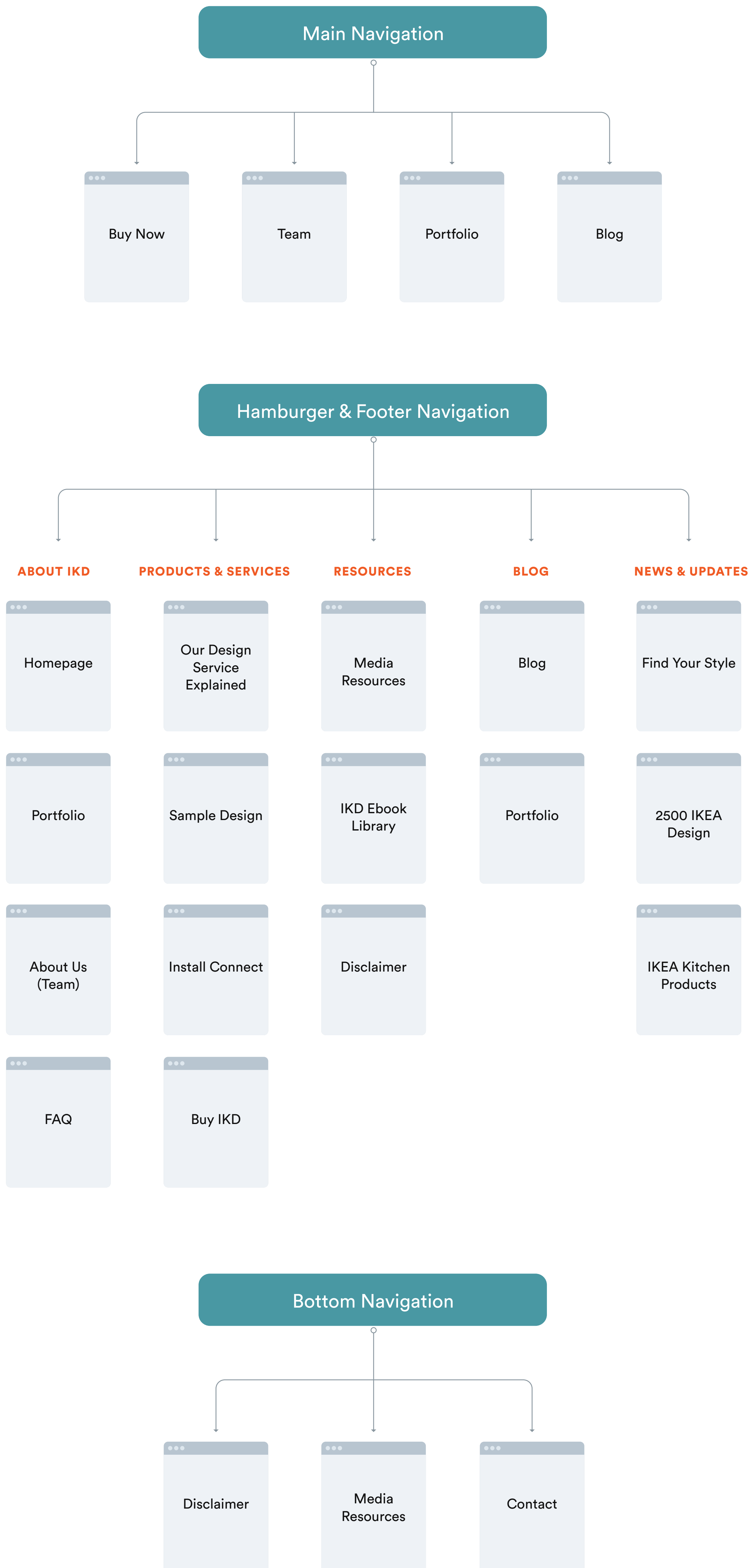
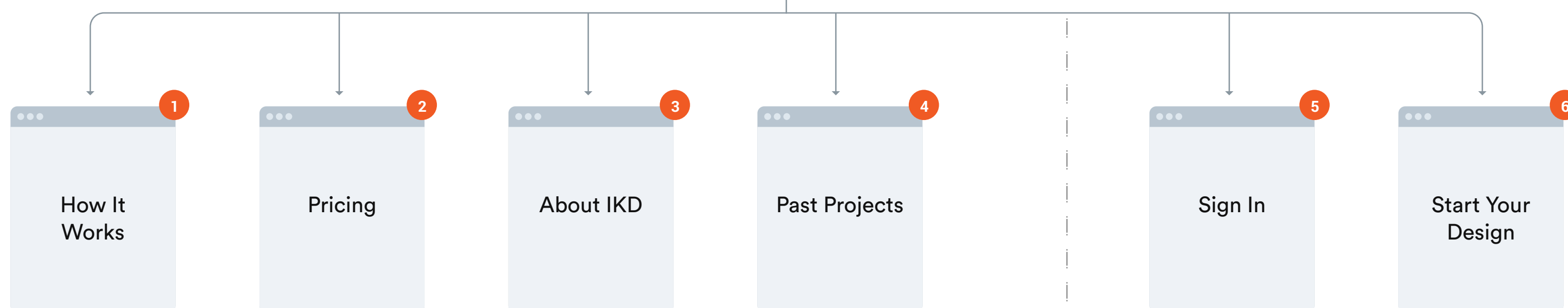


Current Design



Proposed Design

Main Navigation



1 How It Works

This page would combine the: "Our Design Service Explained" & the "Sample Design" pages. Understanding the process is the first step for any new customer so I think it should be listed as the first link.

It would require a reordering of content and a new design.

2 Pricing

As a customer, pricing is one of the most important things I want to understand before purchasing. I think as you add more services, you might think of having tiered pricing models, and so I included this in the main navigation.

This would be a brand new page and would require new design and content.

5 Sign In

This is something I'm personally struggling as a customer because I want a login portal where I can see my designs, edit the descriptions I've given you and keep track of the process.

This would most likely require a whole new section and may be time intensive.

3 About IKD

This page would combine the "Team/About" page as well as the "2,500 IKD design page". The goal of this page would be to allow the customer to understand the expertise of IKD.

It would require a reordering of content and a new design. The first priority is to share IKD's experience and expertise. The team can be listed here too but should be below the fold and is less important than IKD as a company and the overall design experience.

4 Past Projects

This page is basically a new name for the "Portfolio" page. From a customers perspective, I want to truly understand the work you've done in the past to see if you'll be a good match for what I'm looking for.

This could use a facelift but the content won't change here.

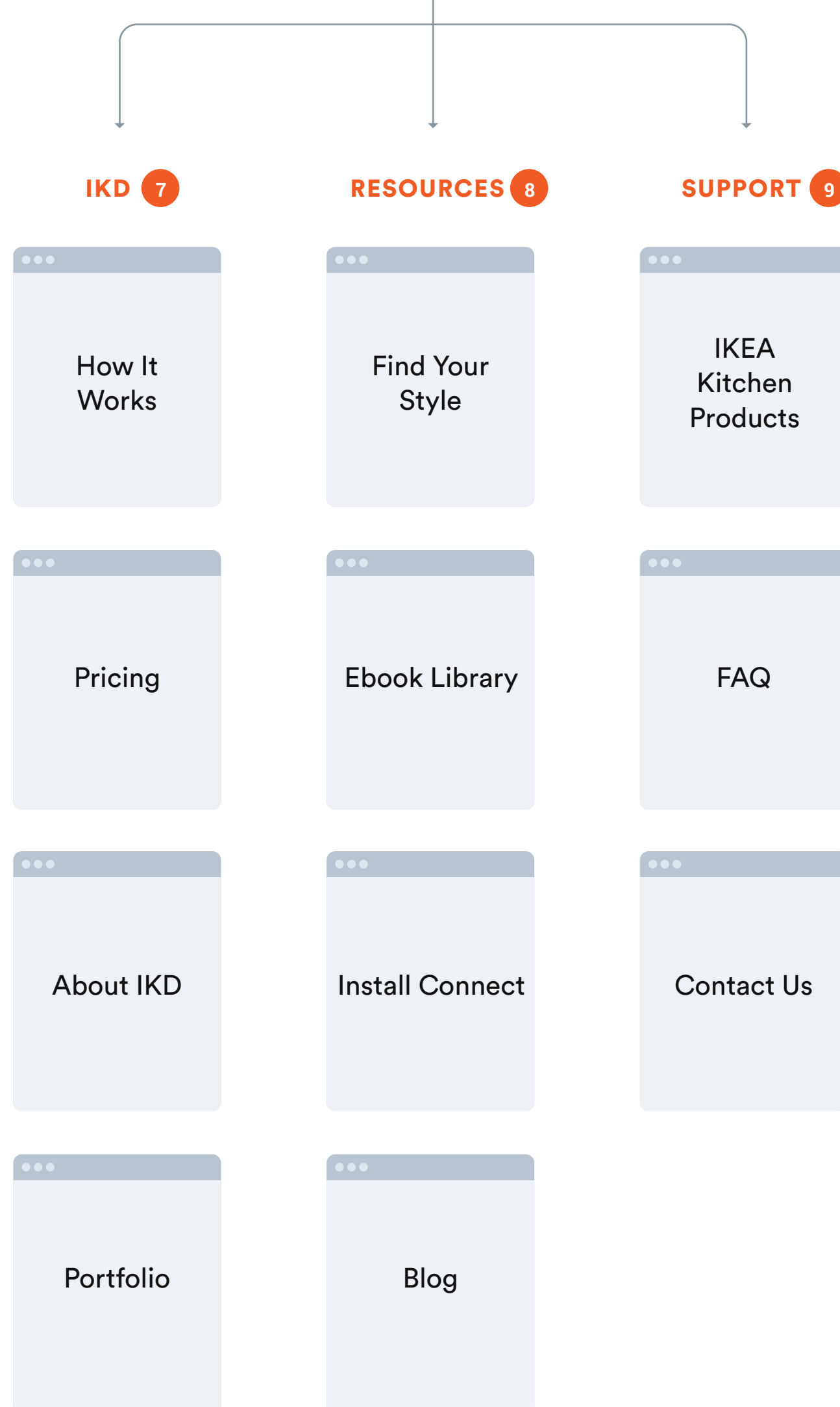
6 Start Your Design

This is basically the "Buy Now" page. The reasoning for the new name is to be more friendly from a customer point of view.

This page will need a new design to incorporate the new service offerings.

**The Blog page has been moved to the footer as I don't think it's relevant for a customer to purchase*

Hamburger & Footer Navigation



7 IKD

This would include all the same links that are at the top of the page. This is somewhat redundant but its nice to see in context with the full site links.

8 Resources

The links under resources are for the customer that really wants to understand the process and needs some extra hand holding. I think we should create links to all of these pages from the "How it works" page as well.

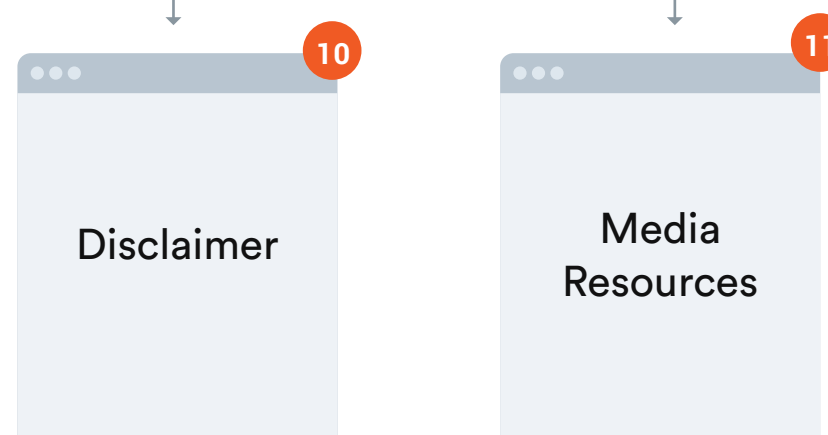
9 Support

The links under support would be to get more support either by visiting IKEA directly, understanding the FAQs or contacting IKD directly

***I've removed the hamburger nav as I don't believe it's necessary and makes the user experience very confusing to see so many link from the top of the page*

**** I've reordered the sections to only three to make it cleaner.*

Bottom Navigation



10 Disclaimer

This is more like a terms & conditions and is most likely there for legal considerations. It doesn't need to be in the main navigation and can just be a smaller link at the bottom of the page.

11 Media Resources

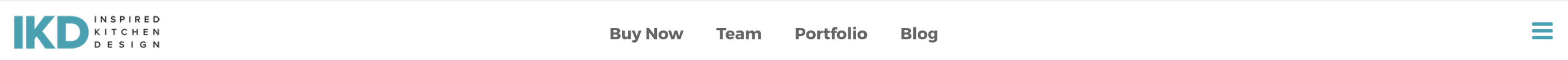
I think because this page is really not relevant to the customer, it was best kept small at the bottom of the page.

*****These links are now small and to the bottom right so as to stay relatively unobtrusive to the design.*

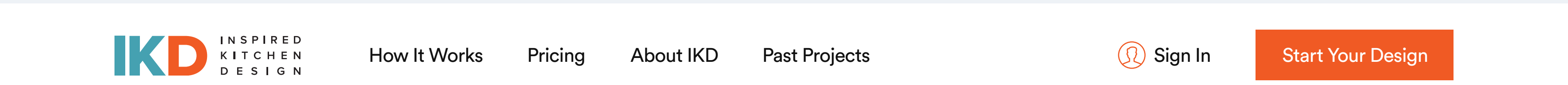


Header/Footer Designs

Current Design

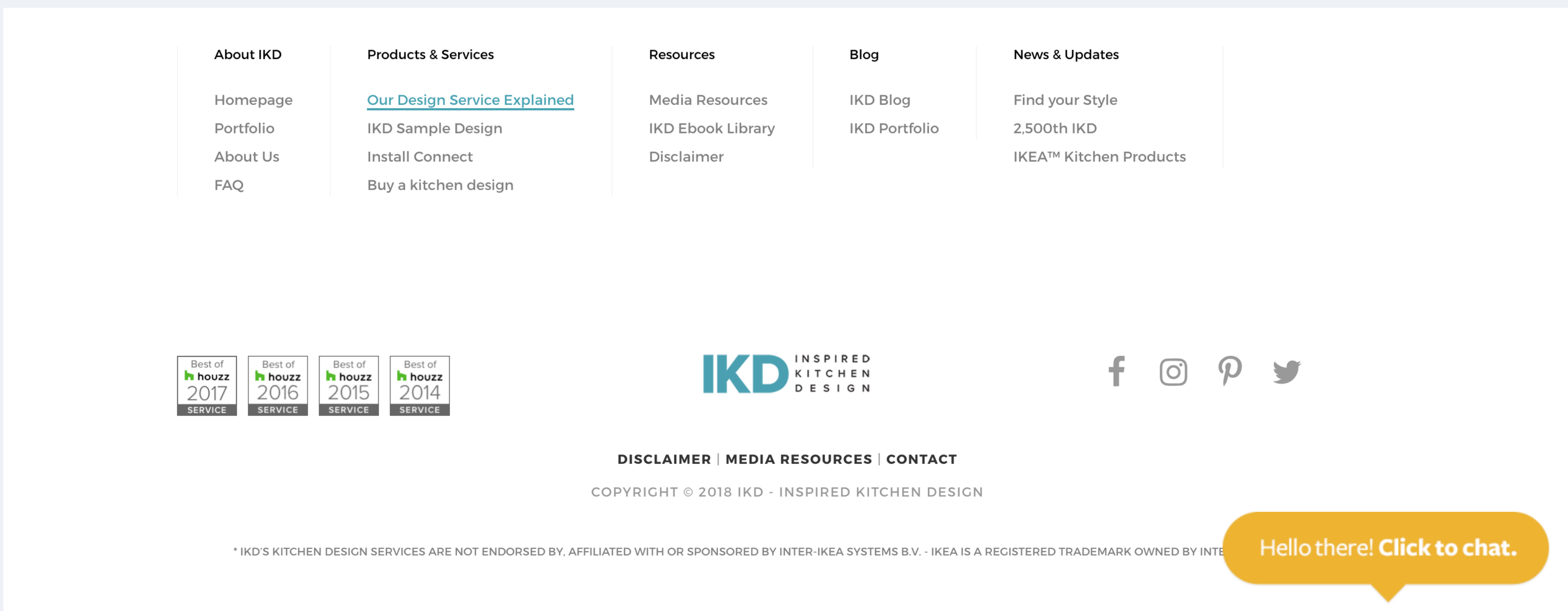


Proposed Design



1. I wanted to give the whole design more breathing room and larger margins.
2. I've brought back the orange for a variety of reasons: to add more visual interest and for a stronger call to action.
3. I've changed the font to Circular Std because I think it's a friendly and unique typeface. The font is now black.
4. Start Your Design is now clearly the main call to action.
5. If you are able to include a "Sign In" area, I thought a graphic was a friendly touch to make the process feel approachable and easy.

Current Design



Proposed Design

