

Case Study for Shado Design

Intro

For this project I was hired by a UX design firm, Shado Design, to create and strategize all content and a content framework for the launch of its new website.

To accomplish this, I created content patterns for different content types across different pages, as well as a style guide. This would help ensure that Shado Design could continue to build on top of the framework into the future and that it would be consistent and high quality over time.

This is a link to the wireframe site:

<https://sites.google.com/view/shado-design-internal-use/home>

Process

Client interview

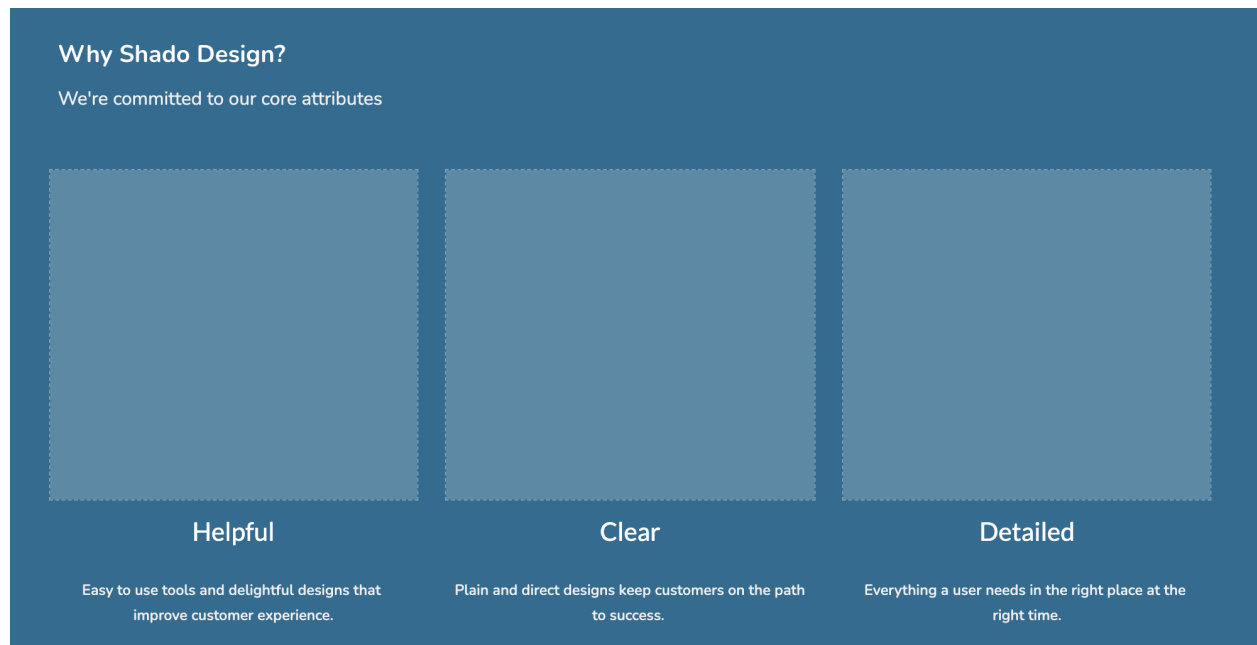
I spoke with the founder and lead designer of Shado Design to gather information about the project, about their work, about the company and user goals, and about Shado Design's audience.

We spoke through a history of client work, and I discovered it was important that the company be portrayed as established and professional.

Via these conversations with the client, we established three voice attributes:

- Helpful, but not in the way
- Clear, but not pushy
- Detailed, but not extraneous

This is also represented on the site:



With the *Home* page I established who Shado Design is and what they do.

- I laid out sections that link to subsequent pages in a way that made logical sense, and to establish a suggested journey through the web page.
- These content blocks were short and simple: a 5-7 word headline, a single sentence description, and a button that echoed the copy above it.

The *About us* page and the *Our process* page were about telling the target audience how Shado Design can be beneficial as a hired team member. These pages allowed for a little more description, while keeping in mind users only have so much attention.

Case Studies

Three case studies showcased Shado Design's previous work. While the images are not quite in place, the descriptions communicate clearly what the project was, the solutions used to meet the challenge, and the outcomes they accomplished.

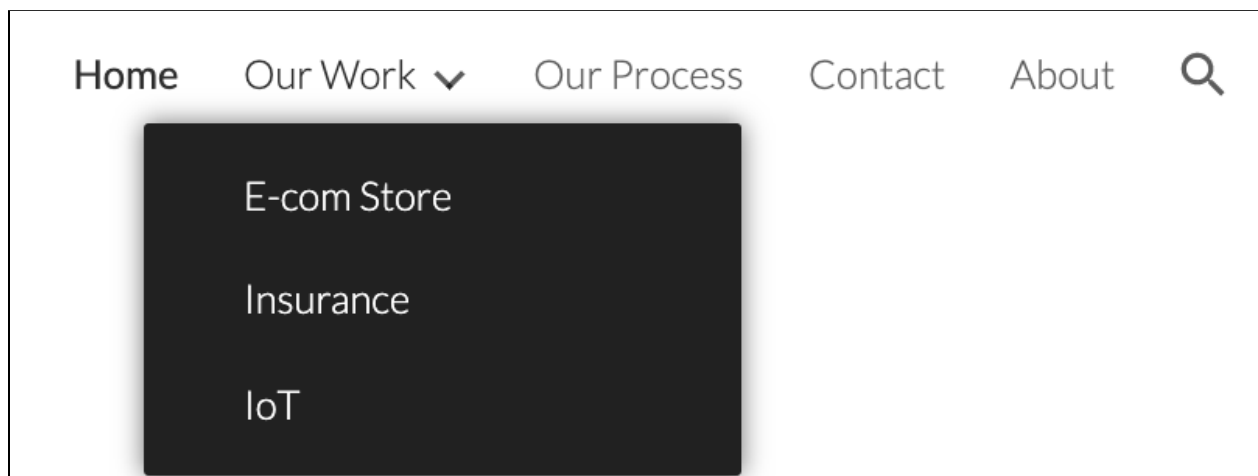
For the Style Guide, it was important to lay out some of my process so that future writers and designers would have a map to create new content as it's needed. (The Style Guide is linked in the portfolio.)

Testing

With the site launching soon, we tested much of the content. The feedback was instructional and confirming.

Highlights include:

- Changes to the navigation word choices:
 - **66%** preferred "contact us" to the more playful, but less direct "let's do this" to navigate to the Contact us page.
 - **83%** preferred some form of "Work" to navigate to work examples: Work, Examples of work. I recommended "Our Work" in top navigation.
 - **50%** of testers preferred "Process" to navigate to a page describing how they work through projects: 66% preferred "How we work" (One person mentioned both). I recommended *Our Process*, similar in style to *Our Work*.



- For the *About us* page, we made some copy edits to simplify language and shorten the message.
- The *Our Process* page instilled confidence in test takers. **On a scale of 1 to 7, with 7 being the most confident in Shado Design's capabilities, based on the written description, the average score of 6 test takers was 6.33.**
- The case studies were also well received. A quote: **"The linked use case interested me so much that I actually did start to review the next use case."**