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The Soccer Fix - Case Study



A NEW STARTUP FOCUSED ON BRINGING RECREATIONAL SOCCER IN A PROFESSIONAL SOCCER ATMOSPHERE.

PROJECT OVERVIEW

The Main Works

- Photography
- Logo Design
- Digital strategy
- Lean UX
- Interface design
- Platform development
- On-Page SEO

Other Integrated Features

- Bootstrap framework
- Clean and neat design
- Parallax background
- All browser compatible
- Mailchimp integrated

Playing soccer is one thing. But playing soccer with a group of people who have the right attitude, the right spirit and the right mentality, takes the game to a whole new level. This is the place to play recreational COED soccer games while being around amazing people.

The approach to The Soccer Fix is absolutely identical to any other client we serve. Our approach is simple and very effective. We start by asking The Soccer Fix a number of questions to help us identify their market as well as the requirements for the development of their digital landscape. It is important to understand the values of The Soccer Fix before we begin development, we want to understand their competition as well as things they talked about their existing competition. This helps us narrow down the best features and elements we can implement on their website and helps us make sure that we deliver something above and beyond what their competitors currently offer as well as the clients expectations. Building a website is one thing, but making sure that it converts visitors to subscribers is a whole different dimension that opens up doors of opportunities and growth for The Soccer Fix.

After the questionnaire and the statement of work has been finalized, we begin with the development of the wireframe. The wireframe is simply a document underlining where different elements would be placed on the website using only shapes such as squares, rectangles and circles. This is really a sketch of how we expect the website to be organized.

Once the wireframe is approved by the client, we will proceed with the development of the mockup. The mockup is the true identity of the website. This is where we identify the colors, font families, pictures and any other features that will be integrated in the website before development begins. We all know that colors do affect the conversion rate of a website, so we highly collaborate with the client and guide them on the best practices.

We are very open and highly collaborative. Our goal is to understand their business so we can properly translate the requirements of the client on their website. This approach also allows us to provide them out-of-the-box ideas to help improve their digital landscape.

Once the mockup is approved, we then begin with the development of the website. This is where we translate the wireframe as well as the mockup into a functional website. Once the website is completed, we do a quality check to make sure that the website is functional and there are no bugs.

Overall this project took about 30 business days to complete.



KEY SERVICES PROVIDED TO THE SOCCER FIX

Strategy and Data

- Wireframing
- Mockup Development
- Documentation

UX

- Prototyping
- User Research and User Testing
- Easy Site Navigation

Design

- Logo Design
- Fully Responsive
- Easily Customizable
- Fullscreen Intro
- Parallax Background
- Latest Browser Compatibility

Development

- Unique, scalable, custom architecture
- Bootstrap Framework
- Mailchimp Integrated
- Clean and Neat Design
- On-Page SEO

Project and Account Management

- Dedicated Project Team
- Ongoing Support and Monitoring
- High Project Collaboration

Will **YOU** be next?

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