

# NEW TROX WEBSITE. TROX 3.0: MORE INFORMATION – FAST, TARGETED, MOBILE

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It's now live: the new website from TROX. The intentions for the new website can be summed up in two terms familiar to web experts: "user-centred" and "responsive design". What do these keywords used by web designers really mean?

## USER-CENTRED DESIGN – FAST AND TARGETED

Quite simply: more than ever before, our users are at the heart of our interactive systems, thanks to innovative technical capabilities in website programming and to the contemporary screen design with improved layout.

This is expressed in the logical, transparent user guidance which is oriented, first and foremost, towards the target user group. For instance, the user chooses their field of activity – such as designer, architect or installation engineer – from the menu item "Expertise fields". This filter takes him quickly to the information that has been compiled specifically for people in his occupational category. Searching for specific information is simpler and more convenient too, owing to integrated Google Search technology and also to the new intelligent filtering function in the product finder, for example.

Optimising website operation and user guidance means, moreover, that it is possible to provide highly detailed product information while nonetheless making it easy to find.

## RESPONSIVE DESIGN – MOBILE

New programming technology means that website content is automatically adapted to the size of the browser window. Support for mobile terminal units such as smartphones and tablets makes information about TROX mobile and therefore also accessible on site.

## BENEFITS OF THE NEW TROX WEBSITE FOR YOU

- › New structure and visual appearance of the contents with a modern layout
- › Detailed product information and optimised website operation
- › Guidance for our target customers through the use of expertise fields
- › Google Search technology integrated into the TROX webpages
- › Intelligent filtering function in the product finder
- › Support for mobile terminal units (smartphones, tablets)