

Sussex Taps Website

Sussex Taps is a family-owned Australian tapware manufacturer and distributor. They have been producing high-quality tapware for over 15 years from their Melbourne-based plant.

Having completed the identity and communication roll out for the brand, we were engaged to design and develop their online environment, so as to provide an cohesive and single minded brand communication solution.

The main objective of the website redesign was to provide customers information about Sussex Taps through an engaging interface with a user friendly structure.

With the look and feel well established within the brand identity program, our focus for this segment of the project was to review the web components from a more logistical and functional stand point. The key focus areas were:

- to provide the information in a comprehensive, contemporary manor relevant to the target audience
- to segment the information in to two clear streams- 1. Consumer information 2. Trade market information
- to clearly catalogue and differentiate product streams
- to create a unique content management system enabling frequent updates to be managed in-house by the Sussex team
- to enable the promotion of new products from the conceptual stage through the product launch, allowing the customers to be engaged with the company's continuous innovation and growth
- to provide a highly interactive user experience for all visitors.

The challenge lay in the clear segmentation of information targeted at multiple audiences. Our objective was to create a clever architecture that allowed for a seamless partition of information whilst delivering on the differentiated needs of consumer versus trade market.

The approved direction was developed and refined, integrating the functional components into the website blueprint. Overall deliverables included a detailed site map, all wireframes and the population of CMS with content based on inventory. The website design and functionality underwent rigorous testing along with in-depth training documentation so as to ensure a smooth launch.

The outcome of this project was an essential element in generating awareness of Sussex Taps Australia wide and in communicating the brand message 'Australian Made. World Class.' The end result further strengthens this positioning and our client now boasts a cohesive and easily distinguished brand, supported by an informative and user friendly website.