

# THE MILES TECHNOLOGIES WEBSITE

From Afterthought to Point of Pride

## TO THE POINT

The old Miles Technologies website suffered from oversharing, where pages full of paragraphs overwhelmed viewers.

The contributing factor was that Miles Technologies offers such a wide variety of services, that they could not find a way to make their message concise.

Being a jack-of-all-trades should not be a detriment to a business, so I set out to design one unified message that conveyed everything about Miles in less than a paragraph.

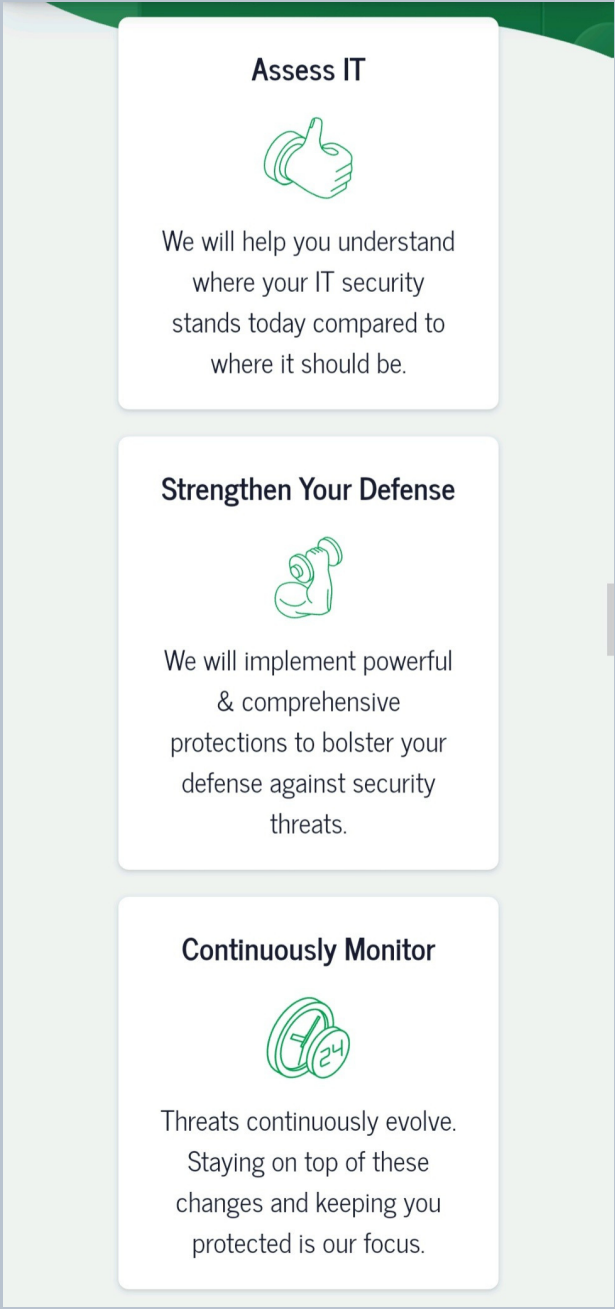
On top of that, showcasing this brand’s quirky nature made this website a source of pride.



## MINIMALIST DESIGN FOR PEACE OF MIND

When businesses find themselves in the middle of a cyberattack, they don’t want to read a wall of text. So when it came time to build all 45 service pages on the website, a card-style format became favored for getting short snippets of information to Miles’ customer base.

Since Miles’ biggest market is in cybersecurity, letting the design for that lead the way for all other departments determined our method of approach. The previous website suffered from changing formats from one service area to the next. With the new template, Miles’ services became more cohesive, showing the true unity behind the scenes of this unique company.



BY ALLOWING THE PLAYFUL NATURE OF MILES TECHNOLOGIES TO TAKE THE LEAD, THE WEBSITE BECAME A "ROCKET TO SUCCESS."

