

Consagous Technologies Pvt. Ltd.

CASE STUDY

THE CLIENT

Embassy of India, Athens (Greece).



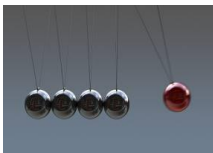
BUSINESS CONTEXT

India and Greece established diplomatic relations in May 1950. India opened its resident Embassy in Athens in March 1978. Interaction between India and Greece goes back to Antiquity. In modern times, the two countries have developed a warm relationship based on a common commitment to democracy, to peace and development in the world and to a Social system imbued with principles of justice and equality. India and Greece also share Common approaches to many international issues, such as UN reforms and Cyprus.

THE IDEA

Embassy of India for Athens (Greece) is gateway of information to people seeking information about India, Indian Embassy, VISA & Consular Services, passport, tourism etc. The objective of the embassy is to serve people looking for Indian VISA related information like Visa fees, payments, application forms etc reflecting the essence of incredible India. Our client wanted to

Empower their staff to be able to manage the website content while self updating the website with latest Indian embassy related information.



CHALLENGE

- The biggest challenge with website when Indian embassy came to us for a facelift was to organize the information in proper hierarchy so that anyone can effortlessly retrieve the vital information from the website.
- The website have to be design in a manner that it keep balance in the Graphical User Interface and consistent in different browsers.
- If the website is inconsistent then it not only a turn off for many users looking for Indian VISA information but were also increasing the bounce rate of the website.

SOLUTION

- Consagous Technologies requested the Indian Embassy to provide detailed information in the design survey so as to help us get better hang of their design and development requirements before we could suggest them an

Information architecture that presents India and Indian Embassy in proper hierarchy.

- Once we had a well organized design in place, our programming team custom coded a Content Management System in PHP that was not only robust but also easy for staff to operate.
- The development team implemented site keyword search to enable users locate vital information quickly with a press of enter key.



OUTCOME

- Consagous Technologies provide a good design solution to embassy of India Athens Greece.
- This website has better connected with the needs of the user and give a better way to organize the information in proper hierarchy.
- People can easily seek the information about India, Indian Embassy, visa, passport, Tourism etc.

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