

Corporate Communications

1.6 Web Site Design

user definition
architecture
wireframes

user definition

personas

entities

primary

paralegals, law firm associates,
junior and senior associates,
partners

law firms, financial and restructuring
advisors and firms



secondary

shareholders, claim's traders,
landlords, employees

creditors, vendors, media, ancillary
or affected entities

unintended

"sophisticated" investors

competitors, other firms with split
administrative responsibilities

user breakdown

	<i>access method</i>	<i>reason</i>	<i>frequency</i>
<i>newbie</i>	professional referral, junior associate recommendation, search engine result	seeking bankruptcy or claims administration service, desires assurance of experience	once
<i>novice</i>	third-party interest	browsing public case information	occasionally while relevant
<i>expert</i>	returning, existing client	directly accessing Administar Back, Office or Administar Web	frequently while relevant

redesign opportunities

architectural

consolidate all of a product's features, case study, experiences and referrals onto one navigational pathway

reduce ambiguity of a user's perceived location in the site

prioritize and rank main functions on the page hierarchically

copy

label navigational elements from the primary user's point of view

eliminate technical jargon

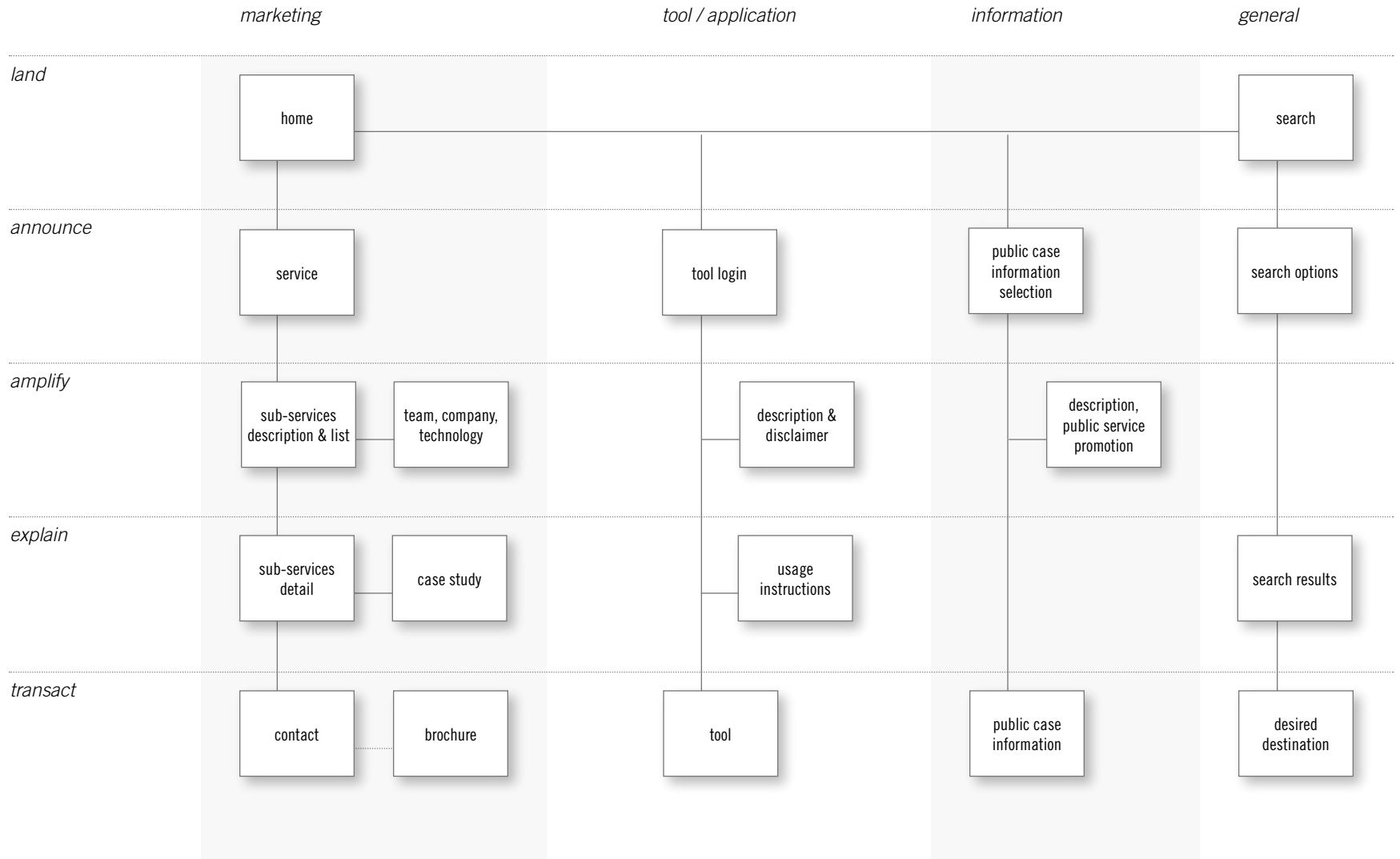
visual

use new identity to create a bold web interface with the five key terms in mind

express the value added by using a claims agent—particularly Administar's service

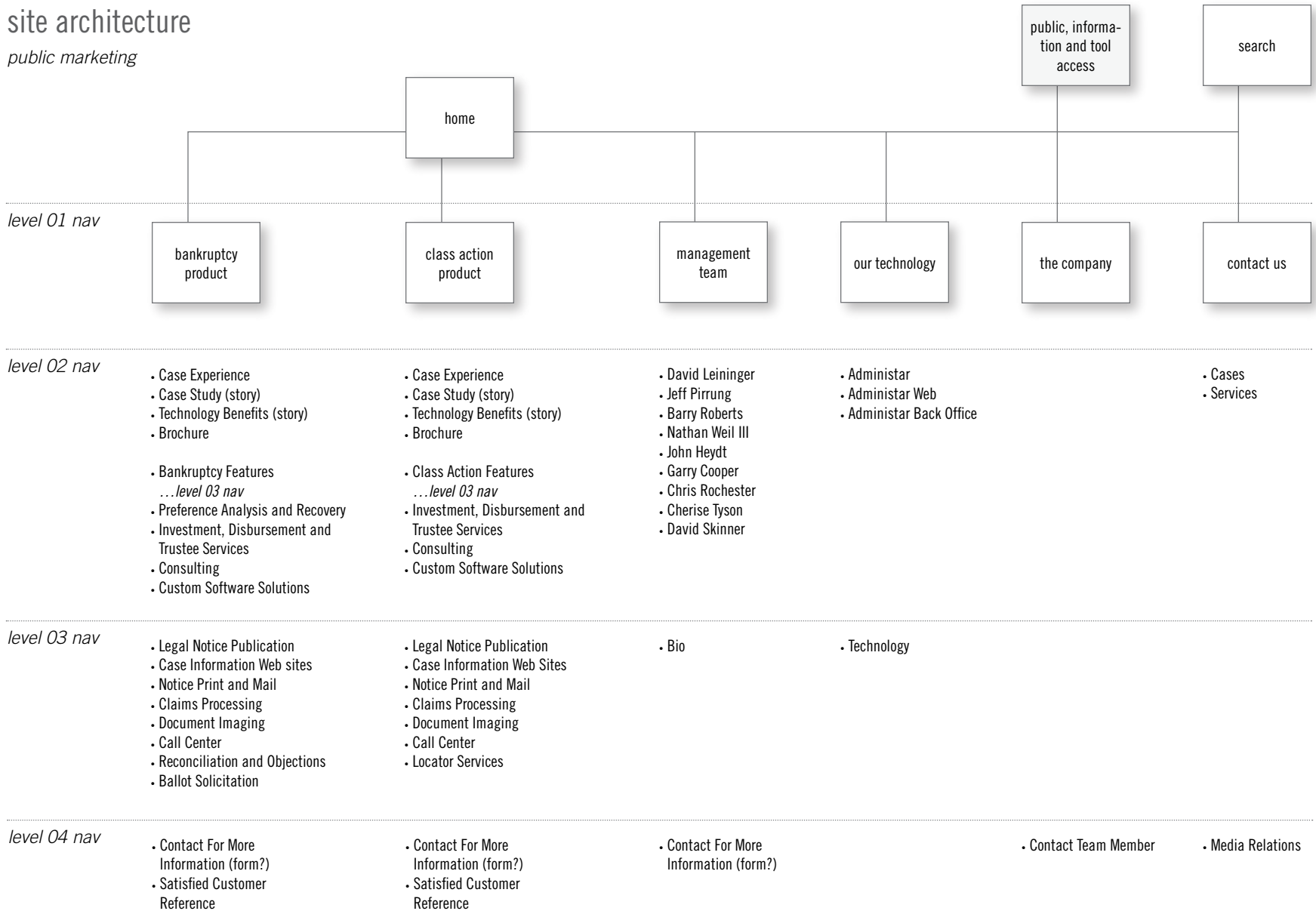
convey Administar's experience to enhance a user's comfort level with the service

user goals



site architecture

public marketing



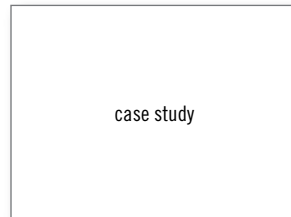
page types



initial impression;
identify user; introduce
navigation; set tone



grouping of all product
related information
with navigation for
progressive disclosure



story-based narrative
of a past client's
experience with
Administar's services



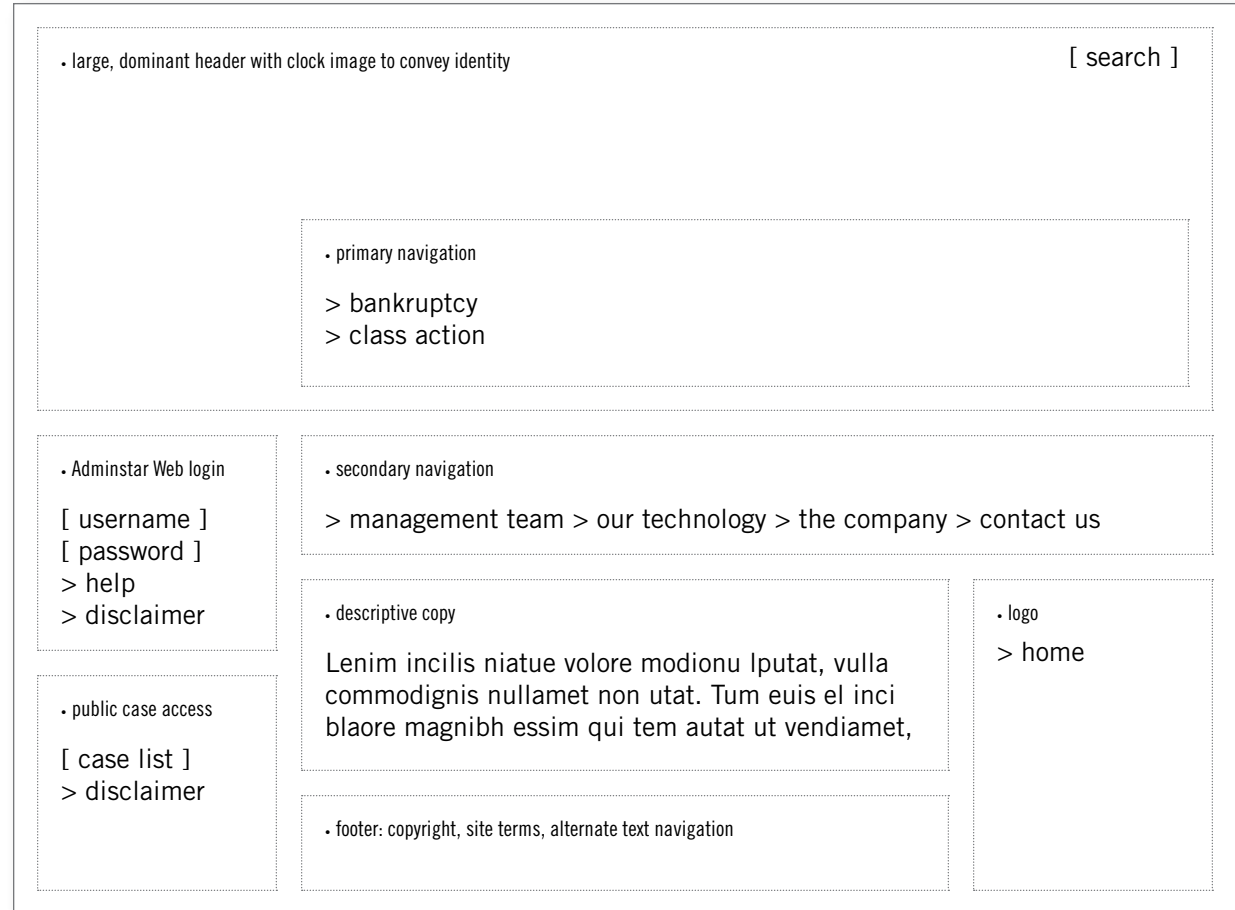
form to gather user's
interest in specific
service offering

wireframes

home page

features

prominent, centrally located
primary navigation for two
main products



wireframes

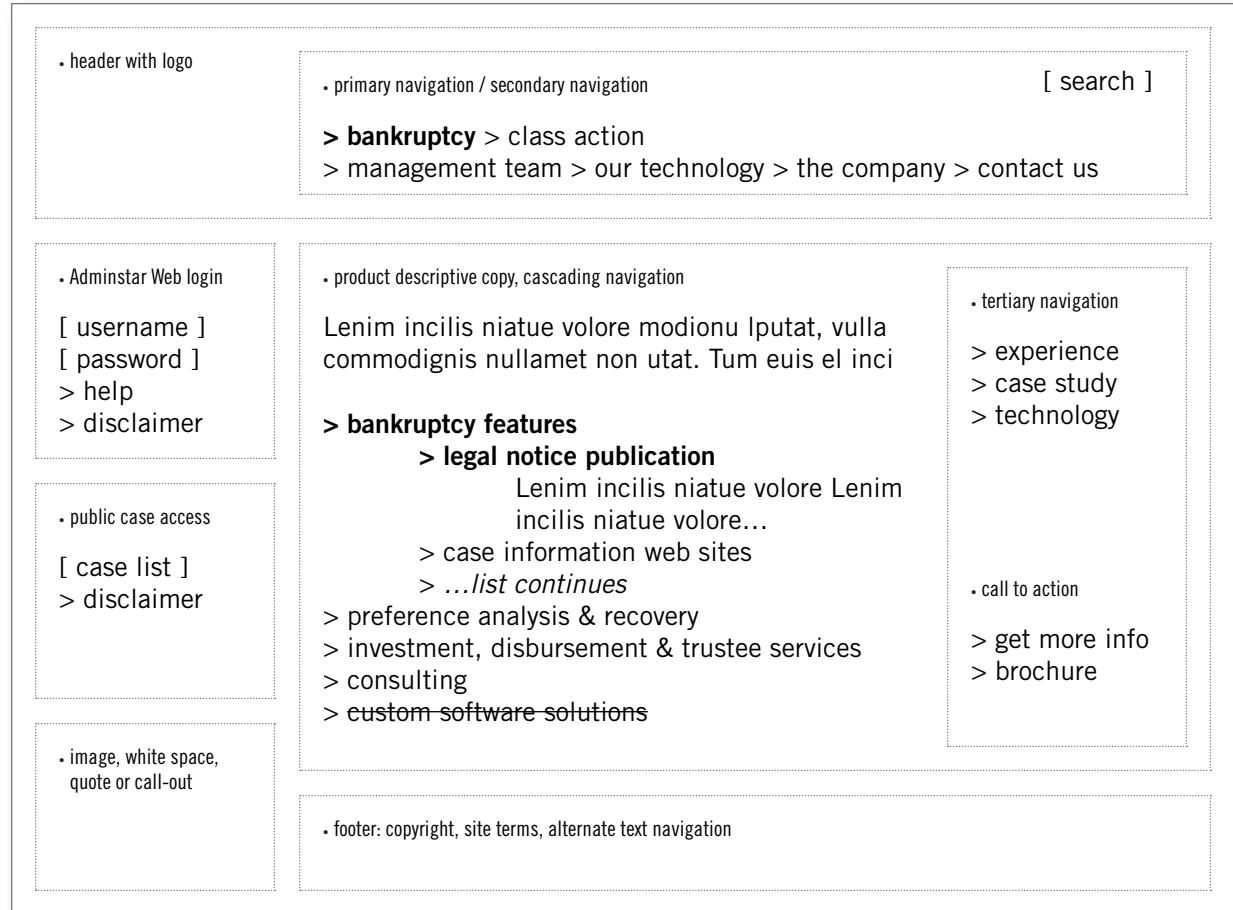
product page

features

deeper navigation is accessed through cascading menus

cascades do not require page refresh

pervasive login and public case access



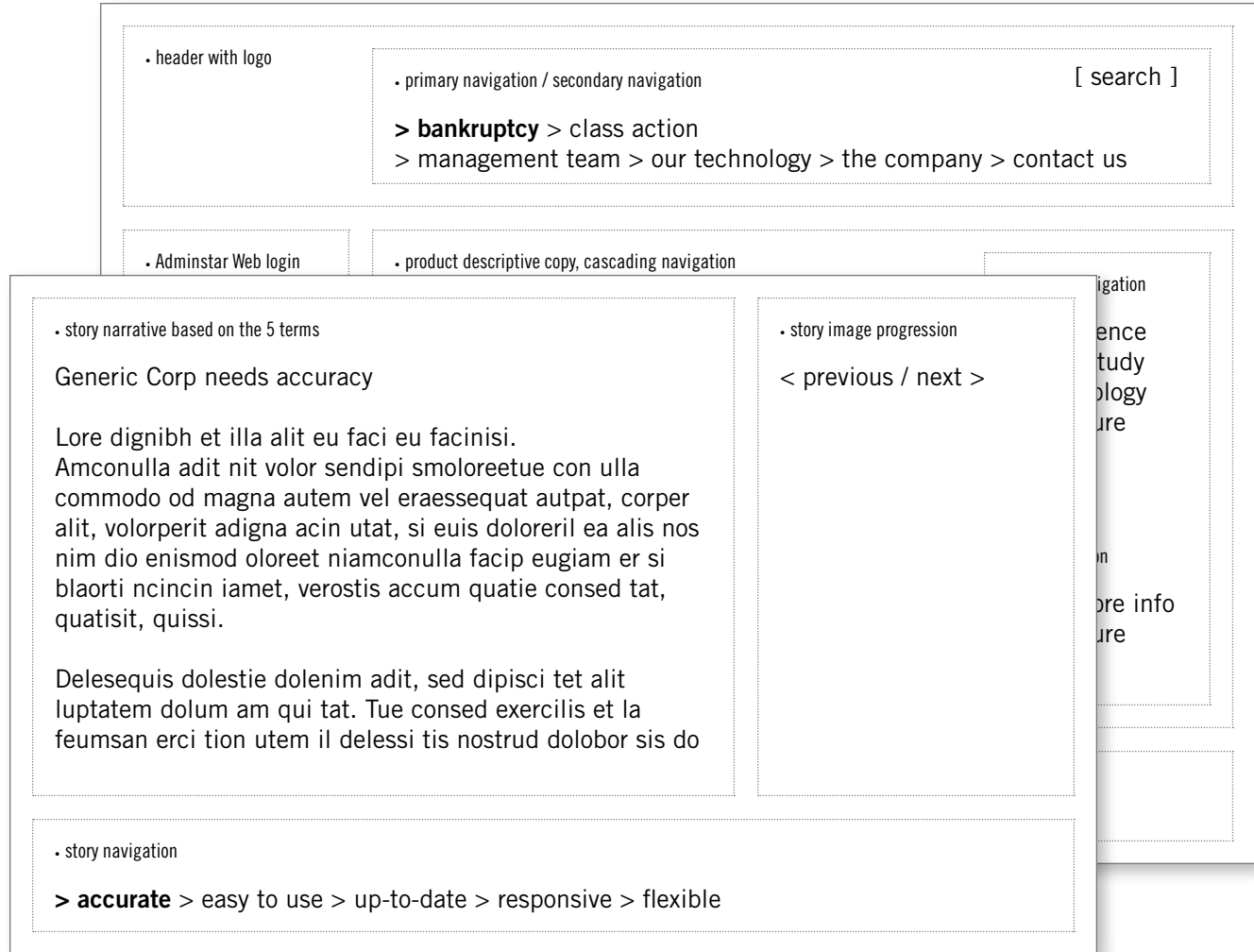
wireframes

case study

features

pop-up window for clean layout and linear navigation

five part case study to align with Administar's five terms



wireframes

product page

features

form is contextual to product

direct path back to product information

