

2025

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PROPOSAL

Website Design

BY AXIOM WORLD

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1. EXECUTIVE SUMMARY

The current website design does not fully reflect the premium quality and elegance of their offerings. This audit highlights opportunities to elevate the site’s visual appeal, usability, and customer conversion effectiveness.

2. AREAS FOR IMPROVEMENT

Area	Observation	Suggestion
Top Navigation Menu	Too broad; uses generic labels like “Company” and “Help”	Redesign into goal-based nav : <ul style="list-style-type: none"> • Products • Who We Serve • Custom Projects • About • Contact Try to make content more intuitive & relevant to different visitor types. Use persona-based Information Architecture
Branding & Aesthetic https://www.artifactuprising.com/ It is a good example of branding well implemented.	Generic. Website lacks cohesive branding and visual aesthetics	Apply custom patterns, icons, designs or symbols (for branding depth) Develop a unified visual identity: define a brand color palette, typography system, image style guide, and consistent tone across all sections

<p>Product Category Structuring</p>	<p>Product Category structuring is missing and unclear — no defined categories, inconsistent layout, and lack of user guidance</p>	<p>Implement clear product categories (e.g., Hardcover Books, Journals, Bibles), add standardize product cards, create individual product pages, and introduce a guided customization flow. A proper strategy is needed to enhance product clarity</p>
<p>Homepage Design- Hero Section, First Banner</p>	<p>No emotional connection, CTA is generic</p>	<p>This is the first impression of your website. Improve the all over design. Add a video background or add sliders to cycle through top products (Book printing, Journal printing, Bible printing).</p>
<p>Homepage Design- Product Cards' Visual Design & Layout</p>	<p>Blocky, outdated. Products listed in a flat layout. Hard for users to scan or compare offerings</p>	<p>Use a clean, grid-based layout with ample white space. Implement custom product cards with hover effects and high-quality imagery.</p>
<p>Conversion Strategy</p>	<p>No urgency or trust cues</p>	<p>Add trust elements: Google reviews, client logos, featured case studies, real-time order tracker. Add urgency via limited-time offers or “Fastest turnaround: 3 days!” badges</p>

<p>Dead links</p>	<p>There are Multiple dead links across the website</p>	<p>Audit all links across the site, remove or replace broken links, and ensure all CTAs direct to live, relevant content</p>
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3. CONCLUSION:

The website review reveals critical opportunities to elevate the brand’s digital presence, enhance user experience, and drive business growth through strategic redesign. By addressing navigation, modernizing visual design, strengthening trust elements, and fixing technical issues, the website will better reflect the company’s premium quality and professionalism. Implementing a full redesign—will ensure measurable improvements while minimizing disruption. This transformation will not only improve customer engagement but also position Imaging Hawaii as a leader in the printing industry.