

Case Study:

Client name:

TTY Limited

Scope of project:

Create a full website including logo and branding

Date completed:

August 2008

Web address:

www.tty-ltd.com



Background information:

TTY Limited is a UNIX consultancy business. They required a web presence to provide information on their skills, experience and expertise. This information was to be targeted at both existing and potential clients. In the main, clients would be either recruitment agencies or private companies.

Design summary:

For this project TTY were very specific on the design style they preferred. Their design brief asked for *"a serious business-like feel, and at the same time trying for a Google-style cuteness"*. From this brief, I set out to produce a professional looking design that was also friendly.

Substantial white-space and a warm colour scheme were used to achieve this feel. As TTY specialise in Sun Solaris support, the use of a strong orange and a sky blue acted as a metaphor while being warm and welcoming. Friendly language and rounded corners added to the informal yet professional feel of the website.

Services provided:

In addition to the design and development of the website, the project involved the development of a corporate identity that included a new logo and colour scheme.

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:

While the design of this website reflects a modern, minimal style that I love, I had to spend considerable time breaking down this style to understand what makes it appear both professional and friendly. As a designer I have learned that this is an important step in producing a successful design. It is one thing to look at something and like it... it's completely different to look at something and understand what it is that makes you like it.

Client comment:

"redNests demonstrated a level of service and work that warranted more money than was charged. Excellent value for money and a great design." - Bob Thomson, Director TTY Limited.