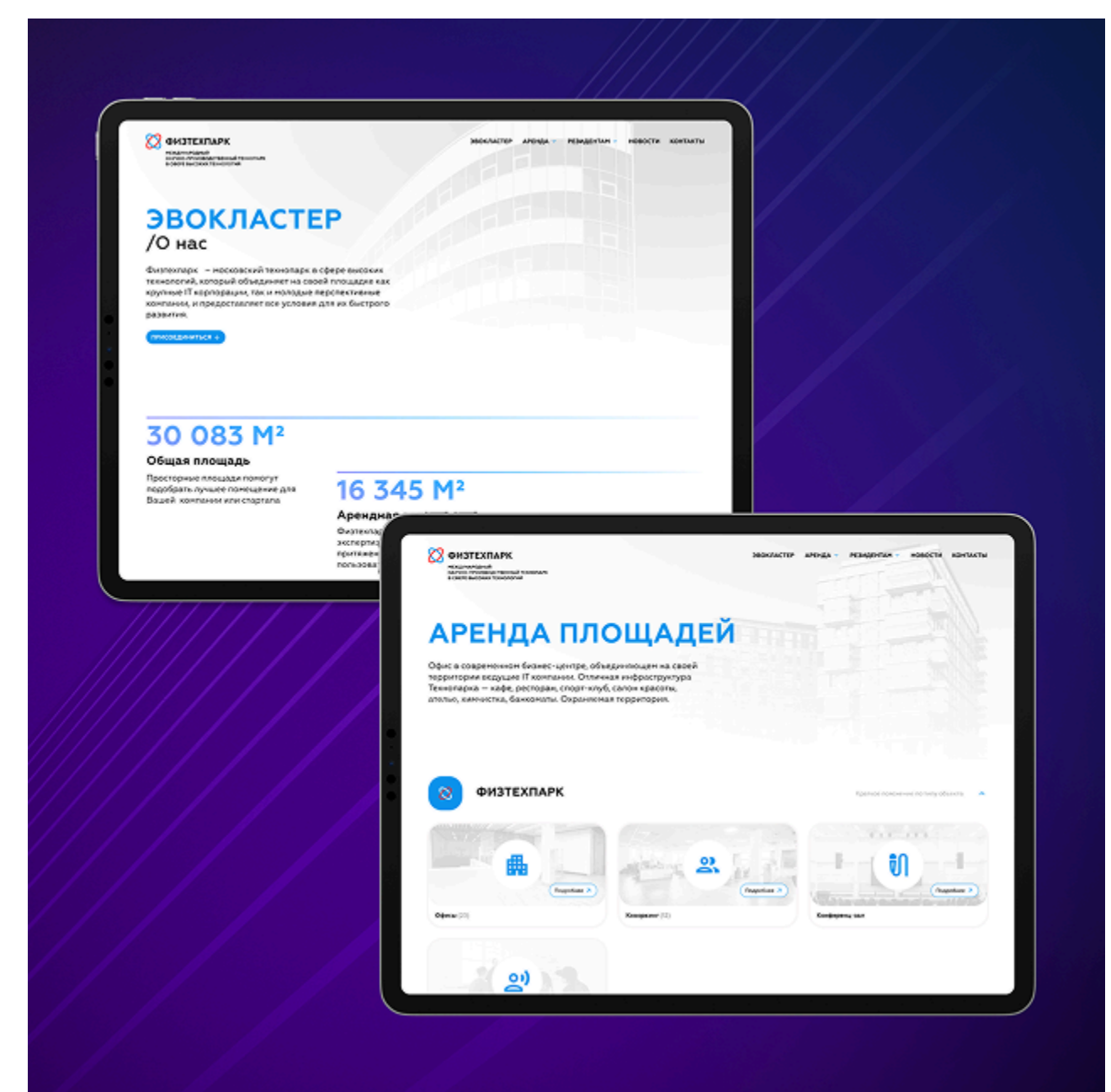
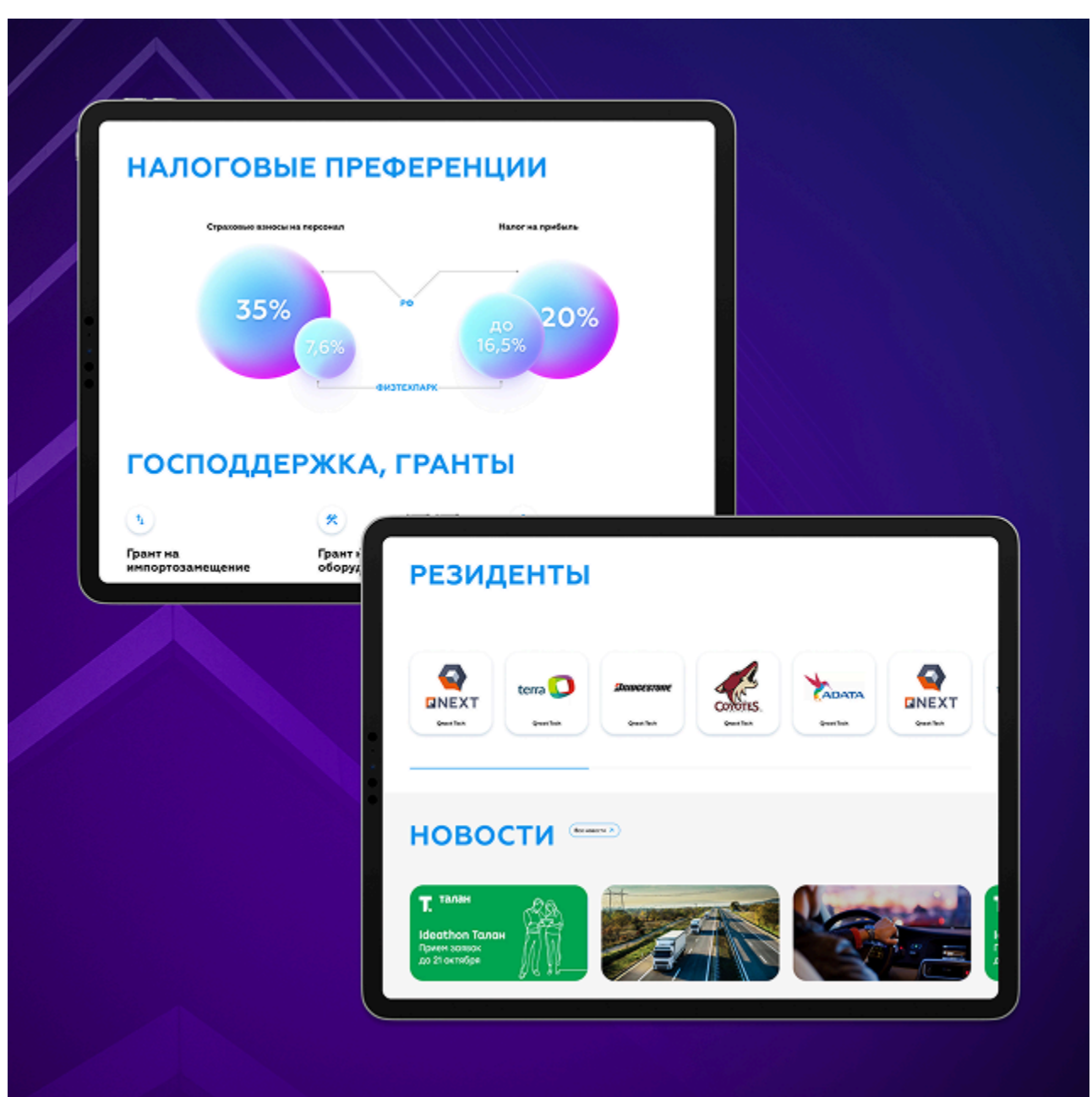


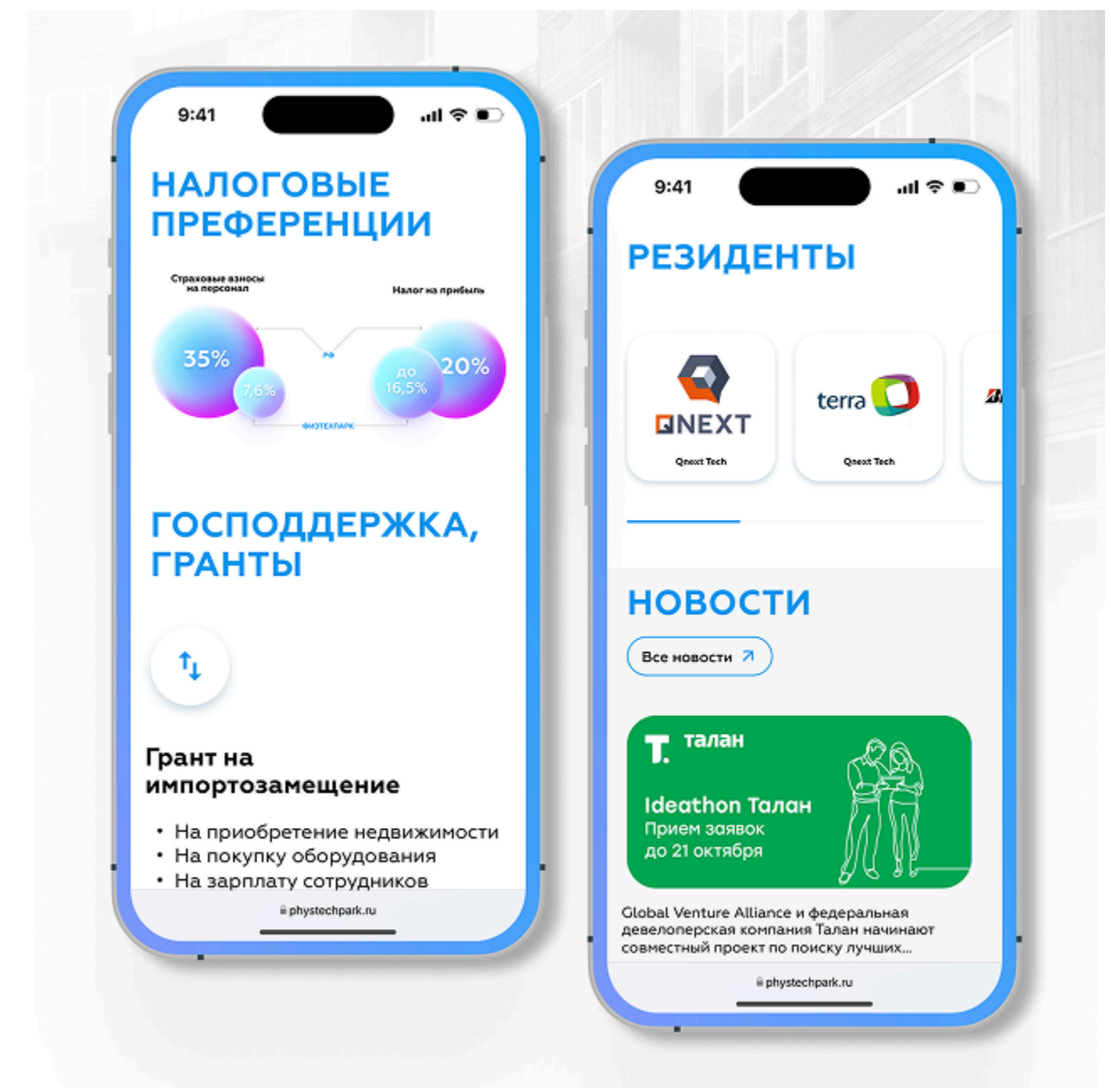
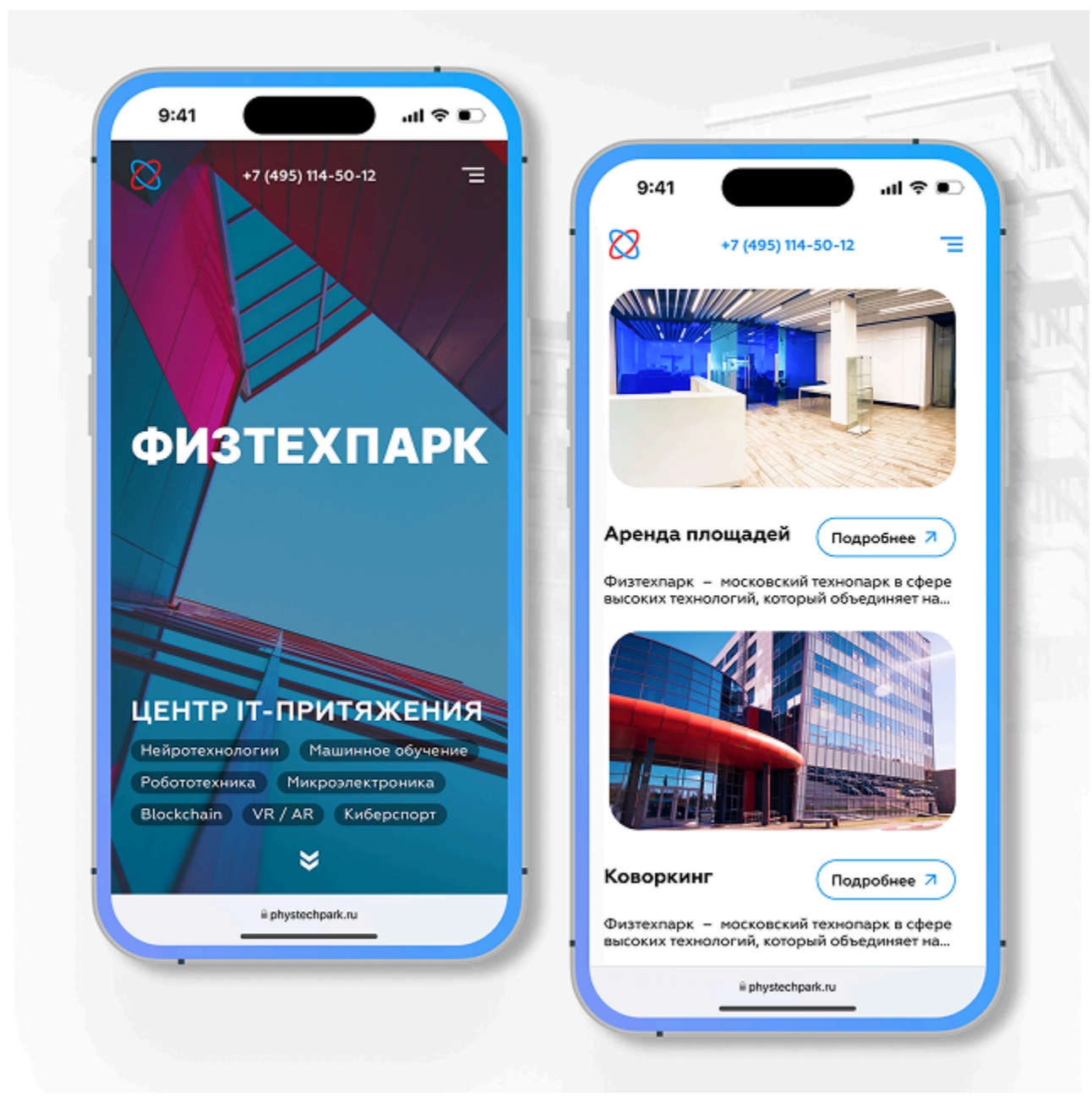
// TASK

For the Moscow technopark Phystechpark, it was necessary to develop a corporate website that not only presents the site and its capabilities, but also solves the applied tasks of users: registration for events, rental of workplaces, purchase of parking and work with related services. It was important to assemble a modern, understandable and functional tool that combines the information part, personal account and commercial tool that combines the information part, personal account and commercial scenarios in one system.

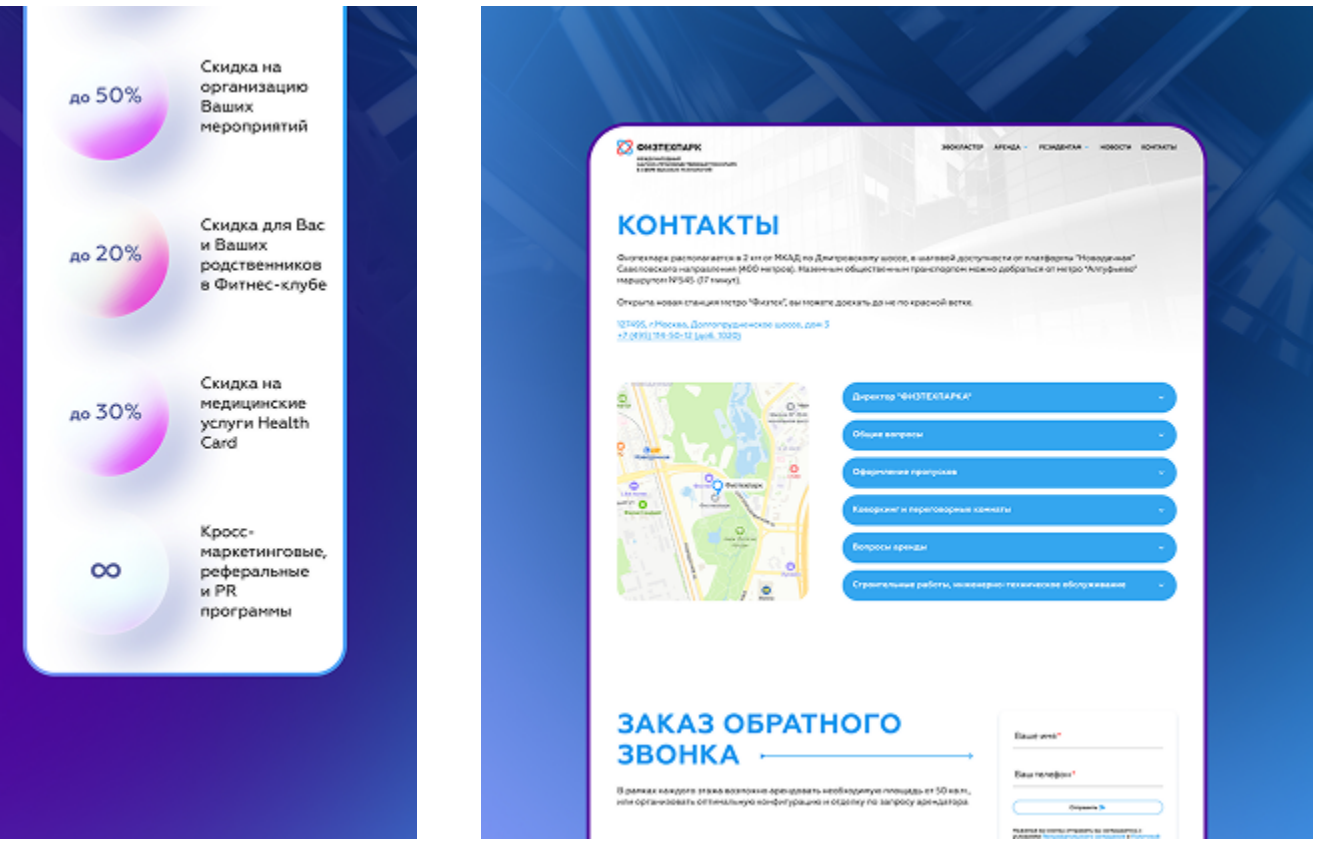
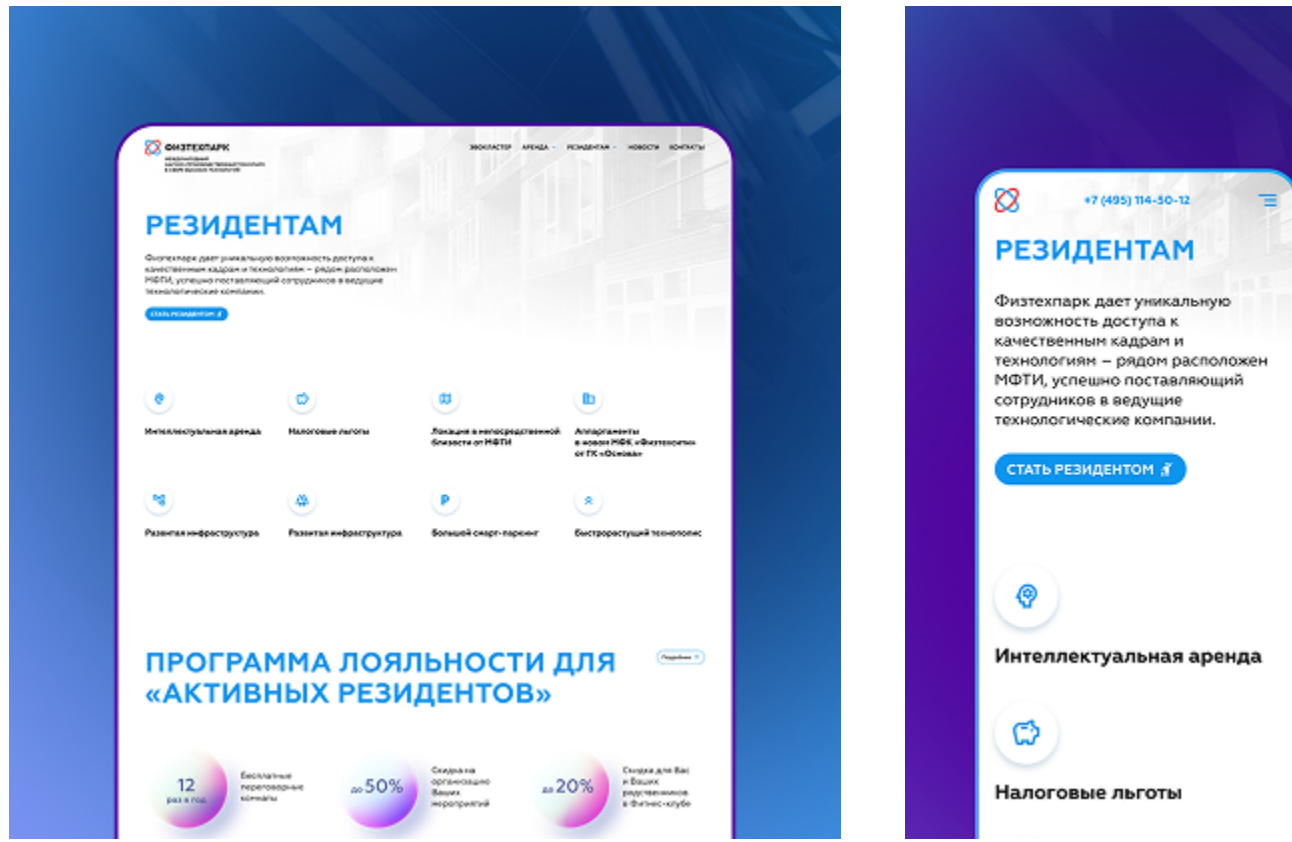


// SOLUTION

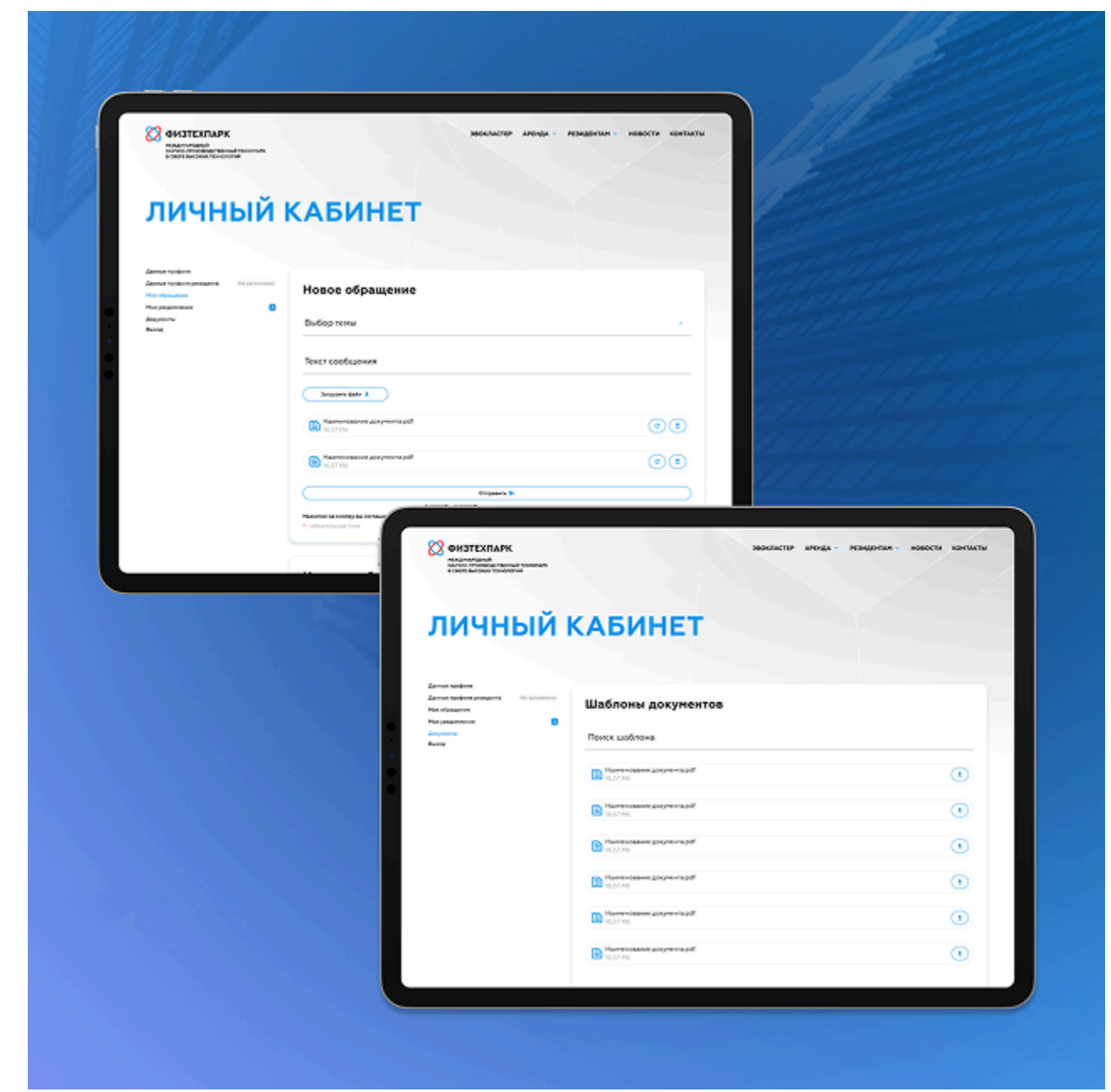
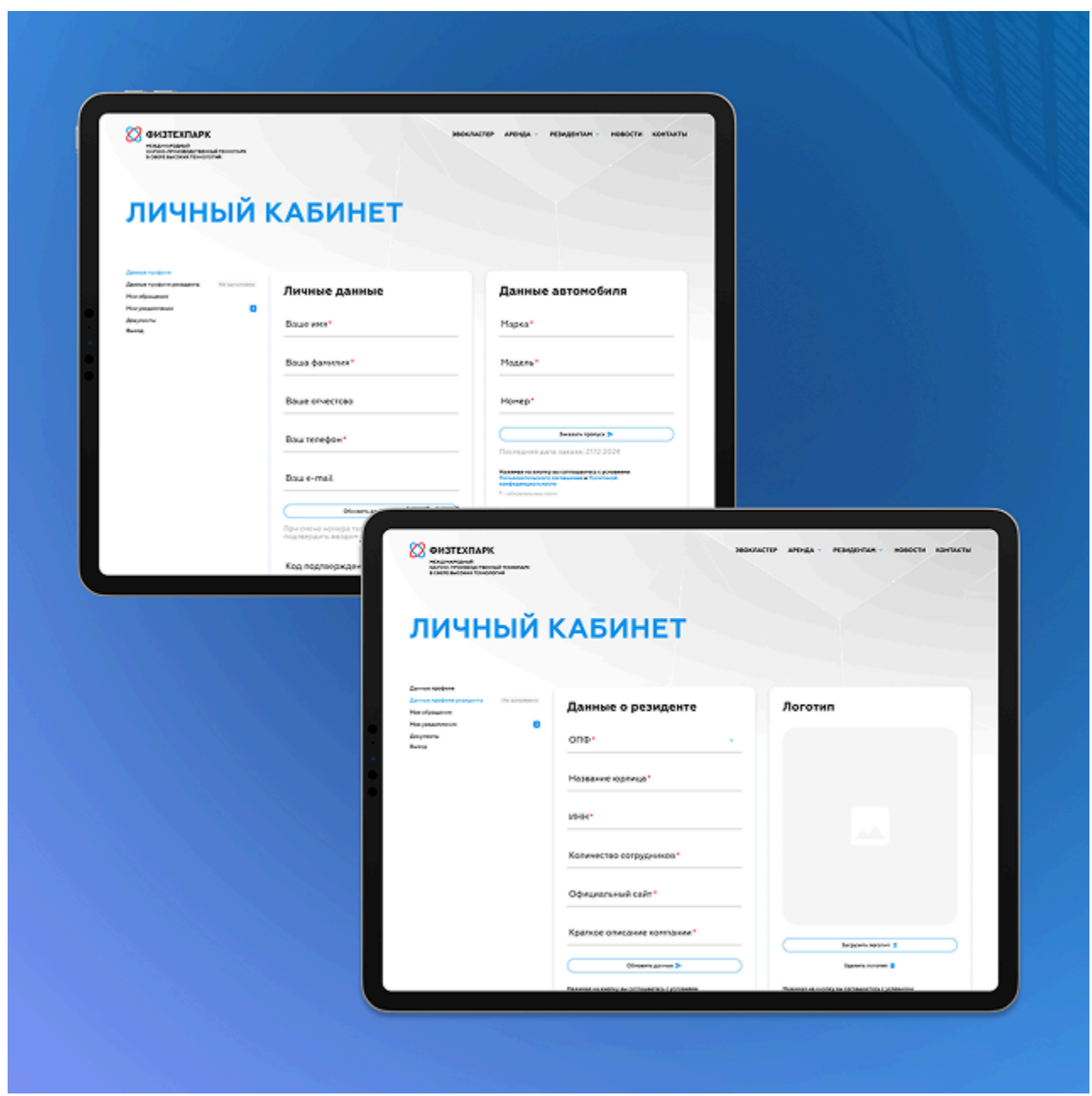
- 01** We have assembled the website as a single digital entry point into the technopark ecosystem: with a presentation of the site, infrastructure, events, rentals and additional services. Due to this, the site works not only as an image showcase, but also as a full-fledged working tool for interacting with the audience.
- 02** The site provides an opportunity to sign up for events, as well as book a parking space, coworking space and other formats for using the site. We have separately thought out scenarios for choosing the date and time of the rental, so that the user can quickly arrange the necessary service.



- 03** The project has implemented online payment, a feedback form, a personal account and work with documents. This set of functions made it possible to make the site not just an information resource, but a service through which you can go all the way from getting to know the site to completing the service.
- 04** We have provided a separate card and loyalty system to enhance the user experience and make interaction with the technopark more convenient for regular visitors, residents and guests of the site.



- 05** To support key scenarios, we have implemented integrations with acquiring, Yandex.Maps, and services that are used to announce events. This made it possible to link the site to the payment infrastructure, navigation, and external channels of communication with the audience.
- 06** We have worked out the desktop and mobile versions separately so that the recording, booking, payment and navigation scenarios remain convenient on different devices.



// RESULT

As a result, the Phystechpark received not just a corporate website, but a convenient digital service for working with the technopark's audience. The site combined the presentation of the site, registration for events, rent, payment, personal account and additional services in one system. Due to this, it helps not only to talk about the possibilities of the technopark, but also to translate interest into a specific action — recording, booking or registration of a service.