

## Mini Case Study

### WaterLogic –

This is an explanation about what we did and why relative to the WaterLogic Web site. Our primary role was to enhance the content, both text and visual, and to work with the CEO and Marketing Director, and in turn, the IT and design folks in suggesting improvements to the site's existing structure.

They had no prior site and the CEO stopped the original launch because he didn't like what was currently proposed for the site. We were brought in to improve the copy and to provide insight as to what else might make for good viewer content that would also be easily understood and interesting. While the current iteration of the site is somewhat different than what was originally done, the majority of what we implemented is still showcased.

As with any site, the Home page illustrates and tells what the company does and is all about. There's no guesswork by the viewer. When we were first brought in, only the logo existed. Upon understanding what the company does, we created the tag line to accompany the logo throughout the site.

Since the then-Beta site had no photos of actual client locations, we advised the inclusion of as many locales as could be photographed, and that they should be combined with testimonials about WaterLogic's work and its product's results. This has been expanded on in the current site. Even technical schematics about how the product works needed to be shown in simpler form than what the manufacturer provided. It was too complicated to be easily understood by the viewer. So, we advised that the illustration be redrawn and simplified.

Feedback from WaterLogic on our involvement and the performance of their site has been very favorable. They've been quite satisfied, as is evident in their testimonial.