

# Liquid Analytics Website Update

**Please only apply if you are also able to complete the Coding of the design in Wordpress - Flexform Theme.**

## About Us

We build mobile applications for company who sell to stores. Our customers range from small companies (less than 500 employees) to Fortune 500. Our customers sell products to retailers. Their products include everything from carpet, to windows, to beer, to cereal.

Our customers hire us because we solve complex problems with easy to use mobile applications. They are looking for next generation, sexy applications for their sales teams. Our site needs to reflect:

- easy to use
- inviting
- solving specific business problems
- targetted for customers in specific industries

## Our current website

Website: [www.liquidanalytics.com](http://www.liquidanalytics.com)

Please take a look at the website to get an idea of the current layout and content.

We use Flexform from Swift

Please be familiar with the capabilities of Flexform

## What we are looking for

We are looking for three designs that blend together to create a single brand:

1. Our home page
2. Our subpages (such as Order Management and Goal Manager)
3. Our Blog

Please include the blue from our logo in the design.

## What we like and why

We would like to include gifs in our website to make it more animated and alive. Some websites that we like are:

- <http://www.kindercare.com> (the large gif on the front adds animation)
- [airbnb.com](http://airbnb.com) (rotation of large gif on the front, very visual, large pictures that then take you somewhere),

- join.me (has a large picture),
- <http://peoplr.co/> (visual info on the subpages )

### Some of our key content

We would like to navigate to the subpages from the home page using a large picture

- We have 5 key applications each will have its own subpage (we can make this 4 if it is better visually)
- We target 3 main industries (we can make this 4 if it is better visually)

We have awards which we want to list on our home page:

- Top 20 Most Promising Data Analytics Company
- Wins Wholesale Industry Solutions App Challenge
- Showcased at SAP HANA Startup Forum

### After the contest

We would like you to implement your ideas. We will update the content and marketing messages, based on your recommendations for positions and locations, but would like you to code the pages and help find gifs. We would also consider an ongoing relationship to have you help us continue to develop and extend the current website.

Thank you for your interest and your creative ideas! We look forward to working with you