Arroyo Consulting
Web Site Case Studies

Semione, Inc. "Web Site Facelift"

Semione, Inc. is a global reseller of semiconductor fabrication equipment. When Semione, Inc. came to Arroyo Consulting they already had a web site developed by a previous web developer, however, Semione was not satisfied with their existing web site. The major reasons for a rewrite were:

- Semione wanted a more high tech polished look to their site
- Semione wanted their site to show up on search engines
- Semione wanted a way for their in-house personnel to administer the equipment they had available for sale
- Semione wanted a way to track and store "registered users" to use for future marketing pieces

Upon analysis of their existing web site Arroyo Consulting concluded the following:

- A flash introduction in addition to a polished interface would be developed
- Semione's previous web site programmer used a large graphic as the web site, this is not indexable by search engines and Semione's web site would never be indexed by search engines in it's current state.
- Arroyo Consulting would develop an administrative interface allowing Semione to add/change equipment for sale as well as associate an unlimited number of photographs and documents to the equipment
- Arroyo Consulting would develop an end user user registration system allowing users to add their contact information

The following page will illustrate the before and after of the web site.

- **Website framework "proofs"**
  Arroyo Consulting developed website prototypes (proofs) for SemiOne to review, these were to act as the new framework for the web site. In website development projects Arroyo Consulting always develops prototypes of framework and logo graphics if applicable.

- **Website logo "proofs"**
  After picking a website framework, SemiOne decided that their supplied logo was not catchy enough to go with the new website framework, so Arroyo Consulting developed various versions of the logo to "fit" with the newly designed website framework
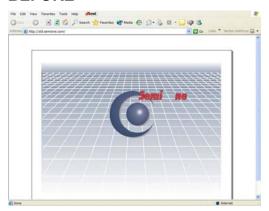
- **Flash Introduction**
  Semione's existing flash introduction was developed with an inadequate frame display rate and low resolution graphics, it was not only very "choppy" but SemiOne also felt it did not convey the nature of their business very well. Below is a before and after of the flash introduction

BEFORE

AFTER

- **Informational "Static" pages**
  All pages were rewritten with the new website framework, by using a framework the website always has a consistent look and feel, following are some of the web pages with a before and after view.

BEFORE   **AFTER**

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- **Equipment List**
  The equipment list was at the core of SemiOne's needs. The old site did not allow for SemiOne personnel to administer equipment, and they relied on emailing an excel spreadsheet to their previous developer to create a web page out of, which often times wasn't done until months after the fact. Below you will find the single equipment list presentation of their previous site along with some of the pages of the new end user presentation, the admin interface is not included in this document, and is available upon request from Arroyo Consulting.

BEFORE

AFTER

- **Equipment List (contd.)**

When a user requests information about a specific piece of equipment, the registered user database prefills in all the contact information for the user, which they can override if desired.

An email goes out to the user and to SemiOne when a user has filled out an information request form, pictured to the left is the email in Microsoft Outlook

Users can download the equipment list to excel to then user for meetings, review offline, share with colleagues, etc.