

OBJECTIVE

You can never have too much information when you're buying a house.

Bryant were looking to develop a sector-leading website. Making use of our simple-to-use administrative CMS* to create user-focused content would enable them to build their brand and increase their business process efficiency.



Bryant Homes
by Taylor Woodrow

01



SOLUTION

Central to our approach for this project was understanding the motivations and requirements of Bryant's main user group and mapping out the way they use the site as well as developing user journeys tailored to their needs and usage habits.

Once this was in place we were able to bring in our technical team to implement a CMS* environment, and integrate the website into Bryant's ERP system to give real time updates on price and availability.

RESULTS

From this integral understanding of the users and the content that they are typically looking for, we were able to develop a site that not only fully matched the Bryant customer journey, but that stretched the web experience further down the customer lifecycle than any other operator in the sector.

Following the launch of the new site, users are staying on the site on average three times longer and requests for brochures via the site, a key driver and business objective for Bryant, have increased tenfold.

02



03



01
Bryant UK website

02
Grand Union Village Microsite

03
Telford Microsite

www.bryant.co.uk

* Content Management System