



ubraine
UNITED IN SOFTWARE ENGINEERING

*Israeli airborne solutions company new site using
responsive web design, mobile conversions leap 51%*

Industry: Airborne solutions
Israel

Customer

A leading global provider of innovative airborne solutions that protect their customers and ensure the security of their assets.



Services

- Software Product Development
- UX/UI Design
- Web Full-Stack Development
- Software QA & Testing

Team



Result

In terms of the numbers, comparing the old sites to the new RWD site demonstrates significant gains, both in terms of user experience and performance. On mobiles, pages per visit increased by 11%, while average mobile visit duration saw a 30% rise and mobile bounce rate registered an 8% decrease. Qualitative research since the launch has shown improvements in ease of use and customer experience too. Most impressively, however, mobile conversions have grown by 51% since the client debuted its RWD site.

Problem

The client came to us with the following request "Our main focus is to deliver a consistent user experience across all the devices, so our potential customers can find the right information on any screen," Consequently, together with client we initiated the build of an entirely new site incorporating the best practices of responsive web design.



Challenge

Using RWD enabled us to optimize client's site experience across different screen sizes without creating multiple websites. By using flexible templates, CSS media queries and JavaScript events, the new RWD site responds to a user's screen size and orientation, and then adjusts images, layouts and content visibility in accordance. It also harnesses novel device capabilities such as dragging, swiping and other gestures recognized by touch devices. All of this can be layered onto a single repository of HTML content, so while there's only one content file to be maintained, it can be delivered across all devices.

