

Case Study

UMC International Plc

Sector: Engineering

Market: Shipping



Background

UMC required a web site that would "fit" their market that includes multi-racial and cultural audiences worldwide.

Objectives

With a clean sheet to work from Shere were required to develop a strategy and web site production plan, meeting the objectives of an easily navigable, fast to download and simple to understand B2B communications tool.

Solution

The web site was given a strong industrial feel utilising small images and limited copy to convey the essential information without creating an over dense screen. Admin Areas were created for sections to enable easy updating by non-technical personnel.

Results

The web site was completed to budget and timescale and is now being further developed to include even more functionality.

Client comment

"UMC's customers are naval and civilian ship owners and operators. Shere managed to create a web site for us that communicates key information in a way these people feel comfortable with and find easy to understand and use. Shere met our requirement that the site should operate quickly and thanks to the Administration Area that was built into the design it is also easy to keep it up to date. The site is proving to be very successful - already generating significant numbers of enquiry's from all over the world."

Peter Stevenson
Marketing Director