

Project: directoriocal.com website redesign

Client Description:

Directorioocal.com is an advertising platform for small to large business that is targeted to Cancun local market; it is used by business and individuals to find services and products from the local marketplace, similar to the yellow pages.

Clients have the choice to put html mini sites inside their listing on the website, they also have three choices for listing their business based on their budget, which are Master, Junior and Basic listings; see example below.

Project Description:

Directorioocal.com has been redesign 3 times already in the past and has the need to change it's design to stay up to date. Directorioocal.com is looking for a cleaner, minimalist, modern, web 2.0 type of design; the major structure would have to be kept.

The design has to have cleaner backgrounds with no heavy images to load, we are looking for a toolbar than could grow ass more content is added.

The design has to be fluid (be able to grow to 100% of the screen), by this I do not mean I want the code rather than a design that could grow without problems

All pages (except for the master listing open view and the homepage) need to have the same space for advertising the web site has (where the four small banners appear).

There has to be a search box on top and on bottom of every page (same as google)

A new toolbar will replace the alphabetically, email, English/Spanish; and it has to have space to insert future sections of the website; this tool bar will be used on all pages.

There are 5 page styles that could cover the whole site:

- Home page (<http://www.directoriocal.com/dl/>)
- Search result page (http://www.directoriocal.com/dl/view_cat.asp?giro=734&desc=Ferreteras+y+Tlapalerias*)
- Client Listing (open view) (http://www.directoriocal.com/dl/view_reg.asp?item=11370&sk_parent=0) this open listing view has to have space for the client's advertising (html) and has to have space for tabs (different pages under the listing) This page will not have space for advertising (this is a change for the current site)
- Generic Pop up window design (for sign up, error report, etc.)
- 3 types of listing (you can see example in the listing page (http://www.directoriocal.com/dl/view_cat.asp?giro=734&desc=Ferreteras+y+Tlapalerias+) you have there the master, junior and basic listing;

there has to be design differences as the master page includes the client's logo.

There has to be a cleaner look for the distinct types of listing; icons are required for: contact (email that will not be presented rather it will open a popup contact page), error report (currently the yellow icon) and web page.

We like the way articles are presented on sitepoint (<http://www.sitepoint.com/recentarticles/>) and listings could have a similar design)

Colors: Shades of Blue, white and perhaps some complementary colors here and there but nothing too shiny.

Logo will be provided via link; you can make small color changes on the logo.

Examples (that we like):

www.sitepoint.com

Design format:

Original PSD or PNG (if fireworks), layered and any non standard fonts used.