

Bringing digital brand equity to life.

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Innovation through solid user research

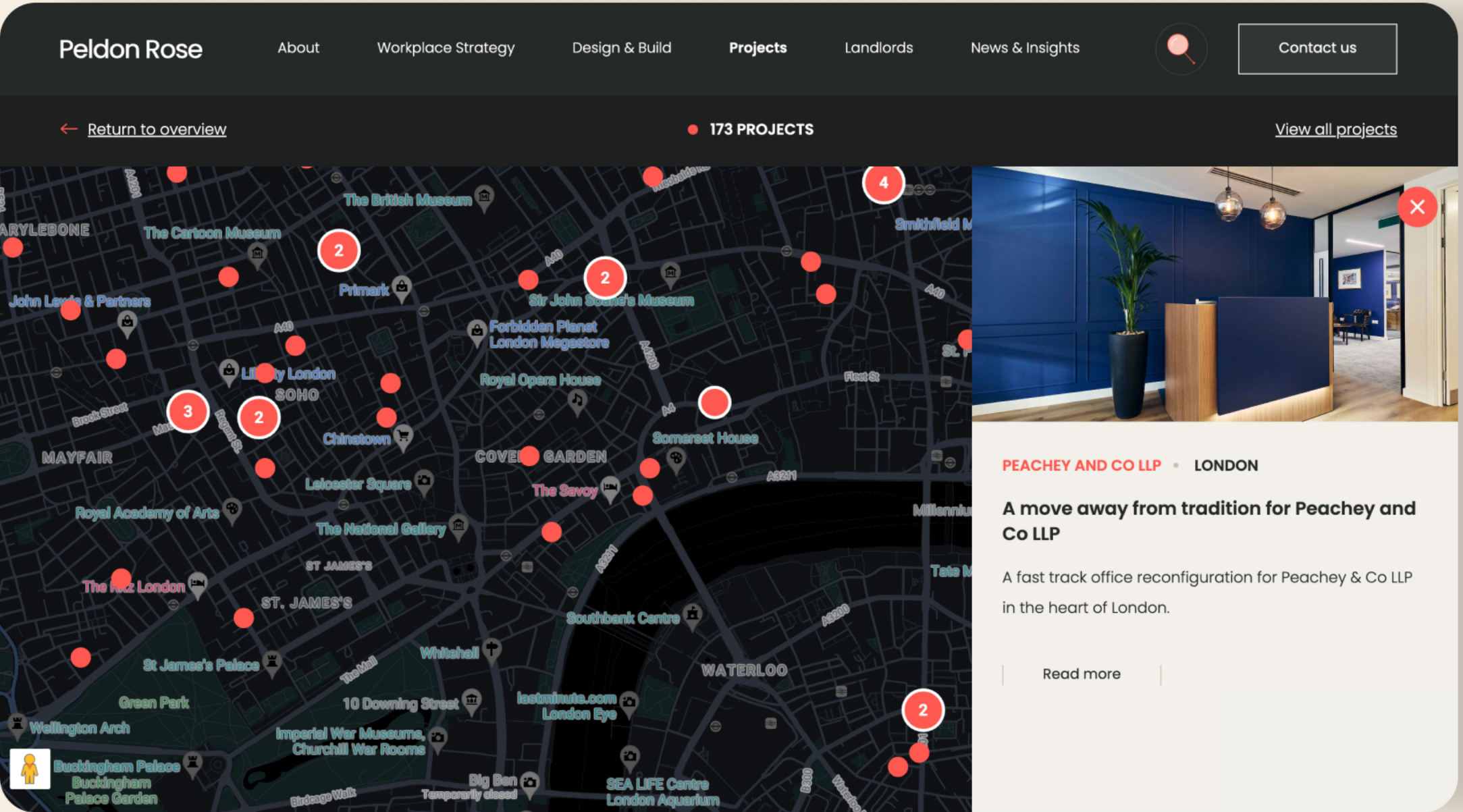
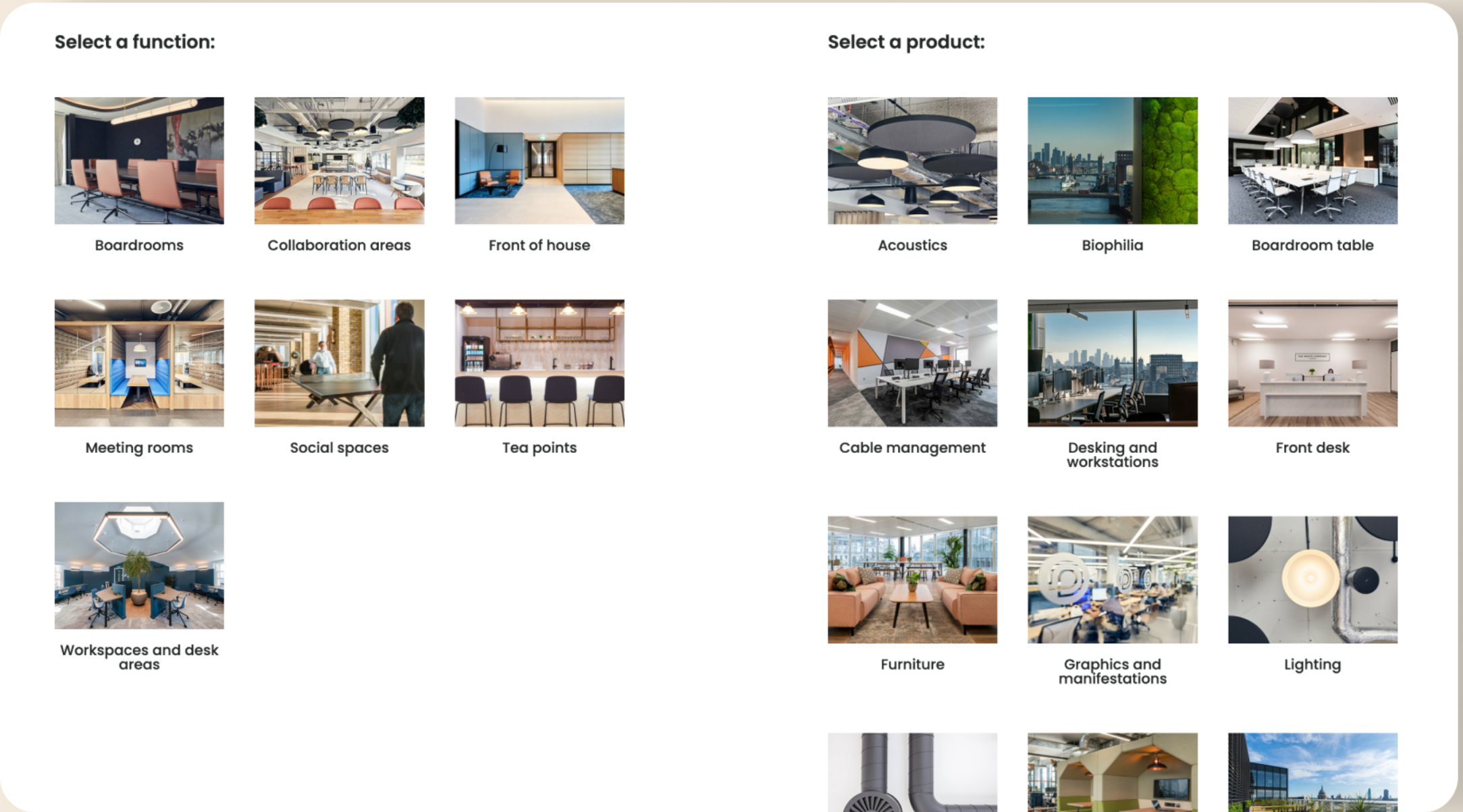
At Workhouse, user research always sits at the heart of all projects. For us, brands aren’t just about the things they sell, they’re about the people they touch: clients, colleagues, customers. That’s why perspective is core to our value proposition, it guides every aspect of our offering. Before we create, we first immerse, discover, distil & define the real challenge.

For Peldon Rose we knew their audiences were varied and complex. Through internal stakeholder focus groups, core user segments were identified. We then conducted interviews, talking to existing and prospective clients to understand drivers, needs, goals & journey priorities. This helped us understand the nuances in motivations which evidently varied by client type – SME v Enterprise v Landlords v Commercial Agents, and by a user’s role – Facilities Manager v CEO for example. These insights were then grouped into user stories to help shape the UX brief.

This research was pivotal in unlocking guiding insights that drove several of our key creative & content recommendations. For example:

- We found that the way that prospects searched for office fit-out inspiration was often image-led, with users creating boards on Pinterest to collate examples. As a result, we built an **image-led filtering functionality** within the case studies section.
- For Landlords & Commercial Agents we discovered location was everything. To meet this need, we developed a **map functionality** allowing users to explore case studies by location.

These insights were then validated during user testing at both UX & UI stages.



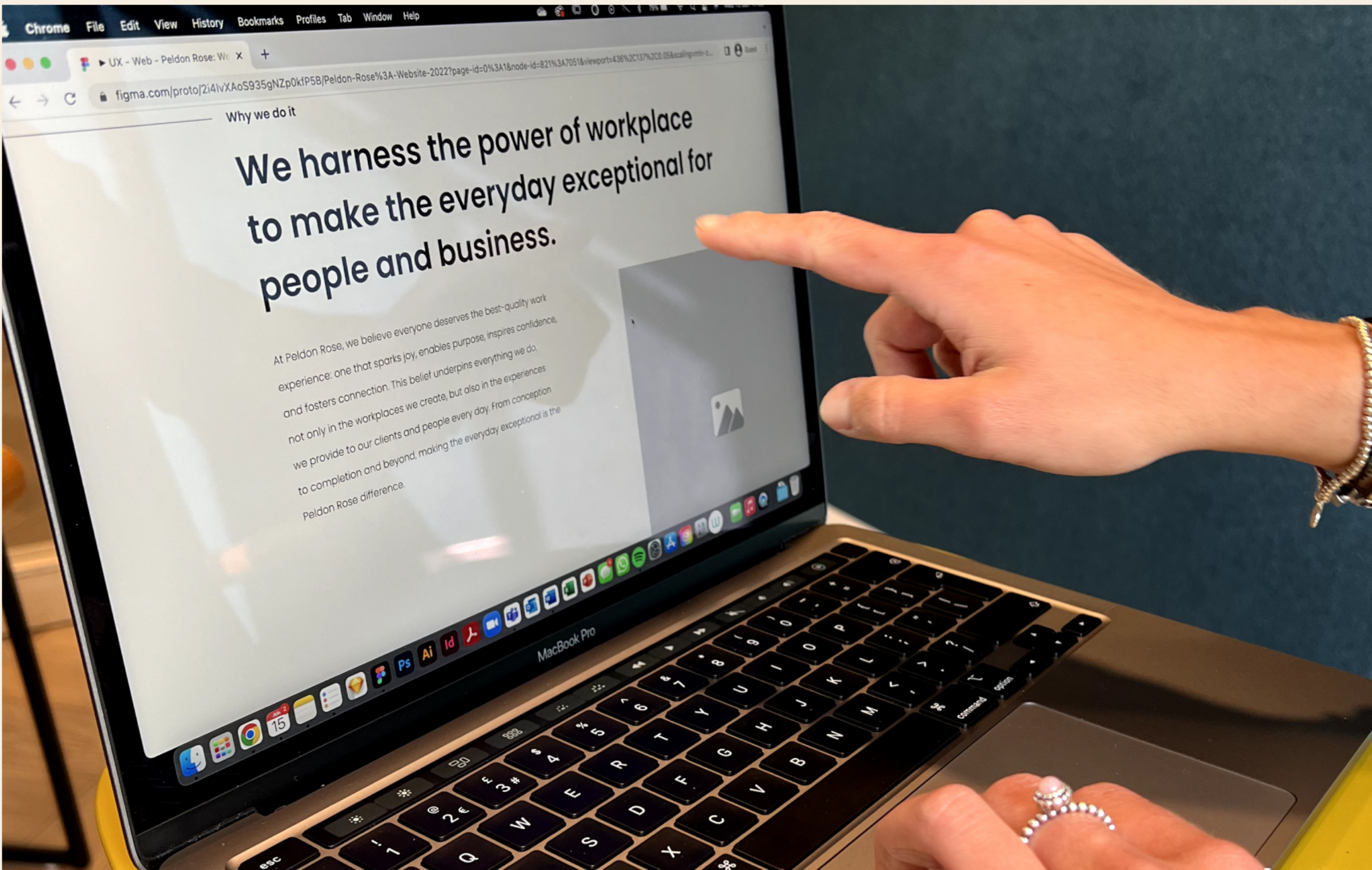
Craft

Following our discovery phase, we synthesised our findings into a core strategy & vision for the site. Defined user needs helped us land on 4 strategic pillars which would act as the framework for the UX brief. This ensured the creative output was always anchored in the core user insights.

This framework was taken forward into a rapid prototyping session working with the client & wider agency roster. Collaboration was a key driver of success with this project, with co-design sitting at the heart of our methodology and crucial in delivering several creative recommendations:

- Expanded case study filtering to drive users to the most relevant case studies more quickly.
- Optimising UX journeys across the three core areas of the site to deepen engagement.
- Humanising the offering by elevating their people & space throughout the site.
- An expanded navigation to provide seamless journeys.
- Presenting core services as an interactive linear process to help educate users.
- Using video content to engage and humanise the brand.
- Customer centric language & consistent TOV to demonstrate their people-first focus.
- Tailoring case studies by audience type to drive relevancy.
- Elevating awards to validate experience.
- A dedicated FAQs section to educate prospects.

Much like one of their own projects, our goal was to deliver technical excellence coupled with stand-out creativity. This was their digital shop window and needed to convey the creativity, quality & attention to detail that defined their own work – nothing less than pixel-perfect would do.



Impact

The objective of the website was to increase target audience engagement & create leads for the sales team. That translated into the following hard measures:

- A 20% increase in leads generated in a 12-month period.

The key conversion metric to demonstrate marketing effectiveness.

- A reduction in bounce rate. We targeted a reduction to 50% within a 12-month period.
- An increase in average session time. Targeting a 30% uplift in a 12-month period.

These were the key engagement metrics to demonstrate an uplift in the quality of a user’s visit to the site.

Eight months after launch we’ve seen a significant uplift in our key metrics and are on target to meet all our year 1 objectives. The site has achieved:

- 25% increase in project leads

Through clearly defined site strategy & optimised UX we’re now able to build more meaningful connections with users, resulting in:

- 112% increase in average session duration
- 15% decrease in bounce rate
- 21% increase in pages per session

In summary, we’ve delivered a beautiful site, grounded in solid insight, that now truly reflects the Peldon Rose brand. Our co-design methodology not only uncovered deep insights but ensured a collaborative process that galvanised the business around the project. The team now have the tools to develop their online strategy with a site that can successfully support the wider business objectives.



Increase in leads



Increase in average session duration



Decrease in bounce rate



Increase in pages per session

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Throughout the process, the Workhouse team demonstrated a clear understanding of the sector, our audiences & our unique challenges. The new site has enabled us to support the sales team more effectively, delivering great results & making a demonstrable impact on the business.

Georgia Marsh, Marketing & Comms Manager, Peldon Rose

The background features a dark teal color with several overlapping, semi-transparent triangles in a slightly lighter shade of teal. These triangles are arranged in a way that creates a sense of depth and movement, with some pointing towards the center and others towards the edges.

Planet

Our agency is based in the North, the Ribble Valley and Manchester and our client in the South, London. From the outset we were conscious about needing to manage the type and volume of our travel, we always used the train, where possible prioritised video check-ins and calls using face-to-face to facilitate key workshops etc.

The website is designed to streamline and generate leads through digital channels, eradicating the need for expensive print collateral.

We host our sites on ANS servers, ANS were the UK's first carbon-neutral hosting provider.



Let's talk.

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Ribchester



Manchester

