Ifbyphone

Corporate site restructure, redesign, and development

Ifbyphone, the global leader in call analytics and automation, sought Crowd Favorite's expertise to completely rebuild and redesign their site, using clean, custom code to create a truly modern web experience.

CHALLENGE

Ifbyphone's dated site failed to reflect their true nature – a cutting-edge, enterprise technology company. The site, which had been poorly adapted in an effort to make it responsive, was due for a proper update.

SOLUTION

Crowd Favorite overhauled the codebase for a truly fresh start to the new site. Our design experts re-thought the site's navigation and architecture for a more intuitive user experience, and enabled mobile-friendly layouts for efficient, effective browsing on any size device.

EXPERTISE PROVIDED

Design

Web design · UX design · UI design · User testing

Development

Web development · WordPress development · Systems integration

Content

Content marketing · Content strategy · Information architecture · Content migration

