



COMPANY NAME

Ready Ref is your nationwide trusted expert and provider of sports referee needs. They've maintained the officials' standard for on-field timing since 1979 and continue to be the primary provider of referee and game timers across the US. Ready Ref is a property of Grimm Scientific, Inc., serving hydrotherapy equipment on a national level to collegiate and state sports teams.



BUDGET

\$5,000

SERVICES PROVIDED

Responsive Wordpress 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

In 2012, Paradynamix redesigned and branded the Ready Ref site, setting up their ecommerce portal and site map as per our client's requests. Since then, the site has been primarily handled by the Grimm Scientific team with Paradynamix continuing to host the site on our servers. Now, in 2019, their team wanted the site brought up to date, allowing for easier managing experience to make content changes to the site, while maintaining the exact same look.

OUR SOLUTION

Our plan was to migrate the site content onto a new site theme with modern and friendly content management experience. Not only will this new theme afford an easier ability to make changes, but has mobile responsiveness built in, something the old theme lacked. Through the use of custom css and side by side comparisons every step of the way, we planned to recreate the same look and feel in a modern theme.



Ready Ref Case Study

RESULTS

The old site theme, while cutting edge at the time, had fallen out of upkeep and used a lot of shortcode and html to create the custom formatting. As we migrated content into the new theme, we cleaned up the site code as to not interfere with the new framework it was set in. Using the newer, modern site theme, we tailored the desktop experience to be an exact match of the original setup. Alongside that, we set up the site to react to tablet and mobile appropriately, stripping out background elements that interfere with legibility for smaller screens. This created a new clean and accessible experience for mobile users to compliment the same familiar desktop experience they already had.

