

The Client

The biking market in Norway is huge with 75% of people having a bike. Most Norwegians love to use it more often for going to the office or addressing other daily chores. Our Norwegian client wanted to tap this huge market by creating a portal that would act as a one-stop solution to address all the biking needs of people. They sought to delight with a robust UI that facilitates seamless interaction between biking enthusiasts and the service members.



The Challenge

The client contacted Pixel Solutionz to create a portal that would serve the varied clients and support the go-green initiative of the government. The biggest challenge was to offer different service lines on a single portal while keeping the design simple, uncluttered and free-flowing. The site was also required to be agile and scalable to support future expansion across geographies and service lines.

Over the years, we have been the preferred partner of choice for various global enterprises and have excelled at offering intuitive solutions that exceeded their expectations. So, we took the challenge as an opportunity and set out to create something phenomena.



The Solution

To address the challenge at hand we divided the task into various subtasks and assigned each one to a specialised team. The graphic design team was required to create the UI and communicate the look and feel of the site to the client. Our expert designers took cues from international best practices to set their creative juices flowing. The client was involved at every stage of the design process and his inputs were carefully heeded.

On the other hand, our content experts started crafting simple and conversational content that would gel seamlessly with the design and attract customers to the site. The content was SEO-optimized and filled with all the relevant information.

Concurrently, our software development team started working on the latest and robust technology platform to create a smooth flowing user interface. The site was optimized to be lightweight and support fast loading speeds. The solution offered was agile and scalable as well.

We ensured applications to make the portal cross-platform compatible. We also offered an app version of the portal to increase its reach to a wider audience. Our experts used the latest tools to automate the delivery process and reduce the time-to-market.



The Benefits

The portal started showing results from day one it went live. Using our portal our client was able to reach and connect with a record number of biking enthusiasts in Norway. They created joy among their customers, by offering them a range of services. The customers were able to easily navigate their websites and access their desired service needs. The free-flowing UI was highly appreciated and the company received rave reviews about the portal post-launch.

Through the portal and app, the client was able to attract a significant number of biking enthusiasts and engage them for a long period. Further, as the client is thinking of a further expansion, the portal is acting as the link between their present reality and future aspirations.

