



Success Story: Transforming a Complex Website into a High-Converting Digital Experience

Overview

A leading technology solutions provider approached us to overhaul their digital presence. Offering a wide range of services including IT Solutions, Digital Marketing, Data & AI Services, and Workforce Management, their website didn't effectively reflect their innovative capabilities or support user engagement.

Objective

To redesign the client's website into a modern, user-centric platform that clearly communicates their service offerings, enhances user engagement, and provides a seamless experience across all devices.

Challenges

- Confusing navigation and poor information architecture
- Non-responsive design on mobile and tablets
- Overwhelming and dense content with little visual relief
- Ineffective or missing call-to-actions (CTAs)
- Disconnected visual identity and inconsistent branding

THE DIFFERENCE BETWEEN UI AND UX

USER INTERFACE	USER EXPERIENCE
Focus on aesthetics and visual elements	Focus on user experience
Colors, icons, typography, layout	User flow, ease of navigation
Examples: Buttons, menus, animations	Examples: User journey, usability testing

Our Solution

We applied a strategic UX/UI overhaul focused on clarity, structure, and engagement:

- Simplified the website structure and reorganized content for intuitive navigation
- Segmented services into clearly defined categories
- Transformed dense content into scannable, engaging layouts using icons and visuals
- Added bold, actionable CTAs across key user journeys
- Introduced a sleek, modern interface that reflects the client's brand innovation
- Embedded micro-interactions and subtle animations to increase engagement
- Ensured full mobile responsiveness and device adaptability

Implementation Highlights

- Built dedicated service pages featuring detailed use cases and benefits
- Integrated a uniform contact form to streamline lead generation
- Consistent visual branding using professional typography and a unified color palette
- Strategically positioned CTAs to drive conversions at every stage

Results Delivered

- **30% increase in user engagement** and time-on-site
- **Bounce rate dropped by 25%** due to improved structure and design
- **Mobile traffic grew significantly**, thanks to a responsive and optimized layout
- **Conversion rate improvement**, driven by clearer CTAs and better user flow
- Positive feedback from both internal stakeholders and external users

Is your website holding back your growth?

Let's redesign it into a high-performing digital asset.

- ❑ Contact us: inquiries@hagnos.tech
- ❑ Explore more: www.hagnos.tech