

CHALLENGE

The client managed a public-facing web portal built on an aging codebase with outdated design patterns, resulting in a text-heavy experience that was difficult to navigate and required users to sift through long content to complete tasks. The legacy design and development processes made updates slow, costly and hard to iterate.

The client needed:

- To modernize the platform quickly while preserving existing business logic and minimizing risk to ongoing operations.
- A better user experience that aligns with modern usability, accessibility and digital engagement expectations.

SOLUTION

eImagine modernized the client's web portal using rapid prototyping and AI-enabled development, accelerating UI improvements while preserving the existing application architecture. The approach prioritized usability, clarity, and accessibility without requiring a full system rewrite. Rapid design iteration replaced traditional, time intensive design and requirements cycles.

- A modern, intuitive user interface was delivered that included:
 - Simplified navigation and clearly defined calls to action.
 - Condensed and structured content using expandable sections instead of long text blocks.
 - Updated visual design aligned with modern web standards.
- An AI assisted knowledge retrieval chatbot was added to support users by answering questions and guiding them through processes in real time.
- Human oversight remained integral throughout development to ensure quality, accuracy and responsible AI use.

OUTCOMES



Delivered faster UI delivery than traditional development approaches.



Achieved **over 80% increase** in development efficiency.



Reduced time for upfront design decisions with rapid iteration.



Enhanced user experience with clear navigation, structure & guided assistance.



Replaced static content with an interactive, conversational support experience.

AI POWERED MODERNIZATION MODEL FOR:



Legacy Web Portals

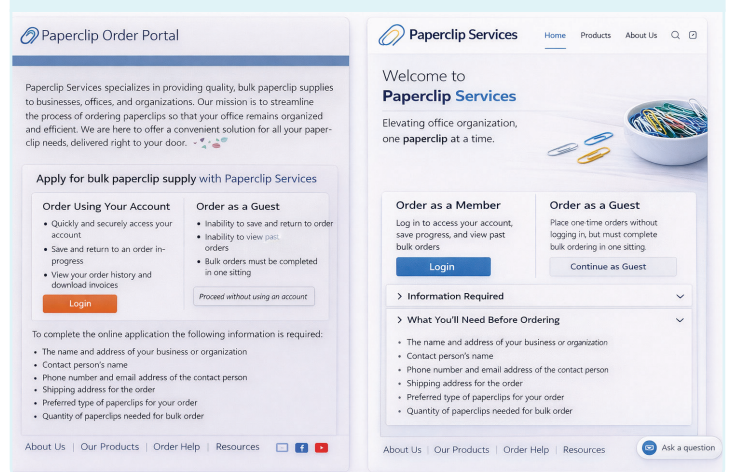


Form-Based Apps



Public Digital Platforms

BEFORE AND AFTER



*Example to protect client anonymity