MIGRO.RO

SIBIU, RO 2020

BRAND REFRESH AND WEBSITE REDESIGN **FOR ONE OF THE MAIN PLAYERS FOR TAX RETURNS IN ROMANIA.**

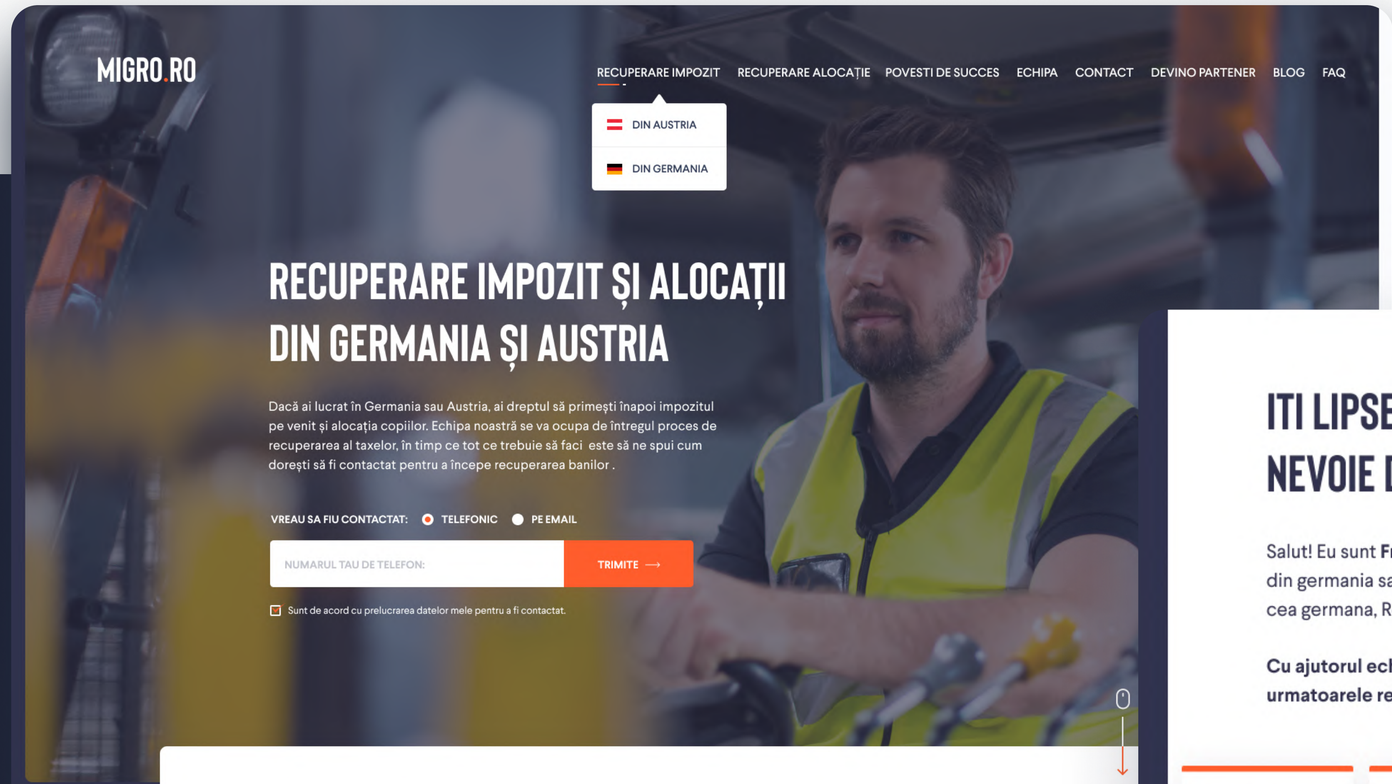
This was a complete overhaul of the brand, along with the redesign and development of a new website, all just in time to build strong brand recognition.

01
CONTEXT

Migro is a high-performing tax return agency with a country-wide reach, on its way to becoming a regional player. The team's mission was to help every Romanian citizen who has previously worked in Germany or Austria to recover their tax returns.

Despite their already decent results, their online presence had was in a neglected state.

After long talks during which we explored goals and opportunities, we've reached an agreement and went on to the actual work: research.

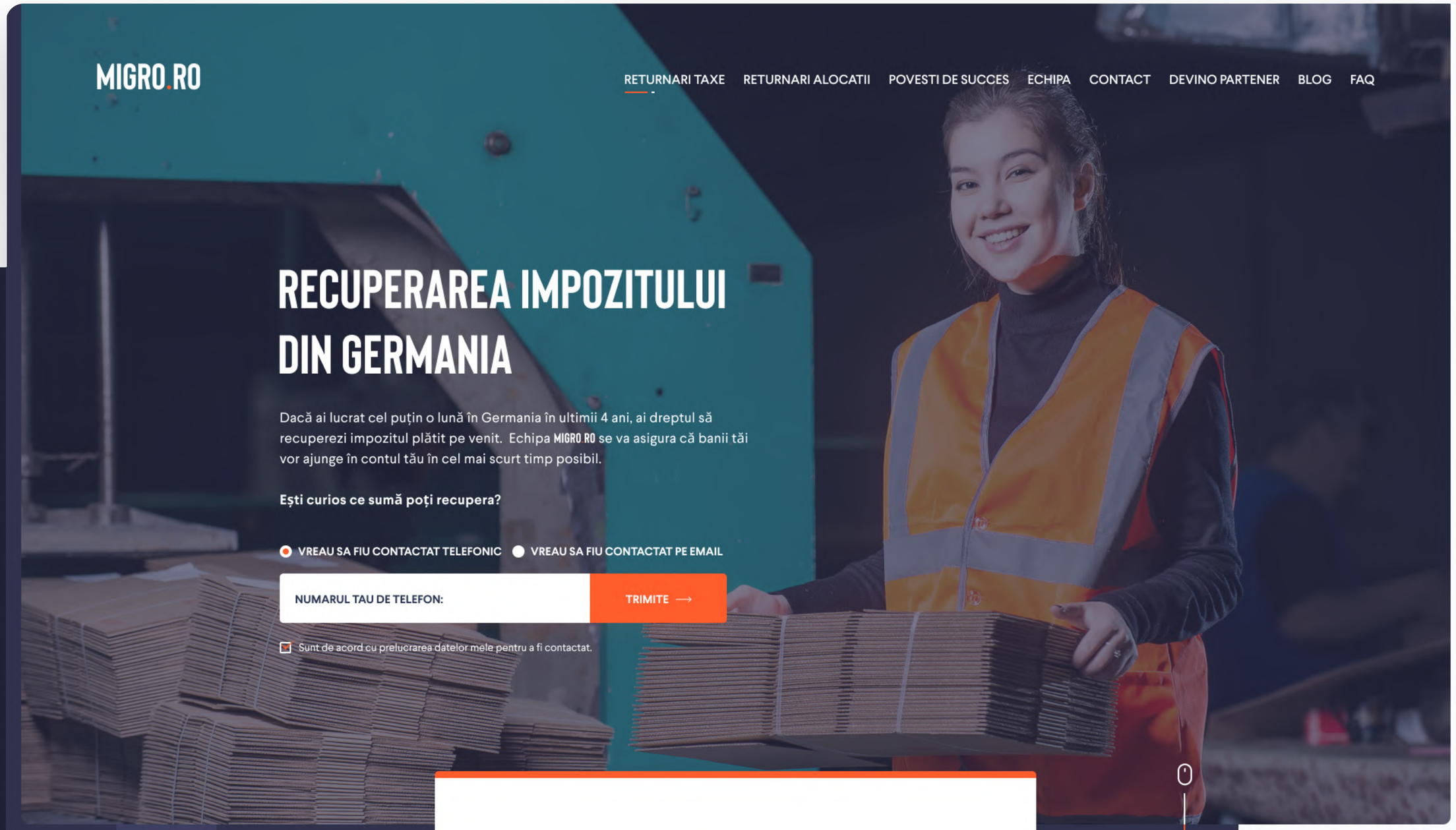


02

CHALLENGE

In the beginning, we encountered a complete lack of historical or analytics data. Although a functional website was online and working, it defied every discoverability and SEO rule. We were starting from scratch.

The main challenge was conducting primary user research, developing user personas, and elaborating new premises to create a solid foundation on which we could build on.



03

AMBITION

Our primary goals were:

- Create brand consistency across the multiple channels the company uses to communicate
- Promote the website to become the central hub for streamlined user cases processing
- Inject an overall feeling of professionalism and energy into the online experience

04

EXPERIENCE

The new website is a tribute to the Romanian working class: bold individuals, determined to seek a better future for themselves and their families.

We understood their time is precious. Therefore, we aimed to keep pages short and at the same time, we strived to quell any questions the visitor might have about Migro's services.

All pillar pages were built with Simon Sinek’s Golden Circle principle in mind. Each page described a small, clear part of the process and implemented a follow-up action consisting in a carefully placed call to action button.

An important part of the UX experience was the calculator. With the help of an intuitive simple calculator, users could instantly calculate the amount of money that was recoverable by Migro's team of specialists. This was the engine of the site that helped decisively with user retention and conversion.

05

BRAND

At the time we first met, Migro's business was already trying to build a brand. To our surprise, some brand elements were already starting to stick. In local communities, as well as in some online groups, the company’s color of choice, a bright orange, was already well-associated with the company.

The office furniture sported orange, the company cars, and the marketing collateral. The website was bound to implement these colors too.

Migro's identity came to life through carefully chosen typography and meaningful word marks. A layer of playful colors and shapes was added to support a vibrating professionalism and enthusiasm mix. This mix welcomes you at every touchpoint of the brand.

The user is placed at the center of Migro's brand. Familiar faces, testimonials, and community activities are sprinkled all across the brand's touchpoints.

06

TECHNOLOGY

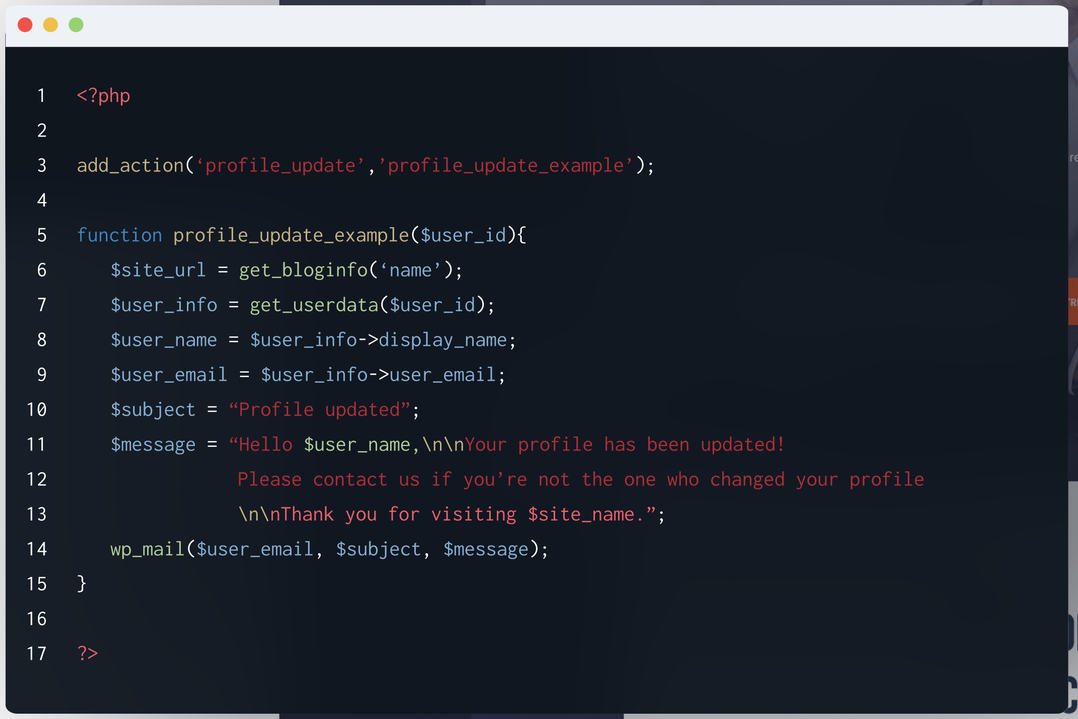
During development, the calculator underwent multiple reworks as the user flow had to undergo recurrent updates as a follow-up to our latest A/B tests and overall user feedback. The process went smoothly thanks to the tight collaboration between design and development and the modular approach taken by the design and development teams.

07

FRONT-END

We started with the frontend and implemented our custom build system (You can check it out here: https://graffino.ninja) built on Webpack. We used SCSS as our flavor of choice CSS pre-compiler, accessible ARIA HTML5, and vanilla ES7 JS (JavaScript) to create the frontend. With this approach, we aimed to provide a solid and meaningful application architecture, and at the same time, create a lean and flexible codebase.

Micro-interactions, meaningful iconography, and playful contrast were at the foundation of our frontend strategy.



```php
<?php

add_action('profile_update','profile_update_example');

function profile_update_example($user_id){
    $site_url = get_bloginfo('name');
    $user_info = get_userdata($user_id);
    $user_name = $user_info->display_name;
    $user_email = $user_info->user_email;
    $subject = "Profile updated";
    $message = "Hello $user_name,\n\nYour profile has been updated!
                Please contact us if you're not the one who changed your profile
                \n\nThank you for visiting $site_name.";
    wp_mail($user_email, $subject, $message);
}

?>
```

08

BACK-END

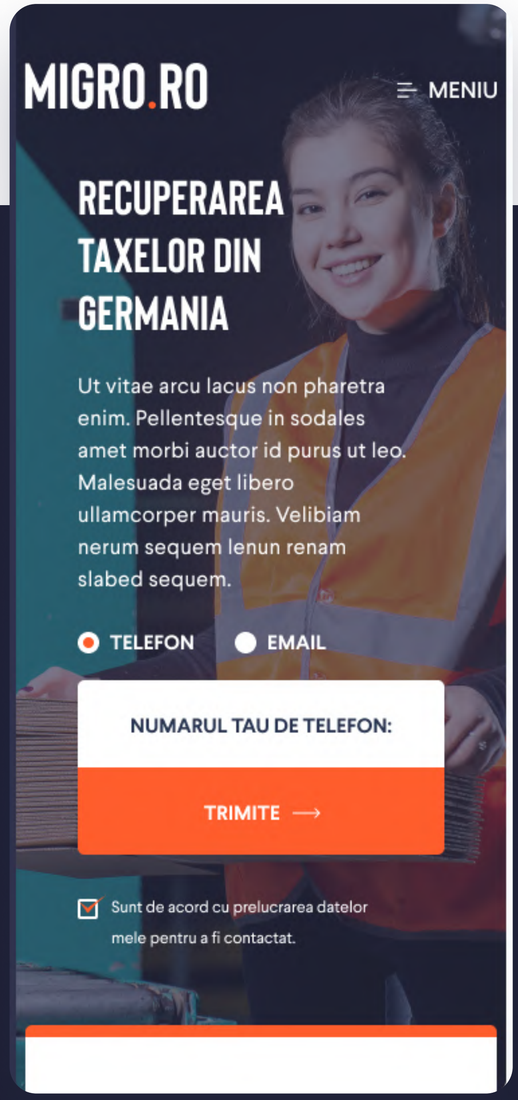
The site content was built on WordPress. We created from a ground up a custom WordPress theme, that we extended with the help of ACF's plugin to provide a clean, top-class experience for both developer and end-user.

One of the main goals of the website was to provide Migro with a state-of-the-art platform, built for experience sharing and educational content creation. With this in mind, we prioritized user-friendliness (UX) and long-term maintainability above everything else.

09

MOBILE

As our research revealed, our target audience is always on the go. Therefore, all content was optimized for a smooth mobile experience, without sacrificing any of the required functionality.



09

THERE'S MORE

The calculator eventually got its own API and mobile application, which drives even more conversions and completes the user experience.

06

OUTCOMES

“THEY’RE EXPERTS IN THEIR FIELD, AND THE TEAM IS UP TO DATE WITH THE CUTTING-EDGE TECHNOLOGY.

GRAFFINO INTRODUCED US TO SO MANY NEW BUSINESS OPPORTUNITIES, AND OUR EXPERIENCE WORKING WITH THEM WAS JUST EXCELLENT.

THOMAS ISTVAN

Owner, Migroconsult Agency