

# Case Study

Project: Website development | Client: Hypertac | Interconnect supplier

## HYPERTAC.COM

### Project Background

Hypertac is a leading supplier of world class interconnect solutions to electrical and electronic applications requiring superior performance and reliability. All Hypertac connectors utilise the superior performing Hyperboloid contact technology, ideal for harsh environments and safety critical applications.

Diablo were contacted to redevelop the existing Global Group site to address various design and function issues that were currently impeding performance, ease of navigation, search engine visibility and product information retrieval

Due to the scale of the project detailed planning and frequent client liaison would be necessary from the outset. A variety of implications required consideration. Hypertac's four main European and US distribution agents form a central hub in which to market and create further public awareness of an already successful range of products.

The site template for each distributor would require translation into the relevant language and implementation throughout the structure. Although there was some overlap in distributor product ranges a totally generic template could not be adapted as many areas remained unique.

Development of a new search engine facility was also required, filtering of results into relevant distributor listings was an essential function.

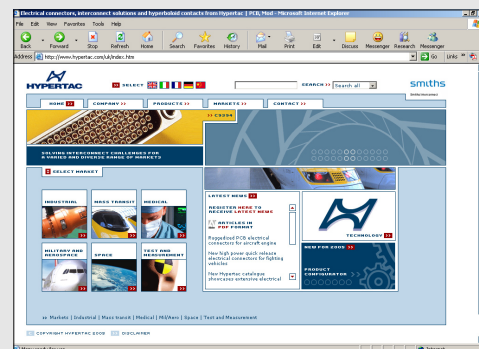
### Mood and Design Environment

There were various design objectives that required implementation to improve the sites environment, function and appeal. Due to the complexity and detail of the product imagery and supporting technical data it was decided a much cleaner and open template was to be developed for content to reside in order to retain page focus. Design strength would stem from the header content

VARIOUS DESIGN OBJECTIVES REQUIRED IMPLEMENTATION TO IMPROVE THE SITES ENVIRONMENT, FUNCTION AND APPEAL.

#### Homepage content:

Icon driven language selector, multi-level navigation, product search facility, latest news and press content.



which is reflective of the brand identity and corporate themes, it also employs bold photographic treatments and interlocking design elements that evoke connection. A range of tints were developed for application within sub content areas and to complement the themes employed by the header these were derived from the existing brand palette. A group of market images were sourced and selected to represent each application area.

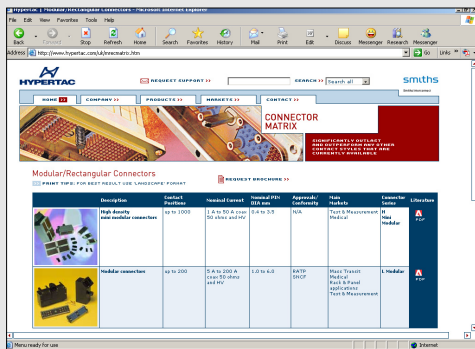
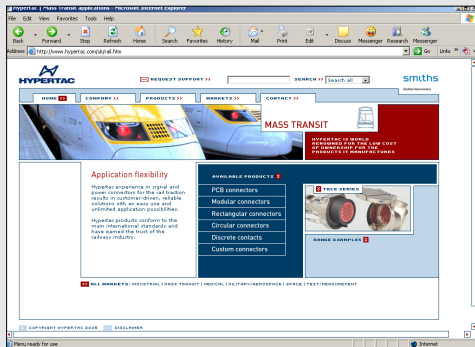
The foundations invested within the sites design themes and application have gone on to propagate within the companies current literature programme helping to establish a cohesion within all corporate media.

CORE SITE FEATURES	WEBSITE URL
Multi-language website delivering product data at a variety of levels and formats. Searchable content, client driven response areas for requesting further information or company literature.	<a href="http://www.hypertac.com">www.hypertac.com</a>

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**Site content:**

Top: Market example, products for rail applications.  
 Below: Product data specification and PDF download area.



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 INVESTED WITHIN  
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**Site Content, Features and Technology**

One of the main objectives to improve the sites functionality was to revise the navigation system throughout. The existing Flash based structure was restrictive and unexpandable. It was decided to implement a drop down menu system with multi-level access. This would impart improved control when reviewing product data and related content, it also allowed for routes to be defined by market or product code depending on the users knowledge level. As the system was controlled by an external file source it also meant any revisions would immediately propagate throughout.

Cross-browser, multi-platform access and client deliver speed were fundamental issues. Also the

sites graphical content was not to be reliant on external plugins in order to function therefore preventing loss of product data to users behind restrictive business networks or firewalls. However some transitional product animations were developed with javascript to prevent the site from remaining static.

Product data areas were revised outside of a pop-up format to improve search engine visibility. Extended specification data was made available via pdf downloads. A template was also developed to facilitate connection to Hypertac's unique 'Product Configurator' system allowing live generation and order based upon a user designed specification.

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