



## CASE STUDY

# KONKOLA COPPER MINE'S RESPONSIVE WEBSITE REDESIGN

# INTRODUCTION

We recently underwent a responsive website redesign for KANKOLA COPPER MINE which is one of Africa's largest integrated copper producers and a subsidiary of London-listed Vedanta Resources Plc, one of the world's largest diversified natural resources companies. KCM has operations in four locations, including Chingola, Chililabombwe, Kitwe and Nampundwe, where we employ approximately 16,000 permanent and contractor employees, making us one of the largest private sector employers in the country. Since Vedanta Resources acquired its stake in KCM ten years ago, a total of US\$ 2.9 billion dollars has been invested to increase the lifespan of the mining operations, upgrade equipment, build new facilities and expand capacity.

It is already having the dynamic website but due to the internet with its vast quantity of information, and the fairly recent advent and widespread availability of smart phone, a large segment of the market no longer obtains their information from the advertising methods mentioned a while ago. So the planning was to revamp the old website and to make the new website in an advanced manner.

So, this turned out to be a challenging and confusing process, and finding resources to guide us through it wasn't easy. A lot of the information we used to guide us was contradictory or incomplete, and we figured there must be a lot of people equally perplexed. With this in mind, we put together this history of our process with the hope that it would be useful to other designers and organizations venturing into the world of responsive design.

We serves as the official unveiling of the company's redesigned corporate identity. In an industry where companies seem to blend together and individuality often lacks, NTSP's newly designed website offers its visitors a completely unique online experience. According to us, the new website and brand revamp are key elements of the company's strategic vision for growth and development.

## THE CHALLENGE

The primary objective was to increase the number of customers getting in touch so we kept content deliberately light and displayed prominent calls to action on every page. To communicate the scale and depth of the division's operation we also used a selection of strong, high-profile case studies. The below are the basic challenge for us to adopt:

### Change in Technology

New technology springs up in the constantly evolving virtual world. The number of people accessing the internet is increasing exponentially and the ways in which they access the net is also evolving. This behavior calls for suitable update of web content on your website. It can be difficult to survive in the online world if one fails to keep up with the pace of the evolving technology.

### Changing in Psychology

The way people used to think about and react to website around the year 2000 is drastically different than the mindset of internet users of today. The overall change in lifestyle made by modern technology like laptops, tablets, smartphones and social media platforms needs to be taken into consideration when

thinking appraising a website. For example the use of introductory pages was popular back then but now people don't like them. Although such changes are rooted in website design, they inevitably affect the web copy as well.

## Change in Business

As time moves forward, so do businesses (hopefully). A company may open up new branches as it expands or a business may offer new products or services that it did not a few years ago. All these changes are important and need to be shared with your target market. By putting in some new web content writing, you can update your website to reflect the changes. As a rule of thumb it's a good idea to update a website every 2 years. However, small changes may need to be made more frequently depending on the actual change your business goes through.

## Change in Interest

It's human nature to be bored by looking at the same thing over and over again. What this means for websites is that the visitors get bored when they see the same information up on the website every time they visit the site. Bored visitors are not your customers, hence you should change your information to keep our visitors from getting bored. When your visitors start losing interest in your website, you will start losing buyers which means losing money – hardly the objective of any business owner.

## Change in Visibility

If your website is not getting a top search engine ranking, it may be a sign to revamp your website by adding web content that is search engine optimized. Without the SEO content your website will not be search engine friendly, which means no one will be able to see it. Revamping the website by weaving in SEO copywriting will fix this problem and get you in the eyes of your target market.

## Change in Competition

The cut throat competition in the online world is only getting worse with every day, with every website, with every service provider that props up in the virtual world. Regardless of the industry/market/niche your business is toiling in, chances are you have your fair share of competitors and they are doing all they can to beat you. You need to be mindful of the competition e.g. if a competitor has revamped its website, it might be for a good reason that may apply to you as well.

## Change in Culture

If your web content contains outdated verbiage, old-fashioned slang or lack the new-fashioned one, your website will reek of the past and people visiting your website will think you are not up to date and make the same conclusion about your products or services.

## THE GOALS

- Deliver a consistent user experience across all devices
- Enable potential customers to find the right information on any screen size
- Drive conversions, measured as inquiries

## REVIEW OF RESPONSIVE WEB DESIGN

Let's start with a quick review of responsive design. With the multitude of devices that exist today ranging in size from big screen televisions to mobile phones, it's not practical to design a site for each of these experiences. We say experiences rather than devices to highlight the fact that we tend to use the internet differently on a tablet than on a TV. The differences between these devices are not just sizes but the types of things we prefer and are likely to do on them, such as opening a new account (better on desktop) or quickly checking for updates (convenient on mobile). With people accessing the internet more and more from these devices each year, investing in a responsive site is an important consideration for any redesign.

## OUR PROCESS AND METHODOLOGY

While we have done the responsive website design, we have checked the following point.

- Improve Graphics
- Updated Content
- Style Guide
- Responsive Grid
- Media Queries
- Breakpoints
- Progressive Enhancement
- Flexible Images
- Browser Support

## THE SOLUTION

We retained the original vision for KCM site, while improving its operation and appearance, and meeting most of its original goals. We should conduct further usability testing to validate the changes made. However, given that we were satisfied with the results of the testing, and have made minor changes to address these changes, we had a degree of confidence that the new site represents an improvement, from a usability perspective, on the previous version.

An important aspect of the project involved restructuring the site and reorganizing the content. The new website is modern and designed with the user in mind. Visitors can expect a noticeably improved logo design, simplified navigation and a responsive design for both mobile and tablet users. The new website 'meets visitors where they are,' meaning no matter the device is present. A responsive content strategy prioritized information based on device, without losing the rich, full-site experience.



LENDING HANDS  
**TOUCHING HEARTS**  
 DEDICATED TO SERVING THE SOCIETY

### Welcome to Konkola Copper Mines

Konkola Copper Mines plc (KCM), one of Africa's largest integrated copper producers, is a subsidiary of London-listed Vedanta Resources Plc, one of the world's largest diversified natural resources companies.

### Vedanta Share Price

Last Trade	565.50
Day Change(p)	-21.50
Open	583.00
Prev Close	563.50
Volume	471799

15 minute delayed share price from London Stock Exchange.

### Our Vision

To be a world class integrated copper producing company leveraging mineral and human resources to enhance stakeholder value and be the pride of Zambia.



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