

Brand strategy → UX → UI

Sequire International Redesign

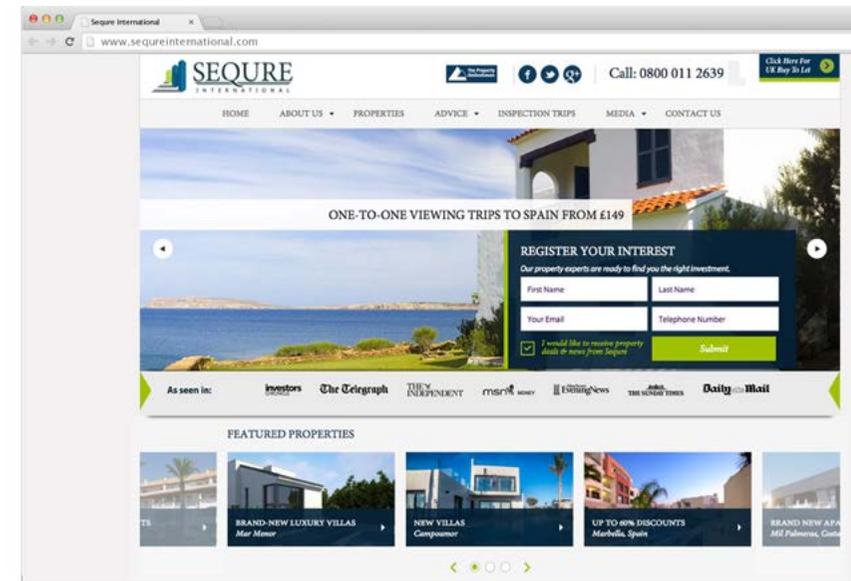
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BRIEF

Sequire International is the sister brand of Sequire Property Investment.

At first a separate website was built based on a copy the existing Sequire Property Investment website. This failed to take into account the type of user who would be looking for spanish homes and their particular needs.

I proposed that adopting a similar strategy to property investment was unwise and users looking for a holiday home would be less driven by logical needs, such as returns on investment and more by lifestyle and emotional drivers such as relaxing in the sun and the need to fulfil a dream.



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STRATEGY

Research began by establishing the full scope of needs of our users and our staff. This was done through open discussions with our overseas team in the UK and in Spain via video conferencing. We learnt quite a bit about users through this process such as frequent concerns, a more accurate idea of the different phases of the customer journey and roadblocks which hold up certain parts of the process.

We also learned that clients are keen to meet team members at the events we attend, simply to 'put a face to the name'.

From this point we created a site map using a quick card sorting exercise and began pulling content together.

I am frequently asked to design without content, so I end up writing it myself a lot of time. However, on this occasion I insisted that writing content first would be much more beneficial to creating more engaging pages. To start with I worked with each team member to outline the purpose and some rough ideas before they started writing.

DRIVERS

1. A welcome experience through a more personable tone of voice, warmer colours and brighter people focussed imagery, including images of our own people wherever possible.
2. Inspire trust through helpful resources and an assured confidence of expertise without being condescending
3. Reduce barriers and information overload in the browsing experience.

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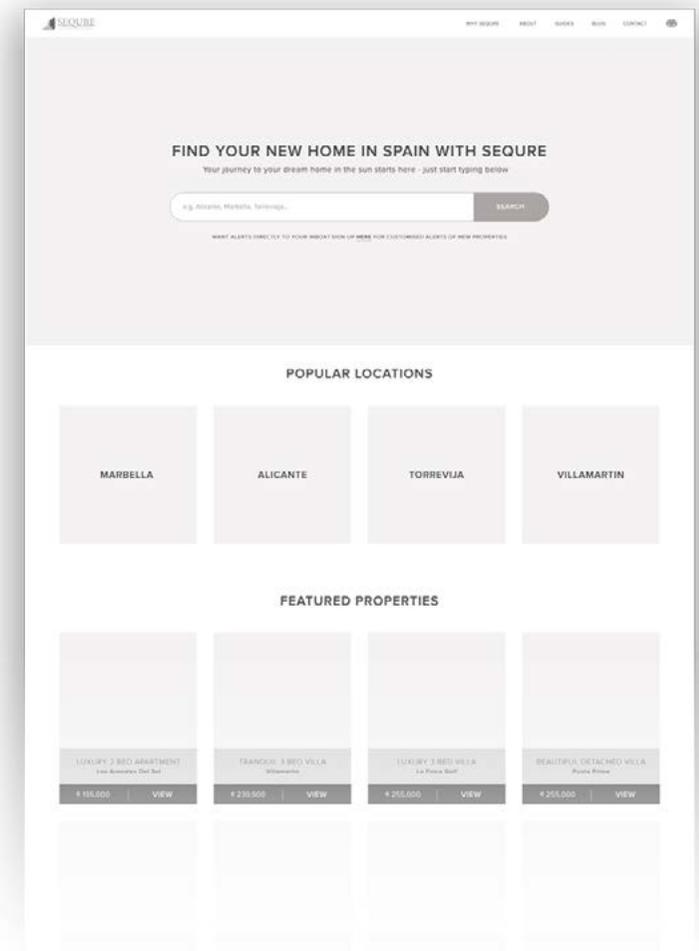
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DESIGN

Before the design process, it was established what we wanted to achieve within our first iteration. We knew if we kept adding features we'd stay in development forever. It was decided that we'd aim ship something asap. With the main complaint being a poor search function, we decided to focus on making that our top priority, while making the site lightweight and fast on all devices.

The design process started the same way that all my projects do. By putting pencil to paper and sketching out my initial ideas. These wireframes are not pretty. They are quick and messy and let me get the initial thoughts out of my head.

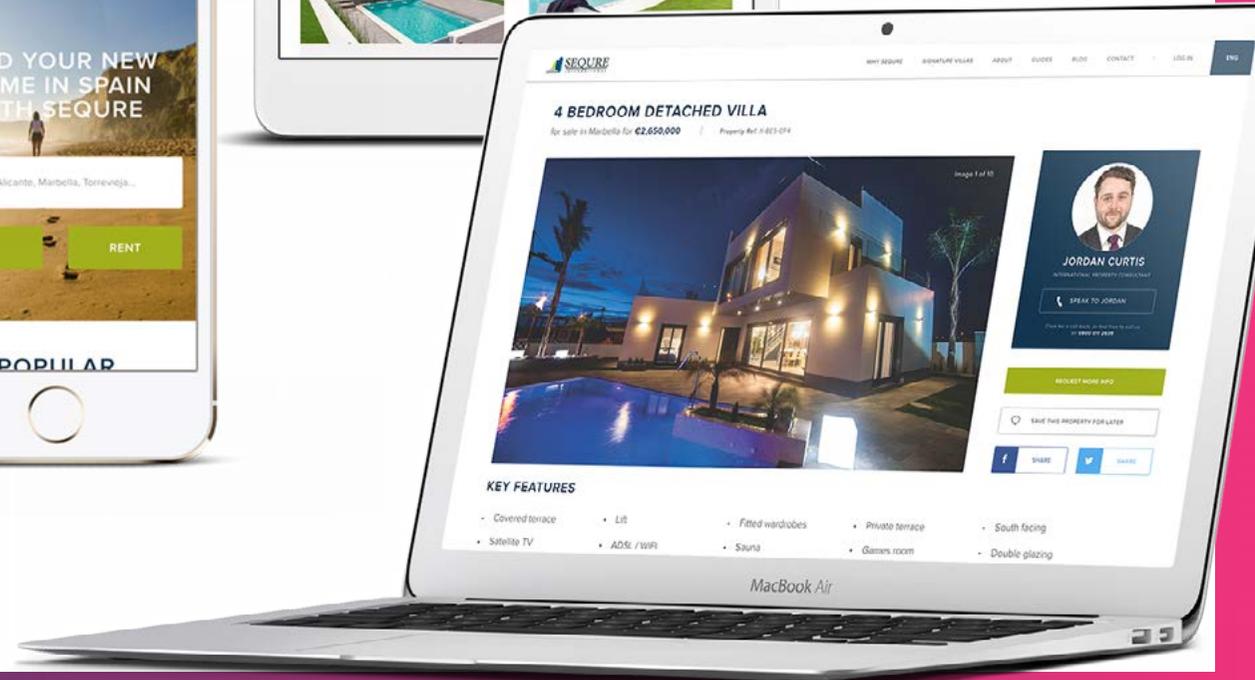
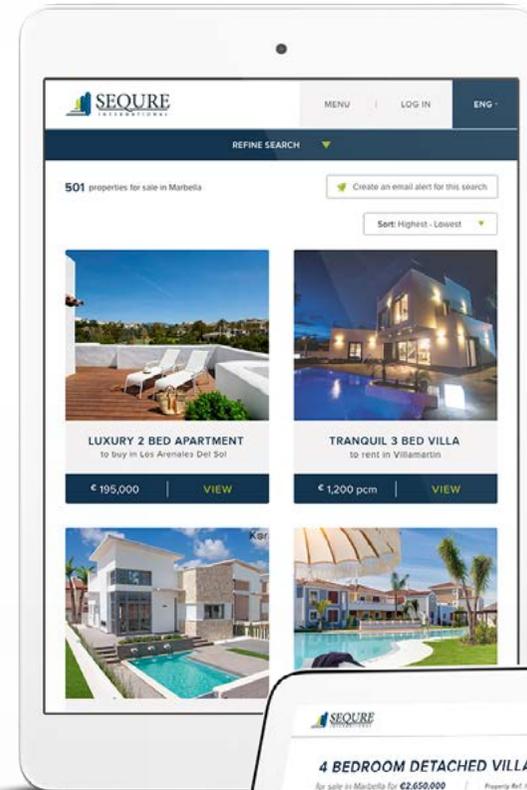
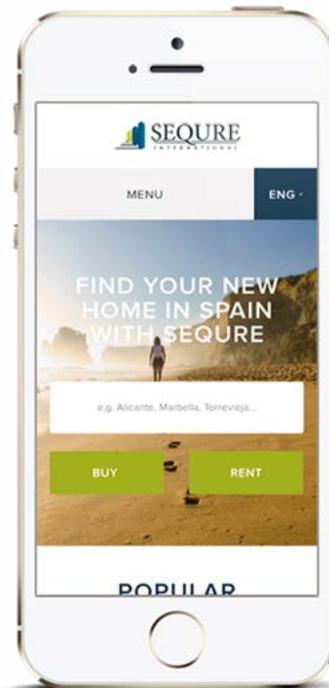
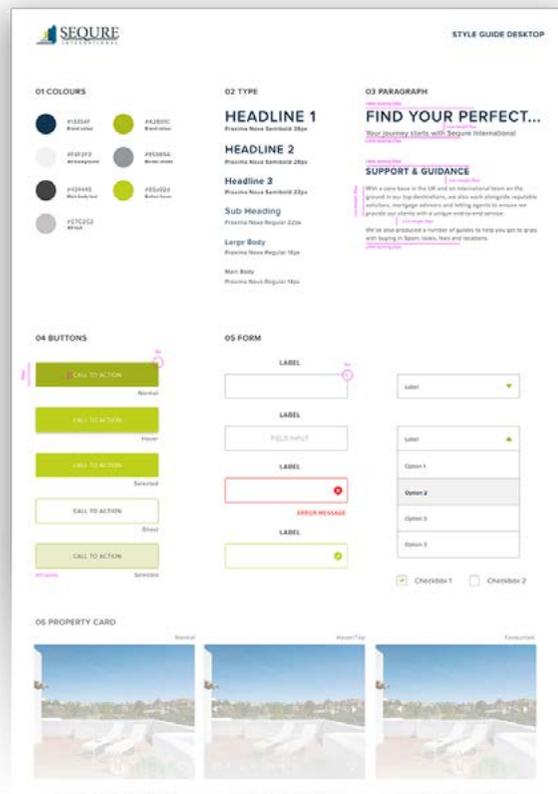
Then using Adobe Experience Design, developed these sketches into greyscale wireframes with real content. This was so I could get Directors to focus on the content and user flow rather than aesthetics. At the same time I began to put together a UI style guide to help speed up the process and aid our developer. From there I implemented suggested amends and progressed on the final high fidelity designs for desktop, tablet and mobile.



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RESULTS

The project was completed in 6 weeks. I was extremely pleased with this result, especially since we also maintained a consistent level of team output for the additional brands, with no drop in leads or missed deadlines. It was a great example of collaboration, with everyone pitching in to write copy, test and proof read, in addition to the build itself.

The website was seen as a success internally and welcomed warmly by the Overseas sales team who had had frequent complaints from users.

The new site has been live for almost one year and has seen:

- Increased unique monthly users from average of 2,000 to over 10,000, with a record of 13,000.
- Reduced bounce rate by 18%
- Increased average pages per session to 8 from 2
- Reduced the lead to purchase time from 1 year to just over 3 weeks

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