WEB DESIGN

XTGLOBAL™
TECHNOLOGY MEETS VISION

OVERVIEW

A leading provider of telecom services to U.S. county jails and juvenile detention centers was searching for ways to better represent themselves and their services in a highly-competitive market. Their plan centered around their digital presence and overall corporate branding. This initiative was to include an entirely new website, incorporating elements of modern design standards and a refreshed look and feel, including the design of a new corporate logo.

SOLUTION

XTGlobal assembled a cross-functional project team, including representation from development, front-end design, and project management. From there, an audit of the existing client site was conducted, with specific areas of improvement being identified and indexed. The execution of the build included parallel tracks across web design, branding, content, front-end coding, and development. Status updates and client feedback/approvals were provided directly to client management.

Goals

- A fully-responsive website
- Clear communication of their service offering
- Form-based customer feedback interface
- Refreshed visual appeal
- Corporate logo design

The project also consisted of ensuring support for 3rd party plugins and data integrations, as well as developing a simple and intuitive mechanism for the client to manage their content and publish changes to a production environment. As the project neared completion, XTGlobal provided the client with a detailed deployment plan to act as the deliverable handoff.

The Agile Scrum methodology was utilized throughout, and consisted of:

- HTML5 / CSS3
- Javascript
- Bootstrap framework

RESULT

This project reached completion in 6 months, with client satisfaction achieved. Consequently, the client's ability to better position themselves in their market while clearly communicating and differentiating the offerings placed them in a much better competitive position.