

Electric Blue Repographic - A local print shop with great service, but little presence

Overview

Searching for printers in town, I discovered Electric Blue Repographics, a 115 year old print shop in the heart of Butchertown. Electric Blue offers print services including color printing, blueprint printing, large format scanning, and is willing to produce custom work for clients with out-of-the-ordinary needs. I created this website redesign on my own after seeing their current website. I am using this design solely as practice to build my skills with prototyping tools and wireframing.

The [current website](#) for Electric Blue Repographics, created in 2013, is quite outdated. It's difficult to navigate, doesn't provide any examples of their work, and lacks any intuitive user flow besides the menu bar. Certain pages display content very poorly, making it unlikely for website traffic to convert into sales. Their current website also lacks a quote page entirely, leaving customers with no way to get pricing without emailing or calling the shop.

Feeling like a lot was missing on their website, I created a new design that is easier to navigate and better displays the company's capabilities. Using Figma, I designed a new landing page, a services page, and a quote form. I spent three days on this redesign, as it was pretty straight-forward what the issues were. The new design would allow potential customers to more easily get pricing, learn about the types of printing Electric Blue offers, and have a clearer mental image of the company itself. The majority of users that will be going to this website are there for business purposes, and a quality design to them is something that is functional, effortless, and easy to navigate.

Since I'm currently working in the print field, and have wide experience working with different types of printers for various projects I've created, I took it upon myself to come up with the best course of action for this redesign.

UX Design Process

- Research
 - Research for this project started with my going over every page on the company's current website. I noted elements of each page that felt awkward, were inconsistent, were difficult to read, and didn't present content effectively.
 - I also did self-tests with their current website, giving myself goals on printing needs I need, then chugging through their site to get answers for my needs. I again noted anything that I felt could be improved or removed, and added it to the list of needed changes.
 - To get an idea of why some printers' websites get more traffic than others, I started Googling to find examples of well-designed print shop websites. I then noted the differences between these sites and Electric Blue's, and added improvements to be made to the change list.
- Analyzing Research

- After gathering a list of changes that I felt could be made, I distilled the list to what I felt was necessary and would reduce clutter. I also created user avatars and tried to plan the redesign with an empathetic perspective based on their needs.
- Prep work
 - Before starting design, I made a Trello board to organize my work process. The board outlined every piece of work that needed to be done, the status of its completion, and how much of an overhaul they would need.
- Wireframing
 - To begin designing the new pages for this website, I sketched out designs of a few different layouts, and picked which design would best display Electric Blue's services. While wireframing, I noted how each element on every page should function.
- Prototyping
 - Since I already created wireframes of my designs, laying the prototype out in Figma was relatively simple. I worked from back to front in layers, creating containers for each of the sections on all pages, then filled in content like nav-bars, footers, banner, company information, and services.
 - For images used on the site, I pulled stock photos from a free-use photo website and edited them to the correct scale for their needs in Photoshop.
- Review and Refine
 - To review the designs I made, I asked several artist and entrepreneur friends of mine to look over the design as if they were using the site for their own needs. I received some fair criticism that the design still felt a little out of date, which was partially on purpose, as I believe this redesign should be more functional than purely design oriented.

Next Steps

After having completed the redesigns for Electric Blue Repographics, I plan to introduce myself to the current proprietor and talk to them about the current state of their website. It's entirely possible that the current owner doesn't think the website is important in driving customers to their store, as the printing world in Louisville is mostly marketed through good experiences and word-of-mouth. If this is the case, my redesign will continue to be limited to just a prototyping project.