

cygnet.

CASE STUDY

PROJECT SUMMARY

Cygnet's old website wasn't attracting the right audience. But with our consultation services and web team, we took Cygnet's dream and turned it into reality. We focused on every detail, from the website's desktop view, to the user's mobile experience.

THE CHALLENGE

Identify overlap and strategically consolidate audiences to ensure their individual buyer's journeys are met while working within allocated resources for maximum efficiency.

THE STRATEGY AND EXECUTION

We crafted Cygnet's online presence with a focus on providing the most user-friendly experience. By gathering insights about their goals and desired company image, we guided them through every step of development to ensure an optimal outcome.

To do this, we started with a step-by-step process:

- Define the audience
- Measure the success of the project (testing)
- Analyze the test results
- Improve
- Control the user experience



THE RESULTS



"Brilliantly executed and clear communication!"

-Brooke Swanson
Cygnet Jewelry

PROVEN RESULTS

- 100% client satisfaction
- 90% UI/UX improvement
- 90 hours of research and development
- 100% on time and on budget.

100%

Client Satisfaction

90%

UI/UX Improvement

20

Hours Research & Development

100%

On Time & On Budget