Web Development & Design for Property Management Company

A Case Study by Incrementors Web Solutions

Client: **Marsh Miller Property Management**
Timeline: **March 2021 - Ongoing**
Budget: **Less than $10,000**

New Website Development
Complete website redesign with modern UI/UX

E-commerce Integration
Payment facility for online transactions

Performance Optimization
Fast loading with simple, user-friendly layout

Customer Journey Mapping
Different journeys for various customer types

Executive Summary

Key highlights of the property management website development project

Incrementors Web Solutions was hired by a property management company to build and develop a website with e-commerce features to optimize the customer journey.

⭐ **Client highly impressed with team's project management approach and responsiveness**

Project Phases

1. Website Development — Nearly Complete
2. E-commerce Integration — Pending

Project Budget
$1,500

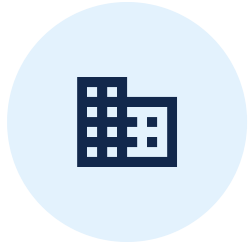Project Timeline
March 2021 - Ongoing

Client Rating
5.0 / 5.0

Client Background

Marsh Miller Property Management

Tessa Marsh

CEO at Marsh Miller Property Management

> "They always want to get the project done right, and they want the customers to be happy."

Industry
Real Estate

Company Size
1-10 Employees

Location
United Kingdom

Business Focus

Property management services with a focus on creating efficient customer journeys through digital solutions. The company aims to provide a fast, user-friendly online experience for clients with integrated e-commerce capabilities.

The Challenge

What the client was trying to address

The client initially planned to update an existing website but changed direction to create a **brand new website** with enhanced functionality and user experience.

Performance
Fast loading website with simple, easy-to-use layout

Customer Journeys
Different journeys for various types of customers

E-commerce Integration
Payment facility for online transactions

Previous Experience
Limited web development experience with minimal contact

! **The client needed a complete digital transformation to enhance customer experience and streamline business operations**

Solution Approach

How Incrementors Web Solutions addressed the challenge

Incrementors Web Solutions implemented a **structured approach** to develop a new website with customer-centric design and e-commerce capabilities.

Platform Selection

Recommended various hosting packages

WordPress

Client chose WordPress for flexibility and ease of use

Customer Journey Mapping

Created different journeys for various customer types

Provided examples from previous projects to demonstrate vision

Performance Focus

Prioritized website speed and user-friendly layout

Simple, intuitive design for optimal user experience

E-commerce Integration

Planned for Phase 2 implementation

Payment facility integration for online transactions

Communication

Used multiple channels for effective collaboration

Zoom

Email

Loom

Adaptive Process

Ensured correct requirements gathering

Willingness to make changes and provide alternatives

💡 **Focus on customer satisfaction through responsive communication and quality solutions**

Project Scope & Deliverables

Detailed breakdown of project phases and responsibilities

Phase 1: Website Development `Nearly Complete`

- New website design and development
- WordPress platform implementation
- Different customer journeys for various customer types
- Fast loading speed and user-friendly layout

Phase 2: E-commerce Integration `Pending`

- Payment facility integration
- E-commerce functionality implementation
- Secure transaction processing
- Order management system

Team Composition

One main contact point with backend support team

Content Responsibility

Client provided all website content and requirements

Implementation Timeline

Project phases and key milestones

Project Start: **March 2021**

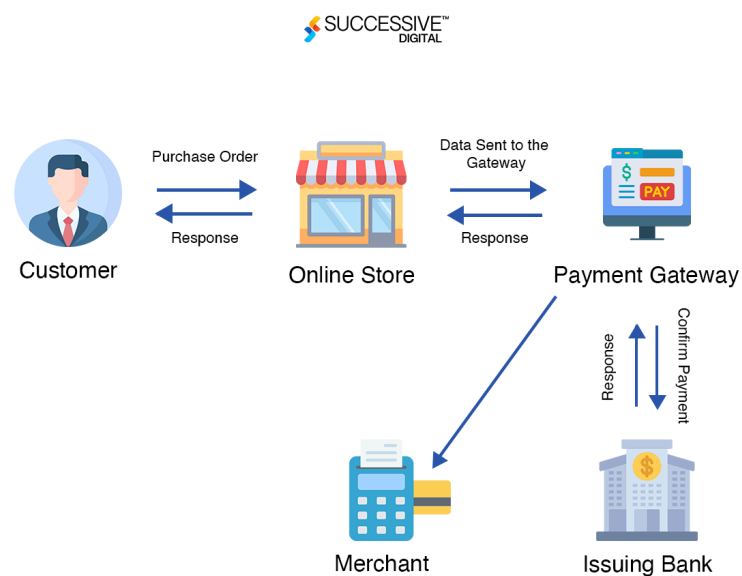## Phase 1: Website Development `Nearly Complete`

- Design
- Development
- Content Integration
- Testing

Phase 2: E-commerce Integration `Pending`

- Payment Facility Integration
- E-commerce Functionality
- Security Implementation
- Launch

E-commerce Integration Process

The upcoming e-commerce integration will enable **secure online payments** and streamline the customer journey. This phase focuses on implementing a seamless payment gateway that connects customers, the website, and financial institutions for smooth transactions.

Project Management Approach

How the team ensured project success

Incrementors Web Solutions implemented a **structured and responsive** project management approach focused on client satisfaction.

Communication
Zoom, email, and Loom for effective collaboration

Flexibility
Open to changes and receptive to feedback

Requirements
Focused on getting requirements correct

Problem Solving
Anticipated drawbacks with alternative solutions

> "They always want to get the project done right, and they want the customers to be happy."

Collaborative Project Management

Client Feedback & Next Steps

Client satisfaction and future project plans

⭐ Client Feedback

5.0 ★★★★★

Quality: **5.0**   Schedule: **4.5**

Cost: **5.0**   Would Refer: **5.0**

👍 Highly impressed with team's approach to project management

🔄 Appreciates responsiveness and willingness to make changes

💡 Values anticipation of potential issues and alternative solutions

😊 "They always want to get the project done right, and they want the customers to be happy."

📈 Next Steps

1. Complete **Phase 1** (website development)

2. Begin **Phase 2** (e-commerce integration)

3. Implement payment facility

4. Test and launch e-commerce functionality

💡 Client Advice

Be specific with requirements and document everything needed. If updates aren't received, reach out directly as the team is highly responsive.