

What has *your* website done for you lately?

Most websites don't quite do enough, we think. Our **Web Review & Action Plan (WRAP)** service looks at the entire web experience, mainly from your users' perspective and recommends how to make it more **effective, efficient** and **satisfying**.

The WRAP strategic report

We deliver a recommendations report explaining how to **guarantee** website improvements.

1. Get more people **to your website** through search engines.
2. Keep people **on your site** through more useful and better laid out information, removing any existing gaps and barriers to interaction.
3. Ensure more **positive user actions** for your organization through better call-to-action-paths and more useful features such as community-building, donations and volunteering.

To create a better **Information Design** for your site, we employ these **Peace™ principles**:

Primary purpose: It should be obvious at a glance what each web page does.

Effortless ease: Customers should not have a puzzle to solve as they use the site.

Approved accessibility: All pages need to be valid and usable via target technologies.

Complete consistency: The interface layout always needs to behave the same way.

Expected execution: The interface should respond as a typical customer expects it to.

Some sample Reporting and New Design Blueprints:

Interface review and annotation

Graphical style

Buttons have 4 styles:

1. Primary: dark blue
2. Secondary: light blue
3. Tertiary: grey
4. Small action: small, possibly with rounded corners.

"Go" and "Login" homepage buttons should be **primary** per the UX guidelines document.

Country/Lang selectors
Changes for countries where you can't select?

Text (ALL) should all be in Sentence case to improve readability. Considerations:
 • Shopping cart
 • Product name
 • What's new
 • Product categories
 • Applications by industry
 • "View all"
 • All the links under what's new etc. across the page

Title (ALL)
All should be in dark blue. **Connections:**
 • Search
 • Shop by
 • Login
 • When shipping (don't change from "Shipping")
 • Application by industry (on this image)
 • Product category
 • Product category

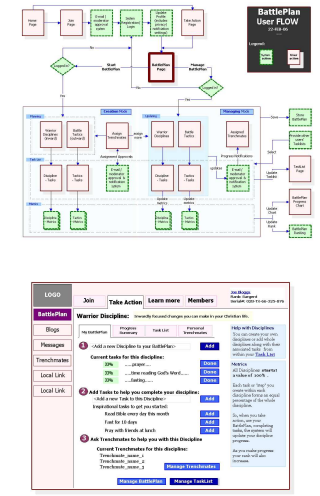
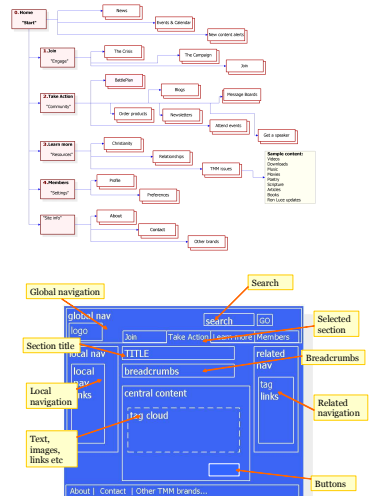
Product category & Apps tabs section
 1. When Product Categories or Apps by Industry tabs are "off" they should be grey (but darker than the "on" state)
 When they are on they need to be dark blue
 2. Remove the link "Top up more... investment - error"

Start shopping
 1. Start shopping needs to link to the start of the other 3 columns.
 2. Current items are inventions.
Connections:
 A. Shop by **Product category**
 B. View my **Account**
 C. Add to cart
 D. Request a **quote**

Vertical action areas (orange-based)
 1. The link order is: (Login) Start shopping
 2. Add to cart
 3. My Account should not have a "Customer Service" link
 4. Add a link for "Custom lab services" to the support section.
 5. About, new and support section links have been transposed.

Updates to CONSISTENCY of HTML Prototype
 1. Show global header
 2. Show tab state

New versions needed to allow dynamic page states
 1. Logged in
 2. Other pages with global navigation header. How do these tabs work on other pages?
 3. Once logged in there will be a record of read in space related when the content on the left moves around?



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