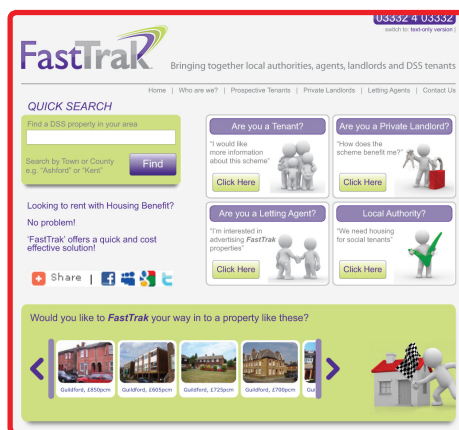


Issues & Objectives

Fast Trak Solutions Limited (www.fasttrak.co.uk) is a relatively new company set up to provide a solution to a real housing problem in the UK: there is a shortage of property available to social tenants.

Fast Trak aims to bridge the gap between the number of social tenants in need of quality housing, and the housing options that are available. Central to the operation, the company needed a website portal that would display privately owned properties that would be suitable for pre-approved social tenants. Working in a similar way to other major UK property-search portals, landlords, letting agents and local authorities would be able to feature their properties on the website and social tenants would be able to search for suitable results.

In addition, prospective tenants would be able to register and go through an application process that advises them what rental they can afford and pre-approves them as suitable tenants.



Key Objectives

- Creation of a site that was extremely simple to use;
- Attract landlords, letting agents and local authorities to use the service to advertise their properties;
- Encourage prospective tenants to register;
- Provide information to landlords, tenants, letting agents, local authorities and the press.

Solution

Having worked with Fast Trak's management team before on other projects, Argent Ram Media were delighted to be involved in this project. There were a number of challenges, including:

- Identifying the key market sectors, and designing a multi-layered site that would appeal to the broad cross-section of users;
- Developing a site that complied fully with latest web standards, creating a sophisticated solution that performed consistently well in search engines, across all web browsers and met accessibility requirements;
- Developing a bespoke system for capturing and displaying property details from a wide range of sources, making the process seamless and easy-to-use;
- Providing a Content Management System with various levels of access;
- Providing online payment & processing capabilities for advanced registration and application.

Results

The Fast Trak team wanted a look and feel that was inviting, fresh and clean. They wanted a rapid system for the uploading of properties, with access to all potential property providers. Timescale was critical, and search engine visibility vital.

The development team at Argent Ram Media delivered the first phase within the required timeframe, and this included additional functionality. Subsequent phases of development have been completed using Agile Project Management methodology that ensures a streamlined and very efficient way of getting fast results as a team; a team made up of Argent Ram Media and the client.

Immediately upon launching the first phase of the site, registrations were generated in significant numbers, and the site is used to build relationships with UK national letting agents, as well as local authorities and private landlords. The company's PR team started to utilise the site for promoting the MD's Blog and publishing articles and documents that have appeared in the press.

Fast Trak is an ongoing project, one that will develop in line with the rapid growth in the business over the next 6 – 12 months.

