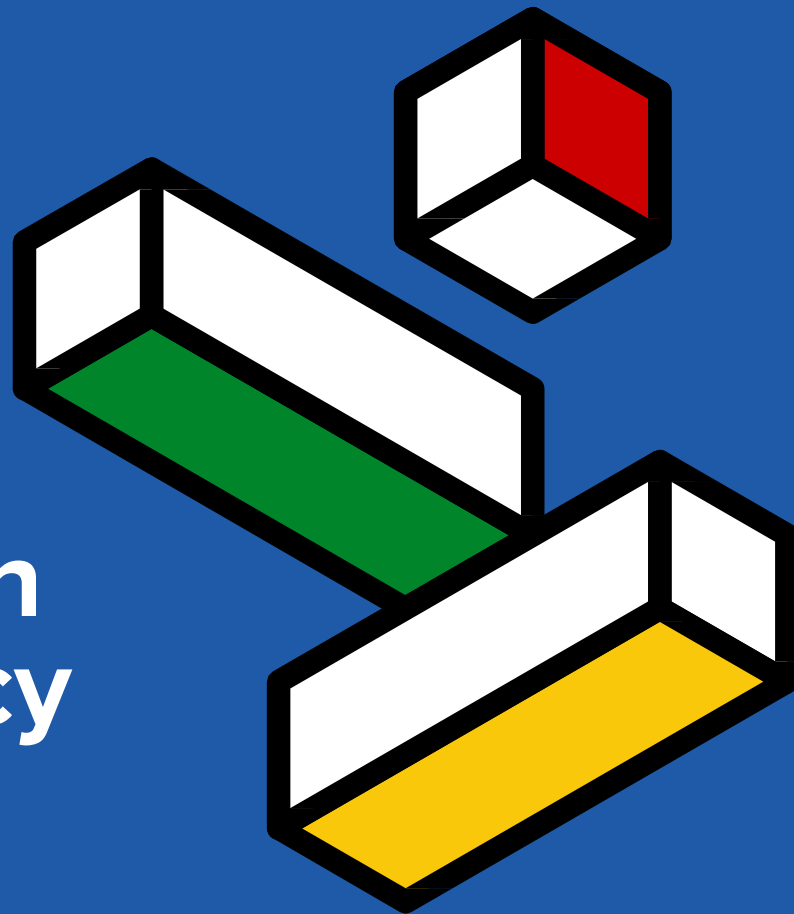
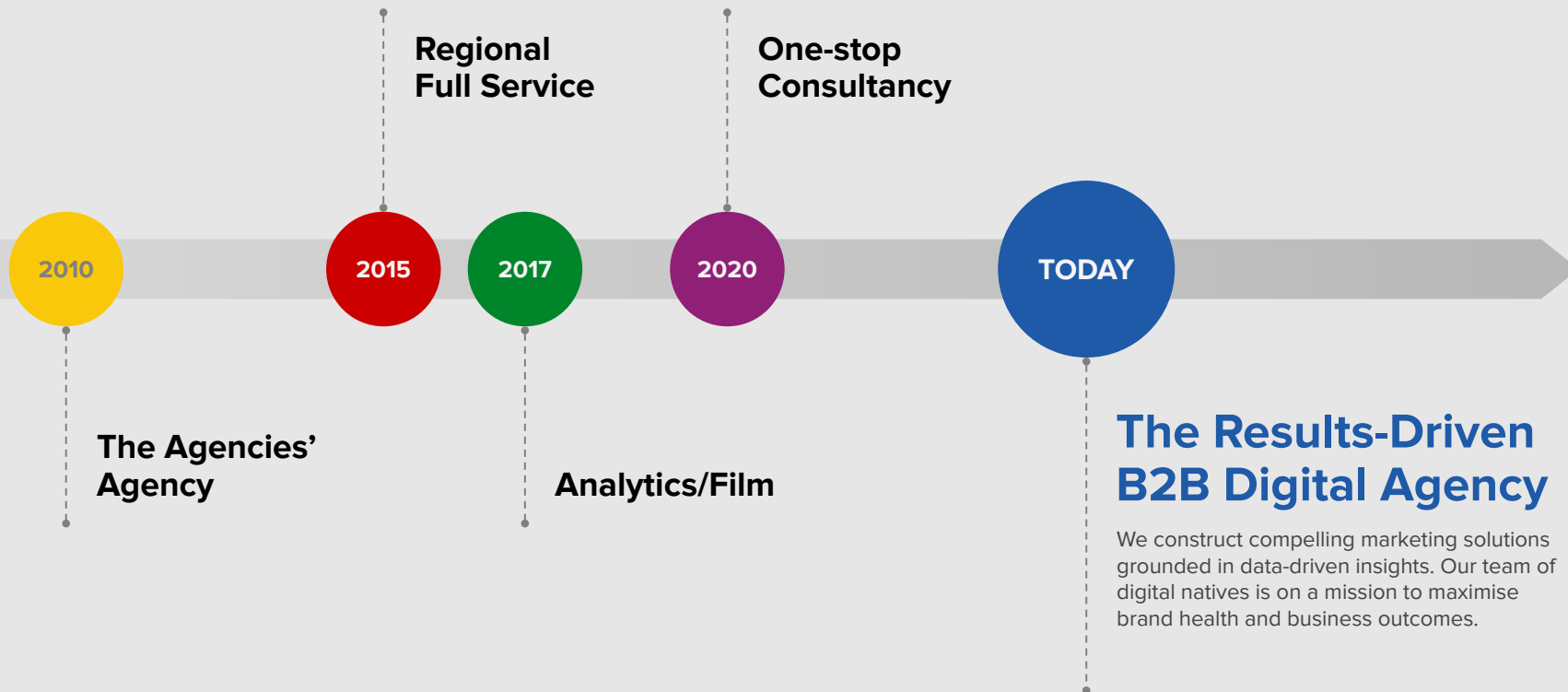
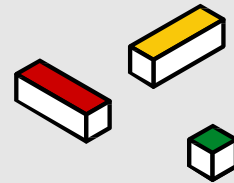
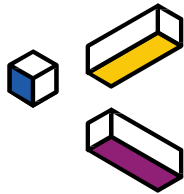


The Results-Driven B2B Digital Agency





What we do



We help brands leverage the power of creativity and technology to deliver real business growth.

Our collaborative B2Human approach combines strategic thinking, compelling creative ideas and smart technologies.

Clients work with us to unlock new pathways to customer engagement, build brand differentiation, and deliver tangible results.

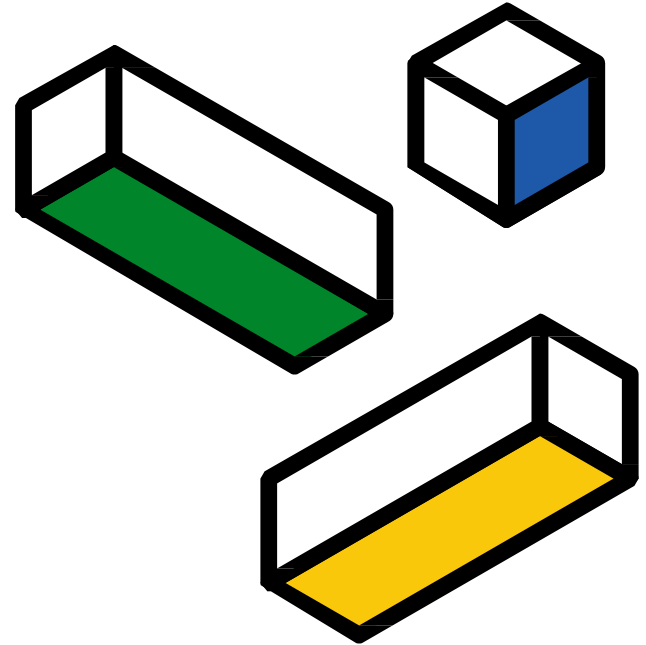
We are the Results-Driven B2B Digital Agency



Our superpower

B2Human

In the world of B2B marketing, logic and reason alone are not enough. Emotions are the catalyst that drive decisions and create lasting connections.



Meet our UX Experts



SENIOR CLIENT PARTNERS



Charanjit Singh
CHIEF EXECUTIVE OFFICER /
FOUNDER



John Scott
EXECUTIVE CREATIVE
DIRECTOR



Samantha Shuttleworth
HEAD OF STRATEGY &
TRANSFORMATION



Kunal Robert
SENIOR DIRECTOR - CLIENT
PARTNERSHIPS



Elleen Chua
DIGITAL ACCOUNT DIRECTOR



Hu Cheng En
ASSOCIATE PROJECT
MANAGER



Lionel Wong
SENIOR PROJECT MANAGER

STRATEGY & RESEARCH



Aahana Nawab
STRATEGY MANAGER
& UX RESEARCH



George James Parel
UX LEAD



Joseph Velasquez
CREATIVE DIRECTOR



Sharon Low
UX CONTENT WRITER



Luna Gambale
SENIOR UX DESIGNER



Minh Dang
TECHNICAL ARCHITECT



Arshad Aarsal
SENIOR FRONTEND DEVELOPER

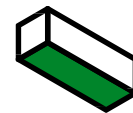
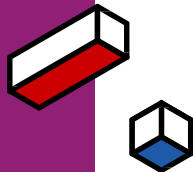
USER EXPERIENCE, DESIGN & TECHNOLOGY

Maximising brand health and business outcomes for leading brands



45

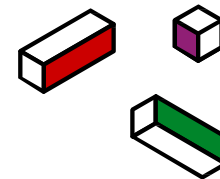
Awards &
counting!



effie
awards



Experience & skills to meet your needs



Consultancy



Creative



Marketing



Technology



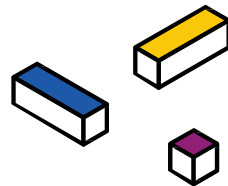
Media



Data



The tools we use



Sitemap, Information Architecture & User Testing



Marketing



Wireframing & Prototyping



Graphic, UX/UI Design & Animations



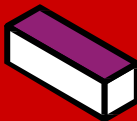
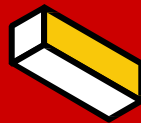
Frontend





How We Work

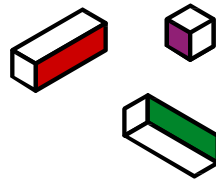
Our UI/UX approach, process and services



We **construct** results-driven marketing solutions

We understand how important effectiveness is to our clients so delivering that is our North Star.

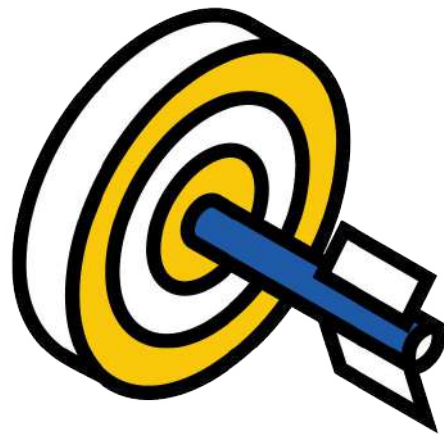
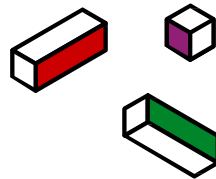
Clients expect to see a clear return on their investment. We want what you want. That's why our goal is to create purposeful work that works for your audience and your business.



We construct the right thing
We construct the thing right

We've spent decades thinking about how to design and deliver solutions for real business challenges.

From audits and synthesis to innovative ideas, rapid prototyping and scaling, we create products, platforms and services that unlock business and customer value.

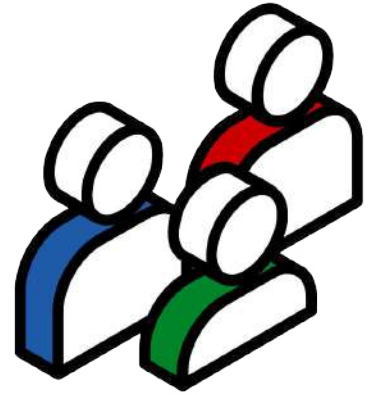
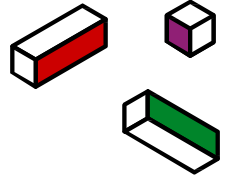




We **construct** experiences that serve validated customer needs

Delivering business and customer value starts with validating the opportunity gap before scoping a solution.

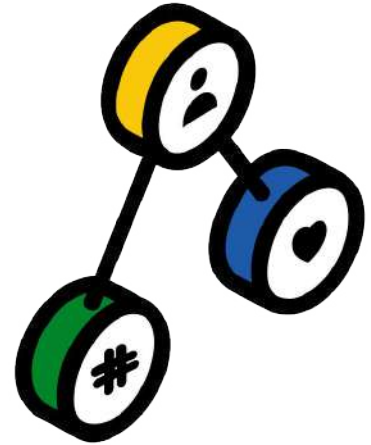
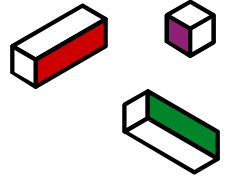
Our work focuses on the human side of things and our partnership with you is more than a build-to-order brief. Together, we first work out what to build and why, then rigorously test and iterate potential solutions.



We **construct** everything on a strong foundation of user insights

Designing solutions for a B2Human world means customer research, insights and testing come before, during and after launch.

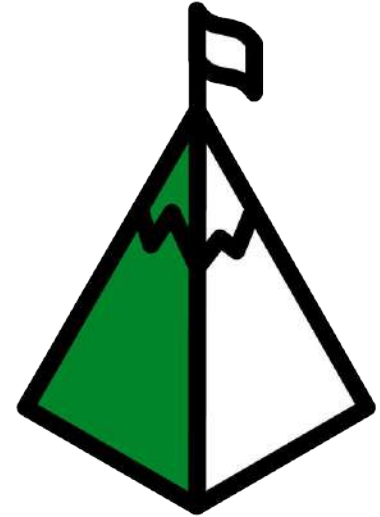
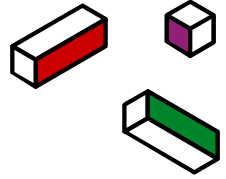
Our team spends equal time thinking and building. We test early and test often - with end users and customers - to reduce risk, optimise success and help you deliver product-market fit.



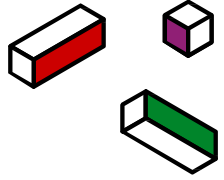
**We construct together with your team,
as a team, from start to finish**

Our cross-functional teams are matched to your people and business needs, allowing us to co-create experiences faster, with less effort.

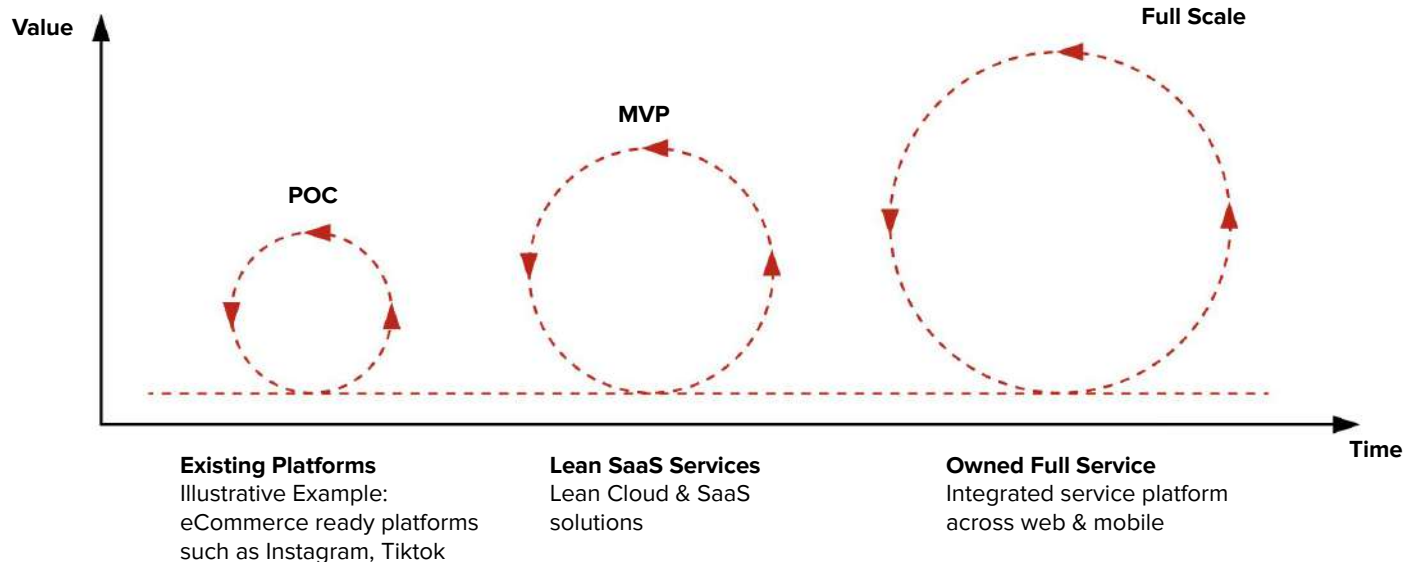
Team composition is fundamental to success. We focus as one team on what your business needs with a collaborative test-and-learn approach to improve communication and feedback loops, leading to optimal outcomes.



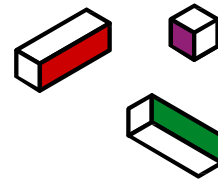
Our lean operating model



To progress from concepts to market to adoption as quickly as possible, we leverage existing platforms first to validate customer engagement, then move into lean SaaS service implementations to test features, and finally implement fully fledged and owned digital service platforms.



Our workflow: Product / Experience Build



Pre-Discovery

BRIEF (CP/ PM)

- Receive client brief
- Clarify requirements
- Align client on budget/ SOW/ expectations
- NEW: Effectiveness brief

MARKETING SCIENCE

Effectiveness brief informs Data Strategy

- SEO & growth, usage & adoption, analytics &/or martech

Discovery

PRODUCT/ EXPERIENCE STRATEGY

- Value proposition
- Market & competitors analysis
- Customers (user research)
- Audit & synthesis
- Business benefits
- Goals & KPIs

Define

PRODUCT ROADMAP (PM or STRAT)

- Timelines & dates
- Product or release goals
- Priority features
- Functional requirements (for devs)

UX DESIGN

- User journey
- User stories
- Wireframes
- Prototyping / Testing

TECH

- Technical design document

Design & Develop

UX DESIGN

- UX/UI
- Visual Design
- Copywriting
- Motion Design
- Validation / Testing
- UI Prototypes
- Key pages, components & modules
- UX & UI library
- Design documentation

TECH

- Front-end development
- Working code
- Integrated backend
- Integrated APIs
- Build iterations
- TDD & BDD documentation
- UAT
- QA testing
- Technology blueprint

Deliver & Scale

PRODUCT BACKLOG

- Aligned to goals & KPIs and business & customer benefits
- Desired UX & functionality
 - Sprint backlog
 - Feature backlog

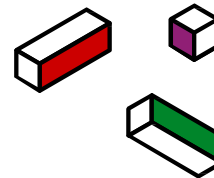
TECH

- ALPHA release
- BETA release
- Post-live review
- Market Release
- Ongoing product maintenance

MARKETING SCIENCE

- Depends on strategy
- Tracking & reporting
 - Optimisation

Our workflow: Creative Tech (UX experience)



Pre-Discovery

BRIEF (CP/ PM)

- Receive client brief
- Clarify requirements
- Align client on budget/ SOW/ expectations / rounds of revision
- NEW: Effectiveness brief

MARKETING SCIENCE

- Effectiveness brief informs Data Strategy
- usage & adoption

Discovery

EXPERIENCE STRATEGY

- Adapted 4Cs analysis/ product canvas
- Company (assets, capabilities, competitive advantage & threats)
- Competitors (in & out of category)
- Customers (user research)
- Cultural landscape & trends
- Audit & synthesis (insights, themes, opportunity areas)

- Other approaches/ activities
- Stakeholder workshops
- Contextual inquiries
- Field research
- Empathy maps
- Heuristics
- Data analysis

Define

EXPERIENCE IDEATION

- Personas
- User journeys/stories
- Logic user flows
- Information architecture
- Low-fi wireframes

Design

PROTOTYPE DESIGN

- Ideation
- Concept sketches (Adobe/ Figma)
- Mid-fi mockups
- Interactive strategy
- User testing
- Concept validation

TECH

- Technical design document

Develop & Deliver

PROTOTYPE DELIVERY

- High-fi design
- Interactive prototyping
- Usability testing
- Style guide

TECH

- Front-end development
- Working code
- Integrated backend
- Integrated APIs
- Build iterations
- TDD & BDD documentation
- UAT
- QA testing
- Technology blueprint

Deliver & Scale

PRODUCT BACKLOG

- Aligned to goals & KPIs and business & customer benefits
- Desired UX & functionality
- Sprint backlog
- Feature backlog

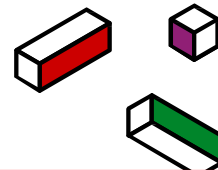
TECH

- BETA release
- Market Release
- Ongoing product maintenance

MARKETING SCIENCE

- Depends on strategy
- Tracking & reporting
- Optimisation

Service packages



Vision Prototype

To convince your stakeholders

GOAL

Experiment; No technical assessment

TESTING FIDELITY

Tested for desirability

INVESTMENT

S\$24,000

POC Approach

To prove the product could work before you build an MVP from a technical viability and experience standpoint

GOAL

Low investment option; Functional without complex technical infrastructure

TESTING FIDELITY

Light user testing

INVESTMENT

S\$48,550

MVP Approach

To prove the product's core is technically viable and desirable from an experience standpoint before committing to a full build

GOAL

Get to market fast - or pivot - with standalone tech infrastructure

TESTING FIDELITY

Full testing

INVESTMENT

S\$75,000

Full Build

To build, launch and scale a new product to market that meets business and user needs

GOAL

Launch a sustainable business model to meet tangible goals (e.g. revenue, user satisfaction)

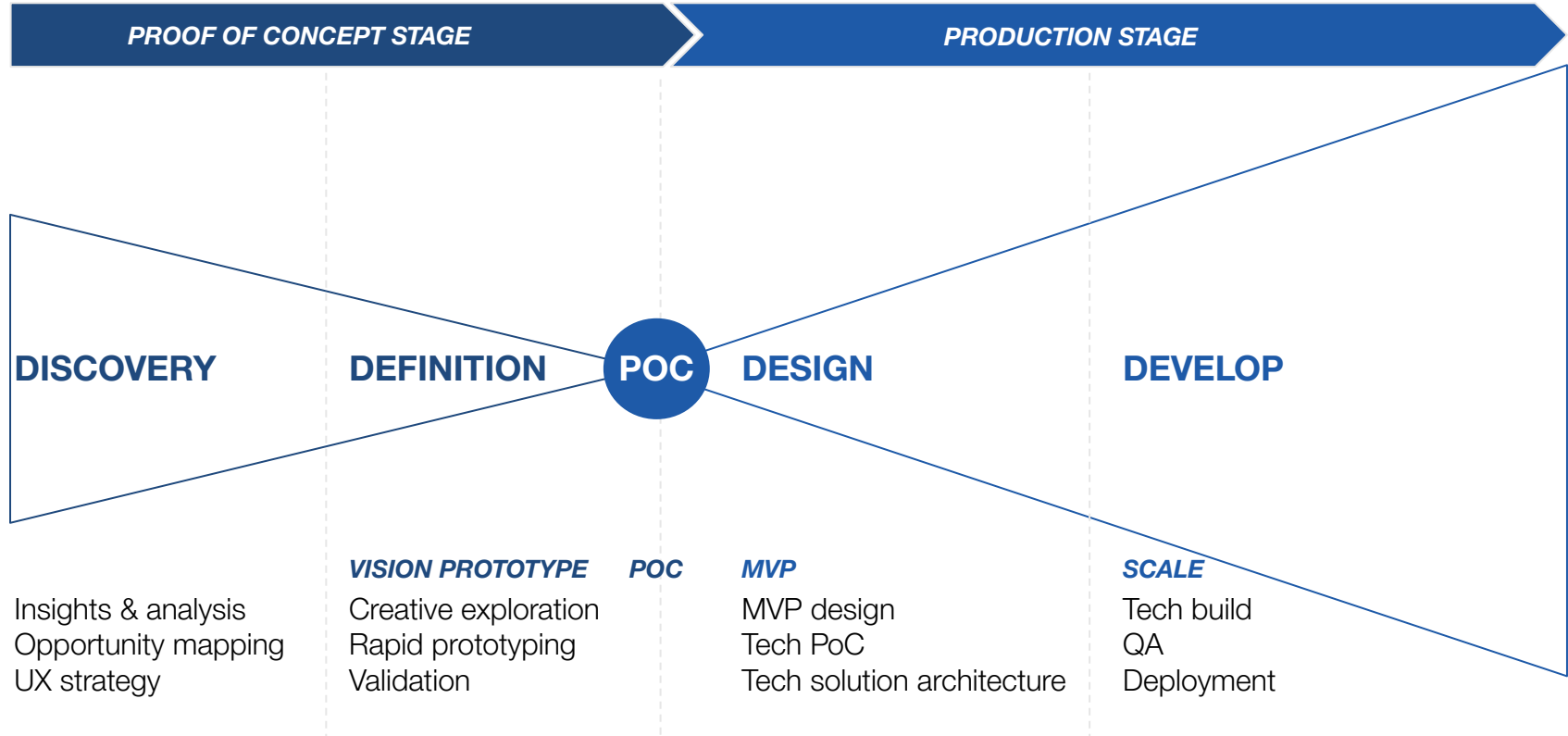
TESTING FIDELITY

Full testing

INVESTMENT

From S\$150,000

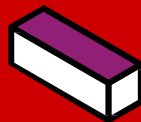
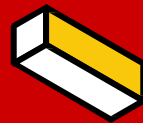
Test-and-learn via rapid validation





POC Approach

Our UI/UX approach, process and services



A test-and-learn approach to innovation to define the problem solve, target needs & product platform

Two options to research and de-risk opportunities:

Proof of Concept (POC)

**6-8 weeks for rapid validation of one idea
(e.g. subscription service)**

- Ideal when opportunity is identified and rapid validation and de-risking is required
- Research 'light' as proof of concept (POC) is used to validate demand
- Faster approach with POC as the final deliverable - from which next steps can be discussed and recommended

Proof of Concept (POC) - for paranoid clients

**12-16 weeks for ideation of opportunity areas
+ validation of one idea**

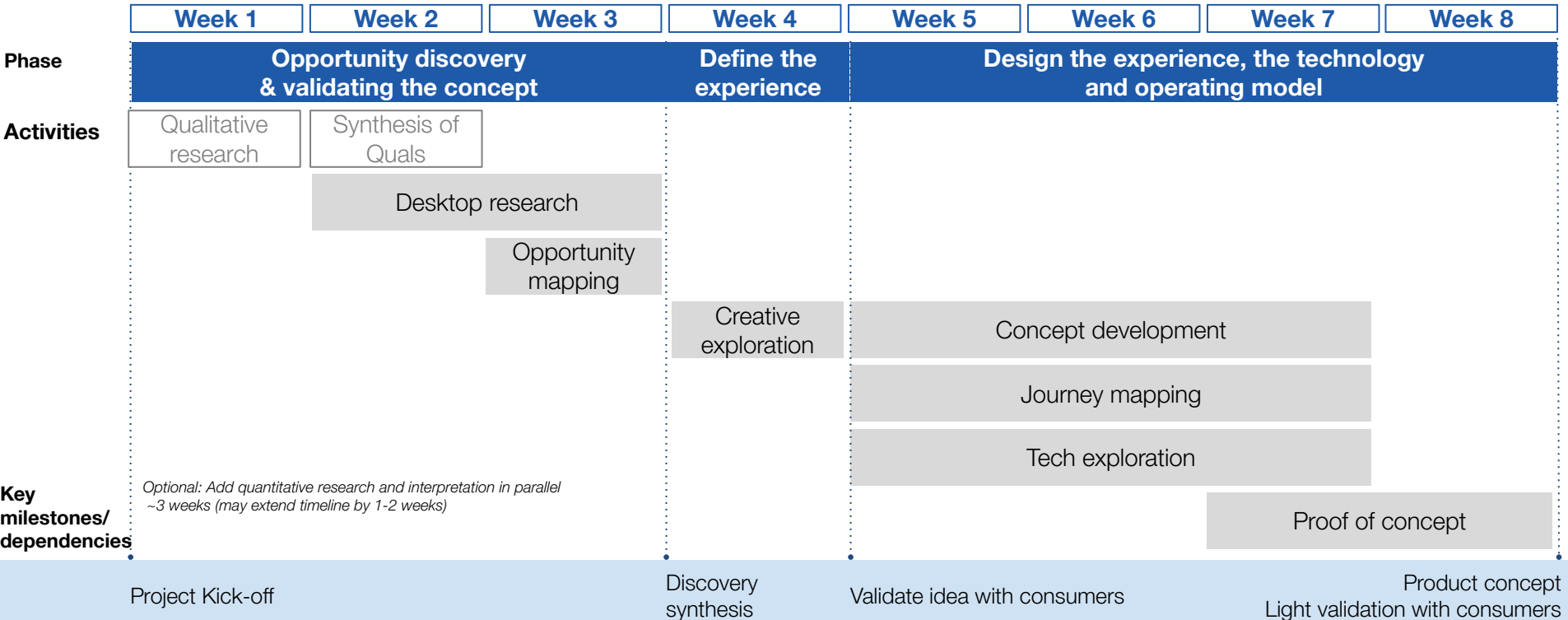
- Ideal when opportunities are unclear or there's a need to ideate & prioritise
- More research intensive to uncover consumer needs and target audience
- Flexible and modular approach with work scoped into stages
- Each stage has a goal, each goal has key outcomes to determine whether to proceed from POC to MVP to full scale



POC project timeline: 6-8 weeks

1. Break this down into 5-7 day sprints. Most clients should be done in 2-4 sprints
2. Billing milestones to derisk (separate slide on derisk to build client confidence)

High level project timeline



POC: Scope & Activities



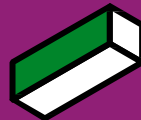
PHASE	TIMING	ACTIVITIES	DELIVERABLES
DISCOVERY	3 weeks	<ul style="list-style-type: none"> Kick off session with stakeholders <ul style="list-style-type: none"> Project vision & goals Optional: Quantitative survey (minimum n=30 per audience) <ul style="list-style-type: none"> Prep questions and fieldwork to identify target customers & needs Qualitative interviews (2-3 stakeholders &/or customers) <ul style="list-style-type: none"> Prep discussion guide and interview times for 60 minutes Rapid desktop research (category / competitor/ customer) Opportunity prioritisation and definition of concept 	<ul style="list-style-type: none"> One (1) kickoff meeting One (1) opportunity prioritisation workshop - including high level quantitative results Synthesis of opportunity territory
DEFINE	1-1.5 weeks	<ul style="list-style-type: none"> Creative exploration of concept Light qualitative research to validate (6-8 respondents via family & friends) 	<ul style="list-style-type: none"> One (1) synthesis of creative concept
DESIGN	4 weeks	<ul style="list-style-type: none"> Experience concepting/ feature definition Product prototype (visual) Tech discovery <ul style="list-style-type: none"> Including research of end-to-end integration partnerships (e.g. for e-commerce & fulfillment) 	<ul style="list-style-type: none"> Personas and Journey map User flows (Logic x 1) Tech design doc POC prototype (1 variation)
ASSUMPTIONS		<ul style="list-style-type: none"> Focus is on Singapore market only Access to the client team to collaborate during opportunity prioritisation, tech exploration and POC Client to assess any potential issues with local regulations (privacy & policy) 24h turn around time for feedback Access to or provision of relevant materials for Discovery by Client for agency team Stakeholders to be identified in collaboration with Client team 	
COST (estimate)		<ul style="list-style-type: none"> SGD 27K - 347K 	



Case studies

Cases to add:

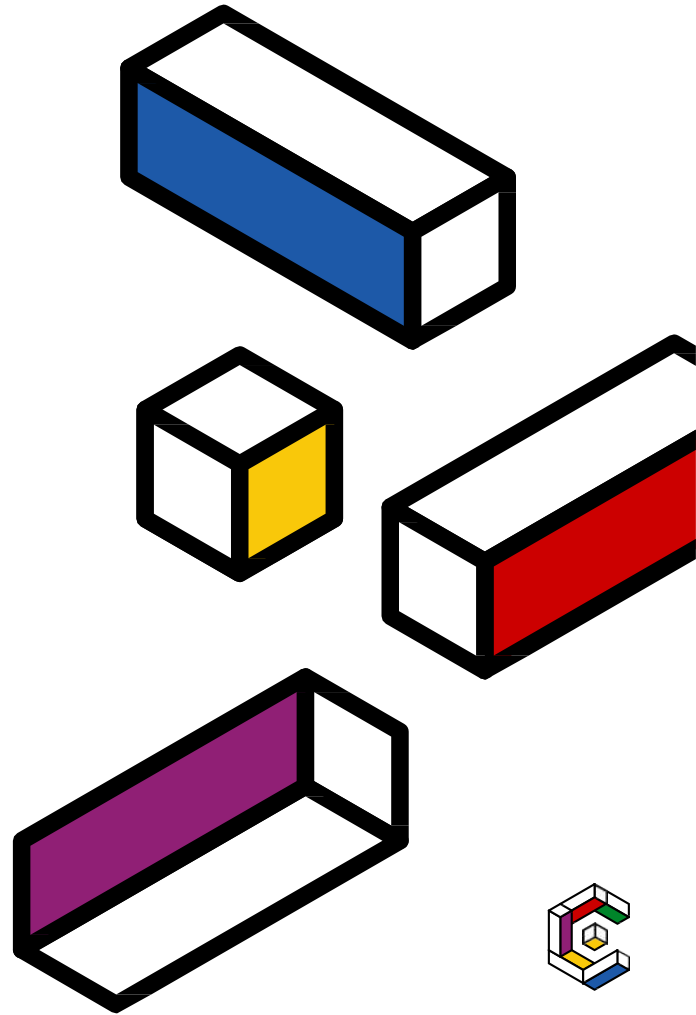
- Meme Generator
- PRU Auntie
- CNY AR Dragon
- Chat G
- JPM Beijing Event Ideas



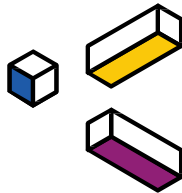
Prudential Meme Generator

Case Study:

- Requirements Gathering
- Tool Selection
- Prototyping
- Internal Review



Prudential Meme Generator



Challenge


First Jobbers were born and raised as digital natives, complete with their own language - memes. So if we want them to flex to their friends about achieving a financial milestone with Prudential, it's best to let them do it in their own way.

Solution

Using AI Face swapping technology and OpenAI LLMs in the backend, we create a web app where users can select a popular meme, upload their picture and select a theme such as “Health”, “Wealth” or “Life” to generate a meme using their own face.

The generated meme also has an embedded message and can be shared on social media.

Upload your picture




Enter your name

Upload your picture

Drag and drop files here or

Share your meme



Generate Again →

Share

Download Meme

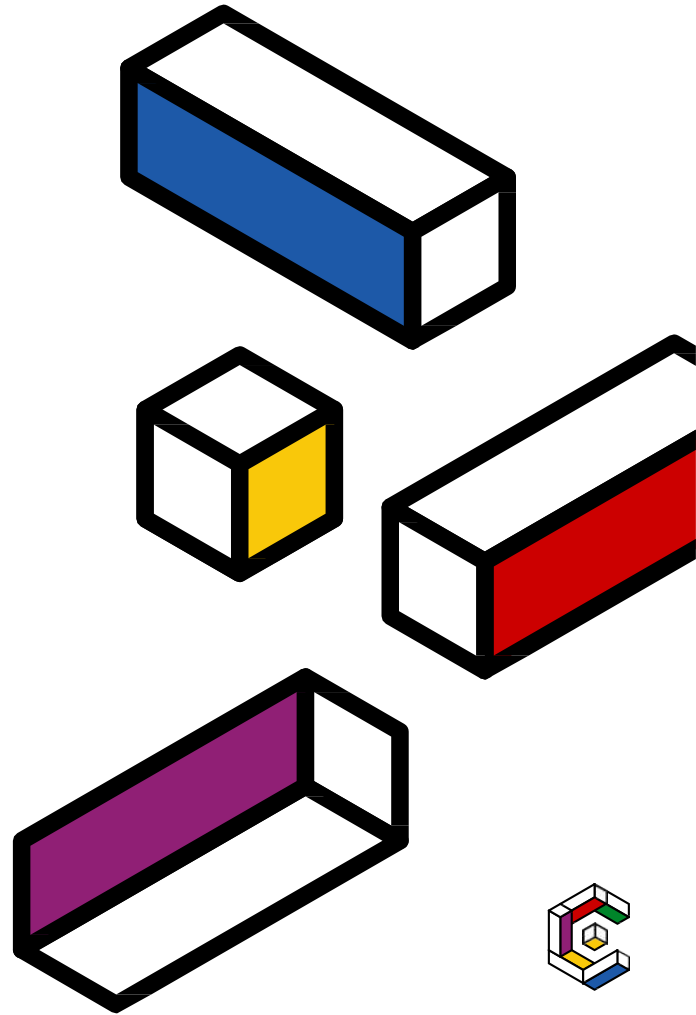
Some samples



PRU Auntie

Case Study:

- Requirements Gathering
- Tool Selection
- Prototyping
- Internal Review



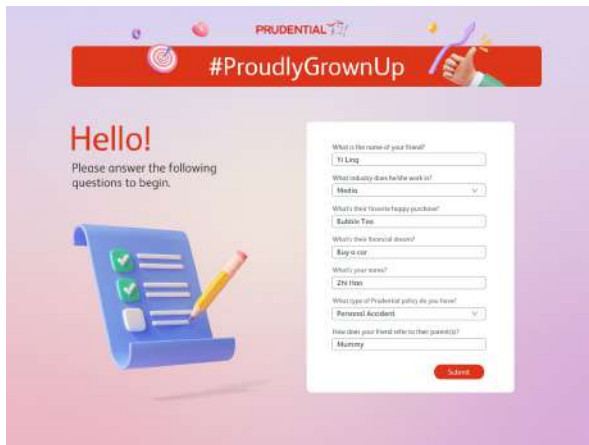
PRU Auntie

Challenge

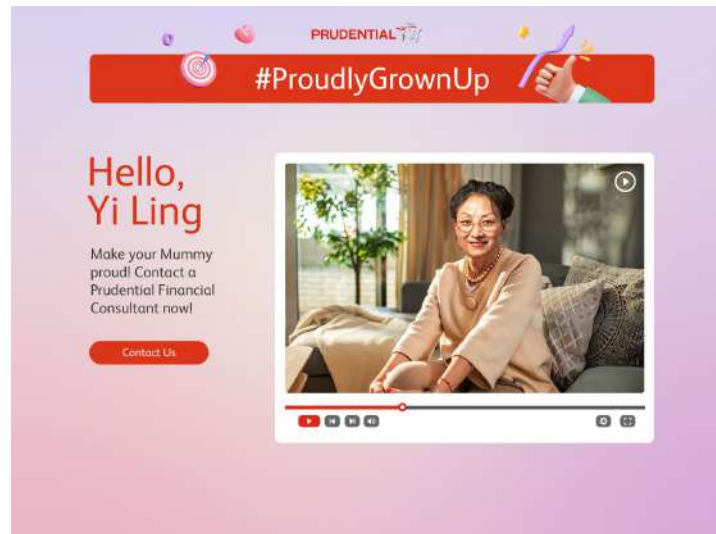
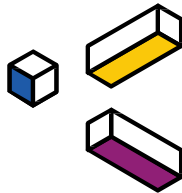
Gen Zs appreciate personalisation and creativity, and we had to create a platform that offered just that.

Solution

The web app had the ability to create a video message specific to their friend's situation and using personal details, it's a uniquely personalized way to offer support. In the backend it used LLMs, AI voice cloning and AI video generation to create the personalised video.



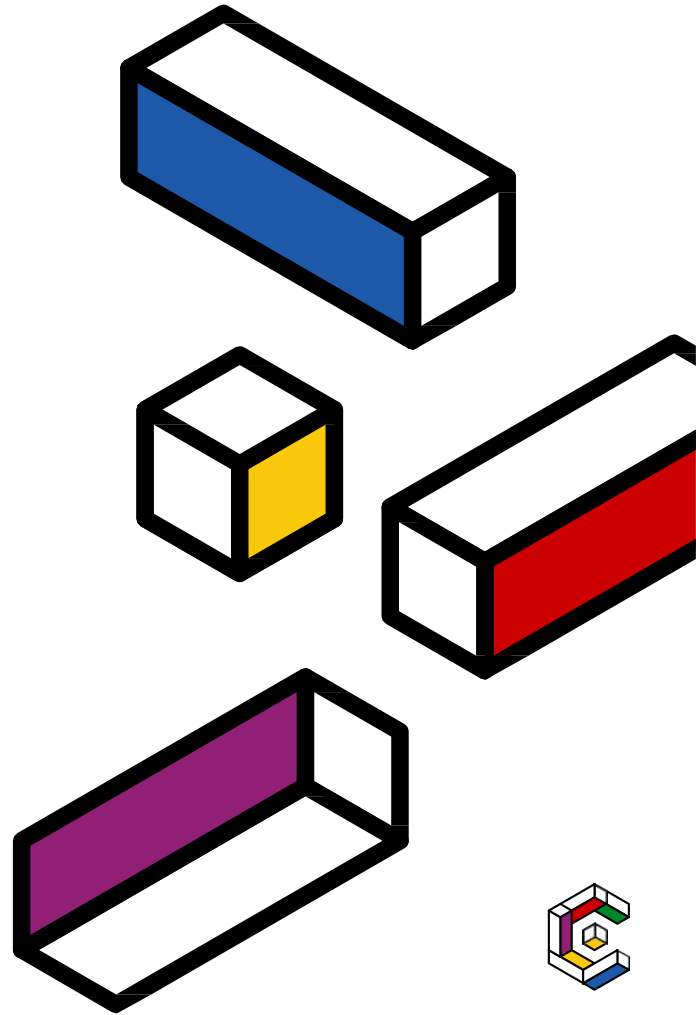
The screenshot shows a web form titled "PRUDENTIAL ProudlyGrownUp". The header is a red banner with the PRU logo and the hashtag #ProudlyGrownUp. Below the banner, on the left, is a "Hello!" greeting followed by the instruction "Please answer the following questions to begin." and an illustration of a blue notepad with a yellow pencil. On the right is a form with several input fields, each with a dropdown menu. The fields are: "What's the name of your friend?" (with "Yi Ling" selected), "What industry does he/she work in?" (with "Media" selected), "What's their favorite hobby/purchase?" (with "Bubble Tea" selected), "What's their financial dream?" (with "Buy a car" selected), "What's your name?" (with "Zhi Han" selected), "What type of Prudential policy do you have?" (with "Personal Accident" selected), and "How does your friend refer to their parent(s)?" (with "Mummy" selected). A red "Submit" button is at the bottom right of the form.



CNY AR Dragon

Case Study:

- Requirements Gathering
- Tool Selection
- Prototyping
- Internal Review



CNY AR Dragon

Challenge

Construct wanted to create an engaging CNY greeting card to be send along with their CNY Hampers.

Solution

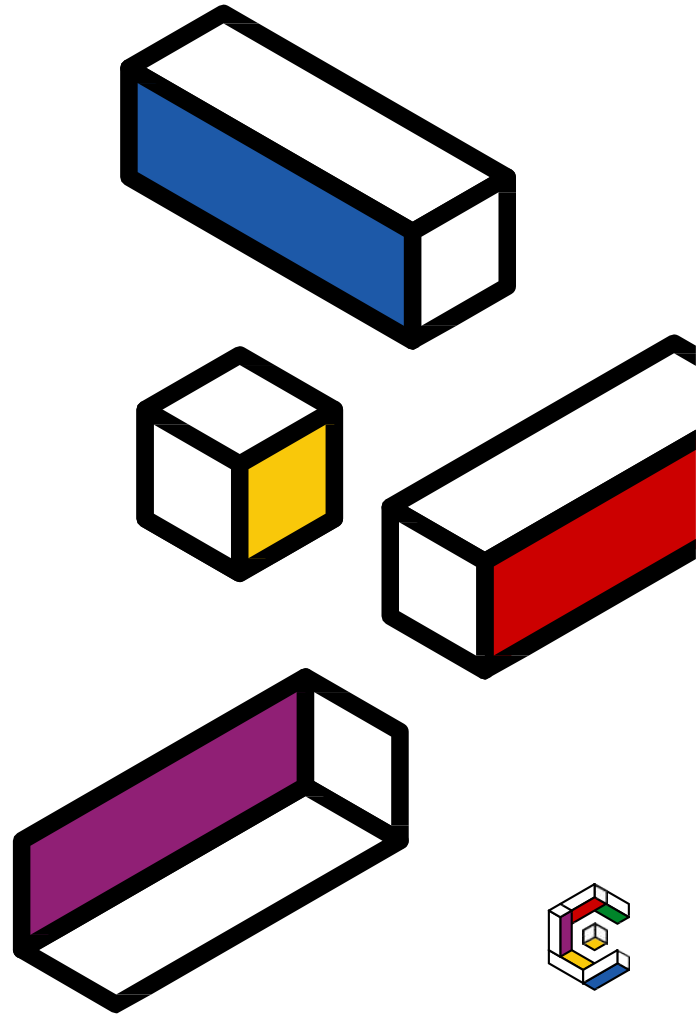
The solution was an AR Chinese dragon that came alive on user's phones when they scanned the QR Code, complete with Music, animation and a custom message for each client.



Chat G

Case Study:

- Requirements Gathering
- Tool Selection
- Prototyping
- Internal Review



Chat G

Challenge

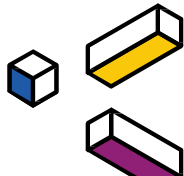
Showcase the power of AI in a fun video

Solution

We came together as a team to build a physical version of ChatGPT whom we called ChatG. We constructed a remote controlled robot that users can talk with and it would respond to your questions and display various emotions.

The backend was connected to LLM's that could process questions and respond to users in realtime and display associated emotions on the screen.





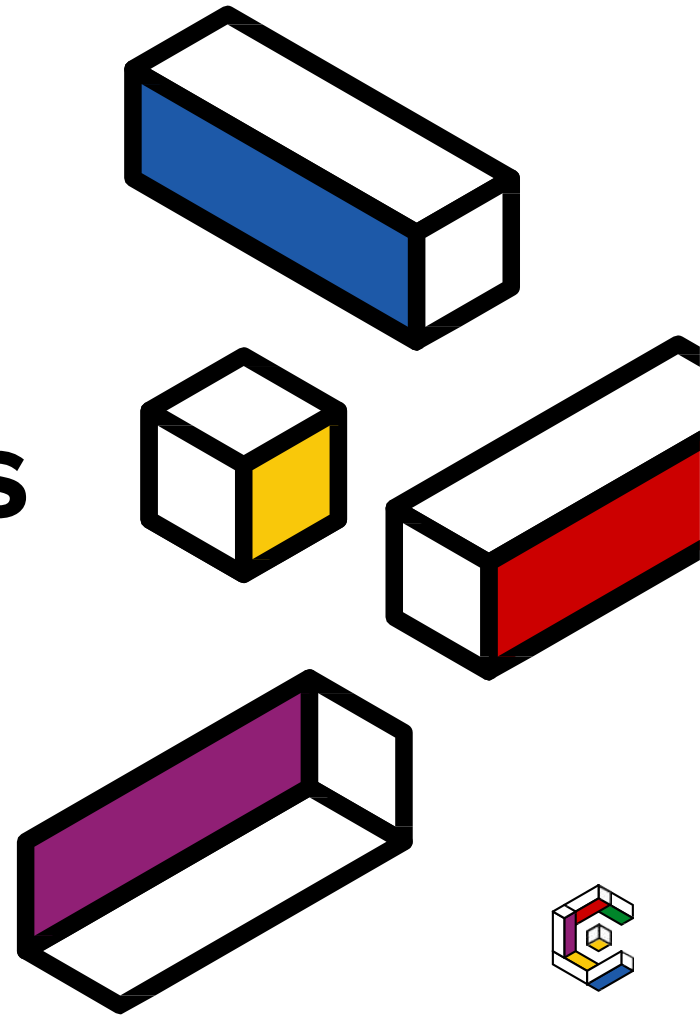
It's first steps!



J.P. Morgan Beijing Event Ideas

Case Study:

- Requirements Gathering
- Tool Selection
- Prototyping
- Internal Review



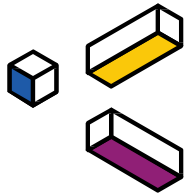
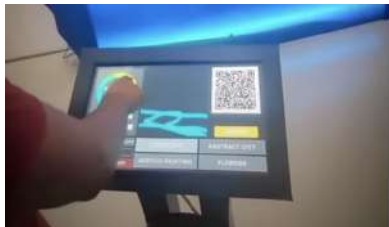
J.P. Morgan Beijing Event Ideas

Challenge

Create an artwork that was co-created by the attendees of a fintech event in Beijing

Solution

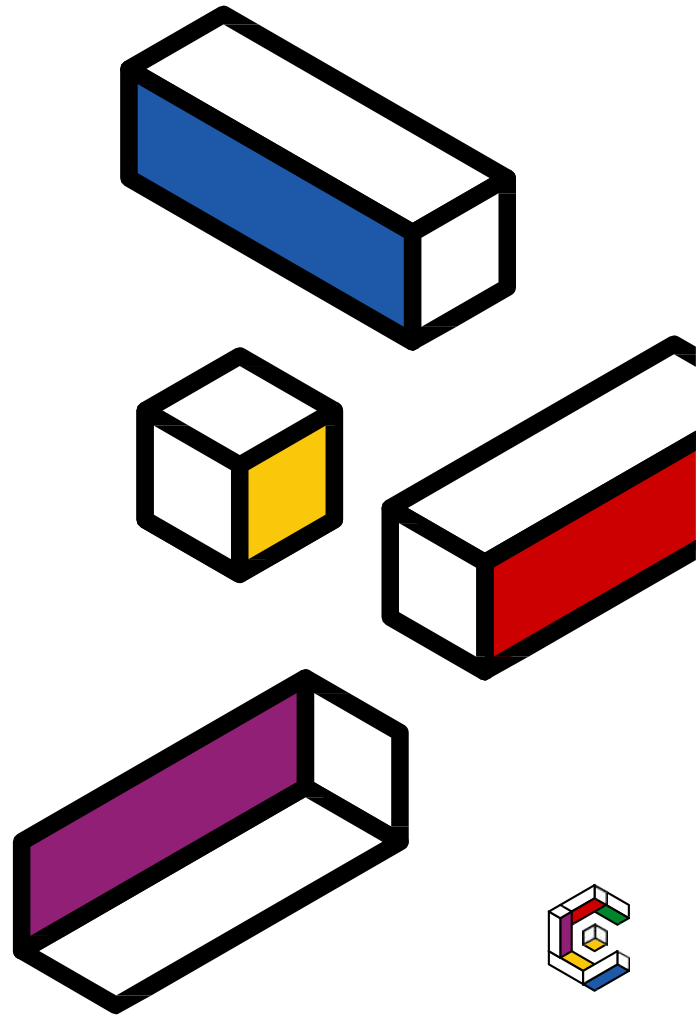
Users can scan their NFT tags to start sketching. Each of their sketches are transformed using AI and becomes part of a larger artwork. Through the course of the day, the artwork starts coming to shape and starts animating.



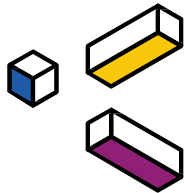
NUS IT Motion Capture Animation Tool

Case Study:

- Requirements Gathering
- Tool Selection
- Prototyping
- Internal Review



Motion Capture Animation Tool



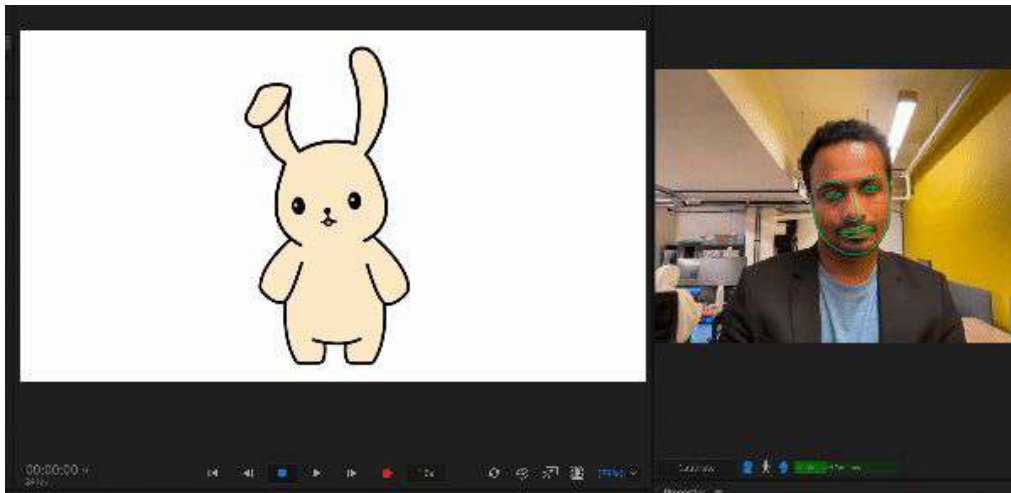
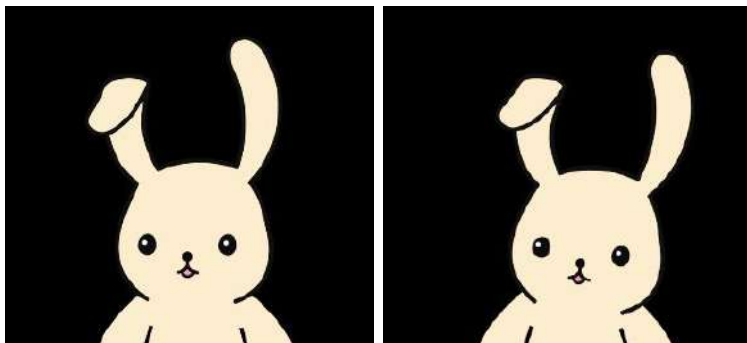
Challenge

NUS IT has developed a character that features in content to educate staff & students about IT security issues. The team needed a simple, cost-effective way to produce animated content at scale.

Solution

We selected a prototyping tool that allowed for quick and easy creation of basic interfaces without extensive technical development. Using motion capture, the prototype enables real-time animation by tracking and replicating human movements, transforming them into animated actions.

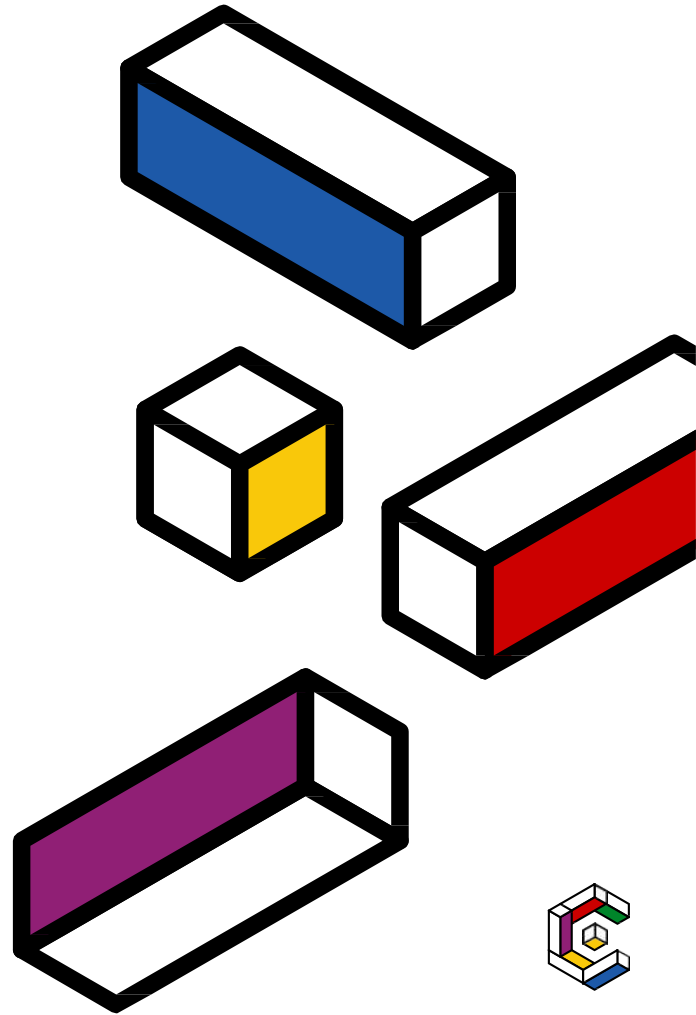
This approach not only offers a **cost-effective solution** but also ensures a **dynamic, lifelike representation**. By leveraging this technology, NUS IT can seamlessly weave **richer narratives** across various digital platforms.



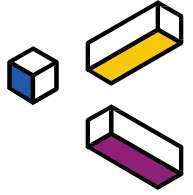
Great Eastern AR Filters

Case Study:

- Requirements Gathering
- Tool Selection
- Prototyping
- Internal Review



Great Eastern AR Filter

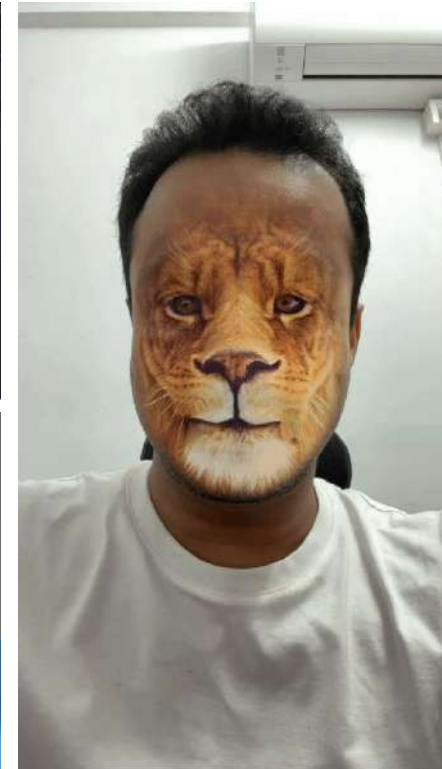
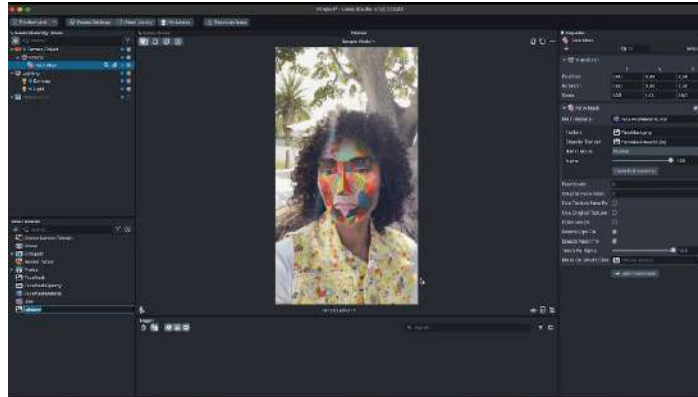


Challenge

As part of a brand refresh proposal for Great Eastern based on the concept 'Let's Be Lions', we wanted to develop innovative ways to bring our concept to life and give it more impact during the presentation.

Solution

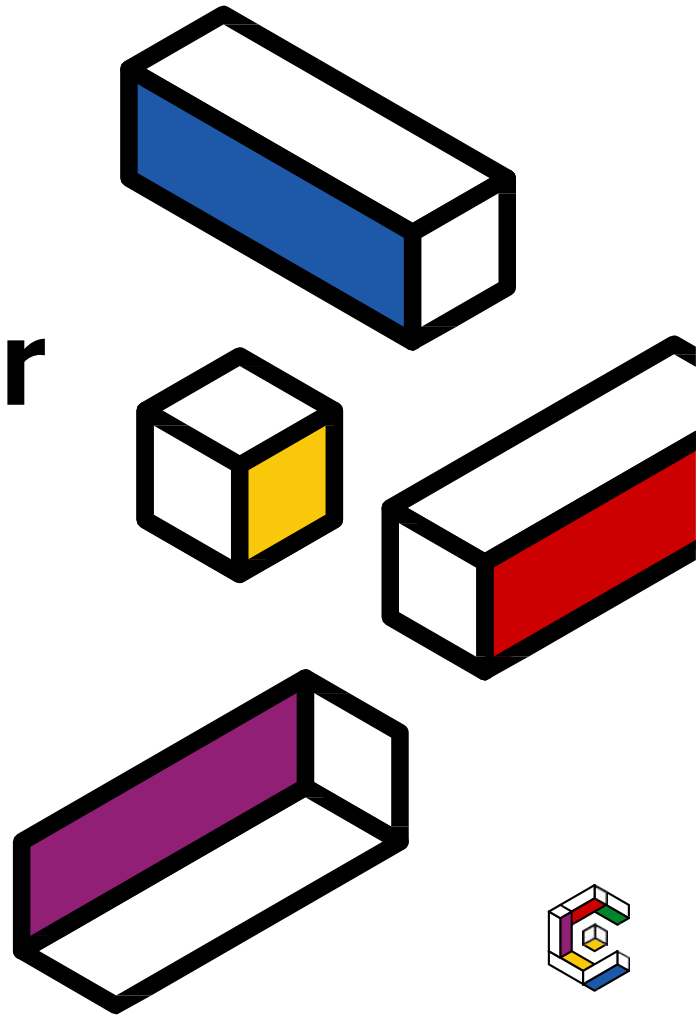
Taking inspiration from the brand's iconic logo, we developed augmented reality filters that could be activated during the presentation. Using Meta's Spark Platform allowed us to rapidly design and publish a series of AR filters that mapped perfectly onto the presenters' faces.



NUS MBA Programme Builder

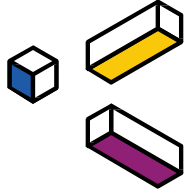
Case Study:

- Stakeholder Surveys
- Persona Journey Mapping
- Information Architecture Overhaul
- UX/UI
- Development
- Maintenance



NUS Business School

Digital Marketing & Consulting | Creative | Media



Challenge

The NUS MBA attracts a large number of applicants that the admissions office must screen through interviews. They wanted a way to pre-qualify applicants and also showcase the various study pathways available to prospective MBA students.

Solution

After defining 7 personas through user research, we designed the MBA Programme Builder using the full course catalogue. Users select one of these personas based on their desired career outcome to view the recommended MBA journey.

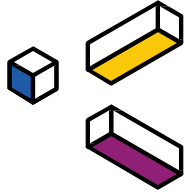
Alternatively, users may design their own MBA based on interests and aspirations. Choices include electives, student clubs, exchange programmes, internships, and non-academic learning experiences.

Upon completion, users provide contact details to receive a PDF version, enabling the admissions office to follow up with clarity of each applicant's preferences.



NUS Business School

Digital Marketing & Consulting | Creative | Media



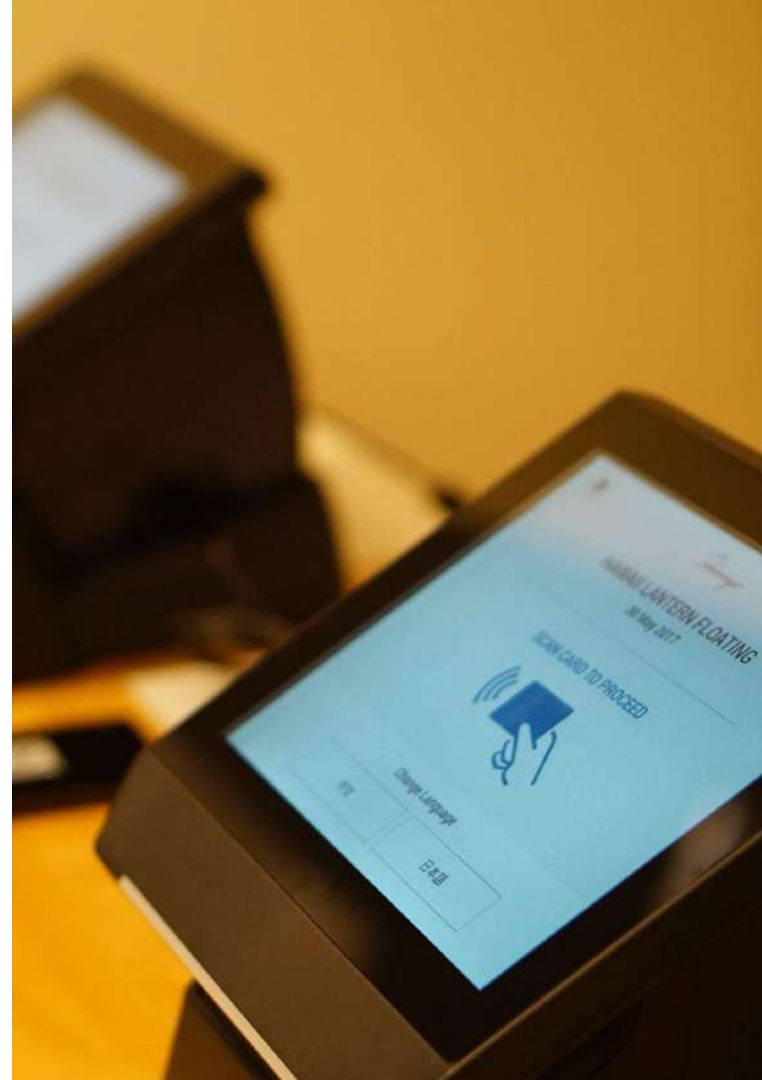
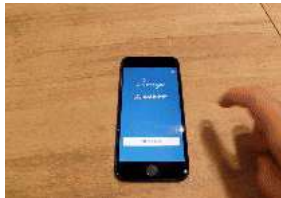
Global Buddhist Organisation

Digital Business Strategy | CX | UI/UX | Development

Supporting a seamless spiritual journey

Client Challenge

Starting in 2015, our client - a worldwide religious organisation - embarked on an Experience Transformation programme to better meet the spiritual needs of its demographically diverse followers across 50 locations by digitalising and modernising its operations and touchpoints.



Global Buddhist Organisation

Digital Business Strategy | CX | UI/UX | Development

Supporting a seamless spiritual journey

B2Human Insight

Many pathways. One destination.

There is no one path to enlightenment. To assist our client's followers on their spiritual journey, we needed to empower them with the agency to organise and pace their own awakening.

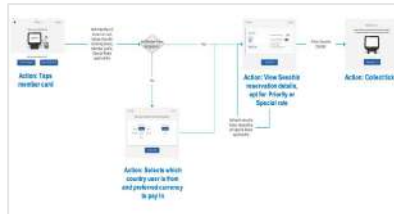


Digital Business Strategy | CX | UI/UX | Development

UI/UX

We partnered with the client to transform their manual event tracking and check-in process using our UI/UX expertise. Through user research, wireframing, prototyping, and usability testing, we developed a mobile kiosk solution that streamlined operations and improved user experience, providing real-time data insights and boosting efficiency.

Profile Information	Registration Process		
Gender	Guest User	Registration Time	Payment Time
Male <input type="checkbox"/> Female <input type="checkbox"/>			
Age Group	Activities & Behaviours		
<input type="checkbox"/> Newborn (0 - 12 years) <input type="checkbox"/> 13-17 years <input type="checkbox"/> 18-24 years <input type="checkbox"/> 25-34 years <input type="checkbox"/> 35-44 years <input type="checkbox"/> 45-54 years <input type="checkbox"/> 55-64 years <input type="checkbox"/> 65 years & above	Observation notes		
Languages(s)			
Security Type			
Password <input type="checkbox"/> ID <input type="checkbox"/> Key <input type="checkbox"/> Biometric (fingerprint) <input type="checkbox"/> Security <input type="checkbox"/> Network (wireless) <input type="checkbox"/> Biometric (document)			

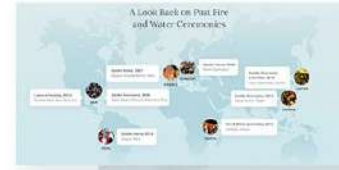
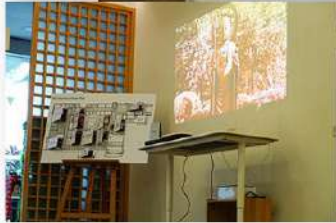


Experience Transformation In Action

We made a vast library of religious materials available as interactive modules on an educational portal.

Mobile and kiosk applications were also developed to enable people to follow their own spiritual journey at community centres.

Thanks to the education portal and supporting applications, people were able to continue their religious journey throughout the pandemic.



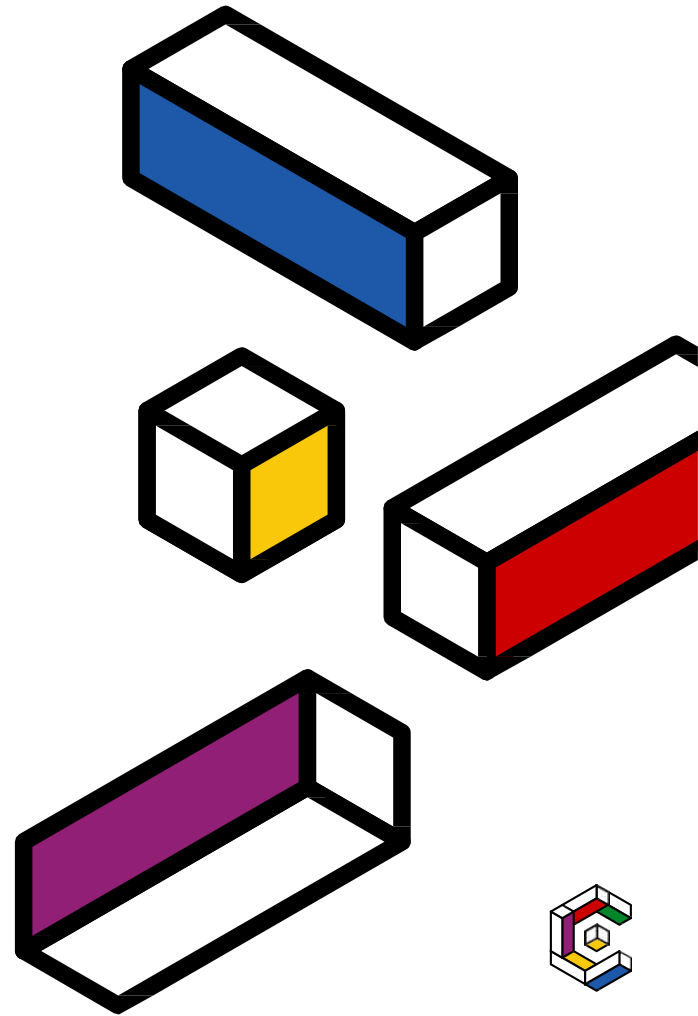
NUS Giving

Case Study:

- Stakeholder Surveys
- Persona Journey Mapping
- Information Architecture Overhaul
- UX/UI Redesign
- Sitefinity Development
- Maintenance



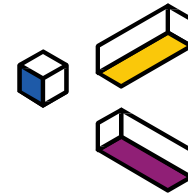
NUS GIVING
SINCE 1905



Case Studies

NUS Giving

Challenge, Insight and Action



THE CHALLENGE

Redesign the NUS Giving website to drive more donations and satisfy each stakeholder's expectations from the website

THE INSIGHT

The website flow had multiple layers of navigation, poor visibility of Call-to-actions and website flow not aligned with the user's expectations leading to an overall poor "Give Now" experience.

THE SOLUTION

- Run surveys to understand stakeholder sentiments to align on goals, objectives & purpose
- Identify all target audiences and perform user journey mapping exercise
- Leverage past campaign data to understand what worked best in the past
- Redesign the NUSGiving website to ease the "Give Now" journey and deliver more donations



NUS GIVING
SINCE 1905



Case Studies

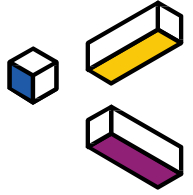
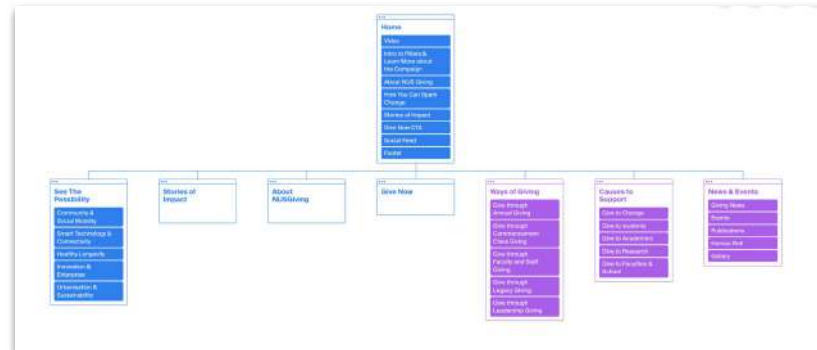
NUS Giving

Persona-based Customer Journey Map

To understand the persona's motivation to donate with a survey we mapped the Customer Journey.

This gave us insight on which website features appeal most to each persona.

We then created a sitemap structure the contents of the website that met the expectations of all the various stakeholders.



Case Studies

NUS Giving

The Outcome

Full website redesign with a fresh look & feel and optimised Customer Journey for easier navigation with clear call-to-actions to drive donations.

Technical Capabilities:

- Sitefinity CMS
- Integrated to back-end for Payment processing

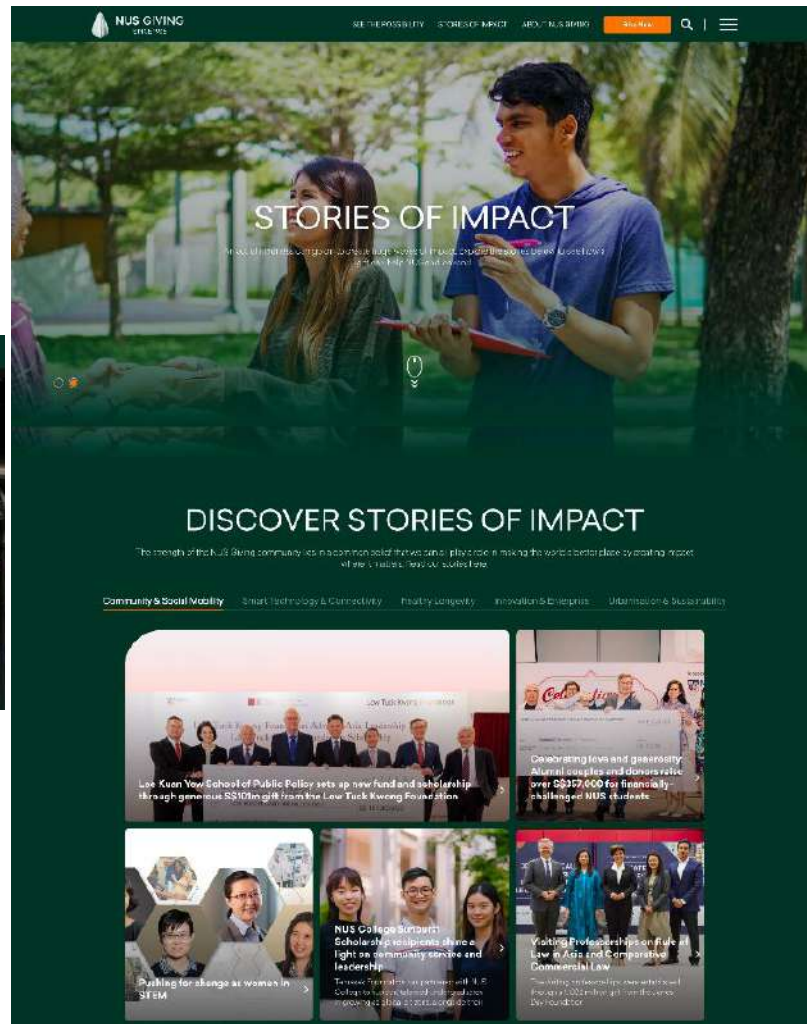
Check out the new [NUS Giving Website](#) by clicking the link.



Case Studies

NUS Giving


The Outcome



Case Studies

NUS Giving

The Outcome

**NUS GIVING**
SINCE 1905

SEE THE POSSIBILITY | STORIES OF IMPACT | ABOUT NUS GIVING

Give Now

Q | ☰



0:00 / 4:09

Community & Social Mobility

Education is a powerful tool for upward social mobility. One of NUS' top priorities has always been to ensure that all students, regardless of socioeconomic status, have access to higher education.

EXPLORE THE POSSIBILITIES



EDUCATION WITH A GRADUATION CAP
SMART TECHNOLOGY WITH A SMARTPHONE
URBANISATION WITH A CITY SKYLINE
HEALTHY LONGEVITY WITH A PERSON RUNNING
INNOVATION WITH A LIGHTBULB

GET INSPIRED BY OUR STORIES OF IMPACT



JOIN US IN FUTURE MAKING

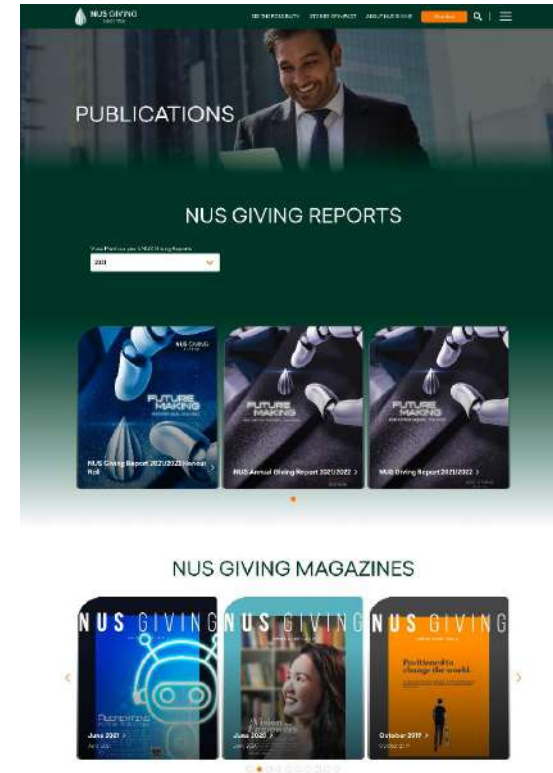
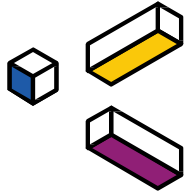


SEE THE POSSIBILITY FOR OUR FUTURE

Case Studies

NUS Giving

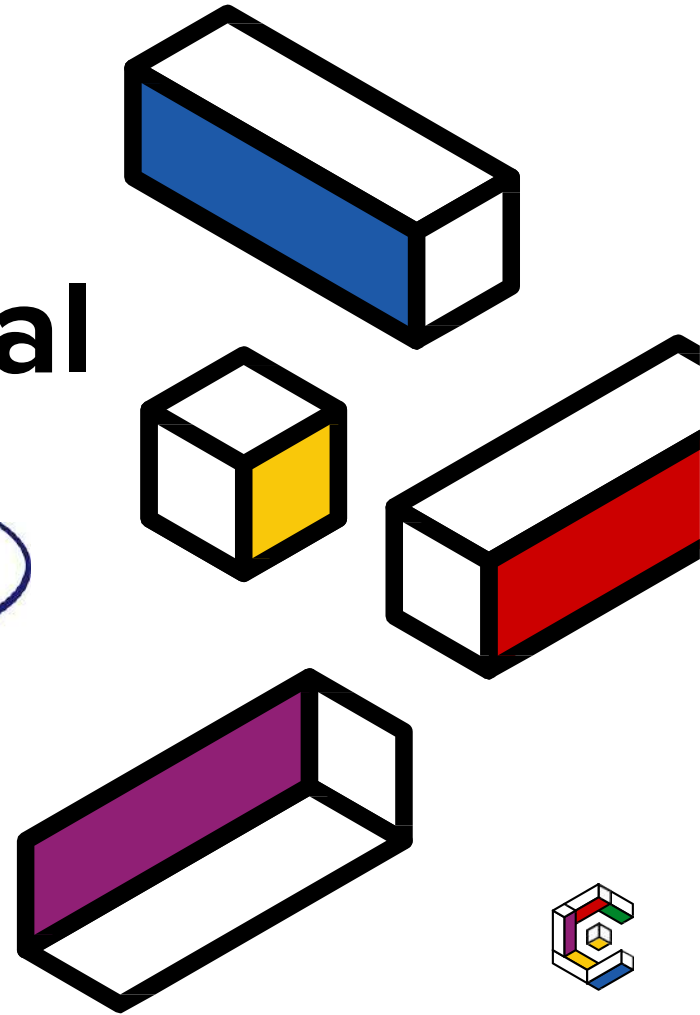
The Outcome



Kaplan International

Case Study:

- Persona Journey Mapping
- Information Architecture Overhaul
- UX/UI Redesign
- WordPress Development
- Maintenance



Case Studies

Kaplan International

Challenge, Insight, Action

THE CHALLENGE

Redesign a site with a total number of 500+ courses that has grown and morphed organically over the years.

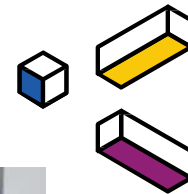
THE INSIGHT

Courses were arranged by internal business units' process handling, and not by user's needs, leading to an overall poor user signup experience.

WHAT WAS DONE

- User testing
- Information Architecture
- UX overhaul
- Web design and development

KAPLAN



Case Studies

Kaplan International

UX Journey

The requirement gathering exercise along with persona journey mapping helped us develop a sitemap and course finder to increase time on site, user stickiness, and to capture leads.

Persona: Basma: Bachelor Potential



Recommendations: What the website should do

- Present different entry points to all courses
 - Course finder
 - Navigation
 - Course Comparison
- Cross link to the university, other degrees, and testimonials
- Give full information about the training courses in a logical order
 - About the Course
 - Careers with the course
 - Course start/end date
 - Requirements
 - Modules
 - Fees
 - Part time/full time
 - Flexibility
- Information about the environment of Kaplan
- CTA Contact/Inquiry form
- Explore more courses like this

Persona: DAVID: Diploma Potential



DAVID

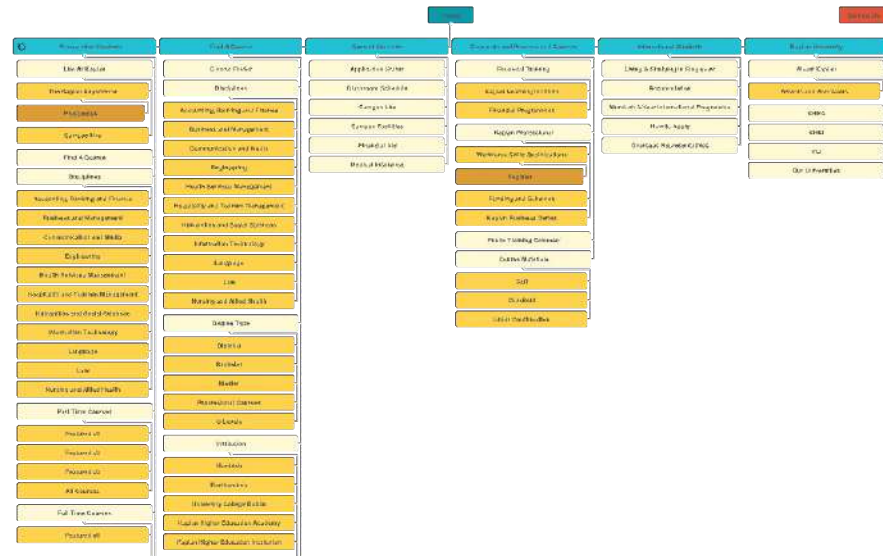
Customer needs and activities:

- Find out about courses at Kaplan
- Look at **Course Fit** (O, N, ITE, A Level, etc)
- Know about **future opportunities**
- **Compare** diplomas
- User has decided on a course
- Goes to the course/university detail page
- Signs-up for the course



KAPLAN

KAPLAN
VERBIC 412 897417 PAGE COUNT: 111



Case Studies

Kaplan International

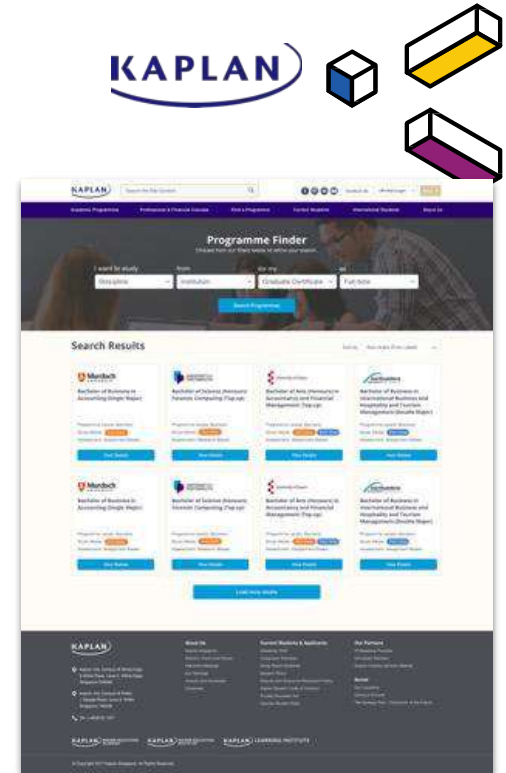
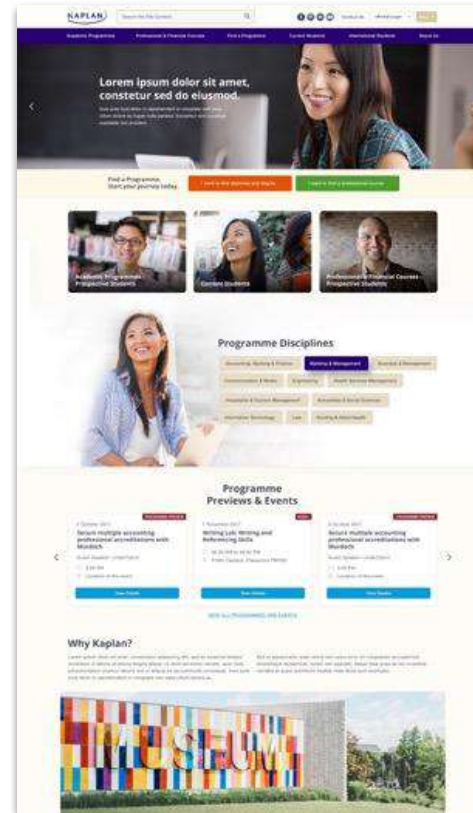
The outcome

Website on Wordpress CMS.

Hosting and Security Maintenance by Construct since 2019.



Old website design



New website design and user experience resulted in **33% increase in traffic** and **18% increase in active users**



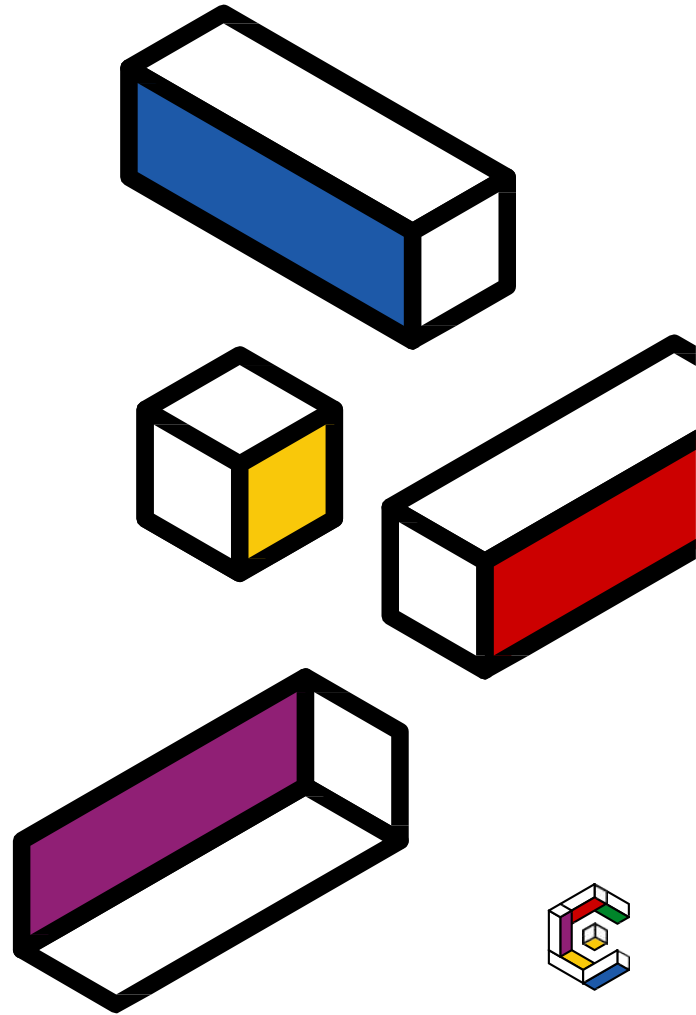
ITMA

Case Study:

- Persona Journey Mapping
- Information Architecture Overhaul
- UX/UI Redesign
- Integrations across multiple third-party tools & platforms
- Kentico .Net Development
- Maintenance



ITMA 2023



Case Studies

ITMA

Challenge, Insight and Action

THE CHALLENGE

With live events on hold for the foreseeable future, ITMA needed to continue to engage its members and generate interest in their involvement in the textile industry in a post-COVID world. Their previous website was dated, stifling, and uncoordinated, giving users a poor experience and not reflecting the organization's reputation. User acquisition was low and unoptimized for mobile.

THE INSIGHT

ITMA Visitors had to take a long journey from homepage to the content they wanted, and it was difficult to find relevant information required as an Exhibitor, Visitor & Media.

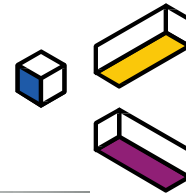
THE SOLUTION

Rebuild the website and bring it up to date with :

- Improved user navigation and UX; shorten the user journey to their desired content to as few clicks as possible
- A fresh new Mobile responsive Design
- User profile creation using SSO implementation
- GDPR-compliant User data management
- A flexible client-managed CMS to make uploading new content a breeze



ITMA 2023



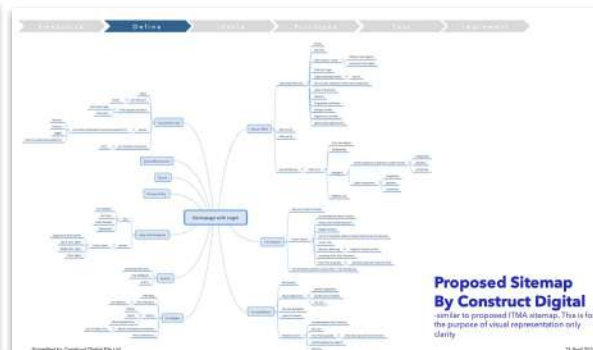
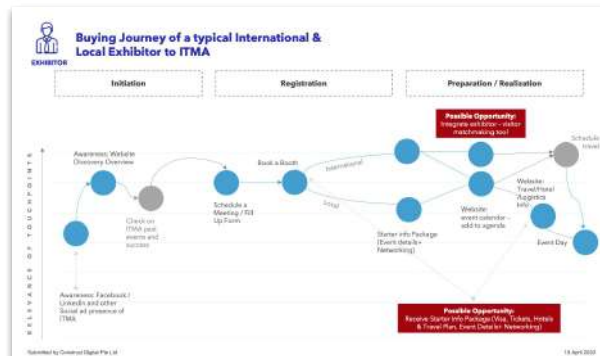
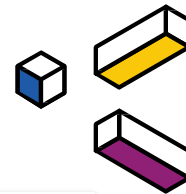
Case Studies

ITMA

Persona-based Customer Journey Mapping which led to an improved User Experience.



ITMA 2023



Home Page Content Structure

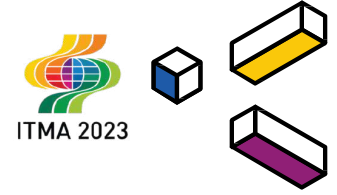
Sections	Description	Call To Action
Header	Key Texts Visual with Call To Action	Exhibitor Page, Visitor Page, Media Page
ITMA Video	Displays a collection of 2019 event highlights	-
ITMA 2023 Highlights: The Textile Industry's most Transformative Event	A glimpse into 3-5 event highlights	Innovation Lab, Sustainability @ ITMA
Exhibitor & Visitor Track Record	2019 track records in an infographic display	Facts & Figures
Early Bird Privileges: Secure Your Space	Early Bird Privileges such as advanced bookings of booth, additional banners, and suit for a limited time period to create a sense of urgency	Contact
The Future of Textiles: Transform for Tomorrow's Textile Industry, Today	Positioning ITMA as the key transformation driver in the textile industry	ITMA Blog
Industry / Textile Sections/Professionals: Impacting every Industry & Profession	Showcasing and highlights who should attend ITMA - perhaps that ITMA has everything covered for every professional	-
Testimonials: Transformation in Action	Testimonials of 3 Key Leaders / Professionals	-
Footer	All other necessary information	Multiple

Submitted by Construct Digital Pte Ltd 13 April 2023



Case Studies

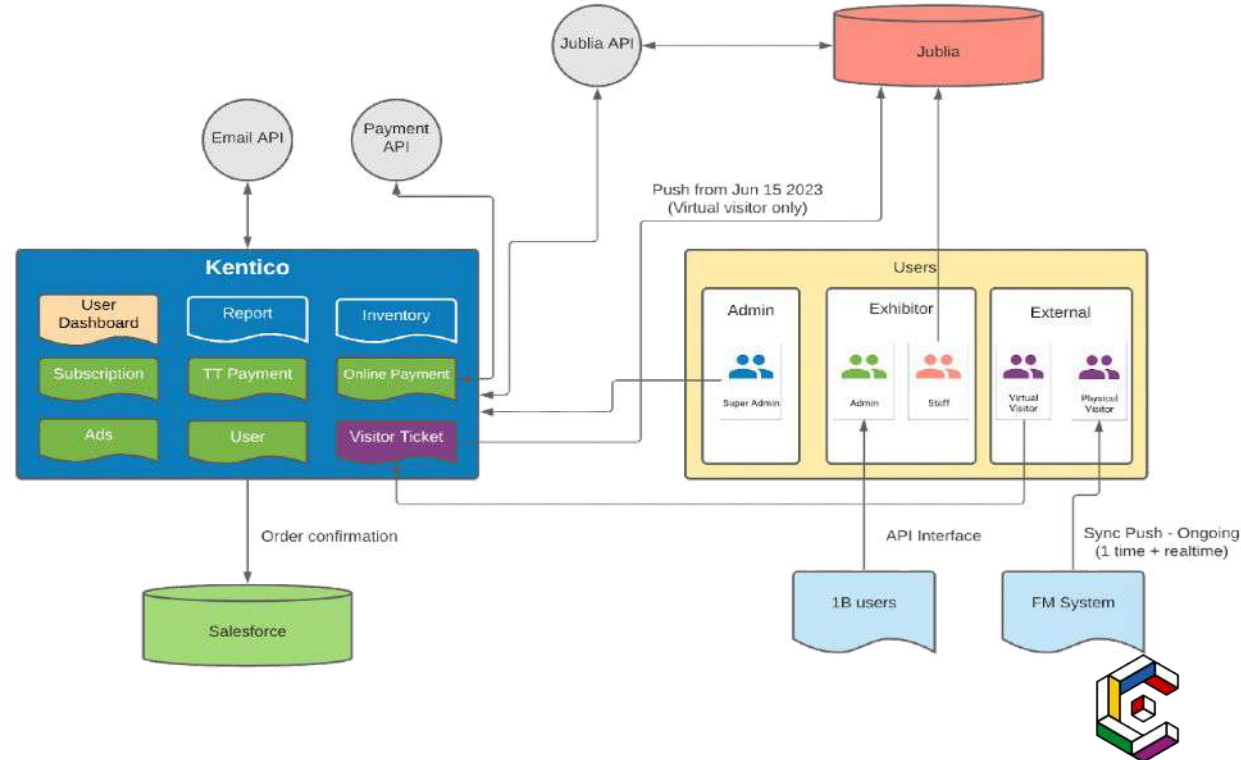
Technical Solution



Complex integrations to deliver a seamless Customer Experience.

Integrations Delivered:

- IPTech – One source of truth for getting the exhibitor information to Kentico
- Ingenico – 3rd Party payment gateway
- Jublia – Event and exhibitor management system
- Salesforce – User management system for Marketing
- FM system – Visitors Ticketing System and payment gateway provider



Case Studies

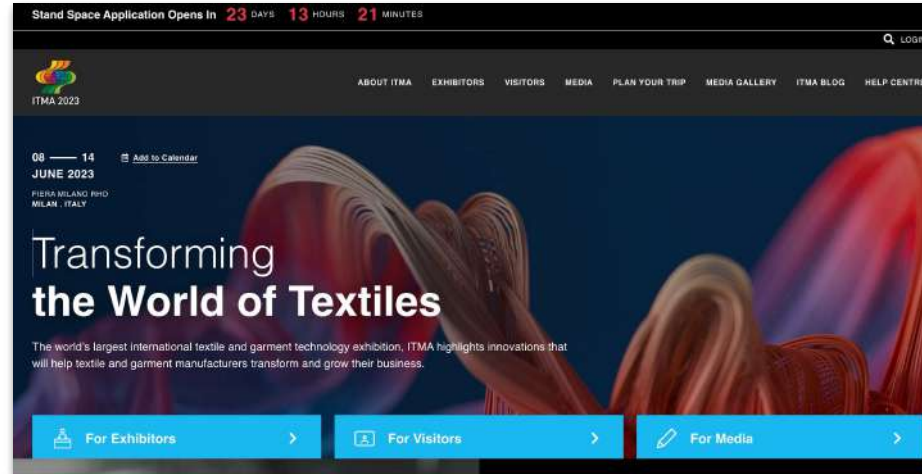
ITMA

The Outcome

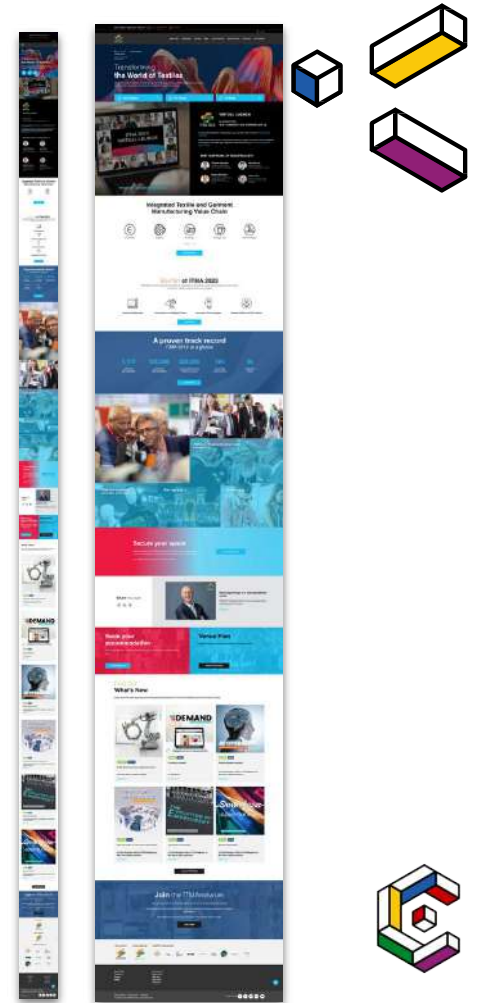
Website Built on Kentico
.NET CMS

Technical Capabilities:

- Kentico Based CMS
- Hosting on Azure Cloud managed by Construct
- Integrated with Salesforce

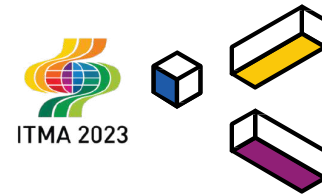


<https://itma.com/>



We have delivered better performance

Delivering on our Promises performance.



What we said:

How can we...

- **Improve User Experience:**
 - Reduce Bounce Rates
 - Improve Average Time on Pages
- **Improve Search Engine Optimisation:**
 - Improve Search Engine Rankings
 - Increase Users coming from Search Engines

What we achieved:

User Experience Achievements:

- **Overall Bounce Rates:**
 - 47.56% To 36.51% - **23% improvement**
 - Jan-Jun 2019 vs 2023
- **Overall Avg. Session Duration:**
 - 4m23s to 5m25s - **23% improvement**
 - Jan-Jun 2019 vs 2023

Search Engine Optimisations Achievements:

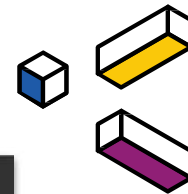
- **Organic Traffic Sessions:**
 - 207k to 253k - **22% increase**
 - Jan-Jun 2019 vs 2023
- **Avg. Keyword Position:**
 - 31.9 to 26.7
 - Jan 2023 to Jun 2023*
 - *Different date range due to Google Search Console not collecting data for the 2019 website.



User Experience Achievements



ITMA 2023

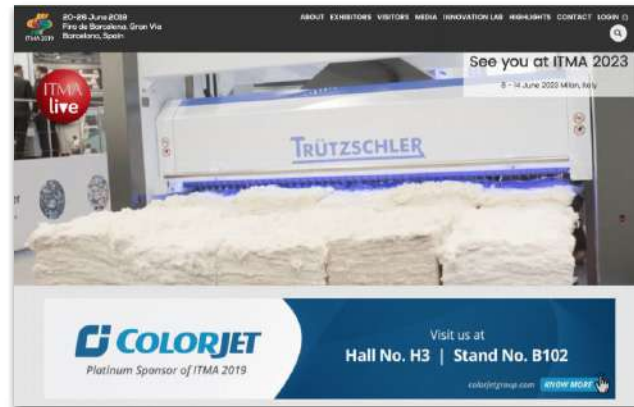


2019

Bounce Rate ?	Avg. Session Duration ?
47.56% Avg for View: 47.56% (0.00%)	00:04:23 Avg for View: 00:04:23 (0.00%)

2023

Bounce rate	Average session duration
36.51% Avg 0%	5m 25s Avg 0%



2019



Bounce rate has reduced by **23%**

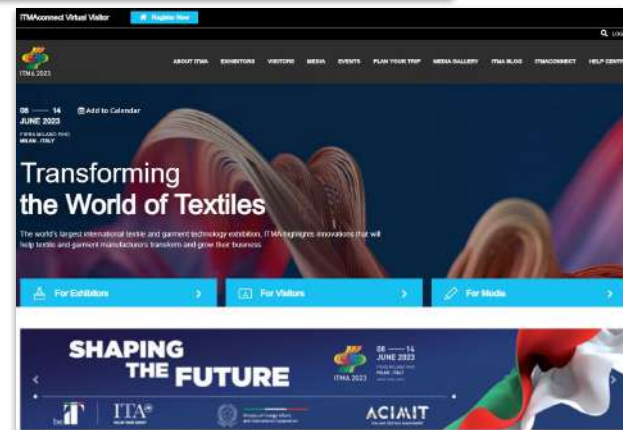


Session duration has increased by **1m 02s - 23% increase**

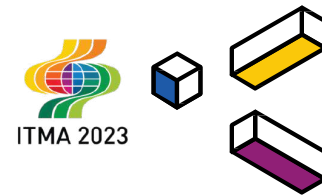


Providing a **clear path for each type of User** and **highlighting the key information on the homepage** while **optimising page structures** have resulted in these improvements.

2023



SEO Achievements



2019 (Organic Search)

Users ?	New Users ?	Sessions ?
207,238 (50.78%)	191,177 (53.25%)	406,013 (55.23%)

2023 (Organic Search)

Total users	New users	Sessions
253,181	225,025	549,011



Number of Organic Users have increased by **22.2%**



Number of Organic Sessions have increased by **35.2%**



Average Position of all keywords improved by **5.2 rankings**

Jan vs Jun 2023 (KW Rankings)

