

Case Study

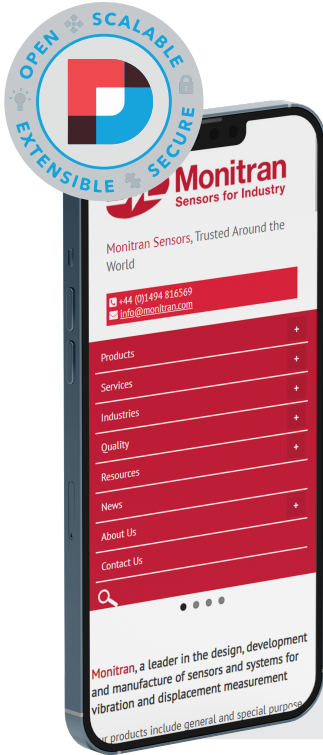
• The Company

Monitran Ltd

• Task

WEBSITE REDESIGN





Project Requirements

Monitran Ltd needed a visually creative and appealing website to better reflect their customer service-led, friendly, and professional nature. The site needed to create awareness about Monitran by featuring prominently in relevant search results. Additionally, the product catalogue required logical and simple organisation to enhance navigation for visitors. The design had to align with Monitran's vibrant corporate brand guidelines, making a bold first impression. Finally, the website needed to be simple for Monitran to self-administer and manage.

The Solution

Our team produced three initial design concepts for Monitran to consider. Based on their feedback, we blended elements from each design and refined them to reach the final, client-approved version. We then transformed this design into a DNN theme and deployed it on our server, ready for content population. Working closely with Monitran, we developed the navigation and website structure to ensure an intuitive user experience. The vibrant design elements aligned with Monitran's brand guidelines, creating a strong visual impact.

The Outcome

The new website was launched in the spring of 2017 to the delight of Monitran, their customers, suppliers, and other stakeholders. We provided comprehensive DNN training to Monitran's website administrators, ensuring they could easily manage and maintain the site. Since its launch, the website has been well-received, proving easy to manage and maintain while effectively enhancing Monitran's online presence and user experience.