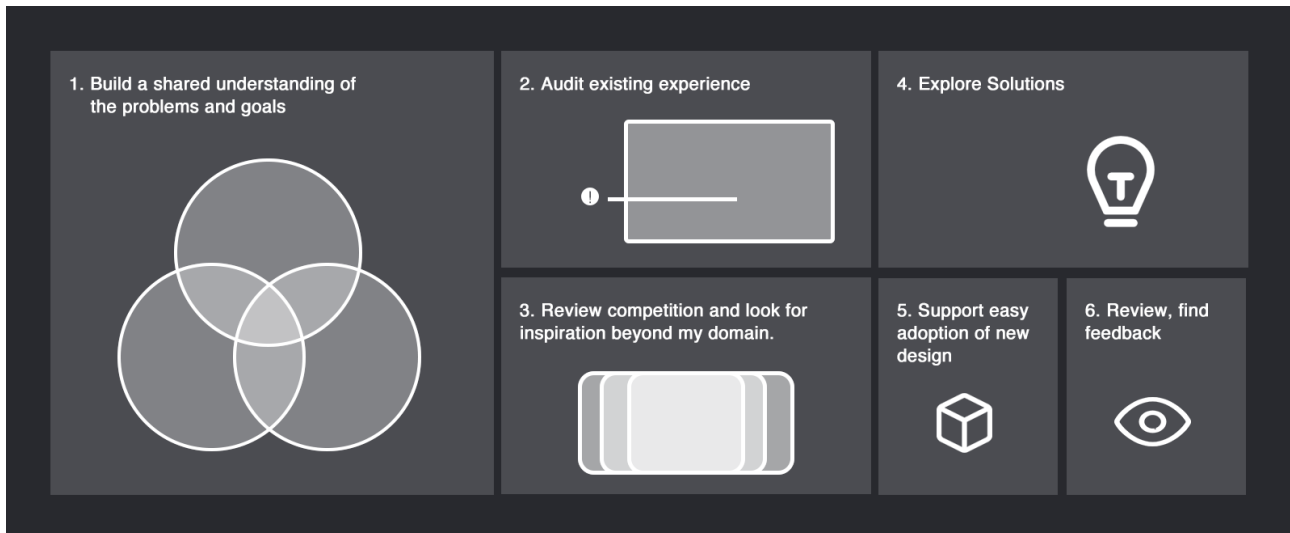


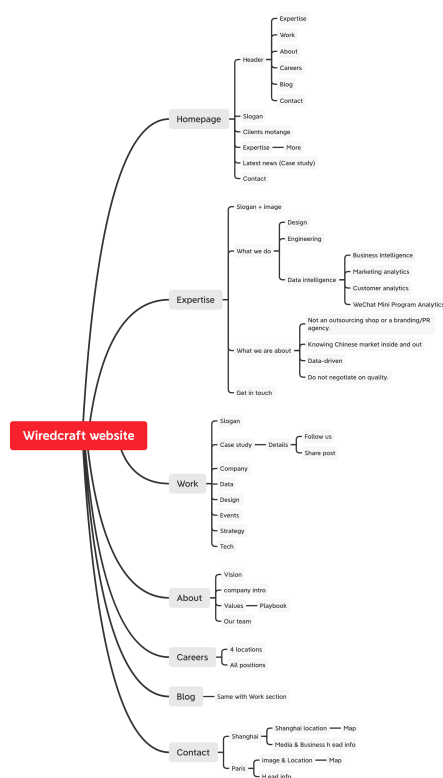
# Wiredcraft website redesign case study

## My whole design process



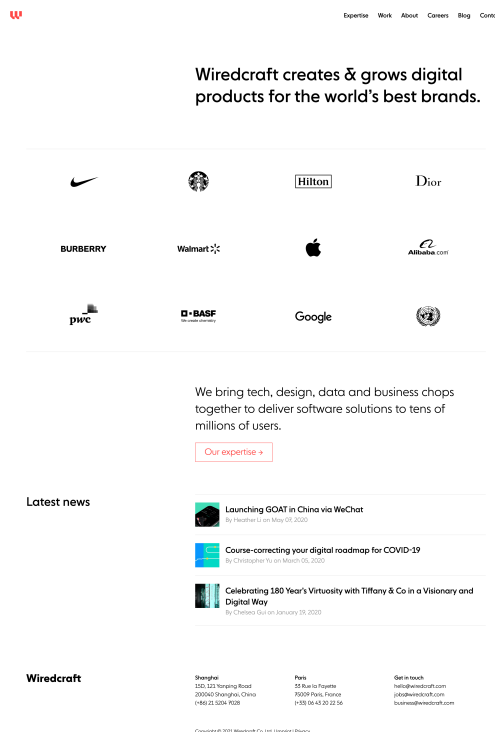
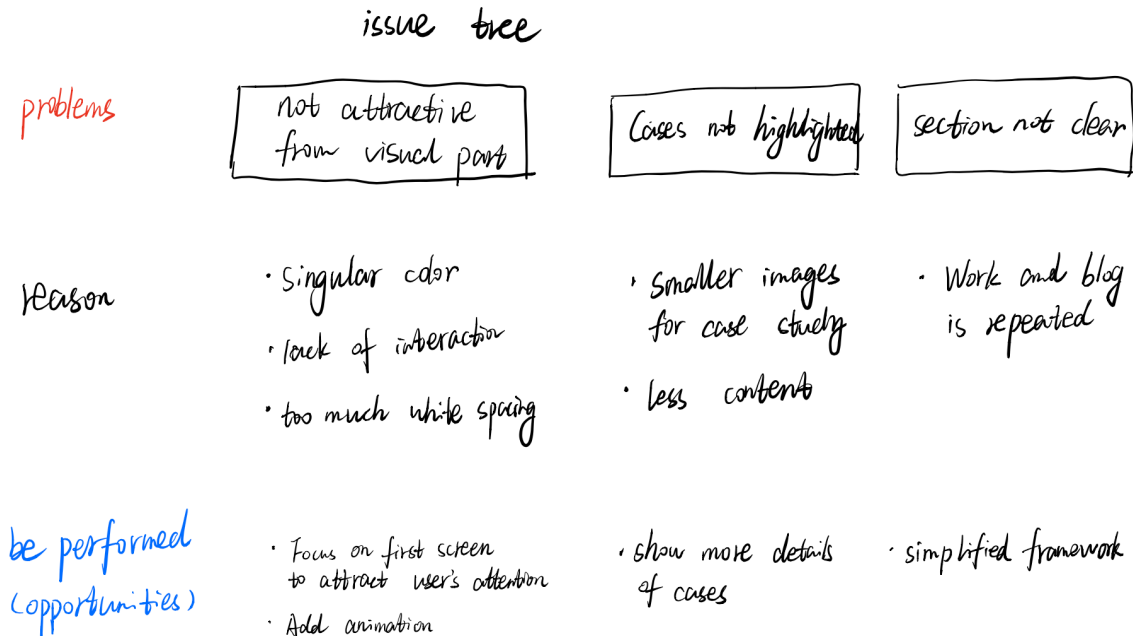
## • Getting start

First of first, I framed the existing website and started to analyze the logic and content of all pages, viewed the current version and find user experience, navigation structure, content strategy, to discover which parts are easy to ignore, and which can be highlighted.



## • Current issues

I using issue trees to break down complex problems into distinct, smaller components. Issue trees typically take on the following structure:  
Here is the issue trees that I made to gather questions:



The current Wiredcraft website on desktop.

The current questions are:

- The home page is less rich and interesting, without highlighting the most solid cases
- At the first screen, specifically not focused on solutions just brand
- Not showing our strengths at homepage.

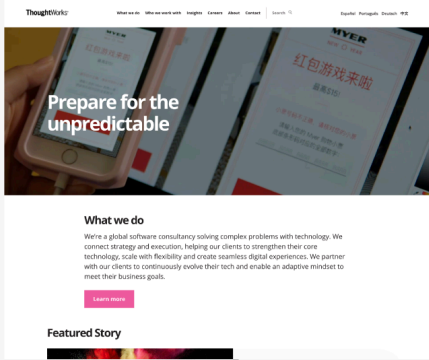
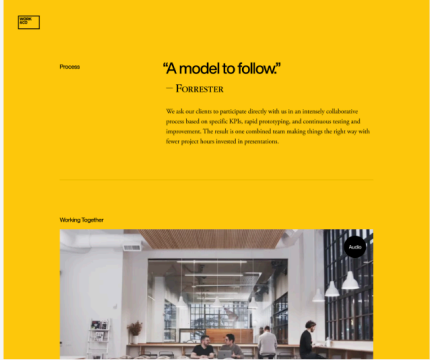
## • Understand brands goals & strength

Goals: to improve the company value telling and show more nice cases(Especially design&creative work). focus most on Branded clients.

Strength: Data- driven, fun, software solutions

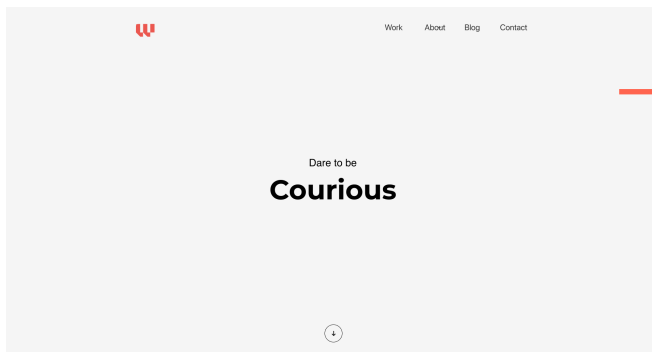
## • Competitive analysis

Analyze the content framework and visual presentation of competing products

	 <p>Thoughtworks</p> <p>Prepare for the unpredictable</p> <p>What we do</p> <p>We're a global software consultancy solving complex problems with technology. We connect strategy and execution, helping our clients to strengthen their core technology, scale with flexibility and create seamless digital experiences. We partner with our clients to continuously evolve their tech and enable an adaptive mindset to meet their business goals.</p> <p>Learn more</p> <p>Featured Story</p>	 <p>Work.co</p> <p>"A model to follow"</p> <p>— FORRESTER</p> <p>We ask our clients to participate directly with us in an intensely collaborative process based on specific KPIs, rapid prototyping, and continuous testing and improvement. The result is our combined team making things the right way with their project better informed in presentation.</p> <p>Working Together</p>
<b>Strengths</b>	<ul style="list-style-type: none"><li>• Showing the company value</li><li>• Showcasing special features</li></ul>	<ul style="list-style-type: none"><li>• Positive Colors</li><li>• Showing the company value to users</li></ul>
<b>Opportunities</b>	<ul style="list-style-type: none"><li>• Showing Wiredcraft strength at homepage</li><li>• Do visual improvements.</li></ul>	<ul style="list-style-type: none"><li>• Using the motion background to draw people's attention.</li></ul>

## • Explore design solutions & Wireframe

Integrate existing services and brand strengths, design goals to rule the new home page framework.



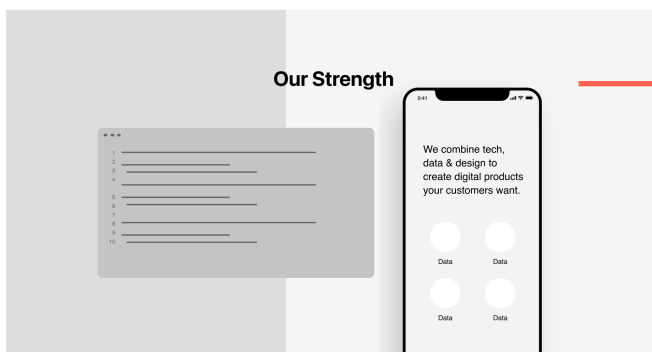
Text motion, Creating a unique and memorable experience

Showing brands value to the users  
bold, curious, Intense, loud, Unique, Awesome and Fareless, etc.



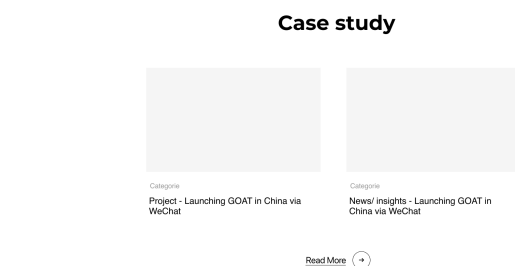
What we do

Let users knowing what Wiredcraft do



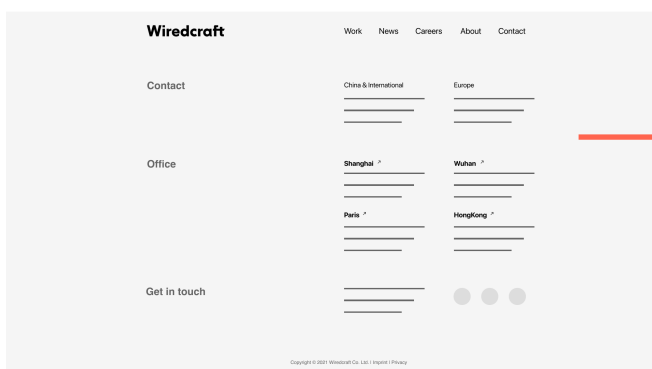
Using code motion to showing Strengths, let users know how do we use code to solve problems for them.

DevOps, automated testing, intelligent monitoring...), we were able to gradually increase the pace of development.

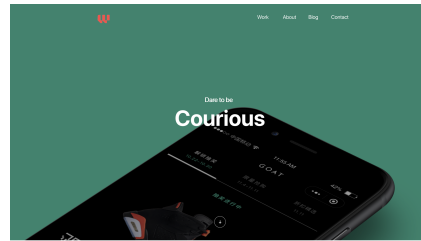


Case study to achieve clients

What we can offer our clients and using case study to engaging user



Contact



**Wiredcraft creates & grows digital products for the world's best brands.**

• **Areas**

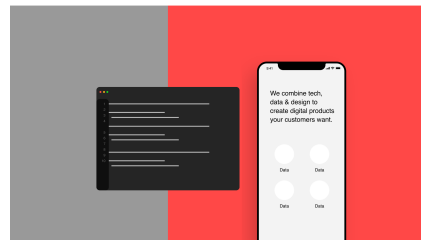
Product Design  
Service Design  
UI/UX Design  
Motion Design

• **Topics**

Architecture & Strategy  
Mobile development (iOS, Android)  
WeChat development  
Web development  
APIs & microservices  
Data science & Big Data  
Customer analytics  
WeChat Mini Program Analytics



Trusted by top-tier product companies



**Our Work**

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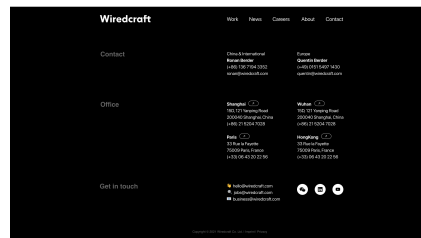
Introducing Launching GOAT in China via WeChat



Introducing Launching GOAT in China via WeChat



Course-correcting your digital roadmap for COVID-19



*The new Wiredcraft website on desktop.*