

Creating a new home for a multinational venture capital conglomerate

We reimagined the client's digital ecosystem to support their ambitions for future growth while delivering value today, for their customers, investors and employees alike.

Case study



Objective

- Understand the customer journey and concerns about receiving advice via video through qualitative research.
- Utilize insights to design a service that supports customers through a potentially complex and emotionally laden application journey.
- Technical analysis to map out current business processes and technical systems to guarantee successful integration and maintenance.



Challenges

- Reimagine the main website experience and make it the lynchpin.
- Understanding where the .com experience sat in the client's digital ecosystem, what business value it needed to provide and what this meant for the client's customers and supporters.
- Moving from digital vanity metrics to genuine value creation for the client's other companies.



Solution

A brand that the world knows and loves

The client is one of the world's most recognizable brands in the venture capital space. Keeping up with the pace of digital change, we helped them think differently about their website experience by making it the one-stop-shop for access to other companies and propositions.

To do this, we helped the client pair stunning design with an experience and content strategy that enhanced the relevancy and visibility of a crucial part of the client's brand ecosystem.

Forming a vision to inspire action

We began creating a vision that the client could align behind for the future of the .com experience across strategy, brand, content, and technology. This vision centered around creating a purpose-driven customer experience that embodied digital excellence to drive brand and commercial value by delivering more referrals to other client companies and engaging with their propositions.

To enrich our vision, we interviewed stakeholders and users to better understand the needs of different audiences. This helped us identify existing issues with the current website experience, which we could improve through design.

This insight informed the design direction, underpinning how we reimaged the customer experience.

Joining up the dots

Our foundational piece of insight indicated that the client's customers tended to perceive their companies as distinct, operating separately from one another with their own unique business values. Based on this insight, we knew we needed to create an experience that helped to shift this perception to ensure that customers viewed .com as the home of the group-wide brand.

To respond to this need, our content designers, UX writers, content strategists and visual designers worked side by side with the client's marketing and content teams to imagine how best to articulate the website to users. This meant thinking hard about the design and content that best represented the client in a way that created value for users and the business.

Design worthy of the client's stature

We took a clean, modernist approach to design that included the client's culture, brand heritage, and new brand thinking. This meant working closely with the client's Product, Art and Marketing Directors and teams.

By initially forming moodboards of possible design routes, we developed key guiding principles for design, including brilliant first impressions, championing editorial content and design and interactive wayfinding that facilitates discovery and immersion. This phase also included taking inspiration from some elements of the client's 50years anniversary book and bringing that to life digitally.

We designed slick and simple interfaces which used white space and strong underlying grid design overlaid with deeper more immersive moments of brand delight. This came in the form of distinct visual identities for each of the client's brands which gave them their own character as part of the experience. This aided

discovery for users of other client brands and helped to promote connectivity between the family.

Our design of components and atoms were formed into a reusable design system housed in Zeplin, which was consumed by the development team.

It's crucial: content

In parallel to design and ongoing evaluative research conducting a content audit helped underpin a robust new content strategy and roadmap. As well as the strategy, we helped to implement a new content management platform that offered the client greater control over the editorial process. This promoted consistency in tone and message. We also provided training in SEO tailored for the client, which would help further their ability to reach a wider customer base and inform future content creation.

To create the best content experience, writers, designers and researchers worked closely together to fine-tune the messaging while staying true to the brand. We made content choices that encouraged exploration while being mindful of aiding comprehension to enhance what people were able to discover about the client's brands. This meant applying changes to the style and focus of the existing content all the way down to the minutiae of information architecture and in-page navigation and tagging.

The new home we built

The end product of our content and design work on the website is simple, sleek and intuitive to use. It provides avenues into onward journeys with other client companies and acts as a benchmark for digital experience within the group.



Impact



A new .com experience that brings to life the client's brand in all of its glory.



Greater connectivity between the main website's experience and other client entities.



Referrals to the client's other companies increased.



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