

WJW ARCHITECTS – Creating a digital space to inform, educate, and drive client acquisitions.

THE CLIENT

WJW is focused on creating real-world architecture that rises above what's expected. They design purpose-built, intelligent buildings – the kind that solve problems, improve communities and invite everyone inside. Their work is powered by creativity, curiosity, and collaboration.

THE CHALLENGE

WJW Architects' website sold its work short. It had been years – decades actually – since its last major update and with the introduction of a new brand and communication strategy the website did not accurately tell WJW's story. Moreover it was not ADA compliant, mobile responsive, or a modern digital storytelling experience.

THE SOLUTION

We completed a full digital storytelling overhaul, utilizing the newest features WordPress' CMS platform offers. We created ways to skim landing pages to allow users to dive into areas of interest which resulted in higher user engagement. We improved the site's WCAG compliance scores, boosted load times, and created a series of blocks and patterns to allow admins to efficiently manage the site without an expert's help.

LAUNCH

2021

LIVE VIEW

wjwarchitects.com

PARTNERS

MG Strategy + Design

SERVICES

- Strategy & Exploration
- Print & Marketing Design
- User Experience Design
- User Interface Design
- WordPress Development

HIGHLIGHTS

- WCAG Compliant
- 20% Bounce Rate Drop
- 1.1s Initial Page Load Time
- 200+ Pages/Posts Created

