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DEEP DIVE INTO OUR PROCESS

Agenda

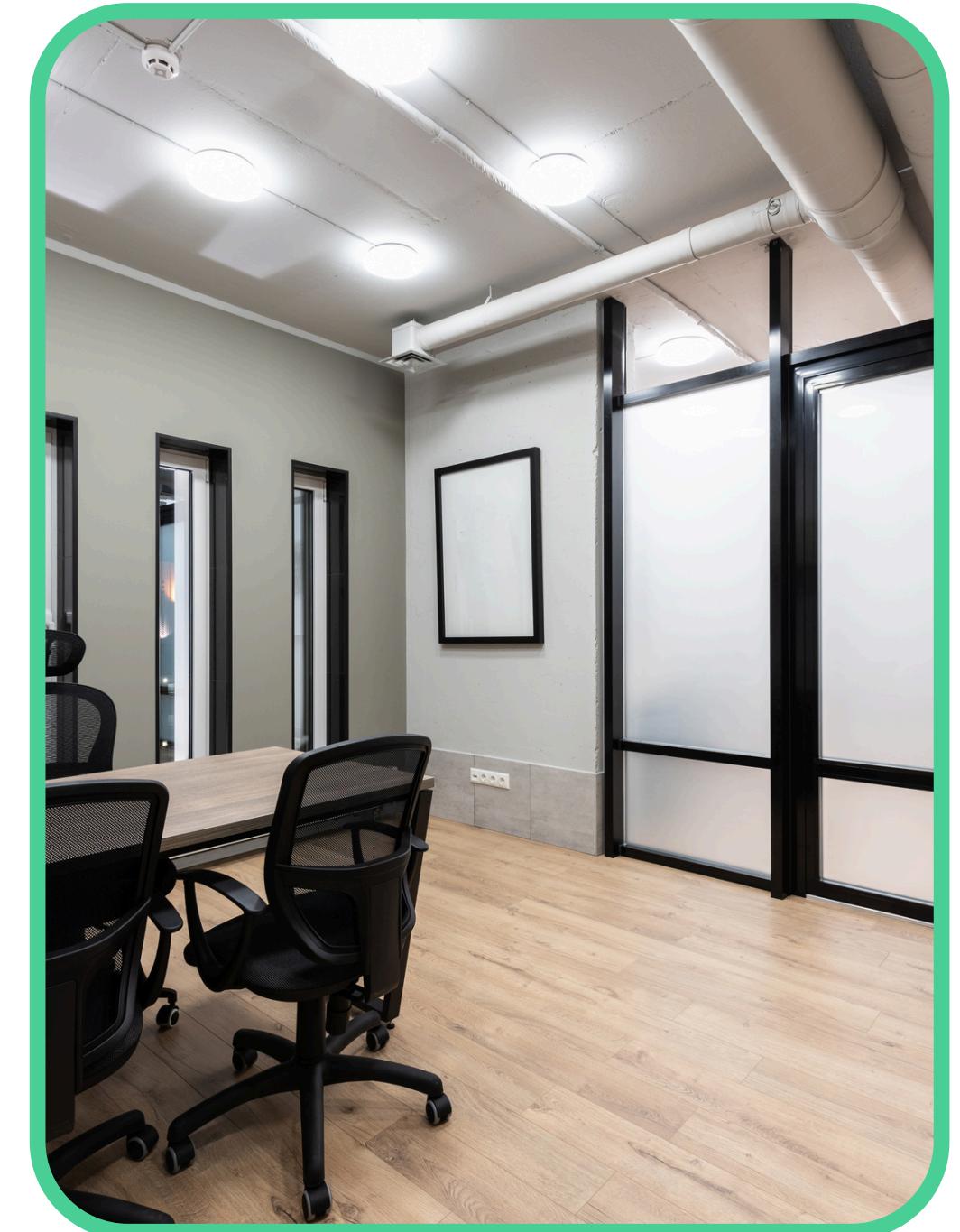
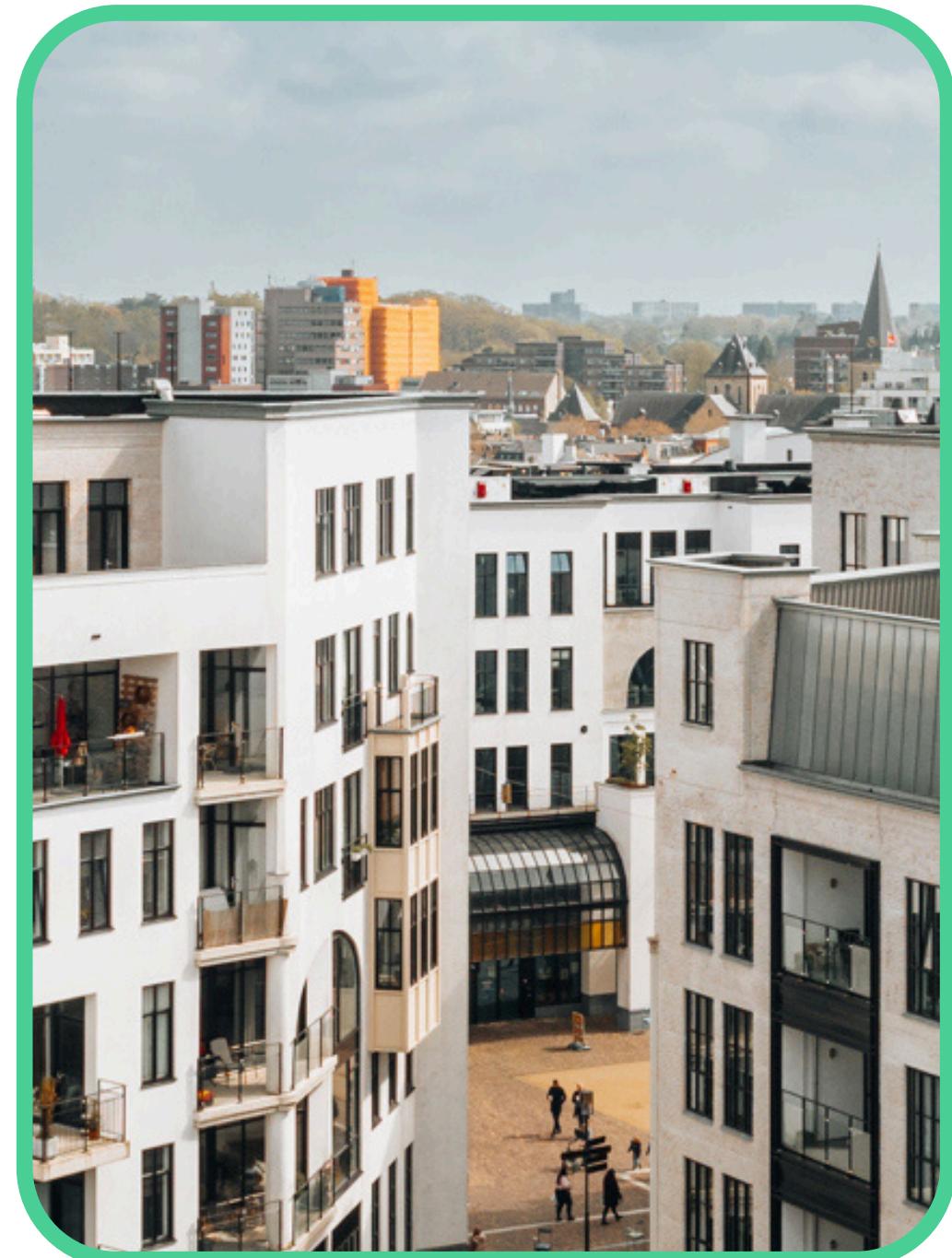
1. Research
2. Brand Guide
3. Website
4. Reflections

AN INTRODUCTION TO **GO-IT**

Formerly known as Xtreme Computers, now Go-IT, is an IT services company based in Heerlen.

Go-IT had several key priorities they wanted us to focus on.

- Rebranding
- Web Design & Development



LIBRARY RESEARCH

1. Integration of SEO (Search Engine Opt.)

- enhancing visibility, driving traffic, and improving UI

2. Suitable CMS for an IT company

- WordPress, Wix Studio, Adobe Experience Manager

3. GO-IT competitor analysis

- provide tailored IT services (dental sector)

4. CTA user trigger

- clear, visually striking, and easy to act on

5. Market-specific services on a website

- simple, visually appealing and trustworthy

6. Beneficial UX guidelines and trends

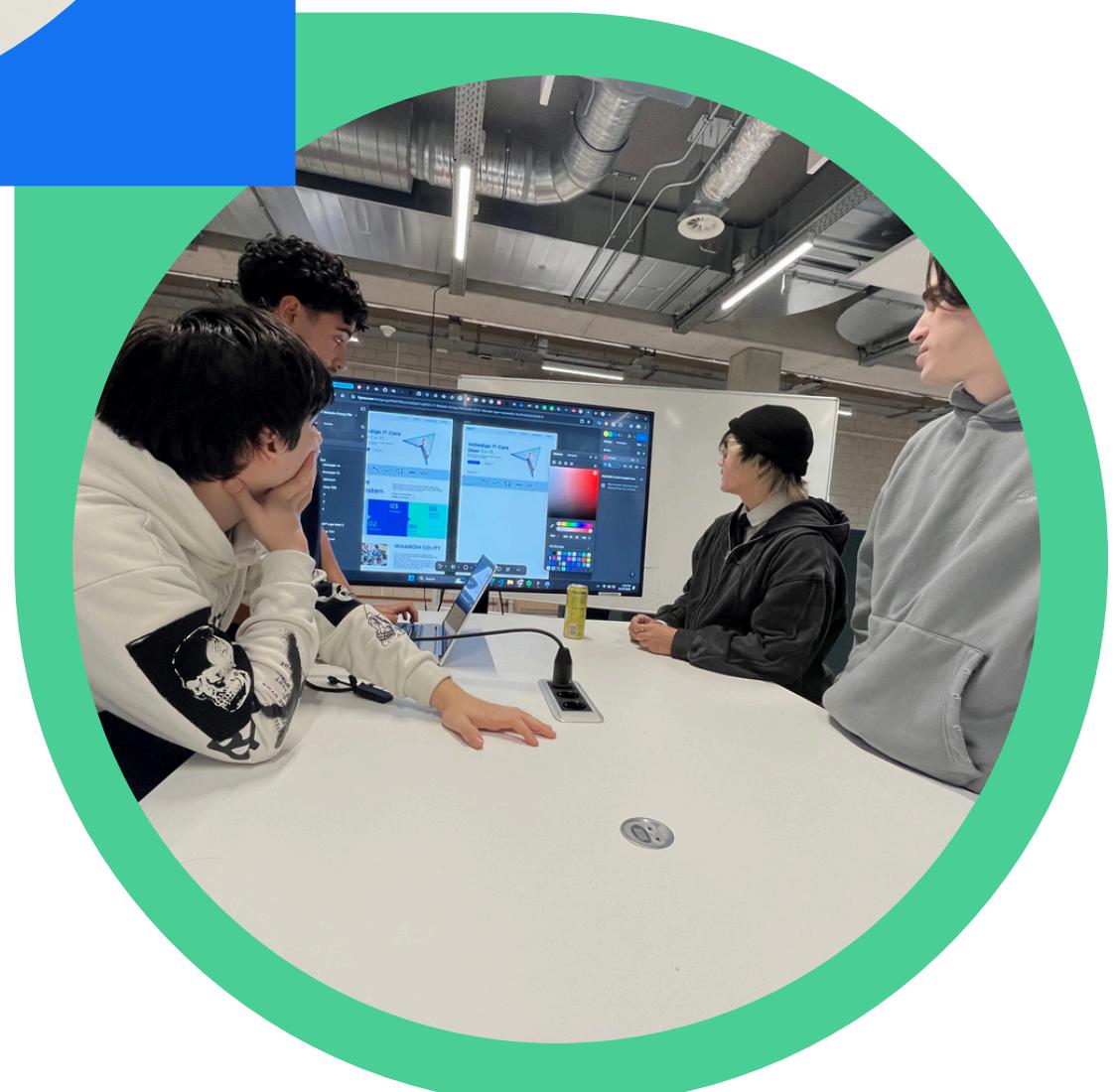
- user-centricity, easy navigation, readability, and responsive design



FIELD RESEARCH

**How can a software company attract
small businesses**

- **Way:** Interview with 4 small business owners
- **Survey:** 3 dental companies and 2 dental students
- **Goal:** identify needs, preferences and priorities
- **Recommendations:**
 - Emphasize Communication and Trust
 - Showcase Expertise



BRAND GUIDE

Welcome

GoIT

Version 1.0

Brand Guidelines



WEB DESIGN TAILORED TO GO-IT

WEBSITE DESIGN

Complete IT-Care By Go-IT.
Simplify success to help grow and streamline your business effortlessly.

Innovate, Streamline, Grow.

Why Go-IT?
Empower your business to grow and thrive with ease.

Our Partners

In Need of IT-Solutions? Let Go-IT Help You

Discover **Services** **Specialization** **Contact**

Social media

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Social media

Expert service, passion for innovation in technology and healthcare

Elevation in technology

Our values

Why Go-IT?
Empower your business to grow and thrive with ease.

Grow and evolve

About us

Education

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Social media

Our Expertise In the Dental Sector

Over the years we have built up expertise in the dental sector, and this is what we offer:

Röntgen applications

Additional Services

IT Solution Needed? Let Go-IT Help.

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Social media

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Social media

Neem contact op

Nieuwsbrief

Bundle pricing

IT Oplossing Nodig? Laat Go-IT Helpen.

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Social media

Cloud Backup

Overview

Advantages:

- Never lose files again in the event of a crash
- No need to worry about backups; they are made automatically
- Your documents are synchronized across all connected computers
- Continue working on another computer during a crash
- Fixed monthly fee
- Monthly cancellation option

Bundle pricing

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Social media

Cloud Backup

Overview

Do you also have important photos of your children or grandchildren on your computer? Or do you have important business files on your computer?

With the arrival of "Go-Cloud" from Go-IT, this is a thing of the past. For a fixed monthly fee, you can automatically back up important files from one or multiple computers.

If your computer crashes, you can access the files from another computer and continue right where you left off.

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WEB DESIGN TAILORED TO GO-IT

WEBSITE DESIGN TESTS

- 5 SECOND TEST
- NAVIGATION TEST



WEBSITE SHOWCASE

ON WORDPRESS

LESSONS LEARNED & FUTURE OUTLOOK

REFLECTIONS

- 1
- 2
- 3

Managed to convey an interesting concept within the whole brand and providing a fresh new look and feel

In terms of time management we could have done a little bit better since we did fall behind in certain places during the sprints

Overall we had a great time working together on this project and communicating with Roge was easy and straightforward

THANK YOU!

ANY QUESTIONS?