

Plaudit

UX Case Study

Mitchell Kostelecky

UX Engineer, Plaudit Design (2013 - 2014)



Overview

Plaudit is a full-service digital marketing firm designed around engagement and user action.

Based in St.Paul, MN, Plaudit has provided digital media solutions to help Minneapolis and NYC based business reach their audience through SEO, e-commerce, and content strategy.

The Problem

With the emergence of content management systems, clients wanted more control over the content on their website.

In addition to SEO and design services, clients expected advanced features such as user administration and real-time content management.

The Goal

Plaudit aims to provide streamlined content management solutions, giving clients ownership over their digital presence and content strategy.

By leveraging open source systems such as WordPress and Drupal, Plaudit's objective is to provide affordable and scalable CMS integrations.

My Role

Frontend Engineer

My Responsibilities

Develop themes and plugins for content management systems such as Drupal and WordPress.

My Tools

HTML

CSS

PHP

JavaScript

Drupal

WordPress

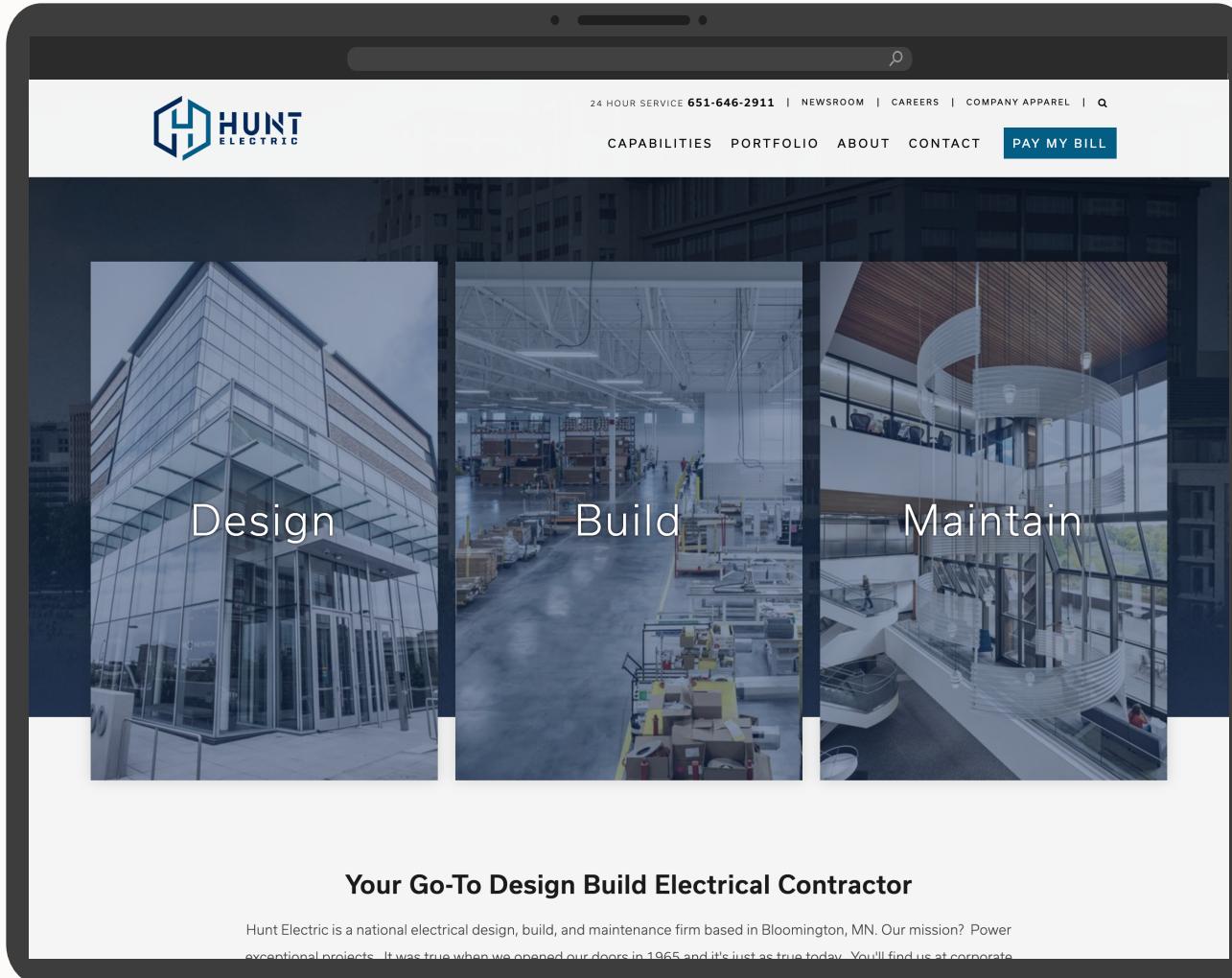
Photoshop

Outcomes & Results

Historically, Plaudit's portfolio had consisted of marketing websites for small businesses in the Minneapolis-St.Paul market, making it difficult to scale the business.

After expanding to open source content management solutions, Plaudit was able to secure contracts with larger companies. In 2014, our team expanded from 8 to 14 employees and hit \$1M in annual revenue for the first time.

My Work



The screenshot shows the homepage of the Hunt Electric website. At the top left is the Hunt Electric logo. The top right features a search icon and links for 24 HOUR SERVICE (651-646-2911), NEWSROOM, CAREERS, COMPANY APPAREL, and PAY MY BILL. Below the header are navigation links for CAPABILITIES, PORTFOLIO, ABOUT, and CONTACT. The main content area displays three large images with the words "Design", "Build", and "Maintain" overlaid. The "Design" image shows a modern glass building. The "Build" image shows an industrial interior with a complex steel structure and equipment. The "Maintain" image shows a modern office atrium with a spiral staircase and large windows. At the bottom of the page, a section titled "Your Go-To Design Build Electrical Contractor" includes a short paragraph about the company's mission and history.

Hunt Electric

Developed Wordpress website for Minnesota based electric company

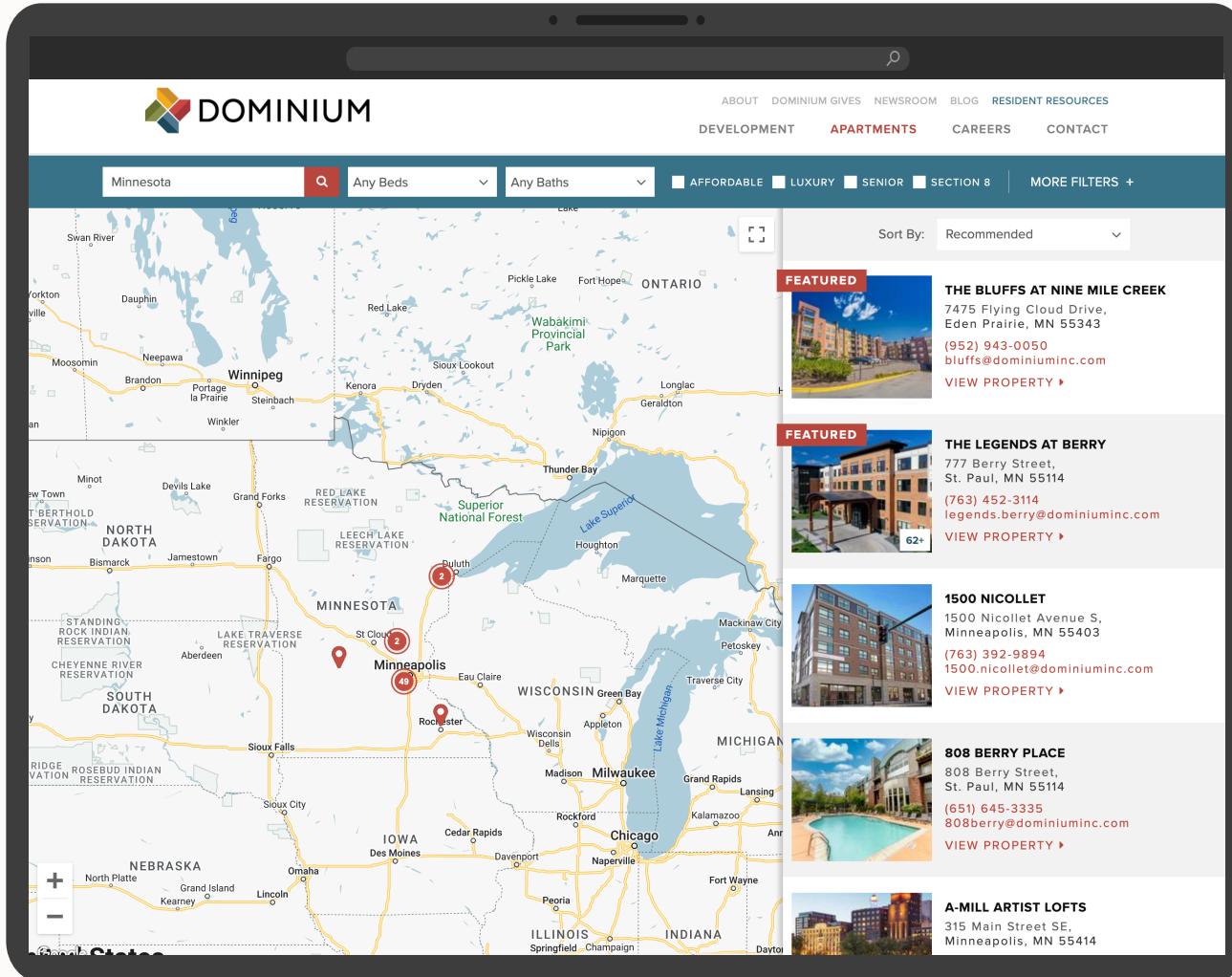
 WordPress CMS

 Google Maps

 Billing/Invoicing

 Responsive Design

My Work



Dominium Properties

Developed website for property management company

WordPress CMS

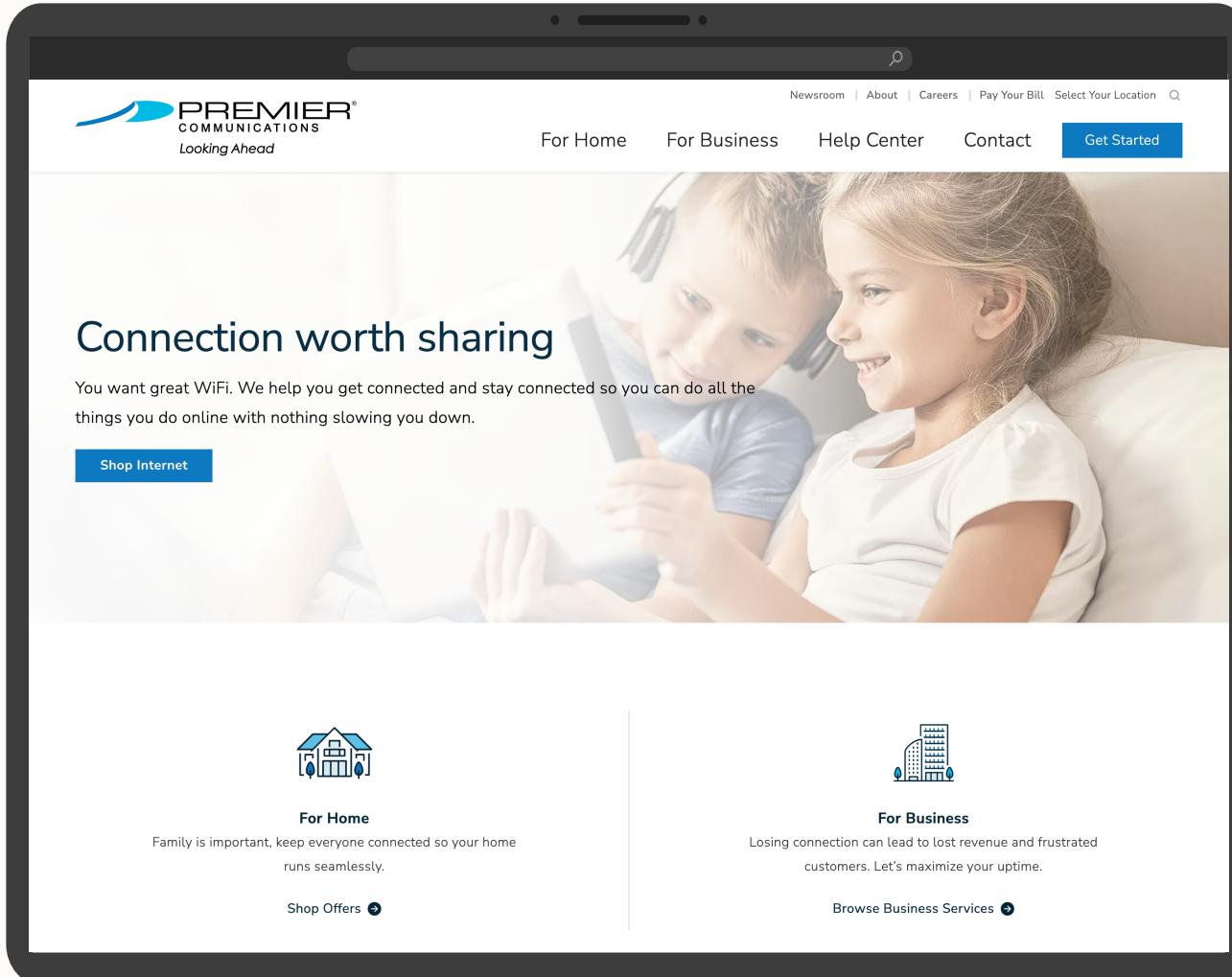
Google Maps

Rent Payments

Responsive Design

Bootstrap CSS

My Work



The screenshot shows the homepage of Premier Communications. At the top, there's a navigation bar with links for Newsroom, About, Careers, Pay Your Bill, Select Your Location, and a search icon. Below the navigation is a main menu with options for For Home, For Business, Help Center, and Contact, along with a prominent blue "Get Started" button. The central feature is a large image of two children smiling while using a tablet, with the text "Connection worth sharing" overlaid. Below this, a subtext reads: "You want great WiFi. We help you get connected and stay connected so you can do all the things you do online with nothing slowing you down." A blue "Shop Internet" button is located in the bottom left corner of the main image area. At the bottom of the page, there are two sections: "For Home" featuring a house icon and the text "Family is important, keep everyone connected so your home runs seamlessly. Shop Offers", and "For Business" featuring a building icon and the text "Losing connection can lead to lost revenue and frustrated customers. Let's maximize your uptime. Browse Business Services".

Premier Communications

Developed website for Iowa based cable and internet provider

WordPress CMS

Angular UI

Billing/Invoicing

Responsive Design