

WordPress Dev & Design for Microscope Manufacturer

PROJECT DETAILS

 Web Design, Web Development

 Jan 2020 - Dec 2020

 \$50,000 to \$199,999

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PROJECT SUMMARY

Incepteo re-platformed 14 websites to WordPress for an industrial microscopy equipment manufacturer. They created page layouts that took into account different languages and made performance improvements.

PROJECT FEEDBACK

The final sites boasted faster page loading times, going from minutes to mere seconds, and end users applauded the new content available. Despite potential complications from COVID-19, Incepteo led a well-managed project. They demonstrated a strong work ethic and a desire to drive customer success.





The Client

Introduce your business and what you do there.

We're a mid-sized manufacturer of industrial microscopy equipment with offices in 10 countries around the world. We also sell metrology equipment to the industry, educational establishments, and research organizations. My role is the group marketing communications manager.

 Group Marketing Comms Manager, Scientific Tools Company

 Manufacturing

 Woking, United Kingdom

The Challenge

What challenge were you trying to address with Incepteo?

We had 14 sites globally that were getting pretty old. We needed to bring those legacy sites up to date in terms of performance, functionality, content, look and feel, and brand representation.

CLIENT RATING

5.0

Overall Score

Quality: 5.0

Schedule: 4.5

Cost: 4.5

Would Refer: 5.0



The Approach

What was the scope of their involvement?

Incepteo redesigned all of our websites over the course of a year, moving them to WordPress. These were 14 single-language iterations that covered all of our international markets. They started with our three highest-trafficking websites and finished with the remainder and our trade-only distributor hub during the latter half of the year.

While they didn't do the content, they understood that our page layouts needed to be flexible enough to cope with translations in other languages, particularly ones that didn't use Latin characters. They catered the content presentation to allow for different alphabets.

What is the team composition?

We initially scoped the project with their CEO, but our main point of contact was a project manager. He liaised between us and the development team. My personal engagement with them was relatively small.

How did you come to work with Incepteo?

Incepteo's CEO approached our CEO at a trade event, and we discussed how our previous attempts to upgrade our platform had failed. Talking to them was an opportunity to reevaluate that process. We ended up choosing Incepteo because they had a clear understanding of WordPress, and we liked how they were structured and resourced. The cost estimates they provided also fit our requirements.

How much have you invested with them?

By the time you include hosting costs, development, and extra additions, we were in the region of about £100,000 (approximately \$137,000 USD).



What is the status of this engagement?

The project lasted from January–December 2020.

The Outcome

What evidence can you share that demonstrates the impact of the engagement?

Even though the scope of work was very broad, we aimed to stick to our development timelines. There was a lot going on in 2020 with the pandemic, so we did our best to develop and launch our first sites mid-year and then the final set by the first week of December. All in all, we were able to hit our targets but did have a two-week slippage in the final delivery because a few members of their team had contracted COVID-19.

In terms of the quality of the output, we saw huge improvements in our website speed and performance. Everyone was incredibly happy with that. We went from taking minutes to load down to under 10 seconds, even with a pretty stiff firewall. Mobile pages load in under a second.

They'd also greatly improved the presentation of our products by introducing a new layout. This design afforded us the opportunity to present much more in the way of images, links to videos, and so on. It's been universally well-accepted. Having nuanced, localized translations helped distinguish us in terms of our global presentation.

How did Incepteo perform from a project management standpoint?

From day one, our dedicated project management had been absolutely excellent. He knew how to communicate with us, understood how to go about difficult calls, and could manage both Incepteo's resources as well as our expectations.



What did you find most impressive about them?

It was very obvious that each member of the organization who worked on our project wanted our project to succeed. That was particularly evident during the run up to the launch of our first three websites. Everyone was pulling late nights and weekends, working incredibly hard to deliver the best UX. It didn't feel like it was "us" and "them"; it felt like one team working together toward a higher outcome.

Are there any areas they could improve?

No, I don't see how they could've done anything better. For a project of our size, the number of issues that we had to deal with was comparatively small. We had systems in place to catch any issues and resolve them quickly.

Do you have any advice for potential customers?

One of the things that worked well for us was having really clear briefs upfront. The meetings that they led were well-put-together, and everyone understood what we were collectively trying to achieve. Having clear briefs removes ambiguities once the development is passed on to the development team overseas, and I'd urge anyone working with Incepteo to do so.

