imagi-tech

INTRA-STATE INSURANCE CORPORATION

Intra-State Insurance Corporation

Intra-State Insurance Corp is an independent insurance agency located in Parkersburg, WV serving clients in nine states. Their team specializes in home, auto, business, health, and life Insurances, taking pride in being a people-oriented team that will match you with the plan that fits your needs.
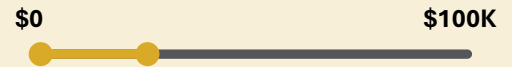
Business Challenge

Intra-State Insurance had maintained the same basic html website for years. It was not mobile responsive with an incredibly dated visual scheme. To accurately and positively reflect their partner agencies, Intra-State Insurance needed to update their website to something more current and marketable. They wanted their website to be user friendly and appeal to the human element of their business.

Budget

$0 $100K

Services

- Rebranding & Logo Design
- Custom Graphics
- Responsive Wordpress Site
- UI/UX Design

About Imagi-tech

At Imagi-tech, we're a team of passionate developers and designers dedicated to helping businesses grow. From smart web apps to custom software, we solve real challenges with solutions that make a difference. With years of experience in creating user-friendly designs, building websites, and driving e-commerce success, we focus on what works best for you.

Our Solution

We would design a new visual experience for Intra-State Insurance that would reflect a modern brand and professional design team. We planned to wireframe the user flow and suggest what content would need placed where to create a user-friendly experience. We'll build Intra-State Insurance's new website from scratch on a mobile responsive platform to allow for easier management in the future. The site imagery will include a number of photos of the Intra-State Insurance team and aims to reflect their people-oriented attitude.

Results

Old Website: Shows its age with feathered image borders and post-it yellow background. Content is contained in a one page spread that does not respond on mobile devices, creating a poor experience.

New Website: Website now makes more use of screen space and a color scheme matching and complimenting their logo. Make use of human focused imagery to emphasize the team's focus on people and create a more welcoming visual presence.