

## WEB DESIGN & DEVELOPMENT CASE STUDY



Case Study Client:

**OncoGeneX Technologies**

URL:

[www.OncoGeneX.ca](http://www.OncoGeneX.ca)

Date:

**June 23, 2005**

### :: OVERVIEW

OncoGenex Technologies Inc. (OncoGenex) is a clinical-stage biotechnology company dedicated to improving survival and quality of life of cancer patients by developing targeted therapeutics for treatment-resistant and metastatic cancer. The ability to advance drugs quickly and efficiently is the result of OncoGeneX's ability to unite groups with a common interest in treating cancer: universities, hospitals, clinical networks, companies, granting agencies and investors. This strategy allows OncoGeneX to conserve capital and resources, leverage excellent science and research facilities, and focus our efforts and finances on adding value through clinical validation.

### RESULTS at a Glance

- 1** In partnership with Judah Communications, 4AM Group provided a custom creative that is attractive, professional & clean. A streamlined navigation system with drop-down submenus allows for great usability.
- 2** 4AM Group developed the website using template pages and CSS within a tight timeline of 7 days. In addition to integrating copy, images, PDF downloads, and press releases, 4AM Group also integrated an internal site search for increased functionality and usability.

[READ MORE](#) and see **HOW** we did it...

**:: OBJECTIVE**

OncoGeneX wanted to:

- Educate visitors about products
- Increase product awareness (local and international)
- Generate investor inquiries and interest
- Gather feedback
- Reach the media
- Answer frequently asked questions
- Market to specialized industries and markets
- Improve career awareness
- Develop a website that is easy to maintain

**:: APPROACH**

4AM Group utilized a 4 phase strategy for the development of the OncoGeneX website.

**Phase 1 - Creative Design**

- 4AM Group in partnership with Judah Communications, was able to develop a custom creative layout for the corporate website utilizing a streamlined site architecture, engaging imagery and strategically placed sub-menu navigation, PDF downloads and integrated site search.
- The website interface is both functional and usable as well as professional and clean.

**Phase 2 - Website Development**

- Utilizing HTML-based templates and CSS, 4AM Group was able to develop the OncoGeneX website with ease of maintenance in mind. In-house staff are able to make site-wide revisions by changing a single template page.
- CSS conforming to the latest web standards allows in-house staff to update text, image and layout changes with ease.

**:: STRATEGY**

Web design and development services provided by 4AM:

- Visioning and Planning
- Creative Design (with Judah Communications)
- HTML Template Development
- Copy and Image Migration
- Site Search Functionality
- Media Kit and PDF Downloads
- Testing
- Launch
- Quality Assurance

**SCREENSHOTS**



Home Page

**READ MORE** about RESULTS and details...

SEARCH ENGINE OPTIMIZATION  
CASE STUDYCase Study Client:  
OncoGeneX Technologies

PAGE 3

::

## :: APPROACH (CONTINUED)

Phase 2 - Website Development

- 4AM Group migrated all copy and optimized images to the website with layout and usability in mind.

Phase 3 - Additional Components

- 4AM Group developed an integrated site search tool allowing visitors to search for specific information and increase usability and functionality of the site further.
- 4AM Group also added a Media Kit section in partnership with Judah Communication, which includes press releases, product fact sheets, corporate information, events and conferences.

Phase 4 - Testing and Launch

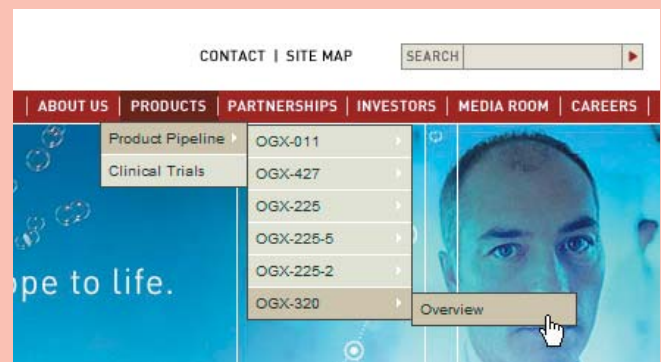
- Through 4AM Group's rigorous testing process, website quality assurance was met. The website is cross-platform and cross-browser compatible.
- The website was launched within 7 days in time for an important winter conference.

## :: EFFECT ON BUSINESS

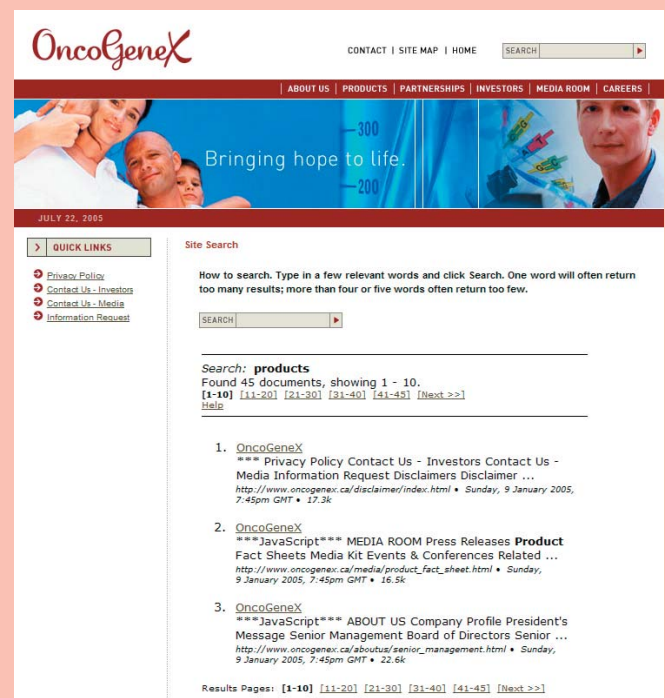
## Results based on original objectives:

- The website is a great educational tool for products
- Significant increase in international product awareness
- Generation of numerous investors
- Increase in product and visitor feedback
- Ability to reach the local and national media
- Answers frequently asked questions
- Initiates specialized market opportunities
- Increased awareness of career opportunities
- Implementation of an easy to maintain website

## SCREENSHOTS



Main Navigation System



Integrated Site Search

READ MORE about how 4AM can help you drive more business...

**:: RESULTS**

OncoGeneX is extremely satisfied with the final website. With a very tight timeline of 7 days, 4AM Group was able to design a usable and custom layout, develop a streamlined, easy-to-maintain and functional website as well as test and launch in time for their conference.

Integration of company information, product specifications, clinical trials, media, employment and investors opportunities have made the website into the main marketing tool for OncoGeneX . The website is visited by cancer patients, research organizations, universities, hospitals, clinical networks, companies, career opportunists, granting agencies and investors. The site search functionality has allowed for easy access to specific information.

**:: URL**

[www.OncoGeneX.ca](http://www.OncoGeneX.ca)

**:: OUR STORY**

4AM Group develops businesses, concepts and tools that are designed to bring people together, providing the resources to do greater things. 4AM Group understands how the value of authentic relationships truly affects the performance and growth of every organization. **Think of 4AM as igniting the spark.**

Originating in digital technologies, the specific skill of 4AM rests with understanding the complexity of different organizations and the many different needs for creating great relationships. Unlike the cliché approach to relationships that grace almost every company's "mission statement", 4AM understands how the value of authentic relationships truly affects the performance and growth of every organization.

**:: 4AM SERVICES****DRIVE MORE BUSINESS****SOLUTION : WEB DESIGN & ECOMMERCE****GET GOOGLE'D GUARANTEED****SOLUTION : SEARCH ENGINE OPTIMIZATION****BUILD MORE LOYALTY****SOLUTION : EMAIL MARKETING****ENGAGE MORE CUSTOMERS****SOLUTION : INTERACTIVE MEDIA**