

Web Development Case Study



Introduction:

Tanya Riemann (owner/operator) started Platypi Designs in October 2002 as a web site design company. Due to the extensive requirements of its loyal clientele, in 2005 it added the Development aspect to its portfolio. Platypi Design Inc. offers a wide variety of web solutions to not for profit organizations and to owner/operators in the private business sector, addressing their diverse needs.

Summary Case Study:

BioEnterprise is a commercialization agent that promotes the creation, growth and expansion of businesses in the Agri-Food, Agri-Life Sciences and Bio-Product Industries. The company was looking at fully redesigning their web site in order to provide a fresh new look while at the same time obtaining the tools that allowed the company to update the content as required.

Challenges:

One of the challenges that this not for profit company had, was finding a web partner who would be able to offer advice in terms of design and implementation options. BioEnterprise wanted to work with a web design and development company that would use their expertise and think outside of the box rather than simply accepting the information that was given to them.

Analysis:

Platypi Designs Inc. reviewed the following criteria with the client.

- How best to create a web site that would offer the new, clean crisp look that BioEnterprise was looking for?
- What tools and training were needed in terms of BioEnterprise being able to take control of content changes?
- How best to create a web site that could be used for a variety of platforms, including an interactive aspect that the viewers could participate in?
- What ultimately needed to happen to ensure that the web site could be user friendly to all involved (company, editors, viewers, etc.)?

Results:

Platypi Designs worked closely with BioEnterprise to express its vision in a fresh, interactive and easy to use web site. The functionality of the web site was enhanced and thereby allowed BioEnterprise to update content as required through editing tools. The website also included value added featured for the visitors as well, including forms that could be submitted to join their various networks.

Testimonial:

"We have an excellent working relationship with Platypi Designs Inc. We have found them easy to work with, cost efficient and considerate of turn around times needed. The new web site makes our company look larger than it is."

BioEnterprise Corporation, David Smardon, President