



## Case Study 3.0 | **bingotrades**

Site is going through User Acceptance Testing

<http://www.orchidapps.com/bingo/>



## The situation

In this Internet age, a company providing share trading tips and advises does not have existence without a decent website. Bingo Trades came to us to develop the brand identity and a good website for them.

## The solution

Our Branding and design team started with the Logo Design. We wanted the logo to be simple, attractive, readable and convey the business idea of Bingo Trades. After a couple of iterations, the logo was finalized. We started the website design.

Considerations when developing the website were:

- Website should be neat, professional and attractive - We used a neat layout and selected the matching colors
- The performance should be good - We did not use large images. Designed the home page in XHTML and CSS
- The website should be CMS enabled - We used Joomla! 1.5 as the CMS



## The solution

It is always easy to make a website home page attractive by using good photographs or Flash animations. For Bingo Trades, we decided not to use any photographs or animations in the home page. Instead, we used appropriate colors, fonts and interesting captions to create the impact.

The result was more than satisfying for us and for the client.

## The Result

You can see the result at <http://www.orchidapps.com/bingo>

- Brand development
- XHTML and CSS based website
- Joomla! 1.5 website
- Original UI design



## The Future

Bingo Trades was completely satisfied with our effort and the result. We have now engaged in multiple projects and looking forward to working in a long term partnership.

# Thanks

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