



Building Stronger Relationships: Redesigning the online experience

The largest construction contractor in the Midwest constructs a digital experience aimed at stronger user engagement.

This construction company turned to ICC to reimagine the purpose and value of its website. Through a series of strategic user workshops, the team developed a new digital brand position, information architecture, and content hierarchy. The project culminated in the redesign and launch of their new website, all within a responsive framework. The site now generates a new level of respect and appreciation for the beauty, complexity and scale of the client's construction capabilities.