CASE STUDY
ELECTRICAL GUIDELINE

Website redesign and Development

Developed by **Bal Sankar**, for BinaryDigital360

OVERVIEW

Electricalguideline.com a portal dedicated for training Electrical professionals, a Student or Working professional will find the content very useful. Guidelines, Videos, Webcast, Conference proceedings are accessible to all registered paid members. Refer to the individual Web Pages for more details.

OBJECTIVE

- ✔ Redesign and Development
- ✔ Use WordPress CMS
- ✔ Website must be easy to use.
- ✔ Responsive across all devices and Browsers.
- ✔ A User Forum, where users can asks question and Answers, with Rich Media.
- ✔ User Login and Management.

Functionality

For Non logged in users, only "Free Content" must be available, and User can be Paid or Free Users, Paid Users can Access all the Content.

Have a Subscription button, for non Paid Users, to Subscribe.

APPROACH

DISCOVER
Thorough research of the market and the users. This helped US to understand the real scenarios better and proceed with the design.

IDEATE
Wireframing and coming up with design solutions aligned to the target audiences based on the research.

PROTOTYPE
Prototyped the designs which helps to get real insights while testing the product with real customers.

TESTING CONTENT WAS ESSENTIAL
Large amount content has to be tested, so that no leads to incorrect information was provided to the users.

SECURITY
Uses Payment Gateway, and Subscription model, Hence Security was key in Design and Development for the New Website.

DEFINE
Compiling the data received from the research and using it to lead me towards a design which is for my users!

DESIGN
Converted the wireframes into actual designs, with real imagery, typography, colours and some beautifications.

DEVELOPMENT
Finally, using along with HTML, CSS, MySQL, Php, JS, jQuery, Bootstrap.
We developed the website with WordPress.

RESEARCH

STUDY
Studying the Similar Organisations to see and observe the design gaps where We get the opportunities to improve.
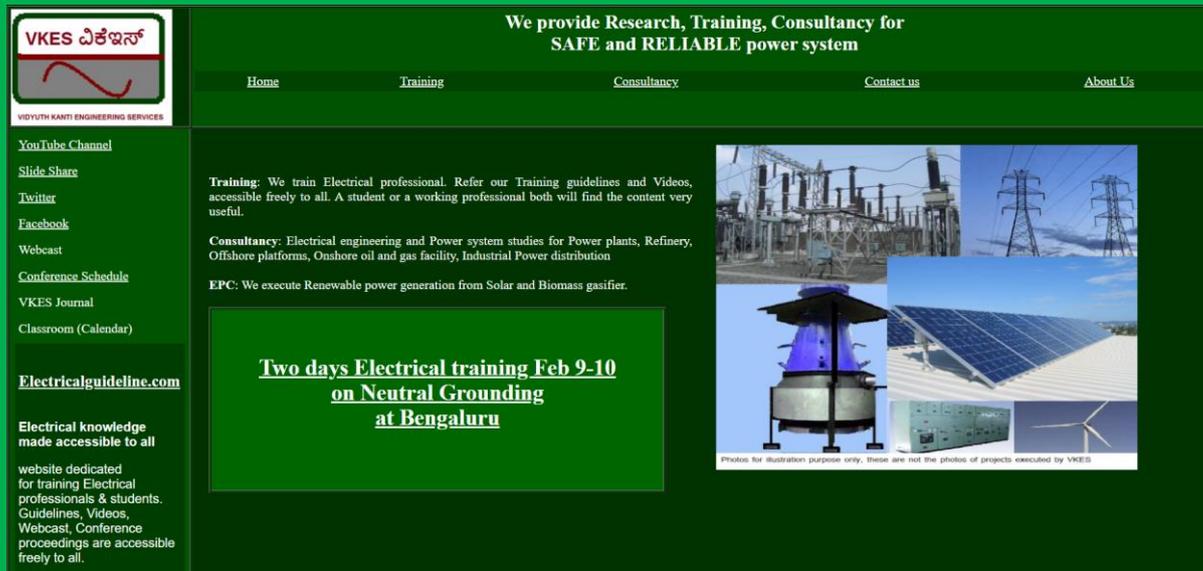
SITEMAP AND PLANNING
Basic structure of the website including various pages and other sections.

USERFLOW
User flow for a scenario of browsing and purchasing a service from the website.
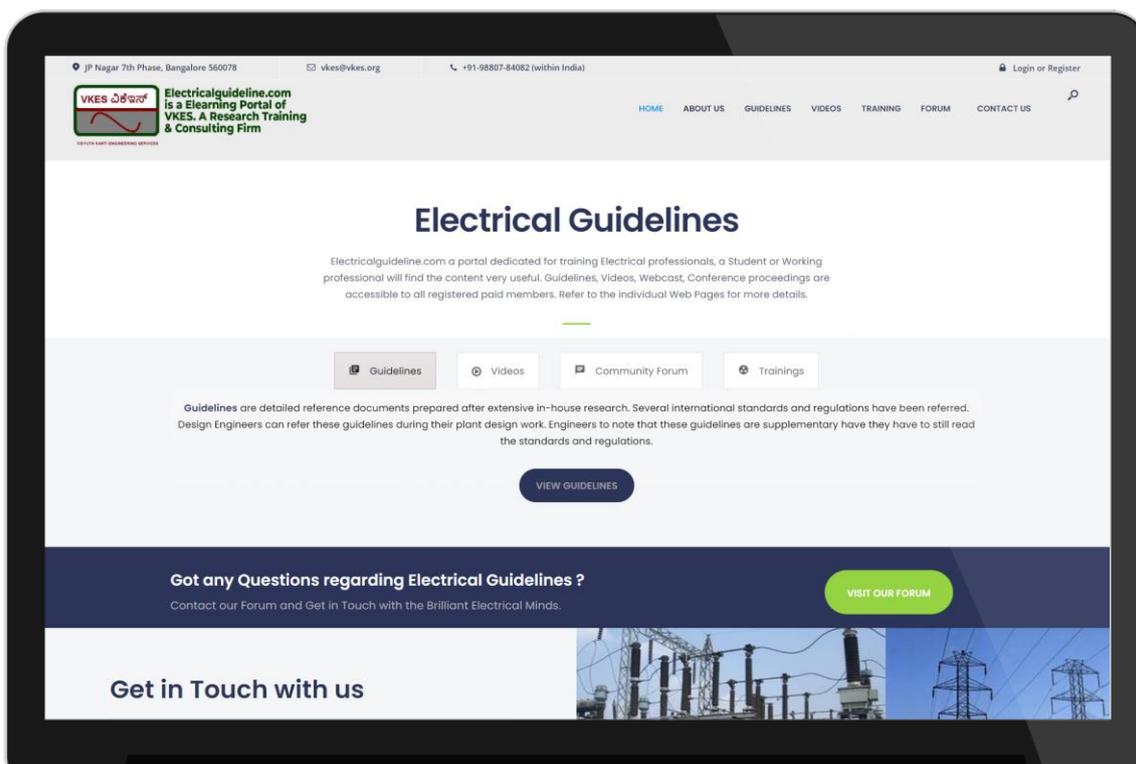
OLD WEBSITE

- Unresponsive
- Doesn't Work on Mobile devices.
- Complicated User flow.
- Cluttered Design.
- No Additional Features.
- Old Technology.

RESULT – FINAL WEBSITE

MODERN RESPONSIVE WORDPRESS WEBSITE

✅ RESPONSIVE   ✅ MODERN DESIGN   ✅ USER LOGIN AND MANAGEMENT   ✅ WEBSITE FORUM

✅ PAYMENT GATEWAY (PAYPAL, RAZORPAY)   ✅ CONTENT MIGRATION

VISIT WEBSITE