

Enhancing User Experience With Interactive Digital Solutions

Services Delivered: Customizable Digital Experiences Using Advanced UX/UI Design and 3D Modeling

Background/Business Challenge

A luxury real estate developer wanted to create an immersive online experience for potential buyers but struggled with outdated website functionalities and a lack of interactive features.

- **Outdated user interface** that did not support modern digital expectations.
- **Lack of interactive tools** like virtual tours and 3D models.
- **Limited personalization** for diverse buyer needs.

Solution

Axelerant utilized Acquia Site Studio and Drupal to develop a highly customizable and interactive digital platform. The new design included virtual tours, online booking, and 3D property visualizations, providing a unique and engaging user experience.

- **Advanced UX/UI design** for intuitive navigation.
- **Interactive features** such as virtual tours and 3D models.
- **Personalization options** tailored to diverse user preferences.

Supporting Evidence

- **35% Increase in User Engagement:** Interactive features like virtual tours and 3D models attracted more visitors and encouraged longer browsing sessions.
- **20% Decrease in Bounce Rates:** Improved navigation and engaging content reduced the number of users leaving the site immediately.
- **25% Higher Conversion Rates for Property Inquiries:** Personalized and immersive digital experiences led to more inquiries and potential sales.

Results

The enhanced digital platform attracted more visitors, reduced bounce rates, and increased property inquiries, leading to higher sales and customer satisfaction.