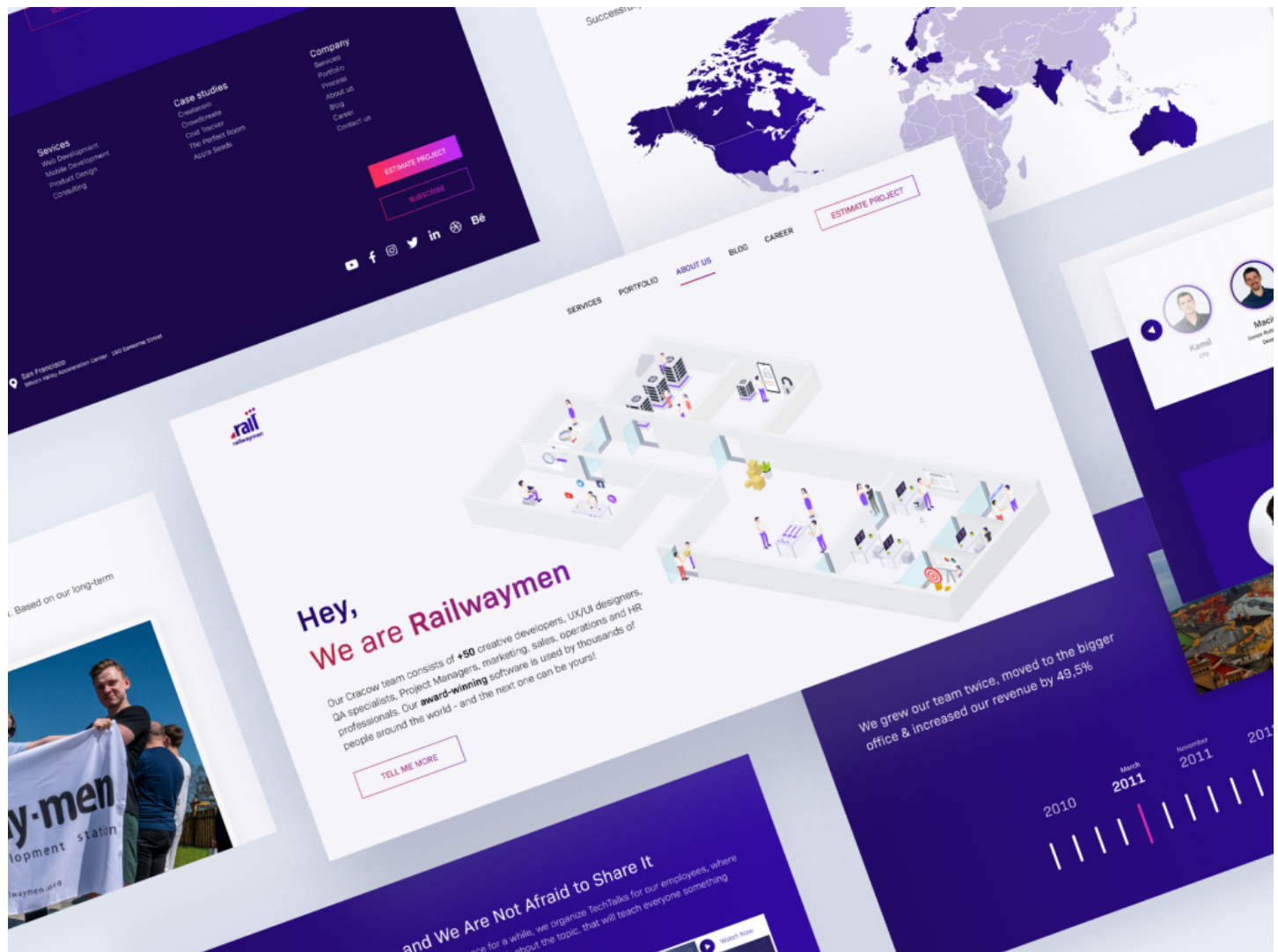


Railwaymen Website Redesign Case study - a Polish-USA Software House Total Makeover

Railwaymen is a custom software development agency based in Cracow Poland. They delivered over 120 apps in 10 years - 75% for the USA partners! A week ago after months of hard work, they've presented their completely new and modern company website.



California, San Francisco, Feb 10, 2021 ([Issuewire.com](https://www.issuewire.com)) - Started in 2009, Railwaymen company is constantly delivering the highest-quality web & mobile applications to clients from the United States of America, Western Europe, and the GCC Region. They have two offices: a HeadQuarter in Poland and another one in San Francisco Silicon Valley Acceleration Center. They are focusing their business services in the North American continent knowing that they are most illegible to deliver an extraordinary quality for a reasonable price.

Among their most noticeable projects, there are:

ProEst - a cloud-based advanced construction estimating software. Since 1976, ProEst has helped over 8,000 of the world's most prominent construction companies streamline and improve their estimating processes. They continue to live up to their reputation for reliable and expert innovations with the

ongoing development of ProEst estimating and on-screen takeoff software. ProEst was recently recognized as one of the fastest-growing SaaS in the USA by the INC 5000.

Frindow - a social networking app, which aims to alleviate the feeling of loneliness among those who feel excluded by society like the elder ones, the disabled, and more. The app owner Marcus Hamilton was interviewed and praised by the BBC radio network last year.

James Marketing Amplifier - an advanced marketing automation platform targeted at the small law companies, to help them receive more clients. James Marketing Amplifier offers high-value law content that can be sent to segmented clients through email campaigns. With this online tool, law firms receive more signups from their website, acquire customers through referrals, grow and improve educational content on their blogs.

Shawarmer - a food tech mobile & web application created for a network of over 100 shawarma restaurants in Saudia Arabia. Monthly, over 70 k of users are using the app to order food, use coupons, and more.

The team structure consists of +50 people at the moment and they deliver everything in-house, without any third-party outsourcing. Among Railwaymen team member, you will find many web & mobile developers (most of them are Seniors, specializing in technologies like Ruby on Rails, Vue.js, React.js, React Native, Swift, or Android), UX/UI Designers, Quality Assurance Engineers, Project Managers, Business Development or Marketing professionals.

Railwaymen is a company, who is not afraid of challenging industries, requiring lots of specialized knowledge and attention to detail. Besides long partnerships with clients from construction and fintech sectors, Railwaymen has recently acquired a partner from the Refinery, Chemical Engineering, and Robotics industry. These kinds of cooperations are excellent proof of their readiness to pick up the projects that other software houses find too complicated to make.

What distinguishes Railwaymen on the software development market is that most of their projects are long-term partnerships, with a high coming back client rate. For example - with appleseeds, a network of kindergartens from New York they cooperate for over 10 years already. They are the ProEst closest technology partner since 2015. With Christine from It's a short Railwaymen started cooperation in 2012 - they built a website for her then constantly maintained it and at the beginning of 2021, they've revealed the media company website complete redesign.

Railwaymen also has got a very high score on a well-known B2B platform Clutch. co - with over 30 reviews, they maintained a high median rate of 5.00/5.00. In previous years, they also received Clutch recognitions as "Top Ruby on Rails Developer" or "Top B2B Company Global".

At the beginning of February 2021, they revealed their completely new website design. The previous website, which had been in use for years wasn't satisfying their needs in terms of UX Design, building a modern image among potential clients, and usability testing. The current website is the effect of deep User Experience research, multiple design sprint methodology, and implementing solutions, in which the main goal was to improve user flows. Railwaymen presented the website redesign promotional video, which is available to watch below.

<https://youtu.be/GObGllsQAbw>

Railwaymen Website Redesign Case study - Home Page Freshen Up Look

The whole Railwaymen website redesign process included 9 core team members: 1 User Experience / User Interface Designer, 2 Front End Developers, 1 Backend Developer, 2 Marketing Team Members, 1 Human Resources Team Member, and 2 Quality Assurance Engineers. The entire Railwaymen website redesign process took around 6 months, but it's worth mentioning that the whole team was simultaneously engaged in various projects for the software house clients.

The first stage of the website redesign process was creating new website mockups in Figma. After a discussion with the marketing team, Railwaymen UX Designer prepared the home page mockup, moving to other subpages later.

What is worth noticing, that each page on Railwaymen's current website was completely redesigned. They decided to change their visual identity entirely, resigning from strong, red colors and switching them to more sophisticated and toned down violets. The website redesign team was meeting with each other once a week, to discuss what new has been done, and what is planned for the next sprint. The previous/current Railwaymen clients' case studies showed them clearly, that SCRUM methodology will be the most efficient way, to not lose track of the work, and maintain an agile approach.

In this Railwaymen website redesign case study worth mentioning are the pain points that the software house wanted to eliminate by changing its online appearance. For example, there were multiple contact forms available on the website, which could cause some confusion among company potential clients. Now there is only one [Estimate Project](#) form available, which is much more user friendly and easy to fill.

What Railwaymen also took great attention to during their design process is to improve the general user journey. On their old website, there wasn't a dedicated subpage called [services](#), to give a potential client information needed, to consider software development cooperation with this specific company. The services section has been divided into four subsections: [Web Development](#), [Mobile Development](#), [Product Design](#), and [Discovery Phase](#), which emphasize the software house areas of expertise.

So a lot of new, written from scratch content appeared on the website, to guide the user and give him/her as much information as possible, before the need to contact Railwaymen directly. The case studies section also received an entirely new, freshen up look. Not previously available "About us" subpage is already getting lots of traffic from interested in knowing more about the company visitors.

The general Railwaymen new website functionality greatly improved, thanks to raising performance (the website is faster than the previous one) and comprehensive SEO optimization. What visitors can see on the software house's new website are industries that they want to focus on in the new decade. [Construction](#), [Social](#), Martech, Fintech, Edtech, Foodtech - those are the areas that Railwaymen company feels the most confident at, with numerous successful projects already delivered.

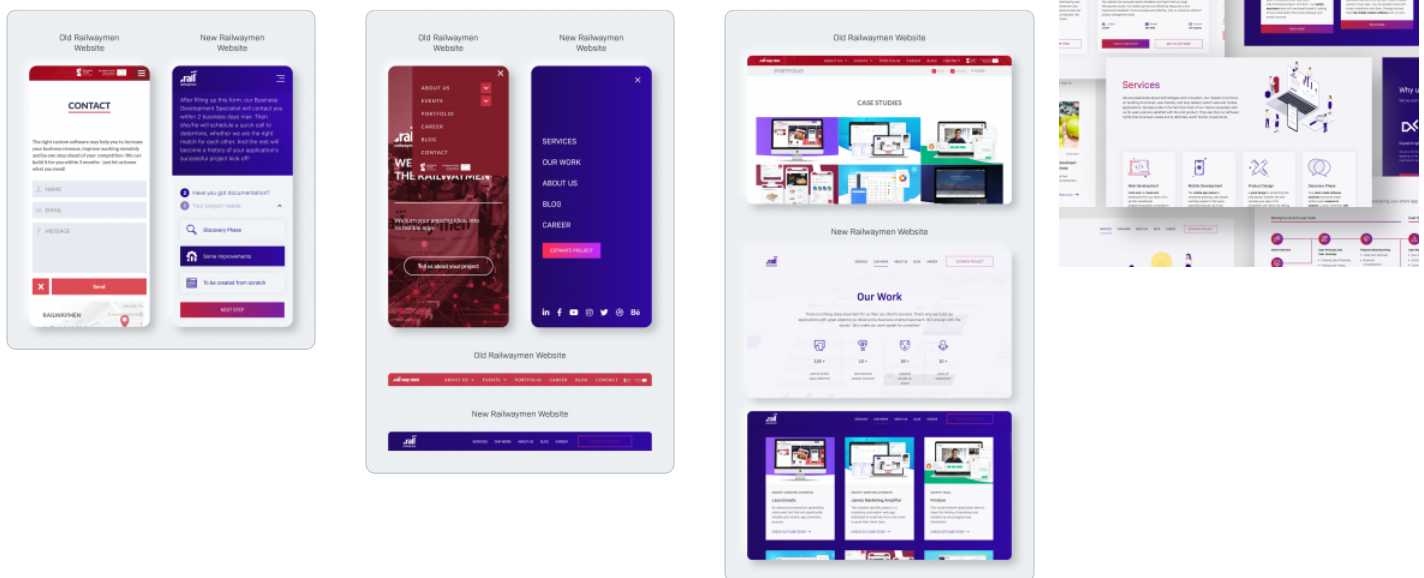
Another Unique Selling Point that Railwaymen wanted to emphasize on their website is a team of highly experienced people on board. As many entrepreneurs know, finding the right offshore developers and in general, software experts is a challenge. In Railwaymen the team rotation is very low, as people find the challenging projects that they can successfully develop for years. In the About Us section, you can see every person cooperating with the software house, which gives a personal touch to the website. After all, doing business is mostly based on human connection and general trust.

Speaking about connection and trust - Railwaymen through their 11 years of existence gathered a lot of positive reviews from their partners. So they decided to emphasize the clients' satisfaction rate, dedicating a lot of space on their new website to text and video testimonials. While visiting the Railwaymen website, visitors can see the partner name, surname, photo, nationality, project timeline, and budget. The goal of this was to show how much money does building a specific custom software takes and how much time does it require. In general, Railwaymen claims that their team is fully capable of delivering an MVP for a web or mobile application within 3 months for 20k\$.

Railwaymen Website Redesign Case Study Effects

The software house encourages visitors to [visit their website personally here](#) and discover everything that changed during the redesign process. After a week of the new website launch, they already noticed higher traffic, more in-depth visits, and general enthusiasm, that potential clients express seeing their metamorphosis.

Railwaymen wanted to emphasize that in the lockdown companies should take deeper care of their online appearance, especially as traditional events, meeting face to face are currently on hold. They encourage everyone, who is not sure whether his/her business needs a new website or application to read this case study carefully, as proof, that despite the development process taking some time, the results will come very fast.



Media Contact

Railwaymen

izabela.rokita@railwaymen.org

Na Zjeździe 11

Source : Railwaymen

[See on IssueWire](#)