MDDHosting LLC is a business that provides web hosting services to individuals and businesses around the world. They are located in the beautiful Indiana, USA, home of Superman.

Since their website is the main portal where customers reach their products, it's crucial that such website is accessable, understandable and easy to navigate.

In this document, I will describe the process which led to the redesign and launch of the new website. I will not go in-depth and describe all the details about the work other than the stuff that I feel worth mentioning.
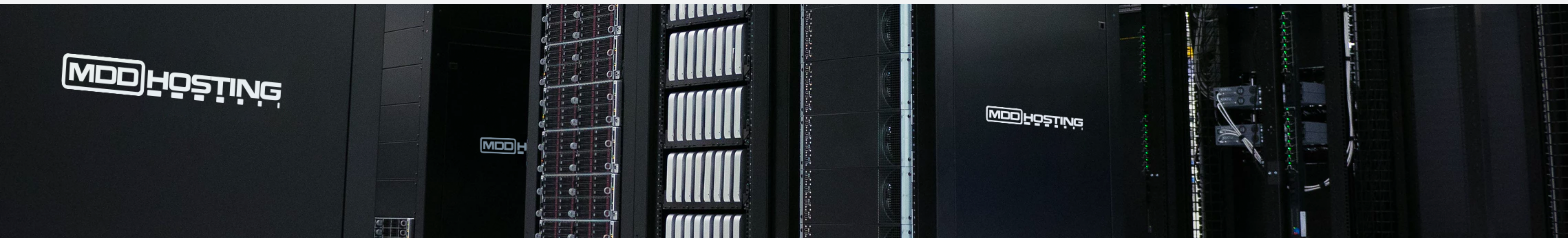
Brief

MDDHosting wanted to improve their online presence and increase conversion rates. They've already spotted some of the symptoms that needed to be fixed.

The mission is to revamp their website to be modern, visually responsive and clear. The new website would also be light themed, SEO friendly and it had to include elements that show where the company is based, which is in Indiana as mentioned earlier.

Planning

Working closely with the marketing team at **MDDHosting** was a delight, they already had a goal in mind which made me being working immedietly rather than starting with discovery and goal identification sessions.

Since I've never been to *Indiana*, I took time to look it up and learn about it. I wanted to get the feeling that I'm working from there in order to give better judgement on some issues. I discovered many useful things that helped in production.

Bridgeton Bridge, IN

Theme

 The visitors should feel welcome, know where everything is and yet not be overwhelmed by too much graphics. With that in mind, the design focuses heavily on **dynamic-content**, using color and shapes to distinguish diffirent elements while forming a coherent group of rules that sets the standards of how information is presented accross the website.

The general theme of the website is:

- Light
- High in contrast

Where highlighted sections has:

- Smooth edges
- Soft Shadows

Color

ocean   sky   sun

Typeface

Ubuntu
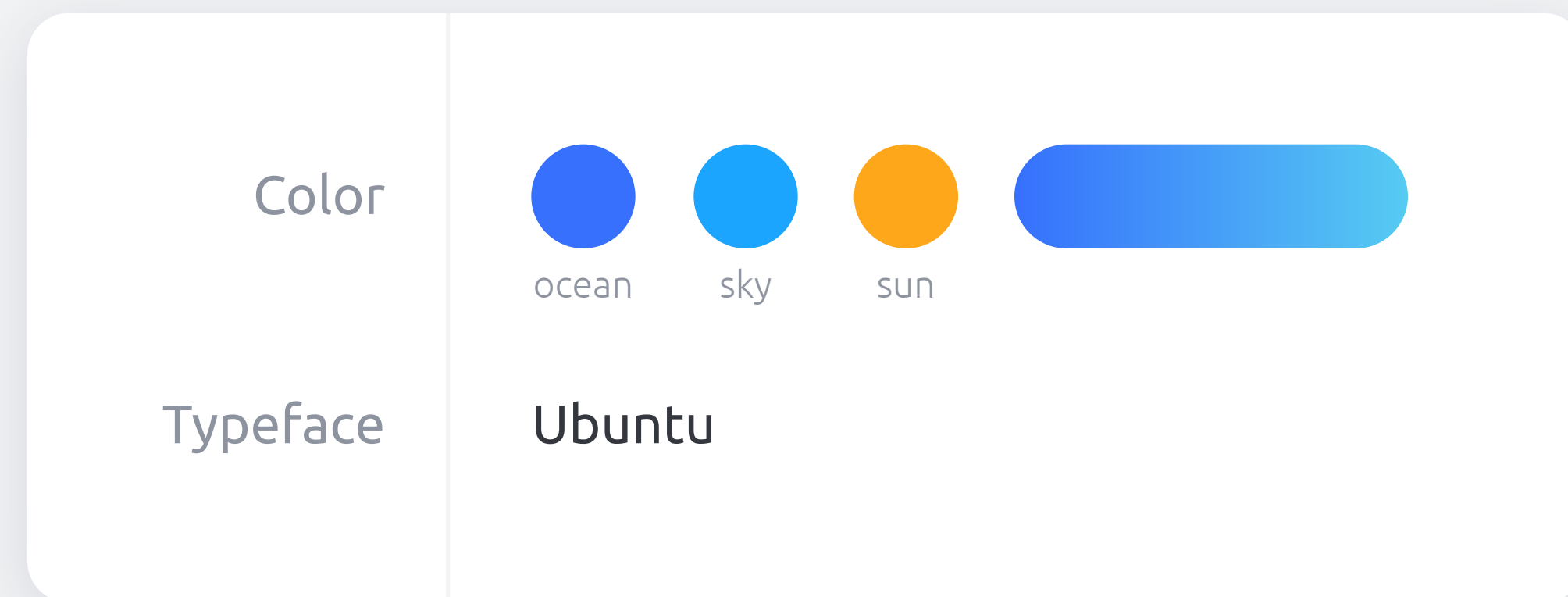
Site Map

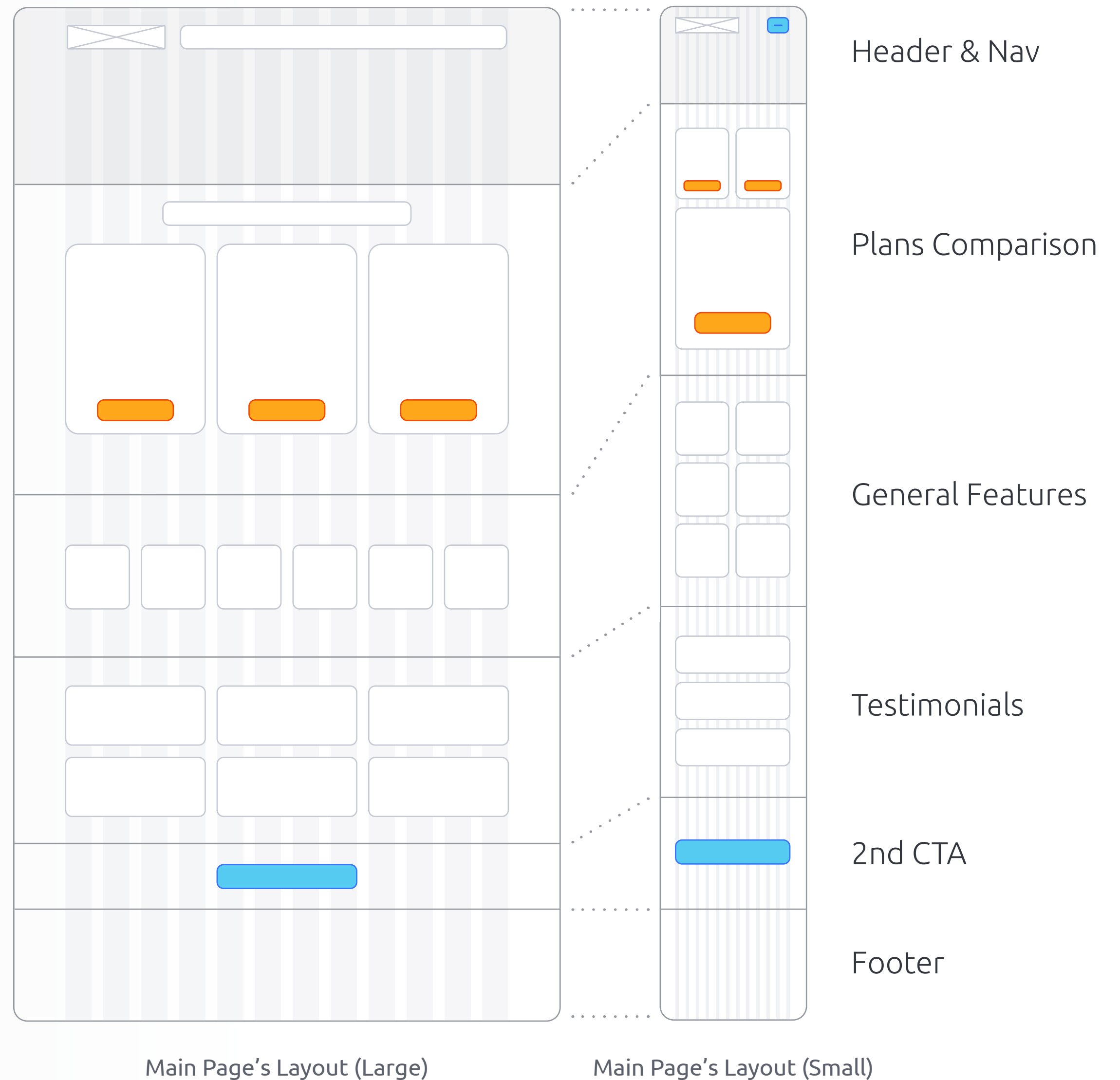The website consists of 3 general page layouts:

1. **The Landing Page layout**
2. **Plan Specification Layout**
   - Cloud Hosting Layout
   - VPS Layout
   - Reseller Layout
3. **Others Layout (Contact, etc..)**

Landing Page

Hosting Plans

...

Cloud Hosting

Virtual Private Servers

Reseller Hosting
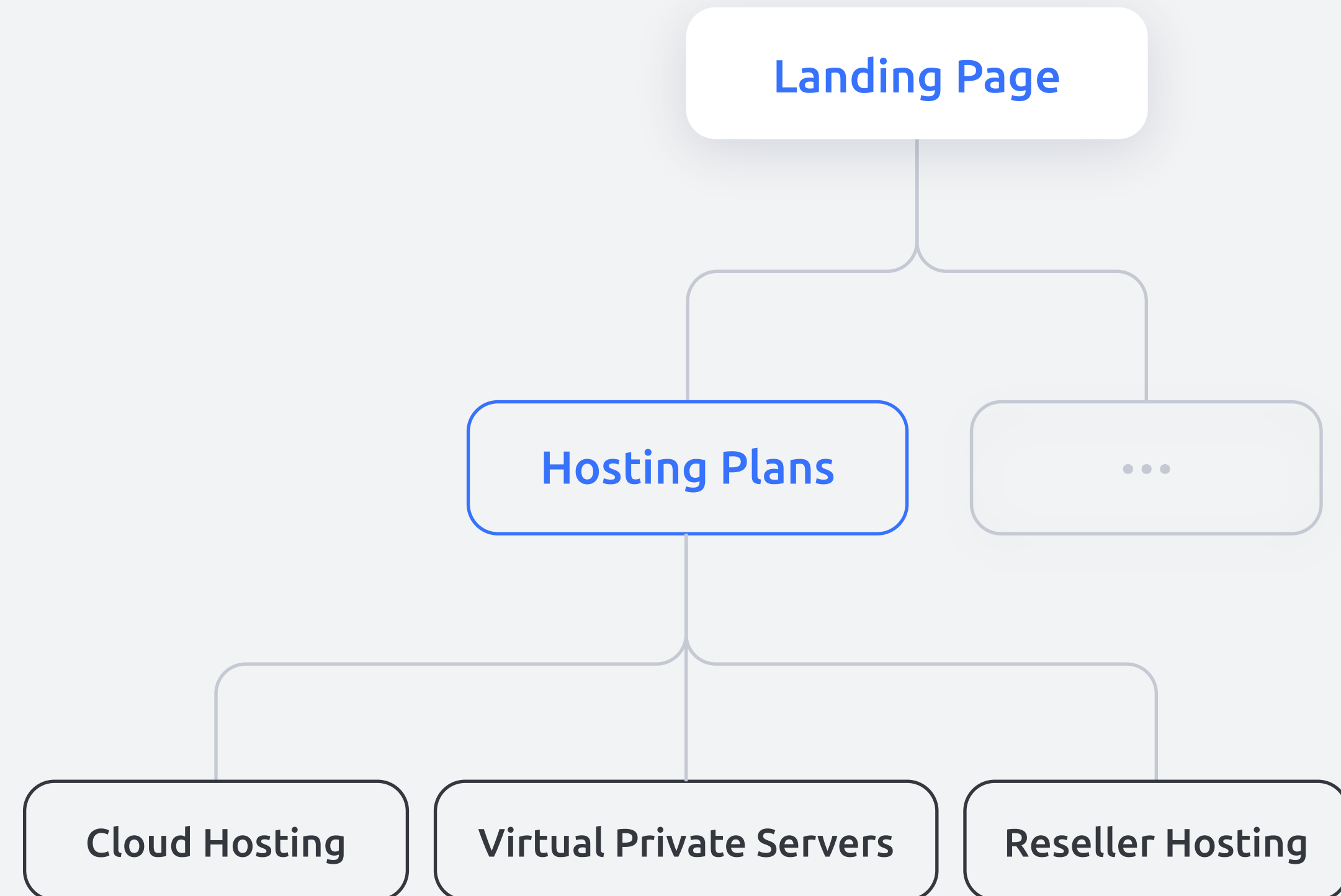
Layout

Knowing the website's visitors , it's important to make it seem familiar yet different. A standard layout was implemented so visitors won't feel confused or lost between all those pages.

The goal here was to set the website re-usable blocks.

Header & Nav

Plans Comparison

General Features

Testimonials

2nd CTA

Footer

Main Page's Layout (Large)

Main Page's Layout (Small)

Landing Page

While the landing page is simple, the pricing section needed spcial care. This section will be discussed in-depth in the following pages.

The simple design requires paying more attention to other visual elements such as motion. In the light of that, some elements are to be animated, specially at the top where the clouds will have an infinite subtle movements.

Header

The first big decision was with the header. While the team provided great photos of their home town, using images in landing pages is so 2010, we needed something simple and fresh.
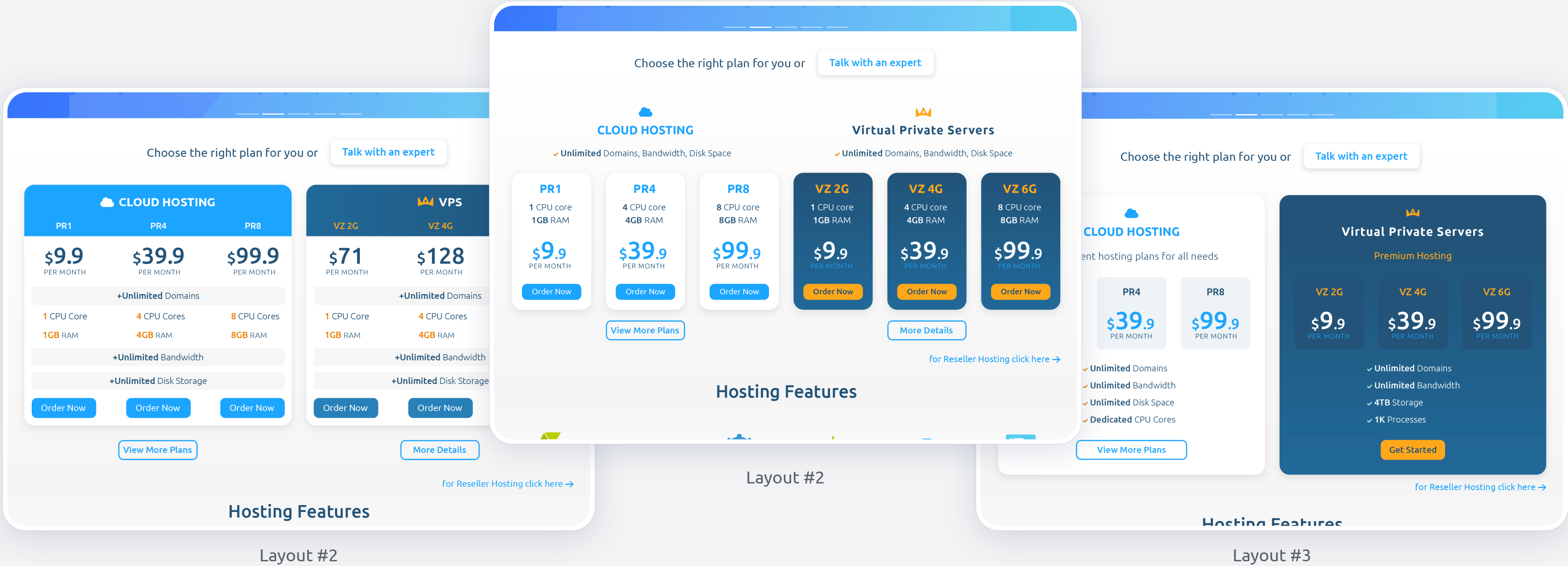After many ideas and sketches I chose to illustrate Indianapolis skyline with no hard edges, behinde it is a nice blue gradient that resembles **security** and a sky that houses **clouds**.

Image from the actual town where MDDHosring office is located

Plans (for A/B and C)

The pricing plans were made as cards so they'd appear good on both large and small screens. Several designs were made to show different pricing strategies as well.

Layout #2 (left)

Choose the right plan for you or **Talk with an expert**

☁ CLOUD HOSTING

PR1	PR4	PR8
$9.9 PER MONTH	$39.9 PER MONTH	$99.9 PER MONTH

+Unlimited Domains

| 1 CPU Core | 4 CPU Cores | 8 CPU Cores |
| 1GB RAM | 4GB RAM | 8GB RAM |

+Unlimited Bandwidth

+Unlimited Disk Storage

Order Now   Order Now   Order Now

View More Plans

♔ VPS

VZ 2G	VZ 4G
$71 PER MONTH	$128 PER MONTH

+Unlimited Domains

| 1 CPU Core | 4 CPU Cores |
| 1GB RAM | 4GB RAM |

+Unlimited Bandwidth

+Unlimited Disk Storage

Order Now   Order Now

More Details

for Reseller Hosting click here →

Hosting Features

Layout #2

Layout #2 (center)

Choose the right plan for you or **Talk with an expert**

☁ CLOUD HOSTING

✔ Unlimited Domains, Bandwidth, Disk Space

♔ Virtual Private Servers

✔ Unlimited Domains, Bandwidth, Disk Space

PR1	PR4	PR8
1 CPU core	4 CPU core	8 CPU core
1GB RAM	4GB RAM	8GB RAM
$9.9 PER MONTH	$39.9 PER MONTH	$99.9 PER MONTH
Order Now	Order Now	Order Now

View More Plans

VZ 2G	VZ 4G	VZ 6G
1 CPU core	4 CPU core	8 CPU core
1GB RAM	4GB RAM	8GB RAM
$9.9 PER MONTH	$39.9 PER MONTH	$99.9 PER MONTH
Order Now	Order Now	Order Now

More Details

for Reseller Hosting click here →

Hosting Features

Layout #2

Layout #3 (right)

Choose the right plan for you or **Talk with an expert**

☁ CLOUD HOSTING

...ent hosting plans for all needs

PR4	PR8
$39.9 PER MONTH	$99.9 PER MONTH

✔ Unlimited Domains
✔ Unlimited Bandwidth
✔ Unlimited Disk Space
✔ Dedicated CPU Cores

View More Plans

♔ Virtual Private Servers

Premium Hosting

VZ 2G	VZ 4G	VZ 6G
$9.9 PER MONTH	$39.9 PER MONTH	$99.9 PER MONTH

✔ Unlimited Domains
✔ Unlimited Bandwidth
✔ 4TB Storage
✔ 1K Processes

Get Started

for Reseller Hosting click here →

Hosting Features

Layout #3

Plans Pages

#1 Cloud Hosting

Another header was made for internal pages, it portrays *Superman* which resembels **strength** and **availability**. This works perfectly since *Indiana* (where the company's main office is located) is the hometown of the beloved superhero.

An interactive slider controller was customized to make the page less overwhelming by having too many plans and to help visitors visualize the difference between each plan in a simple manner.

Plans Pages

#2 VPS

VPS (Virtual Private Server) plans were more technical and complicated, which required a bit of re-structuring of some elements as well as re-grouping.

Optional Features are basically large checkboxes.

Dedicated RAM	2GB	4GB	6GB
VSwap		2GB	
CPU Cores	2	4	6
Management		included	
IP Addresses		2	
Auto Provisioning		YES	

CONTROL PANEL FEATURES

Web Host Manager	View WHM Demo ›	View WHM Demo ›	View WHM Demo ›
Control Panel	View cPanel Demo ›	View cPanel Demo ›	View cPanel Demo ›

PRICING

Monthly Payment	$74.96/mo	$134.96/mo	$187.46/mo
Annual Payment	$71.21/mo	$128.21/mo	$179.96/mo

OPTIONAL FEATURES

LiteSpeed Web Server	WHMCS Billing System	Softaculous	Additional IP Addresses
$19.9/mo	$9.99/mo	$1.99/mo	$4.99/mo

SPECIFICATIONS

- Full Root Access
- Instant Reboots
- Automatic Daily Backups
- CentOS 6 Operating System
- SolusVM VPS Control Panel
- OpenVZ 6 Virtualization

ORDER SUMMARY

Virtual Private Server	Extras
VZ 2G	+Softaculous
	+Additional IP addresses

ORDER NOW

99.9% Uptime
Performance!

plans that fit any job

...Hosting   Reseller Hosting   Virtual Private...

...quipped with state-of-the-art hardware. Reliability & High
...formance are guaranteed.

Services   Support   Contact   Clien

	VZ 4G	VZ 6G
	from $128/mo	from $179/
	200GB	300GB
	3TB	5TB
	1,000 MBPS	
	4GB	6GB
	2GB	
	4	6
	included	
	2	
	YES	

View WHM Demo ›   View WHM Demo ›   View WHM D
View cPanel Demo ›   View cPanel Demo ›   View cPanel D

Control Panel

PRICING

Monthly Payment	$74.96/mo	$134.96/mo	$187.46/
Annual Payment	$71.21/mo	$128.21/mo	$179.96/

MDDHosting

MDDHosting	Hosting Services	Legal
Home	Shared Hosting	Terms of Service
About Us	Premium Hosting	Unlimited Policy
Support & Billing	Reseller Hosting	Support Scope
Community Forums	Virtual Private Servers	Mailing Policy
Affiliates	Dedicated Servers	Privacy Policy
		Affiliate Terms of Service

Plans Pages

#3 Reseller Plans

This page, similar to others as well, include a foldable section where extra information are revealed when needed, making the page simple and more appealing to look at.

ORDER SUMMARY

Virtual Private Server | Extras

VZ 2G | +Softaculous
+Additional IP addresses

ORDER NOW

MDDHOSTING

Hosting Services | Services | Support | Contact | Client Area

Hosting Services | Legal
Shared Hosting | Terms of Service
Premium Hosting | Unlimited Policy
Reseller Hosting | Support Scope
Virtual Private Servers | Mailing Policy
Dedicated Servers | Privacy Policy
| Affiliate Terms of Se

Exceptional Uptime & Huge Performance!

Unique plans that fit any job

Cloud Hosting | Reseller Hosting | Virtual Private Server

We offer great **Reseller Hosting** solutions that will enable you to expand and manage your clients.

RESELLER HOSTING	BASIC from $22.05/mo	INTERMEDIATE From $44.55/mo	ADVANCED from $67.05/mo
SSD Disk Space	50 GB	100 GB	150 GB
Bandwidth	∞	∞	∞
cPanel Account Limit	50	100	150
Overselling Enabled	✔	✔	✔
Monthly Payment	$24.50 /mo	$49.50 /mo	$74.50 /mo
Annual Payment	$22.05 /mo	$44.55 /mo	$67.05 /mo
	ORDER NOW	ORDER NOW	ORDER NOW

Reseller Features

✔ Highly Available ⓘ | ✔ Overselling Enabled ⓘ
✔ Private Nameservers ⓘ | ✔ Whitelabel Servers ⓘ
✔ Optional **WHMCS** Billing System ⓘ
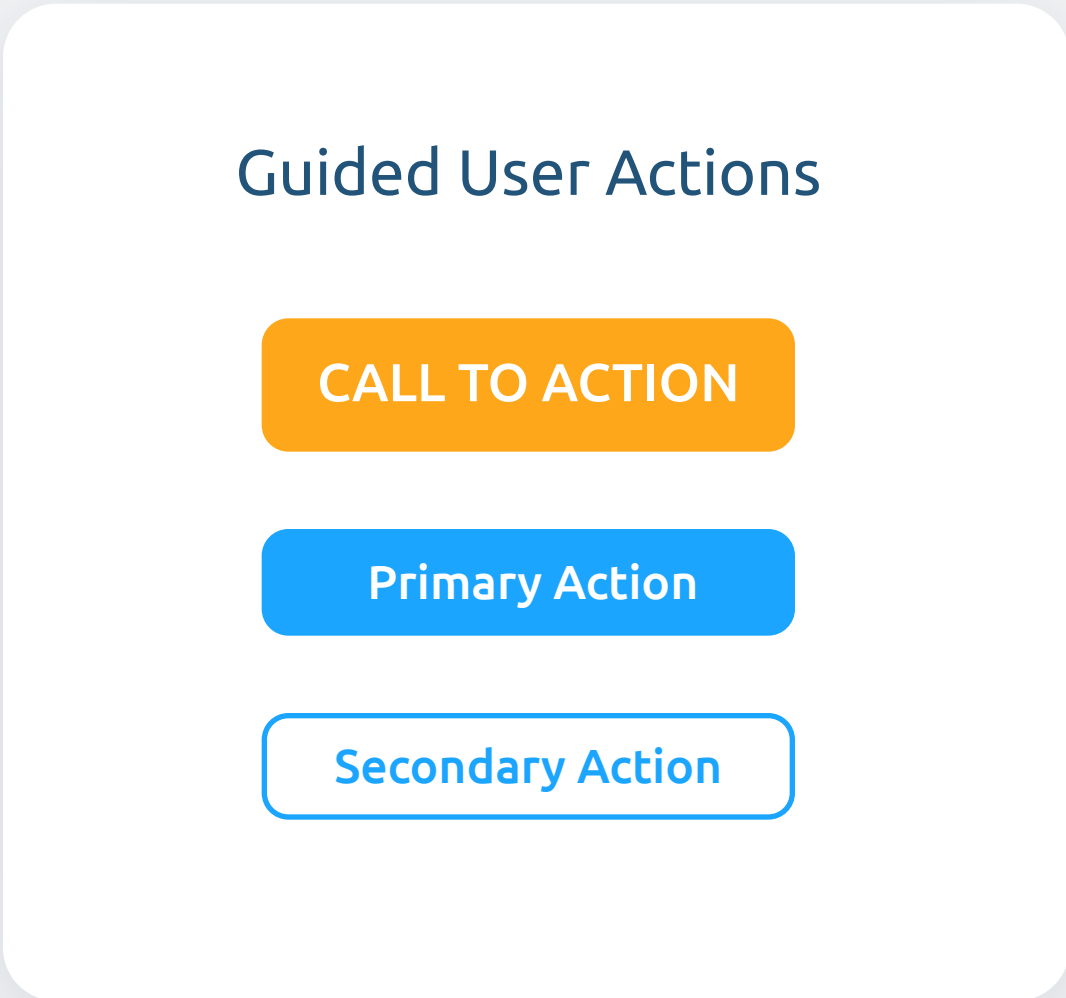
cPanel Control Panel Features

Email Features

Servers & Software Specifications

Advanced Features

Other Elements

Hosting   Servic

Cloud Hosting >

VPS

Reseller

Sub-menu navigation

Guided User Actions

CALL TO ACTION

Primary Action

Secondary Action

Buttons styles

What is a **"StorPool"** anyway?   ✕

We upgraded our servers to a Highly Available, Distributed, Self-Healing SSD Storage Area Network (powered by StorPool) and we are seeing a 900% increase in I/O operations per second and a 1200% increase in the total bandwidth available to our storage platform.

Sounds fancy, where do I sign up?!

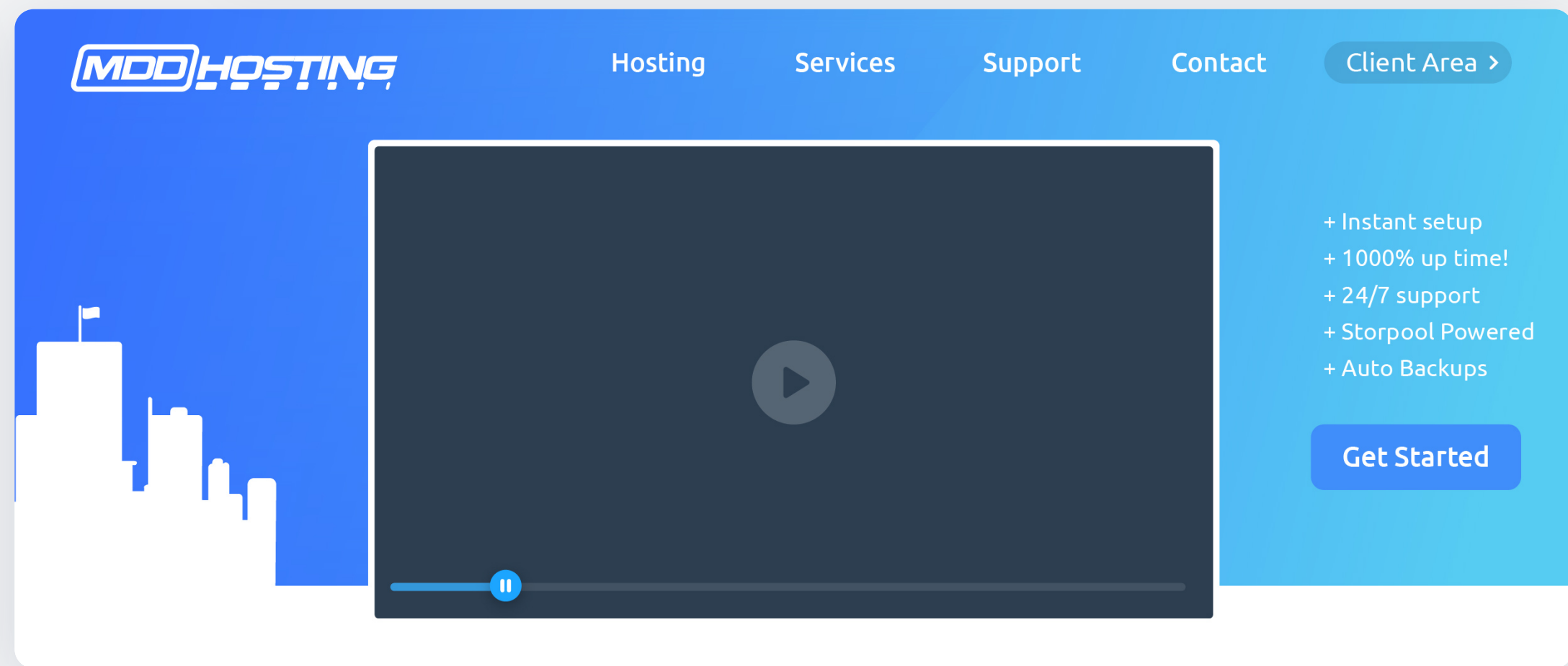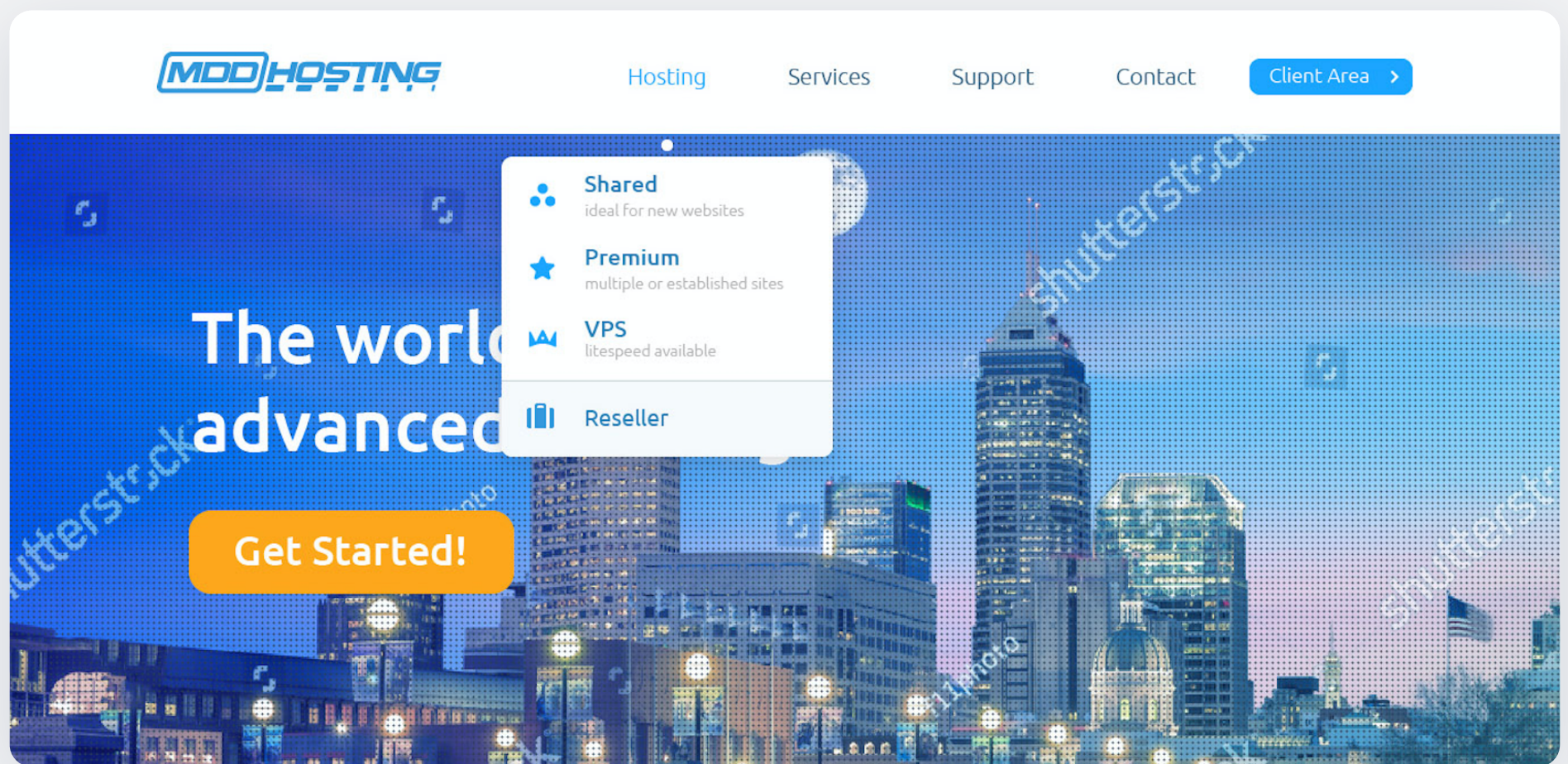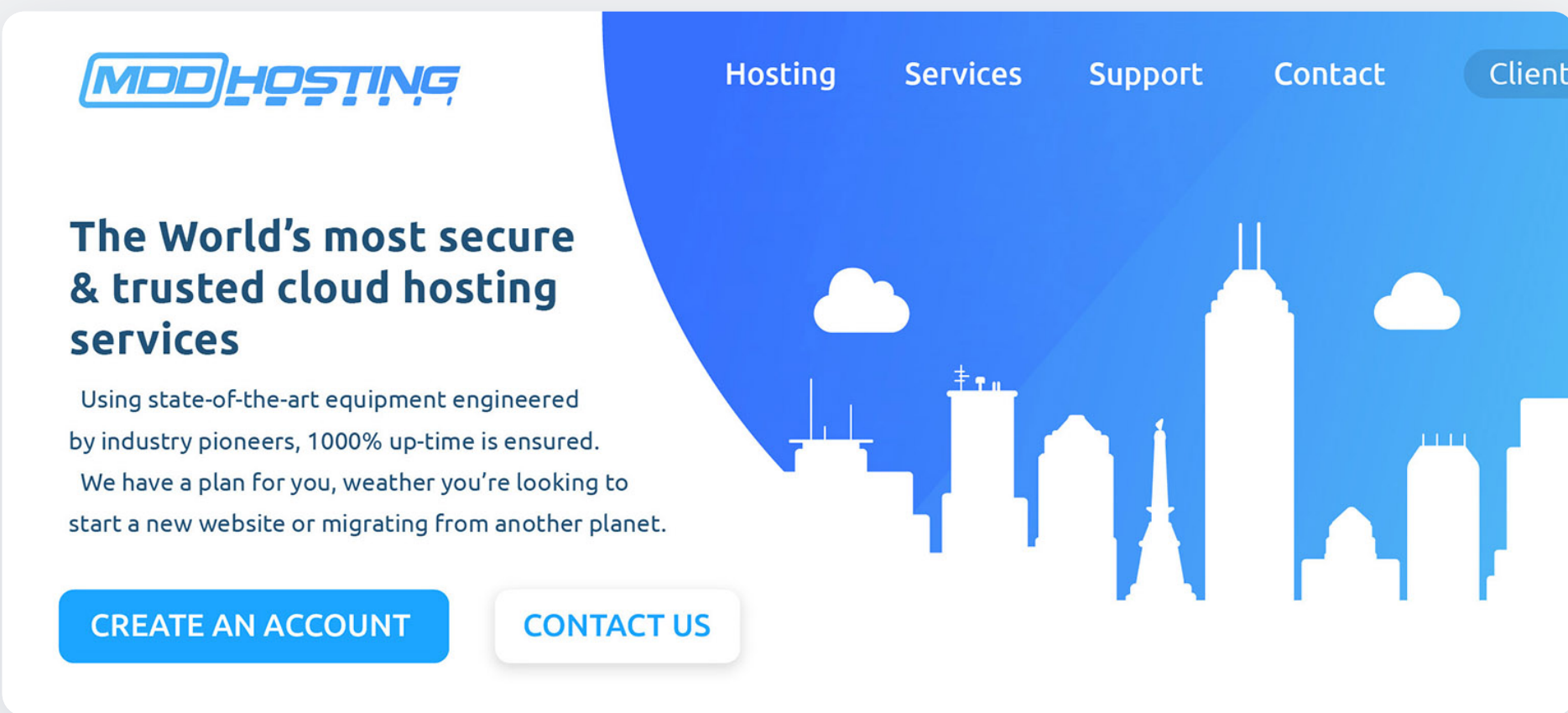Click below and save up to 15% by using the promo code:

CE73Z

Learn more >

Alert

R.I.P Killed Concepts

While practical in some aspects, we had to say goodbye very soon.

FIN

*Worthy note: This project wouldn't be possible without the great communication and help from the marketing team at **MDDHosting**.*

Meanwhile, let's discuss your project!

mQumboz@gmail.com

https://mqumboz.com