page

