



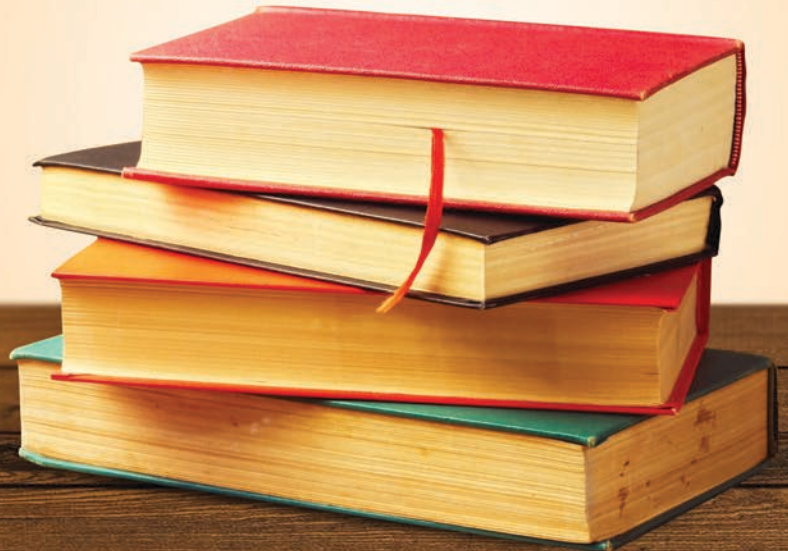
About:

Pathfinder is one of the premier brands in classroom coaching for higher classes, joint entrance, and competitive exams primarily in West Bengal. For the last 25 years, they have been mentoring students. Being one of the most trusted brands in West Bengal, they are aiming now for a pan India presence.

PHSPS, Pathfinder's school that offers Integrated Program promises to prepare its students for the IIT-JEEs through the school curriculum and within its school hours. The positioning of Integrated School was important for PHSPS. iLeap, another initiative by Pathfinder offers preparatory coaching for various job exams like WBCS, SSC, PSC, School Service Commission, Bank, and Railway Board Examinations.



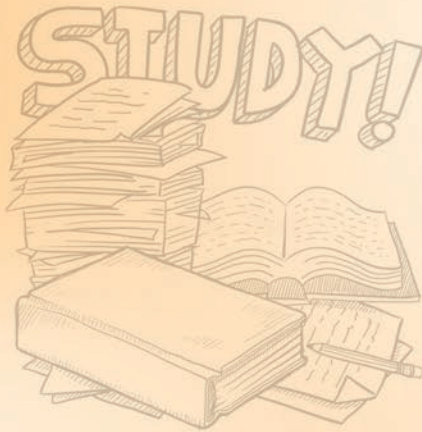
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Challenge:

The three websites (Pathfinder, iLeap, and PHSPS) offer course catalog and other helpful sections for their training pathways. Overloaded with content, the portals were complex to manage and integrate, needed restructuring and redesigning. The Sites were not user-friendly and navigation was a pain.

Pathfinder group needed a functional and comprehensive website for each of their brands that could serve as a complete portal for students, as well as applicants looking for helpful information. The entire website user experience needed a redesign. Repositioning of the brand was very essential for its website and social medium. Promotion through social channels was also challenging.



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Solutions:

Pathfinder Management hired Pixel Solutionz team to bring in their experience and expertise and come up with a digital strategy to revamp the web and build a strong social presence for all their brands. The website features Students Zone and Courses section offering visitors updates on the latest changes in the course syllabus, plus easy connectivity with other Pathfinder sites.

Technology



Member of:

Microsoft
BizSpark
Startup

Microsoft



Benefit:

Pixel Solutionz revamped Pathfinder portals with enhanced user experience and easy site navigation. The portals now have detailed information on exam patterns, class schedules, in-built forms, and sample papers. Our deeper understanding on digital domain helped Pathfinder to optimize its online platform and envision itself as one of the front-runners in classroom coaching for students and professionals.



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