Web Design & Development Success Story

A Case Study in Digital Transformation

qBotica

Incrementors Web Solutions

Executive Summary

🏢 Project Overview

Client:	**qBotica**
Vendor:	Incrementors Web Solutions
Scope:	Website Redesign & Development
Timeline:	Aug. - Dec. 2021
Budget:	Less than $10,000
Rating:	**5.0** ⭐⭐⭐⭐⭐

Key Success Factor

"They had a good mix of experience and development skills."

📈 Project Highlights

- Four-stage development process
- Milestones for each page
- WordPress with Elementor
- Successful redesign & redeployment
- Client extremely satisfied

Client Background & Challenges

About qBotica

Industry

Technology Services & Software Solutions

Location

Phoenix, Arizona

Company Size

51-200 Employees

Specialization

Automation Software Solutions

Cubet

CUSTOM SOFTWARE SOLUTION

FOR BUSINESS

Project Goals

Modern, professional website redesign

Enhanced user experience across devices

Improved website performance

Better representation of brand identity

! Challenges

Website redesign and redevelopment needed

Project completion within 5-month timeline

Budget constraints under $10,000

Integration with WordPress and Elementor

> "We needed our website redesigned and redeveloped. We did this in four stages and had milestones for each page, and other design work needed."
>
> — CMO, qBotica

Project Approach & Methodology

Four-Stage Development Process

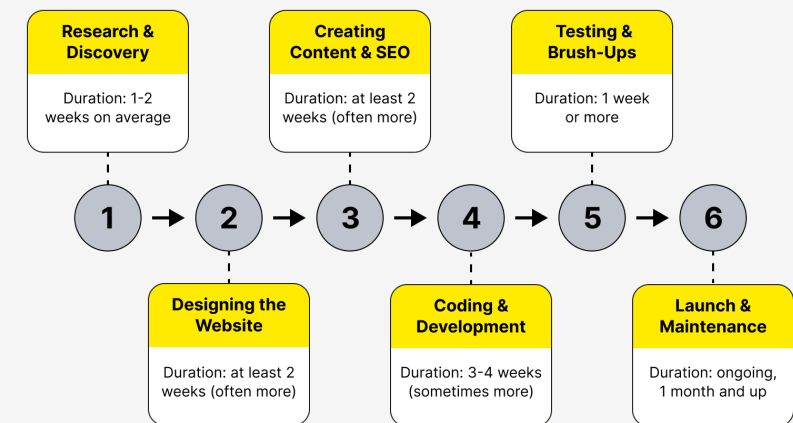| 1	2	3	4
Planning	**Design**	**Development**	**Deployment**
Requirements gathering & strategy	UI/UX creation & approval	Implementation & testing	Launch & optimization

Key Approach

"We built the project in four stages and milestones for every page."

Milestones for Each Page

- Page design approval
- Content integration
- Functionality testing
- Responsive design verification
- Client review & feedback

Sample Website Development Timeline

Research & Discovery
Duration: 1-2 weeks on average

Creating Content & SEO
Duration: at least 2 weeks (often more)

Testing & Brush-Ups
Duration: 1 week or more

1 → 2 → 3 → 4 → 5 → 6

Designing the Website
Duration: at least 2 weeks (often more)

Coding & Development
Duration: 3-4 weeks (sometimes more)

Launch & Maintenance
Duration: ongoing, 1 month and up

<> Technologies Used

WordPress
Content Management System

Elementor
Page Builder Plugin

Responsive Design
Multi-device compatibility

Implementation Process

📋 Project Timeline

August   **September**   **October**   **November**   **December**
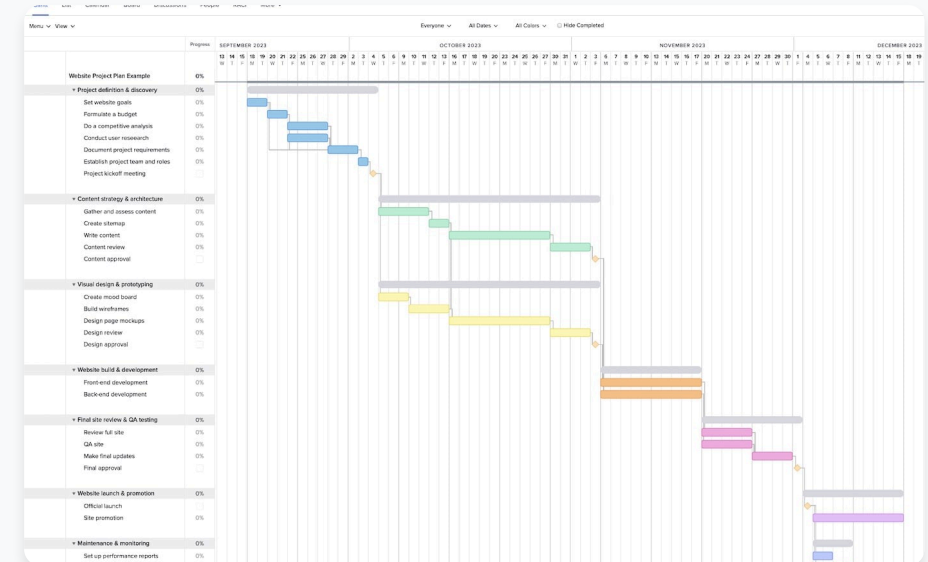
📋 Key Deliverables
- Complete website redesign
- Fully responsive layout
- Optimized user experience
- Enhanced performance

⚙️ Project Management Style

🕐 **Timely Completion:** All tasks completed on schedule

💬 **Communication:** Strong in beginning, more sporadic toward end

👤 **Team Size:** Single dedicated web developer

✅ **Outcome:** All project goals successfully achieved

> *"Communication was very good in the beginning, however it became a little bit more sporadic toward the end but we were able to get everything accomplished on time."*
>
> **— CMO, qBotica**

📈 Implementation Highlights

🗔 **Stage 1: Planning**
Requirements gathering & strategy

🖌 **Stage 2: Design**
UI/UX creation & approval

</> **Stage 3: Development**
Implementation & testing

🚀 **Stage 4: Deployment**
Launch & optimization

Results & Client Feedback

🏆 Project Success

✓ **Successful Redesign** - Complete website transformation

🚀 **Seamless Deployment** - All key deliverables implemented

🕐 **On-Time Completion** - Project delivered within timeline

$ **Budget Adherence** - Completed under $10,000

> "We were able to redesign and successfully redeploy our website with all of the key deliverables. We were satisfied with the deliverables."
>
> **CMO, qBotica**
> Technology Services Provider

Visualizing Success Using Top Customer Satisfaction Metrics

★ Client Satisfaction Metrics

Metric		Score
Overall	████████	5.0
Quality	████████	5.0
Schedule	████████	5.0
Cost	████████	5.0
Would Refer	███████	4.0

👍 Client extremely satisfied

✓ All goals successfully achieved

Key Takeaways & Recommendations

Success Factors

Experience & Skills
Good mix of technical expertise and development skills
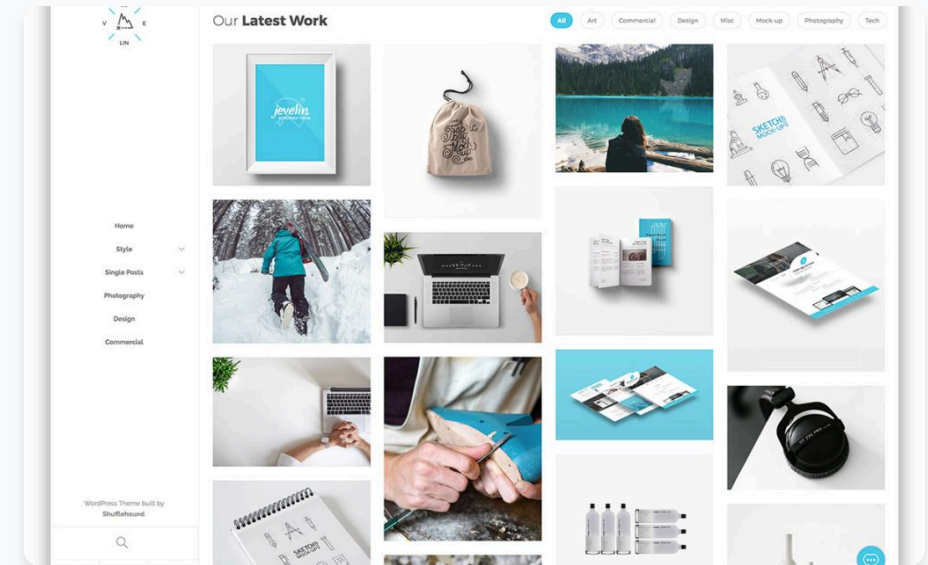
Timely Delivery
All project milestones completed on schedule

Structured Approach
Four-stage development process with clear milestones

Areas for Improvement

Communication Consistency
More consistent communication throughout entire project

Response Time
Quicker responses to client inquiries and feedback

> "I would have liked to have more communication toward the end and quicker responses, but overall the project was a solid success."
>
> — CMO, qBotica

→ Next Steps

Performance Monitoring - Track website metrics post-launch

Regular Updates - Schedule periodic content refreshes

Ongoing Support - Establish maintenance plan

Feature Expansion - Plan for future enhancements

Partnership Growth - Explore additional collaboration opportunities