

# CASE STUDY

## Project : Prebic Global

Website Design and Development

### About Prebicglobal.org

The Preterm Birth International Collaborative – A Not for Profit Research and Education Organisation, Prebic, is composed of leading researchers, clinicians and clinical academics from Europe, Asia, North America, South America, and Australia.

The vibrant and collegial nature of the annual meeting and workshops leads to open, dynamic and innovative discussion regarding the current limitations and problems in preterm birth research, and identifies new solutions to these issues.

By combining basic scientists, statisticians, clinicians and policy makers, PREBIC is able to draw upon a unique knowledge base to create solutions that work from bench to bedside.

## OBJECTIVES

### WEB DEVELOPMENT

- Develop a New Website, with Modern Technology.
- Responsive Website, Throughout all Devices and Browsers.
- Content Migration.
- Search Engine Optimisation.
- Donate to Prebic feature.

### Payment Features –

Create a Payment form where users can Fill out the necessary information, and do payment, **Once payment is confirmed, a Email is sent to Prebic**, with Payee Information, and another Email to Payee, verifying, Payment Success.

### WEB DESIGN

- Easy to Use Menu, in Desktop and Mobile Friendly Menu.
- Mobile Friendly.
- Modern Design Elements

### Color Palette



#ee5889 #34ceff #1d88f2 #21c87a

### Fonts

Montserrat Regular  
**Montserrat Bold**  
Montserrat Semi Bold

## APPROACH

### DISCOVER

Thorough research of the market and the users. This helped US to understand the real scenarios better and proceed with the design.

### DEFINE

Compiling the data received from the research and using it to lead me towards a design which is for my users!

### IDEATE

Wireframing and coming up with design solutions aligned to the target audiences based on the research.

### DESIGN

Converted the wireframes into actual designs, with real imagery, typography, colours and some beautifications.

### PROTOTYPE

Prototyped the designs which helps to get real insights while testing the product with real customers.

### DEVELOPMENT

Finally, using HTML, CSS, MySQL, Php, JS, JQuery. We developed the website with Bootstrap framework.

## RESEARCH

### STUDY

Studying the competitors/Similar Organisations to see and observe the design gaps where We get the opportunities to improve.

### SITEMAP AND PLANNING

Basic structure of the website including various pages and other sections.

### USER FLOW

User flow for a scenario of browsing and purchasing a service from the website.

# FINAL WEBSITE

RESPONSIVE ACROSS ALL DEVICES AND BROWSERS.  
MODERN DESIGN  
EASY USER EXPERIENCE

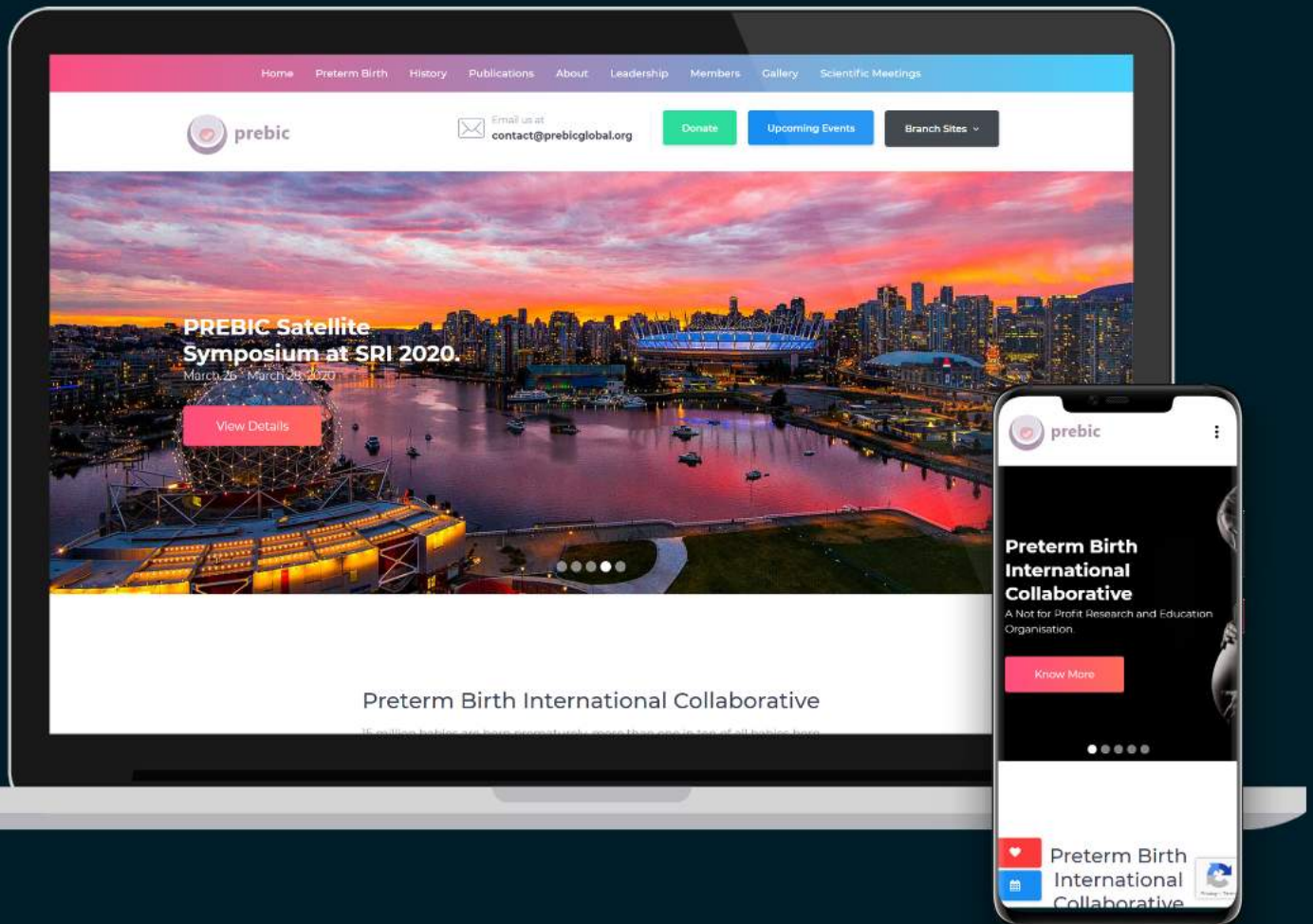
INCREASED USER RETENTION RATIO  
INCREASED EVENT REGISTRATION  
FASTER WEBSITE LOAD TIME

RANKS #1 IN GOOGLE AND BING SEARCH FOR KEYWORD "PREBIC"  
80.00% OF USERS COME FROM ORGANIC SEARCH (DATA- GOOGLE ANALYTICS)

ALONG WITH HTML , CSS, JS, JQUERY , MYSQL - OTHER SOLUTIONS USED



Google  
Analytics



[VISIT WEBSITE](#)