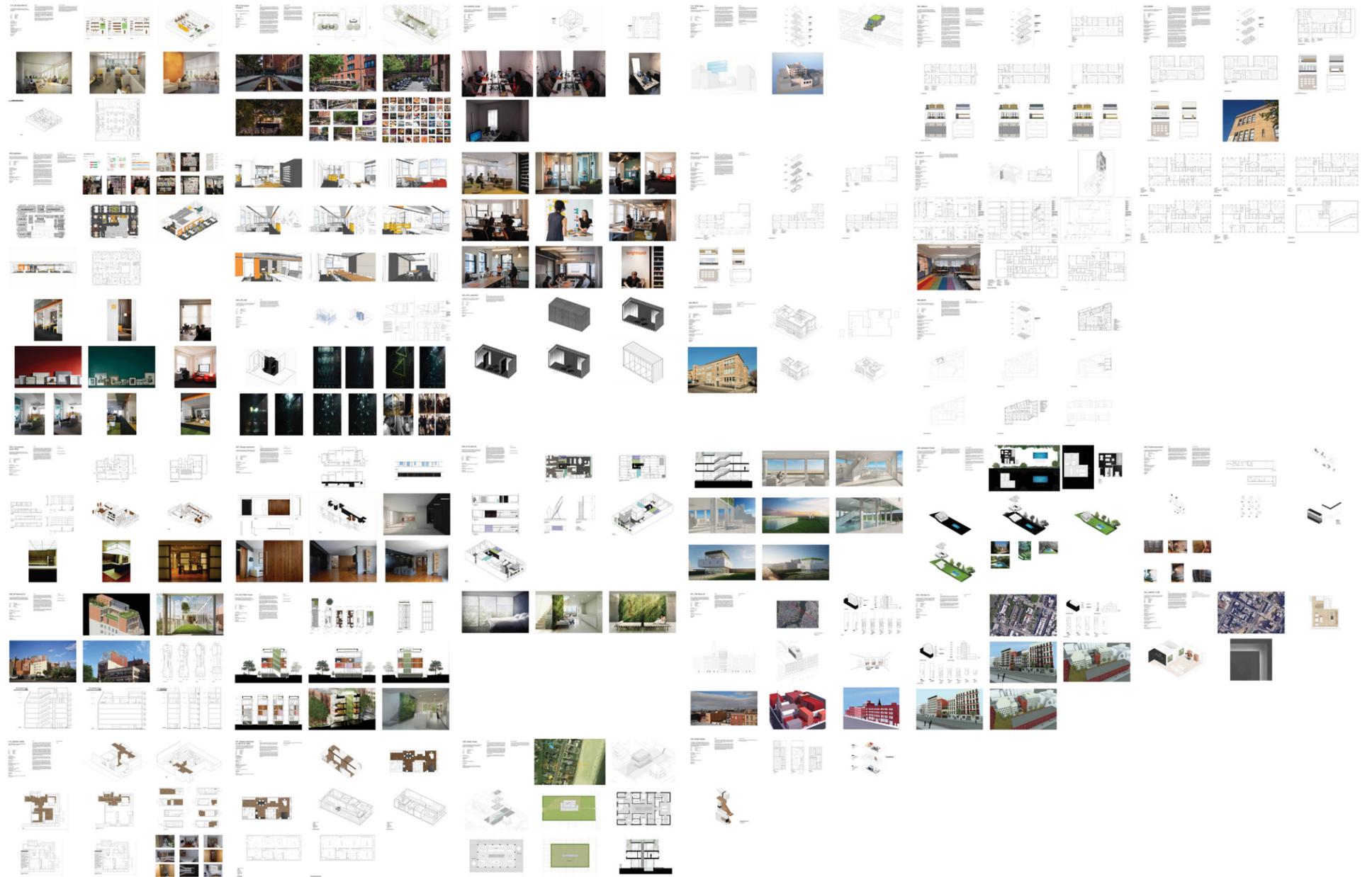


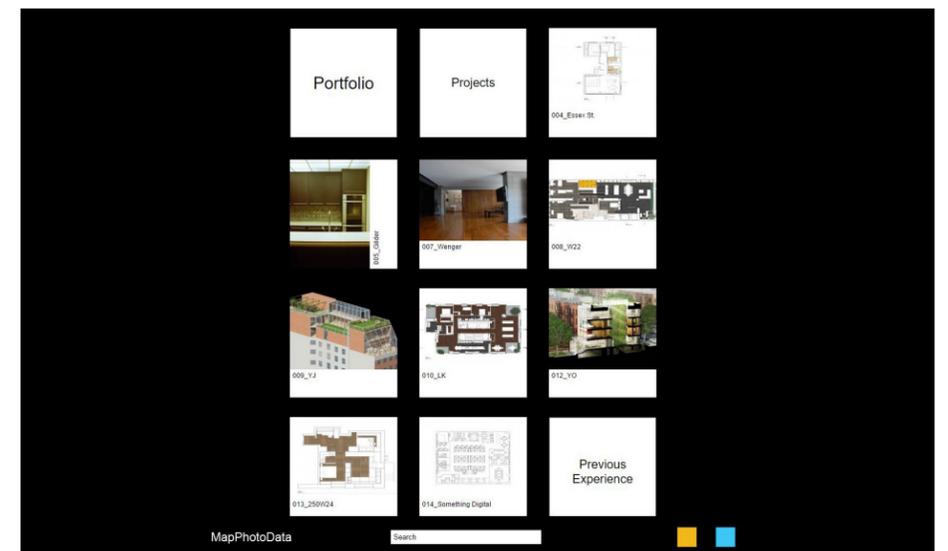
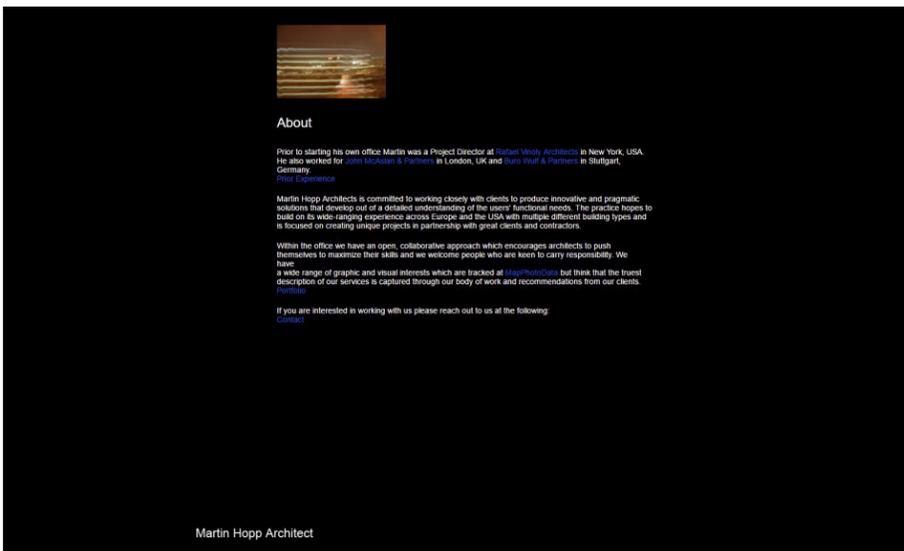
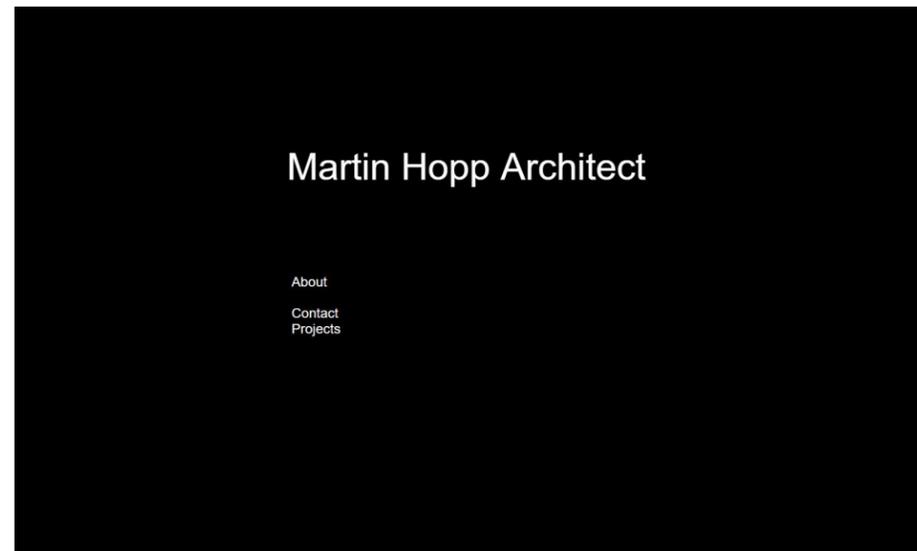
Existing Analysis as Catalyst

Creating a new website was necessary not only to provide a better resource for communicating with clients and potential clients, but also to create a resource for the office; gathering all previous projects together in one place to serve as a collection of precedents for our work going forward.

Through the website, team members can study previous projects, some of which predate their joining the firm. While this was always the intended purpose of our office website, the previous incarnation was proving unsatisfactory for our needs. While it gathered all project materials in one place, it was difficult to navigate, and did not provide enough flexibility in presentation options.



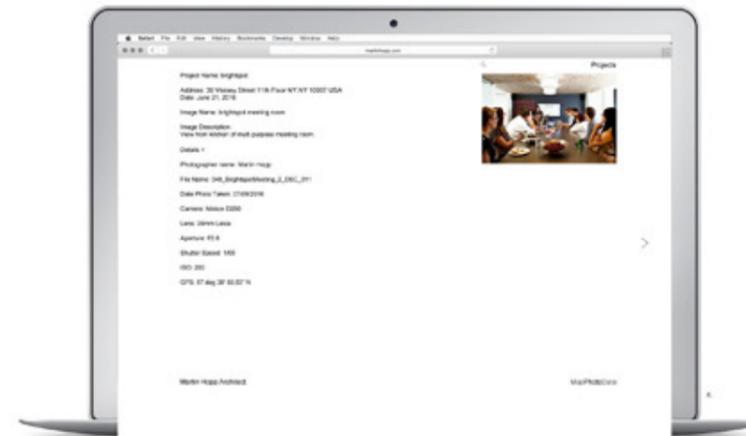
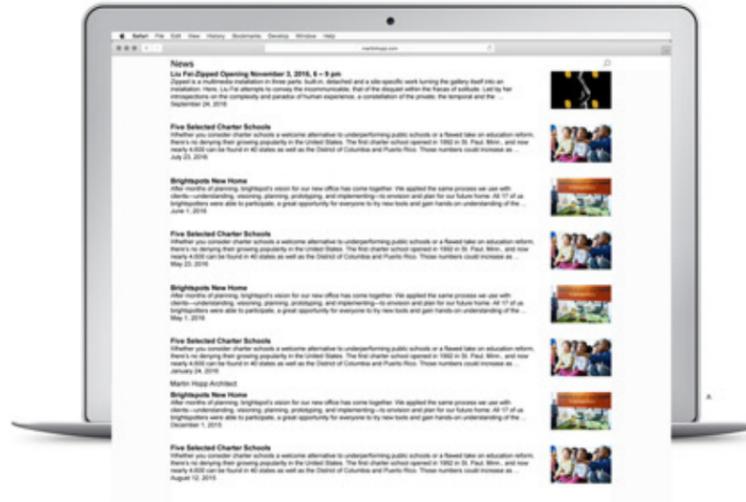
Right: A collection of images from the numerous projects the firm has worked on
Below: A series of pages from the firm's old website



Approach to a New Site

We approached Perry Garvin Studio, a Brooklyn-based digital design agency, to help us create a website that we could be proud of. We took a 3x3 grid as a starting point for all content on the website. As a presentation tool, we often use a 3x3 grid format to accurately and concisely present information in various media forms including, text, photographs, drawings and diagrams.

Along with the 3x3 grid for content, it was decided to present the information on three distinct platforms: phone, tablet, and computer. In doing so, we are able to guarantee that however people choose to access our website, content is presented in a way that is tailored to the device they are using.



Above: Layout tests of pages across three device platforms

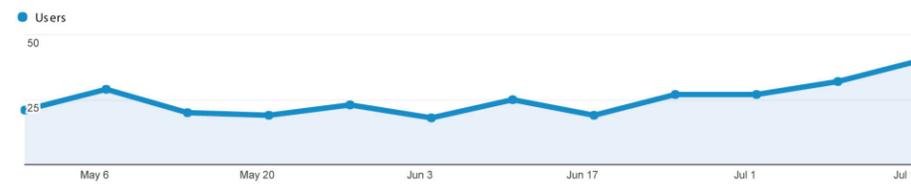
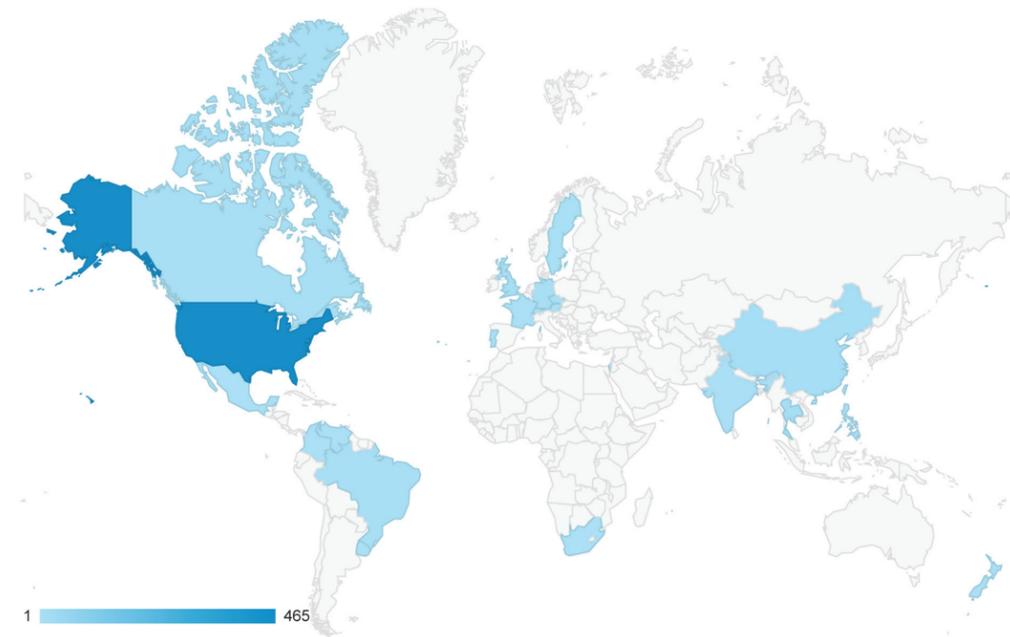
Completion and End Result

The end result is a website aimed at multiple audiences, serving their needs competently and discreetly, allowing for visitors to casually wander and explore, while at the same time encouraging users to take a specific path along highlight pages.

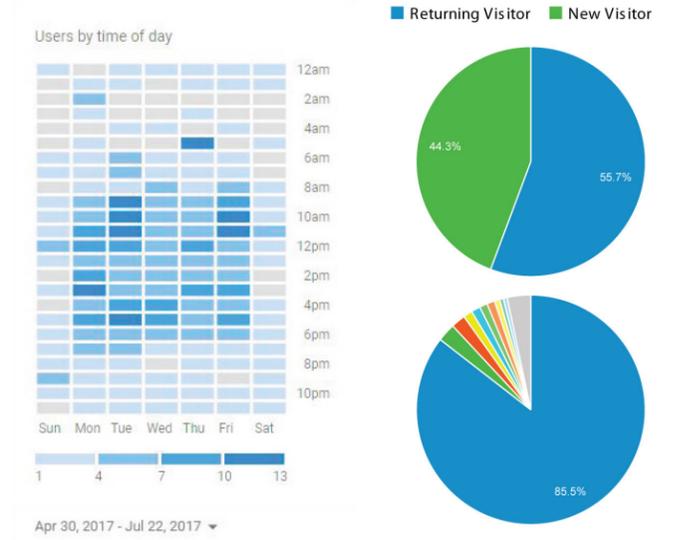
Insights provided by Google Analytics data have shown us where our users are from, who is interested in our website, and which specific webpages they visit most. Of particular interest is the ways users navigate our site, and move between different pages. Using Google Analytics data, we find an average increase in daily users of 90%, with a total of 241 new unique users since launching the site. The total number of visits to our site in this period is 544, which means that a significant proportion of users return to the site at least once, with users averaging 9 page views per session on our site.

We were also interested to find visitors to our website are spread across the world rather than solely concentrated in our immediate area, with users from a total of 25 different countries or territories.

Right: Google Analytics results showing the number of users and locations
Below: A flow chart showing which webpages users visit, and how they move through the site



Apr 30, 2017 - Jul 22, 2017



Country	Sessions	
	544 % of Total: 100.00% (544)	544 % of Total: 100.00% (544)
1. United States	465	85.48%
2. China	14	2.57%
3. Thailand	11	2.02%
4. Canada	7	1.29%
5. Germany	7	1.29%
6. Brazil	6	1.10%
7. United Kingdom	6	1.10%
8. India	4	0.74%
9. Czechia	3	0.55%
10. Sweden	3	0.55%

