

PharmWaste Technologies, Inc.

The Challenge.

PharmWaste Technologies, Inc. (PTI) is a privately held corporation committed to providing solutions for your pharmaceutical waste management needs. Incorporated in 2007, PTI has been assisting customers achieve their pharmaceutical waste compliance goals on a national basis.

Pharma hazardous waste is a fairly new industry and not having enough data on the industry and online user behavior were key challenges that we needed to address. We reviewed old website design and gathered business requirements to get more clarity around business objectives.

ORIGINAL DESIGN

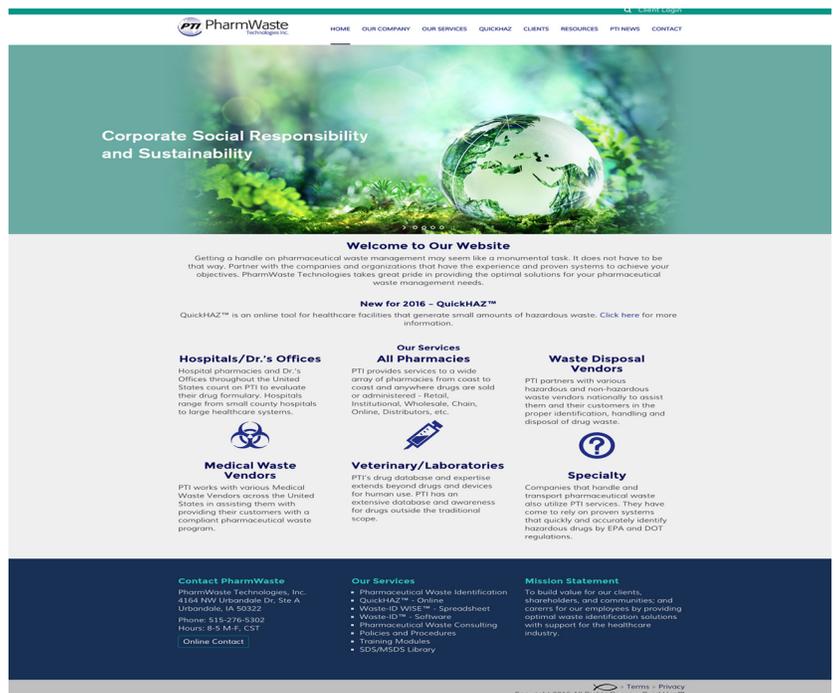


The Solution.

Since web usability and simplicity were at the core of new design, we decided to implement a clean drop down navigation scheme that was easy to use across a wide variety of devices from mobile phones to tablets and desktops.

During our discovery sessions, we learned that Pharma hazardous waste management industry have few things in common to Pharma reverse distribution industry. In the end, we decided to leverage some of Pharma returns industry knowledge and built a website design that was driven by strong branding theme. We also develop linear wireframes to improve user engagement on the homepage.

UPDATED DESIGN



515.225.6438
 1200 Valley West Drive, Suite 706
 West Des Moines, IA 50266
 www.amplimark.com

PROJECT SCOPE:
 Fully Responsive Web Design
 Content Management System (DotNetNuke)
 Custom Programming (ASP.NET backend)