

CASE STUDY

How a website reflected the brand identity of a Geolocation Solution Player



[URL: www.atexys.fr/](http://www.atexys.fr/)

Background

An ace in the field of geolocation, AteXys is a corporate body which designs and develops innovative electronic products. The built solutions are abstractly aimed at making GPS and Tracker products for both individuals and small businesses. Partnering with several leading manufacturers along with their ability to offer custom software development, they offer unique and innovative range of positioning systems GPS and SMS / GPRS, or recording, GPS data. Their dominance is eminent in the French speaking countries in the field of geolocation.

Objective

The main goal to develop the site was to formulate reputation in the global market to become a leading geolocation solution player through the development of a best –in –class website. The corporate was chasing their global companions and was in need to develop a web platform through which they could enhance their attention and would become the centre point for customers to become the social hit for purchase of geolocation products.

Synopsis

The corporate reverie to create an inimitable E-commerce web firm for geolocalisation solutions have come to reality. The website is designed with user centric design philosophy so that the visitors can now quickly find and access the information they need from well organized, up to date website. The site is embedded with wonderful features like shopping cart, payment gateway and online Support system to clear the user doubts.

After covering the entire requirements our team developed an E – commerce portal for online shopping and thus helped its patron to become a key player in the corporate specific domain. The company's innovated strategies shown phenomenon results for the client side to achieve their goal.

Challenges

- To build the site from scratch and implementing various practices to stand out from the crowd.
- To utilize a proper site architecture to influence the flow of traffic.
- The information presented to the customer should be an easy to understand and straightforward way.
- To build up an E-commerce solution that would feature a powerful combination of custom designs, site architecture and customer experience enhancing technologies that will convert web traffic into paying customers.

The Campaign

- To have a proper design to differentiate a technology –obsessed market.
- To demonstrate the company's strength to emphasize the company's exceptional customer service through a lighter, more approachable look and feel.
- To develop a top notch web firm to become the center point for customers interested in purchasing geological solutions.
- To add 3rd party tools like Opencart , Zopim etc to facilitate users with inimitable services.
- SEO Friendly - Also the website was developed and designed by keeping the SEO features. To be searched on top of the search engines, the site was promoted by using SEO techniques.

Results

- Consistent user experience
- User-friendliness and ease of operations
- Good performance and quick page load
- Attractive theme and styling
- Structured and consistent representation of information
- Application visibility enhanced business performance.

Technology Used

- PHP
- MY SQL
- J-query/JAVASCRIPT
- AJAX
- HTML
- CSS

Target Audience

The site was not targeted to specific users but was open for all end users who are fascinated in the field of geolocation.

Conclusion

Implementing various innovative strategies shown phenomenon results that consistently increased the site visitors and positioned the site as a leader in their domain space.