

Independa, Inc. provides an integrated telecare platform to help professional and family caregivers enable older adults to continue living at the residence of their choice longer more safely and more comfortably. Independa supports home-care and other professional enterprises offering remote care, assisted living, and home health care. With Independa, care recipients can delay or even eliminate the costly and dreaded move to significantly more expensive and cumbersome levels of care.



Client: Independa
Industry: Technology
Service: Web Development

Challenge

Deliver complete website redesign to support major product launch

Independa was preparing to launch its newest product, Artemis™, at one of the Healthcare industry's premiere events, the mHealth Summit 2011. The Artemis suite of health, safety, and activity sensors completes the company's integrated telecare suite for the independent elderly and their professional or family caregivers. The Artemis monitoring platform will expand caregivers' ability to help the elderly continue living healthy, safe, rewarding lives in their own residences through simple, cost-effective virtual care. This product launch was considered a milestone event, and its success was pivotal to the future growth of the company.

Independa came to Fairway with the initial goals of increasing the functionality and appeal of their website in preparation for the unveiling of its newest product. Specifically, the company wanted to leverage the redesign as an opportunity to strengthen their brand while better meeting the needs of its target market.

Key areas identified for enhancement included:

- Streamlining site architecture
- Updating the design to focus on usability
- Optimizing the code to increase search engine rankings
- Developing and integrating new lead generation feature

The company also wanted to improve the promotion of its product offerings, establish marketing harmonics, create an effective and accurate way of generating business while building an active community, and ultimately enhance its credibility and reputation within the industry.



Solution

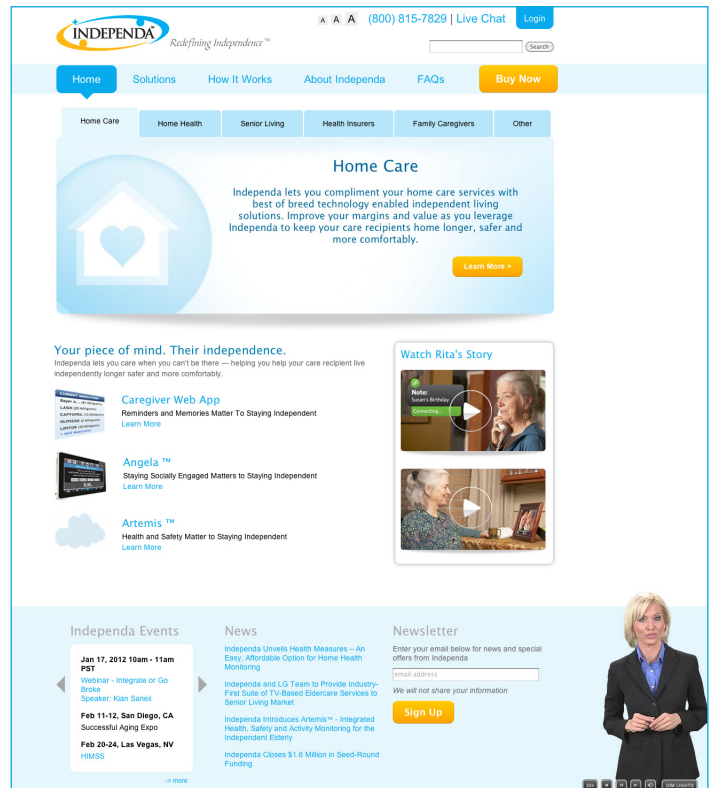
Extensive site redesign delivered custom enhancements to support key business objectives with measurable success

Given the extremely limited timeframe on this project, Fairway's team of technical and creative experts immediately met with Independa to discuss a streamlined plan. After carefully assessing Independa's needs, Fairway experts provided recommendations and design comps for an extensive site redesign within hours, and had reached agreement on all major changes by the end of the day.

Working diligently with Independa team members around-the-clock, Fairway quickly produced a newly designed website which offered the following attributes:

- Elevated brand and product messaging with strategic product placement
- Offered a clean and crisp look and feel with high contrast and fresh design
- Provided maximum usability with updated UI
- Featured custom front-end web applications
- Streamlined navigation
- Incorporated a newsletter option area for lead capture.

The Fairway experts also kept Independa's target market in mind, making sure the enhanced user experience offered senior adults features such as font size choices and clear fonts for better legibility and increased ease of use. In combination with highly visible product offers and images that accurately portray the independence and confidence of elderly care provided by Independa, the new website not only met the original criteria, but exceeded expectations.



Technology

Independa's web site is powered by the Drupal CMS. In addition to Drupal changes, Fairway provided PHP, HTML, CSS & JavaScript expertise. An emphasis on building a dynamic Web 2.0 user experience with functional interactivity was also included throughout the site.



Benefits

With its newly redesigned and optimized site, Independa successfully launched its new product, Artmeis at the mHealth Summit. The publicity garnered at the event drove even more traffic to the company's site, where visitors were greeted with a positive impression of the company and effective calls to action.

Additional benefits of the redesign included:

- Improved search engine ranking
- Both customers and internal staff find the site much easier to use
- Noticeable increase in conversion rates, search engine traffic, overall traffic, and visitor time on site
- Phone and online chat conversions increased significantly

Since going live, Independa's new website has delivered an overwhelmingly positive response, immediately leading to more leads, and ultimately an increase in sales. Independa was so impressed with Fairway experts and their project execution, that they have engaged Fairway on future website enhancements to better target and serve specific industry audiences.



“The Fairway team is professional, innovative, fast, and easy to communicate with. Their process is airtight and their repertoire of skills and expertise is impressive. Thanks to Fairway, we were able to achieve our Web site redesign goals despite an aggressive time frame. We were particularly impressed with their unique combination of high quality design, development and collaboration skills.”

— Kian Saneii
CEO, Independa Inc.