

Mini Case Study

The Fawcett Group –

This is an explanation about what we did and why relative to The Fawcett Group Web site. Our primary role was to enhance the content, both text and visual, and to work with the IT and design folks in suggesting major improvements to the site.

This professional financial services firm did have a previous site but it was quite plain, uninteresting and contained mostly boring text. When we were brought in, they admitted that nothing had been done with their existing site for the past two years. They needed someone like us to help them understand and craft what needed to be said (content) and how that would be conveyed (visual).

They also agreed that they wanted the new site to be quite unlike their competitors; they wanted to stand out. As such, the site itself is pretty straightforward and very easy to navigate. The graphics, new tag line, and interesting text make it very user friendly.

Though the spelling is not the same, the sound of the word “faucet” naturally implies water. So, we used this context to frame the visual for the site including the water droplet on the left side of the page. The tag line and some of the copy also play off the water theme.

Although the use of flash intros are becoming less common these days because of search engines, The Fawcett Group’s use of it here was a major differentiator with other sites in the financial arena. We developed the intro and storyboarded it for the programming and design team to implement.

Feedback from Fawcett on the performance of their site has been very favorable. They’ve been quite satisfied, as is evident in their testimonial.