

Fullestop Case Studies

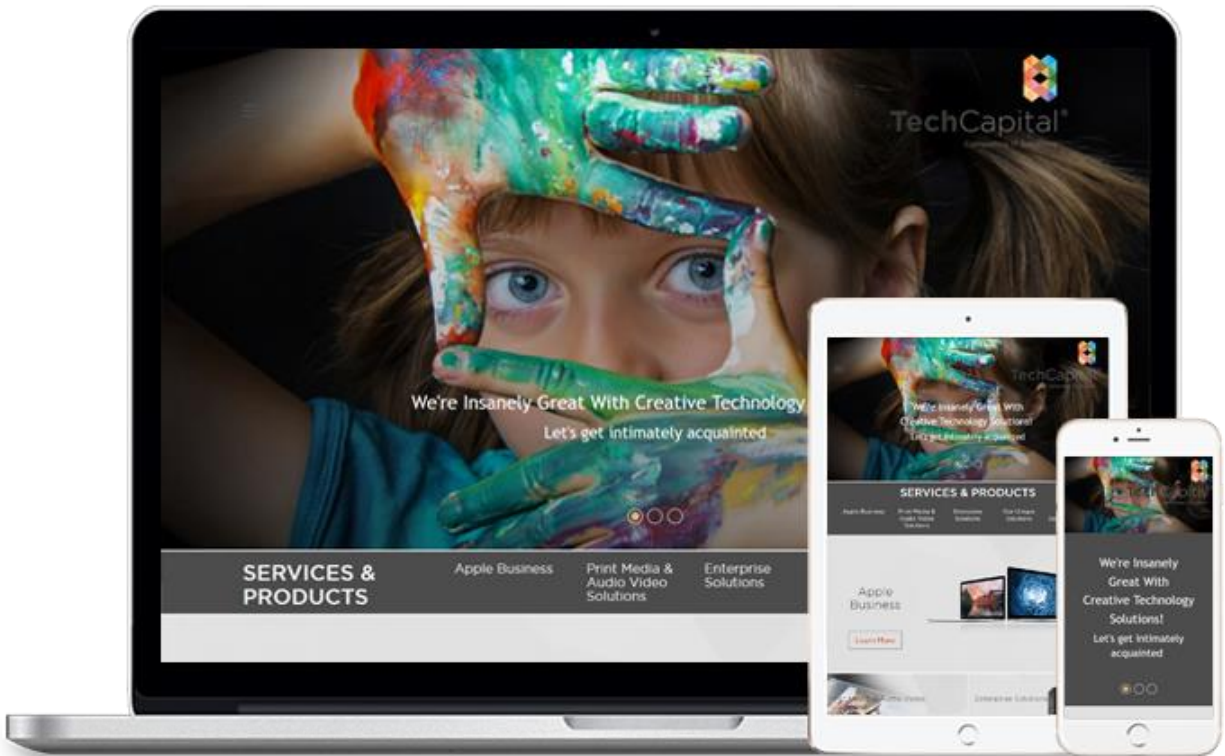
TechCapital

Website Design & Development



CASE STUDY

TechCapital



Category: Branding Website

Project URL: <http://www.techcapital.ae/>

COMPANY BACKGROUND

TechCapital is the most magical IT company, providing Insanely Great creative technology solutions and services for more than 3000 customers, including large businesses, creative professionals, media companies, education institutions and prosumers. With over 20 years' work experience, they have gained Apple's highest customer satisfaction levels.

OBJECTIVE

Tech Capital desired a convenient and robust system through which they could provide great creative technology solutions and services to large business houses, creative professionals, media companies, education institutions and prosumers. Fullestop successfully designed and implemented their vision into action in the form of a website.

OUR SOLUTION OFFERING

Team Fullestop analysed the client's business requirement and since the client didn't wanted to sell their products online, so Fullestop designed and developed a showcasing website that helped TechCapital to display the entire product range online and receive order enquiries from the interested customers.

Solution Highlights

- Aesthetically pleasing website designs that matches the brand identity and business values. Mobile friendly website that works effectively on both desktop browsers and the myriad of mobile devices and gives the best quality browsing experience - whether on a smartphone, tablet, netbook or e-reader.
- Showcasing of different products in an effective manner to the audience
- Detailed page for each product, providing complete product description to the audience
- Enquiry form against each product to make it easy for customers to show their interest in any product
- Website was made to be completely dynamic. A web based admin panel for the overall management of the content (text and images), and product listing on the site
- Social media Integration (Facebook, Twitter, Google+, LinkedIn)
- Built-in security features taking care of SQL-injection and XSS attack

PROBLEMS SOLVED

There were many problems faced by Fullestop while idealizing the client's business requirement:

- Intelligent placement of information which could be easily manageable through CMS.

- The website at utmost required a fast loading speed and Fullestop tested the system in various user scenarios.

TECHNOLOGY USED

- Laravel
- MySQL

RESULTS

- The website's striking and pleasing look clearly reflects the professionalism of the corporate products and services.
- Well navigation structure is easy to use for customers.
- The frontend and backend panel is easily manageable through admin
- Structured and consistent representation of the company's products

SUCCESS STORY

<http://www.techcapital.ae/> acts as an online face of the company and helps front end users to get complete information about the company under one roof. Apart from this, the website tremendously increased the number of business enquiries.

A Case Study by- Fullestop