

SnagR Website

SnagR is a software company that provides B2B solutions to industries including construction, facility management and manufacturing for effective project management.

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Company SnagR

My Role UX / UI Design, Content, Dev

Duration January - March 2017



Background





Quality Assurance

Commissioning

Health & Safety

What is SnagR?

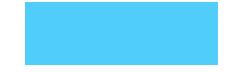
SnagR is a first of its kind innovative Web and Mobile site inspection and defect management system. It is a fully comprehensive and user friendly digitized process that replaces frustrating and error prone paperwork by allowing site engineers to capture a photo of any snag or inspection made, plot it on drawings with a single click, and communicate it to concerned parties. The result is a fast and efficient way of dealing with snagging and inspection.

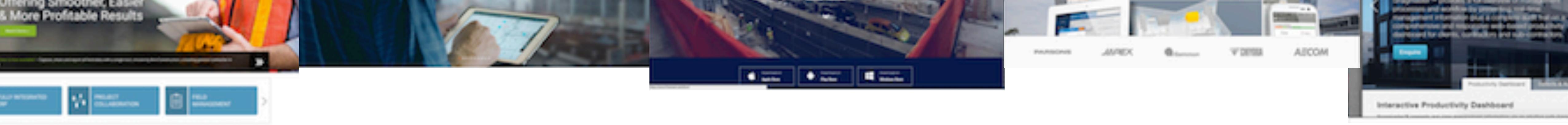
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The Old Website

The previous website was not converting and therefore was in need of a total redesign. The website was a one-pager design without proper product introduction or screenshots to turn visitors into clients.

Market Research



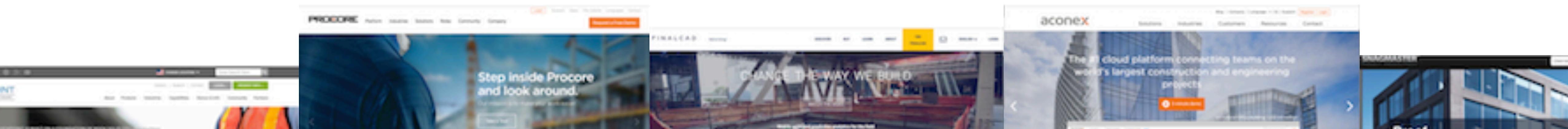


Competitors

Apart from content, I've also laid out how they organised their information, industry jargons, brand identity including aesthetics and tone of the copies, as well as the user journey towards conversion of signing up for a demo.

Clients

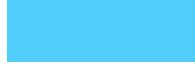
We also looked at the real estate developers' websites, publications and social media platforms as to understand their visions in technology, and what they want to deliver to their customers as a brand.



Content Strategy



Four Industries



SnagR provides the same technology to support the solutions applicable to different industries. Rather than focusing on the features, the company has to be more solution-based when it comes to communicating with its diverse clients.

Since SnagR is a suite for 4 industries, the first challenge was to divide the features into solutions for the specific industries.

Note: Later SnagR grew from 4 to 5 major industries with the new inclusion of Developer & Owner.



Construction & Infrastructure



Facility Management



Ship Building



Manufacturing

Information Architecture

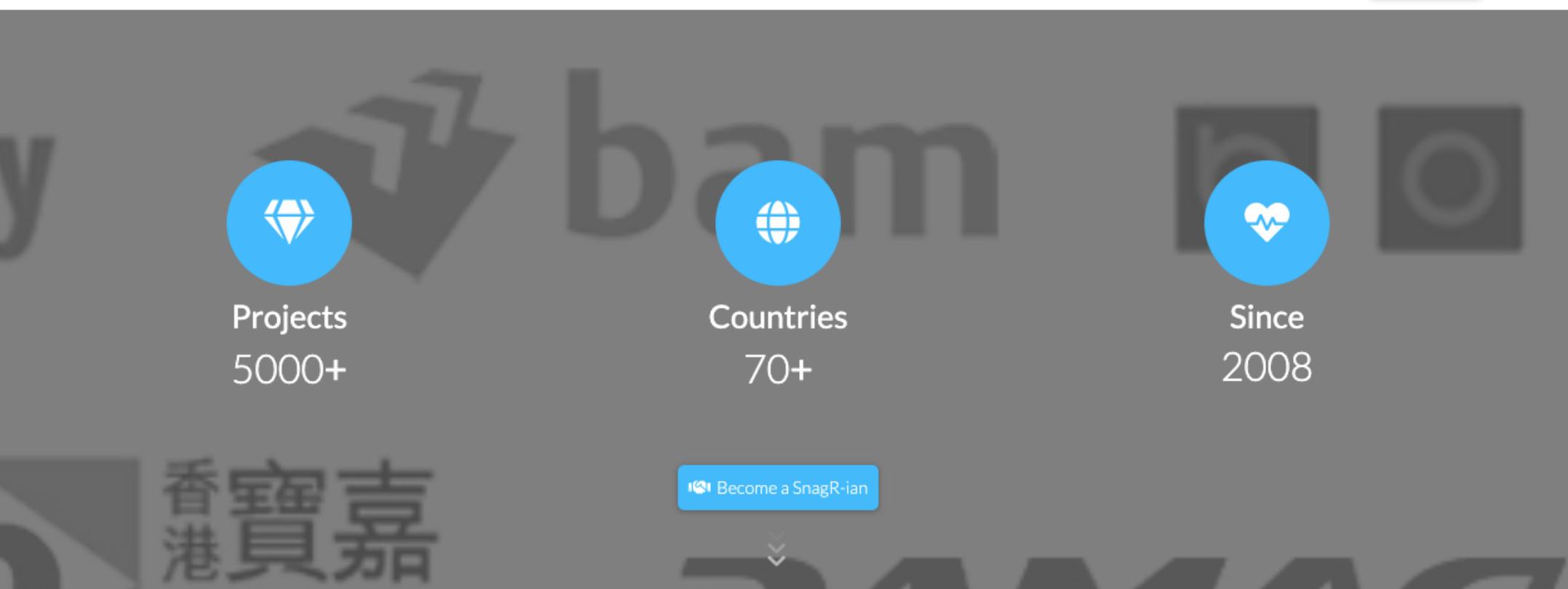
As the previous website focused much on the features, but not solutions, it failed at not talking to the readers.

We have some experienced industry practitioners in our sales team, so I asked them for some card-sorting sessions to lay out the site map in explaining SnagR's features as solutions to their problems.



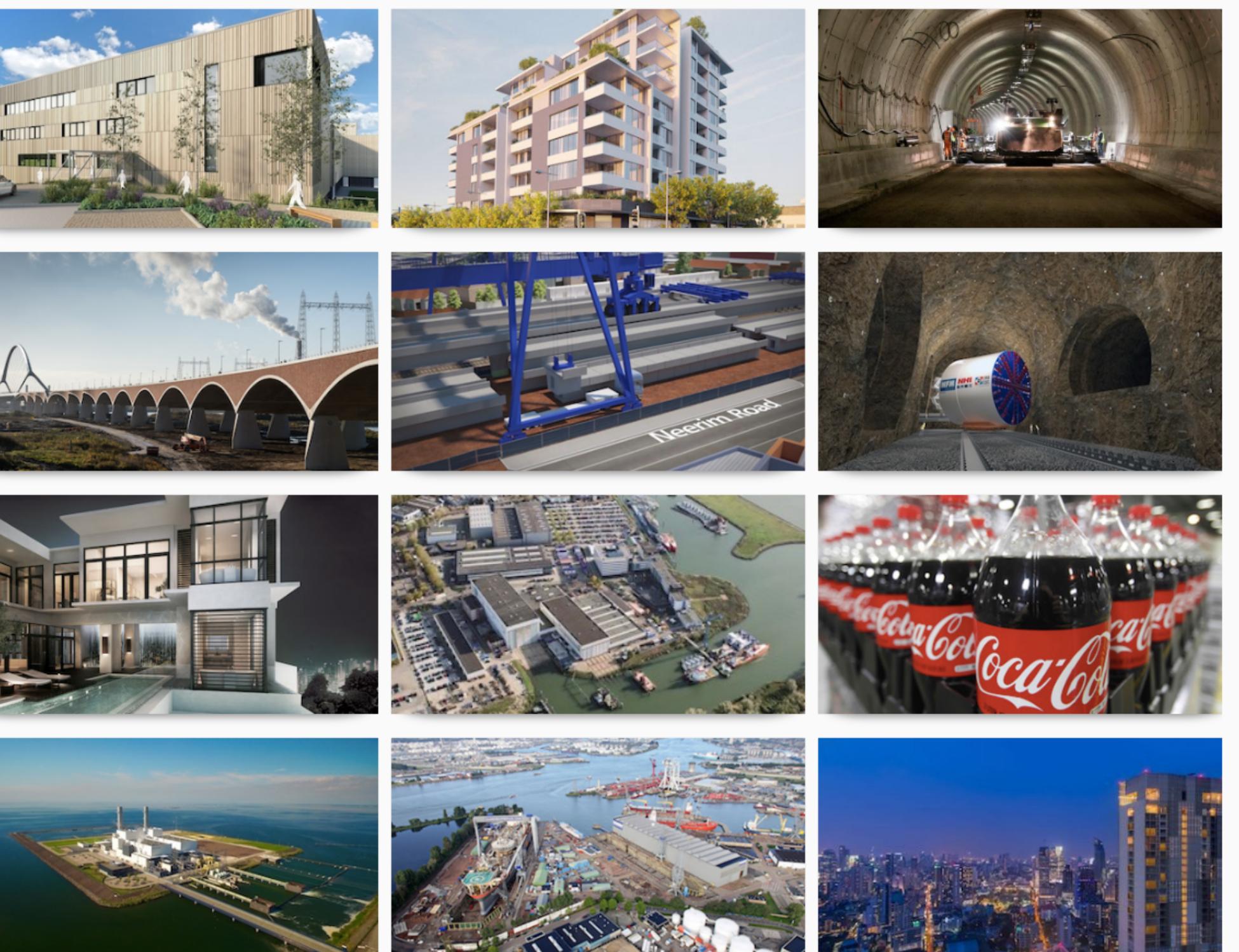
Case Studies

Being a B2B solution in conventional industries that have low tech-adaptation level, case studies are the most powerful means to convince clients that SnagR would truly be beneficial to their businesses.

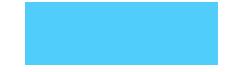


Customer Stories

[All](#) [Construction & Infrastructure](#) [Facility Management](#) [Ship Building](#) [Manufacturing](#)



Sign Up Form Redesign



A Looooooooong Form

Sometimes a long signup form is necessary to capture all necessary information.

However, with this design, the conversion rate dropped—users didn't fill in the form, or drop off half way through.

x close

Get a taste of SnagR

First Name 

Last Name 

Company* 

Email* 

Phone* 

Please select your country* 

Please select your industry* 

Type of Work* 

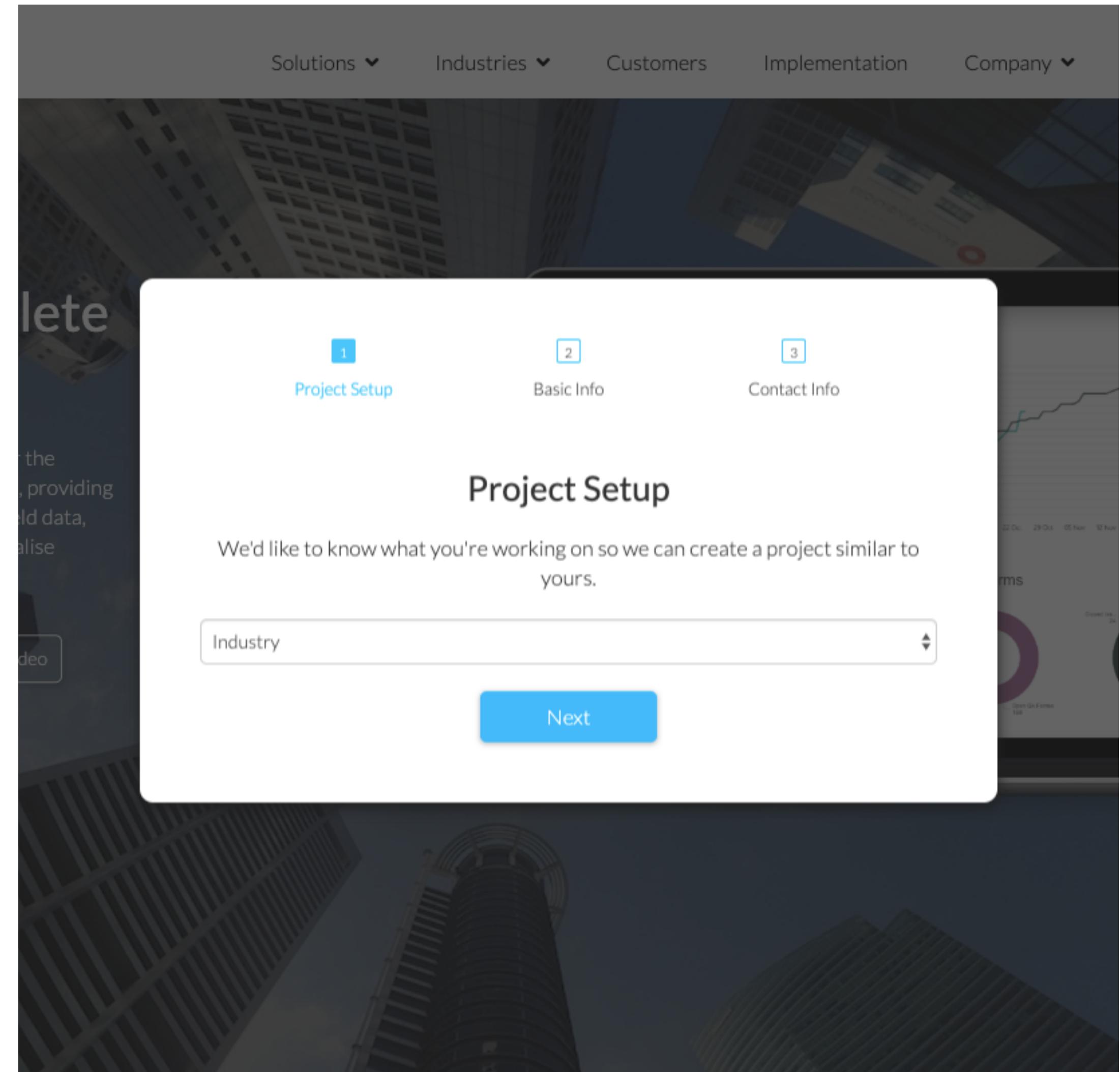
Your message 

Submit

Redesign #1

Shorten the perceived length with progress

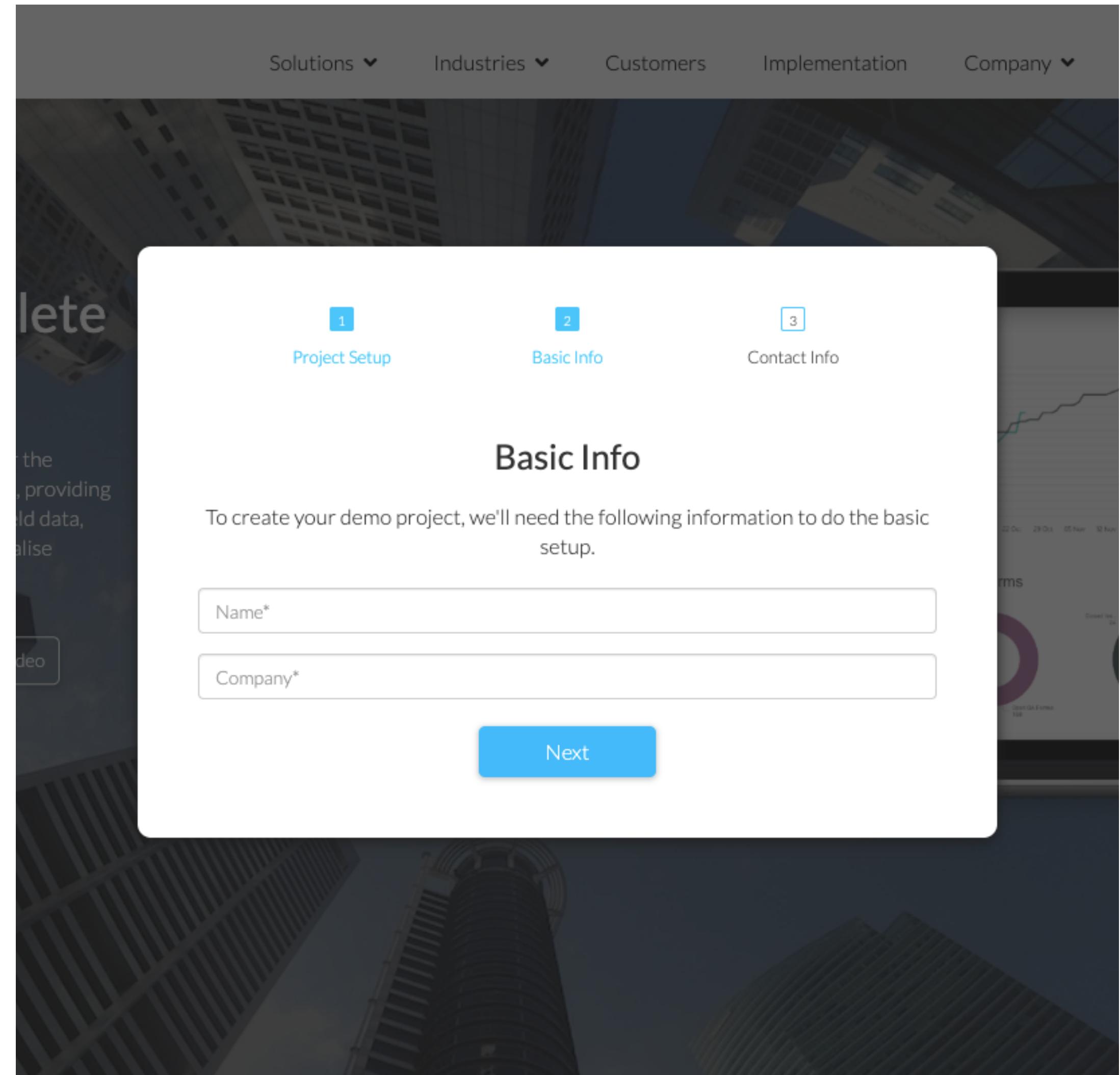
By breaking the form into 3 steps, the user doesn't see all the 9 intimidating fields at once. What they see is the progress each time they've completed 2-3 fields.



Redesign #2

Value proposition in microcopies

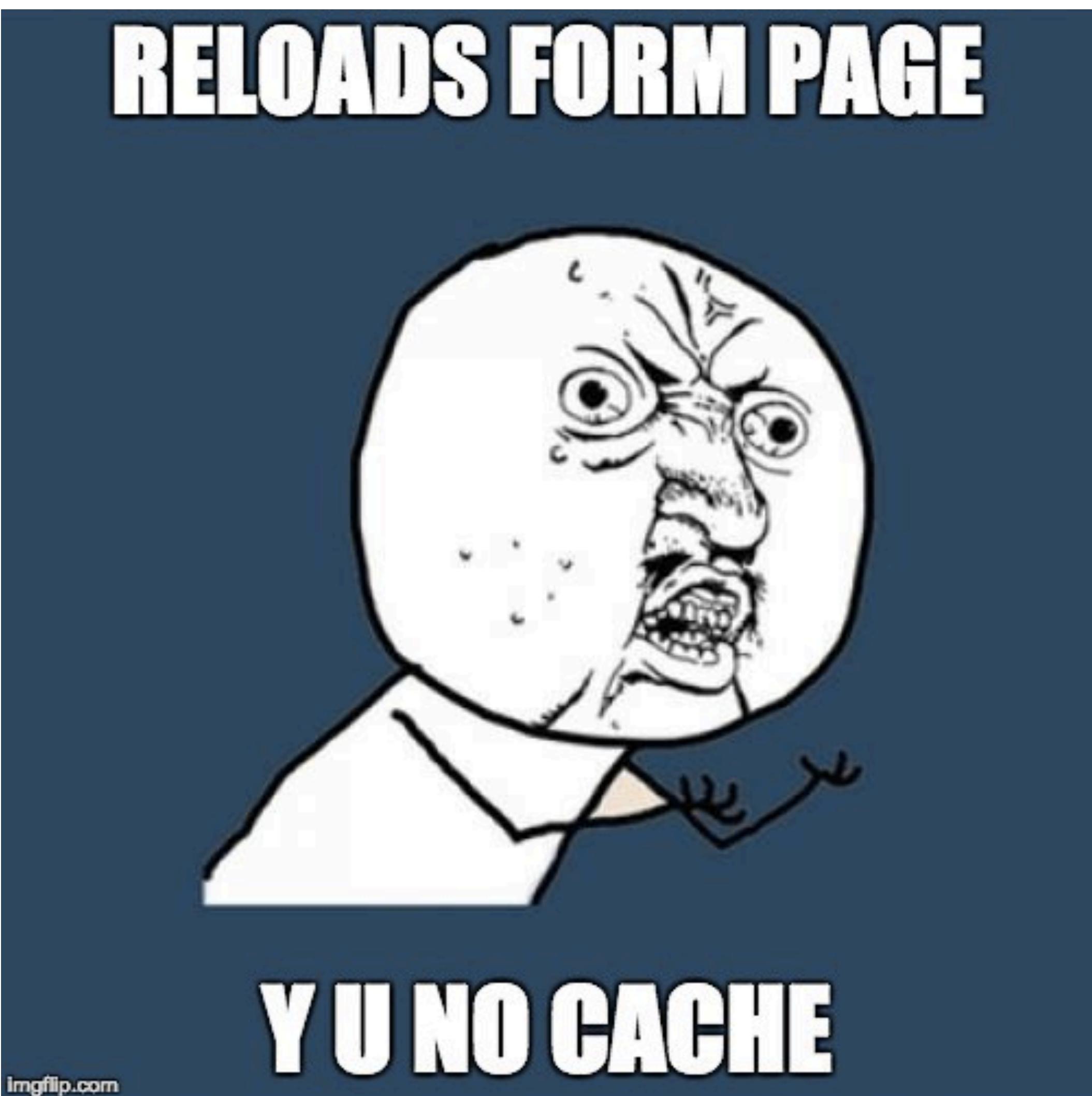
People are especially wary to give out their personal information—Will you spam me? What will you do with the data? We should always tell them the reason before they ask. Give them a reason to fill in the form.



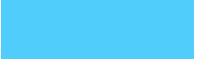
Redesign #3

Forget me not

There may be a connection error, or programme crash, or a wrong tap on the buttons. When the user has filled in something and suddenly reloads the page, please keep the filled input there. The longer your form is, the more important the cache is.



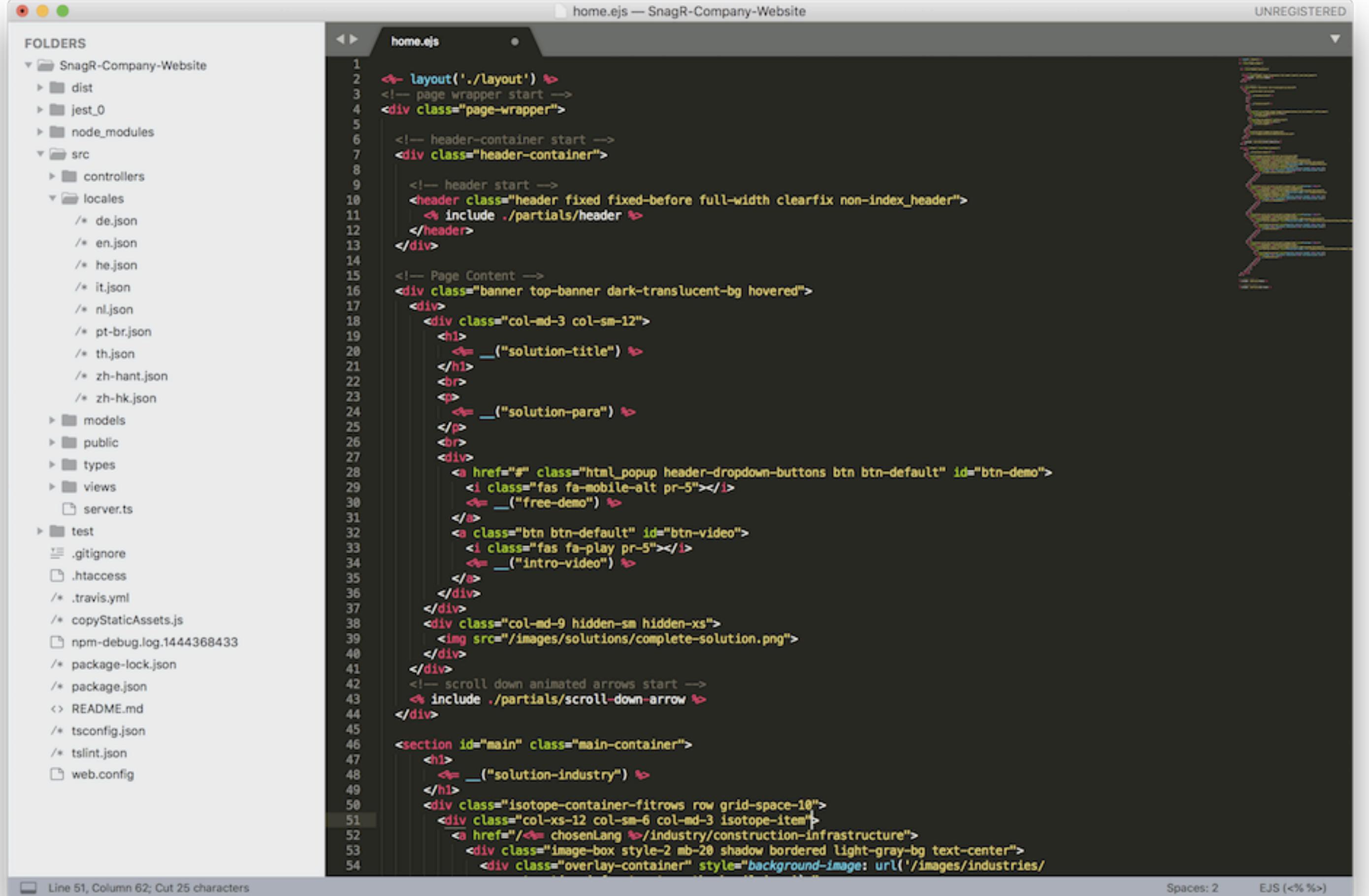
Development



Coding

I built the responsive website in HTML/CSS/JS.

To achieve the best SEO results in all 9 languages we support, I used EJS which allows the script to run before the searchbot claws for keywords.



The screenshot shows a code editor window with a dark theme. On the left is a sidebar titled 'FOLDERS' showing the project structure:

```
SnagR-Company-Website
  - dist
  - jest_0
  - node_modules
  - src
    - controllers
    - locales
      - de.json
      - en.json
      - he.json
      - it.json
      - nl.json
      - pt-br.json
      - th.json
      - zh-hant.json
      - zh-hk.json
    - models
    - public
    - types
    - views
    - server.ts
  - test
    - .gitignore
    - .htaccess
    - .travis.yml
    - copyStaticAssets.js
    - npm-debug.log.1444368433
    - package-lock.json
    - package.json
    - README.md
    - tsconfig.json
    - tslint.json
    - web.config
```

The main pane displays the 'home.ejs' file content:

```
<!-- layout('./layout') -->
<!-- page wrapper start -->
<div class="page-wrapper">

<!-- header-container start -->
<div class="header-container">

<!-- header start -->
<header class="header fixed fixed-before full-width clearfix non-index_header">
  <% include ./partials/header %>
</header>
</div>

<!-- Page Content -->
<div class="banner top-banner dark-translucent-bg hovered">
  <div>
    <div class="col-md-3 col-sm-12">
      <h1>
        <%= __("solution-title") %>
      </h1>
      <br>
      <p>
        <%= __("solution-para") %>
      </p>
      <br>
      <div>
        <a href="#" class="html_popup header-dropdown-buttons btn btn-default" id="btn-demo">
          <i class="fas fa-mobile-alt pr-5"></i>
          <%= __("free-demo") %>
        </a>
        <a class="btn btn-default" id="btn-video">
          <i class="fas fa-play pr-5"></i>
          <%= __("intro-video") %>
        </a>
      </div>
      <div class="col-md-9 hidden-sm hidden-xs">
        
      </div>
    </div>
    <!-- scroll down animated arrows start -->
    <% include ./partials/scroll-down-arrow %>
  </div>

  <section id="main" class="main-container">
    <h1>
      <%= __("solution-industry") %>
    </h1>
    <div class="isotope-container-fitrows row grid-space-10">
      <div class="col-xs-12 col-sm-6 col-md-3 isotope-item">
        <a href="#">%= chosenLang %>/industry/construction-infrastructure</a>
        <div class="image-box style-2 mb-20 shadow bordered light-gray-bg text-center">
          <div class="overlay-container" style="background-image: url('/images/industries/
```

At the bottom of the editor, status bars show 'Line 51, Column 62; Cut 25 characters' and 'Spaces: 2 EJS (<% %>)'. A vertical color bar on the right indicates the color palette for the EJS syntax highlighting.

Landing VS Homepage



Why a Landing Page

Since SnagR is a rather complicated product with loads of features available across its mobile-and-web ecosystem, the website has a large amount of content explaining how the system works. Therefore, a landing page should be used at exhibitions where people can sign up quickly on the spot.

[Learn More](#)

