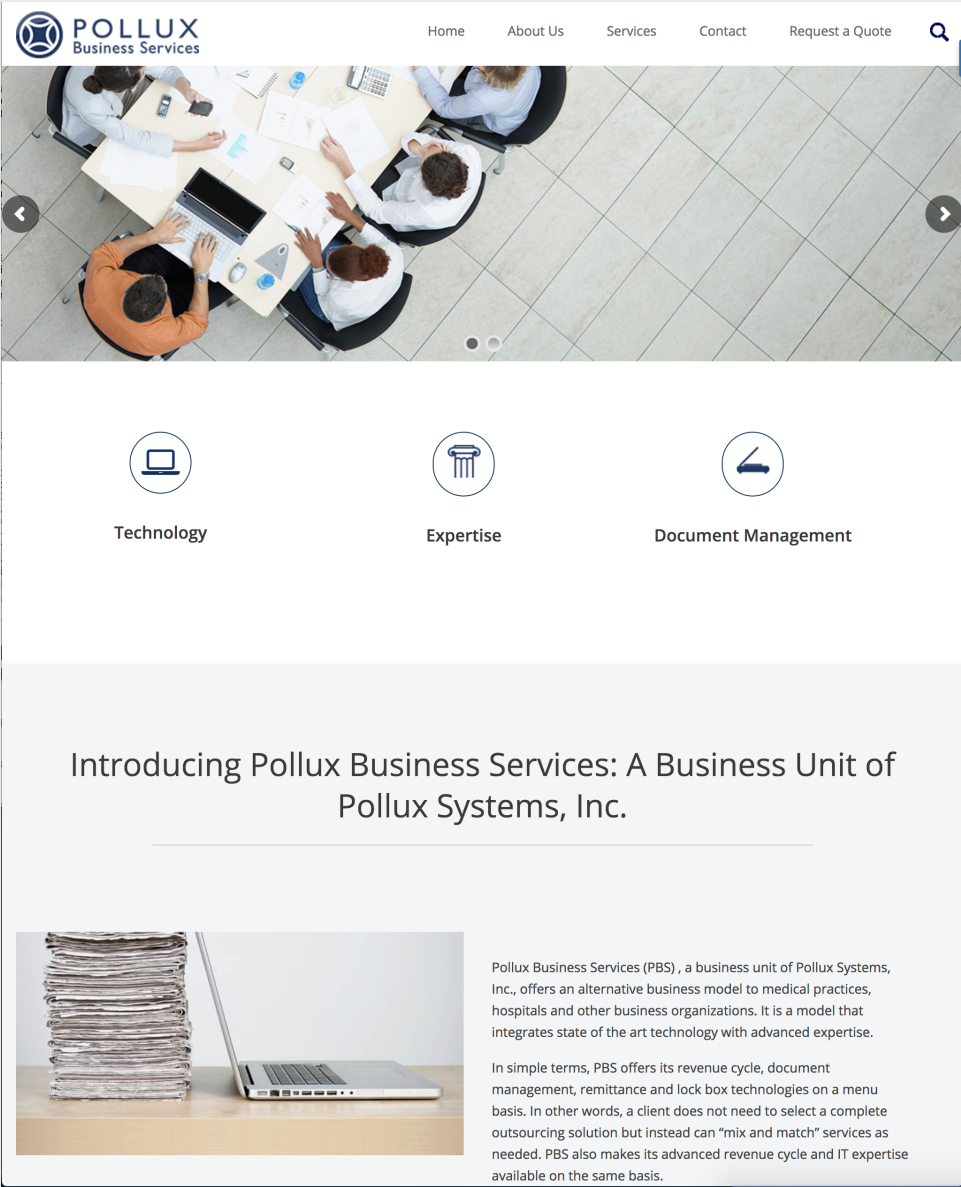
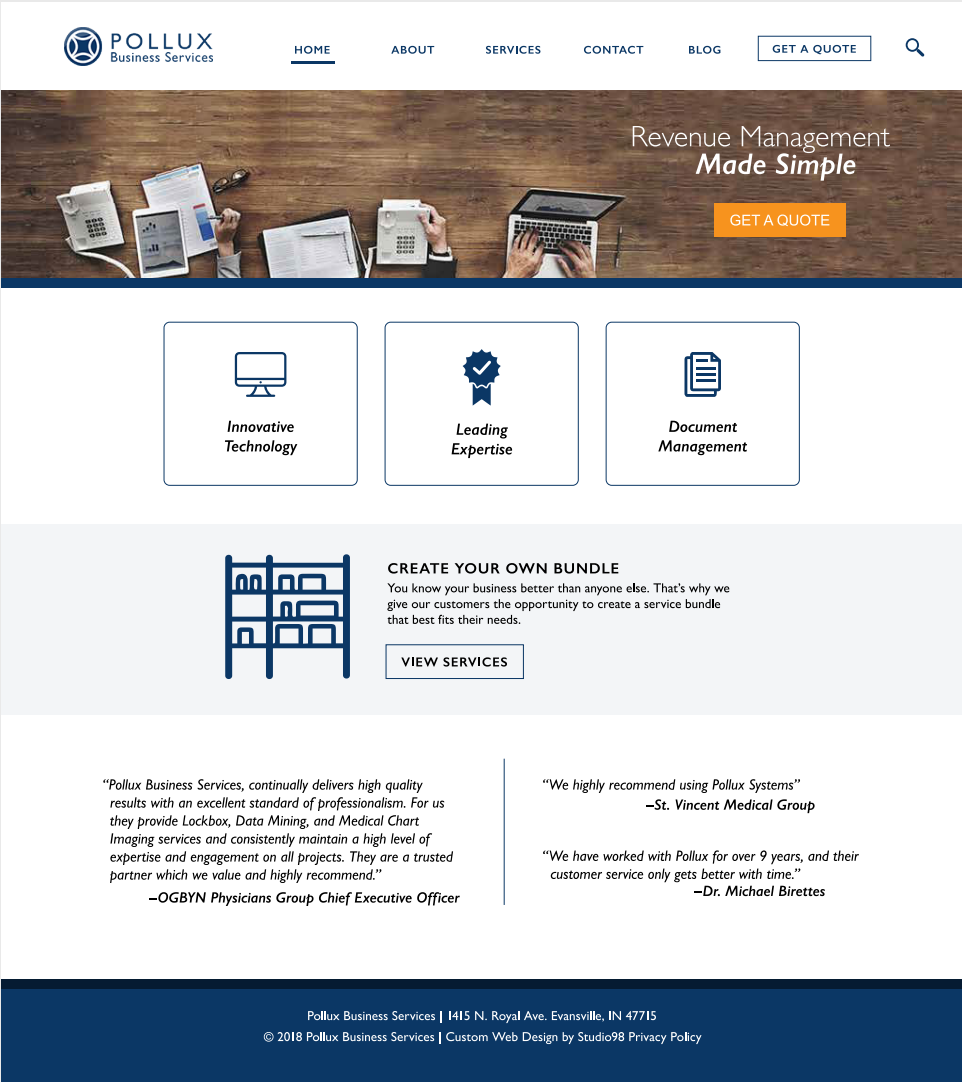


POLLUX CASE STUDY – HOME PAGE COMPARISON



BEFORE

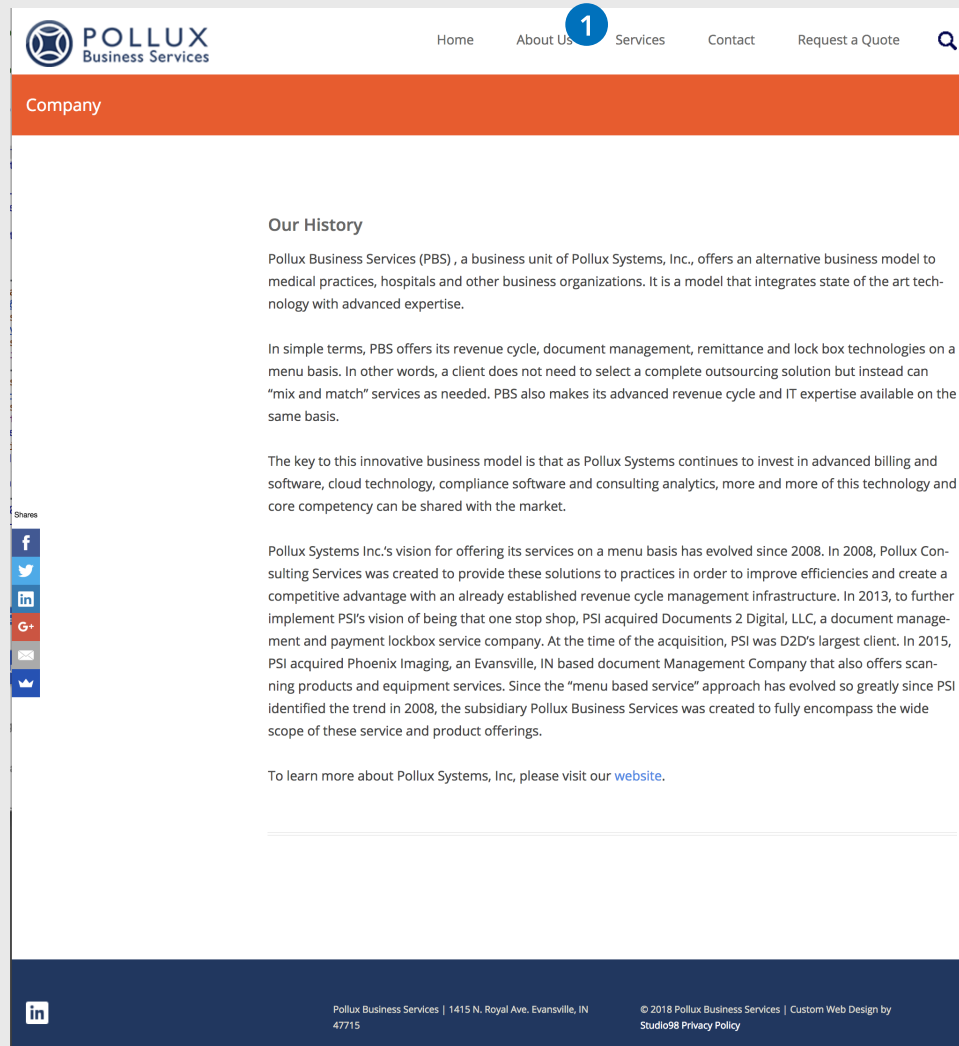


AFTER

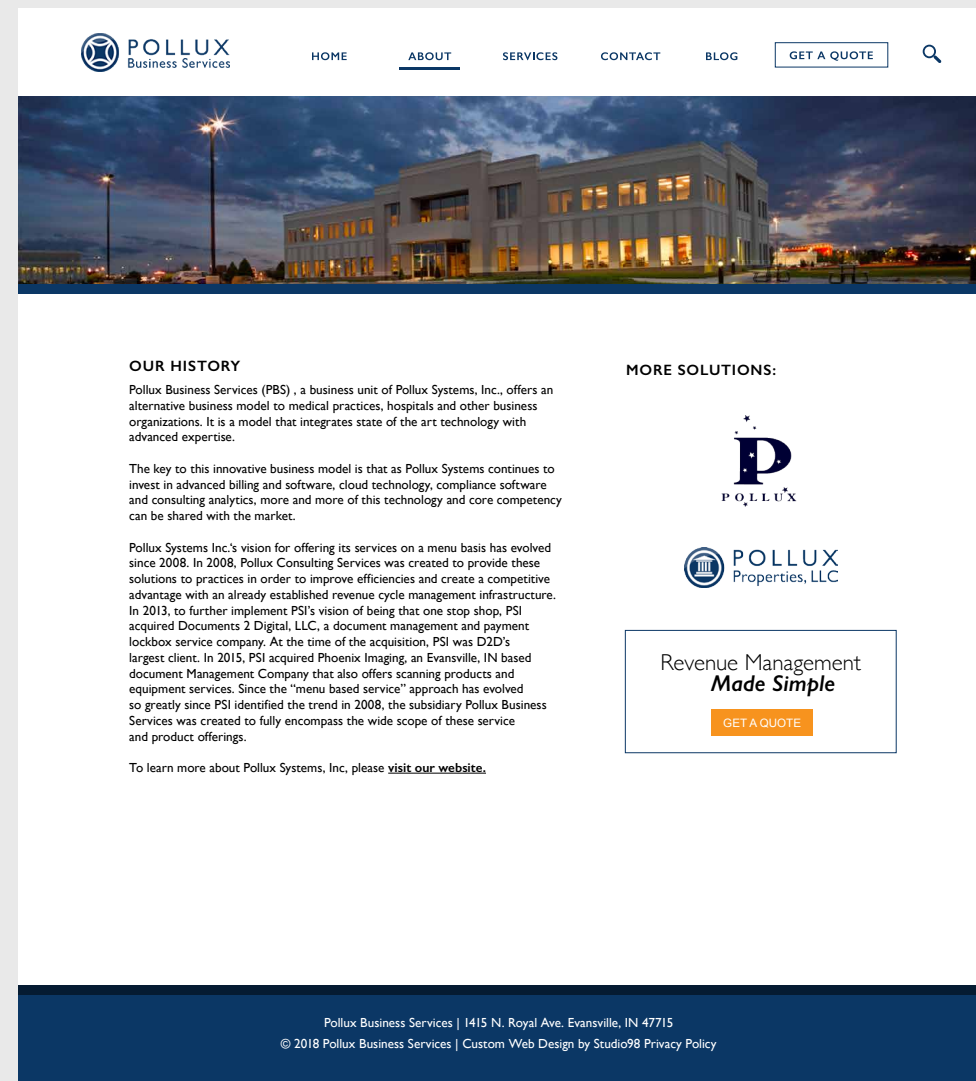
ENHANCEMENTS:

- Highlight “Get a quote” button
- Provide multiple entry points to get a quote
- Utilize space to showcase creating custom packages

POLLUX CASE STUDY – ABOUT PAGE COMPARISON



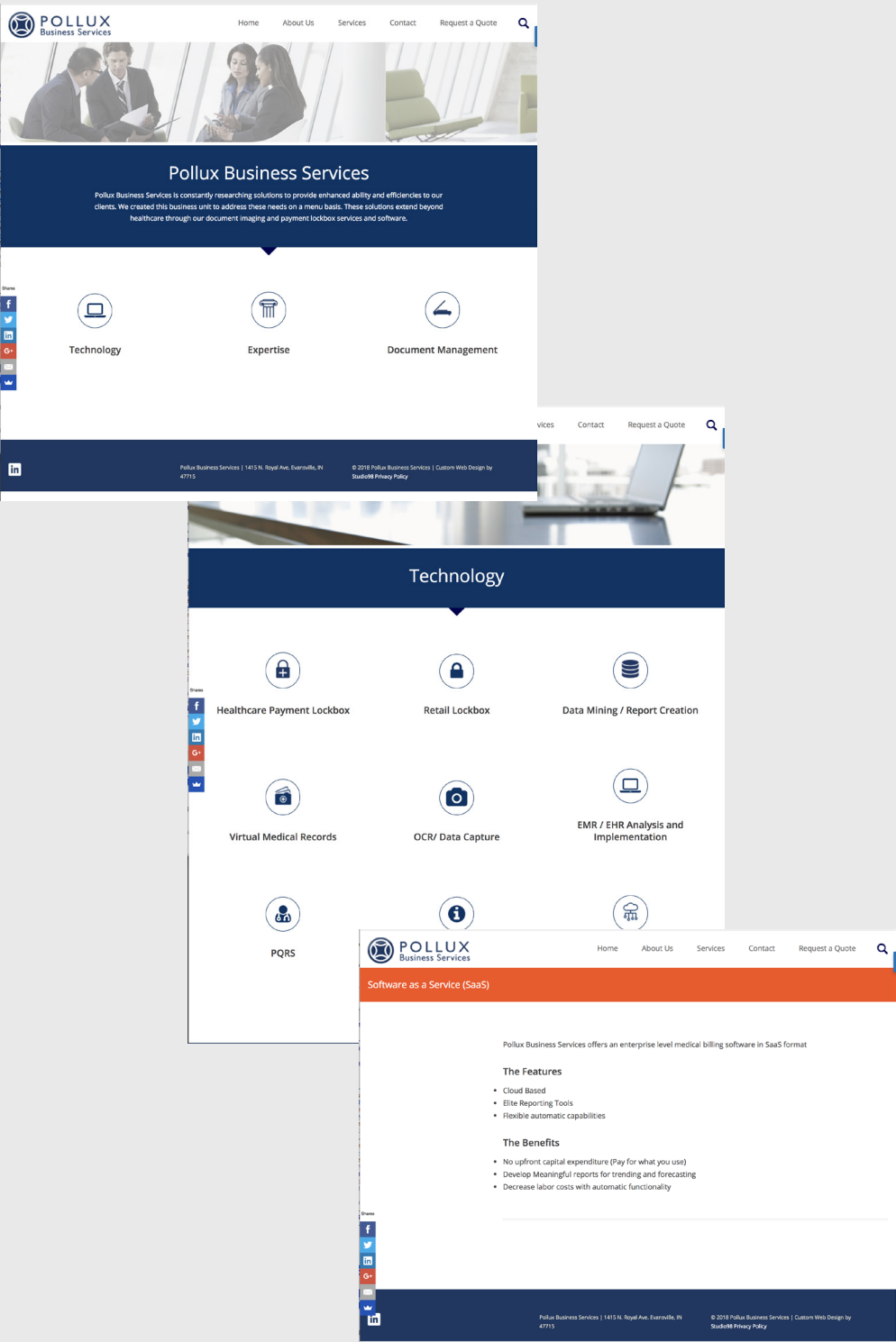
BEFORE



AFTER

- 1 Menu previously included a tab to "PBS Properties", a sister company of Pollux Business Services. Too much emphasis was placed on the external site in the menu bar. The redesign features a section that features Pollux's other businesses in an appropriate location.

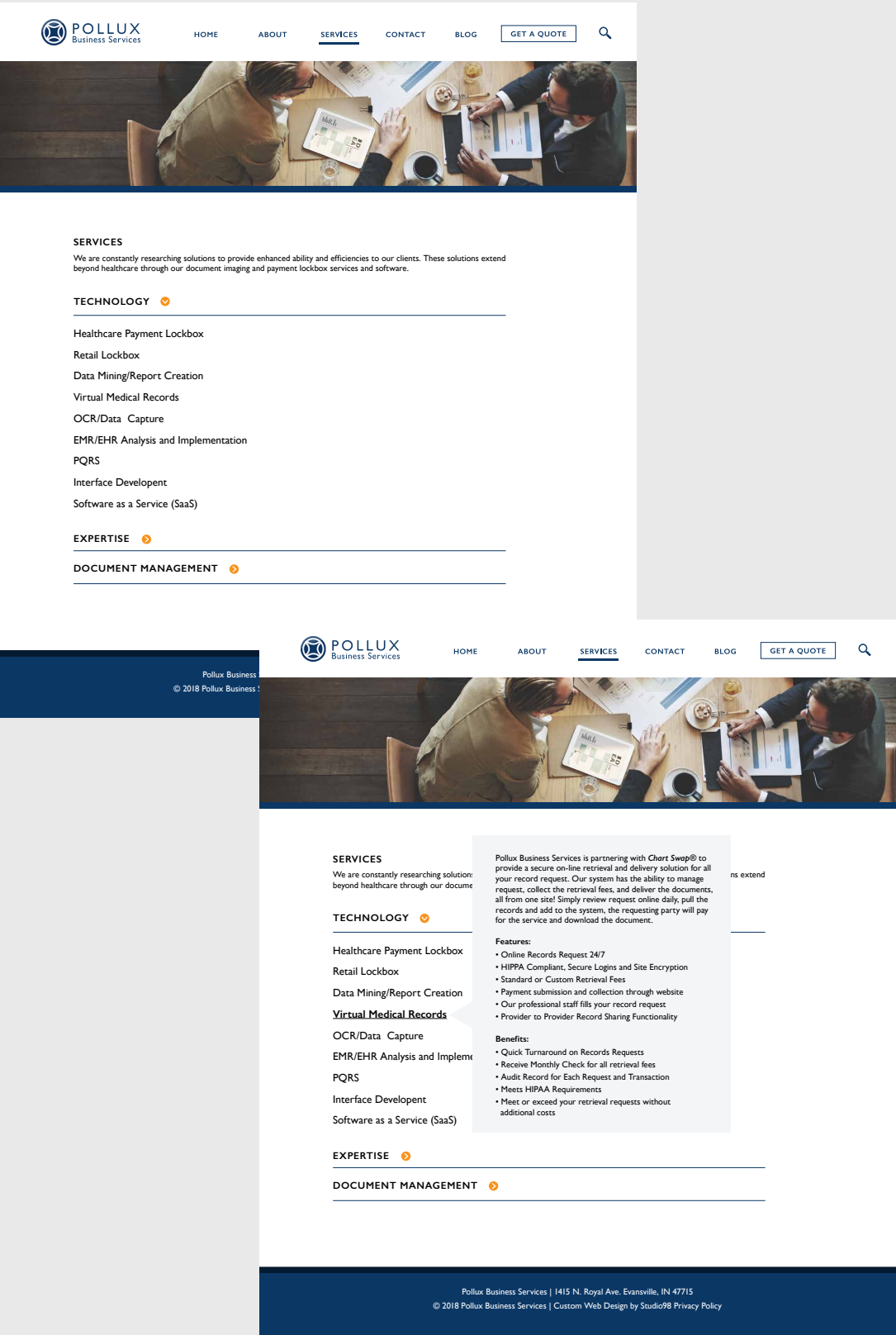
POLLUX CASE STUDY – SERVICES PAGE COMPARISON



BEFORE

Viewing services currently takes the viewer 3 clicks to get to detailed information.

It also takes away your full menu to select from, leaving the viewer to rely on the back button to see the rest of the services available.



AFTER

To resolve the missing menu, we created a drop down menu that allows viewers to hover over each item to read further information.

This saves the viewer time and allows them to compare services quickly.