



WEBSITE REDESIGN

A SENIOR PROJECT BY KELSEY BATEMAN



THE SITUATION:

A 7 YEAR OLD WEBSITE

JC Weber and his team at the Circle of Love bridal shop on Rexburg main street are constantly working to keep the store up-to-date. JC acquired the store less than 10 years ago from his parents, who took it over from their parents. As a hometown family business, Circle of Love exceeds expectations by its vast inventory of fashionable wedding gowns, affordable suits and tuxedos, and friendly staff.

During the last couple years, JC has worked to refine and create processes for the Circle of Love's social media platforms and marketing campaigns, which are now more consistent than ever. However, one issue he has had in the back of his mind was always his website. In 2015, he had a friend create a WordPress website for him, but it had been 7 years since it was created, and the website was experiencing issues, was outdated, and no longer consistent with his business's style.

THE PROJECT:

SIMPLIFYING & REDESIGNING MYCIRCLEOFLOVE.COM

I worked with JC to redesign the homepage for his website, mycircleoflove.com. He had some outdated pages on his website and wanted a new, simpler look that would increase conversion rates and booked appointments. JC liked the elements his current website homepage had, but wanted them sleeker and easier to navigate. One thing he specifically wanted was to embed his Instagram so it would stay current. He also wanted the navigation bar to be simplified and no longer centered and bulky.

Circle of Love's website was built in WordPress using the Avada theme. My task was to visually design the website through sketching and Adobe creative cloud, then research Avada to figure out how to execute the designs and functions he wanted.

The end goals were that the website would:

- have a more modern look
- have clear and simple calls to action, focusing primarily on booking appointments
- convince more people to come into the store

WHAT I DID

HOMEPAGE REDESIGN

After meeting and talking out ideas with JC, I used Adobe XD to create a mockup for the redesigned website. JC's main goal was to get people to book an appointment, so that was the main call to action we focused on. He also wanted the website to have a simpler feel overall, and feel less boxy and more modern. I saw that the homepage images were also blurry, so that was something I wanted to fix.

HOMEPAGE EXECUTION WITH AVADA

The next step was executing the homepage, adding all the elements and text and links. Having never used Avada before, a key part to this project was learning how to use the Avada theme. Essentially, this meant understanding the basic layout of how the Avada theme functioned and researching how to execute the elements I wanted, as well as knowing where I could go for answers when I ran into problems. My main sources were YouTube and Avada's help website, <https://theme-fusion.com/documentation/avada/>.

It was also important for me to figure out what looked the best in the website format and what design aspects I should or would have to change to make the website function the smoothest. I had to sacrifice a few of the initial design elements, but the website ended up looking and functioning the best it could.



Logo from Avada website
(<https://avada.theme-fusion.com/>)

IMAGE OPTIMIZATION

Since the original website had blurry images, optimizing the images was one of my biggest priorities. I took the time to find and optimize some high-quality free commons images, the same I used in my mockup. I ran into an issue where the images that I knew were . I found out there was an optimization tool that was forcing the images to appear smaller than how I uploaded them. Once I figured that out, I was able to optimize his new, original images that he gave me in a similar way to look good in the final homepage.



WHAT I DID

EMBED INSTAGRAM

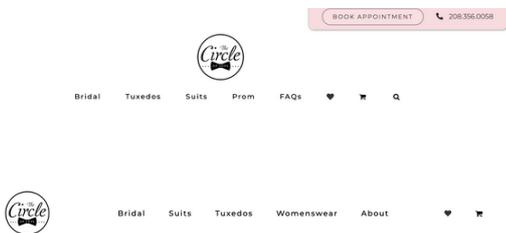
Embedding Instagram was its own challenge. I researched and found that Avada already has a feature to embed Instagram on pages, but after following the tutorials, it wasn't working for me, something was wrong. On the advice of Brother Lybbert, I decided to ditch the plugin that wasn't working and get a new one. I found the SmashBalloon plugin, which took a little time to install and make sure it functioned correctly. I was able to successfully embed this plugin into the homepage, so the Instagram images are dynamic and clickable.



Follow Us on Instagram! @thecircleoflove

BROWSE OUR FEED

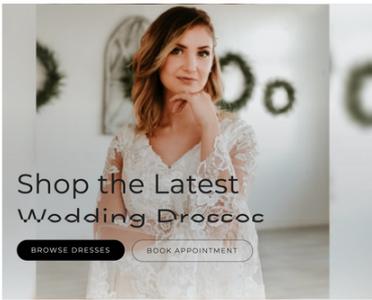
REDESIGN MENU



The site's menu was also very time consuming, I created probably more than 50 different drafts of the menu alone. It took a lot of investigation, because there are multiple places in WordPress and the Avada theme that the menu can be manipulated. I started by trying to make a menu using the global layouts tool, but unfortunately I was running into a lot of problems with how the menu looked in mobile view. In the end, I traced the steps back of the previous person to create this website, and figured out how to make the changes through global settings.

UPDATING CONTENT

There was also some content on the website that was incorrect or outdated. I archived the "Prom" page and removed it from the menu, and reorganized and added to the menu so that FAQs, Contact Us, Schedule Appointment and About Us all lives under the same tab. I updated the About Us page with some text about the team, where JC will be adding a photo later. I added a disclaimer to the bridal page about dress availability and added another CTA button on that page.



Shop the Latest Wedding Dresses

BROWSE DRESSES BOOK APPOINTMENT



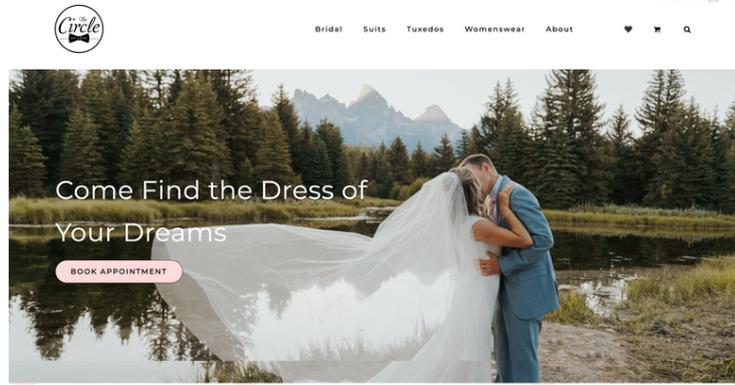
\$270 Suit Package

SHOP SUITS



From Dresses

SHOP DRESSES



Come Find the Dress of Your Dreams

BOOK APPOINTMENT

CIRCLE OF LOVE We believe everyone wants to look classy and unforgettable.



WE BELIEVE EVERYONE WANTS TO LOOK CLASSY AND UNFORGETTABLE



BRIDAL



SUITS SUITS



BRIDESMAID



Tuxedo rentals starting at just \$80/day

BROWSE TUXEDOS



Get Inspired.

@thecircleoflove

See bridal & wedding pics from the brides & grooms we've had the pleasure of helping. You professional but relaxed atmosphere. My daughter's dress was stunning we couldn't be happier!

BROWSE OUR FEED

We are proud to carry &Collar dress shirts, pants, and blazers at our store!

Come in today to try one on!

&COLLARO PERFORMANCE MENSWEAR



SOLD HERE!

Hear It From Our Customers

Customer testimonials grid with photos and text reviews.



Follow Us on Instagram! @thecircleoflove

BROWSE OUR FEED

after

Circle of Love is proud to carry over 100 modest dresses in store.

Find yours today!

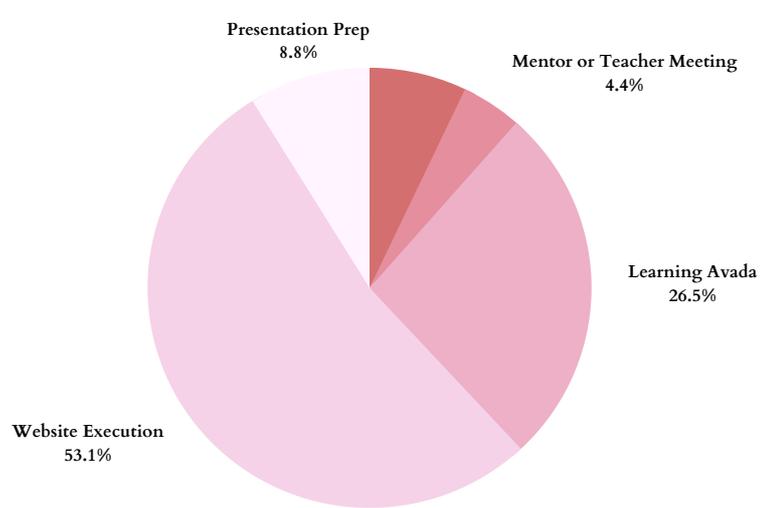
BOOK APPOINTMENT



Hours and shop information for Circle of Love.

Hours and shop information for Circle of Love.

TIME USAGE



MEETING WITH JC WEBER: 4 HOURS

JC Weber was my client for this project, and I spent a few hours doing in-person meetings with him to discuss his expectations for the website and the progress and issues I had along the way. Additionally, I emailed him updates and asked him questions as needed.

MEETING WITH BROTHER WILLIAMS: 1.5 HOURS

I met with Brother Williams, my mentor, to discuss my progress and what I needed help with as I moved forward with my project. He offered suggestions of resources I could use when I needed more specific help.

MEETING WITH BROTHER LYBBERT: 1 HOUR

As a web design professor, Brother Lybbert was a great resource for me to ask questions and help troubleshoot issues. He showed me some resources I could use when I ran into problems. He also made suggestions for more complex elements, like the element that embeds Instagram.

LEARNING AVADA: 15 HOURS

The beginning of my project was largely spent on learning how to use the Avada theme and understanding how it integrated with Wordpress. I also had to start by figuring out what plugins and features Circle of Love's website currently had, and how they would affect the design I wanted to execute. The latter end of my project involved a lot of troubleshooting and re-visiting resources to make fixes and fix frustrations.

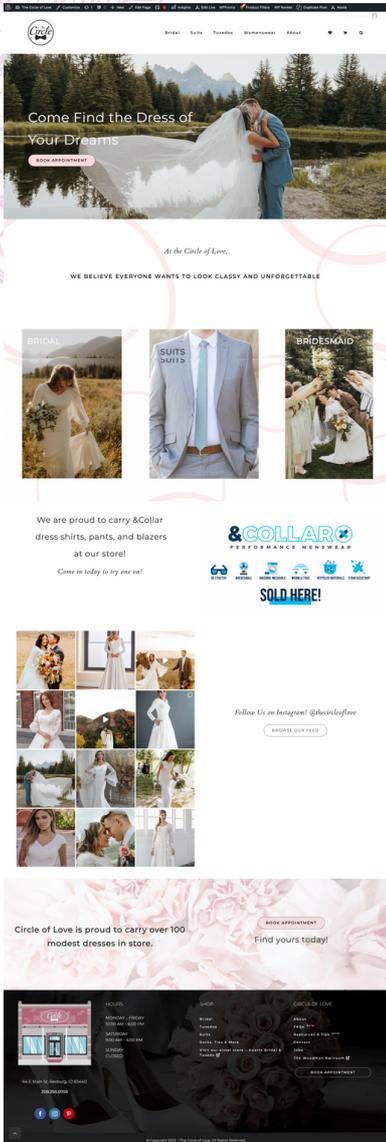
WEBSITE DESIGN & EXECUTION: 30 HOURS

The majority of my project's work was the actual website execution. I worked using the Avada theme in WordPress, utilizing both the Avada Live visual builder and the wireframe and backend views. I also had to optimize images, make working links, embed Instagram, create a new global menu, write and design homepage content, fix problems (some that I caused), updated plugins, and more. I also created a tutorial video for JC and his team, so that they can better understand Avada and know how to make adjustments to the website whenever they want.

SENIOR PRESENTATION PREP: 5 HOURS

I created things for my table display and practiced my presentation. I compiled all my work into a document and wrote text for the Comm WordPress website. I created a video that would play during the Senior Showcase so people could see the result of my project.

WORK SAMPLES



WEBSITE
mycircleoflove.com

ADOBE XD MOCKUP



At Circle of Love.

WE BELIEVE EVERYONE WANTS TO LOOK CLASSY AND UNFORGETTABLE.



Follow us on Instagram!
@thecircleoflove

BROWSE OUR FEED

TIP TUTORIAL

<https://youtu.be/L1MhU51-5jU>



HOURS
MONDAY-FRIDAY
10:00AM-6:00PM

SHOP
DRESSES
TUXEDOS
PROM

CIRCLE OF LOVE
ABOUT US
54 E MAIN ST,
REXBURG ID 83440

COPYRIGHT 2022 CIRCLE OF LOVE



WORK SAMPLES



WEBSITE TIPS

AVADA HELP

Circle of Love's website was built in WordPress using the Avada theme. This theme can be manipulated in the backend of WordPress and in the Avada Live page builder tool.

For more information and tutorials on Avada and its capabilities, go to:

<https://theme-fusion.com/documentation/avada/>

If you run into an issue and can't find a help article, you can open a ticket by going to this link and using your Avada registration information to log in:

<https://theme-fusion.com/support/submit-a-ticket/>

MEASURING SUCCESS

Your current plugin Monster Insights tracks sessions, page views, session duration, and individual visitors. These numbers can be helpful if, for example, you run an ad or social media campaign with a goal of increasing traffic to your website. You can see the differences between the current and previous months and years.

Similarly, Google Analytics is a great tool for making goals and measuring success:

<https://analytics.google.com/>

It tracks even more specific data about what the visitors on your website tend to do. Here is more info on how and why to use Google Analytics:

<https://blog.hubspot.com/marketing/google-analytics>

MAKING CHANGES IN WORDPRESS

A simple tip but important to remember is that changes won't be live until to press "Update". If you are creating a page, it has to be published and accessible through a link in the menu or on a page of the website for people to be able to see it.

When working in the Global Options section of Avada, remember that you have to Save Changes you make, and that those changes will be immediately live on your website. I would recommend always checking both the mobile version and desktop version of your website whenever you make changes.

For more help, you can watch this video I created on a few more details on changing and keeping mycircleoflove.com up to date: <https://youtu.be/L1MhU51-5jU>

DOCUMENT WITH RESOURCES

A decorative illustration of pink flowers and leaves is located in the top-left corner of the page.

MOVING FORWARD

A SIMPLIFIED WEBSITE

Now that all the requested changes have been made, the website is cleaner and simpler than ever before. The goal of the homepage has been achieved, the Book Appointment call to action is justified and clear.

In the future, this website should attract more people and generate more clicks and thus conversions, and get more people who visit the website to book appointments and visit the store.

STEWARDSHIP

I created a video tutorial for JC and his team to help them know the basics of using Avada, resources they can use, what things should be checked on regularly, and more tips and tricks (linked in work section).

I also created a document for JC and his team to reference (also linked in work section) that includes tips on how to use Avada and WordPress, and how to use analytics to reach their company's goals. The document also includes resources they can use when they have questions or run into a problem. They have all the tools to keep their website up-to-date and use it to their advantage when bringing in customers.