

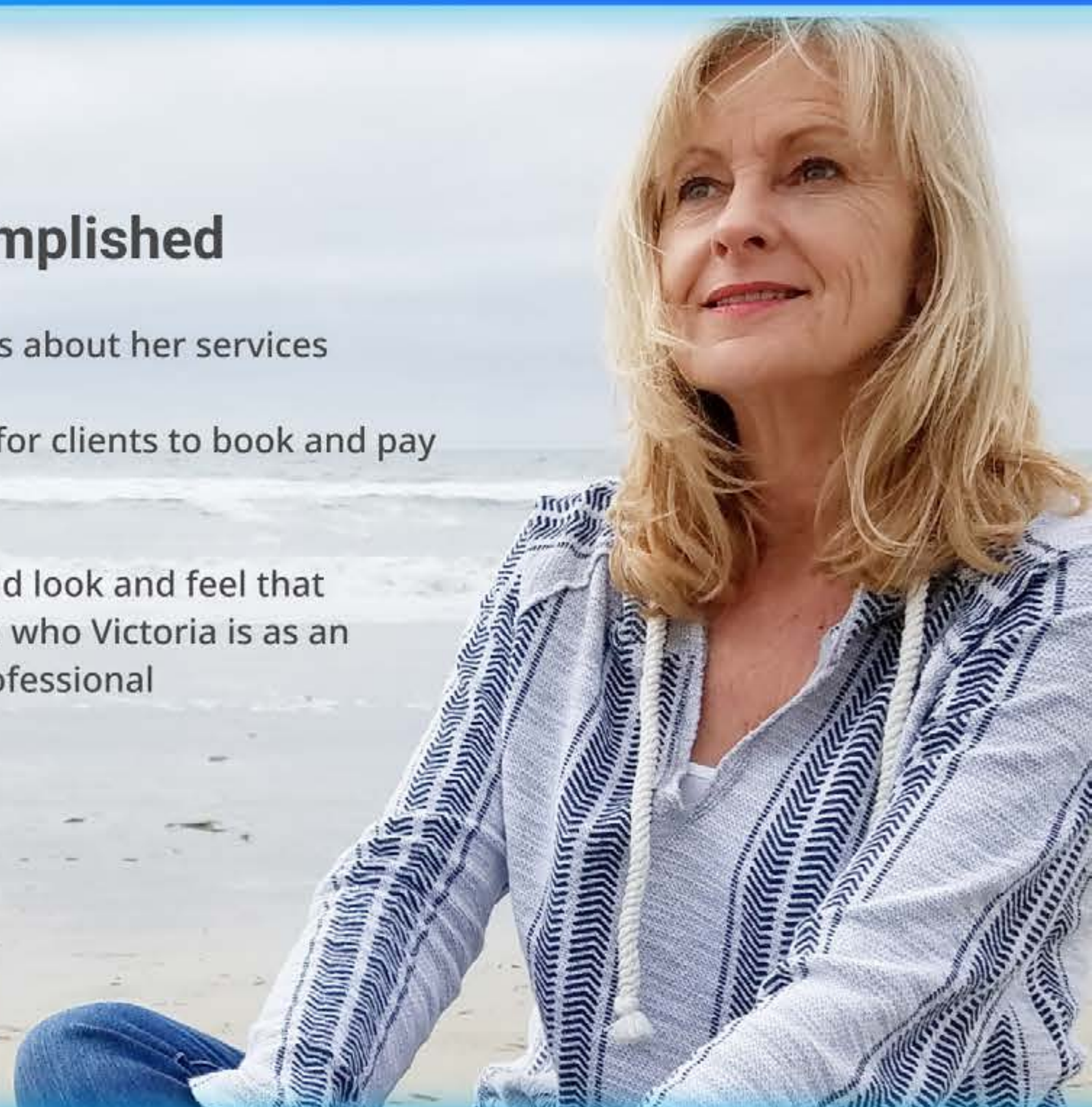
Branding & Strategy

WEBSITE REDESIGN

Victoria Bearden came to me with a website that she felt no longer spoke to the person she was. She trusted me to build a new website that was more in line with her spirit and the value she brings to the world. Being a client of hers, I knew just how talented she was, and helped her achieve the website she had been longing for, as well as some very impressive results.

Goals Accomplished

- ✓ Educate visitors about her services
- ✓ Make it easier for clients to book and pay for a reading
- ✓ Develop a brand look and feel that resonated with who Victoria is as an artist and a professional



↑ 16% INCREASED
Bookings Over 3 Month Average

DEFINING BRAND

Victoria was an artist, a painter, who lived near the coast in Oceanside. She frequented Moonlight Beach and studied her craft there in Encinitas. She was deeply connected to the ocean and the earth, and her work was refreshing, informative, and came with a level of care. It was important to me that the website shared all these traits through the imagery and colors on the page, as well as showed Victoria throughout, since her product was her services and we wanted the visitor to feel they could trust her.

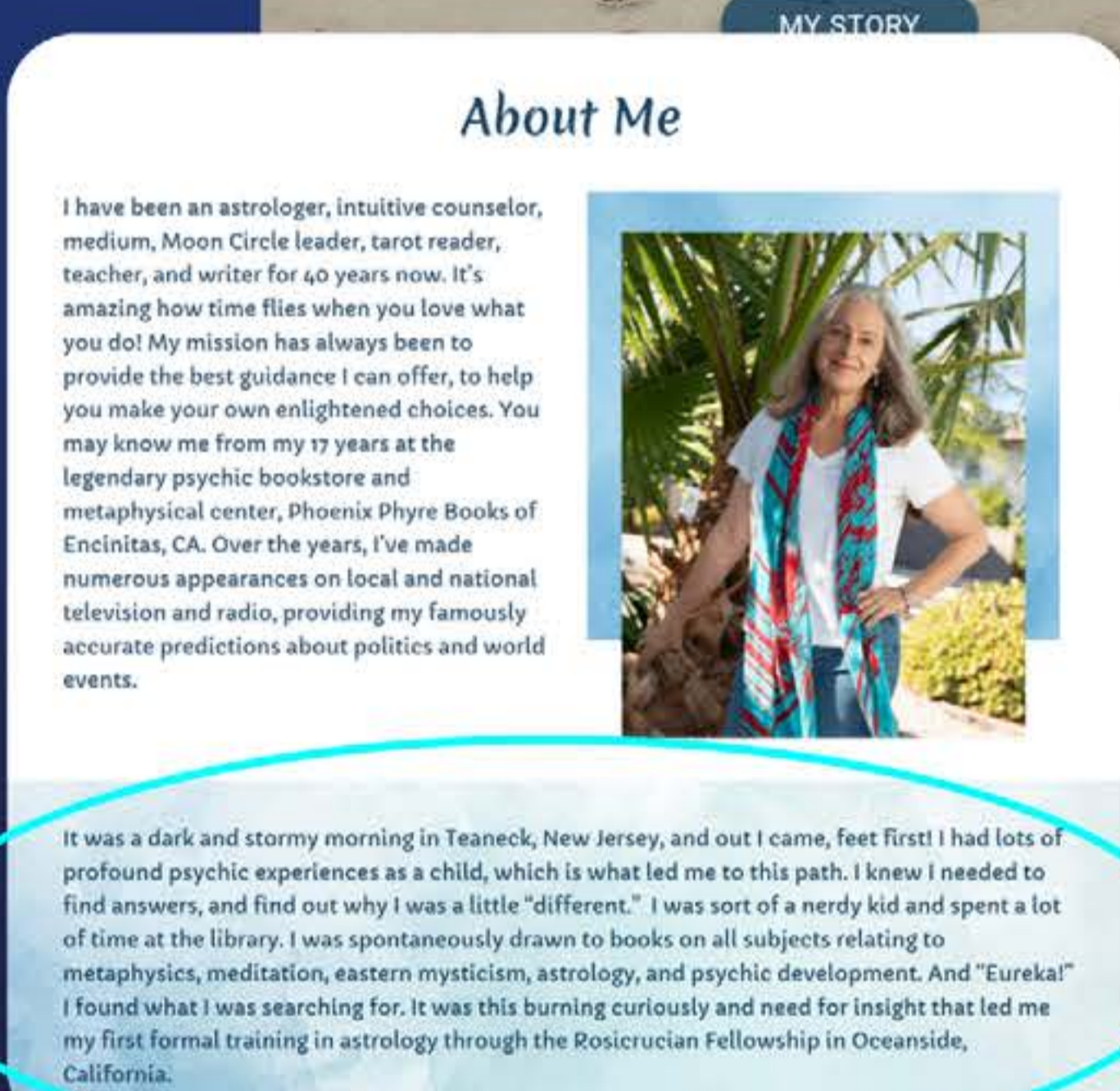
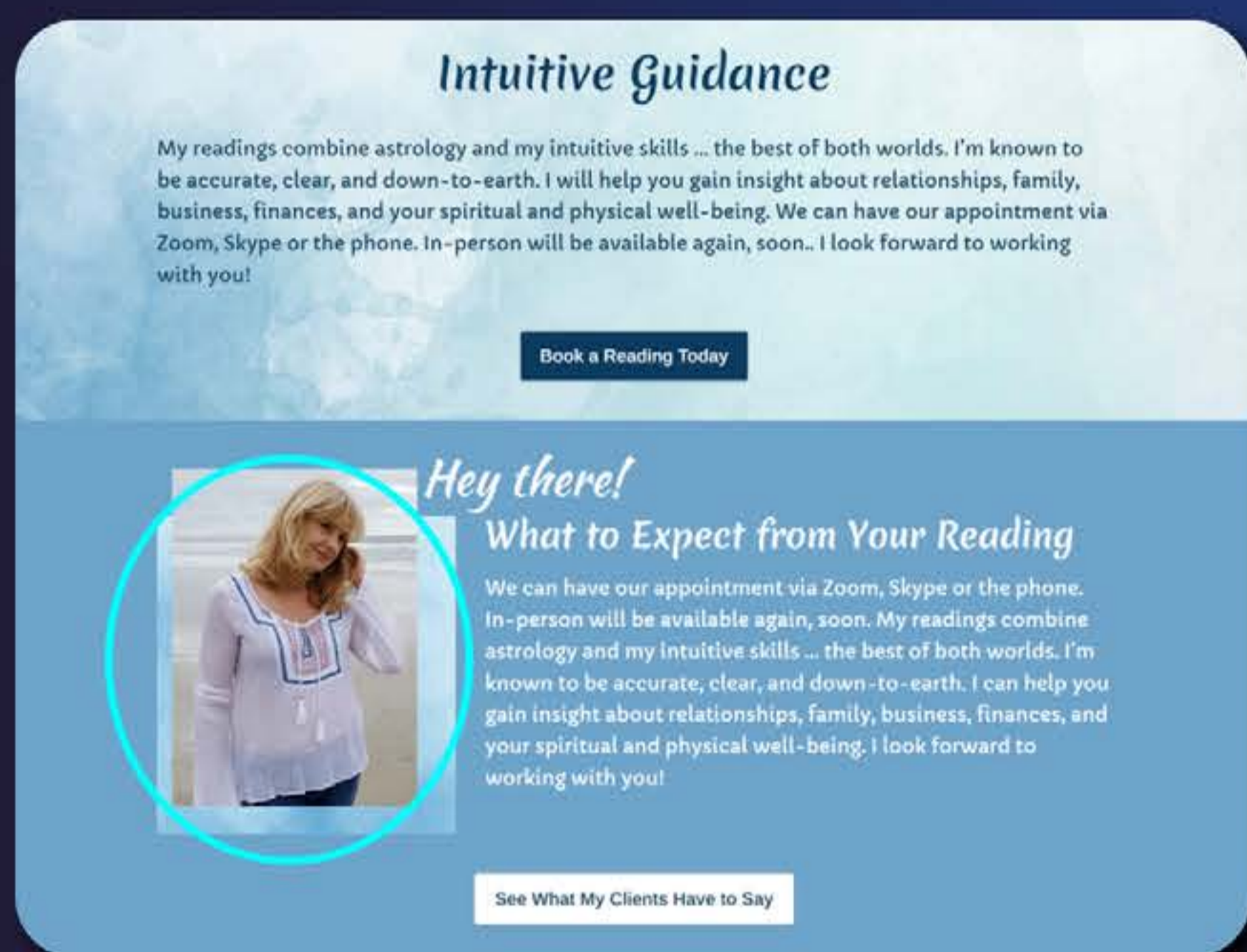
1. Defining the Visual Elements

The first step towards defining her website look and feel, was a photoshoot of Victoria on the beach. Shots were taken with care, knowing they would be center pieces on each page. With the photos in hand, I began working on a color pallet that resonated with the colors in her photos.



I decided on several shades of blue, that were closer to aquatic colorations. With the darker blue I chose to lean it toward more of a greener hue, keeping it a bit warm against the desaturated browns of the beach. This subtle color choice created a harmonious color scheme.

Used a hero image of her on the front page to directly connect to the visitor

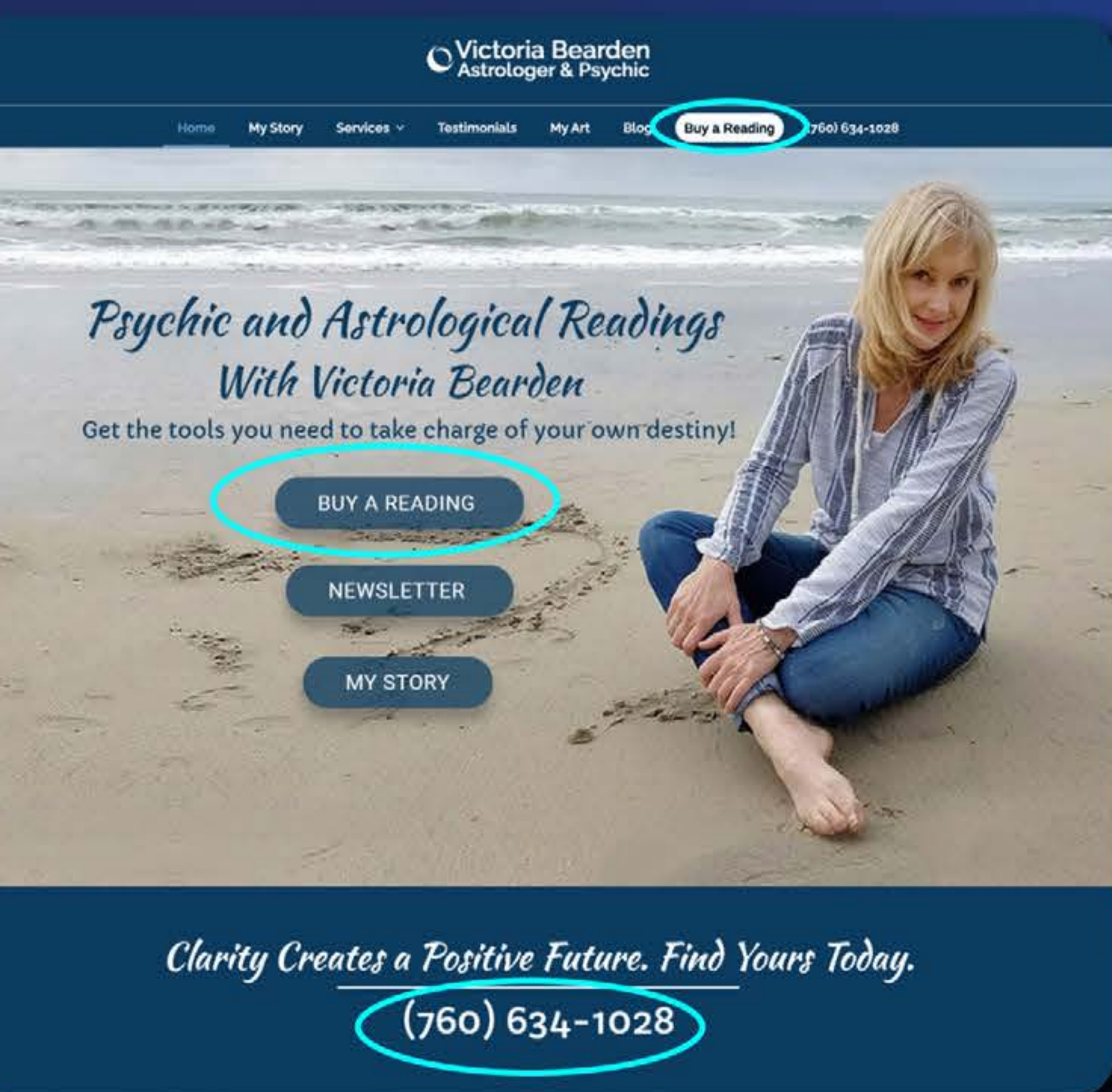
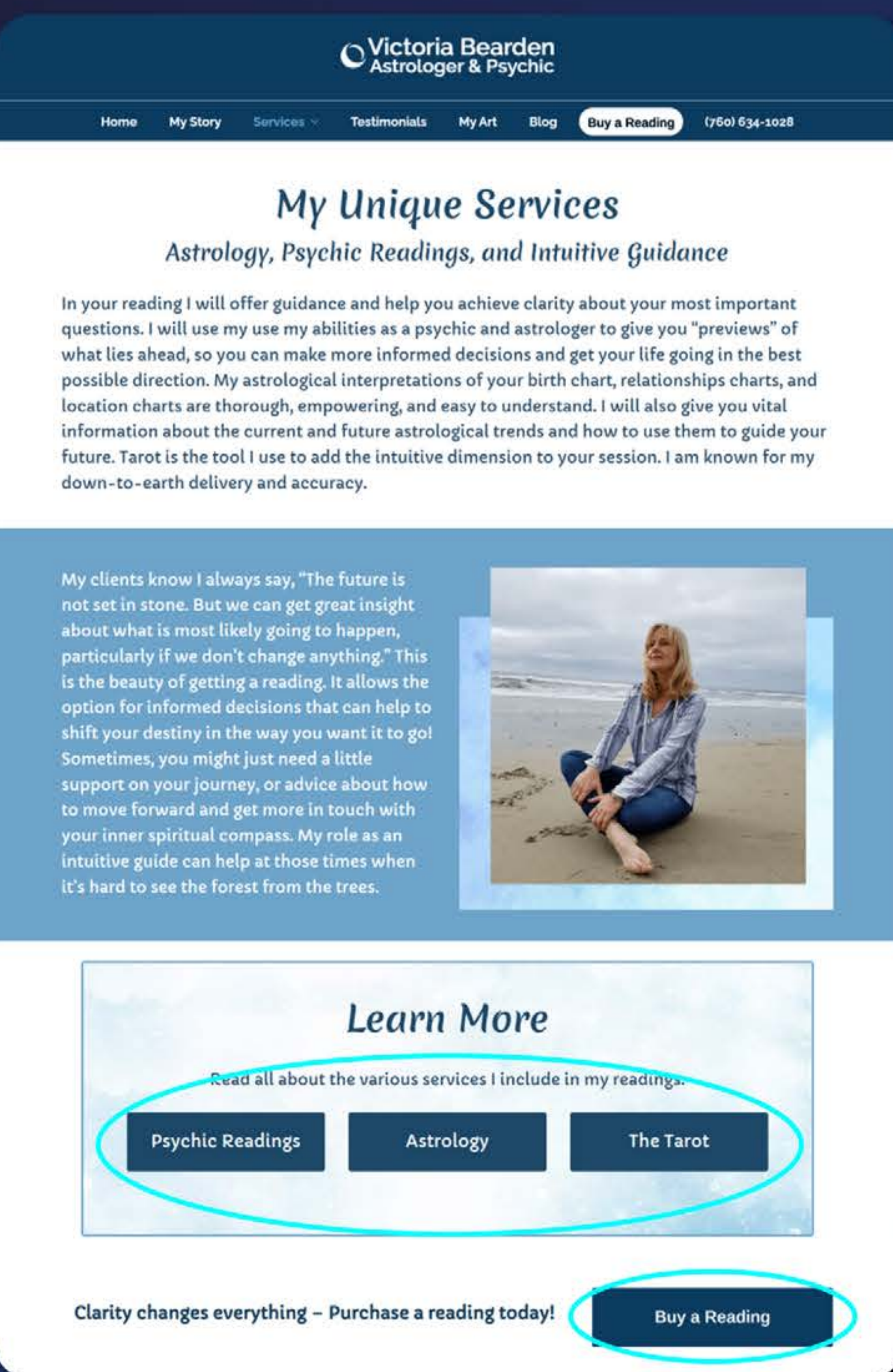


Victoria Bearden
Astrologer & Psychic
Find Yours Today.
634-1028

To connect the visitor to her artistic talents, I chose to add variations of water colors throughout her site, highlighting her photos with a splash of color and texture.

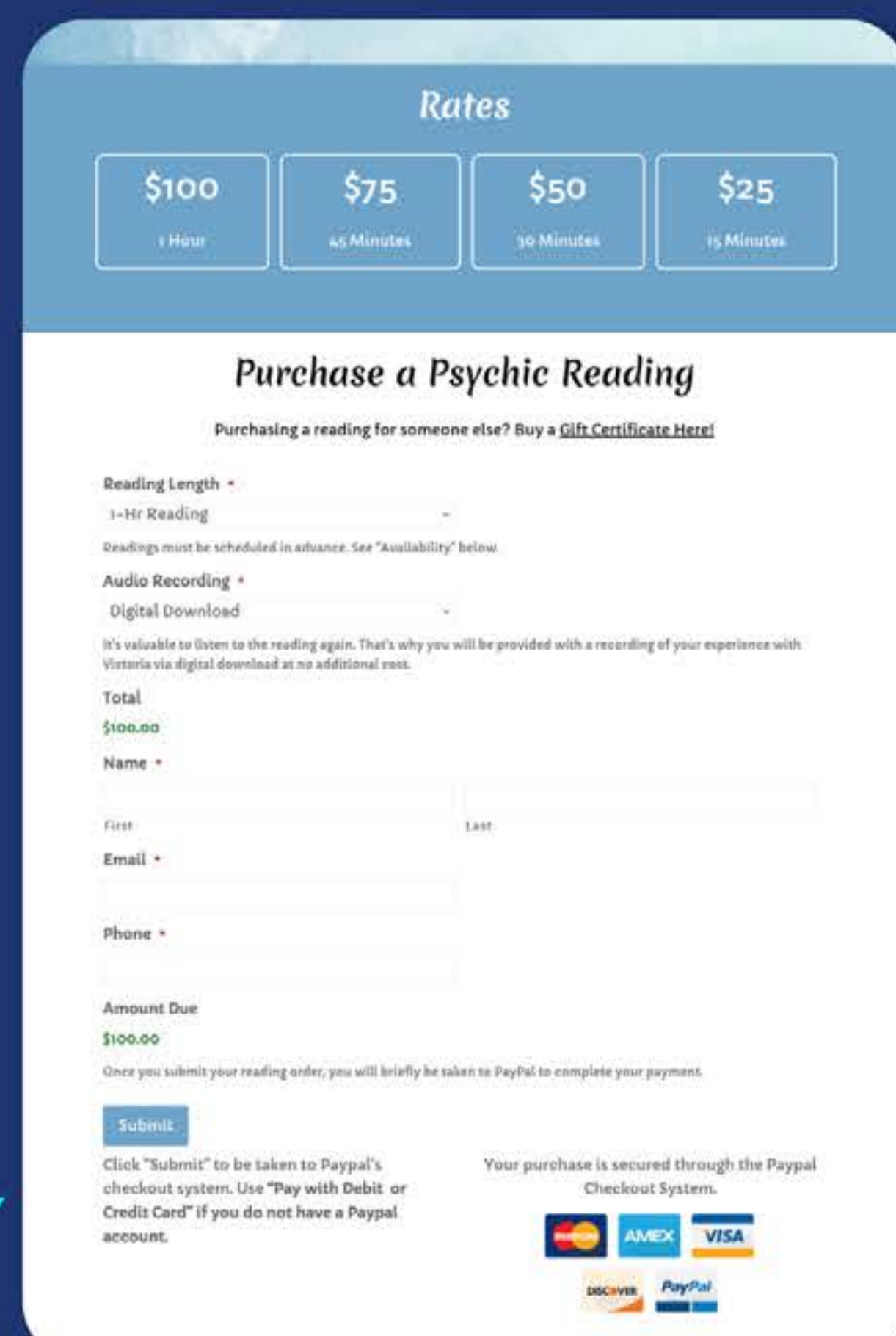
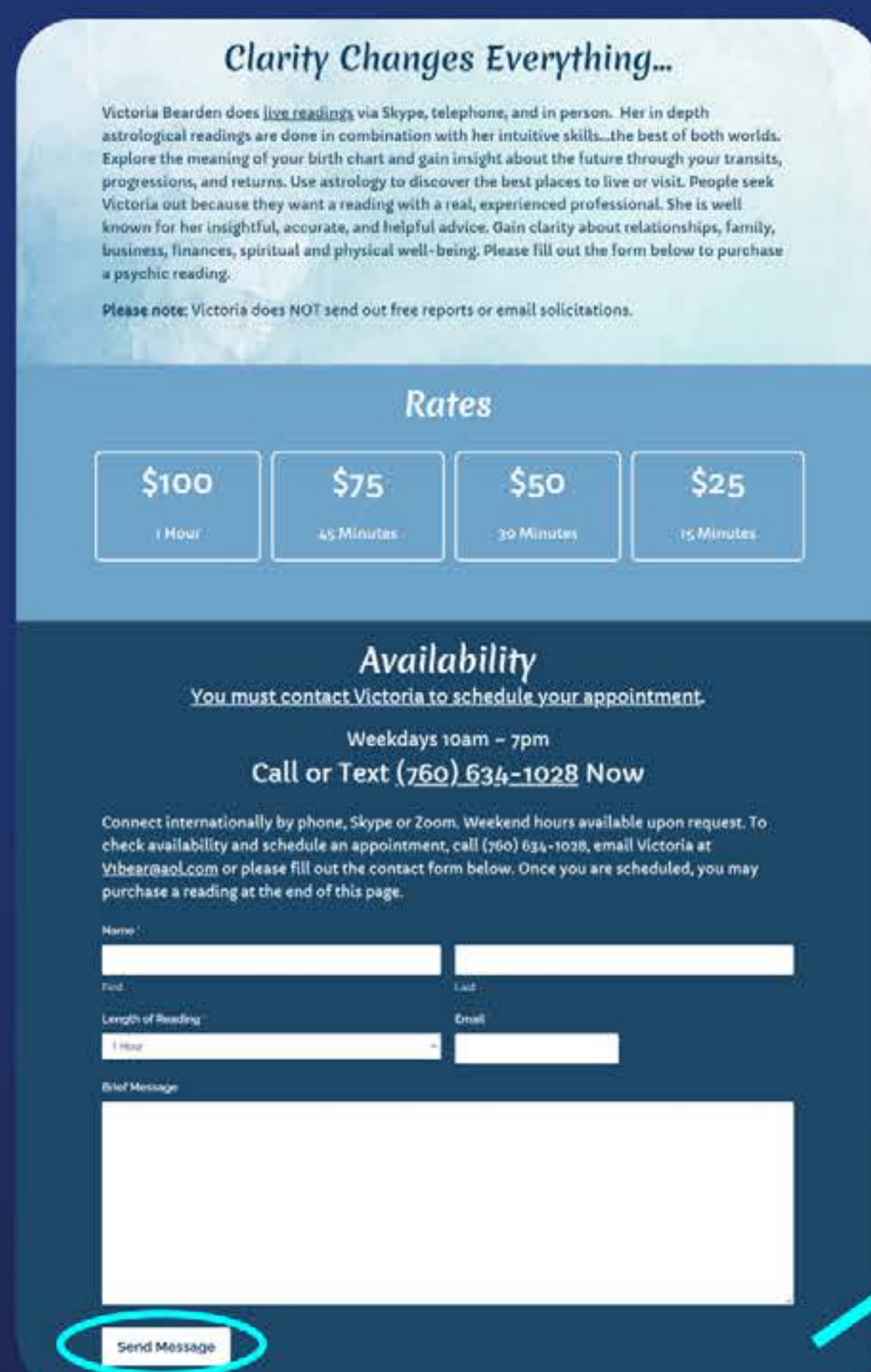
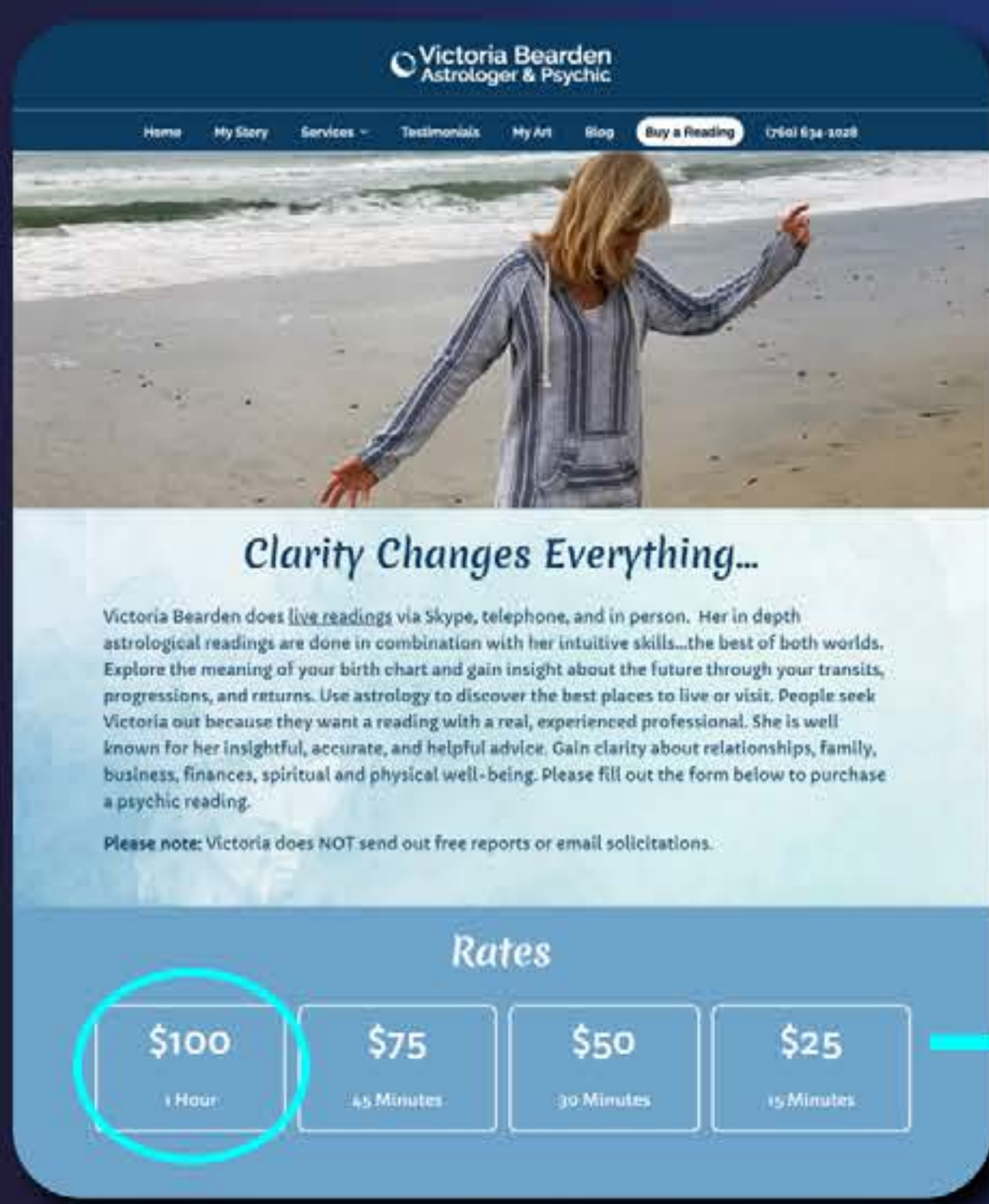
2. Navigating the Website

Educating her visitors on her unique services was vitally important for Victoria, as well as making it as easy as possible to book a reading. I chose to include the most important actions in the forefront of the homepage, and included "buy a reading" into the header as a button for a more eye catching signifier. On her services pages, I included at the bottom a way to navigate between each page seamlessly which adjusted depending on which page you were on.



3. Making the Booking Process Easy

Victoria wanted very much to keep the way she booked her clients the way it was, but she was having problems with helping her clients pay for her sessions. In order for a client to schedule a reading, they first had to reach out to her via email or phone call to schedule a proper time. Normally after doing so, they still needed to pay. Victoria wanted to create a process where the visitor could choose a length of session, be presented with a contact form, and then lastly a payment form, while keeping the process from being too confusing to her less tech-savvy clientele. I chose to use a system that hid each section depending on where you were at in the process. First you would choose a rate, then the contact form would expand down with that rate pre-entered. Once that was submitted, the form would collapse and a new one would appear to finish the purchase. This kept them on the page, while reducing the overall size and potential confusion.



Choose a rate and duration

Prefilled form drops down to schedule a time

Form collapses upon entry and new payment form expands to complete the process

4. Edge Cases

There was the potential that a client would book everything over the phone and need to pay for the service. When this was the case, Victoria would direct them to a separate page which just included the check-out form in order to pay for the upcoming appointment. This helped her regular clients with paying for their sessions online, while streamlining the process for the website visitors.