
KNOWLAND WEBSITE

Redesign Process

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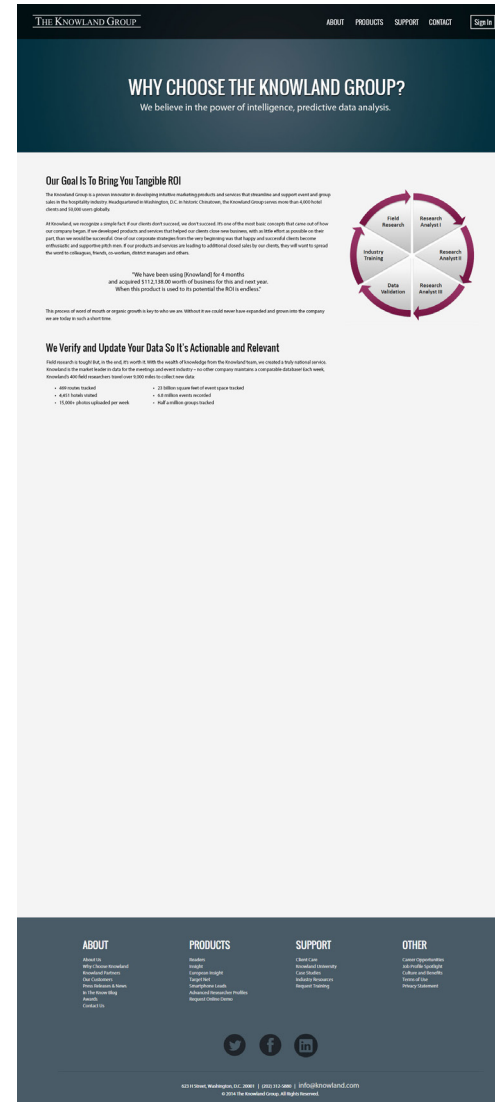
website deliverables

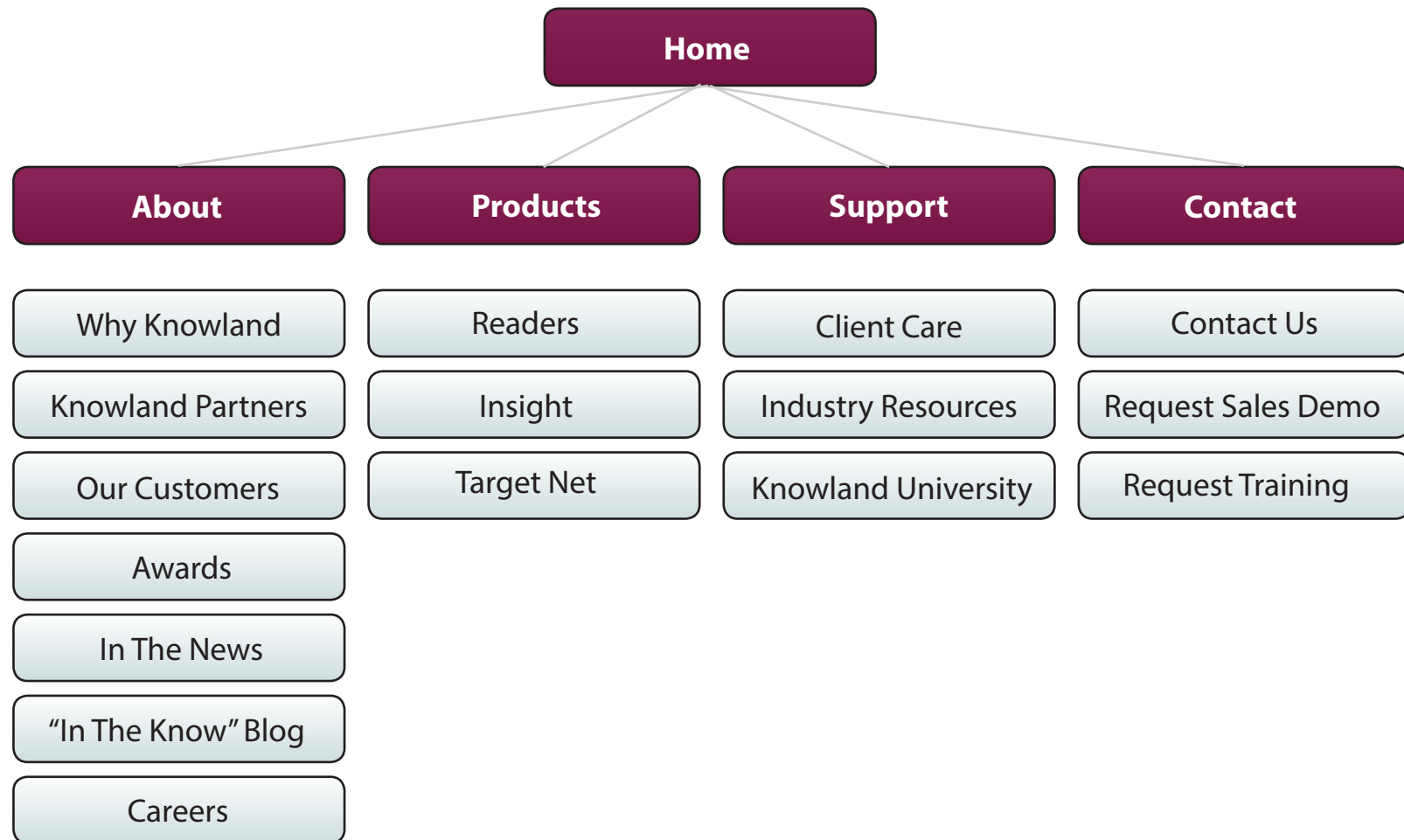
With a shift in corporate focus, Knowland needed a new “look and feel” for its website while still maintaining a unified brand and message that was recognizable to its existing client base. This website “refresh” emphasized ease of use and cleanliness but maintains small elements from the old design to help customers acclimate. A full re-brand exercise is scheduled for early next year.

HOME PAGE



SUB PAGE





site explanation

Homepage:

www.knowland.com

Homepage Layout

The layout and design of the homepage are intended to be clean and professional with a technological-feel. It is based on the Bootstrap framework for consistency and mobile responsiveness.

Header

The header is a horizontal bar that contains the Knowland logo, the navigation menu, and the sign in button. It is a slick, responsive version of the previous header (and is intentionally similar to it so as not to confuse clients).



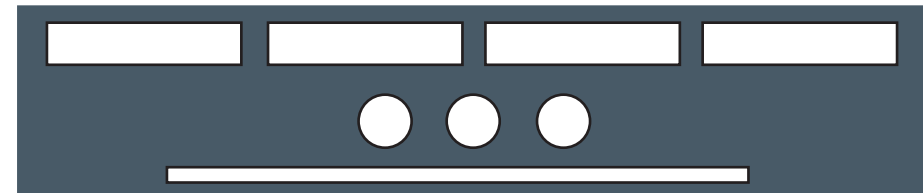
Navigation

The menu is a horizontal list of four links that display drop down menus on hover. When hovered over, the background color of the link changes to the Knowland burgandy and a slightly drop shadow is added to the text.



Footer

The footer provides easy access to all pages on the website. The links are split up into 4 columns, followed by a row for social media links and then another row for copyright and company info.



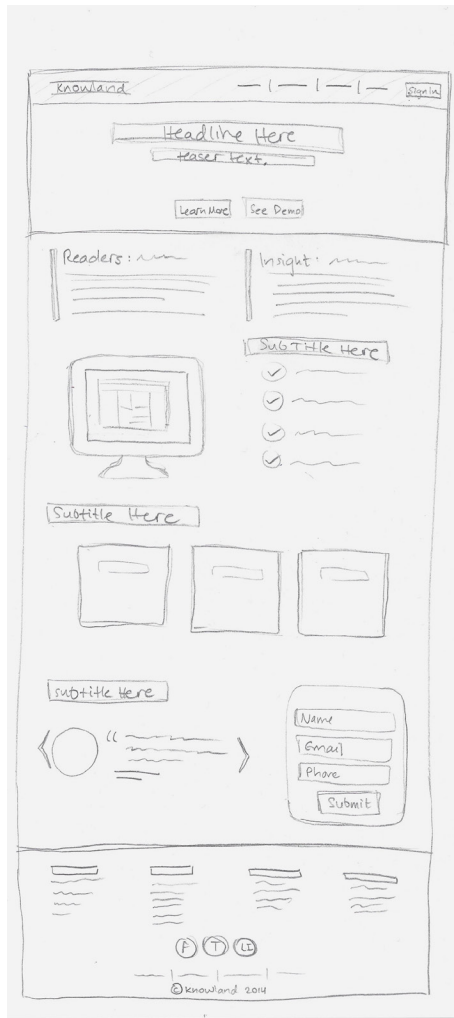
General Sub Page Layout

The layout of all non-home webpages all adhere to a similar structure, which consists of the header, a shorter gradiented jumbotron, a content area, and the footer.

website mockup process

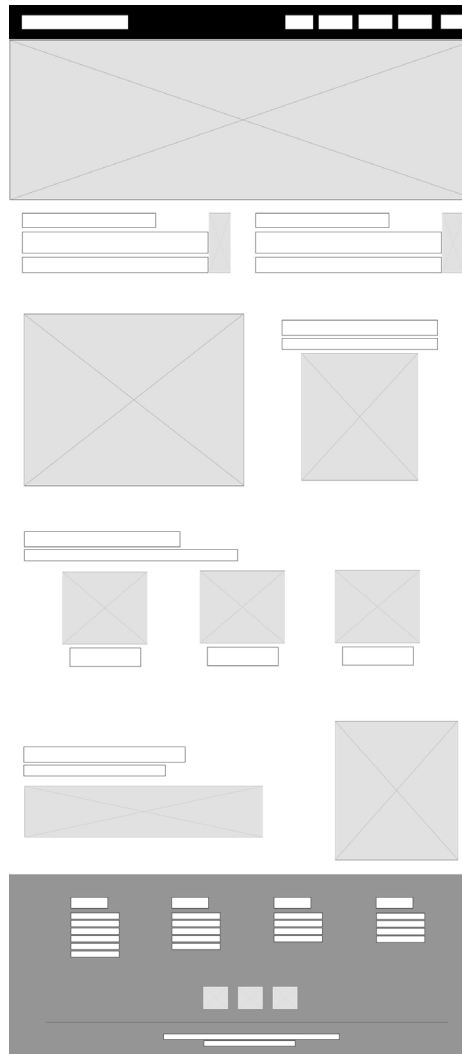
SKETCH

1



BAREBONES MOCKUP

2



HI-RES MOCKUP

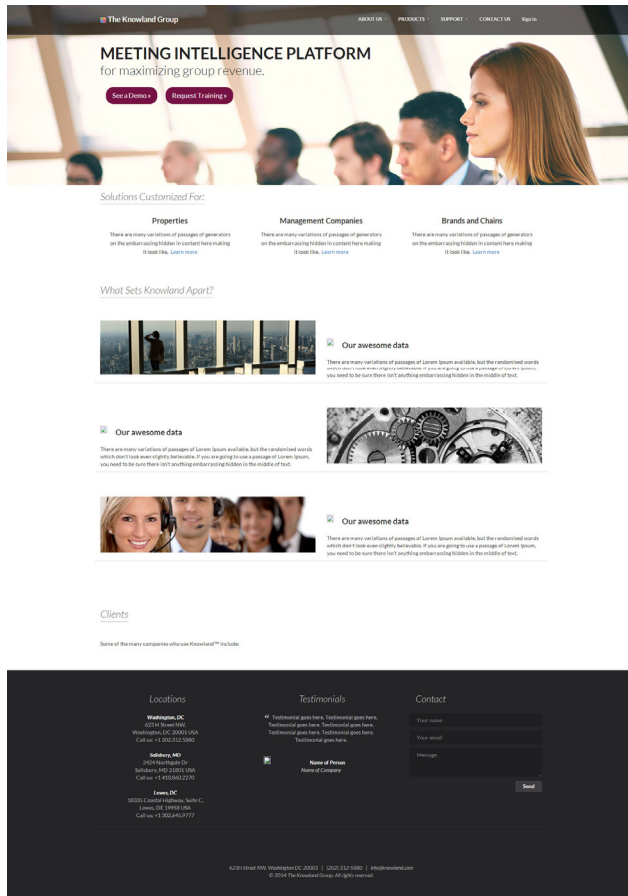
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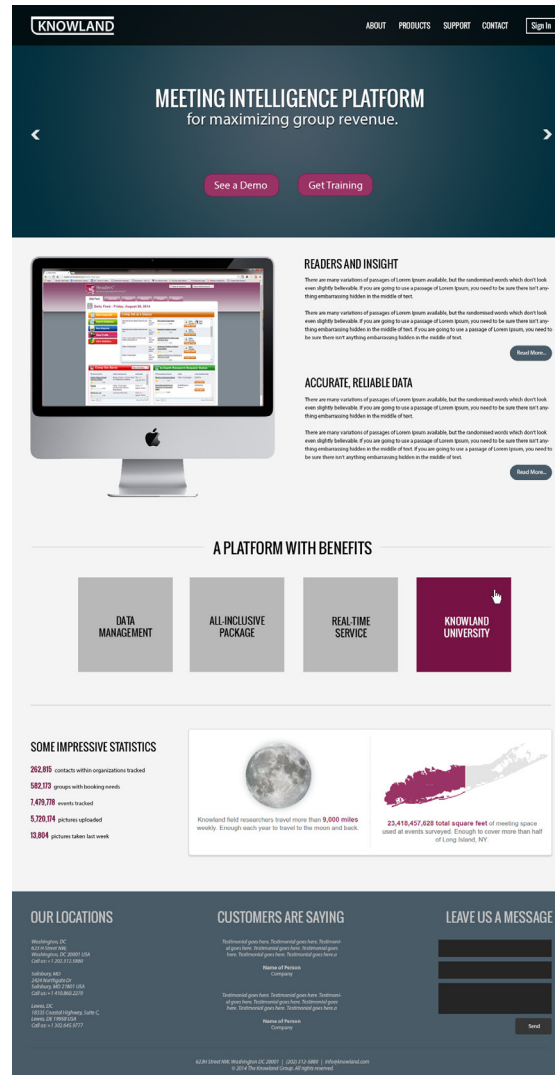
I generally go through this three-step process for 2-4 different mockup designs, solicit team feedback and criticism, then pursue the 'best' design. The end product often involves elements from each mockup.

mockup design examples

ORIGINAL DESIGN #1



DESIGN #2 (AFTER FEEDBACK)

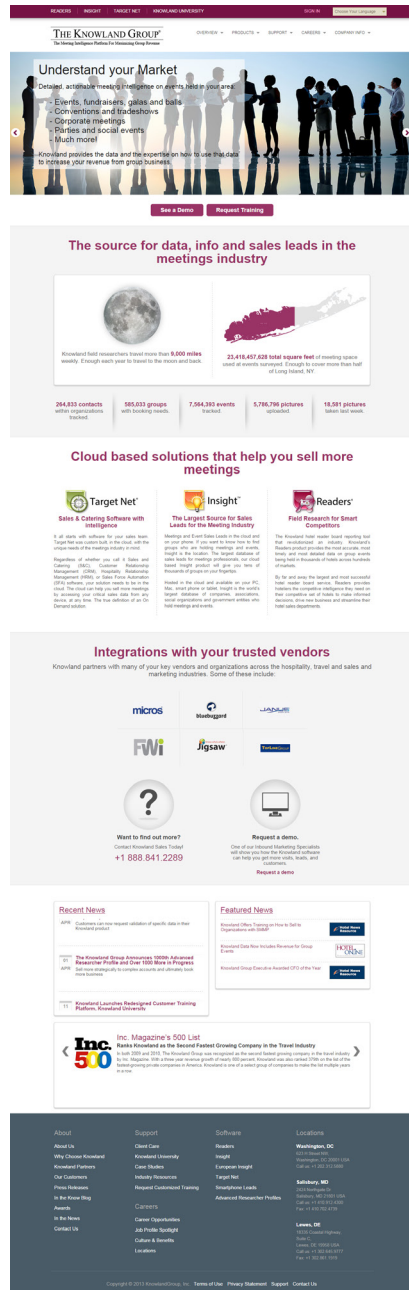


DESIGN #3 (FURTHER CRITIQUE)



These are examples of designs I created prior to the final deliverable. Each design was created after external feedback was solicited from a variety of audiences. This series shows a clear progression towards the final design.

before & after



For comparison, here are the two website designs side by side.

Left - Before

The one on the left is the original design that was severely outdated and non-responsive.

Right - After

The one on the right is the updated design, which incorporates mobile responsiveness and a refreshed look and feel, while still maintaining branding requirements.