

Web Design + New Media

JENIFER FITCH

Design Strategy



JENIFER FITCH

Streamline Planning Consultants

Deliverables

- Branded print designs including postcards, in office posters and coffee mugs for the employees, and a branded USB thumbdrives.
- Statement of Qualifications detailing the company profile, services offered, project highlights, and team member bios. Content development, photography and photo editing, copy editing, design and organization of content.
- A comprehensive responsive website based on the SOQ content and design.

Problem

Branding inconsistency, lack of unified marketing material, and in need of an updated website.

Solution

The first design step was to do research about the company to try and clearly define what services they offered and what the marketing goals were. Then we discussed the target market by analyzing what clients generate most of Streamline's income.

The next step was to discuss the best way to reach those people. We decided to do two postcards, a formatted and customizable Statement of Qualifications for different bids on jobs, and development a new website consistent with the SOQ's content and design.

JENIFER FITCH

Streamline Planning Consultants

Postcards

This design was done to be mailed out to existing clients. The goal was to remind current and past clients of Streamlines core services and also inform them of a few more obscure services they might not know about. The challenge with this project is that the services are a bit ambiguous and hard for the general public to understand. The goal throughout the process of working with them has been to make those services more clear and understandable in a difficult field to define.

The goal for the mailers was to remind people of Streamlines services by creating a visual representation using key service words. The company name is ambiguous and therefore we have been presented with the challenge of defining the services visually in ways that will help people understand what Streamline does. These postcards were mailed out to their current mailing list.



JENIFER FITCH

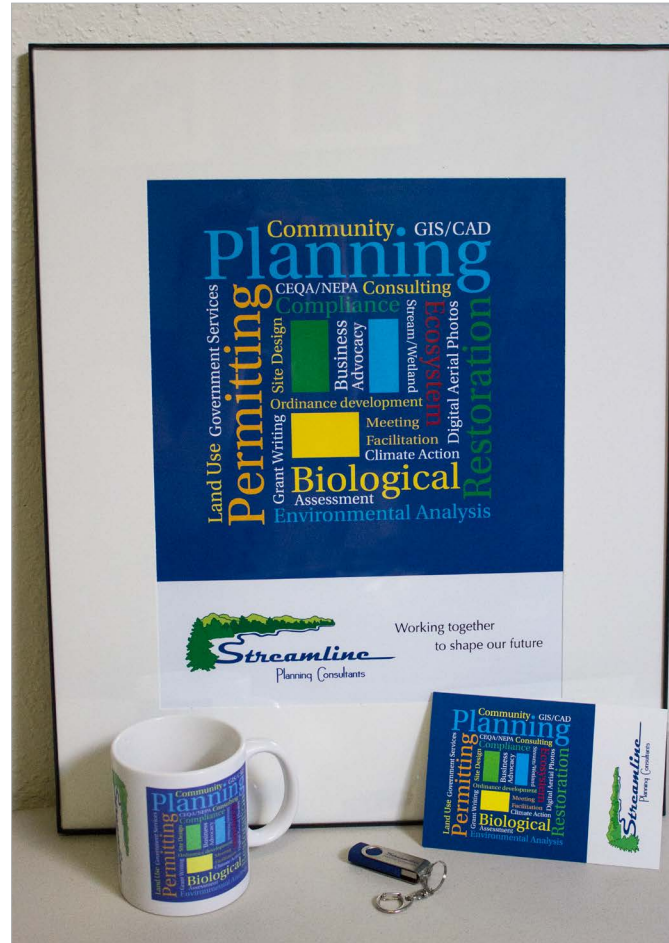
Streamline Planning Consultants

In Office Branding

We took the design from the mailers and used them as graphics for the framed posters, coffee mugs, and the USB used a simplified version of the logo in order to be legible at such a small size.

The goal for producing the framed posters and coffee mugs was to enhance the visibility of branding in the office.

The thumbdrives are used to give to clients and make file transfers internally. Streamline's product deliverables are often in the format of very large documents and the USB will allow them to deliver their product seamlessly. It will offer the client something useful that has the businesses logo on it to remind them of Streamline's services.



JENIFER FITCH

Streamline Planning Consultants

Business Cards

A simplified version of their business cards was designed in order to maintain a cohesive branding with the new print and web material.



JENIFER FITCH

Streamline Planning Consultants

Statement of Qualifications

A 19 page document created to be give to potential clients in order to inform them about Streamline's services. The marketing assistant and I worked with the business owner to break down the services into four categories: Environmental, Small Business, Government, and Watershed. The are fourm major parts to the document. The first is a company overview, second defines the services offered, third details the project highlights and lastly it includes full bios and education list for each employee.

[View PDF](#)



JENIFER FITCH

Streamline Planning Consultants

Statement of Qualifications

A 19 page document created to be give to potential clients in order to inform them about Streamline's services. The marketing assistant and I worked with the business owner to break down the services into four categories: Environmental, Small Business, Government, and Watershed. The are four major parts to the document. The first is a company overview, second defines the services offered, third details the project highlights and lastly it includes full bios and education list for each employee.

[View PDF](#)



JENIFER FITCH

Streamline Planning Consultants

Statement of Qualifications

A 19 page document created to be given to potential clients in order to inform them about Streamline's services. The marketing assistant and I worked with the business owner to break down the services into four categories: Environmental, Small Business, Government, and Watershed. There are four major parts to the document. The first is a company overview, second defines the services offered, third details the project highlights and lastly it includes full bios and education list for each employee.

[View PDF](#)



JENIFER FITCH

Streamline Planning Consultants

Website Research & Design

Goals

The current website's main usability issue is lack of an organized navigation system. The site is text heavy and most of the navigation was embedded within the text.

The first step we took was to extract all the information from the website when organizing content for the SOQ. Then we decided what should stay and what should go and added new information under the direction of the business owner, Bob Brown. The goal was to reduce the amount of text to only the most necessary information and help define the company and its services.

Target audience

From research we found that most of Streamline's revenue comes from contract city planning and getting permits for expanding businesses and gravel extraction sites. The target audience is mostly male between the age of 35 and 60. The site's goal is to professionally display the content to give the company a strong and organized reputation.

Card Sort

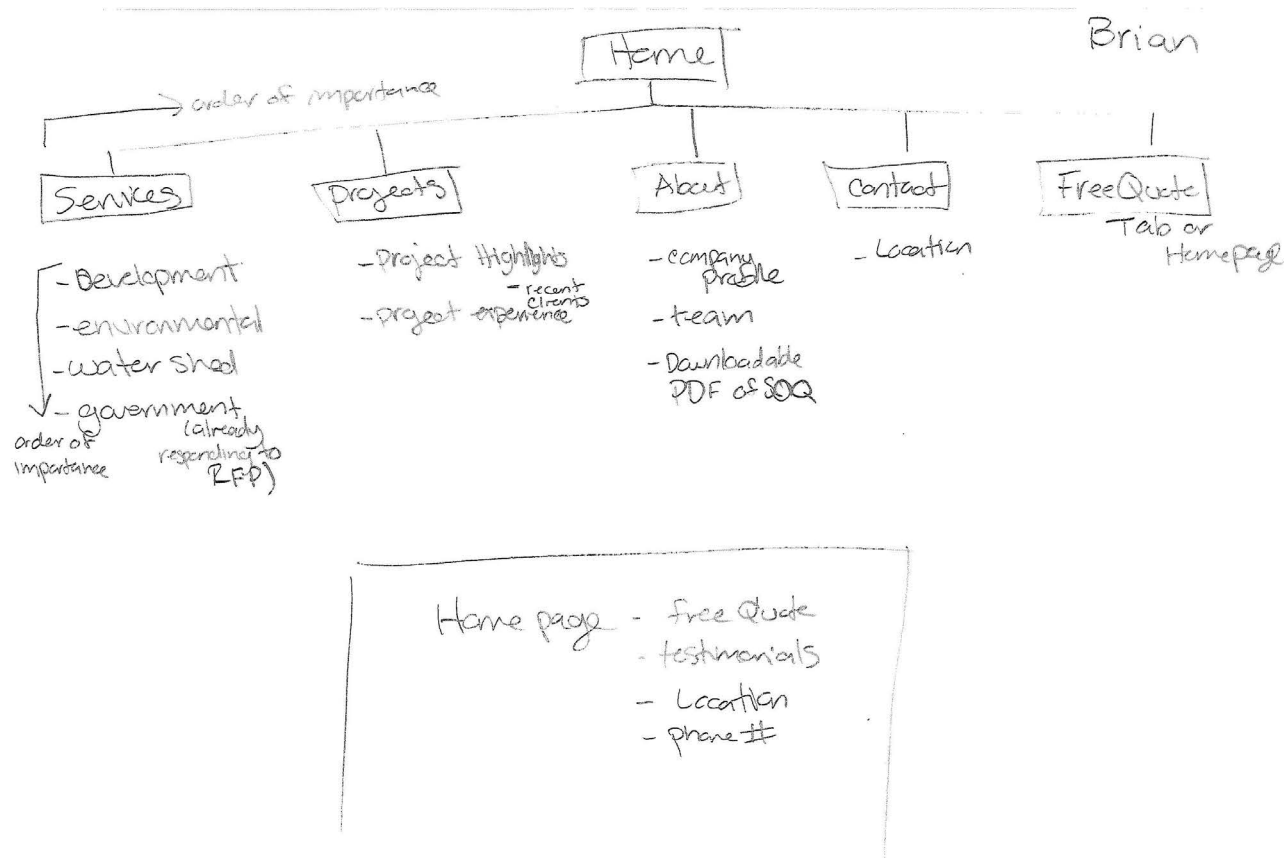
In order to make sure we were on the right path when designing the navigation we asked a few of the current employees to participate in a card sort. We set up index cards, one for each section of the SOQ and had the employees stick them up on a white board with tape. Each person rearranged them according to what they thought the navigation should be. From there I was able to design a functional and usable navigation system.

JENIFER FITCH

Streamline Planning Consultants
Website Research & Design

Card Sort 1

Brian Issa is a city planner who has a marketing background. He was hired at Streamline to help with marketing and organizing the original SOQ. His knowledge about marketing was taken into consideration when reviewing his card sort results.

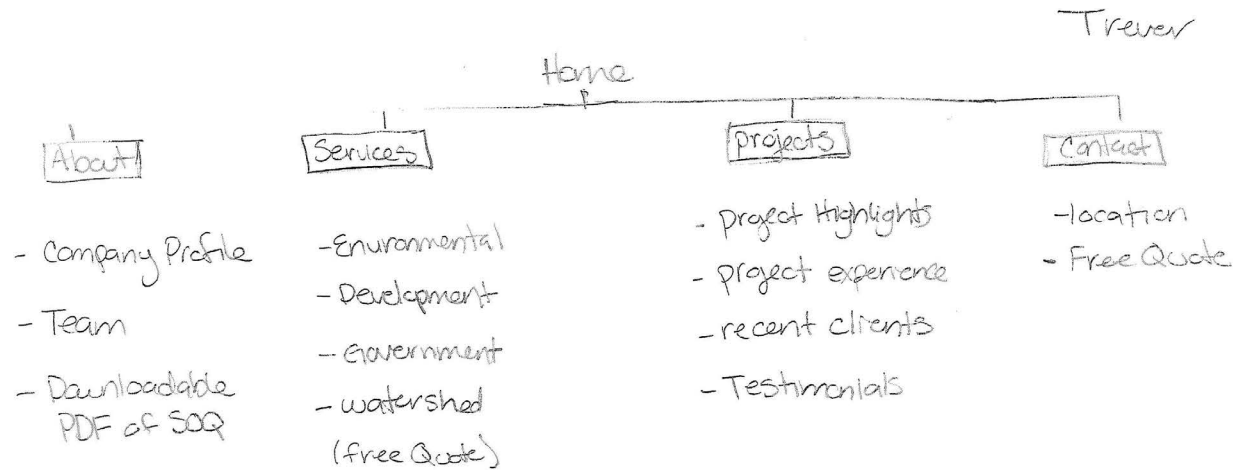


JENIFER FITCH

Streamline Planning Consultants
Website Research & Design

Card Sort 2

Trever Parker is a Senior Environmental Planner at Streamline. She has been with the company for over 10 years. She thoroughly understands the inner workings of the firm and knows the ins and outs of the business.



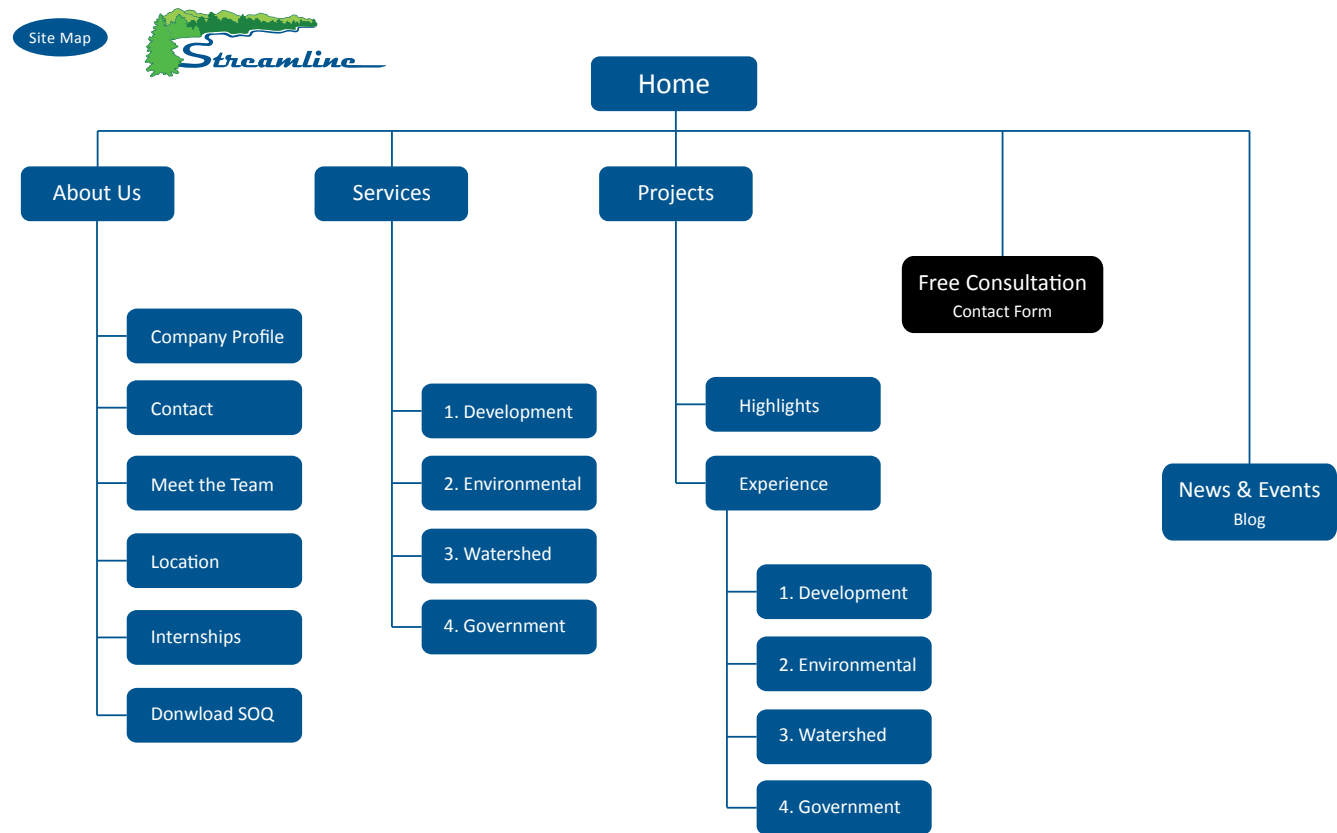
JENIFER FITCH

Streamline Planning Consultants
Website Research & Design

Final Site Map & Color Palette

This site map was based on the card sort exercise done with current employees, combined with the current layout of the website, the organization of the Statement of Qualifications, and my personal judgment.

Due to the environmental nature of the company we used earth tones to represent the company. We also decided after the website was mocked up to apply the color palette to the SOQ and the rest of the marketing material from here on out.

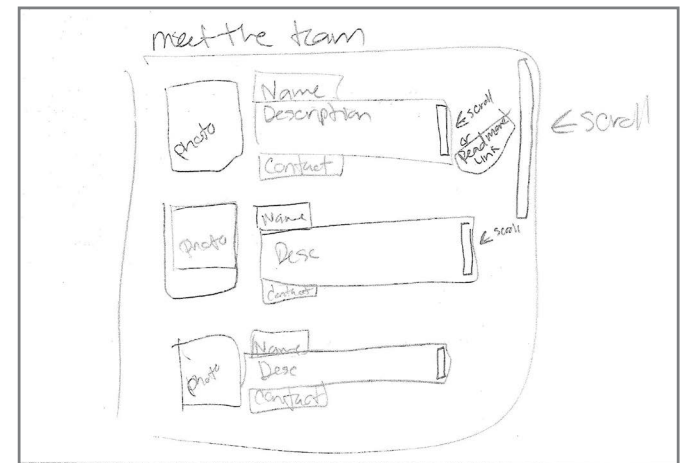
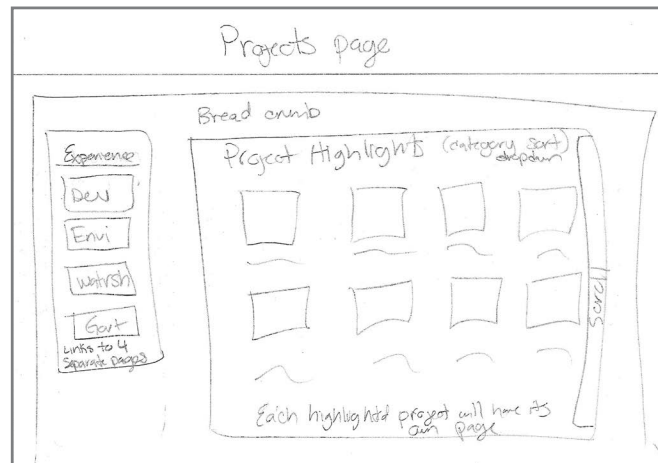
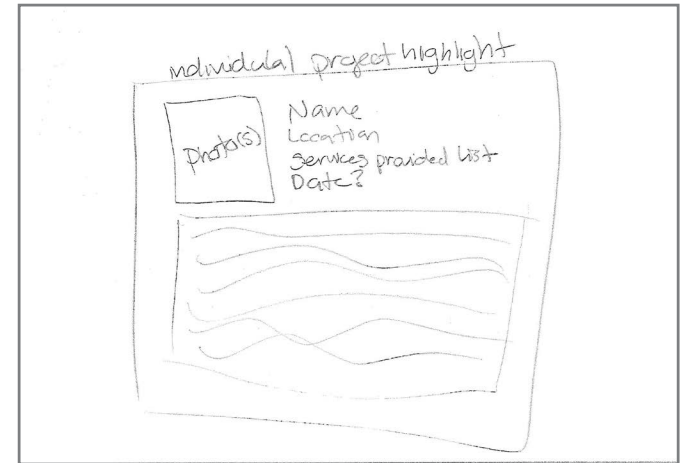
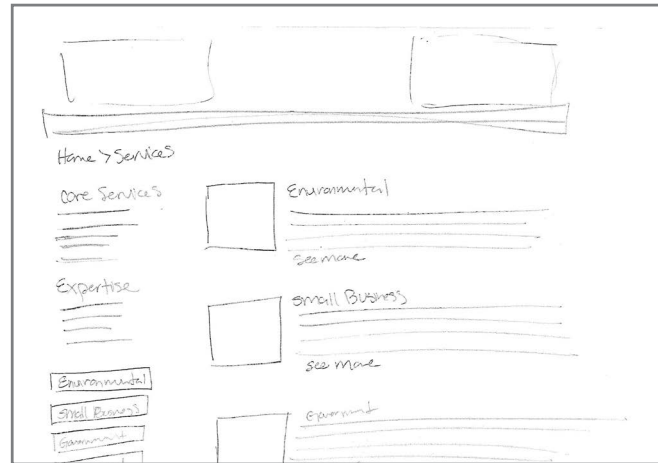


JENIFER FITCH

Streamline Planning Consultants
Website Research & Design

Initial Sketches

These sketches were done to give the client a better idea how I was planning to developing the site. They allowed us to discuss usability issues and helped us to visualize the site.



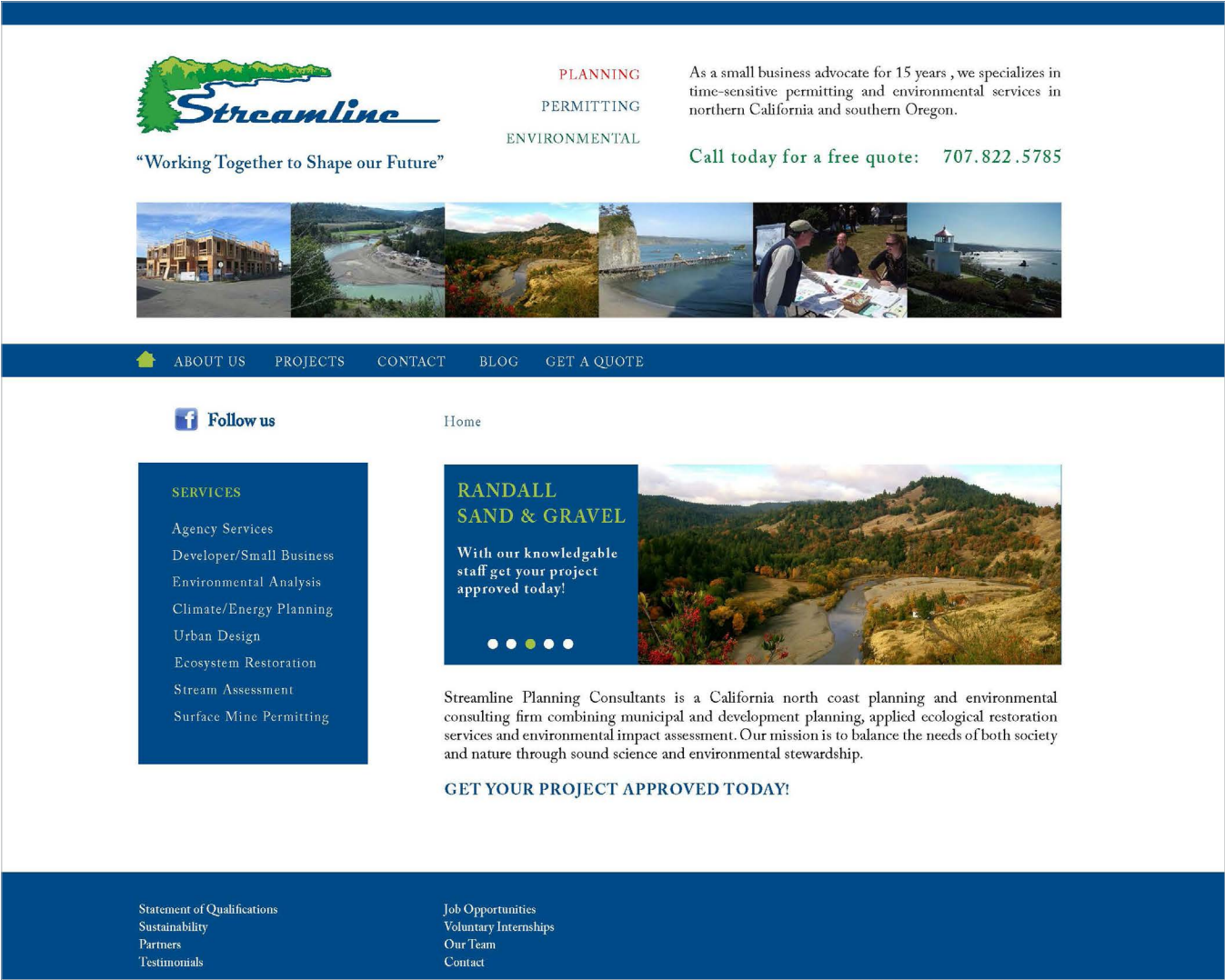
JENIFER FITCH

Streamline Planning Consultants
Website Research & Design

First PDF Mockup

This design was done to help the client visualize the direction of the site and also create to get input on the design before coding was started.

View PDF



JENIFER FITCH

Streamline Planning Consultants
Website Research & Design

Final PDF Mockup

After a few revisions sessions and a slight reorgainzation of the content to meet the clients needs this was presented at the final PDF mockup that was approved in order to beging coding the website.

View PDF



JENIFER FITCH

Streamline Planning Consultants
Website Research & Design

Final Website Design

Visit Site



JENIFER FITCH

Streamline Planning Consultants

Blog Setup

The blog was thought up as a result of the redesigned website. The old website had a lot of useful information on it regarding sustainability, employee projects, and other side projects Streamline is involved with. We conceived the blog as a place to house that information. Above all, the employees at Streamline are passionate about the environment and protecting it. This blog is an outlet for those passions.

Visit Blog

