User Experience

CASE STUDY

Client

The client is a U.S.-based bank holding company specializing in credit cards, home loans, auto loans, banking and savings products. The client is a top 10 bank in US and also has significant operations in Canada and UK.

Problem Statement

The nature of the client's business demands they create and roll-out microsites very rapidly for various product related campaigns. The IT team of the client did not have a well-defined process, standardized technology stack, user experience guidelines for Microsites management. Because of this, though the client was spending a huge amount on the Microsites portfolio, their IT Team was not able to respond as fast as the Business wants them to and the microsites were not effective in converting prospects to customers.

Program Goals

The client launched Microsites Transformation program with the following goals:

➡ Reduce TCO for Microsites portfolio by reducing proliferation of microsites and technologies

➡ Ensure business and IT are aligned by providing predictability to microsites roll-out timelines

➡ Improve effectiveness of various campaigns by improving end customer experience of the corresponding microsites

Our Solution Strategy

➡ Define a set of sustainable, repeatable and well managed processes, standardized technology stack for Microsites management

➡ Improve turn-around-time for each microsite by working closely with various brand managers during user experience definition & design

➡ Define an end-to-end user experience process and ensure it is followed for each microsite thus improving end customer experience and conversion ratio

Our Solution Details

- Standardized the technology stack for Microsites – Adobe Creative suite for user experience design; HTML5, CSS3, jQuery for front-end development and Java EE, Apache web server, Weblogic Server, MySQL database for back-end development

- Created an end-to-end process for User Experience that included Discovery (requirements finalization, contextual inquiry, competitor analysis), Definition (task flow creation, sitemap definition, low fidelity wireframes), Implementation (high-fidelity wireframes, site development) and Usability testing (multi-browser, multi-device, accessibility compliance)

- Used techniques such as mobile first web design, responsive web design, grid style layouts, deeply focused landing pages, high contrast and layered interfaces to improve effectiveness of the microsites and end customer experience

- Created a set of re-usable templates, skins, themes, custom interactive elements to speed up development of microsites

IT People Value Add

- Defined a clear engagement model for Lifecycle management of Microsites (demand management, user experience definition & design, development & testing, infrastructure sizing, roll-out, maintenance and decommissioning)

- Became a one stop shop for Microsites for various lines of business of the client

- Microsites were implemented using Agile methodology (2-week sprints) and predominantly offshore delivery model (10% Onsite and 90% Offshore)

Business Impact

- **Reduced the TCO of microsites portfolio by 50%**

- **Reduced average turn-around-time of microsites by 55% (from 45 days to 20 days)**

- **Conversion ratio for many campaigns improved on an average by 25%**

FOR MORE INFORMATION

Please send an email to **sales@itpeoplecorp.com**

Phone: 919.806.3535
One Copley Parkway, Suite 216
Morrisville, North Carolina 27560