

## Case Study: Web Design

### The Client

Friends University

### The Challenge

The Friends University website was very large and comprehensive, which is a good thing, however, the structure of the site was often difficult to navigate and confusing to users. PlattForm determined that a new site, with an updated look and enhanced user interface would be of great benefit to Friends University. PlattForm developed a strategy for the new website structure and a site map from which the site would then be re-built.

### The Action

PlattForm developed a new site, focused mainly on the usability aspect. Through PlattForm's extensive research and experience, it was determined that a new navigational structure was needed. The new navigation is very straightforward to users, allowing them to find the information they need quickly and easily. A flash header was also developed, that adds a creative and sophisticated element to the site.

#### Old Homepage



#### New Homepage



### The Result

The new Friends website won a Gold MarCom award for overall website design. PlattForm has recently begun Phase 2 of the redesign, which will include Interactive Video tours. Different users within the school will be able to upload their own videos, which will allow students to have a better idea of what it is like to attend Friends University.

“PlattForm explained technical issues in layman’s terms, diligently solved challenges and built our site in a short amount of time. The members of our PlattForm team were helpful, enthusiastic, knowledgeable and professional. Our website has been getting wonderful reviews from users since its debut, and admissions leads from the new site have increased significantly. Thanks to PlattForm, we now refer people to our website with confidence.”

- Gisele McMinimy, Communications Director