



**CASE STUDY
2016**



**APPLICATION AND
DATABASE SERVICES**

DELIVERING A BIG CITY FEEL IN DOWNTOWN ROCHESTER.

Gallina Development has been providing businesses a place to call home for more than 30 years. Recently, they unveiled their newest project—The Metropolitan in downtown Rochester, NY. With 26 stories, the building boasts of more than 40 years of history and a promising future, offering a place to “live, work and play at the intersection of innovation and experience.”

INNOVATIVE SOLUTIONS. THE BOLD MOVE FORWARD.

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THE CHALLENGE

A challenge of epic proportions.

Innovative Solutions was called on to build a website that would match the character of the building. In one word—Awesome.

This website had to be like no other. On Gallina's wish list was custom design with super cool scrolling functionality, a content management system (CMS), Google Analytics integration and responsive design, among other things. They wanted a modern look that would align with the lifestyle they're trying to promote at The Metropolitan—"upscale but not out of reach."

This "small city, big living" approach is what sets The Metropolitan apart, and the website needed to deliver a user experience to reflect that. It also had to be so unique, so amazingly awesome, that it would be completely different than any other Rochester real estate website.

THE INNOVATIVE SOLUTION

A new website for a new way to live.

The design and development of this website required a new approach. It's unlike anything we've done before at Innovative Solutions, and we delivered what we hope to be a user experience that exceeds expectations.

The Metropolitan website highlights the different floor types within the building (commercial, apartment and condo) and offers visitors the ability to view and tour different floor plans. The scrolling functionality, particularly in the living section, is sleek, smooth and intuitive. Users can check lease and purchase availability on the website, and if they'd like additional information, an easy-to-use contact form was included as well.

This website was innovative from concept to execution. We couldn't be more proud of it, and Gallina is, too.

HOW WAS YOUR EXPERIENCE?

“We went to Innovative to create a website for our newest project. The Metropolitan is unlike anything we've ever done before and we had a clear vision of what we were looking to create. **Innovative was able to take that vision and far exceed our expectations.** We've had a tremendous response from everyone who sees it and new inquiries about the project are coming in every day. Innovative gave us far more than a website, **they brought our project to life.**”

Lauren Gallina
Marketing Director



DEVELOPMENT FOR THE FUTURE

This website was designed and built to be more than cool—it's a true business solution that offers real results. With a CMS in place, Gallina can reduce yearly maintenance costs by maintaining the site internally. They now have the ability to collect data and critical traffic information that will help drive future functionality and features of the site, as well as have a direct way to communicate and interact with residents, both existing and potential. Gallina now has an awesome website that reflects the character of The Metropolitan—exciting, cool, and convenient. And this is just the beginning.

Visit The Metropolitan's website at www.themetropolitanroc.com



RESPONSIVE DESIGN



DESKTOP / LAPTOP



TABLET



MOBILE