

CLIENT Elastic Path Software Inc. **INDUSTRY** SaaS **OUR ROLE** Strategy, Design, Engineering **DELIVERABLES** Website

A new website for a pioneering brand.

Elastic Path is a leader within the API-based e-commerce software solutions space. Their technology powers the world's most ambitious brands by developing breakthrough solutions. But growing competitive pressure had necessitated that the company reconsider its brand identity and digital presence.

[visit elasticpath.com](https://www.elasticpath.com)

Goals

The first phase of the project involved redefining the brand's core proposition and establishing a modern visual identity that included a new logo and colour palette.

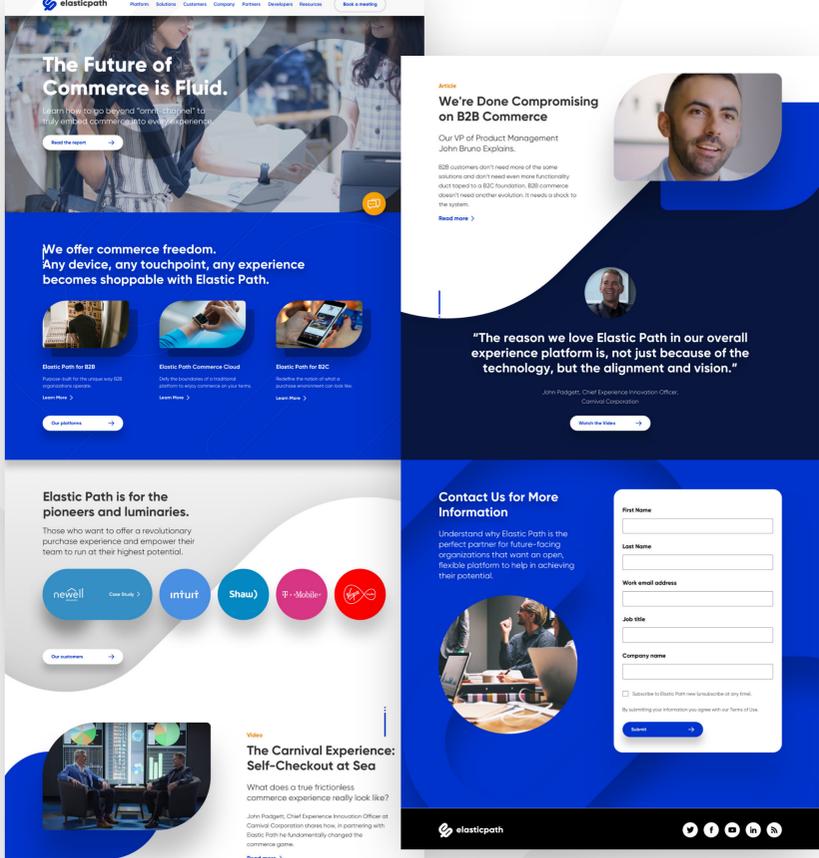
Next we turned our attention to building a website for the company that lived up to their innovation driven product philosophy. Elastic Path needed a site that was personalized, responsive, and modern. Our challenge was three-fold:

- Update the design, UI, and UX of the website to bring it in line with the new visual language of the company
- Make the website truly responsive across devices and enhance the performance of the site, particularly on inbound lead generation pages
- Recommend a content strategy and personalize the website experience



Design

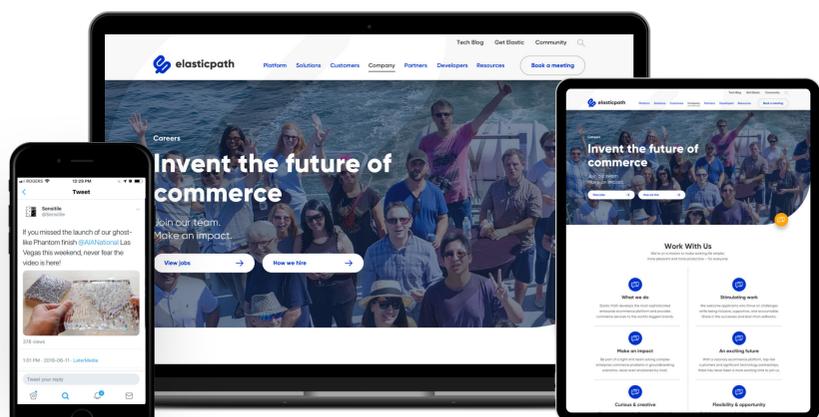
We used the new logo as a source of inspiration to update the visual design of the website. The endless form of Elastic Path's new logo was used as a continuous motif across the website. 'Wave patterns' adapted from the logo were given prominence and signified the boundless nature of the brand and its products.



User Experience

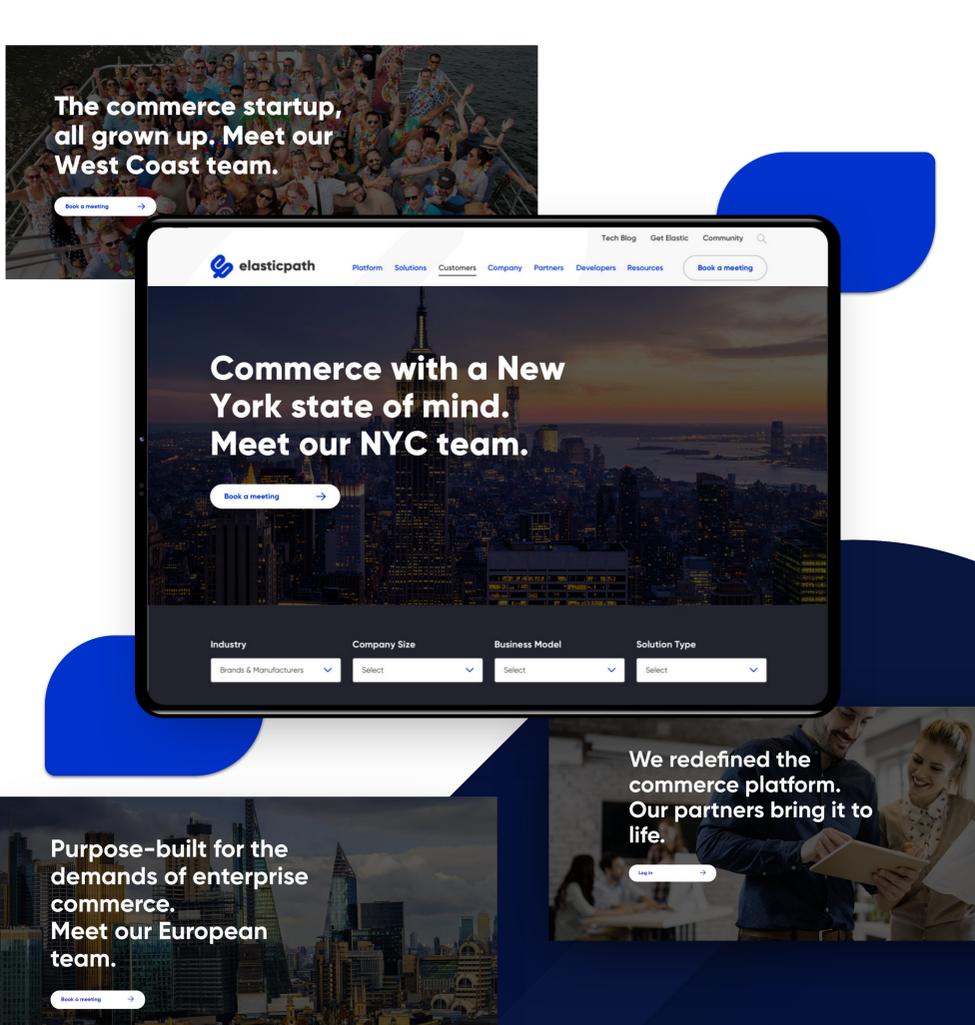
To improve the user experience we talked to a range of customers and learned their needs. We leveraged that knowledge to restructure the information architecture of the website so that high priority content could be accessed easily. The front end was developed from scratch to ensure that it was responsive across devices. We also upgraded the CMS platform and built custom coded features to enable ease of use for non-technical content authors.

To tackle the challenge of lagging performance of lead generation pages, we built the front end of the inbound sales forms using iForm and on the backend, we utilized APIs to push lead data directly to EP's lead management database.



Personalization

Based on learnings from the brand positioning workshops we developed a robust content strategy that encompassed a personalized experience. We defined a logic structure that powered a personalized experience for target personas. Based on the user's place of work and location we identified these personas and presented them with distinct content which included custom imagery, copy, and call's to action on the homepage.



Results

The project was a major success. Within the first month after launch we saw



S **78%**
increase in pageviews

*all results are calculated year over year