



## Intra-State Insurance Corporation Case Study

### COMPANY NAME

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.



**INTRA-STATE INSURANCE  
CORPORATION**

#### BUDGET

\$5,000 - \$10,000

#### SERVICES PROVIDED

UI/UX Design  
Responsive Wordpress Site

#### ABOUT PARADYNAMIX

Paradynamix is a professional web and programming team, made up of a unique blend of talents and individuals. We provide our clients with solutions that help them grow and build their businesses. We specialize in web apps and software to solve your business problems but have a long history and experience with UI/UX design, websites, and ecommerce.

### 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.

### 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.

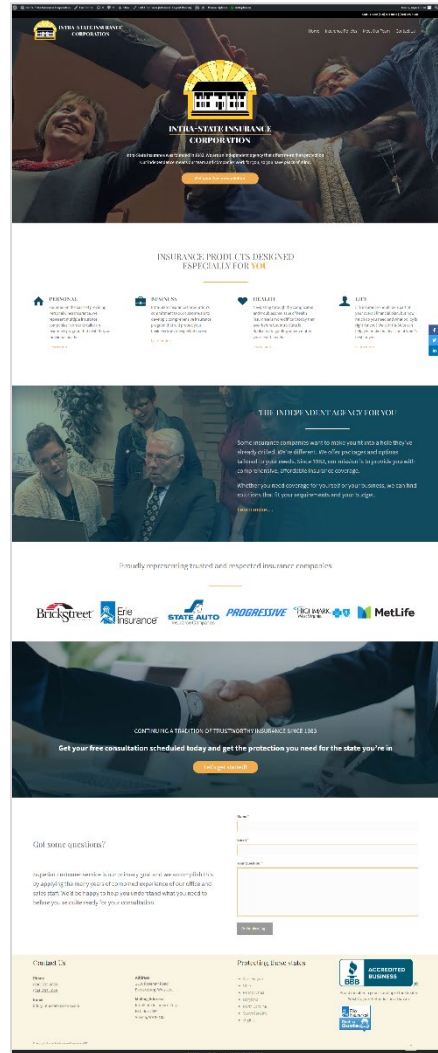
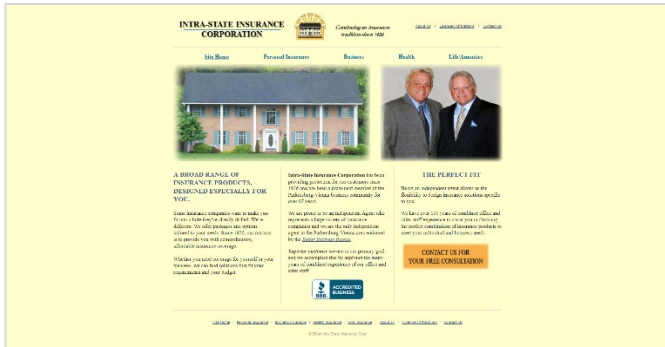


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## RESULTS

**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. Makes use of human focused imagery to emphasize the team's focus on people and create a more welcoming visual presence.



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