



Case Study

Pixel Perfect – vinarstvithaya.cz

Created by: Tomas Svoboda

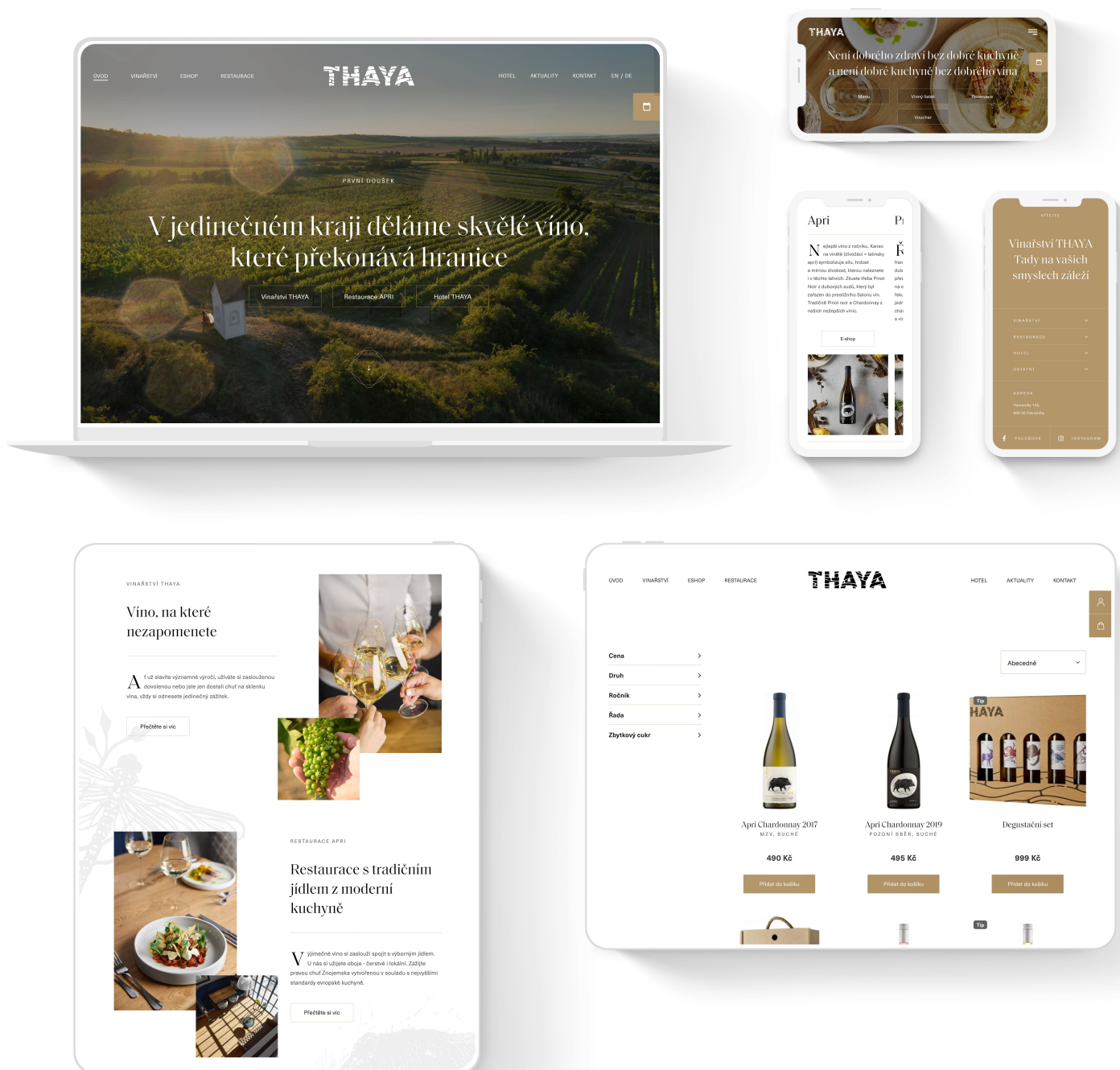
Date: 25. 05. 2023

Thaya Winery with a clear vision

The graphic design was a bit of a challenge, also the need for a precision and details. Justmighty's clear vision and attention to detail were evident in every aspect, from the positioning of the images to the indentation, resulting in a simple and aesthetic design.

We threw ourselves into the technical side of things. And it worked.

An excellent, functional, and super-fast website is born.



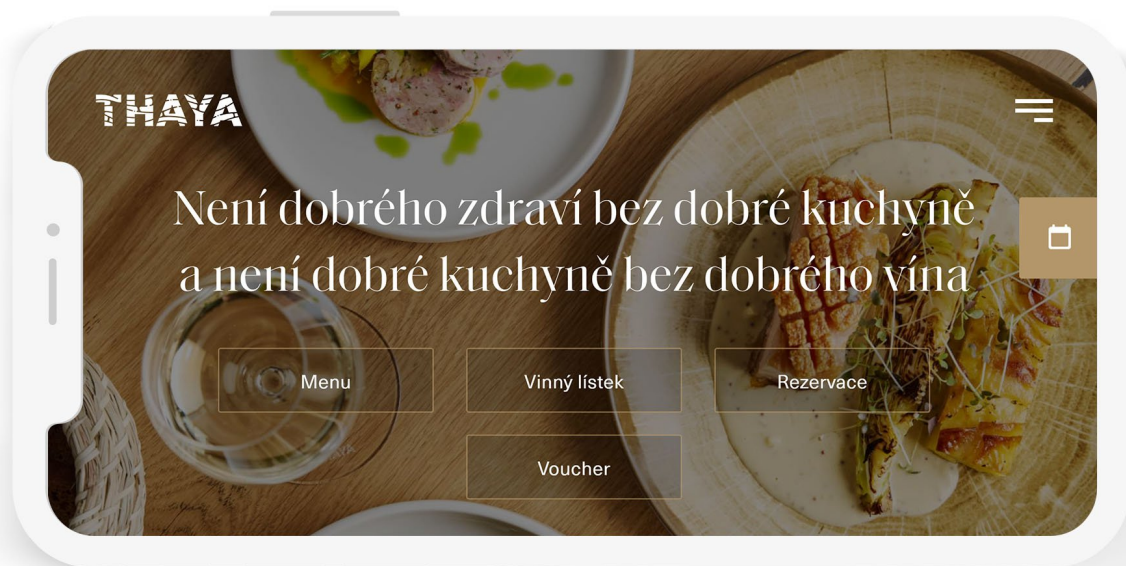
Fitting pictures for a perfect impression

The website has a unique layout. Many images fill 100% of the width and 100% of the height of the current screen. Sometimes, they have borders, but the rule is always the same:

One screen, one image, one message.



We considered mobile phones (in portrait and landscape mode) and widescreen displays. We prepared our own styles, rules, and scripts for each type of device.



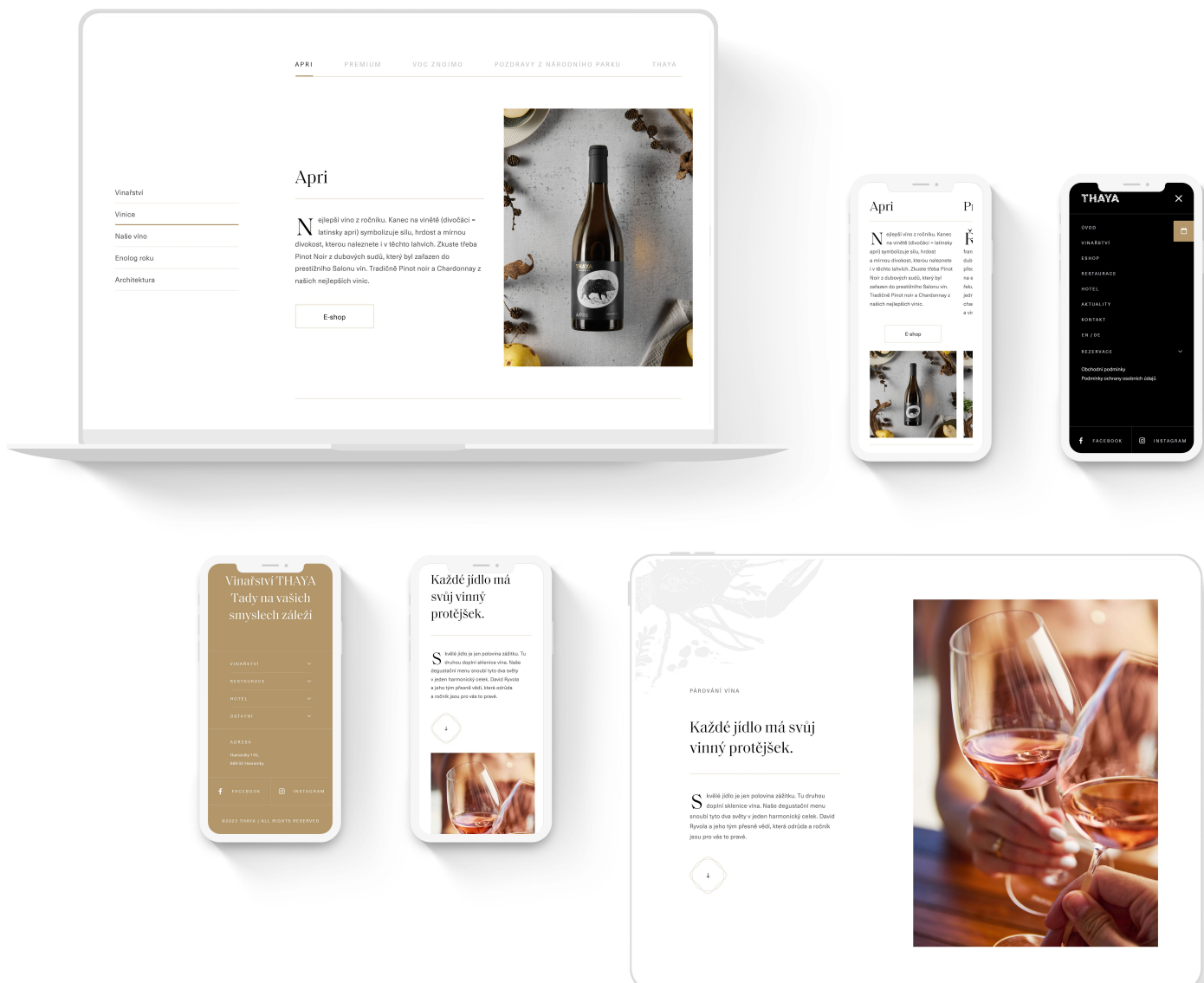
The goal was clear. Allow users to enjoy the web comfortably. Anywhere. On anything.

Unique rules for every device

Some elements (like the scroll arrows) had to be obliterated for widescreen devices. Sizes and indentations also had to be changed, as they often distorted the images.

For mobile, we had to completely rearrange the blocks, hide various elements like buttons, and move the menu to a separate overlay.

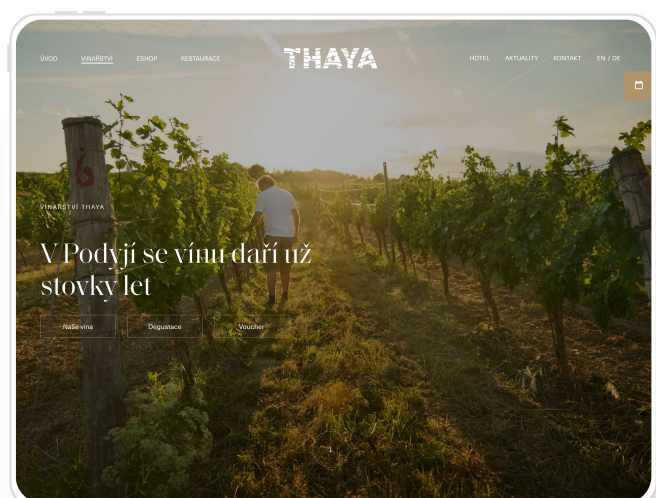
The graphic design clearly defined all elements and their folding. However, adhering to it strictly while maintaining style and functionality was challenging.



High-quality and sharp photos, yet fast-loading

The website is built on high-quality photos. Maintaining their quality along with optimal site speed was a challenge. We combined lossless compression and delayed loading of unnecessary images and elements. And it happened.

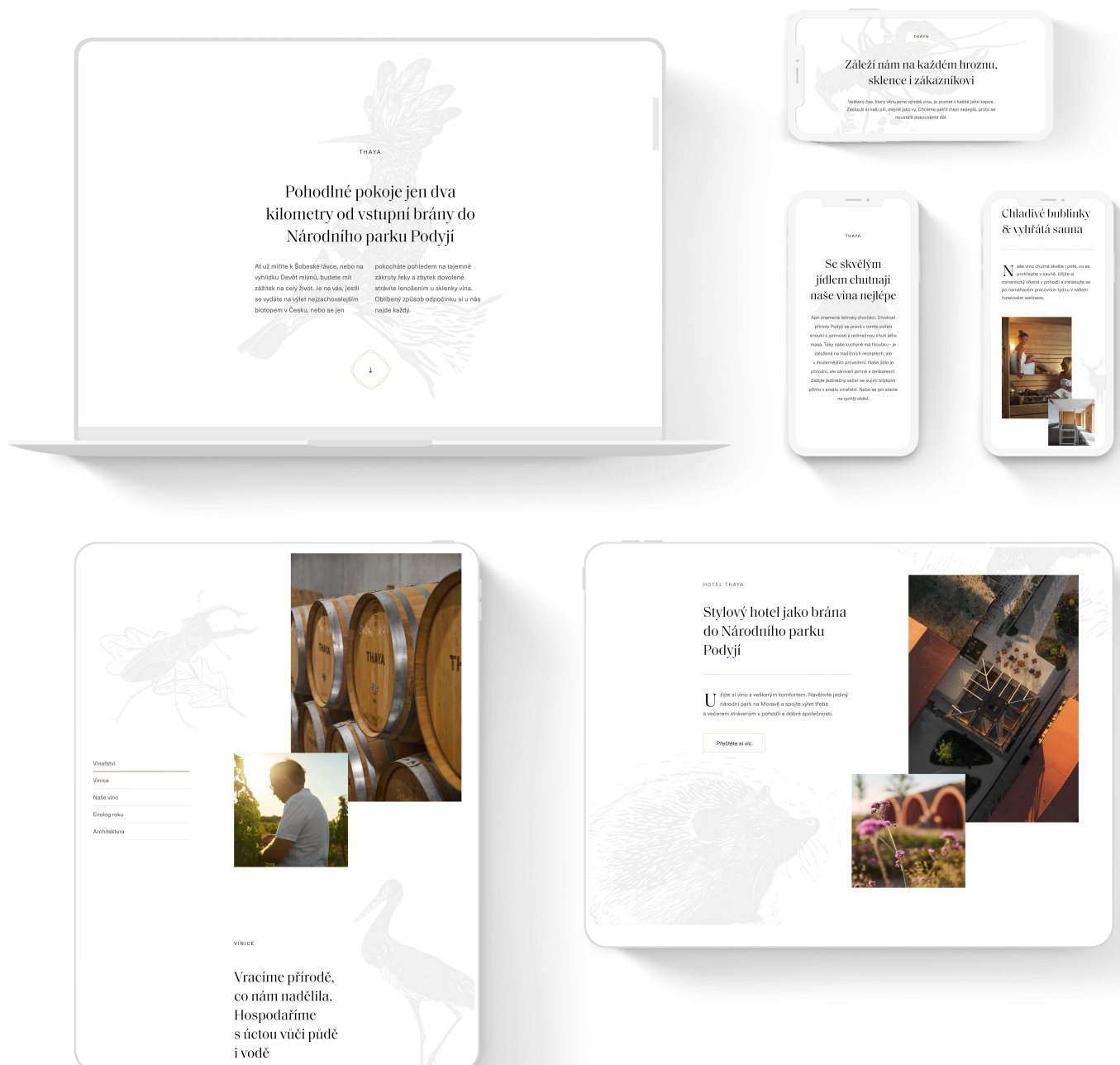
We are also proud of our customized photo scaling. While we could have used a 200x200 px photo in the same size frame everywhere, we preferred to use a larger image with resizing. This is to maintain quality even with small images, which often suffer from a lack of pixels. Thanks to the optimized speed, we could afford to do this.



Dragonflies and hedgehogs, for empty spaces

The web is airy and often white. We supplemented the white spaces with pictures from the animal kingdom to prevent them from appearing empty. However, we encountered problems with responsiveness, so we tweaked each image manually.

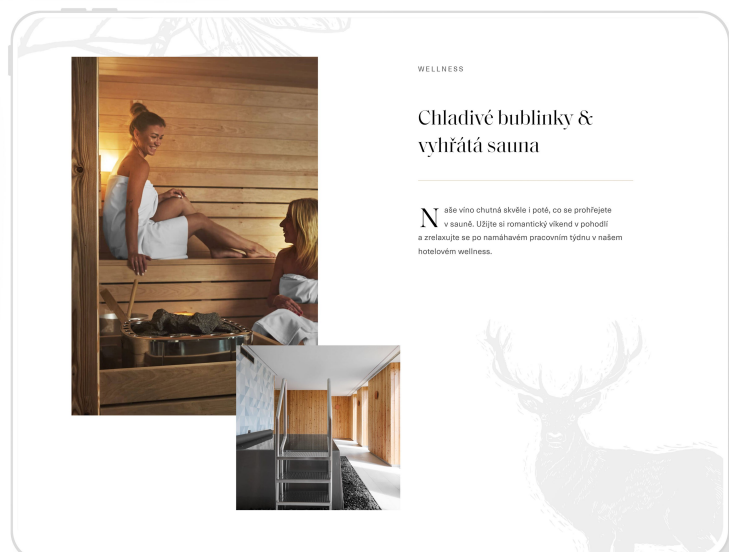
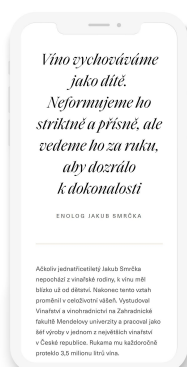
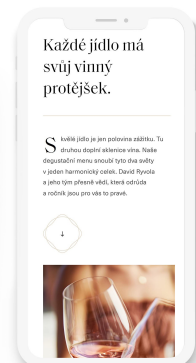
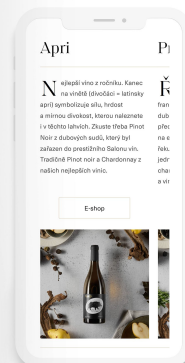
The deer and crabs marched precisely into place.



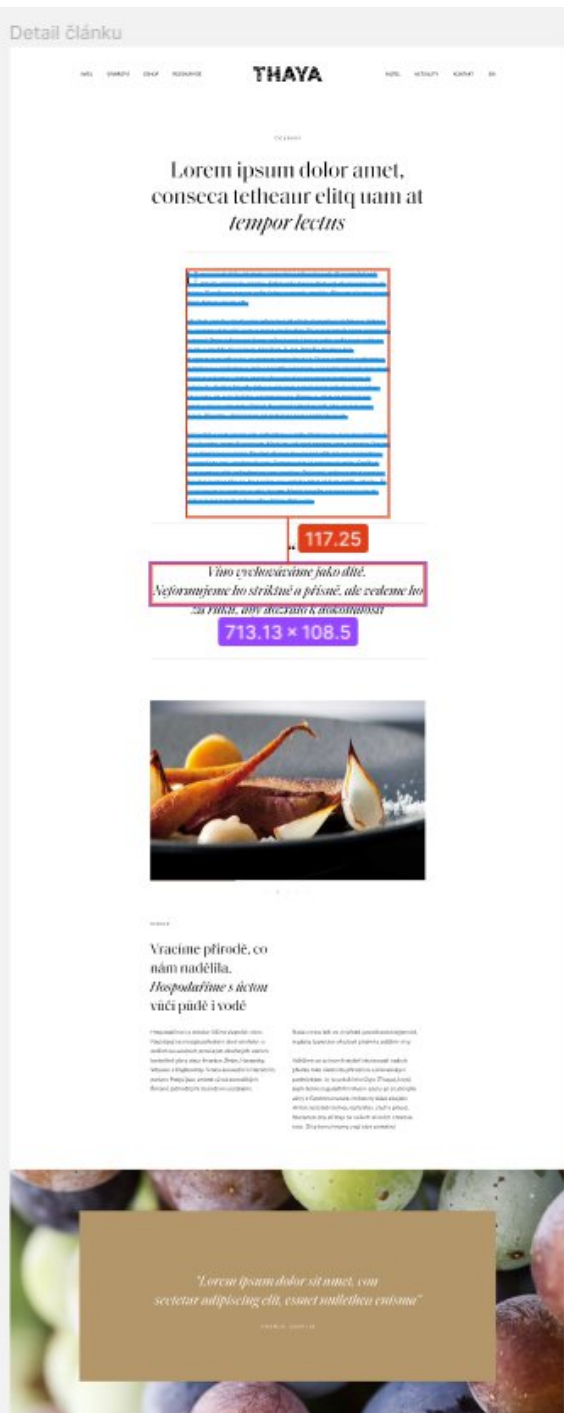
Font, to underline the impression

The typeface played an essential role in the delicate design. For the graphic design, we were given the fonts, their style, weight, and color. We gathered everything and selected the necessary subsets just for the Latin alphabet to support the site's speed.

We put everything in place. We checked the placement, the colors, and the correct font type.



We developed Figma blocks into Gutenberg blocks. We let the client use the stylized blocks to create text, images, and containers conveniently and according to their wishes, just like the original design in Figma, without breaking the website branding.



Výhra ve Vinařství roku 2022

Je nám velkou ctí vám oznámit, že jsme se stali vítězem 13. ročníku soutěže Vinařství roku 2022 v kategorii středních vinařství.

Seskupte bloky dohromady. Vyberte rozvržení:



Dne 26.ledna 2023 proběhlo na pódiu hvězdárny a planetária v Brně pod vedením moderátora Marka Ebena slavnostní vyhlášení soutěže Vinařství roku. Tomuto vyhlášení předcházelo tříступňové hodnocení, kdy nejprve kombinace posuzování poroty JUNIOR a SENIOR dostalo vinařství do finále a následně odborná porota při osobní návštěvě provozoven všech finalistů rozhodla, které nejlépe plní nastavená kritéria, a zejména naplníje hlavní myšlenku soutěže, tedy aby dlouhodobě přeučoval běžnou praxi v oboru



Typ / vybrat blok

Soutěž vyhlašuje a titul „Vinařství roku“ uděluje Svaz vinařů České republiky ve spolupráci s Národním vinařským centrem, za významné podpory Vinařského fondu ČR a Jihomoravského kraje. Akce je pořádána pod záštitou hejmana Mgr. Jana Grolicha a JUDr. Markéty Vaňkové, primátorky statutárního města Brna.

Menu and footer for a uniform style

The top menu includes a shop created on Shoptet. We have, therefore, modified the originally designed menu so that the transition between the WordPress website and the Shoptet e-shop is unrecognizable at first glance.

We had to do the same for the footer, where there is also a transition animation.

They are aligned and fine-tuned.



The cycle of strict controls for certainty and perfection

The job was demanding on the detail. We, in turn, are demanding in terms of quality code craftsmanship.

At WPCare, we have developed our style and technology and always rigorously check that projects meet our high standards. Our project manager closely supervises everything from inception to handover.

We check quality, speed, compatibility, adherence to standards, and graphic design throughout the work and the final in-depth review.

The Result

Through careful planning, coordination, and collaboration, we created a website that meets the client's requirements, looks great, and is fast, responsive, and straightforward.

The Thaya Winery project presented many challenges, which we successfully overcame. We proved once again that WPCare offers professional web development services and can meet even the most demanding client requirements.

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Book an online call: <https://partner.is/book/michalsidlo/free-consultation>