



Founded in 1964, Fremont Bank set out with the primary goal of becoming a thriving independent bank capable of serving its Bay Area, California, community and is now a 21-branch operation. The bank was an innovator of its time, becoming one of the earliest banks to offer Saturday banking, 'second mortgages' which later became known as Home Equity Lines of Credit, as well as a no closing cost mortgage. Community-focused service shone through in their product offerings and business philosophies which continue to this day.



Background

After teaming with Fremont Bank, the client's design agency approached Wakefly to develop the client-approved designs onto the new Kentico 12sp platform. The existing site ran on the soon-to-be-sunset version 10 of the Kentico platform. A partial motivator of the redesign was to remain on a supported version of Kentico. Wakefly was asked to

review the provided designs, determine the feasibility of the designs to be developed and perform as intended. Wakefly would manage the associated development efforts, taking design to delivery, as well as provide guidance related to co-developing infrastructure needs to deliver the new site.



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Andy Mastorakis, President & CEO

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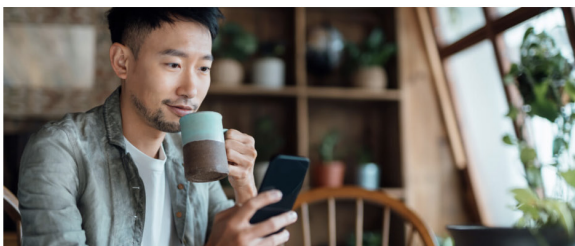
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Goals & Challenges

Fremont had several goals for their redesigned website. The site needed to be visually impressive and immediately identifiable and associated with the brand. The ability to provide a user with intuitively organized content in an easy-to-navigate fashion was also among the top delivery goals. Finally from an administrative perspective, the site had to be easy to manage for the entry and update of content. Choosing to remain with Kentico as the CMS offered the best potential for delivery across all goals.

Solution

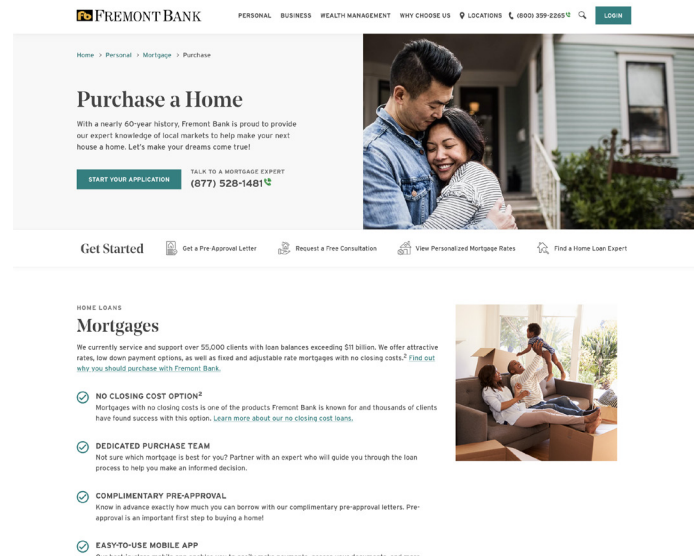
Design

The Fremont designs communicated the need for a great deal of flexibility to enable total control of page layouts and styling. To provide this flexibility, control over layout, and styling, Wakefly employed mostly component-based templates, with the exception of the blog articles and a few other isolated areas, which were built using page builder functionality. To meet a desire for a more condensed site, the Fremont team overhauled their content and restructured the site to provide a more refined user experience, utilizing only 15 page templates sitewide. The site's responsive design enabled use across multiple device types and incorporated aspects that ensured conformance to ADA compliance guidelines.

Content & UX

The website leveraged responsive templates that were purposefully constructed using components for versatility in application. These components can be used across multiple pages of the website, providing the flexibility desired by the client. Among the components constructed were those specific to the call to action (CTA) banners, section headers, content box rows, client stories, and page layouts, including 50/50 builds. A benefit of leveraging component-based build logic is flexibility which was one of the stated goals of the client's redesign decision. Component-based builds also allow site editors to avoid reliance on the development of unique templates for each variation on page layouts as new layouts

become necessary. The logic also enables easier administrative management of the site. Finally, global elements such as a notification bar and mega menu introduced during the project helped improve user experience, making key information both easier to identify and simpler to navigate to sitewide. This less cumbersome user experience can provide a boost to user engagement.



Wakefly

Wakefly is one of the oldest and most experienced Kentico Solution Partners. Wakefly has been a Kentico Gold partner since the inception of the partner program in 2008. Our vast portfolio of highly technical and marketing-focused websites allowed us to achieve Kentico's highest honor, Quality Expert.

Whether you are in the market for a new website or just need help to make updates to an existing Kentico site, we can act as an extension of your team to help you achieve your goals. Wakefly's entire project team has experience working with Kentico, including certified developers and EMS certified marketers, so you can feel confident entrusting us with your site.

Wakefly creates digital experiences that matter. We craft unified, online marketing strategies to help you to reach more prospects and customers. Our methodical, data-driven approach ensures that we engineer the digital solution that's right for you.

