



IT DOESN'T TAKE A SLEDGEHAMMER TO FIX YOUR WEBSITE.

Websites
with impact.
No demolition
required.

It usually goes something like this: You want to improve your website, but time and money are tight. And a major redesign requires a large investment of both. But, if your site has a good foundation, demolishing it and starting over may be overkill.

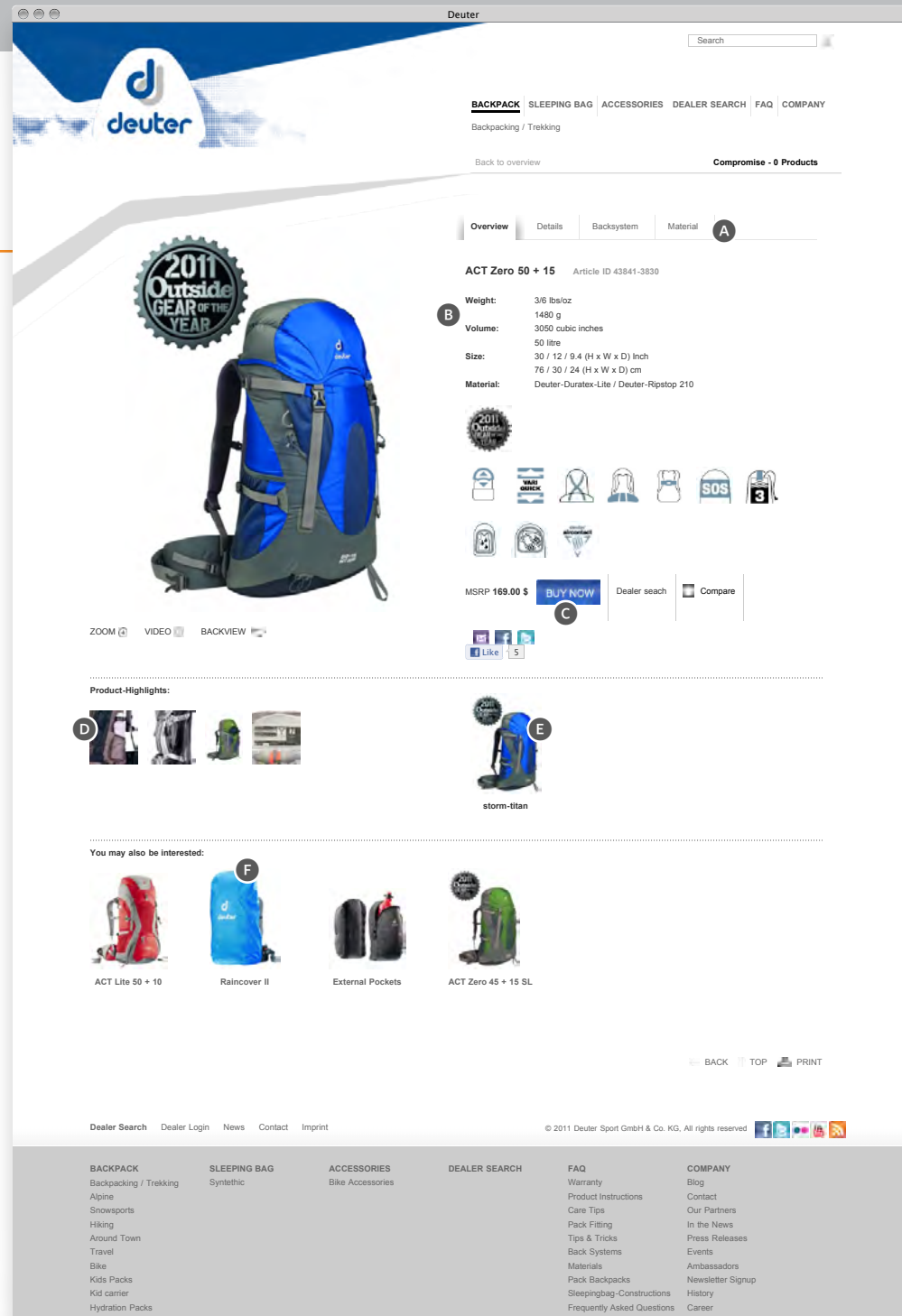
Studiofluid offers a new service called **PageExpress** to help you get the most bang for your buck. We focus on one page of your choice, giving careful attention to the details that will give your site the biggest lift, without the need to replatform.

As with travel, more is not necessarily better on the web. By simplifying the interface and rearranging the content, we helped this product page take a big step forward. The new design is like a well-loaded backpack: organized so everything is accessible where and when you need it.

Deuter's product detail page lacked focus, caused by elements spread across the page, hidden behind tabs and an overall lack of distinction or hierarchy. Key pieces of functionality didn't show up in the places you'd expect them. Our reorganization creates an easy to use product page.

Before

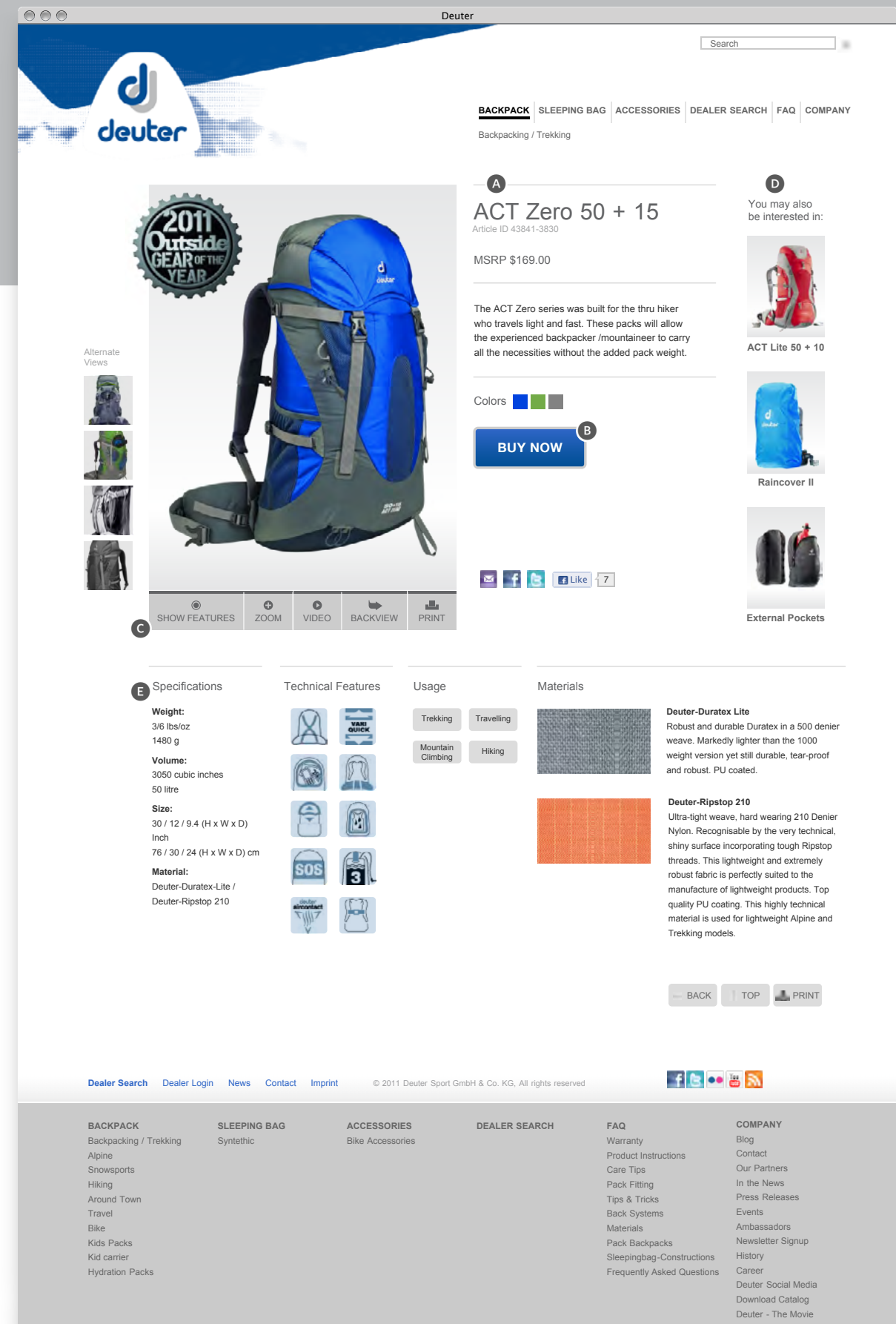
- A Tabbed interface is the wrong UI device for this page. It hid key information, and created an unintuitive experience.
- B Title widget includes unimportant details, obscuring the most important information.
- C Key calls to action and "Buy Now" button hidden below the fold.
- D Product Highlights widget is too far down and counterintuitive.
- E Color selector is unclear, especially when there is only one color available.
- F Upsells on the bottom lack distinction and felt more a part of the product than upsells.



Small fixes in organization create a site that's moving forward.

After

- A Updated order widget illustrates key information in one neatly organized block.
- B "Buy Now" and color widgets are consolidated and placed in an intuitive fashion.
- C Product image widget is consolidated and packed in one place for all product view features.
- D Upsell widget has been relocated to make it more intelligible.
- E Details are placed out of the way of the main information as to not obstruct it.





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Studiofluid is a team of web usability and branding specialists dedicated to simple, clear design. We help companies thrive online with impactful branding and seamless shopping experiences.

➔ **PageExpress** is a no-risk way to improve your site without a major overhaul. You'll get some new perspectives on what's possible within the confines of your current site.