

## Case Study:

Client name:

CityWarm Gas  
Consultants

Scope of project:

Create a full website  
from existing brand

Date completed:

July 2008

Web address:

[www.citywarm.co.uk](http://www.citywarm.co.uk)



Background information:

CityWarm limited are a consultancy business that provide contract advice on gas services to local housing agencies and other organisations. They required a web presence to provide information on their services, staff and experience.

Design summary:

The website was required to reflect the existing company branding. This set the constraints for the colour palette and the design style. The focus for the design was to provide information on the key areas of the consultants, the services offered and previous clients. The home page was designed to give an introduction to each of these and give the option of getting more detailed information.

As CityWarm is a developing company that may offer further services in the future, the website was designed to be flexible enough to accommodate additional content.

Services provided:

The project involved the design and development of the website, taking into account the very detailed requirements and preferences of the client.

The website was hand-coded to current web standards using compliant XHTML and CSS. These standards guarantee that the website will display properly in a range of common web browsers while being ready for future web advances. They also provide a foundation to the website meeting accessibility and search engine requirements. Additional work was completed in both these areas to make sure the website was easy to find and use by all users.

Lessons learned:

The Director of CityWarm has many years of excellent experience in the gas industry and had very clear ideas on the information that should be included and how it should be presented. The use of a Flash banner came from him and was my first experience of working with this technology. Following my initial dread of dealing with such a large product, I came to enjoy the process of the creating the banner and using Flash. It is an experience that I have now taken into other projects and look forward to learning more about in the near future.

Client comment:

"An excellent outcome from redNests. Good communication skills and implementation of my ideas" – Kenny Henderson, Director CityWarm Limited.