

## United Bank

United Bank, with its backing of over 150 years of service, emphasizes their secure banking practices and commitment to serving their community. They offer competitive products, technology, and rates with their services at a high level of competency and service, making them a top choice for any of their localities.



### BUDGET

\$50,000 - \$100,000

### SERVICES PROVIDED

UI/UX Design

Custom Website

Content Changes and QA

### ABOUT PARADYNAMIX

Paradynamix is a professional web and programming team, made up of a unique blend of talents and individuals. We provide our clients with solutions that help them grow and build their businesses. We specialize in web apps and software to solve your business problems but have a long history and experience with UI/UX design, websites, and ecommerce.

### BUSINESS CHALLENGE

United Bank's previous web framework was growing dated and more difficult to manage between switching hands, changes made over time, and the changing webspace environment having conflicts with the older structural code of the site. Alongside a facelift to the presentation of the site, United Bank wanted to see an improved and simplified admin experience on the backend when making website edits.

### OUR SOLUTION

Working with select individuals from United Bank, Paradynamix would prepare samples from different suitable web CMSs for United Bank to review and select based on their criteria. Once a CMS was chosen, Paradynamix would proceed to plan how to execute a rebuild of the United Bank website from scratch. Consistency, simplicity, and straightforward direction would be keystone to any solutions proposed and executed. Copy and changes would be collected from United Bank and used to execute the rewrite of the website. Following go live, Paradynamix would continue to support and educate on the use and maintenance of the new website.

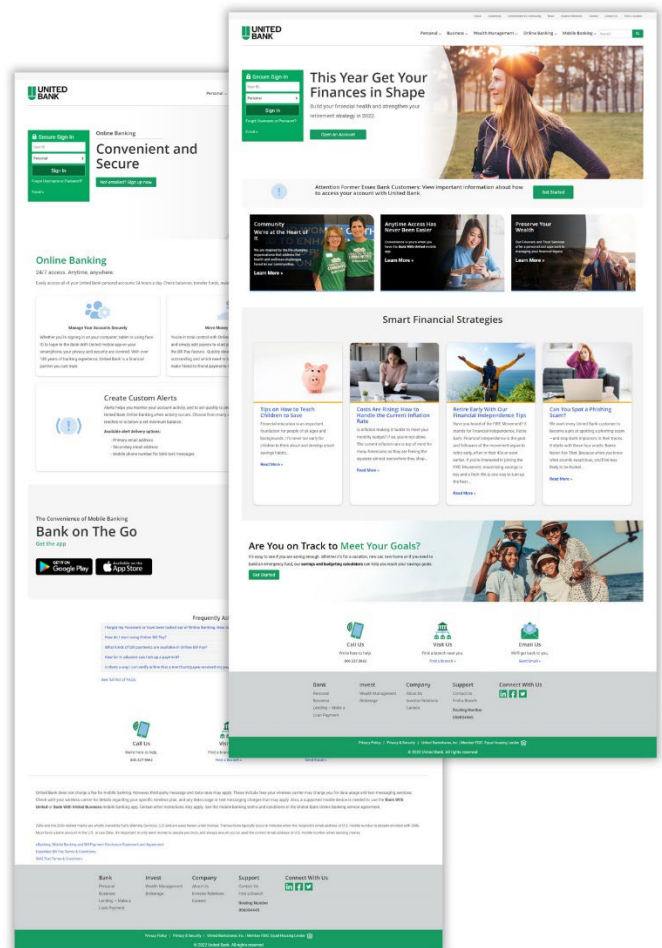


### RESULTS

Maintaining close communication with the client, Paradynamix built a new website for United Bank from the ground up, intended to accommodate for future growth while making content management simpler than it had ever been before. Through the proper combination of knowledge, code, and theming, a brand new look and feel was brought to life for United Bank’s web presence. Support was provided throughout and following the go live process on United Bank’s secure platform and Paradynamix continues to consult, maintain, and collaborate with United Bank on their website needs.

#### Core Features

- A front-end page builder accessible to admin users
- Implementation of a user friendly theming for the chosen CMS
- Custom styling that’s easily accessible for editing
- Graphic design expertise and execution
- A thorough written guide to educate and document the process used to build the site and the appropriate methods to maintain or repeat processes.
- An open communication pathway for United Bank to seek top notch customer support whenever needed



Through collaboration with select individuals from United Bank, the website was designed to suit their vision while balanced by Paradynamix’s expertise in execution.



## United Bank Website Retheme & Redesign Case Study

### Documented Benefits

- Training and guidance on the use of a secure web CMS
- Professional counsel on best practices and implementation options to ensure a solid experience
- Thorough documentation of the rebuilding process providing a point of reference for nearly all items within the CMS and how to manage them.
- Improved front end customer experience on both desktop and mobile screens thanks to a combination of a responsive theme and customized elements.
- A new look and feel to bring more visual interest to the site while maintaining and improving the professional look and feel of the website.
- On call support to handle issues that are currently beyond the United Bank team's training that take the time to then educate United Bank on the solution.

Because of the revamped experience and thorough instructional material, team members with little starter knowledge of web coding have been able to make content edits on a complex and secure CMS. This has provided United Bank with an easier back end experience as well as a refreshed look and feel for front end users.

