

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.

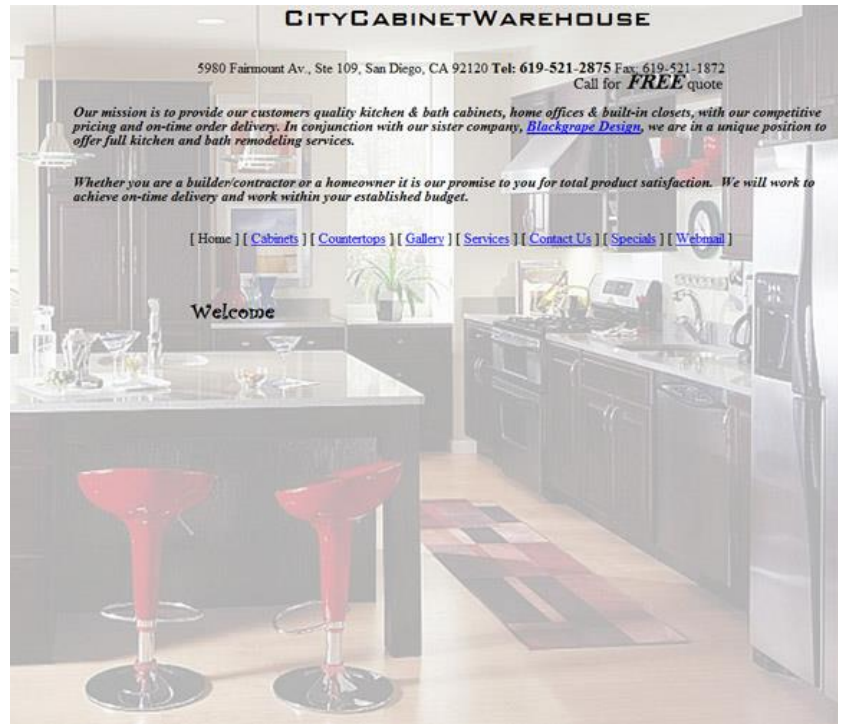
Old homepage, shown here clearly reflects poor user experience and information architecture that does not do a good job in presenting information in an efficient way.

The Solution.

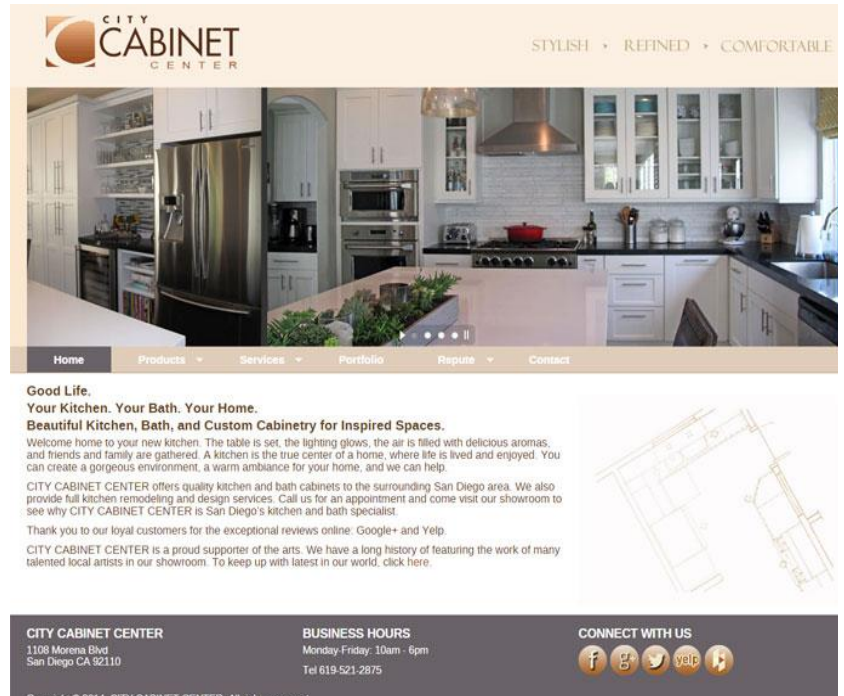
Bath and kitchen remodeling business is highly competitive and in order to get the most out of the website, we had to focus on aligning redesign efforts with the overall business marketing efforts to create a website that reflected a high end professional kitchen and bath remodeling business. New information 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.

515.225.6438
 1200 Valley West Drive, Suite 706
 West Des Moines, IA 50266
 www.amplimark.com

ORIGINAL DESIGN



UPDATED DESIGN



PROJECT SCOPE:
 Fully Responsive Web Design
 Search Engine Optimization
 Mobile Website