



## Ohio Valley Specialty Company

Ohio Valley Specialty Company is a small, privately owned business located in Marietta, Ohio providing gas chromatography equipment on an international level. OVSC has been manufacturing liquid phases since 1966 and their specialty products can be found in GC labs worldwide.



### BUDGET

\$15,000 - \$25,000

### SERVICES PROVIDED

UI/UX Design  
Responsive E-commerce Site

### ABOUT PARADYNAMIX

Paradynamix is a professional web and programming team, made up of a unique blend of talents and individuals. We provide our clients with solutions that help them grow and build their businesses. We specialize in web apps and software to solve your business problems but have a long history and experience with UI/UX design, websites, and ecommerce.

### BUSINESS CHALLENGE

Ohio Valley Specialty Company recently switched to Paradynamix for hosting and as a part of that switch has their site switched to a new theme. While rebuilding their site in a more responsive and maintained theme gave them a better site experience on the back end, OVSC came to the decision that it was time for an update to a more modern looking site to advertise and sell their product.

### OUR SOLUTION

With the site already situated in a new theme that created a friendlier editing experience, it's time to make use of that. We planned a new site map and user flow to walk visitors through the browsing experience in a more descriptive way. We took their existing branding and reworked the application of it across the site to create a cleaner, better designed experience.





# Ohio Valley Specialty Company Case Study

## RESULTS

Ohio Valley Specialty Company now boasts a website that boasts a clean and responsive experience. For all devices, the site displays a cohesively branded experience. The user flow now guides visitors through the process of locating the products they're looking for.

Old site:

New site:

