

# Developing an interactive and visually appealing website for improving experience

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## At a glance

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### Industry

Women-owned strategy and design studio

### Business problem

Provide an visually appealing interface and showcase a portfolio of current work

### Expected goals

Develop an interactive and visually appealing website for submitting to a competition and win

### Solution

Redesigning the website without compromising on the core performances

## Context

The client is a NYC-based strategy and design studio. It is a certified Women-Owned Business Enterprise (WBE) and has served several prestigious clients over the years of operations.





## **Business problem**

The client needed a visually impressive and interactive website to help them participate in a design competition and win a prize. They had sketch files and an animated representation of the website but did not have the capabilities to build it. Further, they wanted to improve the website experience as well.

## **Expected goals**

The key goals expected from this engagement were:

- Develop an interactive and visually impressive website to participate and win a prize at a competition.
- Improve the website interface for better experience

## Solution delivered

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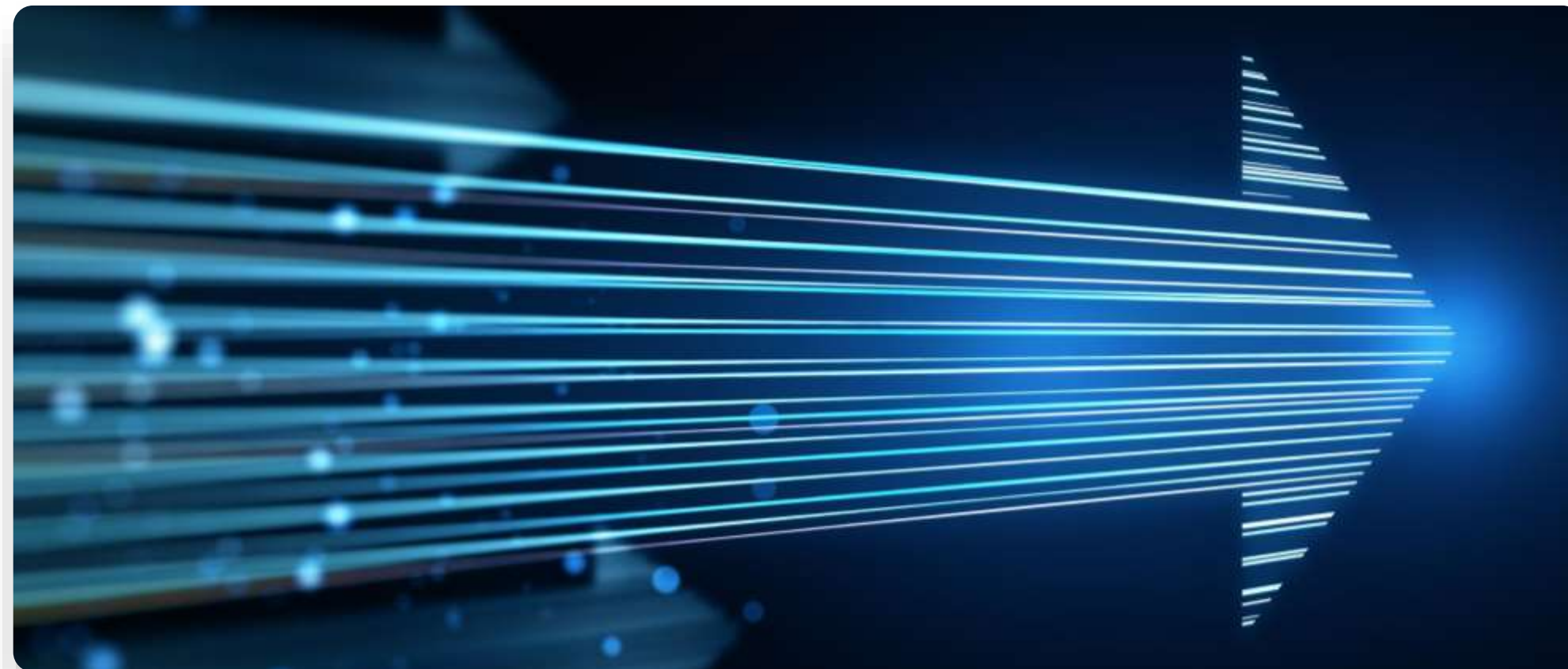
Beyondsoft delivered the following solutions to the client:

- Developed the website without compromising the core vitals and keeping the cost factor into consideration
- Faster loading of website along with a interactive interface was developed

## Solution highlights

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- Used a content hosting model that does not surpass the free tier to keep low cost of maintaining the website
- Pre-rendering of website assets led to faster loading as well as kept the cost factor still lower



## Technology stack Deployed

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Framework: Gridsome

Backend: Netlify

Content Management System: Contentful

## Outcomes of the engagement

The key outcomes achieved through the solution are:

Updated website interface that performed seamlessly across devices

An impactful and impressive website interface unique to the client's requirement helped them to get more visitors.

Pre-rendered content and webpages for better website performance

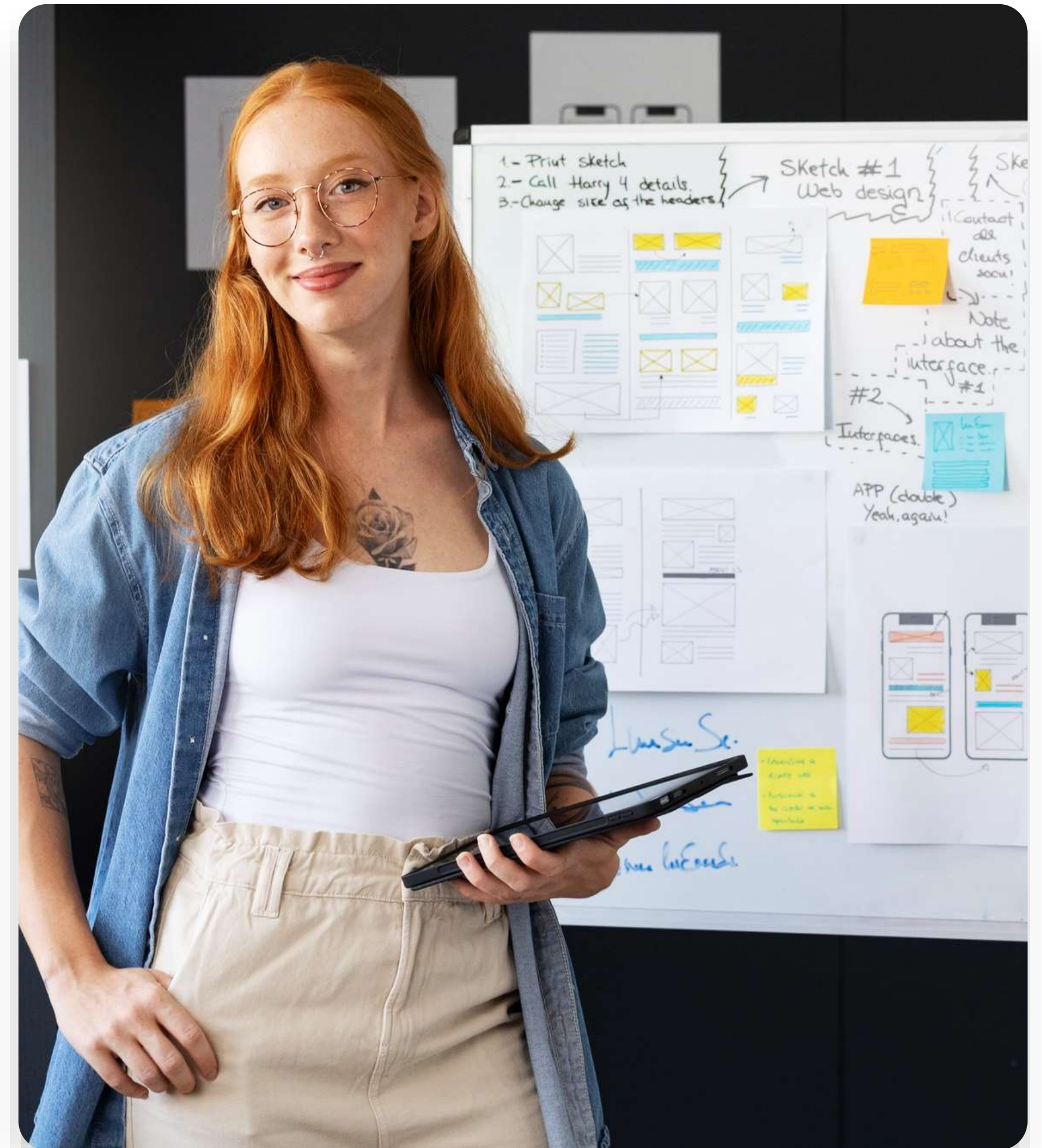
Improvement in website performance due pre-rendering of all the vital assets leading to lowered loading time and better user experience

## Key project outcome metrics



**28%**

Reduced website load  
time





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A Beyondsoft Company

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A subsidiary of global consultancy Beyondsoft since 2020, we pride ourselves on our highly skilled team, full of passion and knowledge for the latest design concepts and technologies.

Headquartered in New York City since 1995, we have operations in Europe and resources all around the globe - from Uruguay to Costa Rica, from Singapore to Thailand.