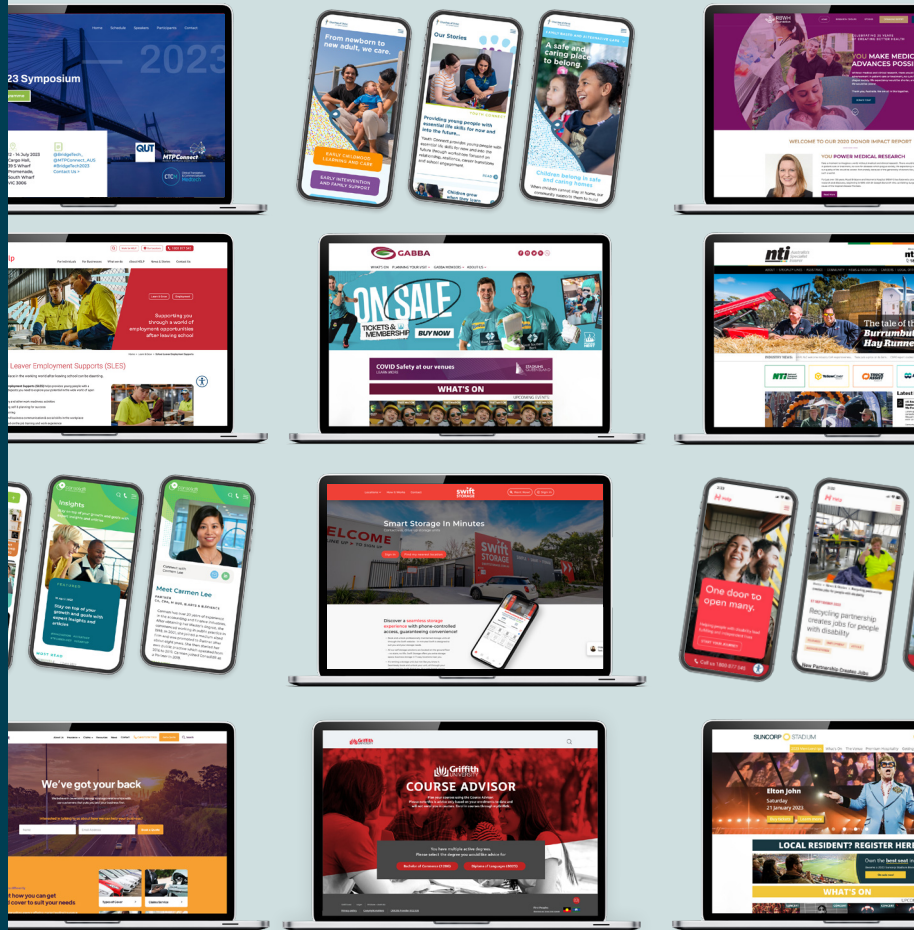


WEB AND APPLICATION DESIGN AND DEVELOPMENT

Creating modern and engaging digital experiences



Your ideas, opportunities and challenges – our digital and design smarts. Together we create better digital experiences for all the people you engage with online.

At Integral, we're a team of digital strategists, architects, analysts, designers and developers. We design, build and integrate digital applications, test and deploy your digital projects and provide the ongoing peace of mind for security, uptime and optimisation with our managed service and support.

Insights driven, accessible digital design is where it's at. We work with you to understand your users and their needs and translate these into sensible user journeys and information architecture.

This leads to informed, intuitive UX and UI designs and scalable, secure developments.



In the digital age, a website is more than just a digital footprint; it's the heart of your business's online presence, a pivotal touchpoint for your audience, and a dynamic platform to showcase your services, products, and expertise.

Transform your digital presence with our human centred web and application design services. At Integral we combine creativity, digital and business acumen to craft exceptional experiences and outcomes for you.

This means we offer creative, reliable, and adaptive solutions across the entire customer journey.

Integral's digital experience services comprise consulting, advisory, design, application development, support and hosting services. The technologies deployed for web and application projects will vary depending on your needs.

We are experienced developing custom applications and solutions built using proprietary or **Open-Source Content Management Systems (CMS)** or **Digital Experience Platforms (DXP)**.

USER EXPERIENCE (UX) DESIGN

USER INTERFACE (UI) DESIGN

DISCOVERY, AUDITS & RESEARCH

INFORMATION ARCHITECTURE

CONTENT STRATEGY

SOLUTION ARCHITECTURE

PROTOTYPES

USER RESEARCH & TESTING

FRONT END DEVELOPMENT

SYSTEM INTEGRATION

SECURITY

PROJECT MANAGEMENT

MANAGED SERVICES & SUPPORT

SEARCH ENGINE OPTIMISATION



Human centred design

We put your users at the centre of the design process. This means spending time on discovery and iterations so we can create seamless, enjoyable experiences for you and your customers.



Accessibility

We prioritise accessibility in our digital projects. This means designing and developing for people with diverse needs, abilities and digital literacy.



Data-driven decisions

We encourage the use of data to inform design decisions. This means taking notice of user research data, analytics and user behaviour data to identify areas of need to optimise digital interfaces.



Business impact

Business acumen + creative + technology = digital experiences designed to achieve business outcomes and organisational success.



Technology integration

Integral is well-known for our technology integration expertise. This means we know how to model seamless data flows and integrate the applications across your enterprise to create seamless digital experiences for your users.



Security

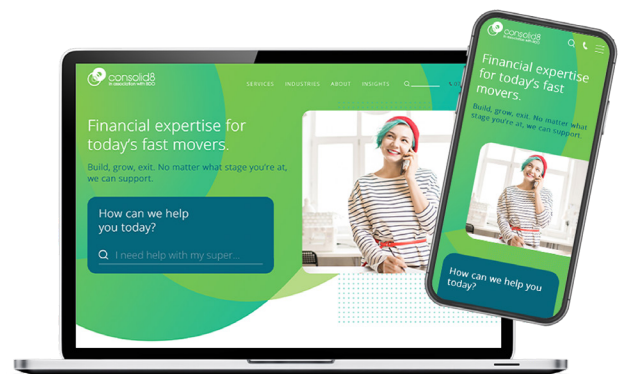
Robust security measures and respecting user privacy is crucial for building and maintaining trust with your customers. Factors such as SSL certificates, SSO, data encryption, clear privacy policies and clear data strategies are considered in all our digital application designs.



Speed and performance

Our website designs prioritise page loading times and overall performance so that you positively impact your users' experience and your search engine rankings.

Responsive and mobile-friendly – Designing for multiple screen sizes or devices is no longer a nice-to-have. It is baseline stuff for good application design and can make or break the effectiveness of your digital experience.



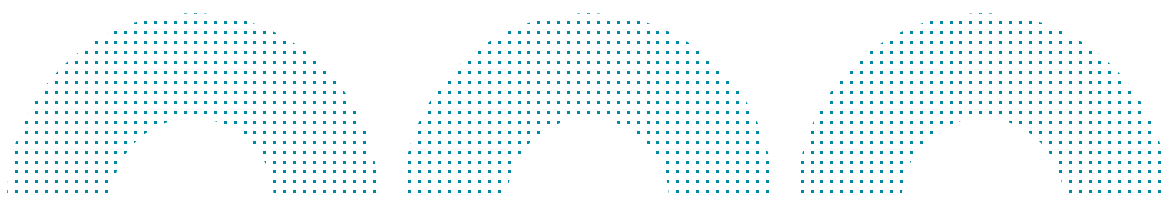
Maintenance and support

- We won't leave you hanging. At Integral our managed services and support team take care of your site to ensure it runs smoothly, to minimise unplanned downtime and make sure your site is secure and up to date with the latest patches and technology updates. Learn more about our Managed Services and Support here.

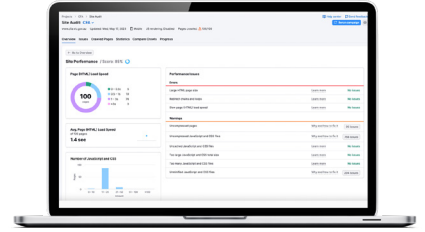


Search engine optimisation

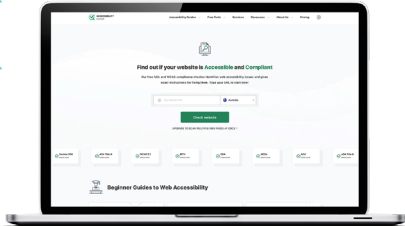
- Before we even start designing your site, we encourage you to talk to us about SEO. From the outset you want to be clear on what you want to be known for online, and how users search for what it is you do. We can help you with an SEO Audit of your current website, SEO strategy for your new site and implementation of best practice technical and on-page SEO techniques. We can also help you with ongoing SEO, providing regular monitoring and improvements.



A selection of the tools and platforms we use at Integral



 **SEMRUSH**



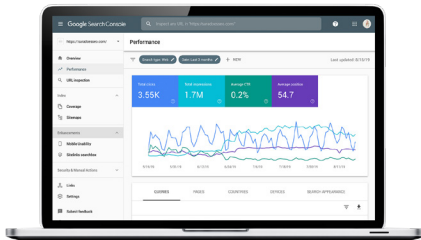
 **ACCESSIBILITY CHECKER**



 **Screamingfrog**



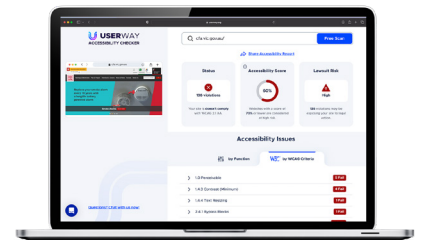
Hemingway
Editor



 **Google Search Console**



 **WebAIM**
web accessibility in mind



 **USERWAY**
ACCESSIBILITY CHECKER



Getting fans to the game on time

CASE STUDY

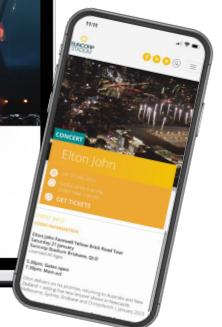


Major stadium venue experiences augmented with modern website and digital experience design. Stadiums Queensland is all about Great Venues - Amazing Experiences and we are pleased to play a part in realising their vision with the design of modern, responsive websites for seven of their venues across Queensland.

Enhanced digital experience for venue partners, promoters and end customers. Better ability to engage with employees, enhancing the employee experience for people working across the state.

+ Stadiums Queensland websites, designed and developed by Integral:

- 1300 Smiles
- CBUS Stadium
- The Gabba
- Queensland Country Bank Stadium
- QSAC
- Sleeman Sports Complex
- Stadiums Queensland
- Stadiums OneSQ Intranet
- Suncorp Stadium





Improving the student experience for the remarkable people of tomorrow

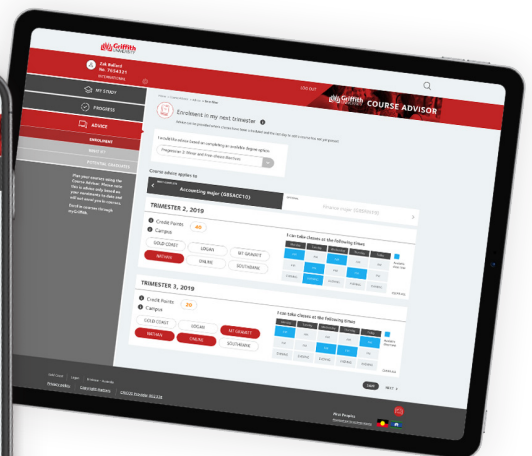
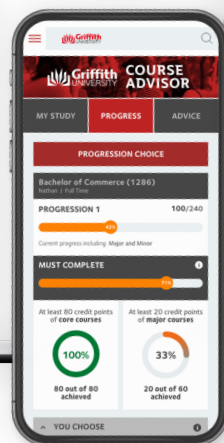
CASE STUDY



Griffith University online enrolments processing for the entire university would take 5 days, with large peak loads of up to 10,000 co-current users with greater than 2,000 transactions per second at peak. Integral tuned the new enrolments application to support that load and optimise response times.

All enrolments are now processed in 6 x 2-minute windows on 1 day.

- + **400% increase** in student satisfaction
- + Enrolment process reduced from **days to minutes**
- + Post-grad admission process from **fully manual to fully automated**
- + Recipient of the **Global Data Integration Innovation Award** for enhancing the Griffith University Enrolments Application.



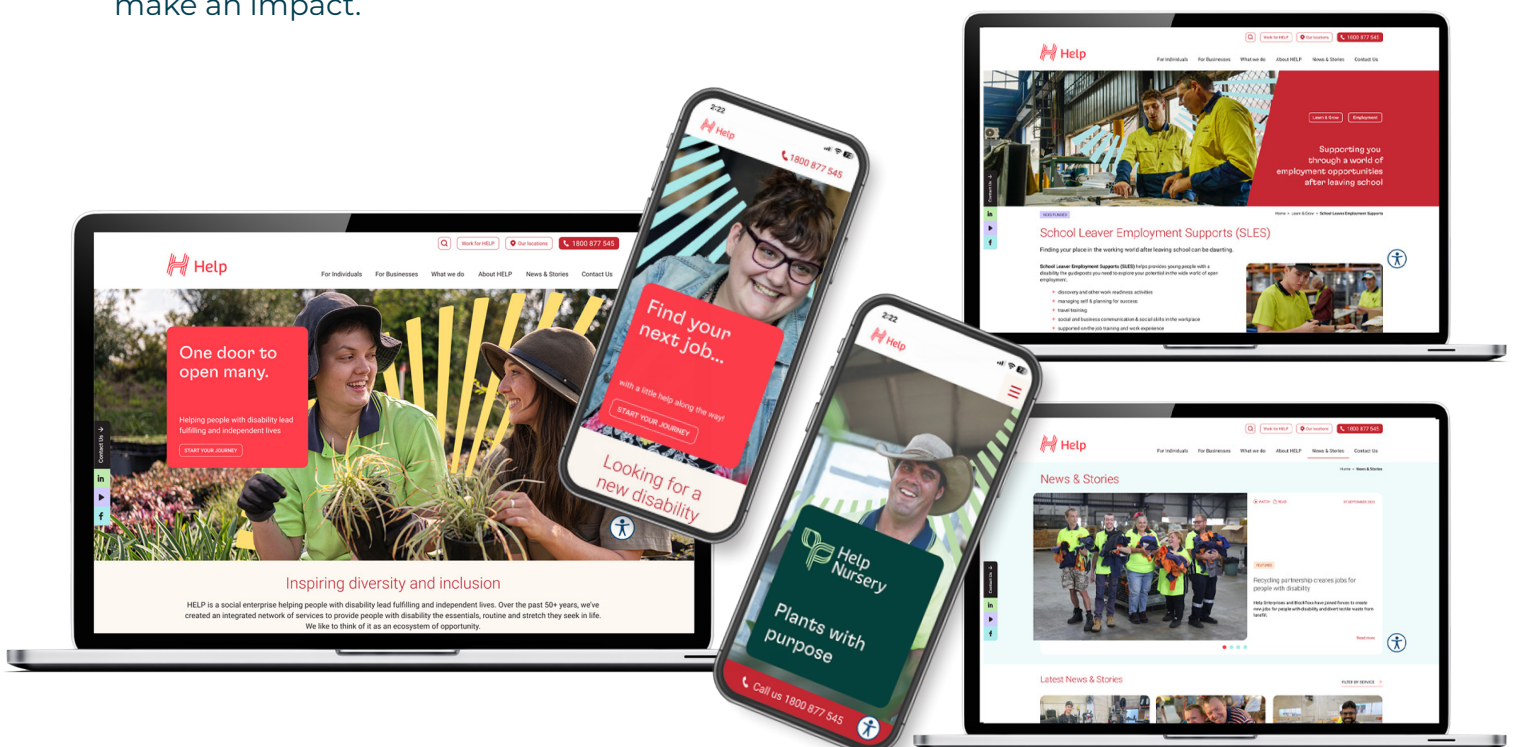
Revitalising a digital presence for an amazing workplace of opportunity and inclusivity

CASE STUDY

Help Enterprises

This platform revitalises Help's online brand presence, combining multiple sites into a unified portal. Integral simplified the search for crucial disability support and employment service information for people with disability, their families and carers and businesses looking to make an impact.

+ Digital tools used in this project included **Octopus** (Information Architecture), **Maze** (User Testing), **Figma** (UI/UX prototyping and design), **MarkUp.io** (review), **WordPress** (CMS), **WP Engine** (Hosting), **Atlassian** (Agile Project Management)





ABOUT INTEGRAL

Bring your brand, business and technology together by matching our expertise and experience with your opportunities, ideas and challenges.

At Integral we combine creativity, technology and business acumen to craft exceptional experiences and outcomes for people and organisations.

Established in 2001, we are a brand, digital and technology partner trusted by leading companies, education institutions, government agencies and not-for-profits across Australia and Asia Pacific.

Our people work hand-in-hand with our clients and partners to imagine, design and deliver simple, successful outcomes for organisations who have complex and transformational business challenges.

In a world where 84% of digital transformation initiatives fail and 73% of brands cannot provide a consistent brand experience across their digital channels, Integral actually delivers.



Call 1300 305 089
Visit www.integral.com.au
Email info@integral.com.au



BRISBANE
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CANBERRA