RAUN DESIGN

User Experience

Raun Kercher • 610.389.4131• raun@raundesign.com • raundesign.com

Case Studies
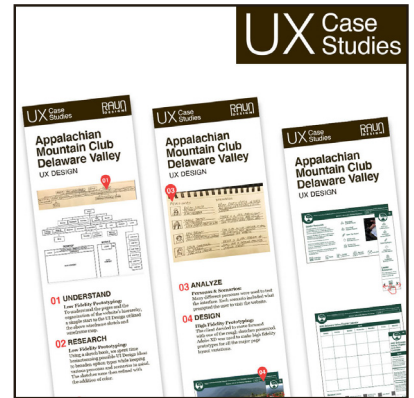User Experience Design

News Website
WSP | Parsons Brinckerhoff

Service Website
ProSeal Asphalt Mantenace

Chapter Website
Appalachian Mountain Club

UX Design
STEPS

Raun Kercher has a non-liner UX Design process made to learn more and understand your website users and their interaction with a website. In this process we research information on devices that various personas may use and we will uncover scenarios that users may face to better understand the driving force for their interactions with the interface. In this process we do research to find information on what devices the various personas might use and we uncover scenarios the user might face to better understand what is driving their interactions with the interface. Following discussions, the prototype can be refined again before the website is developed and tested. We develop the website. Test it and review the analytics. After testing and running analytics, previous steps can be revisited if needed.
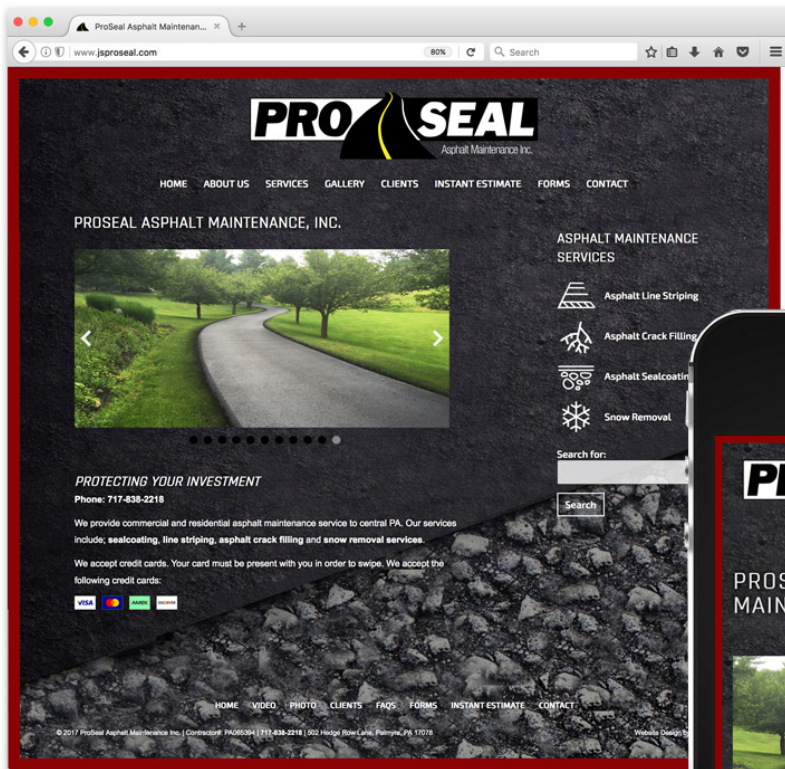
UNDERSTAND

RESEARCH

ANALYZE

DESIGN

LAUNCH

ANALYZE AGAIN

ProSeal Asphalt Maintenance

WEB DESIGN / WEB DEVELOPMENT

Description

Role: Developed the wordpress website for ProSeal Asphalt Maintenance. Created the custom wordpress theme and applied the necessary plugins to the website. The ProSeal Asphalt Maintenance Website is created in a way that allows the client to revise the content as needed.

Objective: Developed the website which has functionality for instant estimate calculations, video player, customer form submissions and attractive gallery of before and after photos. Website must have the ability to make changes to the content on the clients end.

Preliminary: Below is an example of some of the preliminary design work that was conducted in the creative design process of the website design.

Preliminary design options >

MoJo's Pop Co.
ECOMMERCE WEB DESIGN
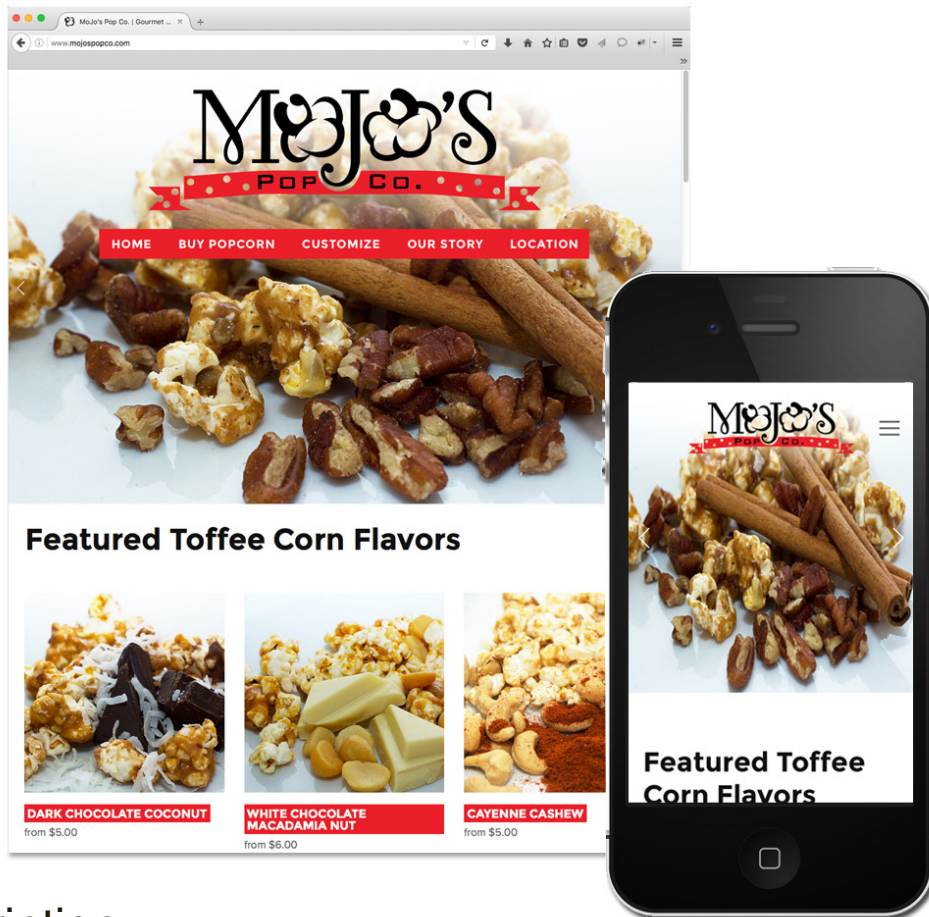
Description

Role: Designed the ecommerce website for toffee popcorn company from start to finish. Selected a CMS (Content Management System) solution which will help add flexibility the customer's web design requires. Developed a preliminary sketch and a wire frame. Shoot photography for use in website. Custom code the CSS3 for the web design theme. Used SEO best practices to help make website highly visible over competitors websites. The website features back-end CMS, custom built reponsive theme/CSS3, feature products slider.

Objective: Design a fully functioning ecommerce web design to replace existing store for the toffee popcorn company. Web design will include an improved design. Admin will have the ability to revise and adjust content as needed. Website will include a manageable order tracking system within admin panel.

Corporate Identity & Brand
VARIOUS LOGO & ICON DESIGNS

POST YOUR STATS
.com

MOSAIC
Community Land Trust

Jarrettsville Federal
SAVINGS & LOAN ASSOCIATION℠

PRO LACES

THE STRONG BOX
by Fairbairn™

APEX
MAINTENANCE
PRODUCTS

Description

Role: Designed several different Logos each with their own particular objective. Each of these logos was created from scratch. Every brand on this page fits into their company corporate identity

Objective: The objective was to create a mark which is a timeless brand for each individual products or organizations seen on this page.

Horse Valley
F . S . H . V . A