

I added the navbar at the top of the screen to make it easy to access the desired content

I also cleaned up the search bar functionality to simplify the interface. It is now in-line with the rest of the navigation content.

Importantly, I got rid of the two-image carousel on the original site. The images themselves were different sizes and made the page very difficult to read.

On the original site, it was difficult to tell what the name of the company actually was, so I made that large and viewable right away.

Instead of having 5 literal images of a trophy and text about the trophy, I created a clean, straightforward design that lets Castle Awards showcase prominent products.

Additionally, rather than the blocks of text that describe the trophies on the website, I include critical information in an easy-to-consume way and have a link where users can go to find more about pricing, etc.

The original site contained a list of approximately 20 links. Each link was to a different product category.

Instead, I use images and a clickable button. It is easy for users to understand the product categories and go to the correct pages for new information

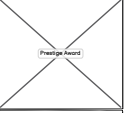
Once again, I took the original block of text (that was actually a picture on the webpage) and used icons and short sentences to get the main points across.

There was no cohesive point on the original page to contact them. Some contact information was at the top, others at the bottom. This makes it easy for the users to access this information.

Castle Awards

Bringing People Together
One Trophy At A Time

Featured Products



Prestige


With it's dramatic angles, the Prestige award is one of our most dramatic and valued pieces

Available in custom sizes

Full VeriColor imprinting

Microcut base standard

[Explore the Prestige Award](#)



Excellence

The thick, smooth glass present in Excellence's teardrop design ensures timelessness and class

Available in two sizes

Full VeriColor imprinting

Microcut base standard

[Explore the Excellence Award](#)

Achievement Award

Achievement

With its steep vertical ascent, nothing says 'a job well done' like the Achievement award.


Available in two sizes

Full VeriColor imprinting

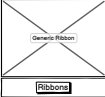
Buy 1 Get 1 Free

[Explore the Achievement Award](#)

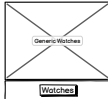
Product Catalog



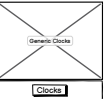
Awards




Ribbons




Watches



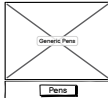
Clocks



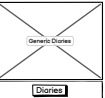
Jewelry



Drinkware




Pens




Diaries

About Us




Founding

Since 1997, Castle Awards has been providing our clients with personalized service and the highest quality of craftsmanship.



Mission


We invest time to build long lasting relationships with our clients. We believe in courtesy, honesty, and dedication to work.



Quality

We keep track of all of our work on premises, allowing us to guarantee deadlines while maintaining high standards of work.

Contact Us



Email

sales@castleawards.com



Phone

401-435-3023



Fax

401-438-7930



Open Hour

Mon-Fri 9:00-4:30



Address

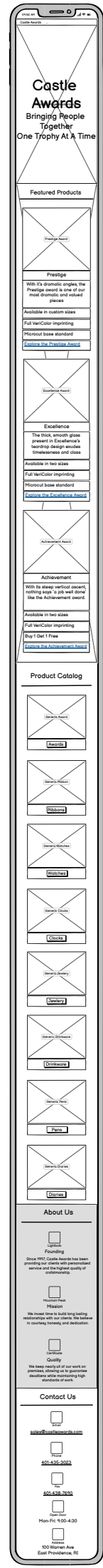
100 Warren Ave
East Providence, RI

The biggest usability problem with the original site in a tablet is that the screen doesn't resize. This is a huge problem. This site fixes that completely.

In the smaller screen, my featured products wrap and stay centered. The information is still easily digestible.

The catalog also wraps. The buttons work the same way. The information is now presented in a tablet-friendly way.

The final two sections on the site have the same fixes. Everything resizes and generates a scroll effect on the tablet. This vertical scroll is natural and presents information in a readable way.



The resizing issues on the tablet are multiplied on the phone. The images that actually contain the text are oriented all over the place.

Their "title image" is displayed to the right off of the screen. This title image is still centered properly.

The text in their images for the featured products becomes very small to fit onto the screen. Because my images and text wrap properly, the information is still readable.

Their product catalog is still simply a list of text, where each item is a link. This is a far more engaging way of presenting key information.

The about us section is, like their title image, way off to the right, requiring the user to swipe to the right to find it. The text also becomes very small because the image shrinks.

Here, we use wrapping to maintain readable and consumable content.