

Website redesign for <http://www.mirola.com>.

Background

Mirola are a digital agency based in the Soho area of London. With a wide area of expertise in all fields of the digital landscape Mirola provides comprehensive digital solutions of all types to various enterprises.

This documents my proposed redesign.

The current website can be viewed at <http://www.mirola.com>.

Stakeholder Considerations

Mirola is often responsible for creating digital solutions for clients with little experience of the field. As such the Mirola website would need to be easy to navigate and any design should serve to highlight the content.

The existing website design was the work of the businesses director and thus is very representative of his personal taste. It would be important to consider this during the design phase.

Aesthetic Considerations

Mirola in essence is a website design and development business, though it also completes many projects where databases are crucial to operation and data management and analysis play a strong role. As such the Mirola website should highlight their strong, clean, modern design style both for end user interaction and internal user interface design.

The Mirola logo has a strong modern design and features the corporate colour which is also used on their stationary, including business cards where the colours are reversed.

Project Goal

The website needed to be updated to meet the changing market tastes and to highlight the dynamic of the company. The copy should be left unchanged, but be easy to update in future using existing methods.

Design

The design reflects the original website in its basic structure and layout, keeping key elements such as the use of horizontal lines to define and divide content, the horizontal navigation and the logo position.

The grey bars have been lightened to better represent the companies fresh, clean

image, while the main text was darkened to black as to allow easier reading of the content.

In keeping with Web 2.0 trends the copy was enlarged and an increased line spacing was used. For overall consistency throughout the page the headings were brought up to the same point size where, on the front page specifically, it helps to highlight the key industry issue of return on investment.

A gentle striped gradient is used at the top of the design to allow adequate header space and maintain the logo position without leaving too much white space and aids to draw the clients eye down to the navigation and content.

To draw potential clients to Mirola's portfolio the design highlights the list of industry specialities in which it competes using the a dashed line in the corporate colours paired with matching square bullet points.

The design utilises the web-standard colours for all links on the page providing stark contrast to the predominant colour scheme and helps to highlight Mirola's web-standards design implementation in its projects.

Implementation

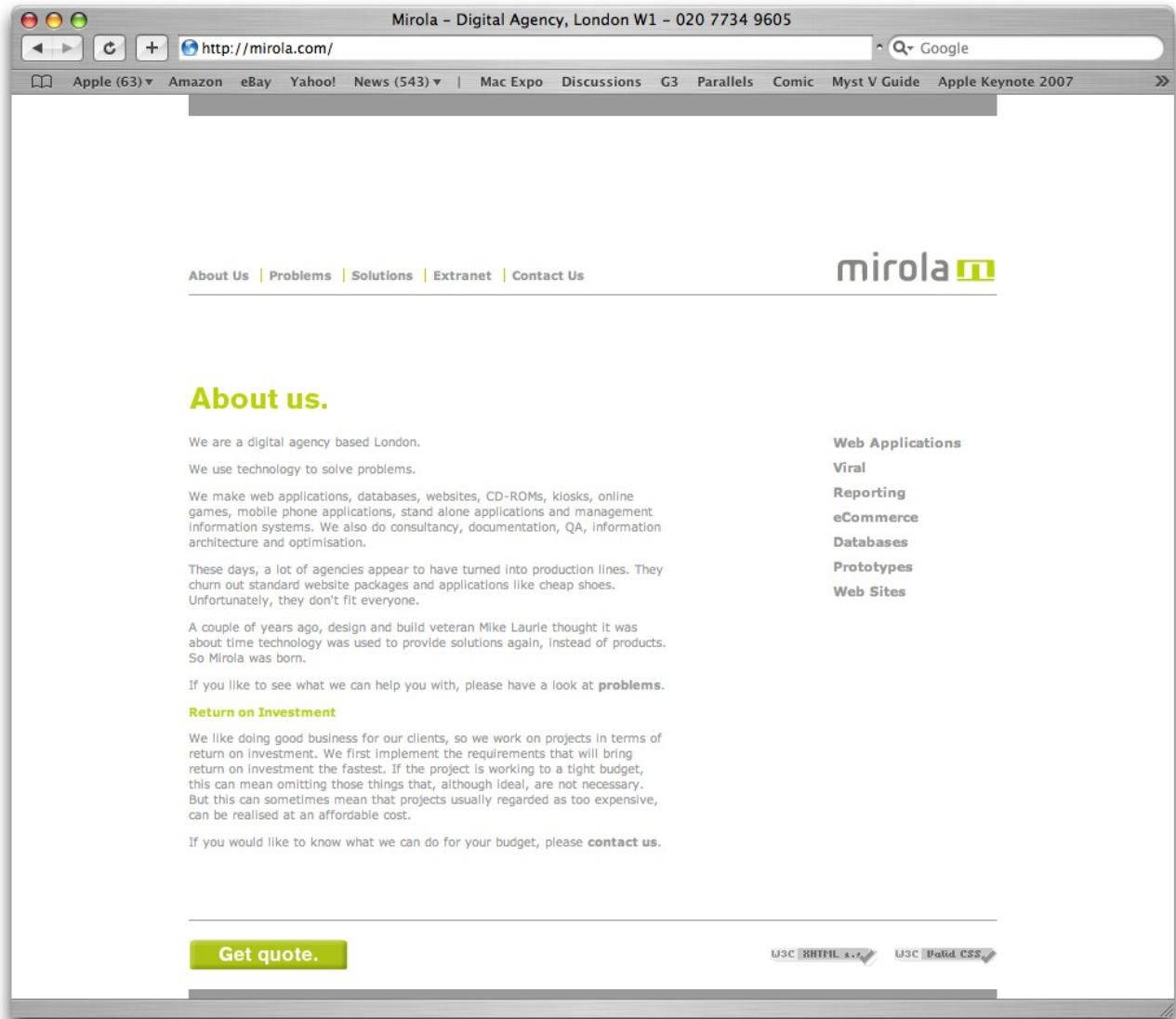
The proposed design was not completed or utilised for the website with a complete overhaul of the site in Adobe/Macromedia Flash planned for some time in the future. An interim design is being sought where the design may be re-evaluated for further work and implementation.

Notes

The design involved no change to the sites content or mark-up files, all style changes were completed in an external CSS file, with some additional images. The latest design can be viewed at <http://jason.homedsl.co.uk/projects/mirola/2/>.

Design Comparison

Home Page, Before:



Home Page, After:

