Our previous attempts have all had a plain appearance and we are looking for a creative, artistic approach resulting in a very **modern** looking web design.

The site has several different pages but for the purpose of this design project we are looking at three specific pages on the site. The ***HOME PAGE,*** the ***STATE PAGE***, and the ***CITY (Directory Listings) PAGE***. Users on the home page will select a state from an interactive map and reach the correct state page. From the state page they will either enter a zip code or type or select a city to reach the correct city page.

The original site design is unsatisfactory. The original site design is here: [findtaxexperts.com](http://findtaxexperts.com/)

From this home page you can reach a city listings page: [directory listings for newport beach california](http://findtaxexperts.com/California/Newport%20Beach/tax-return-preparation.html)

The original site design had these features:

* Display ads which appear at the top of the listings page or in the lower right hand column.
* Sponsored listings (with a slogan) appear at the very top of the directory listing.
* Below the sponsored listings is an alphabetical section of free listings.

The first attempt to redesign the site was unsatisfactory. Initially, the decision was made to redesign the site to include the following features:

* Interactive USA map which links to STATE pages for each of the 50 states plus Washington D.C.
* Home page buttons for users to request services and for firms to request a new listing
* A method for users to select a city from the STATE page and open the CITY directory page

The resulting designs (which we are unhappy with) are here:

[findtaxexperts home page redesign - sample one](http://new.findtaxexperts.com/)

[findtaxexperts home page redesign - sample two](http://testing.findtaxexperts.com/)

[findtaxexperts STATE page – sample one](http://testing.findtaxexperts.com/washington/?state=WA)

[findtaxexperts STATE page - sample two](http://new.findtaxexperts.com/washington/?state=WA)

[findtaxexperts city DIRECTORY page sample](http://new.findtaxexperts.com/washington/bellevue.php)

We are unhappy with the navigation, sizes, layout, use of color, etc…

Perhaps the problems result from poor composition, color choices, plain appearance of pages and page elements, lack of creativity, or a combination of these factors. A few specific comments:

The logo is okay. However, we are not against changing it. We are not attached to a specific size, color, or effect.

The map itself is mostly fine (except for the minor layout mistake in the external rectangles for the smaller states in sample two), but the surrounding areas of the page could have a more modern appearance. The text, boxes, buttons, colors, sizes, and layout can probably all be improved. The only mandatory criteria is that all of these elements appear “above the fold” and that the user should not have to scroll down the page.

The home page could probably use a slick looking search box for people to type in a city, state, or zip code and go directly to that page.

The search feature on the state page is horrible. Perhaps a larger, more modern search box in the center of the page might be more effective? The map on this page is not needed and the location of the two buttons (for users or tax firms) could be anywhere. The featured listings could appear anywhere on this page, but probably near the bottom is best, because…

While it is okay if the quantity of listings causes the need to scroll down, the user should not have to scroll down to use any of the other features of the site.

The directory page itself needs to be redesigned. The only criteria here is that there are four types of listings:

* Gold members – the highest and most prominent listings
* Silver members – appear next and should still look attractive but different than the gold listings
* Bronze members – appear next and should still look attractive but different than gold and silver listings
* Free listings – the most basic appearance, alphabetical, more plain looking than the paid listings

There are a few other features and pages, but the project itself will be awarded based on the appearance of the home page, state page, and listings (city) page. Other features of the site are: contact us, get listed (packages), thanks (for your email), and future features which we will be adding later on but are not important during this phase of the project.

Send your questions to: [info@findtaxexperts.com](mailto:info@findtaxexperts.com) and we will reply as quickly as possible.