

PROJECT OVERVIEW

The Vision Contracting website is a key communication and business development tool, representing the company's brand, expertise, and credibility to clients, partners, and potential employees.

The Website requires a comprehensive update to match the digital standards of leading competitors in the construction and contracting sector.

Vision wants to modernise the site to improve user experience, engagement, and conversion, ensuring it effectively supports Vision Contracting's growth, recruitment, and sustainability goals.

END GOAL / OBJECTIVES

The end goal is to elevate Vision Contracting's digital presence to reflect the company's professionalism, scale, and innovation.

Specific objectives include:

1. Enhance User Experience (UX): Streamlined navigation, responsive design, and intuitive user journeys.
2. Strengthen Brand Identity: Visually distinctive, consistent design that aligns with Vision's values and positioning.
3. Showcase Capabilities & Projects: Richer project storytelling with measurable outcomes and client testimonials.
4. Improve Online Visibility
5. Support Recruitment & CSR Communication: Highlight culture, career opportunities, and sustainability initiatives.
6. Ensure Long-Term Maintainability: Scalable content management and easy updating process.

KEY IMPROVEMENTS, CHALLENGES & GAPS REQUIRED:

Based on review of Vision Contracting's site compared to industry-leading competitors, the following gaps were identified:

A. User Experience & Usability

- **Navigation Complexity:** Some content may be difficult to find quickly.
- **Mobile & Tablet templates required**

B. Visual Design & Branding

- **Brand Differentiation:** current site feels generic; stronger visuals and interactive elements needed to standout
- **Colour theme.** To be more line with our company pantones.

- **Consistency:** Typography, colour palette, and imagery could be more cohesive. High-quality project images, before/after shots, and drone photography can enhance impact.

C. Content Depth & Messaging

- **Showcase Visions Value:** Clearer messaging on what sets Vision apart (e.g., hands-on approach, value engineering, client focus & repeat business relationships).
- **Project Case Study Detail:** Projects could include more context—challenges, solutions, outcomes, metrics, and client feedback.

D. SEO & Local Search

- **Search Optimisation:** Improved keyword usage, meta tags, and site structure needed.
- **Local Visibility:** Google Maps / GMB optimization is critical for client discovery.

E. Performance & Technical

- **Site Speed & Accessibility:** Optimised for mobile & tablet use,
- **Security & Compliance:** SSL certificates, software updates, and cookie/privacy compliance.

F. Content Maintenance

- **Regular Updates:** Ensure recent projects, awards, and testimonials are current.
- **Blog / Thought Leadership:** Can help with SEO and industry positioning.

DESIGN PREFERENCES

To ensure Vision Contracting's website is modern, professional, and differentiated within the construction and contracting sector, the following design preferences are recommended:

1. Overall Style

- **Clean, Modern, and Professional:** The design should convey trust, reliability, and technical expertise.
- **Engaging Creativity:** Subtle design elements (interactive features, hover effects, dynamic project galleries) to differentiate from generic corporate competitors.
- **Visual Hierarchy:** Clear information flow that guides users to key content and improving usability

2. Colour Scheme

- **Primary Colours:** Leverage Vision Contracting's brand palette to reinforce brand identity.
- **Complementary Neutrals:** Use whites, greys, and soft tones to enhance readability and allow primary colours and project imagery to stand out.

3. Typography

- **Brand-Aligned Fonts:** Follow Vision Contracting's brand typography guidelines for consistency.
- **Readability:** Use clear, professional typefaces with appropriate hierarchy for headings, subheadings, and body text.
- **Digital-Friendly:** Ensure fonts render well across devices and screen resolutions.

4. Imagery & Visual Elements

- **High-Quality Project Images:** Include professional photography, before/after shots, drone imagery, and project walkthroughs.
- **Interactive Media:** Consider project sliders, video backgrounds, or animated infographics to increase engagement.
- **Consistency:** Maintain a uniform visual style for all imagery to strengthen brand cohesion.

5. Accessibility & Responsiveness

- **Mobile-First Design:** Ensure the site is fully responsive, fast-loading, and user-friendly on all devices.
- **Accessibility Compliance:** High contrast, alt-text for images, keyboard navigation, and screen-reader compatibility.

6. Differentiation & Competitiveness

- **Stand Out from Competitors:** Avoid overly generic corporate templates; incorporate subtle design features that reflect Vision's unique value proposition (e.g., innovation, sustainability, client-focused approach).
- **Trust & Credibility:** Integrate visual cues like awards, certifications, and testimonials seamlessly within the design.