

Contact Manager – cleaned up and looking fresh

Why this is a good idea?

1. Update the code using global styles and popular CSS frameworks which will result in a new/modern feel that will ultimately be easier to update in the long run.
2. Build consistency throughout the platform to make it easier to understand and use.
3. Incorporate SMS branding to build brand recognition and consistency throughout our company and for internal stakeholders.

1. Update the code using global styles and popular CSS frameworks which will result in a new/modern feel that will ultimately be easier to update in the long run.

- Global styles will allow developers the ability to update pages quickly and consistently.
- Using the popular CSS framework bootstrap means we have a large developer community to utilize with lots of resources. Unlike the current Contact Manager, this framework is built to be responsive and uses normalization, meaning it can be used on multiple platforms and devices. (NB: we're already using it in places.)
- By using global styles and frameworks, we are universally deciding on a set of design rules. This means our developers, project managers and team leaders don't have waste time or be UI/UX experts. By standardizing these decisions, we can bring developers up to speed faster, meaning more work can be done: *saving everyone time and money.*

2. Build consistency throughout the platform to make it easier to understand and use.

- If the SITE is *inconsistent* it slows the user Down
<https://laceytechsolutions.co.uk/blog/importance-of-consistency-in-web-design/>
- Some things we are currently doing are not totally ADA compliant. By ensuring that our font size, text color and background colors are all ADA compliant, we are empowering our employees, obeying the law and being better global citizens.

3. Incorporate SMS branding to build brand recognition and consistency throughout our company and for internal stakeholders.

- As a leader of the industry, we strive to grow and thrive. Using SMS branding can change how people perceive our brand. By incorporating it into the Contact Manager, we are building brand recognition, increasing our business value, generating more new customers, improving employee pride and satisfaction, creating trust with in our market and supporting our advertising from the inside out.