



Pragmatics Supports Federal Agency in Becoming Accessible to Mobile Devices Through Responsive Website Design

THE CLIENT ENTERPRISE ENVIRONMENT:

A major federal government agency ensures national banks and federal savings associations operate in a safe and sound manner, provide fair access to financial services, treat customers fairly, and comply with applicable laws and regulations as the primary mission of ensuring a stable and competitive national system of banks and savings associations. In that role, the agency charters, regulates, and supervises all national banks and federal savings associations; it also supervises the federal branches and agencies of foreign banks.

THE CHALLENGE:

The agency experienced increasing traffic to its websites from mobile, non-desktop devices such as smartphones and tablets. Traffic from mobile devices is expected to continue to grow significantly in the coming years. As dependence on mobile devices grows, some visitors will experience the agency's sites exclusively through mobile devices. As a result, this client chose Pragmatics to support implementation of an innovative solution to ensure mobile compatibility and deliver responsive versions of its websites to improve its ability to engage and serve stakeholders.

Pragmatics leveraged knowledge of the agency's existing website design to support development of an innovative, responsive framework. This allows content to automatically scale and realign to provide an optimal viewing experience on any screen size. Pragmatics' experienced systems engineers applied mobile technology expertise to transform the sites to conform to the White House's Digital Government Initiative while maintaining the existing domains for a streamlined transition.

THE RESULTING BUSINESS IMPACT:

- Pragmatics leveraged the capabilities of the existing websites to enable a responsive, mobile-friendly user experience. The responsive website design approach reduced the amount of time and resources needed to implement a separate mobile solution.
- The site enhanced customers' ability to quickly and easily access information on varying screen sizes and mobile devices with a consistent, user-friendly experience on each device.
- Responsive system design increased operational efficiencies by enabling agency website publishers to publish content on a single site with optimal experience on all devices, rather than publishing separate content items for different types of devices.
- Responsive website design capabilities also enabled the client to partner with Pragmatics on developing a framework for future use by other teams.

OVERVIEW

- FEDERAL GOVERNMENT AGENCY ENSURES NATIONAL BANKS AND FEDERAL SAVINGS ASSOCIATIONS OPERATE SAFELY AND COMPLY WITH APPLICABLE LAWS AND REGULATIONS.
- AGENCY EXPERIENCED INCREASED TRAFFIC TO ITS WEBSITES FROM MOBILE DEVICES, WITH THE EXPECTATION OF FUTURE VISITS SOLELY THROUGH MOBILE DEVICES. THIS CREATED THE NEED FOR MOBILE-COMPATIBLE, RESPONSIVE VERSIONS OF THE AGENCY'S WEBSITES.
- PRAGMATICS' SYSTEMS ENGINEERING EXPERTS TRANSFORMED THE SITES TO CONFORM TO THE WHITE HOUSE'S DIGITAL GOVERNMENT INITIATIVE.
- SITES ARE NOW USER- AND MOBILE-FRIENDLY AND PROVIDE ENHANCED ABILITY TO QUICKLY AND EASILY ACCESS INFORMATION ON VARIED SCREEN SIZES AND MOBILE DEVICES.
- AGENCY EXPERIENCED OPERATIONAL EFFICIENCIES.
- PRAGMATICS IS WORKING WITH THE AGENCY TO DEVELOP A FRAMEWORK FOR FUTURE USE BY OTHER TEAMS.

“Pragmatics’ responsive system design increased operational efficiencies by enabling agency to publish content on a single site with optimal experience on all devices.”
