

Mini Case Study

Paperchaser –

This is an explanation about what we did and why relative to the Paperchaser 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 improvements to its existing structure.

Whether or not this company had a site in some form prior to this version, is not known. We were asked to consult directly with the client on behalf of the company that was developing this new version.

The Home Page was redesigned to immediately give the viewer an understanding of what PaperChaser does and why they should be interested; hence, the headline. The other main section, "Why PaperChaser," conveys in both text and visual how things work. In this instance, we suggested a map of the world be used along with the tag line to better illustrate the magnitude of PaperChaser's abilities.

The other illustration depicting the actual process ties in well with the descriptive text. Before this, all that existed was confusing text (which was one of the reasons the client was not happy before our arrival).

Feedback received from Paperchaser on the redesign of their site was very favorable. They were quite satisfied, as was the design company who had us intervene.