



Rainbow Tribe

Reinventing Rainbow Tribe (www.rainbowtribe.co.za)

Project Title:	Reinventing Rainbow Tribe
Project Duration:	6 weeks
Project Type:	Web Design and Development

The Client

Based out of South Africa, our client was managing an online trading portal called **rainbowtribe.com**. The site, though functional, was modest in design and was not equipped with the requisite technology to compete with similar online businesses. The client therefore required an intuitive interface, with a professional look and an SEO friendly web design.

The Project

Parachatech was selected to carry out the task of reinventing www.rainbowtribe.com. The key tasks as part of the project were to

- create a corporate identity that embodied the vision of rainbowtribe and the spirit of the South African nation
- give the existing website a completely new look and feel
- redefine the user experience
- and optimize the software architecture

Project Details

Our goal was to first understand the target audience and competition, and then redesign a website that is functional, easy to use and exudes a sophisticated look. The first step as part of the project was to create the official emblem of rainbowtribe. In order to create something symbolic that faithfully represented the business and evoked nationalistic sentiments; we used colors from the South African flag to design the logo. Since this site will specifically be catering to the people of the Rainbow Nation (South Africa), we felt it important for the users to have a sense of ownership attached to the website. The client selected one of the options sent by our creative team which was used to define the theme of the entire website. The Parachatech team underwent a series of rigorous creative exercises to handpick relevant icons and color schemes matched with a carefully thought out user experience.

The Results

At the end of the six-week project duration, a coherent, easy to use and feature rich website was created that was greatly appreciated by the client. The updated design and improved user experience has led to an increase in the member-base, upped daily traffic and greatly boosted the overall activity on the website.



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