Web Design + New Media

JENIFER FITCH

Design Strategy



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.

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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.



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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.







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Business Cards

A simplifies 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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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.

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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 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.

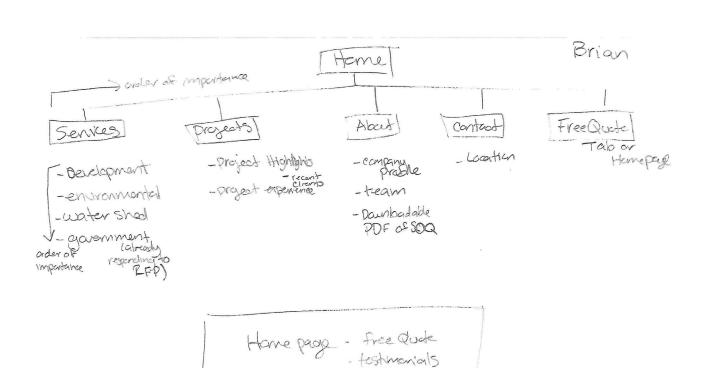
Card Sort

In order to make sure 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.

Streamline Planning Consultants Website Research & Design

Card Sort 1

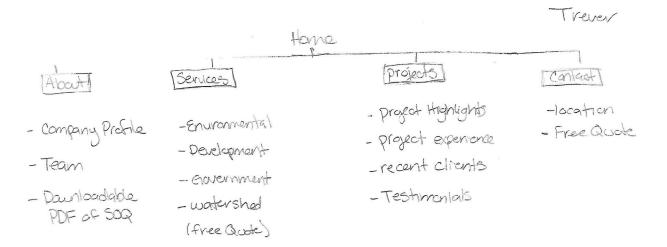
Brian Issa is a city planner who has a marketing background. He was hired at Streamline to help with marketing and organizing the original SOQ. His knowledge about marketing was taken into consideration when reviewing his card sort results.



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.

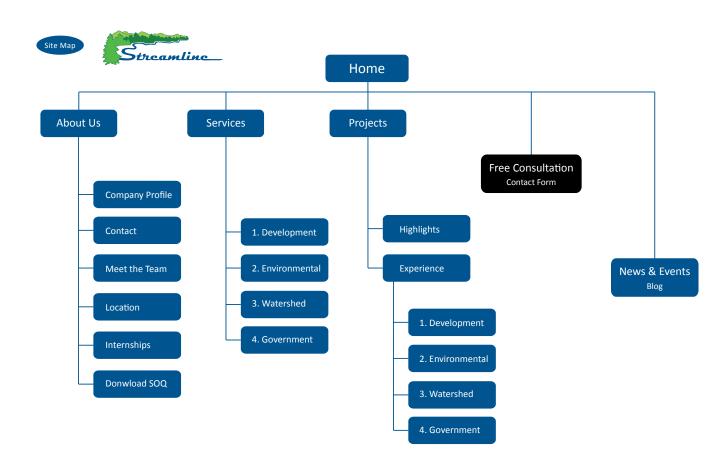


Streamline Planning Consultants Website Research & Design

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.

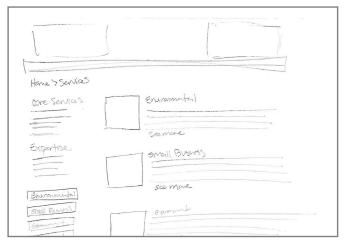
Due to the environmental nature of the company we used earth tones to represent the company. We also decided after the website was mocked up to apply the color palette to the SOQ and the rest of the marketing material from here on out

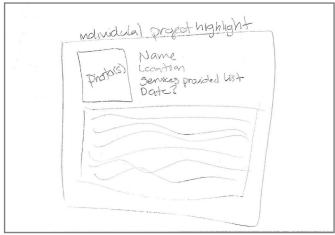


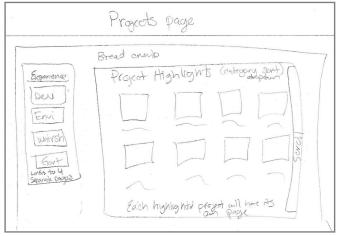
Streamline Planning Consultants Website Research & Design

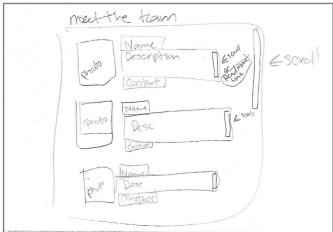
Initial Sketches

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.









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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.

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PERMITTING

ENVIRONMENTAL

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ABOUT US



Home



With our knowledgable staff get your project approved today!





Streamline Planning Consultants is a California north coast planning and environmental consulting firm combining municipal and development planning, applied ecological restoration services and environmental impact assessment. Our mission is to balance the needs of both society and nature through sound science and environmental stewardship.

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Statement of Qualifications Sustainability Partners Testimonials

Job Opportunities Voluntary Internships Our Team Contact

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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.

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Knowledge Innovation Reliability Success

Overview

As a permitting and environmental compliance firm, our goal is to provide you with an experience and service you won't get elsewhere. We will work with you and your business to provide a strategy that gets the job done right. Keeping both cost and time to a minimum, we will deliver a product that satisfies agency requirements. For over 16 years we have been utilizing our knowledge of business development, community planning, and natural systems to provide northern California with solid planning and environmental expertise.

The Streamline Approach

Our interdisciplinary core services provide a unique approach to each project. We respond to your business needs, address community issues, and provide solutions to environmental concerns while striving to provide you with high quality, expert services; an approach which has gained the appreciation and respect of public agencies, private clients, and community members alike.

Streamline Blog!

Miller Farms Grafting Workshop - Fruit Tree

The typical backyard has an apple tree or two. The apples usually all come on at once and are often best for one use, such as baking or eating fresh, but not ideal for multiple uses. Imagine if you could, on one tree, have apples ideally suited for eating, baking, pies, dehydrating, juicing and saucing. [...]

Tips to submitting a planning application: Part 1

Stomaching the Permitting Process By: Bob Brown, Principal Streamline Planning Consultants Part 2: Getting Your Permit Processed Part 3: The Home Stretch Talk to most anyone in the small business arena and they will quickly tell you! is the government's fault that businesses cannot develop in a timely manner. Well that doesn't have to be true. Like [...]

Tips to submitting a planning application: Part 3

The Home Stretch By: Bob Brown, Principal Streamline Planning Consultants Part 1: Stomaching the Permitting Process Part 2: Cetting Your Permit Processed Okay you have made it this far. What can you expect to happen next? Maybe it has been a while since you have heard from the Planning Department. You got busy managing your business, expecting [...]

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Final Website Design

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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 concieved the blog as a place to house that infomation. Above all, the employees at Streamline are passionate about the environment and protecting it. This blog is an outlet for those passions.

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