Articulate

# Stress-free website design and development for software testing company

OnPath Testing is a quality assurance and testing firm that helps companies deliver better software. After three previous website iterations over more than a decade, they came to Articulate for a fourth redesign with low expectations.

'Doing the website, designing and building is the single most unpleasant experience I have in my business. It's like pulling teeth,' says Brian Borg, OnPath's President. 'You have to do it and you can't shortcut it.'
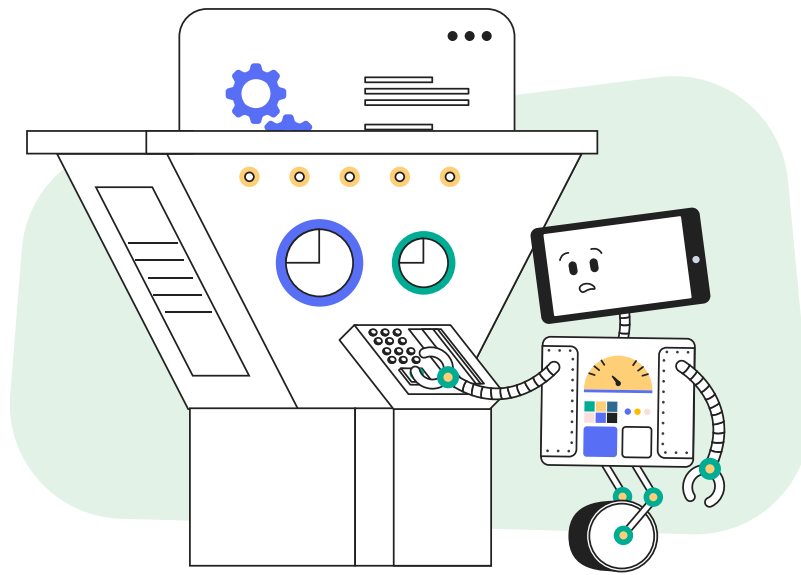
Website development should not be like pulling teeth

For any agency, that's a challenging start. How do we make the process creative and delightful and meet the essential requirements for any new website: representing the brand, making the site reliable and search-engine friendly, ensuring that it works on mobile devices and all the rest?

On top of that, we were a little apprehensive about working on a site for a testing company. It meant exposing our processes and development to the additional scrutiny and rigour of professional nitpickers.

⚠️ Spoiler alert: It all turned out beautifully.

Communication is the foundation of any website redesign project

From the start, Articulate was able to reassure Brian by investing the time to understand his business and their website goals. Articulate went through a consultative process of understanding OnPath's business, target customers and the industry. Our expertise in the tech sector and with software development (we build our own apps) helped.

'Communication was so key and our early conversations with [the team] made me feel very comfortable and at ease. Engaging with Articulate was the next level of professionalism.'

Brian Borg

(OnPath's President)

Knowing that we had all the necessary experts – designers, coders and copywriters – under one roof also reassured Brian from the start.

Well-honed processes and iterative design

Building on the marketing foundations we had developed for OnPath - personas, tone of voice, messaging and more - Articulate's design team, The Pixels, developed a 'visual vocabulary' with three different design options for Brian to review.

3 different design proposals

In a collaborative, iterative design process, the team homed in on the final design, a hybrid of two of the original routes with a soft colour palette and an illustration-led design idiom. As part of the process we also polished, but didn't radically redesign, OnPath's logo to align more closely with the new design.


Left: old logo vs. right: new logo

The new colour palette

'The process was fairly painless, says Brian, 'with good back-and-forth communication.' He praises our note-taking: we typically record client sessions and embed them shared meeting notes on our client extranet. 'We never had to go over bits again as everything was recorded,' he adds.

Importantly, the process was efficient and timely. Brian again: 'The only delays were on OnPath's side. I don't know how you could have made it any easier.'
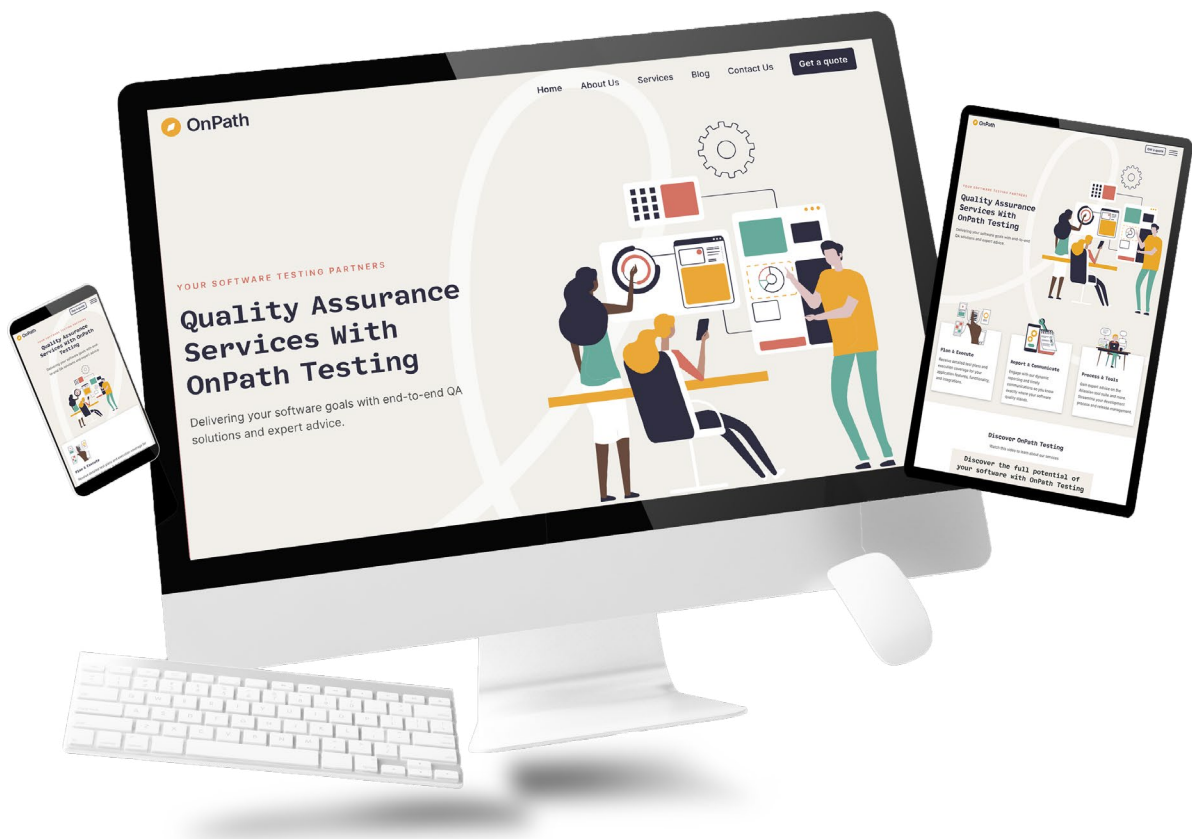
A new responsive and optimized website

Go-live on HubSpot CMS and beyond

Most clients' previous experience of launching a website is a painful one. Last-minute crises and the feeling of 'do-or-die' because, once launched, the site will be set in stone.

That's not Articulate's approach.

For us, go-live is a process not an event. For example, we had already migrated OnPath's previous WordPress website to HubSpot CMS so the switchover could happen within HubSpot - no DNS propagation hiccups or downtime.

Working in HubSpot's builder

We built all the new pages with the new design using HubSpot's staging tools. This meant that the team could build pages, adding design elements and copy, directly in the platform. The whole process is made easier by HubSpot's drag-and-drop page builder and Articulate's proprietary HubSpot template code.
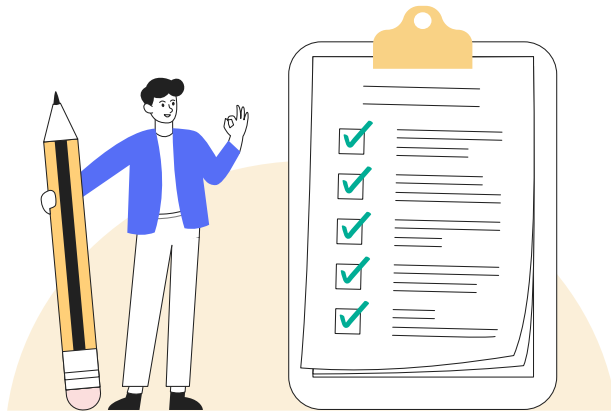
OnPath was able to see the new site in staging as it was being built rather than post-launch.

Come launch day, it was simply a case of publishing the staged pages and running through our post-launch checklist. In the event, says Brian, 'launch was a bit of a non-event.' No drama.

So what's next? Having built the website and marketing foundations, Articulate is now fuelling OnPath's growth with ongoing blogging and marketing support.

Brian is already seeing more traffic, more website conversions and looking to future growth. Compared to OnPath's previous experience, 'it's been night and day'.