

JENIFER FITCH

Streamline Planning Consultants

Campaign

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Final Website Design

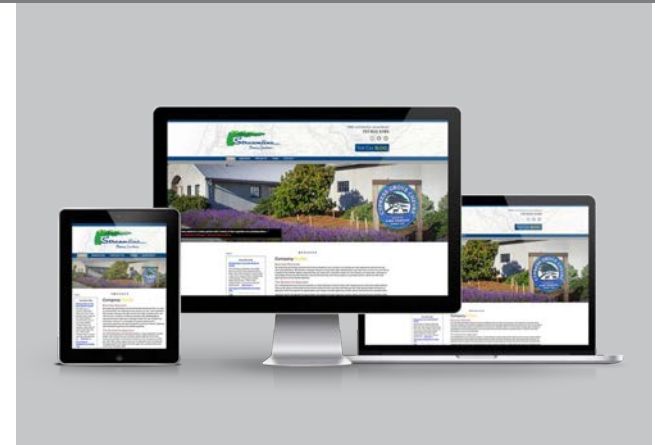
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Problem

Branding inconsistency, lack of professionally designed marketing material, and a badly outdated website.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 to put together for different types of bids on jobs, and to develop a new website consistent with the SOQ.

Deliverables

- Branded print designs including but not limited to postcards, in office posters and coffee mugs for the employees, and 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 design and content.

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Cover Page

This document is meant to address potential clients and tell them more about Streamline. After a lot of research, I worked with the business owner to break the services offered down into four categories, Environmental, Small Business, Government, and Watershed. The first page starts with the company overview, then we move on to defining the services in the four categories.

Statement of Qualifications

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Project Highlights

The second half of the SOQ goes into detail on the project highlights for each of the four categories and lastly it includes full bios and education list for each employee.

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Detail

The SOQ also details the business services and lastly it includes full bios and education list for each employee.

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Goals

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

The first step I took was to extract out all the old information from the website when organizing content for the SOQ. I then decided what should stay and what should go and added new information under the direction of the business owner, Bob Brown. My goal was to reduce the amount of text to only the most necessary information and help define the company and it's 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 I was on the right path when designing the navigation I asked a few of the current employees to participate in a card sort. I 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 very usable navigation system.

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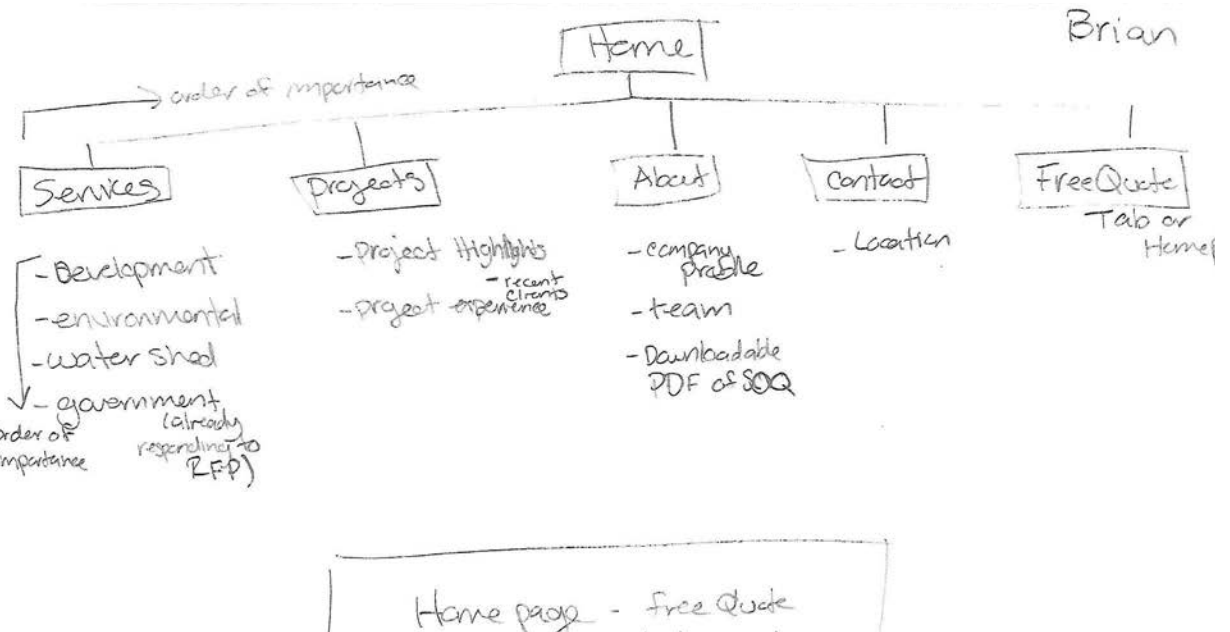
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Card Sort 1

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.

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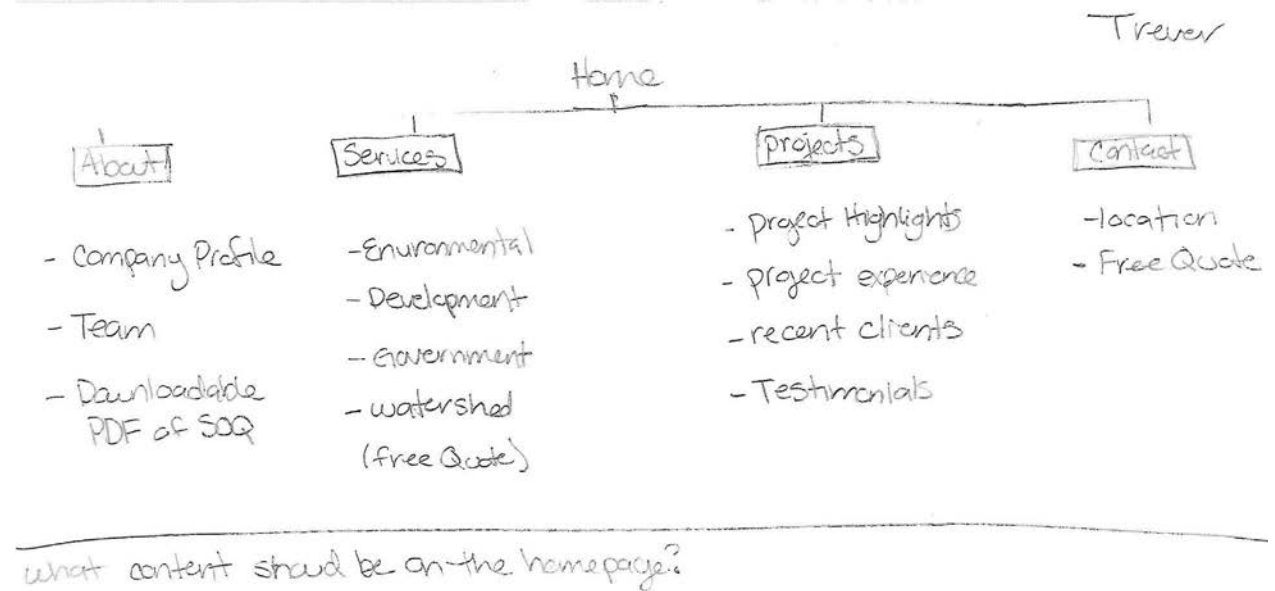
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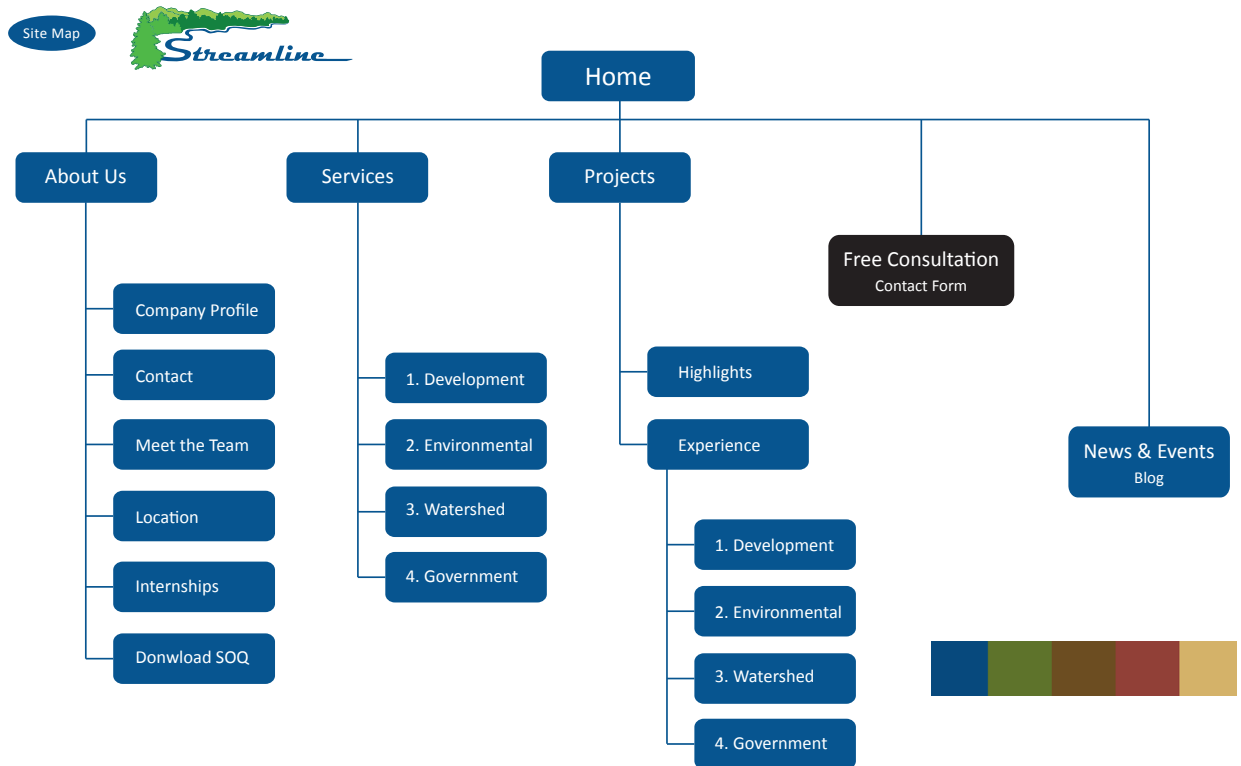


Card Sort 2

Trevor Parker is a Senior Environmental Planner at Streamline. She is one of Streamlines originally employed planners. She thoroughly understands the inner workings of the firm and knows ins and outs of the business.

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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 basis 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.

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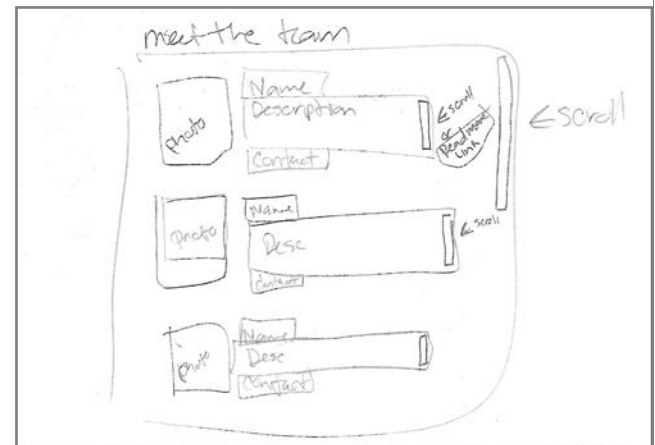
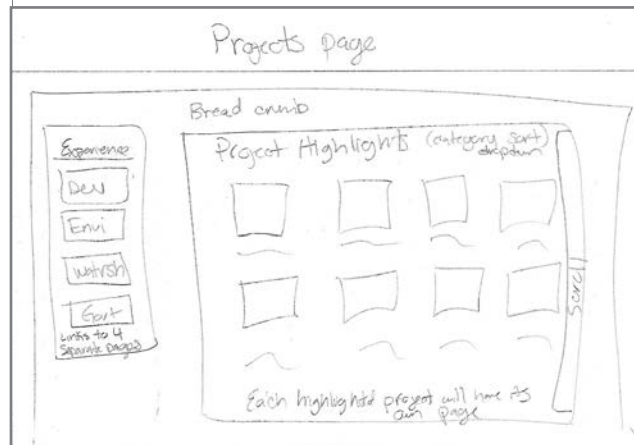
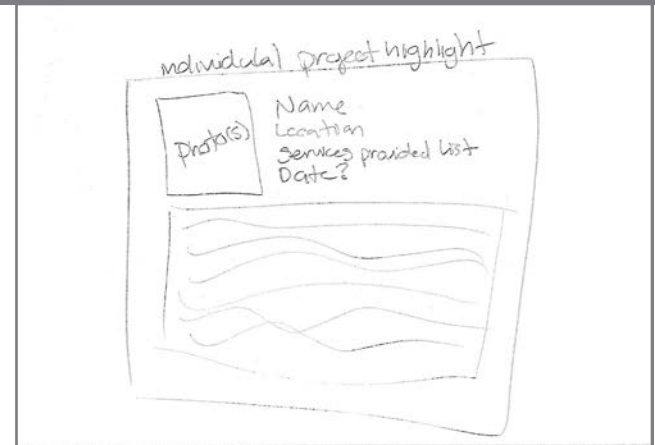
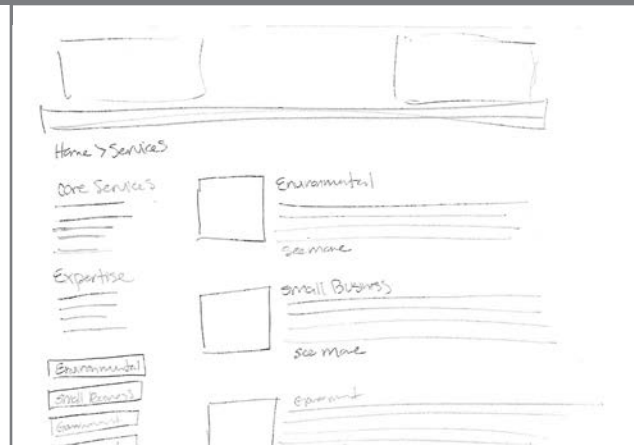
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Sketches

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

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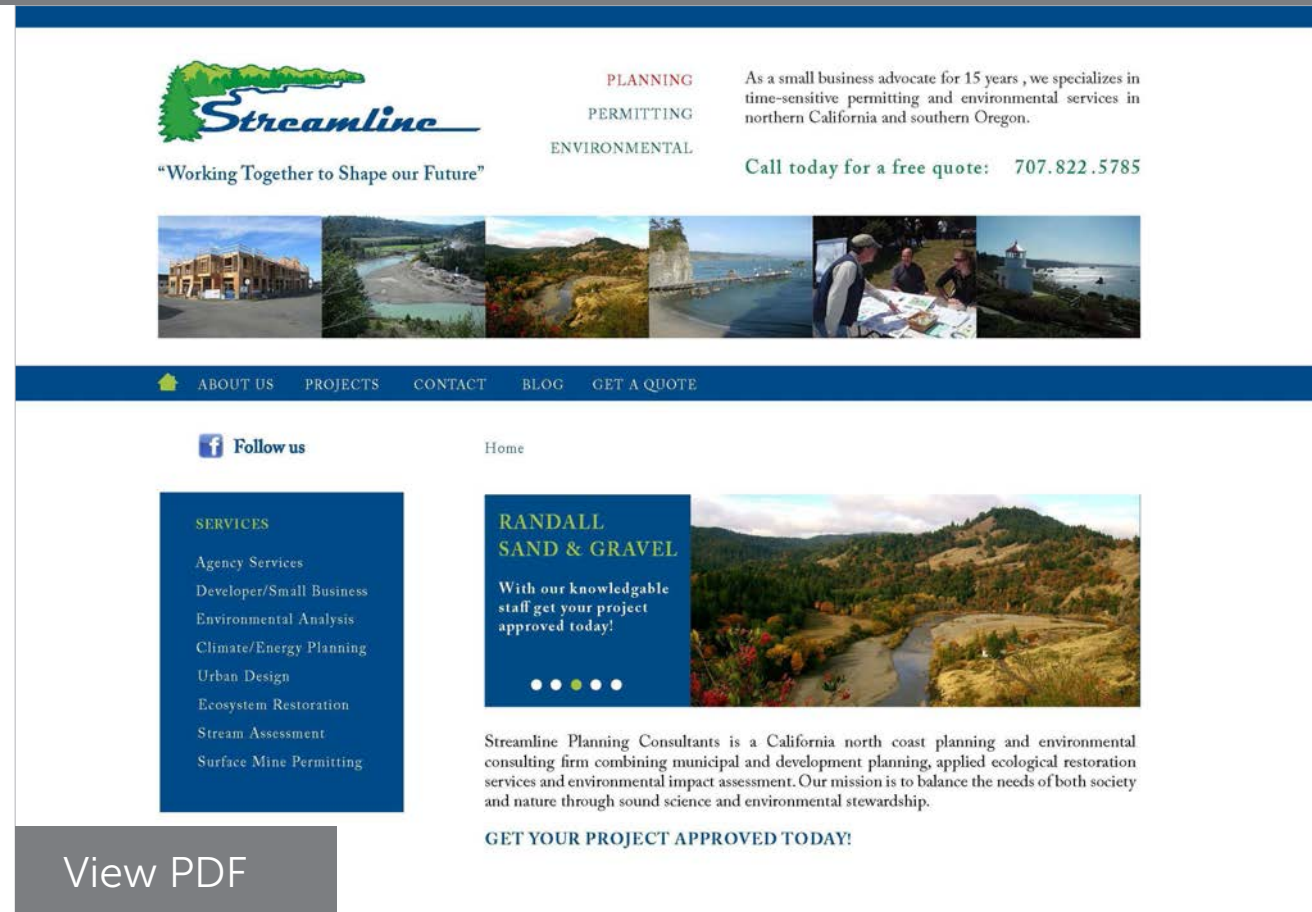
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Initial PDF Mockup

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

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Final PDF
Mockup

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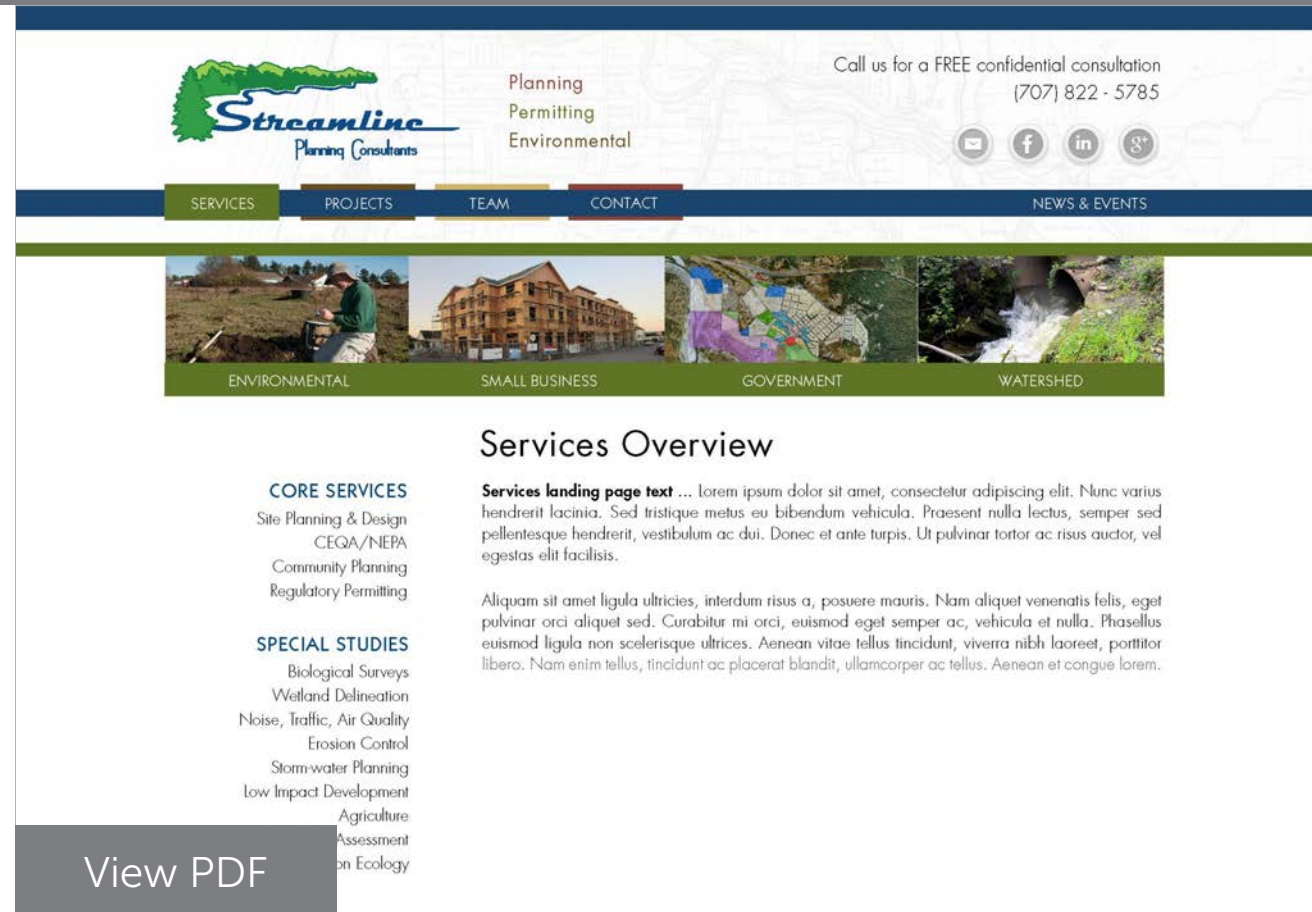
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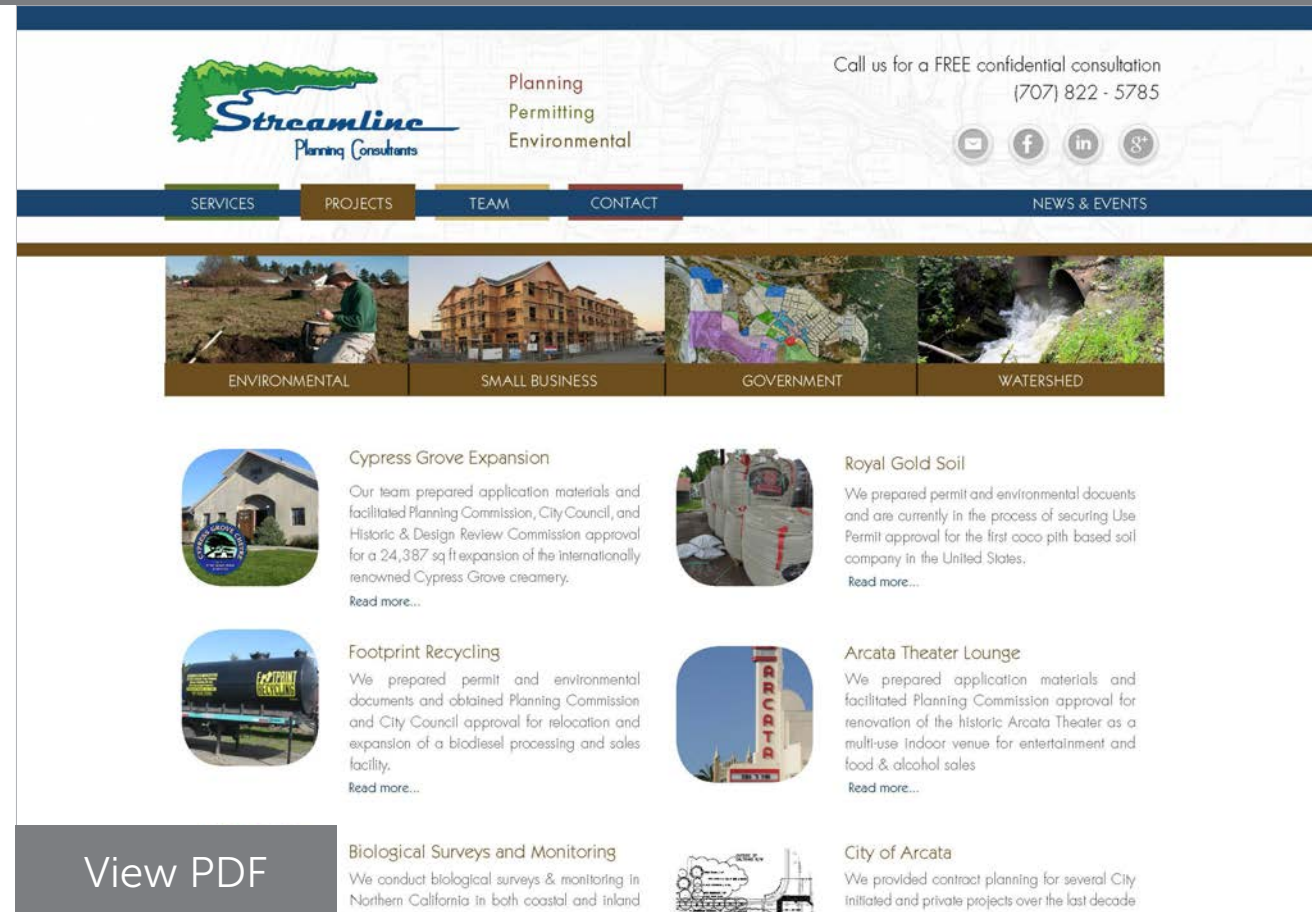
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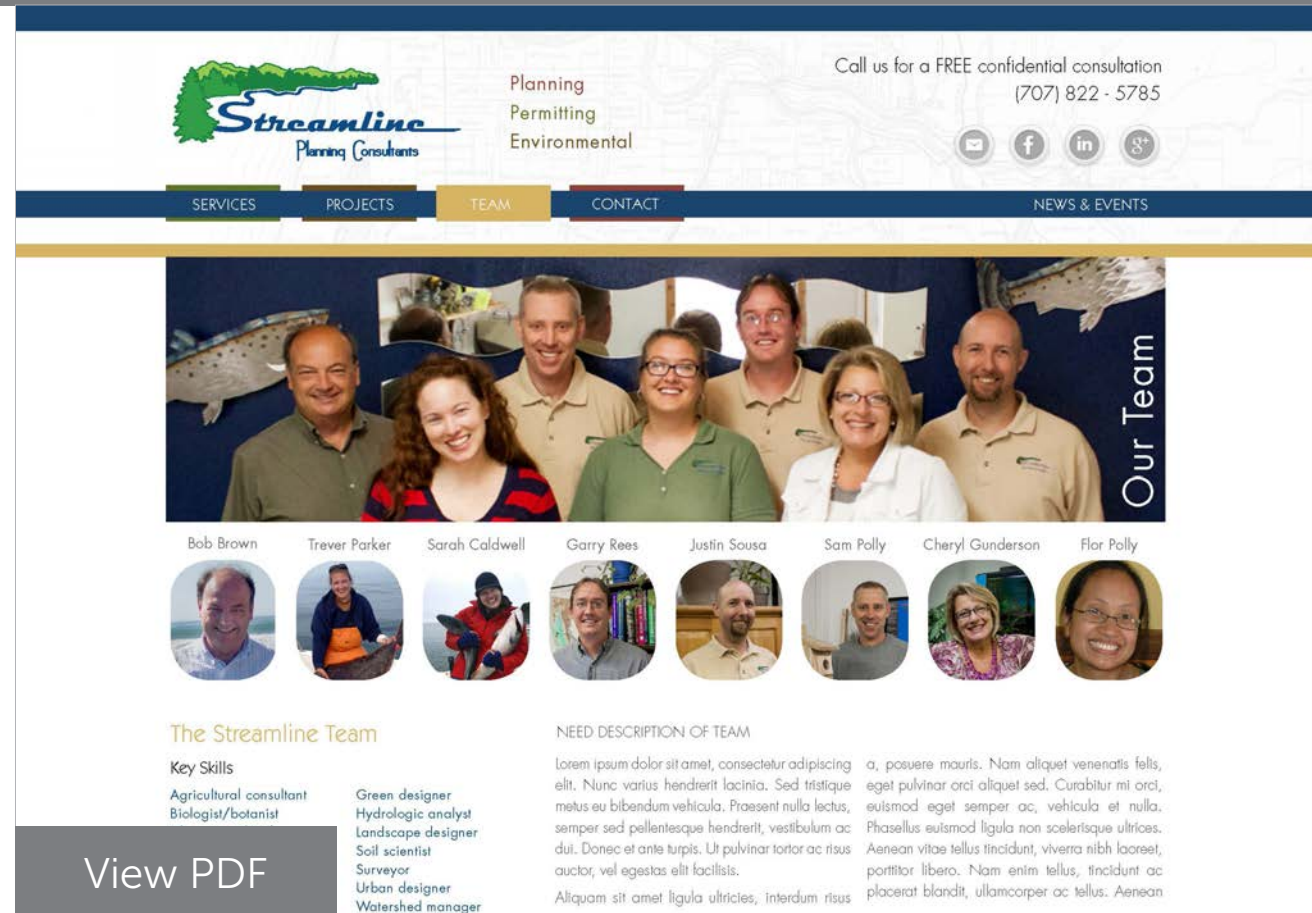
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View PDF

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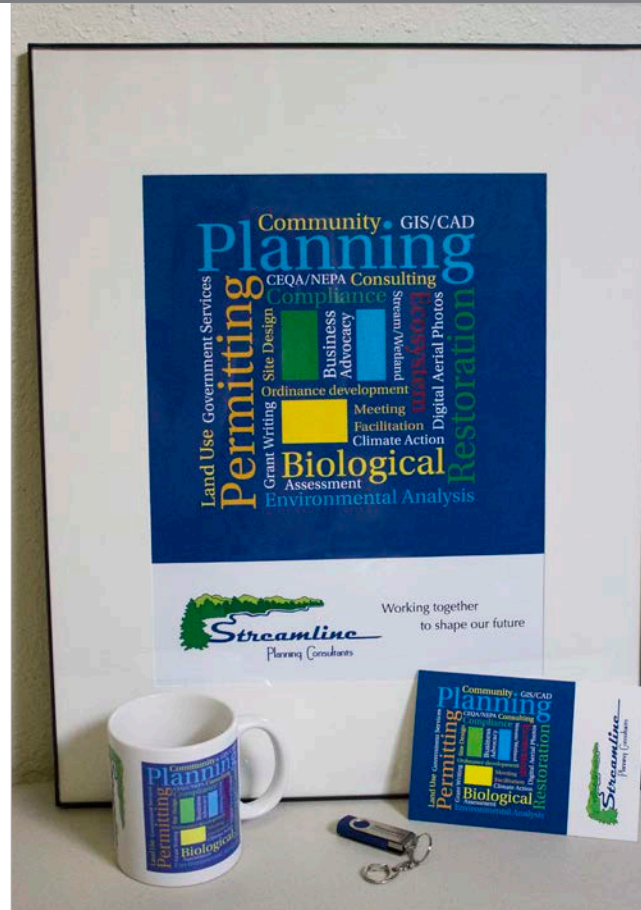
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Office Branding

Framed posters, coffee mugs, and USB thumbdrive

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.

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Postcards

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.

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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.

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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, cool employee projects, and other side projects Streamline is involved in. Above all, the employees at Streamline are passionate about the environment and protecting it. This blog is an outlet for those passions and will hopefully bring traffic to the new website, which will possibly result in finding new clients.