

## **City Cabinet Center**

# The Challenge.

Primary focus of this redesign project was to develop a fully responsive website for a high-end & sophisticated kitchen and bath remodeling business. While existing website did contain all the information about the business, products and services, it lacked key User Experience elements necessary to create right perception and image. Website also had poor web usability that was reflected in customer feedback gathered by the client.

Old homepage, shown here clearly reflects poor user experience and information architecture that does not do a good job in presenting information in an efficient way.

# The Solution.

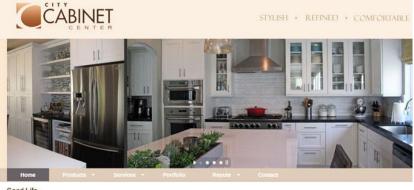
Bath and kitchen remodeling business is highly competitive and in order to get the most out of the website, we had to focus on aligning redesign efforts with the overall business marketing efforts to create a website that reflected a high end professional kitchen and bath remodeling business. New information architecture focused on creating a user experience where a potential customer is able to visualize the end results by reading the homepage content. In the end, we needed a fine balance in communicating the brand message and creating a superior user experience without being overloaded with information.

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#### **ORIGINAL DESIGN**



### UPDATED DESIGN



#### Good Life. Your Kitchen. Your Bath. Your Home.

Beautiful Kitchen, Bath, and Custom Cabinetry for Inspired Spaces. Welcome home to your new kitchen. The table is set, the lighting glows, the air is filled with delicious aromas, and hiends and family are gathered. A kitchen is the true center of a home, where life is lived and enjoyed. You can create a googeous environment, a warm ambiance for your home, and we can help. CITY CABINET CENTER ofters quality kitchen and bath cabinets to the surrounding San Diego area. We also provide full kitchen remodeling and design services. Call us for an appointment and come visit our showroom to see why CITY CABINET CENTER is San Diego's kitchen and bath specialist.

see why CITY CABINET CENTER is San Diego's kitchen and bath specialist. Thank you to our loyal customers for the exceptional reviews online. Google+ and Yelp. CITY CABINET CENTER is a require uncortex or the act. Who have a low birect formation the work of manual

CITY CABINET CENTER is a proud supporter of the arts. We have a long history of featuring the work of many talented local artists in our showroom. To keep up with latest in our world, click here.

CITY CABINET CENTER	BUSINESS HOURS	CONNECT WITH US
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## PROJECT SCOPE:

Fully Responsive Web Design Search Engine Optimization Mobile Website