

# Website Redesign Case Studies



## Best Website Redesign Ideas and Case Studies

## How to redesign your website?

This is one of the situations that website owners find most challenging to address.

You must have created a website for your business a few years ago and it would have looked fabulous back then. Maybe, not so much now.

You see, web design trends, [graphic design trends](#) and [logo design trends](#) are constantly changing. It means that as a website owner, you have to keep up.

Luckily, unlike the other industries, the web design industry is very open when it comes to sharing their knowledge and experience.

We are aware that it is better to do something perfectly than to do nothing perfectly.

That's why our [ColorWhistle designing team](#) collected some awesome website redesign case studies from all over the globe.

Website redesign case studies are a great way to find out the design method of an agency and in the process, it also helps designers and developers to learn from each other.

We hope that these website redesign case studies will inspire you to reinvent your digital presence.

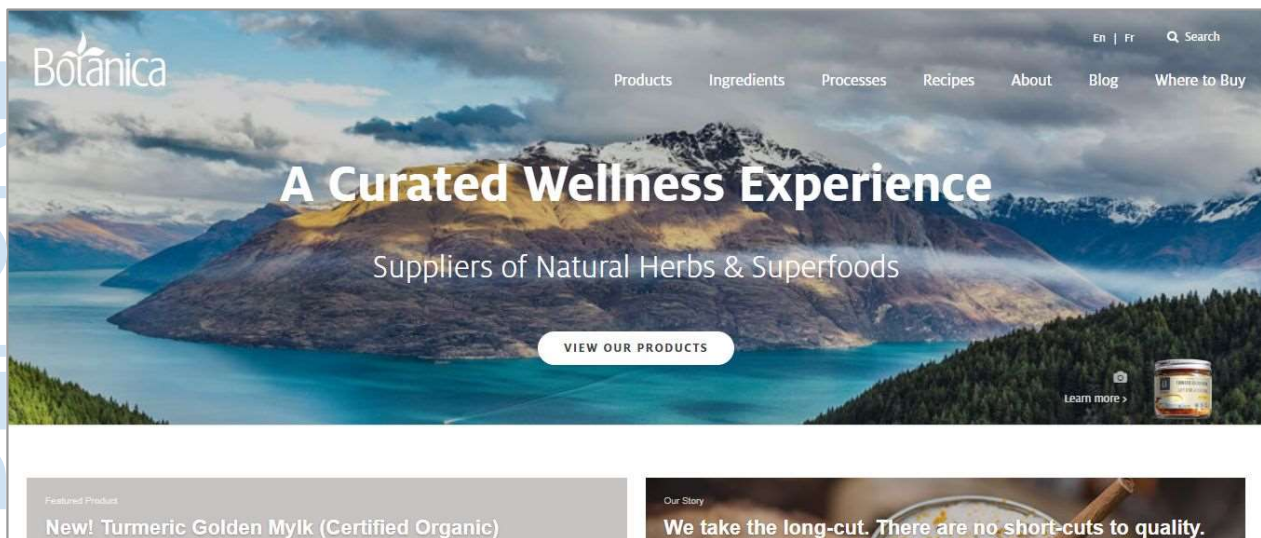
So, let's find out how to deliver a delightful browsing experience to users.

# Website redesign ideas and case studies

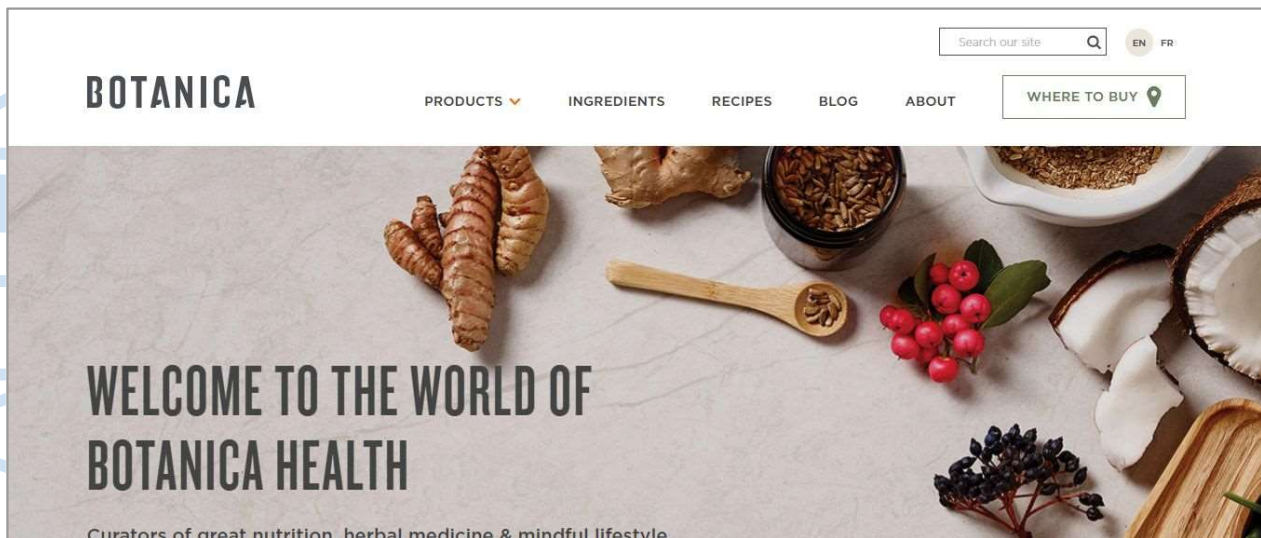
## Improve overall site architecture and navigation

The objective of the website redesign case study was to enable easier browsing, and to help users find relevant content easily. [Checkout](#) the case study to find out how they implemented new design combinations while still preserving the purpose of the existing pages.

BEFORE



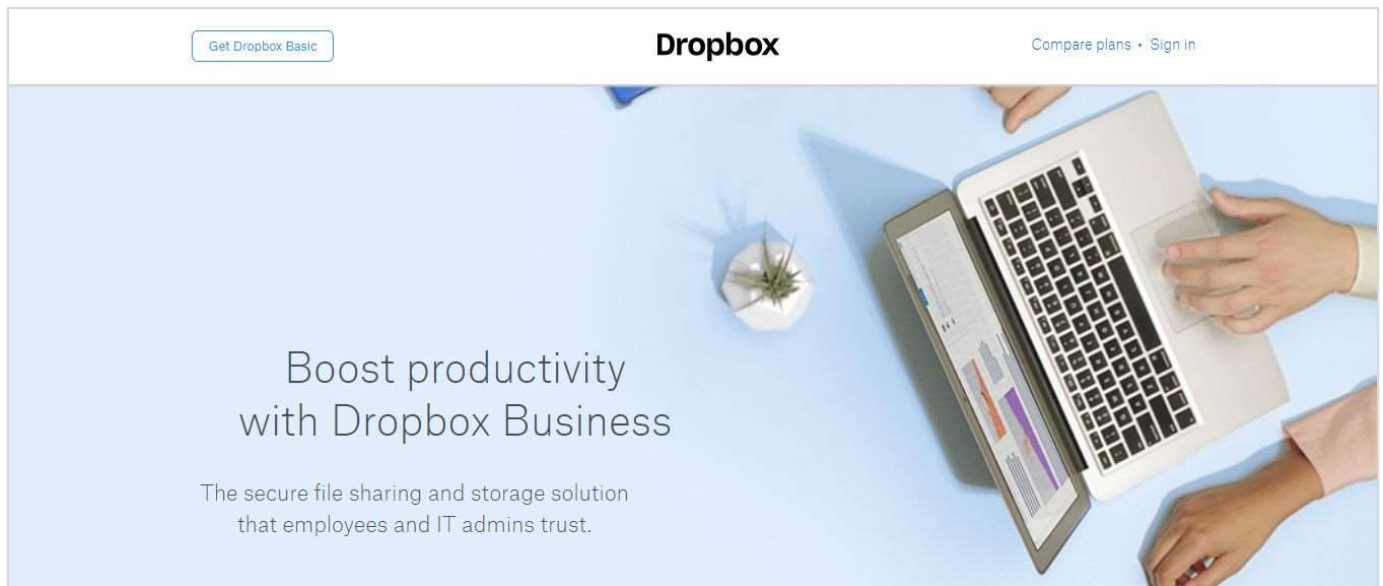
AFTER



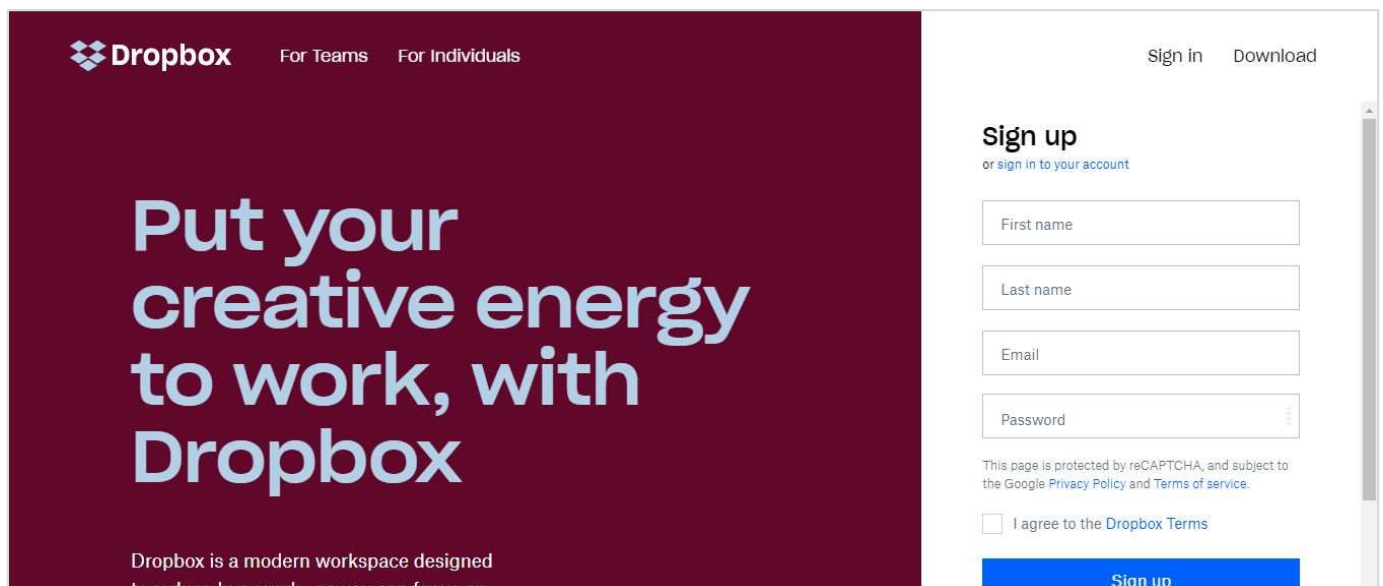
# Evolving the Dropbox brand

On October 2017, the [new rebranded Dropbox](#) became the talk of the designers community. They are considered to be one of the most talented design teams in the world and are an inspiration to many designers. Their rebrand introduced many color combinations, font combinations and more.

BEFORE



AFTER

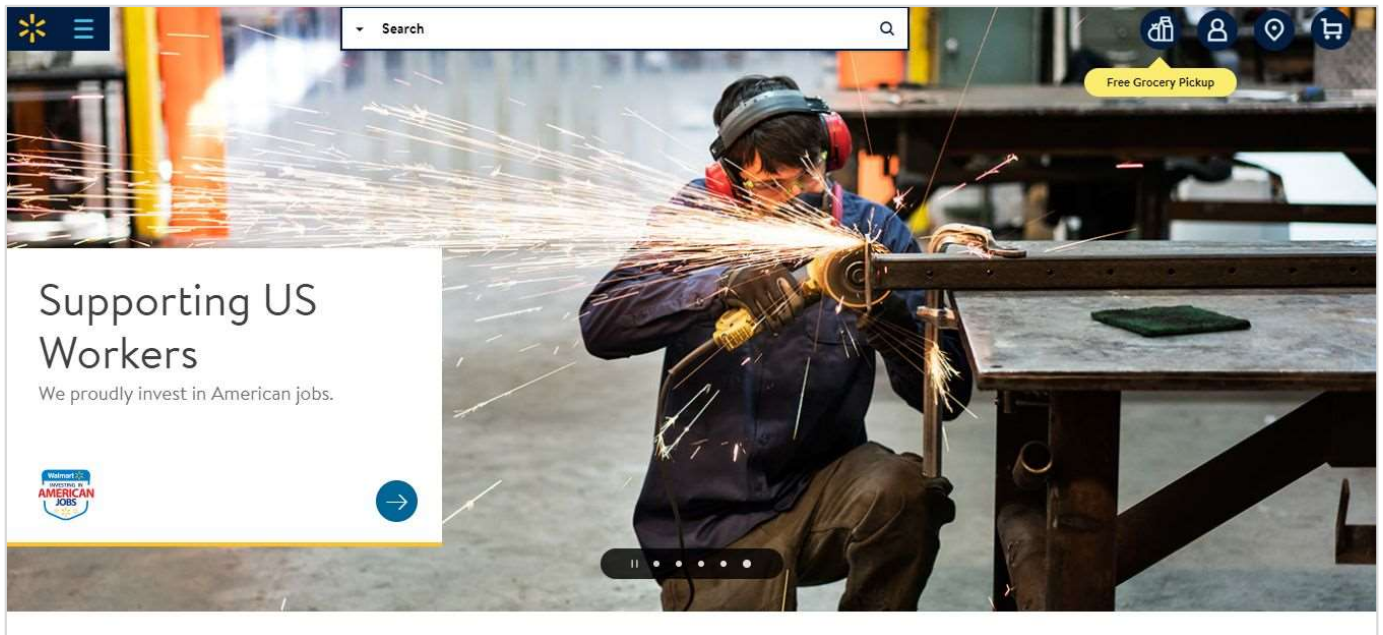




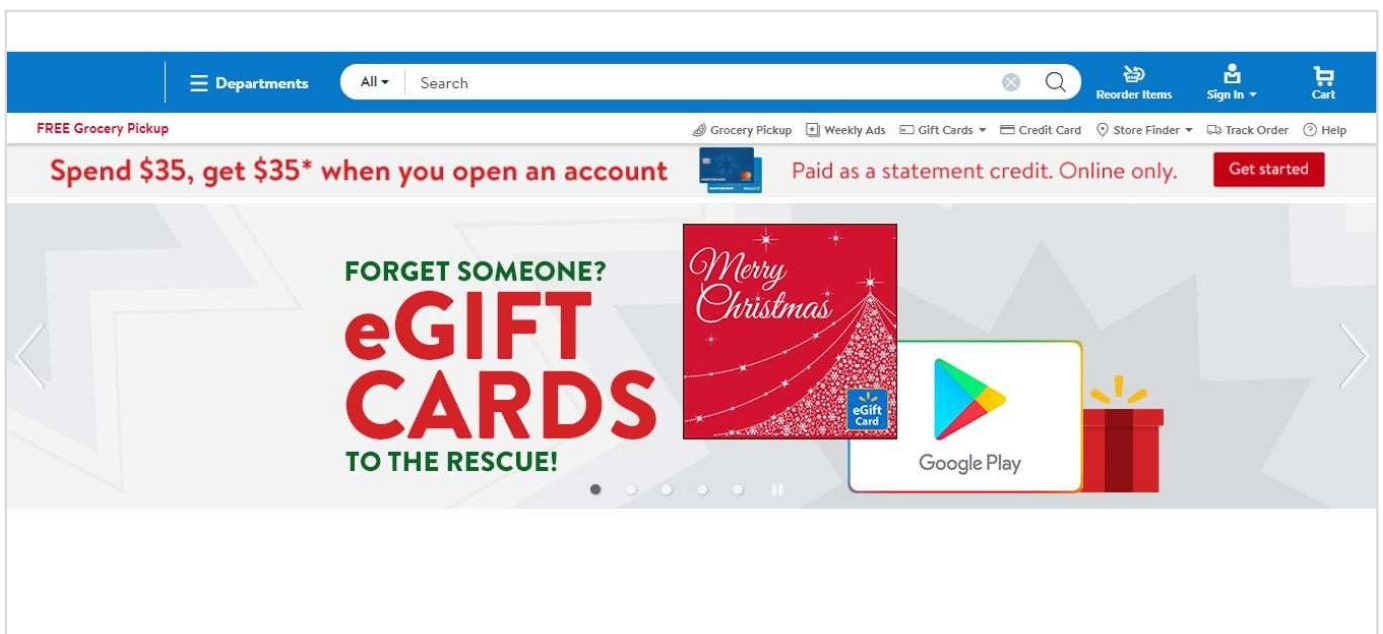
# Introducing the new Walmart.com

On May 1st 2018 Walmart's [new website redesign](#) rolled out. It focused mainly on delivering a modern, stylish, and a convenient shopping experience. This official write-up by the company explains the design changes and how they wanted to create a clean and modern shopping experience for users.

BEFORE



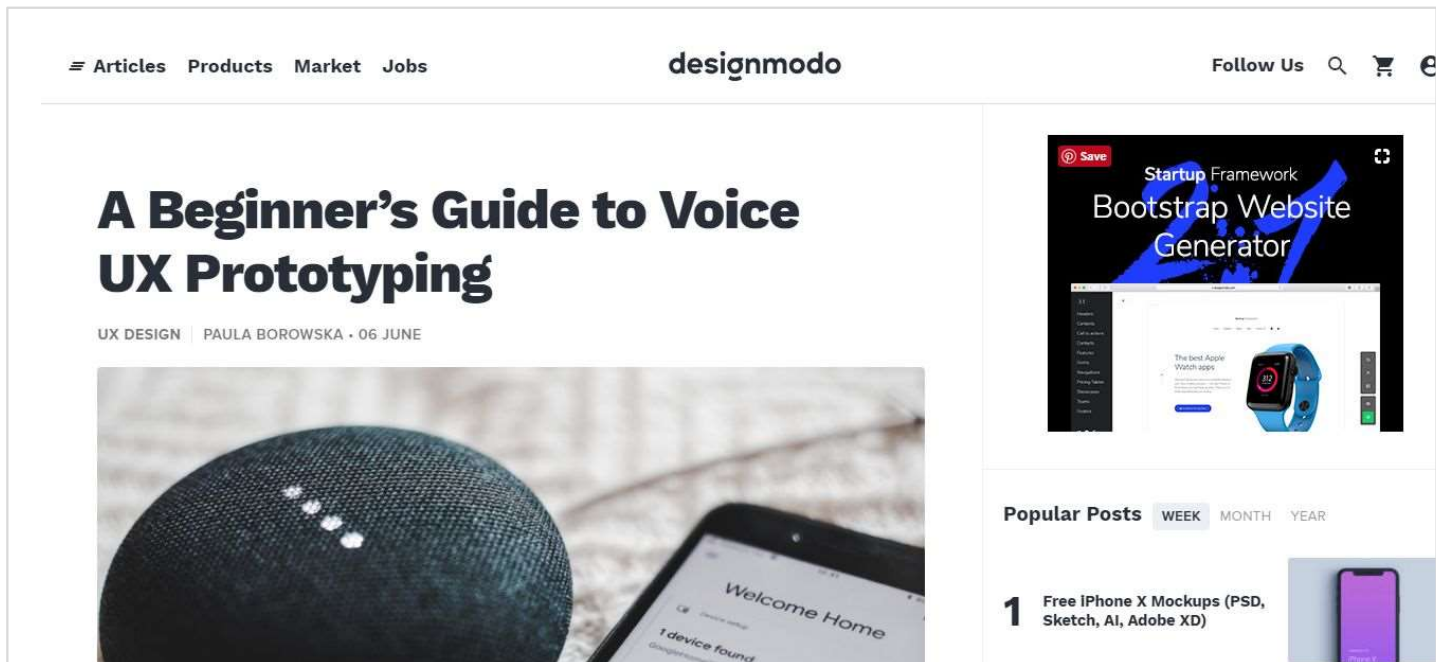
AFTER



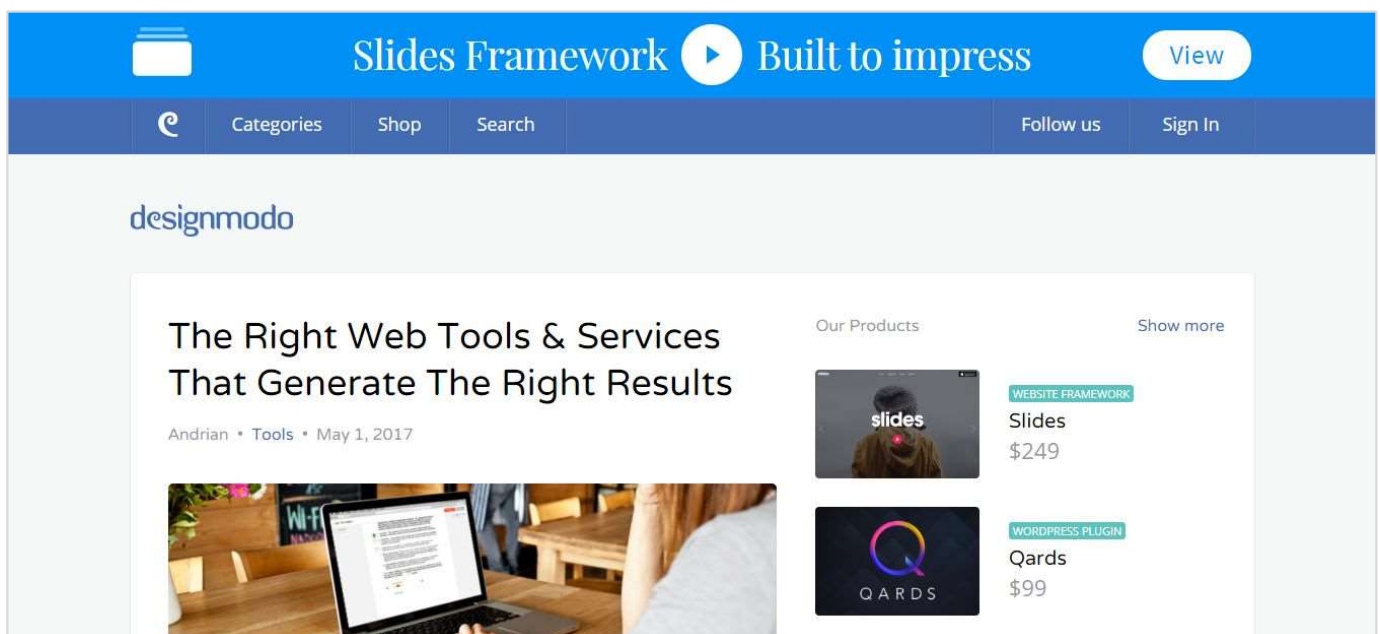
# Designmodo Launches Massive Redesign and New Logo

Recently, [Designmodo](#), a platform where designers publish their products to sell, underwent a huge website redesign which also featured a new logo. In this write-up you can get insights on how long it took for the redesign and the elements that were refreshed.

BEFORE

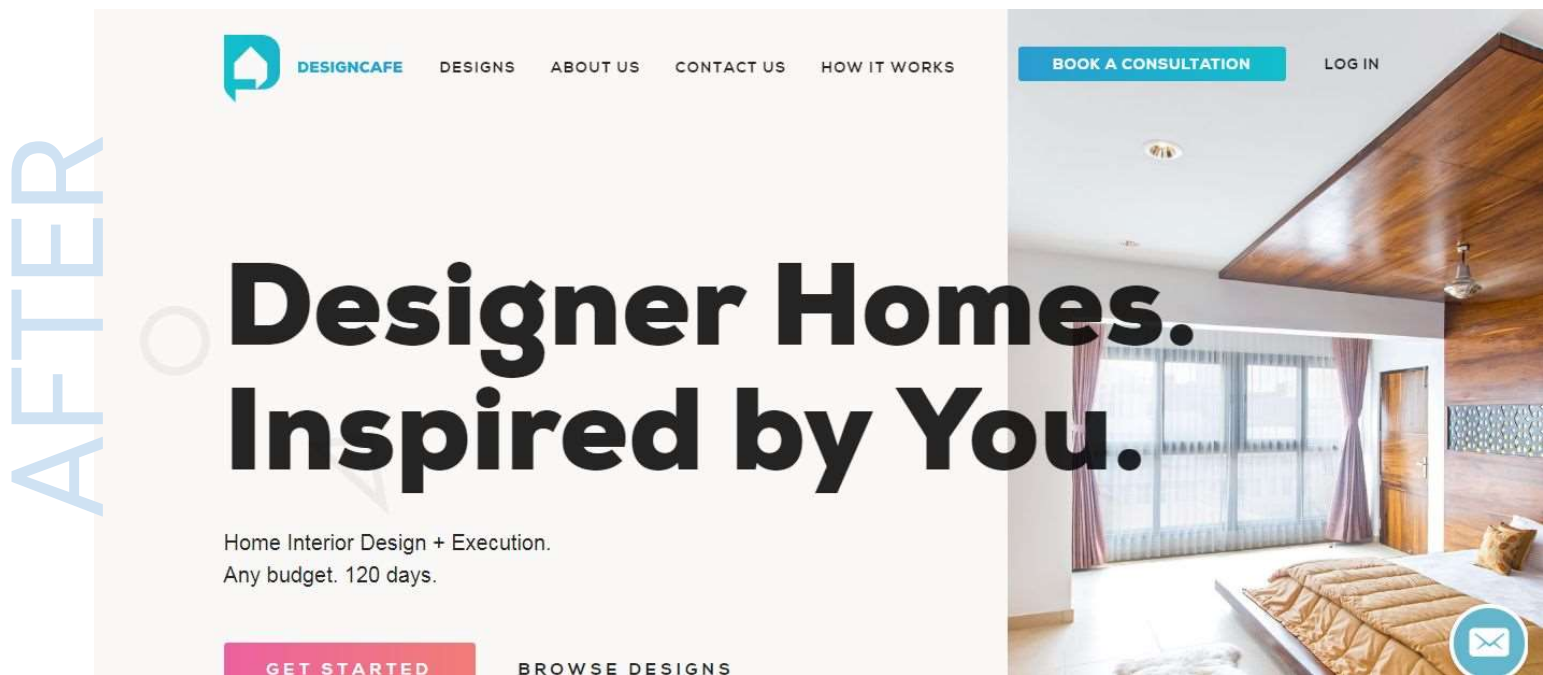


AFTER



# Redesigning a digital interior design shop

In this website redesign case study we get [detailed insights](#) on how to research and plan for redesign. The writer of the case study is the designer of the project. So we get to hear how the redesign went from his point of view. He also gives us useful tips on how to collaborate with developers during the redesign phase.

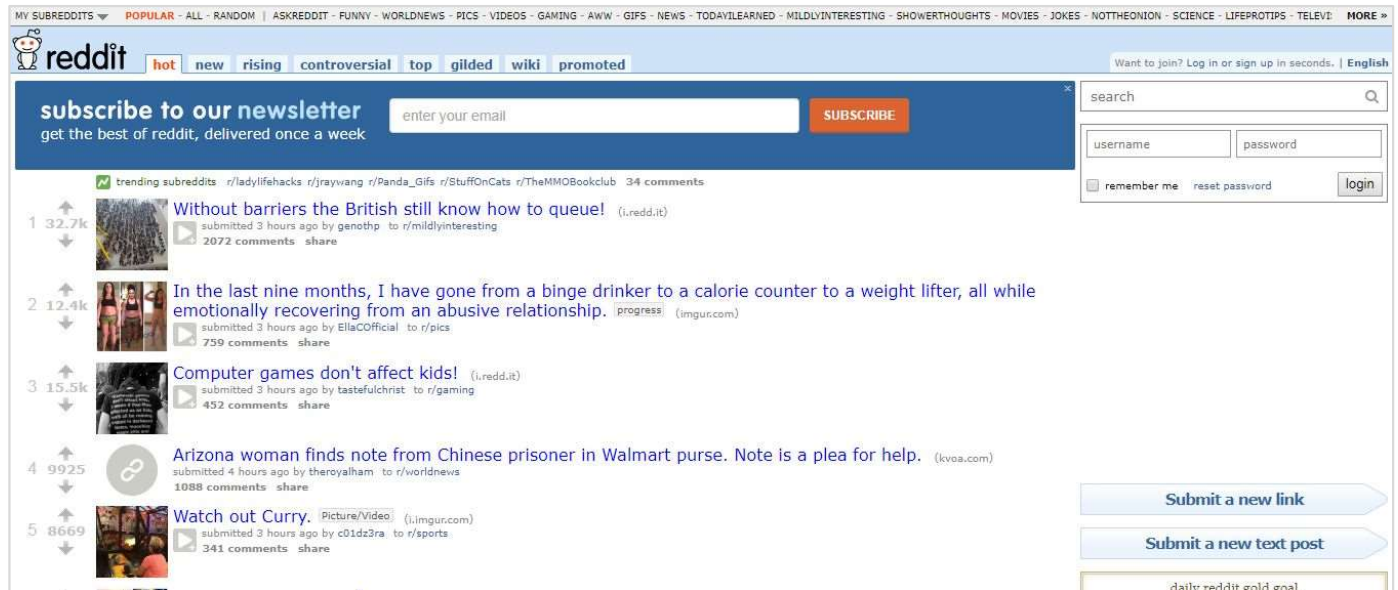




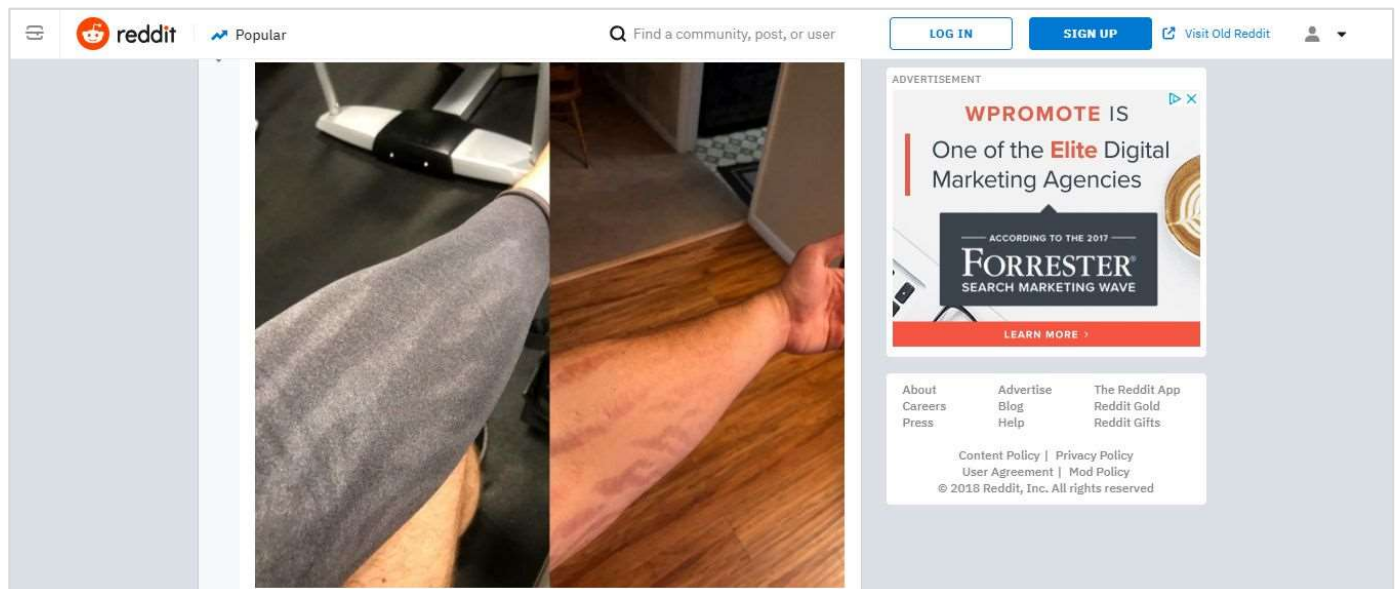
# The inside story of Reddit's redesign

Reddit, the website that has something for everyone recently had a facelift. Users of Reddit are no longer subject to 90s HTML feel, they have something new and fresh. [This insider story](#) gives us a scoop on how the redesign plan was formulated.

BEFORE



AFTER





# Bookstore responsive website redesign

[This website redesign case study](#) cites the process of redesigning a bookstore website to be responsive so that users can access the website when they are on the go. The purpose of this redesign was to increase sales and membership sign-ups for the bookstore

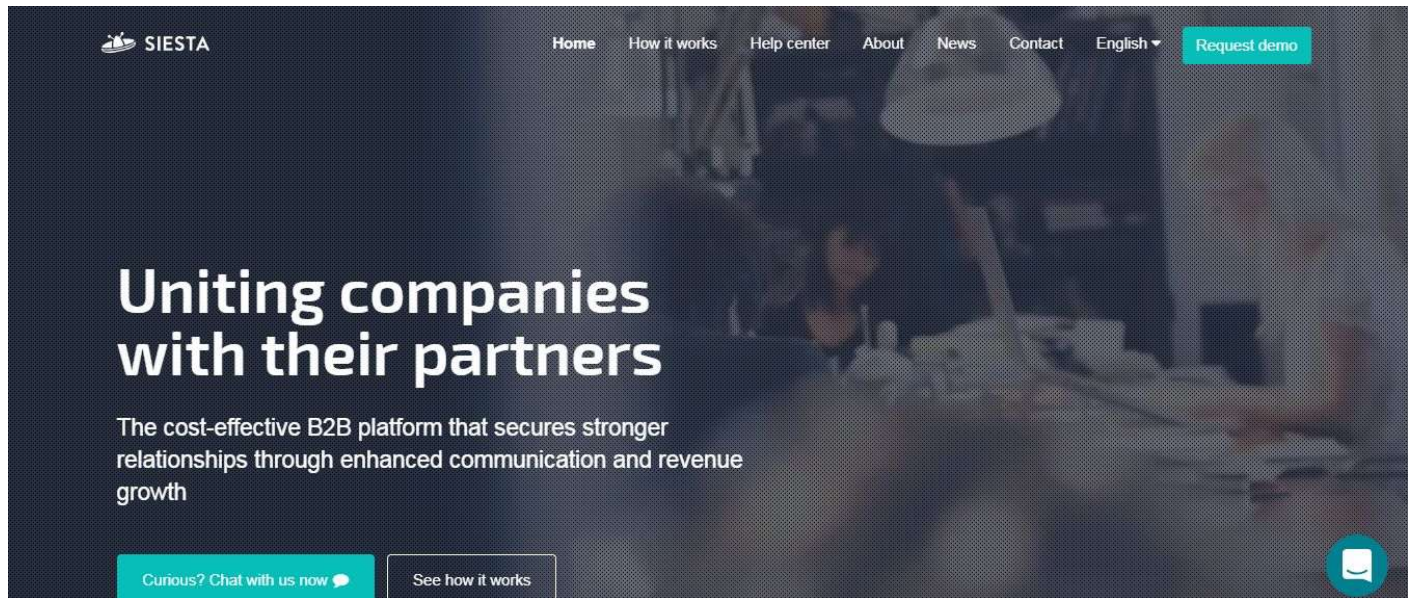
AFTER



# Redesigning the product website

[This case study explains](#) how a product website was redesigned along with its backend system and its app. We get detailed insights on how the designer refreshed the website to hit target customers perfectly.

AFTER



# Give an entire online shopping experience without a single scroll

[This interesting website redesign case study](#) gives us details on how shopping experience can be delivered to users without a single scroll and how they reinvented the standardized method of e-commerce browsing. You can also find out the technologies that was used during the redesigning process.

AFTER

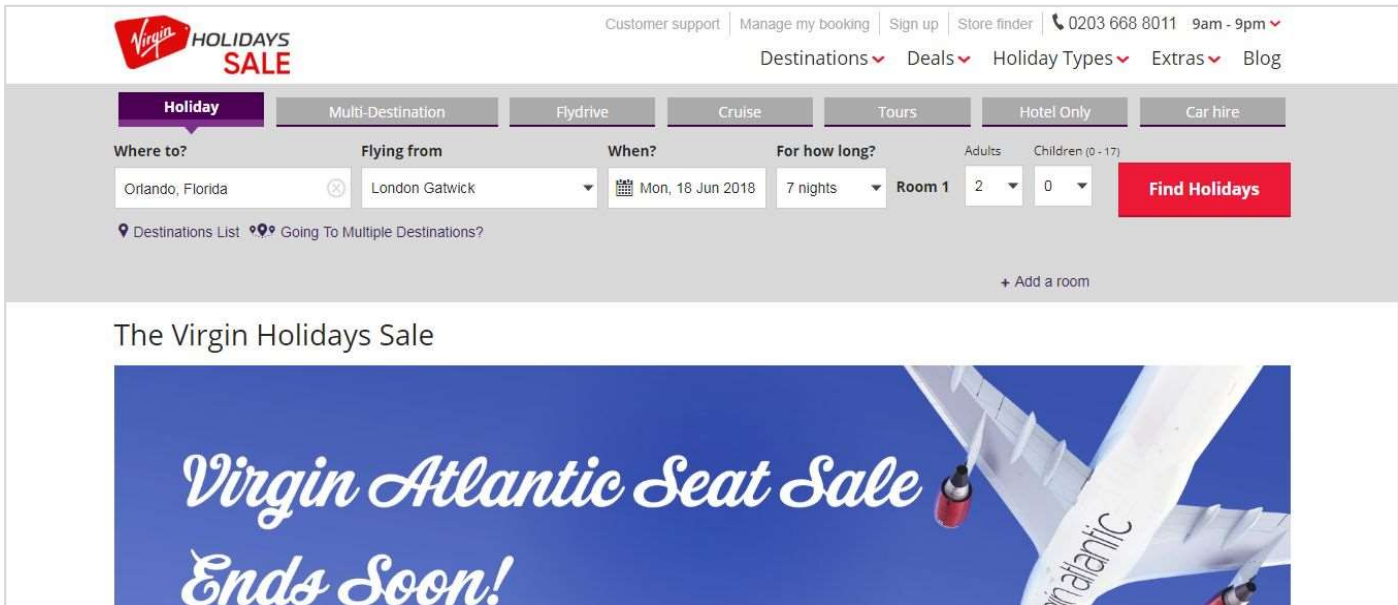




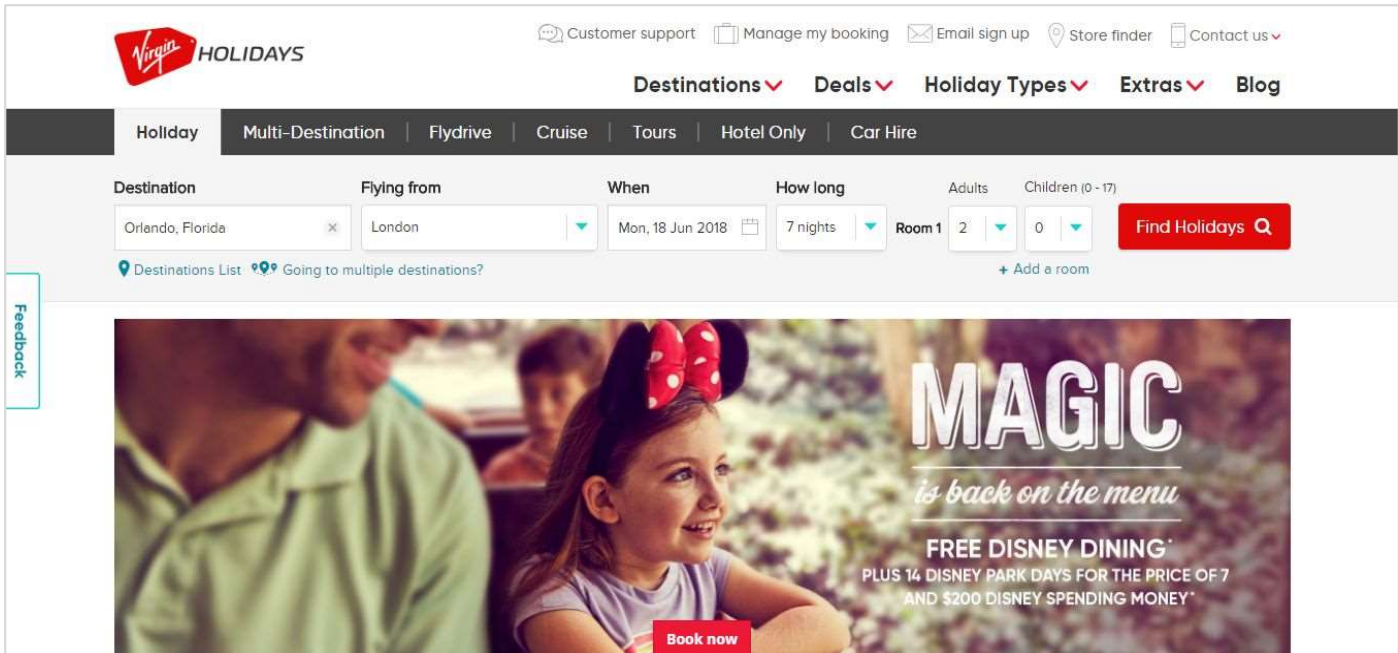
# Modernize the outdated website

This case study will give you an idea on how to give a visual facelift for a website and optimize the user experience for the most visited pages. The recommendations and inputs will help you get an idea on how to build the basis of a responsive website.

BEFORE



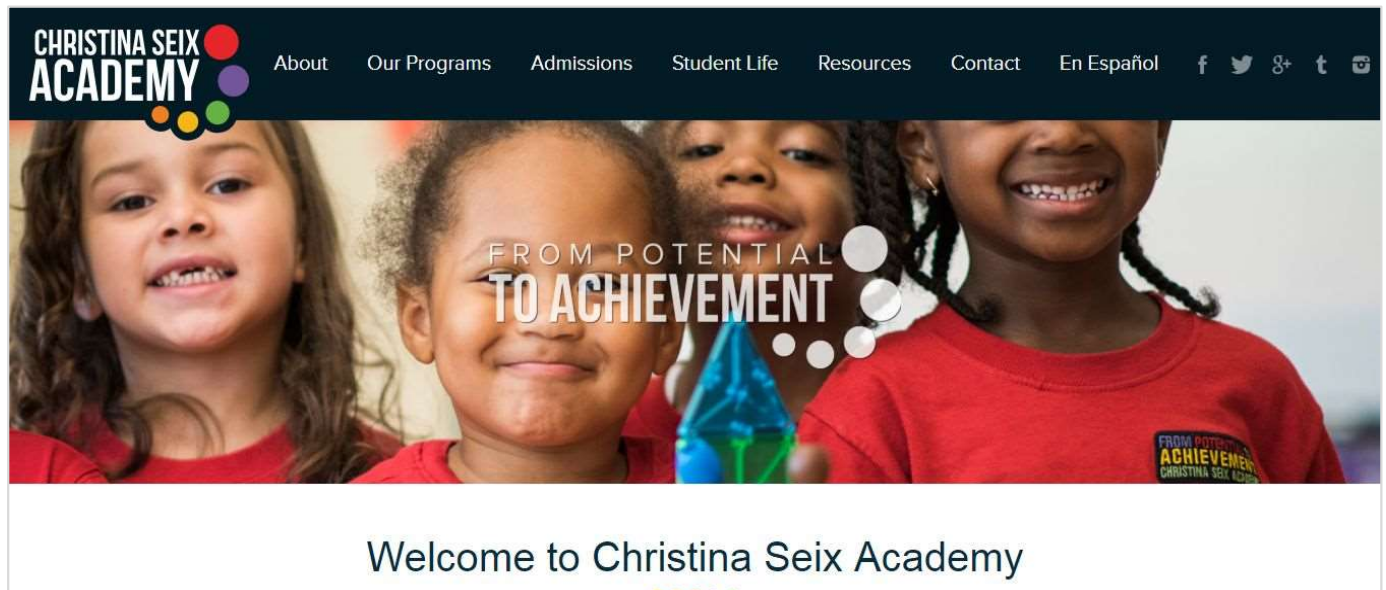
AFTER



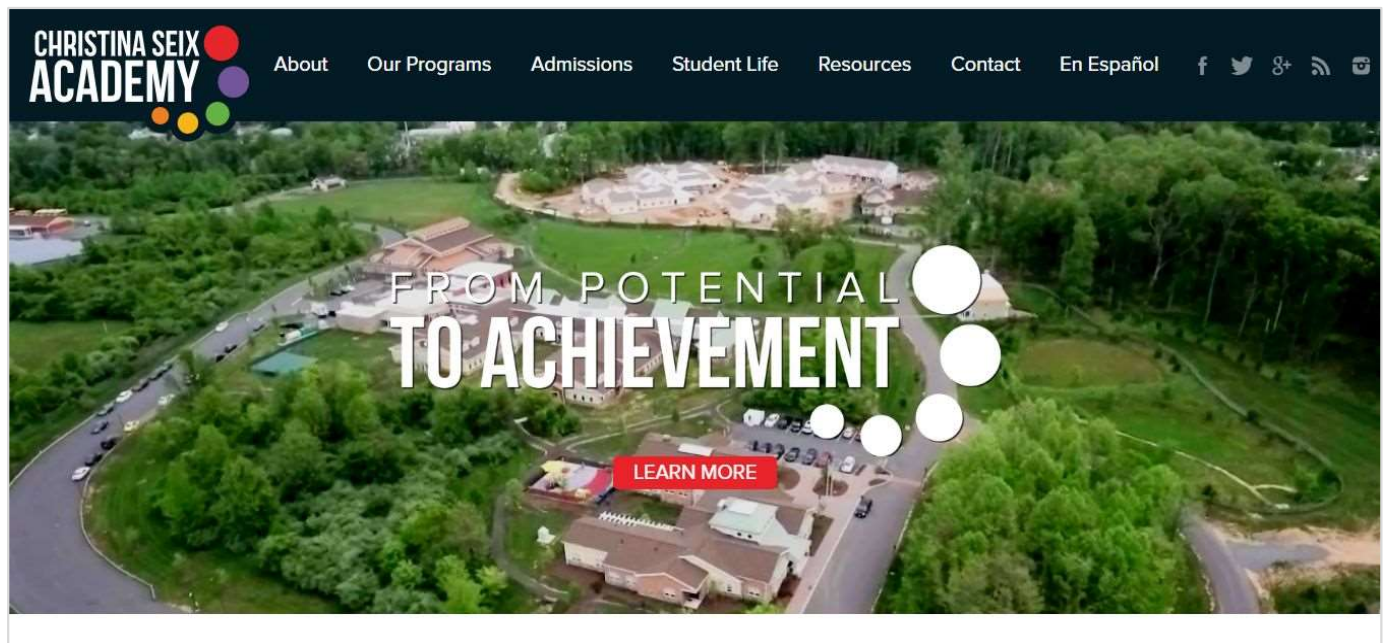
# Website redesign for a private school

[In this case study](#) we find out how the struggles faced by a school website were addressed in the redesign. Some of them included improper admission criteria and how the current website did not capture the unique prospective and supportive culture the school offered.

BEFORE



AFTER



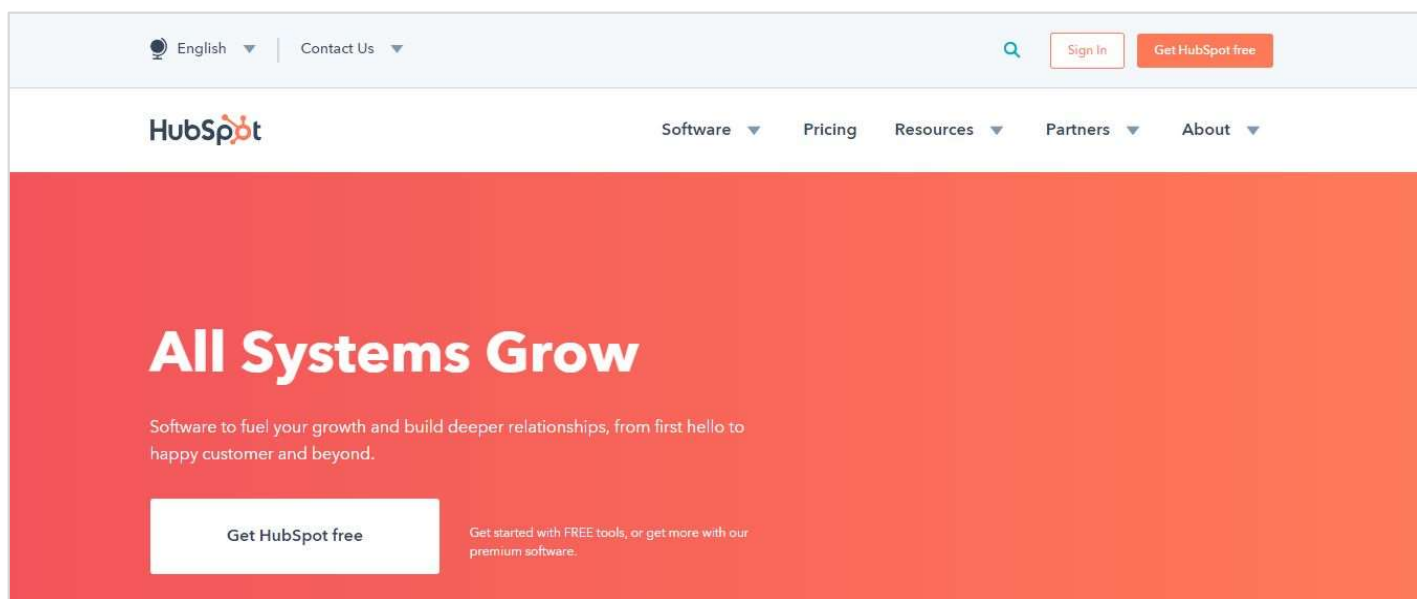
# How Redesigning HubSpot's Website Doubled Conversion Rates

HubSpot the huge multi-product, global organisation, wanted to redesign their website with the purpose to improve user experience and conversion rate. [This write-up](#) gives you a step-by-step process of how they planned for the redesign and successfully implemented it.

BEFORE



AFTER

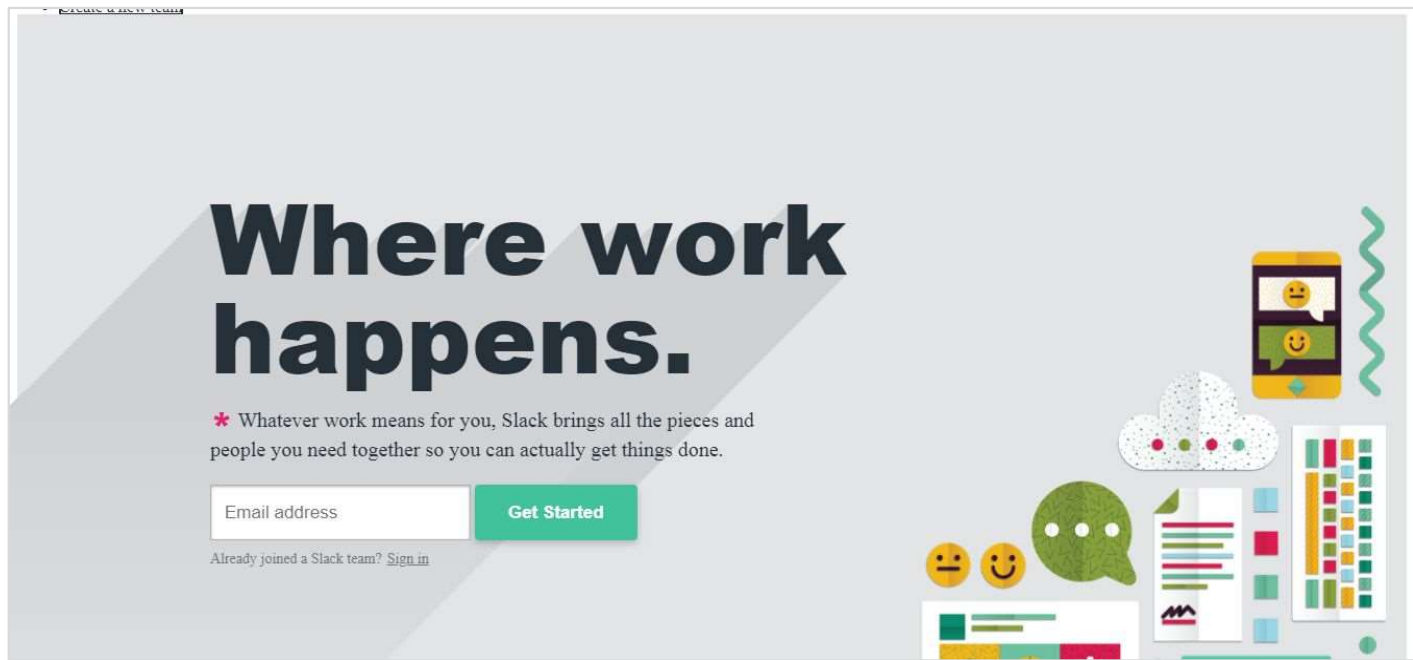




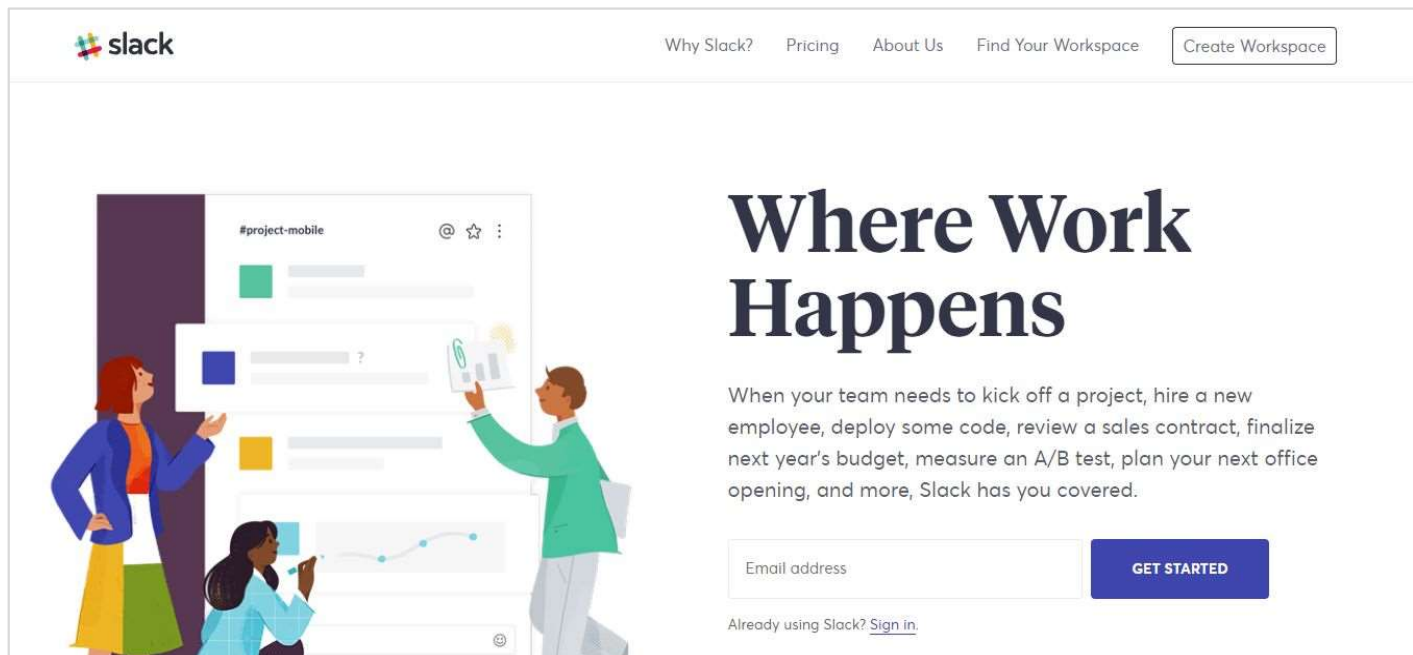
# Rebuilding slack.com

[Slack](#), the high power digital workspace did a major website redesign. One of the senior engineers of slack has given a comprehensive behind the scene work of the website's rebuilding work. The purpose of the redesign was to improve the website architecture, code modularity, overall performance and accessibility.

BEFORE



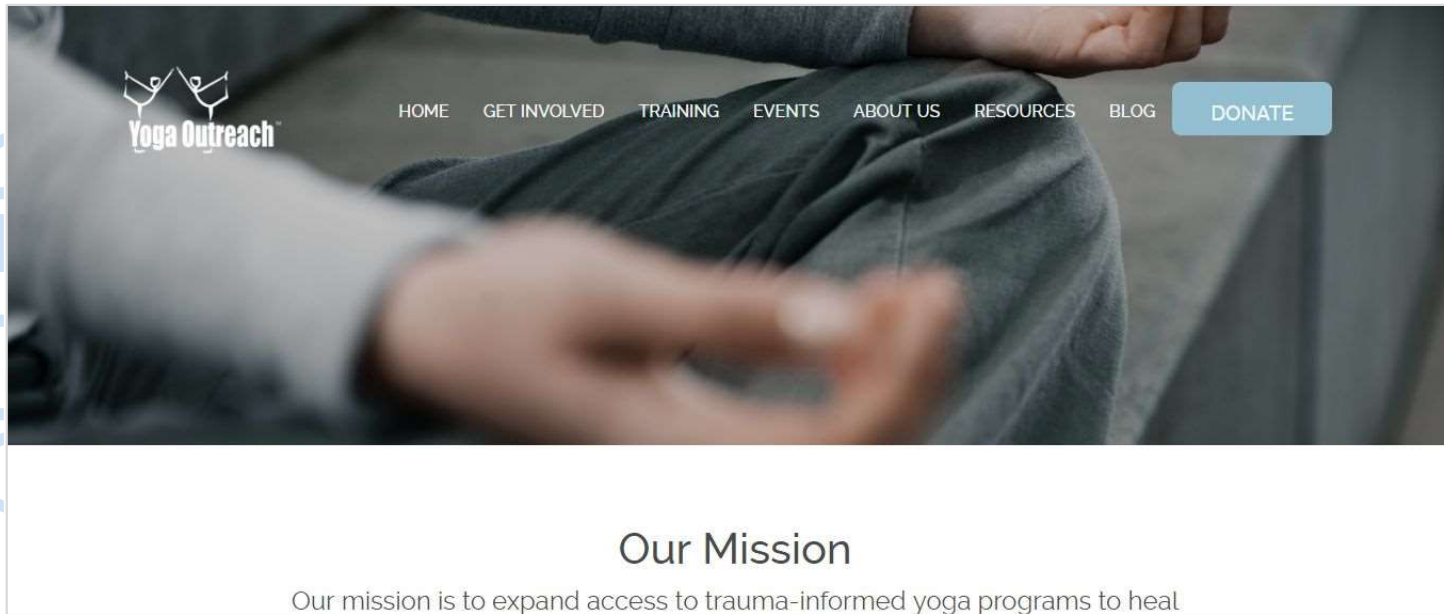
AFTER



# Yoga Outreach Society – Website Redesign

The goal of this website redesign was to add chat features to encourage discussions among the website users, transfer to WordPress platform, and improve website architecture. From navigation to sitemap, [this case study](#) gives an depth details on how the entire project was planned and executed.

AFTER



# Cogency Global website redesign case study

Since their last redesign in 2010, Cogency had added lot of reading materials. Things got complicated and the website no longer reflected who they were. Also, the website was no longer a profit centre and got difficult to navigate. [This case study](#) addresses how the issue was resolved through a complete website redesign.

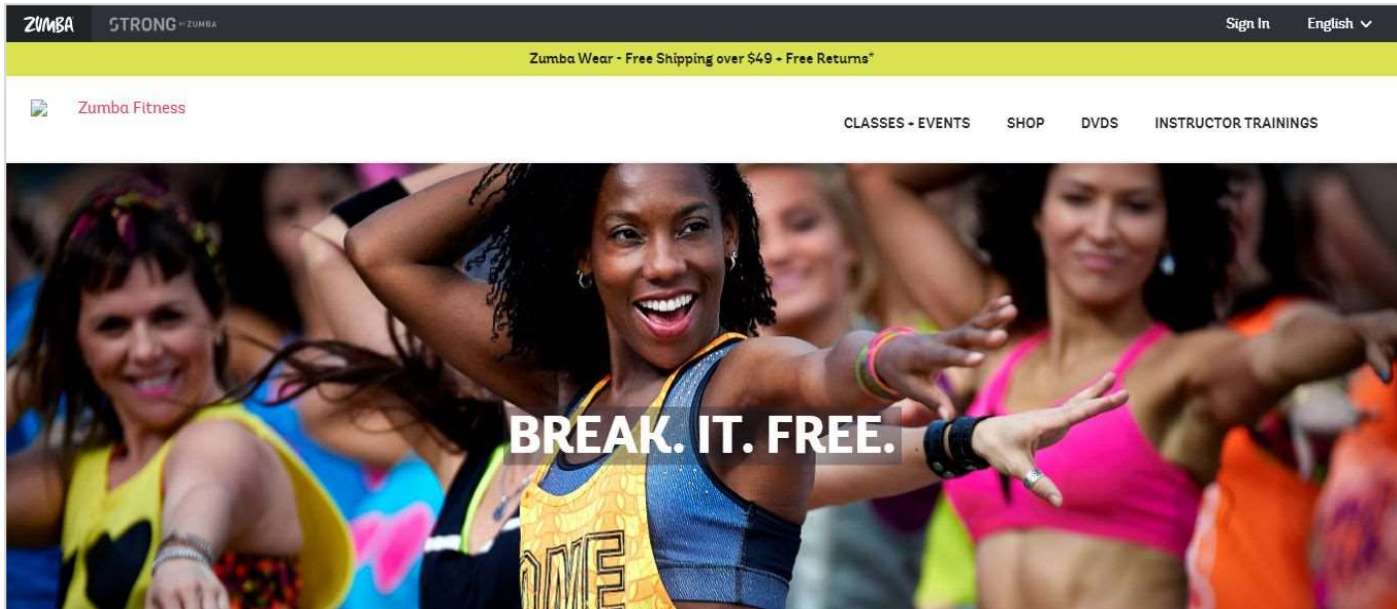




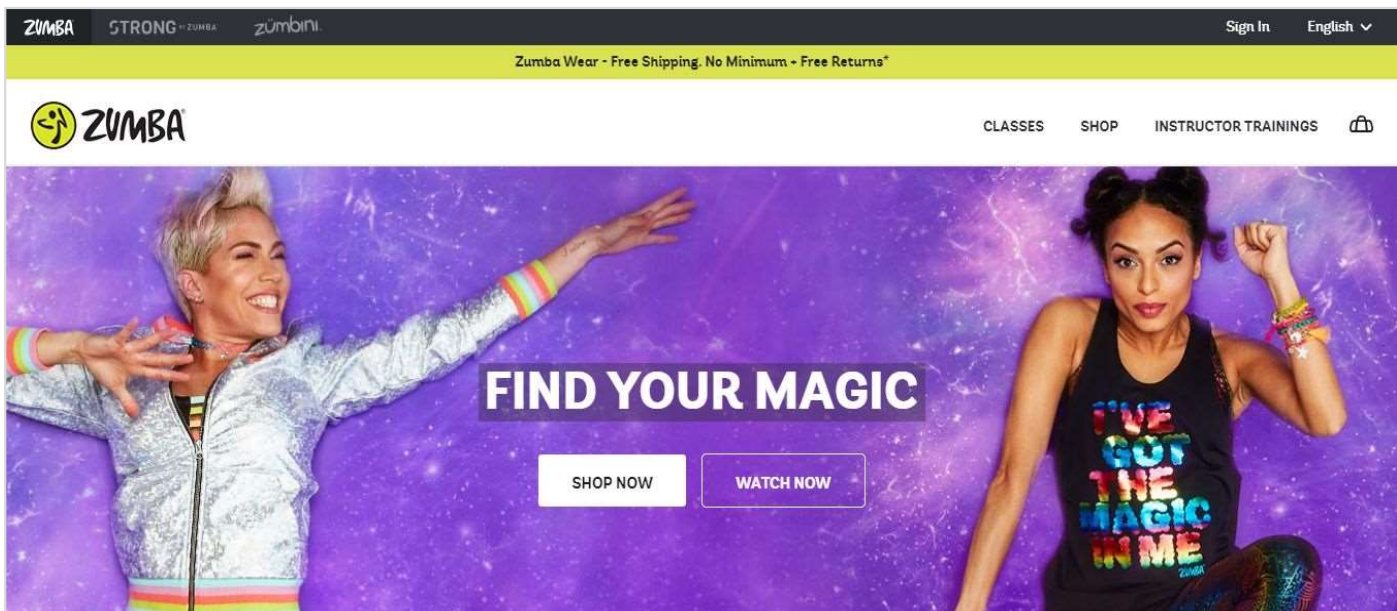
# Zumba fitness website redesign

The client was unhappy with the existing website as it missed vital information and the customers found the website confusing. [Checkout the website redesign case study](#) to find out why the website was underperforming and how the problem was fixed with a proper redesign.

BEFORE



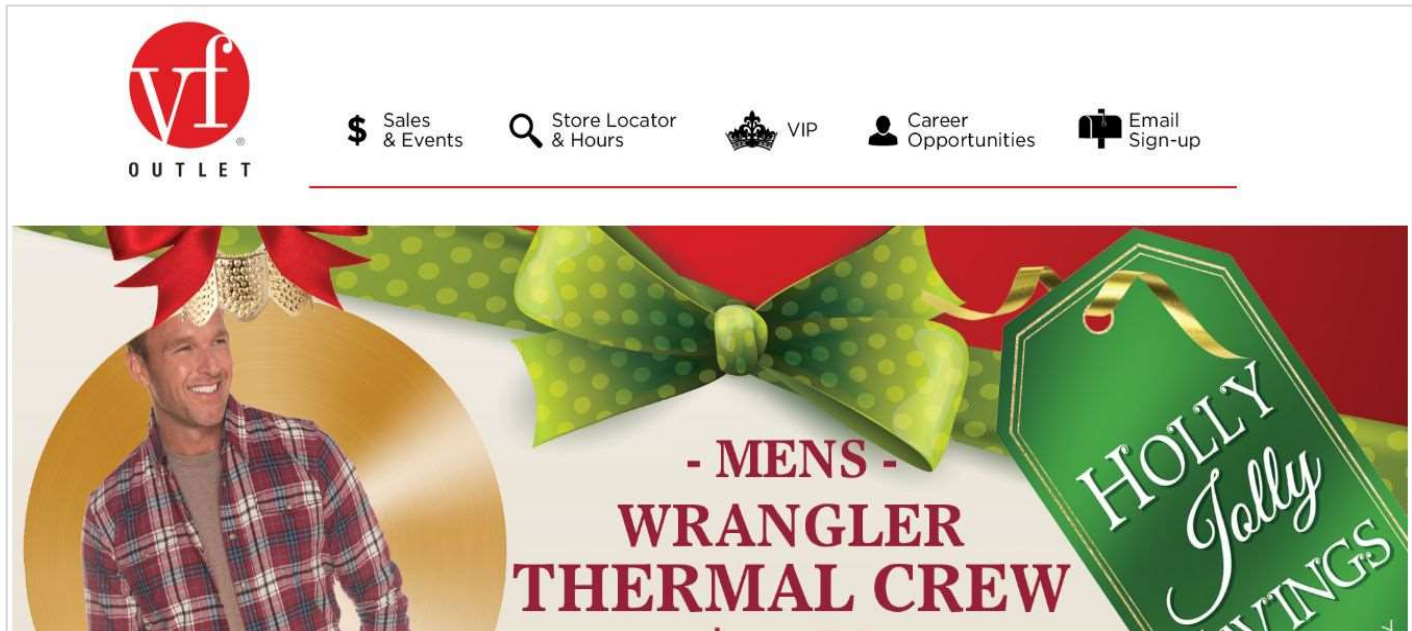
AFTER



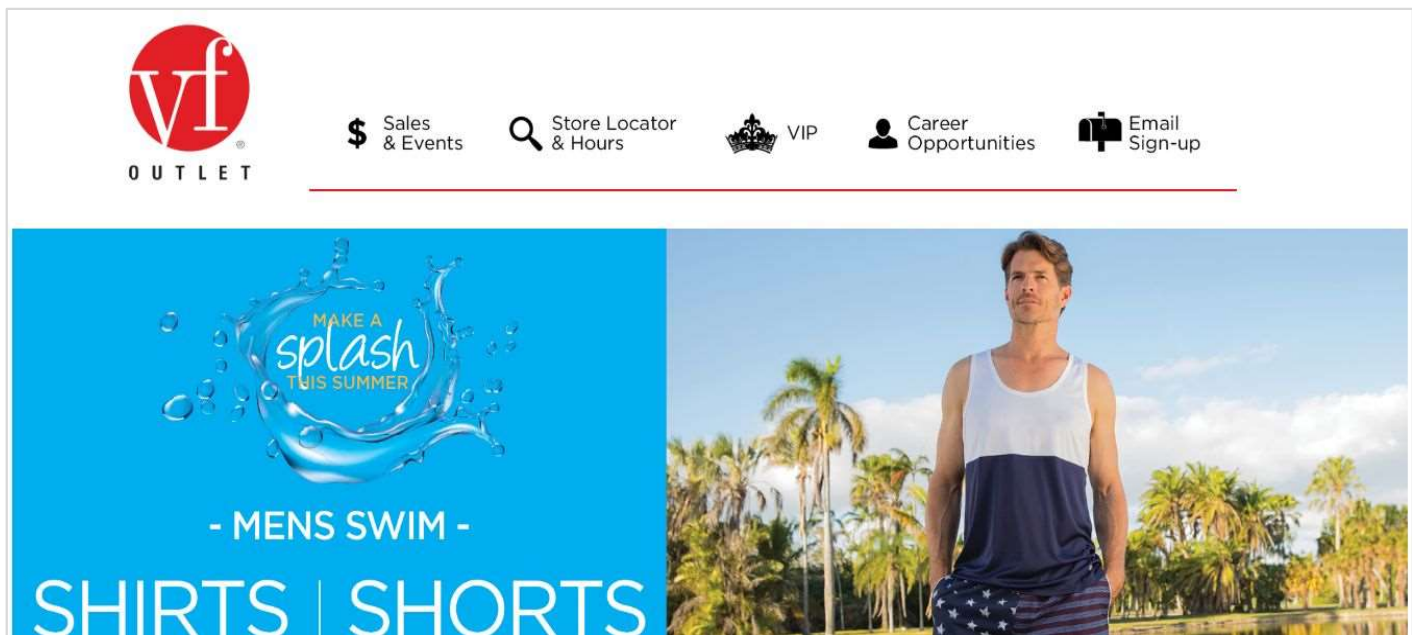
# Improve ecommerce functionality

In [this case study](#) we find out how the website was shifted to Magento CMS and redesigned to improve overall navigation and conversion. After the redesign, bounce rate was reduced and visitors were able to find information more quickly.

BEFORE



AFTER



# What we learned from these best website redesign ideas and case studies?

- Design methodologies vary according to the project and what the business wants to achieve. A standard or pre-planned methodology should not be followed
- When presented with a new brief, every designer will refer to their own research method
- Redesign projects must define the current difficulties a user faces when browsing the website.
- Features should be clearly explained with a visual mockup when presenting to the client
- Never make assumptions

## Winding up our top website redesign ideas and case studies

Changes are scary.

It can be even more daunting if the current website design is liked by the users. But from time-to-time, a website redesign is required to evolve and to keep up with latest trends.

Also, it is important not to be afraid of negative feedback. The only thing that matter is how the website redesign affects the online success of your company. So partner with the right designing agency to avoid design related mishaps.

If you want to get a general idea on how to redesign a website, checkout our [website redesign checklist](#) blog to know more.





WEBSITE DESIGN | WEBSITE DEVELOPMENT | DIGITAL MARKETING



#### India

LEO Towers, 60/10,  
Sathy Main road,  
Ganapathy,  
Coimbatore - 641006  
+91 (422).420.2825

#### USA

700 E Firmin St,  
The Shared Drive,  
C/o the plat4m group llc,  
Kokomo, Indiana 46901  
+1 (201).918.4295

[colorwhistle.com](http://colorwhistle.com)