

Website Redesign Notes



Websites we can learn from

Passion Planner

Minimal text, all call to action, good breakdown of industry in testimonials

Game Theory College

Good use of Parallax Scrolling to break up large data dumps

Vend

The Vend landing page has everything a curious visitor would need to be sold on the package without feeling like a wall of text. Full width images divide sections. Consistent iconography design. Subtle but consistent hover-over effects. Special note is the examples page, which uses a grid of different industries that market its flexibility without a user needing to click through to each.

Xero

Xero is fairly similar to Vend but I want to draw particular attention to the largely flat design. Shows great confidence in branding colours.

Co Working Space

Great use of simple animation, engaging with addition content reserved for click-through. Works well on mobile.

Pathway Financial

This just gets a mention because I LOVE cycling numbers. Example in: 'Our Team Has a Report Card Worth Bragging About' section. everything else on this page isn't that constructive

Muse Tech

VERY VERY simple. No graphic use, but showcases a lot of fundamentals in layout we could pinch. Love the use of a feature brand colour to pull highlights. Overall too much white

space but very well balanced and a good framework if combined with more graphic heavy uses above.

Medallia

Really does a good job of breaking down a lot of information and broad industry pitches into one website. Good use of scroll animation and broad hero text. Could be a good a balancing angle to applied to the minimalism of muse technologies example.

360 Property Group

Image heavy business website. Designed to be all show. Considerably interesting for us as they are selling something as boring as property management so they rely on mainly stock imagery throughout their website. Interesting to see how a company (like us) with no tangible products uses an image heavy format.

Kuto

I think we could learn a lot from elements found in hospitality websites. The french website uses simple iconography and minimal text to make an interesting landing page

Thrive Solo

I fucking love this minimalistic, flat, bold design. Switching out software screenshots for simple iconography would be very achievable for Ocius Digital considering our pallet.

Chec

Simple staggered orientation landing page, with each feature being a call to action for an isolated page.



Notes

Common tips for content heavy design

White space – allowing the content (and your visitors' eyes) room to breathe

Boxes, borders & graphical planes – Segmenting the information into visual categories

An intuitive search method – Letting your users jump straight to the info they need

Grids – Although not always necessary for comprehension, keeping content within a rigid, consistent structure helps reduce the effort required to process it

Strong information hierarchy – Establishing a consistent design language using content types (blurbs, excerpts, call to actions)

Visual hierarchy – The relative importance of different content areas and elements can be visually implied in many ways, ranging from typographic treatments (headlines, sub-headings, pull-quotes, etc.), to image sizes and saturation, placement, etc.

Simple Colour Branding - Minimising branding colours to focus on 3 colour profiles for maximum impact.

Trends:

- Parallax
- Flat design
- Minimal but bold colour use
- Large iconography
- White Space

Issues and notes on current website:

- Segregated landing page
- Text heavy without consistent formatting
- Landing page should incorporate all required information from 'About Us' if a landing page doesn't do the job of explaining the business then there is no point.
- Dead space instead of white space. Single column layout leaves lots of badly managed dead space
- Drop Down menus are not mobile friendly and also don't offer a animation that fits the flat design.
- Menu bar colour change when scrolling is a distraction rather than a flourish
- Reliance on menu presses for a client to dig deeper into our work, no call to actions on the front page act as links to further information
- Menu scrolling animation is broken on product pages causing the header to overlap on product name before load in.
- Product pages show the best promise overall, but we may wish to move towards a dual column layout vs three column giving each feature more impact.
- Did I mention how much I hate our menu...
- Overall, interface and typography need to be increased. Redundant content needs to be dropped in favour of quick impact.
- I believe our design style should match our business not our competitors. Putting our



design philosophies closer to graphic design agencies and further away from stagnation of the IT industry.