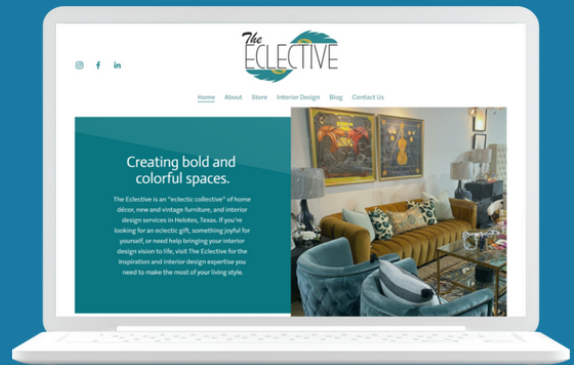


CASE STUDY

Home Decor, Furniture, Interior Design



TheEclecticHome.com



AT A GLANCE

Client

Shawna Misiong
The Eclectic
Helotes, Texas

Client Industries

- Interior Design
- Home Decor
- Furniture

The Opportunity

- Website Redesign

The Solutions

- Branding
- Research & Strategy
- Responsive Website Design
- Website Copywriting
- Search Engine Optimization

The Eclectic is an “eclectic collective” of home décor, new and vintage furniture, and interior design services in Helotes, Texas. Owner and Interior Designer Shawna Misiong designed The Eclectic to be a place for inspiration and furnishings that bring smiles to everyone. In December 2021, Ms. Misiong opened The Eclectic to fulfill her dream of owning a small business in the community where she and her family live, and showcases her love of décor and experience in interior design.

CHALLENGES

My client started with a simple, three-page website for the business with minimum content and few product images. As a new business, the website needed to engage individuals, home builders, and commercial contractors with a need for home décor, new and vintage furniture, and interior design services. The new website needed to convey a bold, colorful and fun feeling that would drive visitors to the store.

SOLUTIONS

SQM Communications worked closely with Ms. Misiong throughout the discovery process to identify her goals for the redesigned website, content, and functionality. For Phase I, I designed and built a visually attractive and informative website that is easy to navigate, visually appealing, and welcoming.

- Color scheme and imagery to complement The Eclectic's new logo.
- Navigation that features dozens of home decor items and furniture, and interior design service packages.
- Content that clearly communicates what The Eclectic offers, in product selection and interior design expertise.
- Forms to make it easy for visitors to contact the business from general inquiries to requests for design services.