

# Prime Aluminium Case Study

## Executive summary:

Prime Aluminium Industries Pakistan is the Pakistan leading Aluminium and well-reputed company. Prime Aluminium was the first since 2007 to introduce European Standard Electrolyte-colored Profiles of Aluminium in Pakistan. Through European industrial production plant, Prime Aluminium provides extrusion, anodizing, powder coating and selective fabrication services to its customers. Prime Aluminium customers can choose from the widest range of colours, wood finishes and powder coating with over 20 finishes and more than 400 designs façade. As a recognition for their product and work Prime holds certifications from the American Architectural Manufacturing Association (AAMA 611-98) and is ISO 9001 certified.

## Challenges:

As in this recent innovative and competitive era, Prime Aluminium was faced with challenges to expand its market and to make its product more reachable to its customers. Apart from using the best technology and innovative plant for its product production Prime Aluminium need to evolve its platform and representation for the world. Diginatives team was put to test for their creative ideas and innovative mind to transformation their client through every phase of technology innovation. Apart from Prime Aluminium outdated simple website Diginatives team was face to design responsive user-friendly UI which could both be easy to use and informative enough for the Professional in the Aluminium industries also imposing the product lifetime guarantee and satisfaction for their client. After the design phase, Diginatives team was faced to represent the widest range of product façades and the product colour schemes to the customers of Prime Aluminium keeping the responsiveness of the website along with other functionality requested by its clients.

## Solution:

With having the best designer team and innovative coders at its disposal Diginatives team analyzed the latest market trends of the IT industry and their client scope of the industry. Thorough discussion and many client interviews helped Diginatives team in understanding client requirements and demands in the markets thus achieving the best result along with a very satisfied client. Using the latest stack of web engineering and technology the goals of modernizing their client was achieved with utmost professionalism and satisfaction. At this stage creative minds, qualified team members and openness to out of the box solution created a roadmap for Diginatives team to tackle all the technical challenges brought forward by the client.

## Process:

Using the latest project management schemes and Web Engineering Process models. Every phase of the website was dealt with in the utmost professional and innovative way possible. To key to the success of

this project was open communication and openness to ideas between teams. Diginatives team used the latest web technologies to overcome the challenges and meticulously communicated the hurdles back and forth between teams and clients. Below is the process phase of the project.

- Requirements Analysis
- Business Analysis
- Modelling and Designing
- UI Approval And Analysis
- Implementation
- Testing
- Analysis and Evolution
- Deployment