

Key Source International Database-driven Flash application

Challenges

Key Source International (KSI), a customized keyboard manufacturer, was dissatisfied with their existing website because of the unprofessional look and the lack of efficient functionality.

KSI wanted to re-design their website that visually suited their brand image and also had the ability to do in-house content management. KIS also wanted their new website to offer an easy navigation for the user so that they can easily customize their keyboards and place an order.

Solution

btrax design team focused on offering a visual image that suited the industry and adding functions that enhanced the website's usability. btrax has achieved:

- **Visual branding:** By focusing on industry-appropriate design, btrax was able to give KSI an appropriate brand-image throughout the website. Simple design made it easier for the users to search for products as well.
- **Functionality:** By implementing Flash interactive module connected with database, KIS is able to manage products and order information smoothly. btrax design team also added a feature that allowed customers to build their own customized keyboard using graphics so that they can visualize how their keyboard will look like before placing an order.

btrax efficiently synthesized the visual and functionality of the website.

Result

btrax was able to successfully meet the client's need that allowed both client and user to easily manage or navigate the website while maintaining a solid brand image. The "Design Your Own Keyboard" section effectively provides the highest level of user experience bringing client with larger amount of inquires from the website.

Simply, the website helps the business.



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