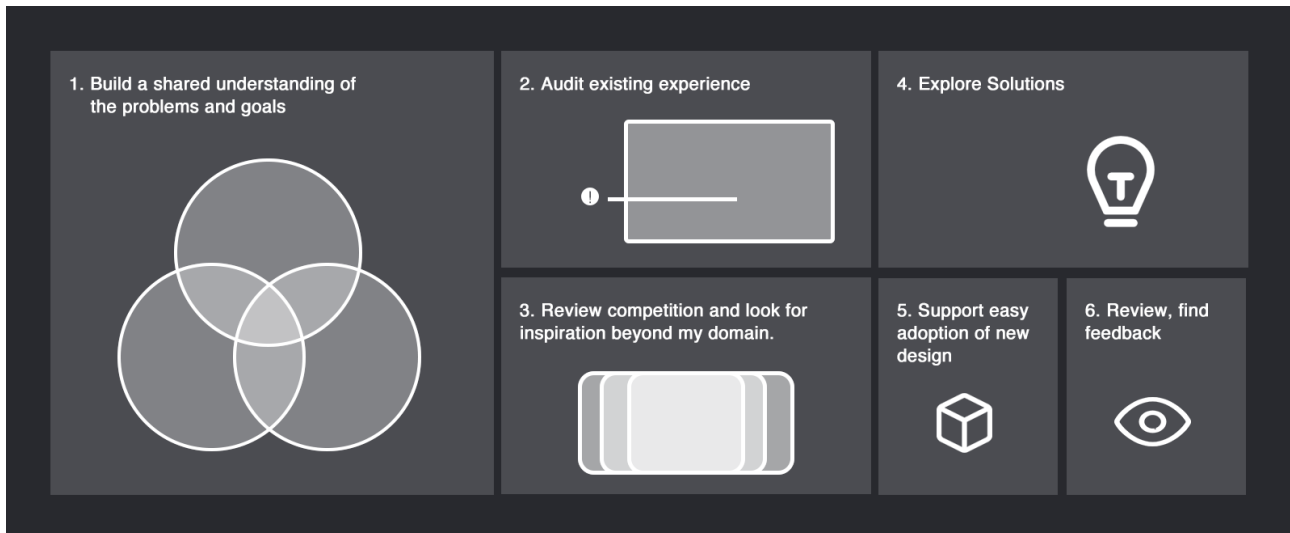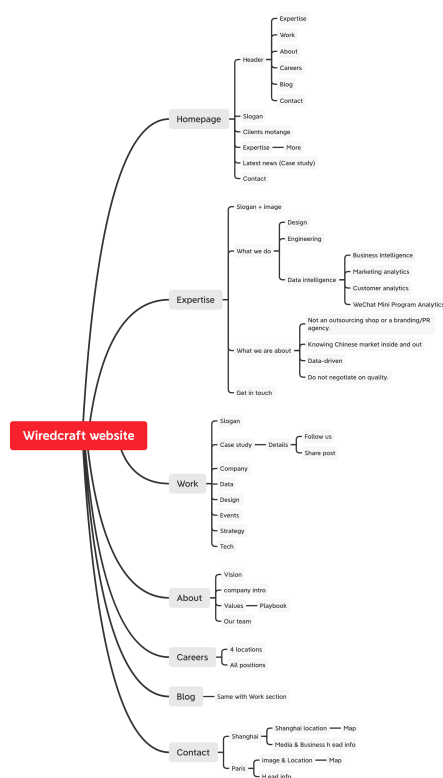# Wiredcraft website redesign case study

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:
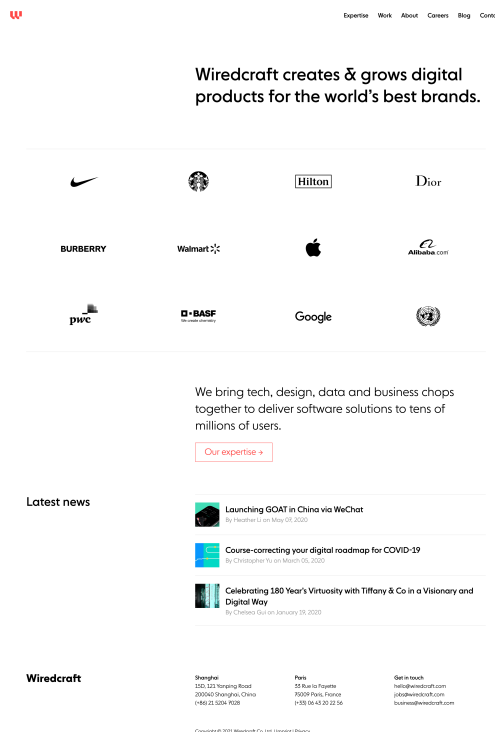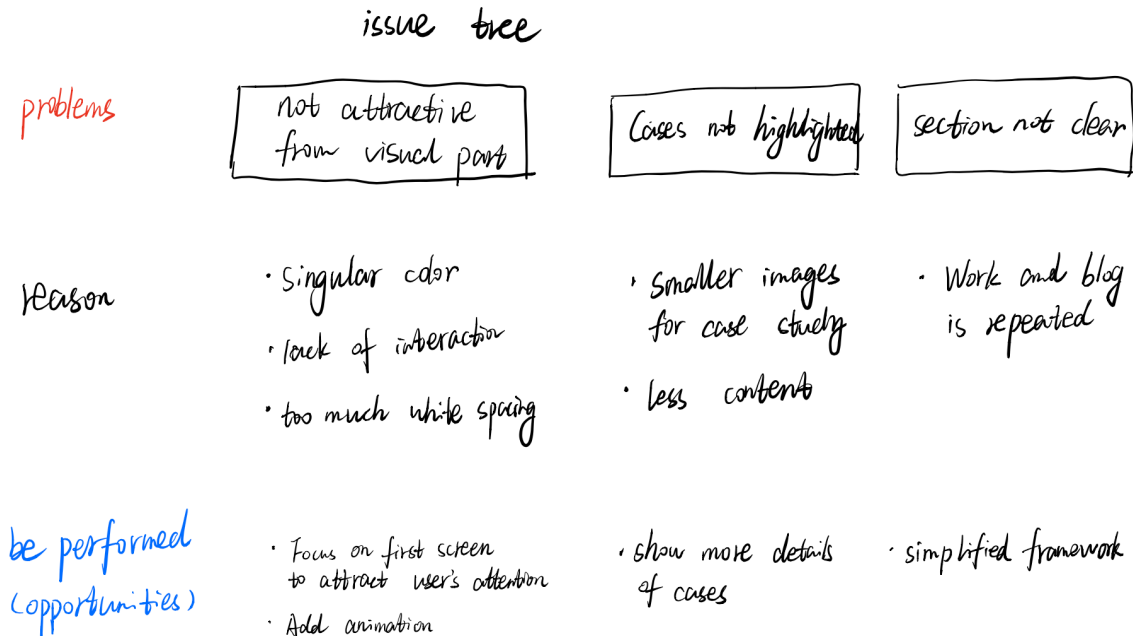
The current Wiredcraft website on desktop.

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
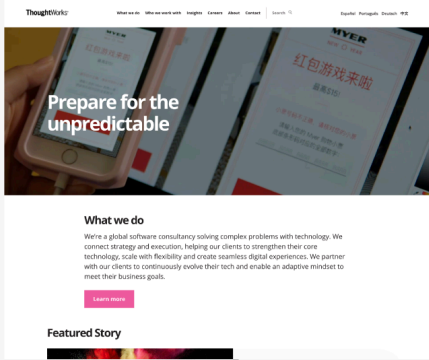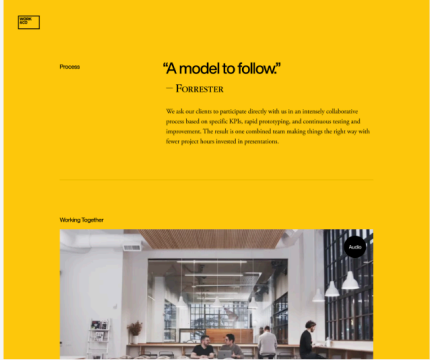- Not showing our strengths at homepage.

• 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

	Thoughtworks	Work.co
Strengths	• Showing the company value • Showcasing special features	• Positive Colors • Showing the company value to users
Opportunities	• Showing Wiredcraft strength at homepage • Do visual improvements.	• Using the motion background to draw • people's attention.

• Explore design solutions & Wireframe

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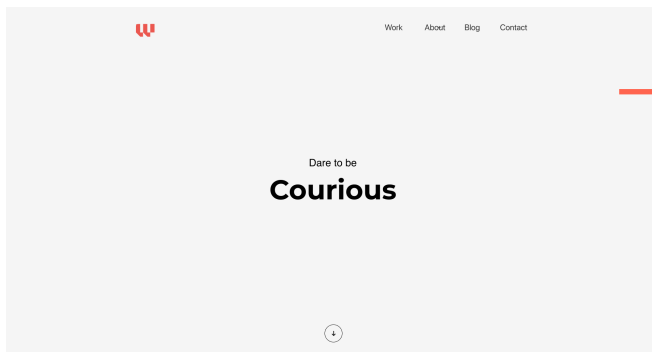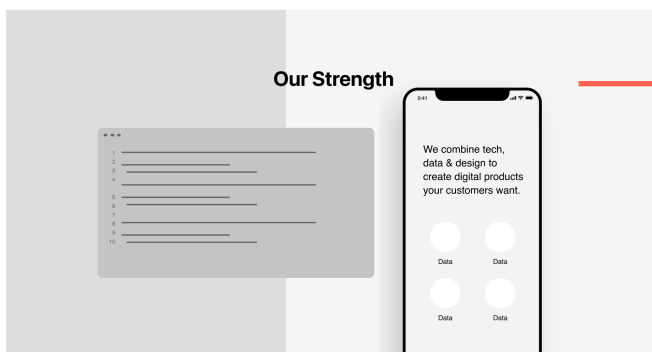

Text motion, Creating a unique and memorable experience

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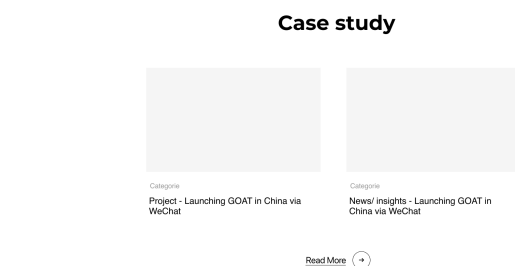bold, courious, Intense, loud, Unique, Awesome and Fareless, etc.

What we do
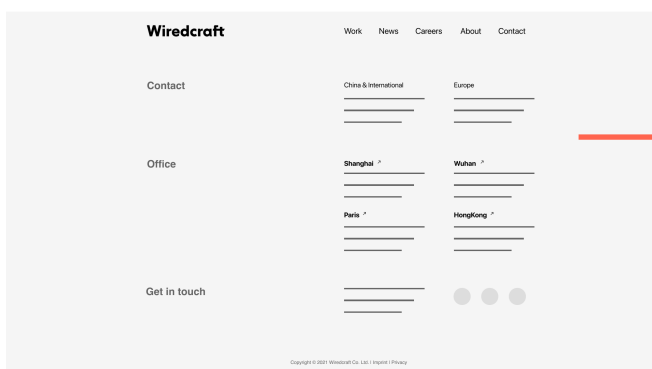Let users knowing what Wiredcraft do

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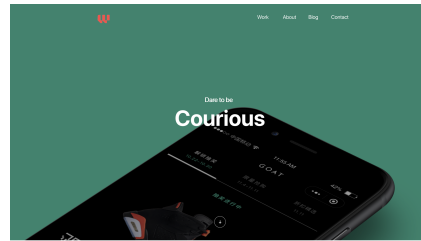
Case study to achieve clients
What we can offer our clients and using case study to engaging user

Contact

The new Wiredcraft website on desktop.