

## Case Study

# Fisher & Dean Website

[www.fisheranddean.com](http://www.fisheranddean.com)

## The Client

Fisher and Dean is a high-end contracting, construction and development company based in Somerset, developing private, commercial and affordable housing.

## Project Overview

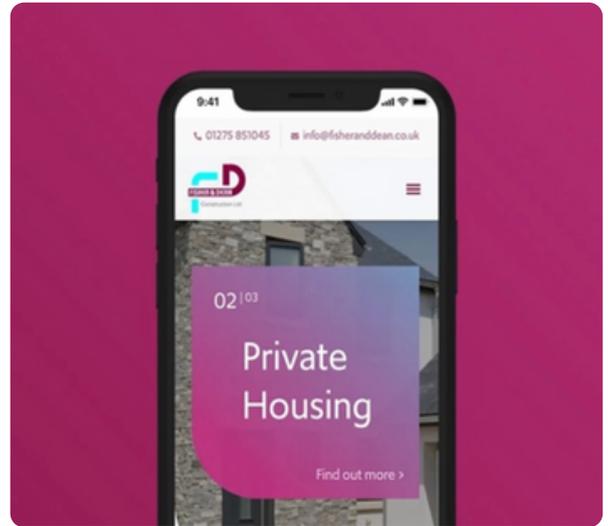
We first built a website for Fisher and Dean in 2017 as they were limping along with a one-page outdated brochure site. They were thrilled with the results as it really enabled them to push their brand forward. Fast forward two years and their business had grown exponentially; they needed a website refresh to reflect how their business had grown and branched out.

After speaking with the directors to understand their vision for the business going forward and their growth to date, it was clear that the website needed to provide an easier navigation and clear sector definition and offering.

## Summary

To improve the user experience, we built a dedicated project page with filterable individual case studies for Affordable Housing, Commercial and Private Housing. This enabled potential clients to easily select the sector that they were interested in.

We also introduced an interactive map with coloured pins denoting completed sites and sites currently in progress. By clicking the appropriate pin, it would take you to the corresponding case study.



## Key Points

- A new website was designed for Fisher and Dean in 2017.
- The new site enabled Fisher and Dean to push forward their brand.
- Dedicated project pages and an interactive map was designed to improve the user experience.

## Testimonial

“The whole experience of creating a new and modern website for the company was made so much easier by Nancy and her team at Impact IT Solutions. Every step of the process was explained and made as easy as possible. The input from the team to suggest layouts and design was invaluable and has led to the website we have today which accurately portrays the company that we are.

Many prospective customers have commented on the quality of the site and ease of navigation and information given. I can only convey my thanks to IT Solutions for the works completed and their ongoing involvement with our company over the coming years. A job well done.”

**David Summerell**  
Director

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