

Foreign Language Website Project Engagement Overview

Client Challenge:

As one of only 26 US based firms licensed to practice in China, the client identified a need to extend the scope of their website. The approach used by the firm to develop a website using internal resources prior to Theoris' involvement was unsuccessfully deployed. Due to the client's limited IT resources with foreign language coding knowledge, they attempted to scan images and character content. The resulting website used image files to deliver site content as opposed to text files, resulting in extremely long download times for anyone visiting the client's site.

Solution:

In-depth interviews were conducted with the client's marketing team and legal counsel both in the US and overseas. Theoris' web development incorporated the Chinese GB code to create the website that ultimately reduced overall download time by 90% utilizing text files to deliver the content.

Result:

The delivered project resulted in an improved communications channel with Chinese partners and consumers, allowing the client to provide improved customer service to the defined market segment. The client expressed high levels of satisfaction with Theoris's project approach, technical competence, and ability to deliver a unique product for their firm.

Solution Type: Custom Website Development

Industry: Law Firm