

The Extreme Web Makeover

By Greg Smith



For the past several months, BASIS has been researching, redesigning, and recreating their Web site at www.basis.com. Why put such effort into doing a makeover of a functioning site? Changing the focus, content, and look will help deliver valuable information to various BASIS customers groups in a more intuitive, aesthetically pleasing, and useful manner.

To begin this renovation, BASIS assembled a team of employees whose talents and expertise include graphic arts, technical writing, and Web development. Combining customer feedback with suggestions from BASIS management, this design team identified the following goals to direct the Web site's makeover:

- Emphasize content
- Provide useful information to various customer segments
- Maintain a similar hierarchical structure throughout
- Present a more pleasing look and feel, color scheme, and layout

The team laid out the framework for the new design, changing the focus from an “inside-out” perspective – what *BASIS* (inside) considers important to the customer (outside); to an “outside-in” viewpoint – what the *customer* considers important. This new “outlook,” so to speak, creates a more relevant, more valuable, and more effective tool for BASIS developers and partners.

Considering the various BASIS customer types and roles within these global organizations, the makeover team reorganized the information in the most easily accessible and logically arranged layout possible. Designing a site that functions effortlessly and intuitively both within a browser and to the users, increases their comfort level and enhances their ability to understand the general layout and navigational methods. In addition, the Web site's general look and feel is important to its reception and ability to generate return visits.

To implement all of the proposed components across the entire site at one time would greatly delay customer's access to the improvements. So considering the options, the team decided to roll out the new site in phases. The first phase, debuting in the coming weeks, carries the new look and feel component throughout the site (see **Figure 1**), plus rewritten content for the Products section. In the months to come, the team will rollout the remaining sections, one or two at a time, as they complete the rewrite.

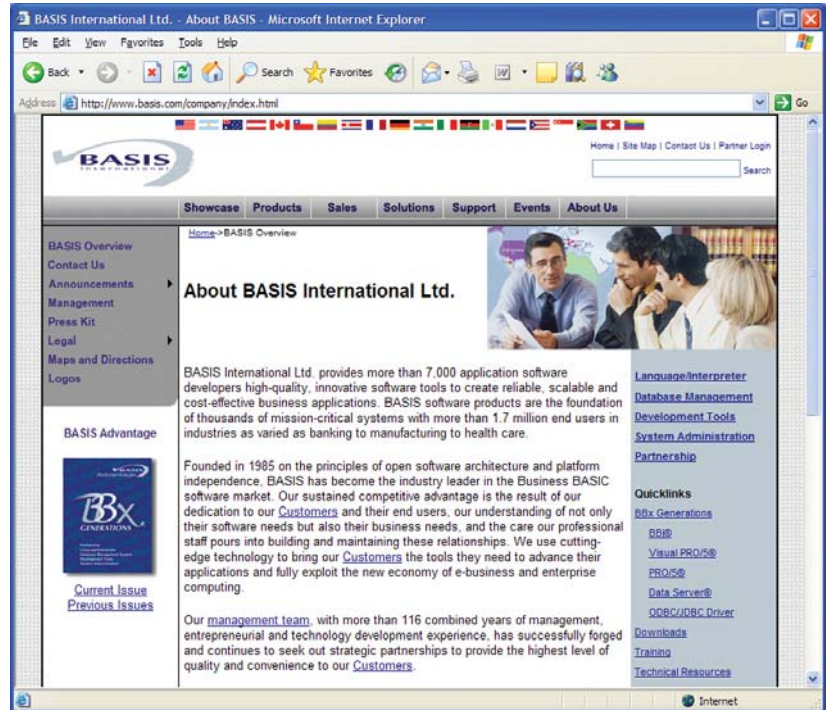


Figure 1. A sample of the new look of www.basis.com

To see the exciting new changes, periodically check www.basis.com and experience our more intuitive, aesthetically pleasing, and useful tool. If you have any comments or suggestions, please contact the BASIS Webmaster at webmaster@basis.com.



Greg Smith
Webmaster