



Overview

Having been recognized as the "Best Mortgage Lender" for over a decade by The Signal News, Augusta Financial takes pride in being able to take care of their clients. Being a mortgage broker and mortgage banker allows Augusta to be a singular source for learning about and applying for home loans.



However, despite Augusta Financial's reputable standing within the Southern California lending community, their website lacked basic usability and didn't project Augusta's credibility within the industry. Our redesign approach focused on laying out the site in a way that provided users with an easy and enjoyable experience. Not only did we enhance the look and feel of the site, but we also implemented web standards that were ignored on their old website (such as legible font sizes and having the right number of characters per line for optimal readability).

Paying attention to the small details allowed us to make the experience of learning about and applying for the right loan on Augusta Financial's website incredibly easy and enjoyable.

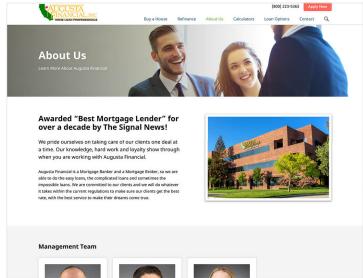




After

Before

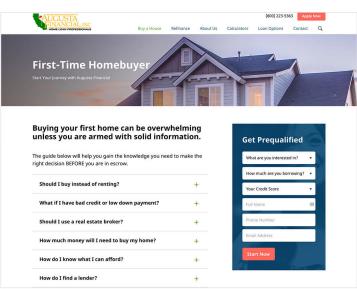




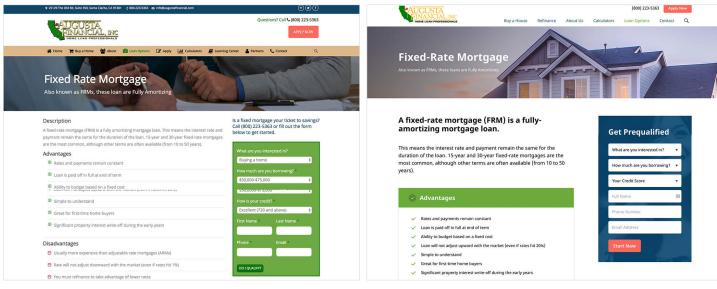
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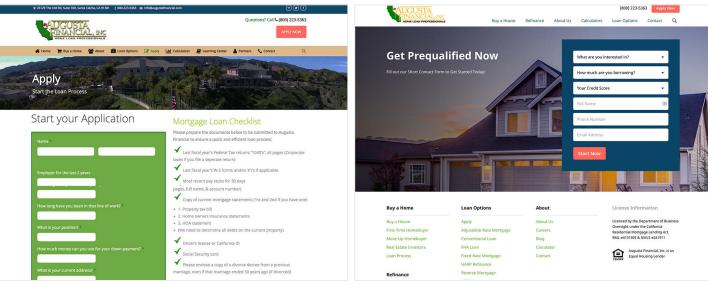
After



efore After



Before After



Before After

