Lionfish Creative Website Redesign

September 30, 2013 – Version 1.0

User Types

Client
People who have hired a firm, or have asked someone, perhaps their spouse or partner, to make a website. This is the audience for the prototype in lionfish.com.

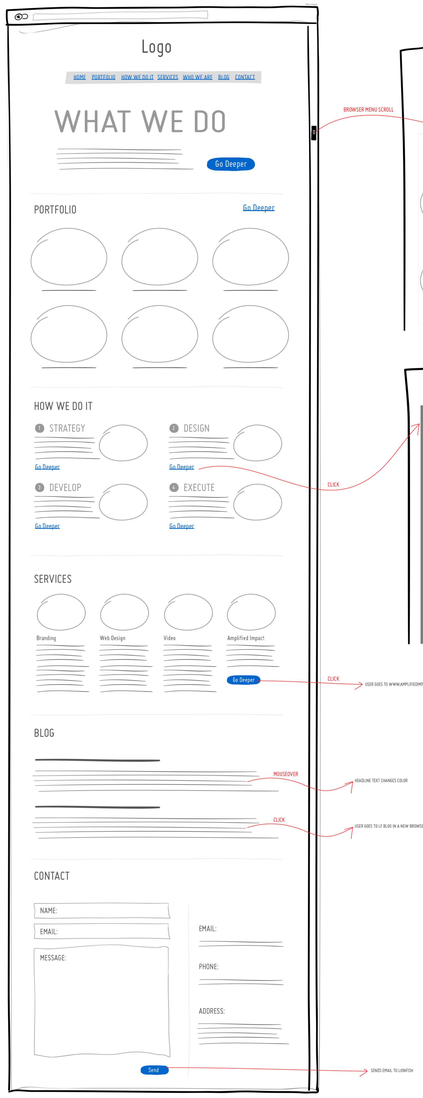
Scenarios

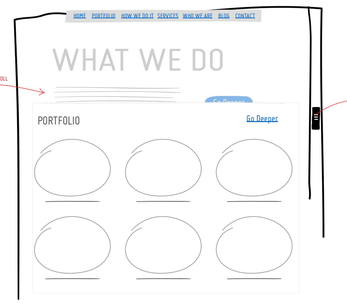
Searching for Lionfish services:
Start search in Google and navigate around the site, compare and filter services.

Problems

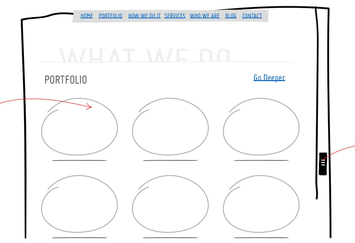
Website Redesign:
Lionfish's website needs to be more conversion-centric. The navigation is jargon and little-based, contains unclear terms, and is not the most efficient, direct path to services.

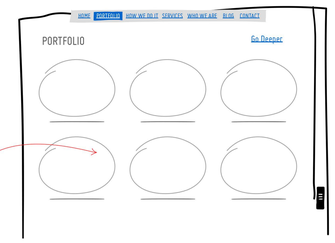
How We Do Business:
Lionfish's process is unique, but it takes clients through a lengthy, complex, and opaque process. Clients need to know what they are getting into, and what they are paying for, in a clear, concise way.

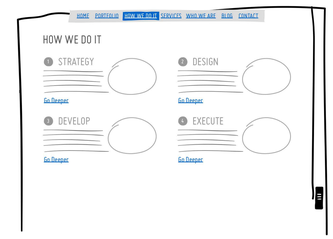




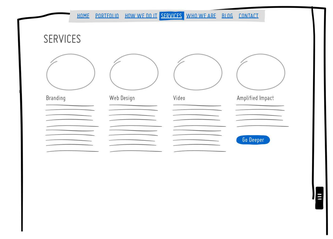
! AS THE SCROLL BAR GETS MOVED DOWN THE NEXT MENU ITEM OVERLAPS THE MENU ITEM ABOVE IT

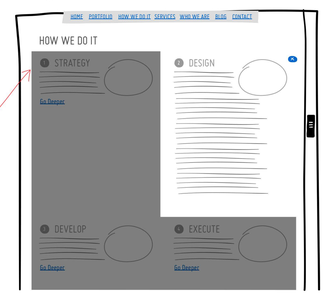




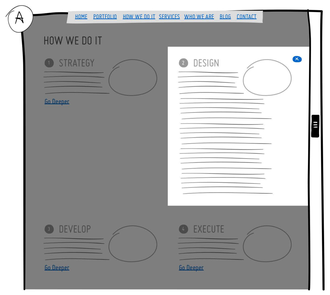


! MENU HIGHLIGHTS WHAT SECTION THE USER IS ON

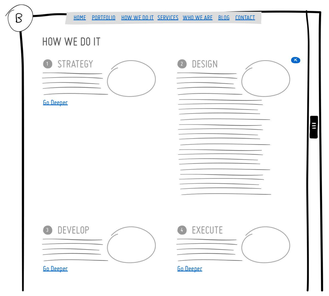




! Page drops down and 50% black fills **part** of the screen



! Page drops down and 50% black fills **all** of the screen



! Page drops down

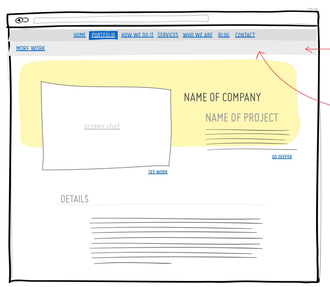
CLICK → USER GOES TO WWW.APPLEFIDDYNACT.COM IN A NEW BROWSER WINDOW

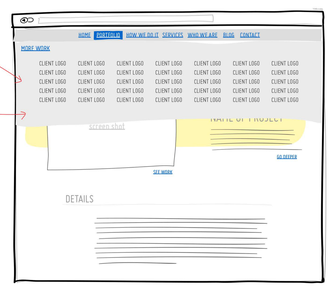
MOUSEOVER → HEADLINE TEXT CHANGES COLOR

CLICK → USER GOES TO LF BLOG IN A NEW BROWSER WINDOW

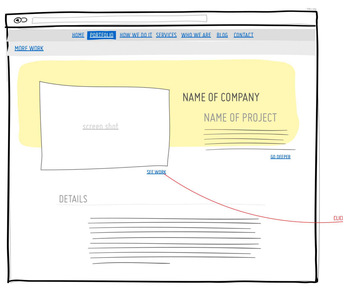
SEND EMAIL TO LIONFISH

User Clicks Portfolio Tab

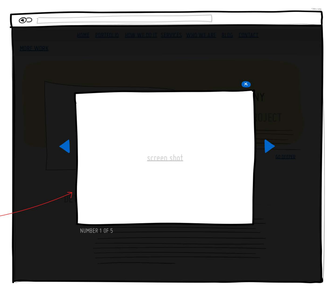




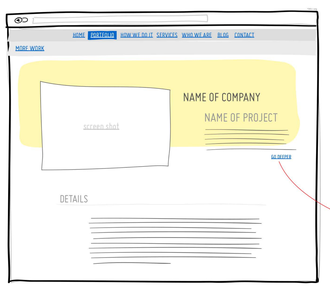
! A CLIENT MENU APPEARS WITH COMPANY LOGOS.



CLICK

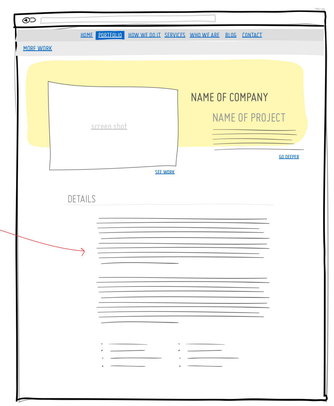


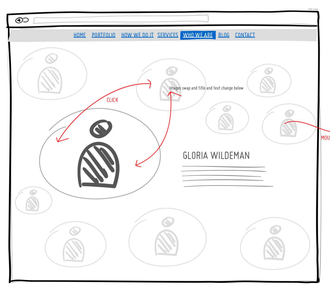
! A LIGHTBOX APPEARS AND SHOWS MULTIPLE SCREEN SHOTS.



! IF THE WORK DOESN'T HAVE SCREEN SHOTS OR WASN'T A DESIGN PROJECT THE "SEE WORK" OPTION WILL NOT BE AVAILABLE.

CLICK



! PAGE DROPS DOWN TO REVEAL MORE DETAILS.

User Clicks Who We AreTab