

# Web Solutions

Web solutions help our team create top-notch applications. Thanks to them, customers don't have to worry about the quality of the product because we use the best methods and software to develop at Telesens!



*Using modern solutions for web development to build an application that is as responsive and user-friendly as possible.*

- our R&D team;
- marketing specialists;
- customer support;
- and all team members who work together with the sales department to build real value for customers.

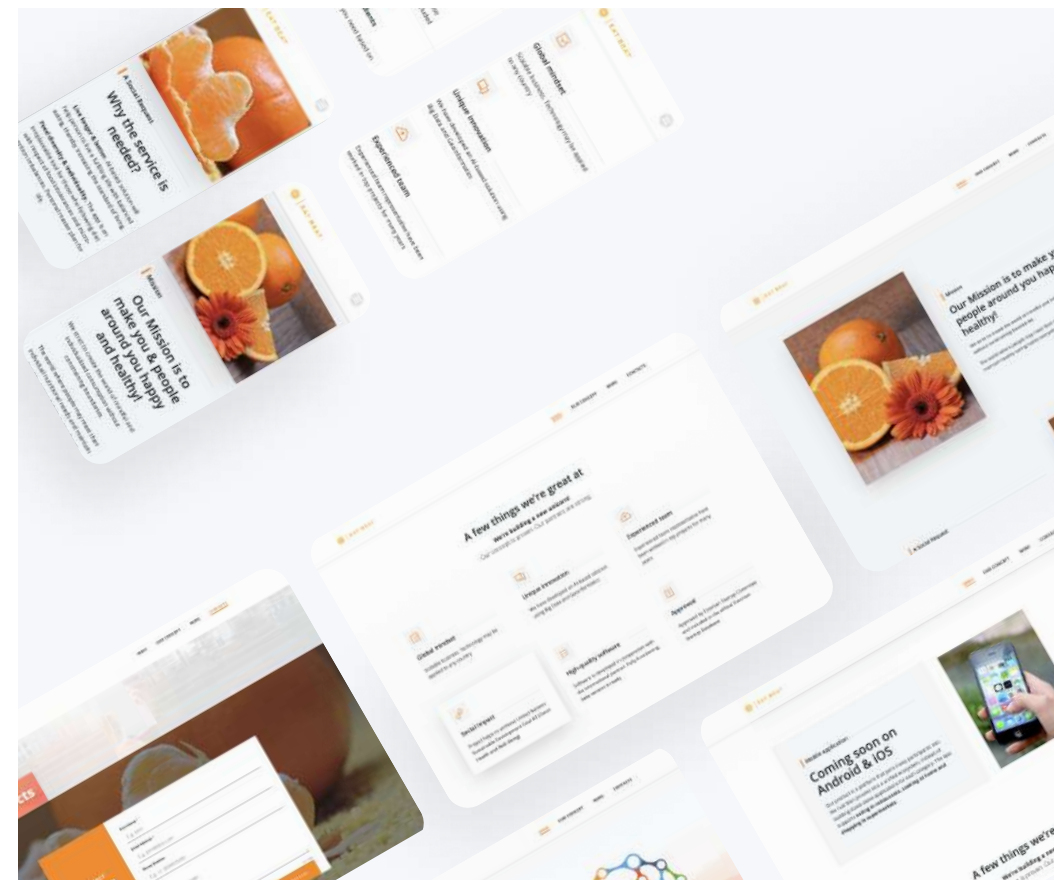
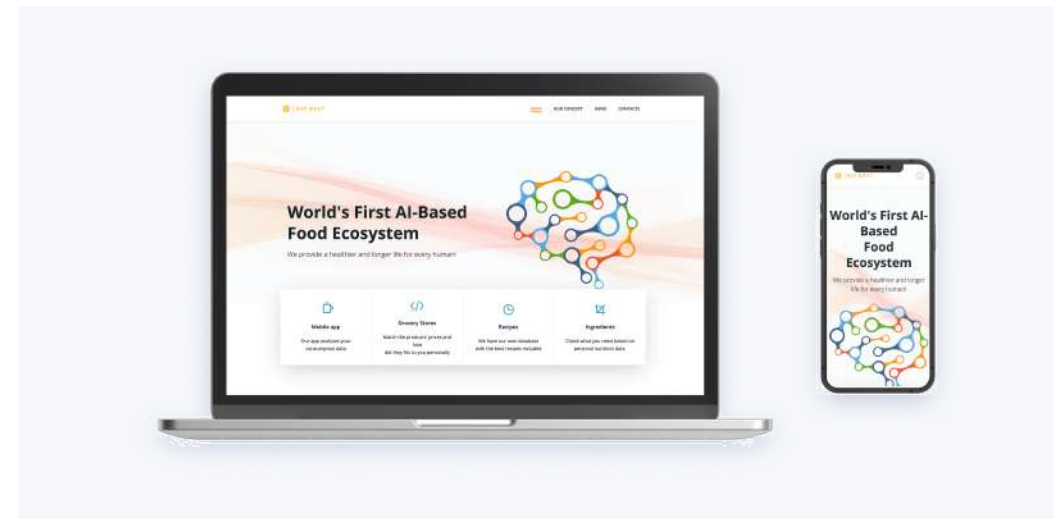


**Using particular web solutions, we create products of the highest quality.**

The customer doesn't need to worry about UX and UI because we take care of it.

Here are some examples of web solutions that our team uses to improve the product.

Creating a modern solution for a company is not just a task for a team of web developers. In our company, this solution isn't developed after the content author submits all verified information and adds relevant photos to the page. It all starts with:



01

### Adaptation to mobile devices

Checking adaptation to mobile devices. More than 50% of website traffic comes from mobile devices. We reached a tipping point where ignoring the mobile experience can increase more than half of your leads.

02

### Readability and clarity

Readability and clarity affect more than just your user experience. They can relate to your conversion rate, because good navigation makes the website easier to use and attracts customers.

03

### Well-thought-out navigation

A well-thought-out menu and ease of navigation on the web page have a positive effect on users, and will leave a good feedback.

04

### Aesthetics

How do visual effects contribute to your brand's user experience? This apparently superficial component of your website can change the way people perceive your website.

05

### Transparency

Studies show that:

**73%** of people will pay more if the company appears to be 100% transparent.

**39%** will switch brands if they believe another brand is more transparent.

**94%** will be loyal to a brand that continues to demonstrate transparent behavior.

06

### Website design "rules"

If you find a search box on a website, 9 out of 10 times it will be in the top right corner, exactly where people look for the search box. Its placement in the lower right corner negatively affects the interaction with the user. There are many more such "rules" that make the website convenient and easy to use, which we use.

07

### Speed

If 20 years ago more than 5 seconds to load a website seemed normal, now it indicates some kind of problem. A website's conversion rate drops by an average of 4.42% for every additional second it takes to load. After 5 seconds, a fifth of potential users leave the website.

Designing a web page can be difficult. A web page should be exciting and modern, but familiar and easy to navigate at the same time. Fortunately, over the years, a set of unwritten rules have been developed to help guide our viewing experience.

This means that your design can use a completely innovative interface, but by adding a few known touchpoints, users will be able to easily use and navigate your website.



### Here are some of the rules we use:

- 01 | The logo is located in the upper left corner
- 02 | "Contact" is the last item in the navigation list
- 03 | Search option is next to navigation bar
- 04 | Animation of interactive objects
- 05 | Mobile responsiveness
- 06 | The login is in the upper right corner

## Our contacts

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