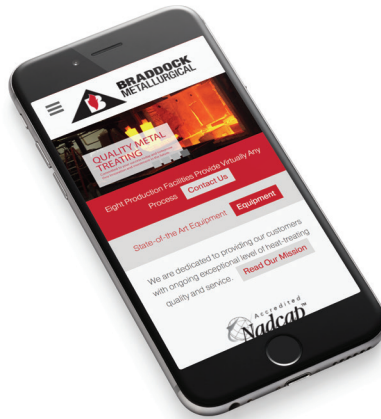
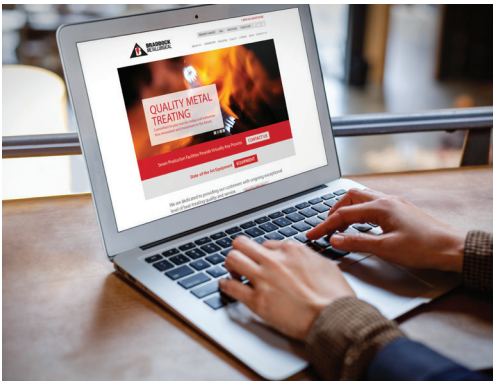


## DIGITAL CASE STUDY

# Braddock Metallurgical



**CHALLENGE:** Braddock Metallurgical, Inc. needed a website that helped them stand apart from the competition. The most important part of the website is the end user and how easy was to access their content without sacrificing design. We needed to create a site that was responsive to the latest technology on the go.

**APPROACH:** The first part of the project was to review all the content available from the previous website. From their review analytics to understand the content that is being view the most on the go. We looked at different scenarios from engineers to purchasing agents and determine how they are accessing the website. The latest technology was needed and a responsive web design approach aims to create sites for optimal viewing with a minimum of resizing, panning, or scrolling, across a range of devices from smart phones to desktop computers.

**OUTCOME:** The site was developed using a responsive framework with the latest technology available. The backend needed a CMS to maintain fresh content and updates. While the site looks basic, it is elegant in its simplicity, ease of use and adaptability to multiple platforms. The navigation is intuitive and visitors are never more that a single click away from the information on the go or their desktops. JavaScript drop-downs and other techniques keep the pages looking clean and uncluttered. We created custom forms that enable quick responses to questions or estimates. The site CMS allows us to scale up for future growth or down depending on the clients need.