

Case Study:

Client name:

Gaselect Technical
Services

Scope of project:

Create a full website
from existing brand

Date completed:

March 2008

Web address:

www.gaselect.co.uk



Background information:

Gaselect Technical Services Limited specialise in the maintenance, repair and installation of domestic gas central heating systems. They required a web presence to provide a contact point for potential customers that contained information on their services, experience and expertise. The primary audience for the website would be home-owners but should also be relevant to corporate clients looking to sub-contract work.

Design summary:

The website was required to reflect the existing company branding. This set the constraints for the colour palette and the design style. Gaselect are a very modern, young company with excellent ideas on customer service and business ideals. The website was designed to match this ethos.

A very minimal approach was taken to achieve this. Substantial amounts of white-space was used to frame the important content such as the contact details. In addition, strong emotional images were selected to attract visitors and show them the benefits of a good central heating system.

Services provided:

Following on from the design and development of the website, the project involved working with the client to make sure the content was pitched at the right audience. The use of simple, common words and a scan-able structure means that customers can get the information they want quickly.

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:

Gaselect have a number of clients with significantly different requirements. They provide services to individual home owners as well as sub-contract work for large corporate clients such as Eon and British Gas. To produce the right website I had to understand who would be the primary audience for the website and make sure it was targeted at them. This turned out to be the home-owners searching online for the services Gaselect offered.

Client comment:

"redNests provided a professional service that helped us successfully launch a website that matched our company values and vision." – Paul Ferrie, Director Gaselect Technical Services.