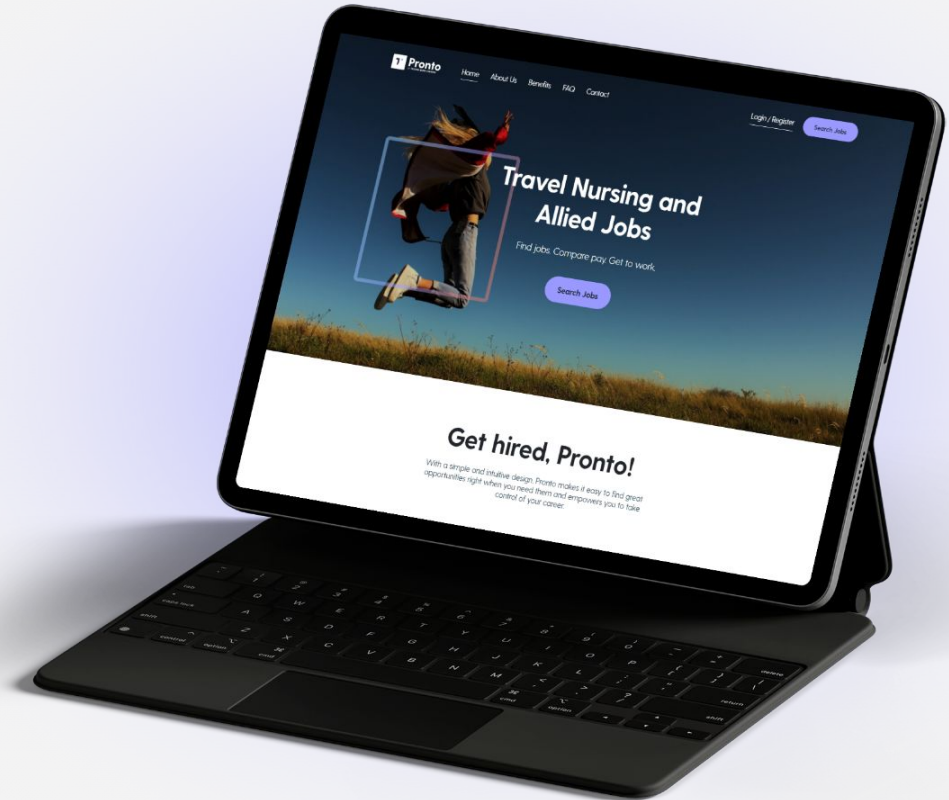# FORCODA

Pronto

enhancing user engagement
through interactive experience

the summary

Pronto website was developed with the aim of providing valuable information about a new web application in an entertaining way, utilizing an interactive image slider to gain more user attention and keep user's focus on a product.

the background

Pronto is an award-winning Nurse Staffing Agency that has developed a new web application aimed to simplify the process of getting a person hired as a nurse anywhere. Pronto web app is built by the experienced professionals at Trusted Nurse Staffing — the same people who have been staffing nurses and allied healthcare professionals for over a decade.

The client wanted a website that could showcase the value of the web application:

- best-in-class employment opportunities,
- the highest quality services and easy
- transparent hiring process
- provide information to potential users in an engaging manner.
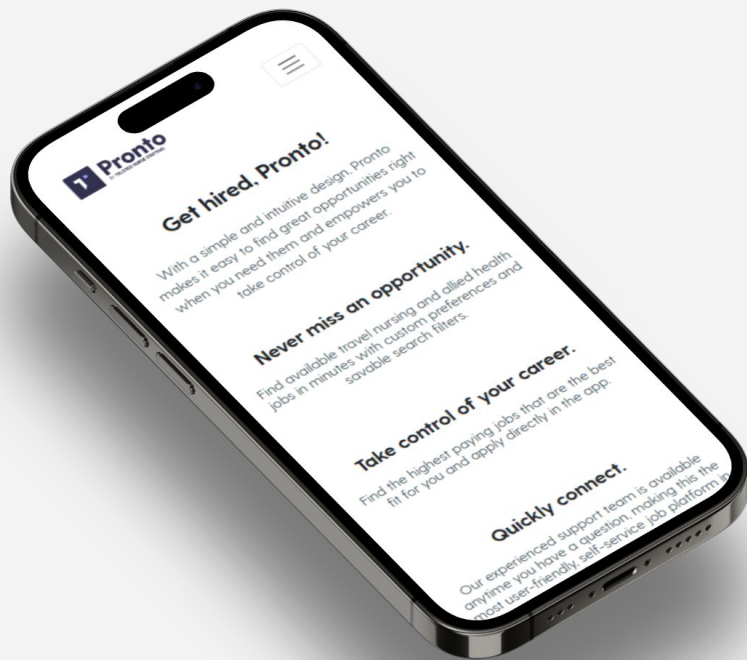
the challenge

The client needed a website that could provide information about the web application in an engaging way, while also highlighting the key features of the application. The website needed to be visually appealing and easy to navigate.

the process

1 Our team of designers and developers worked closely with the client to understand their requirements and objectives. We began by creating wireframes and mockups of the website to give the client an idea of what the website would look like.

2 Once the client approved the designs, our team began developing the website using the latest web technologies. We used WordPress CMS with ACF integration to create an interactive and responsive website that could be accessed from any device and is easy for the website admin to update and maintain.

3

To make the website is more engaging, we incorporated interactive image sliders that showcased the key features of the web application. The image sliders allowed users to interact with the application in a fun way, while also providing valuable information about the application. And animated icons throughout the pages made them engaging and modern-looking.

the outcome

The website we developed for the client was a success. It provided valuable information about the web application in an entertaining way, and the 3D image sliders were a hit with users. The website received a lot of positive feedback from users, and the client was happy with the final result.
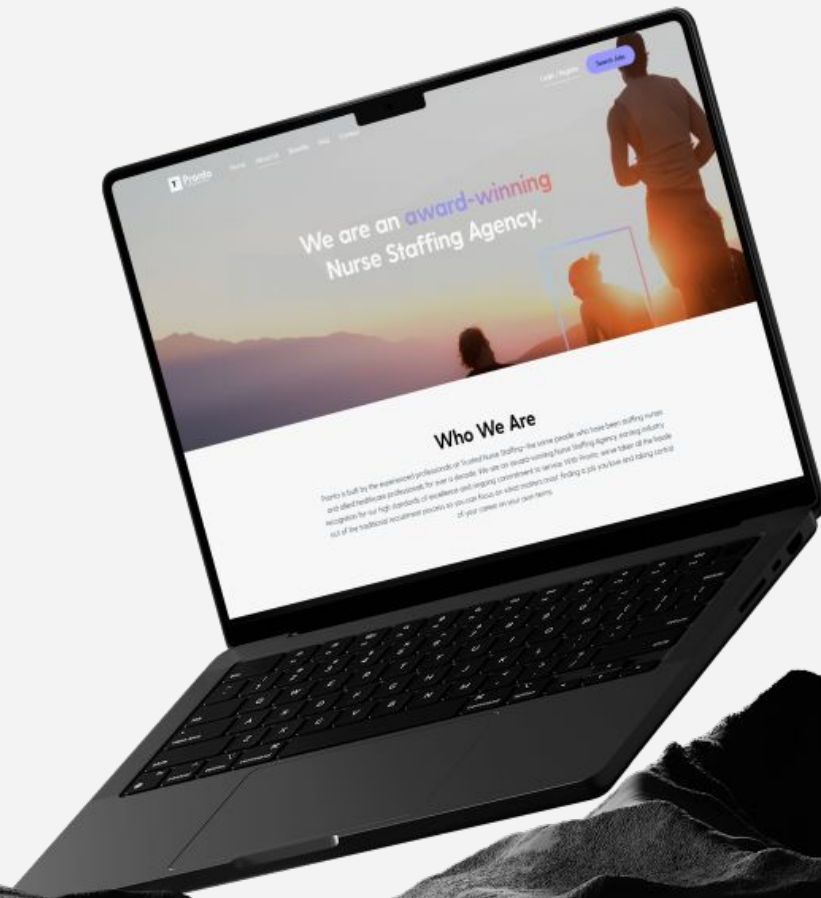
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"I was particularly impressed with Forcoda's team ability to assess our needs, understand our goals and develop a solution that not only represents the recently launched UB brand but also effectively conveys the financial aid office's primary messages and makes critical information easily findable for students and parents."

Mary B. Henesey | Academic Affairs Marketing & Communications