

Justmoney.co.za launches a website you can bank on

Issued by [Bluegrass Digital](#)

18 Jul 2016

Bluegrass Digital recently developed a new website for [Justmoney.co.za](#) built on the Umbraco CMS platform. Justmoney.co.za is a leading, online guide to personal finance for South Africans, offering trusted advice and comparison tools.

The aim was to make the website more visual by creating a clear layout for easy navigation, an improved user experience and better features for users.

Bluegrass Digital worked with the JustMoney.co.za team in carrying out the UX, design and planning phases. Once approved, we delivered the technical build and quality assurance phases in a series of sprints, which included integration with a number of APIs.

Justmoney.co.za's website was designed to be responsive therefore providing visitors (using a tablet or smartphone) an optimal viewing and interaction experience. Other key features of the Justmoney.co.za website include online loan application forms, user forums and Ask an Expert features, online calculators and comparison tools, polls and competitions. Users can also create a profile to access further content and site functionality.

"Our free to use tools and calculators will really help empower the South African consumer to make sense of and track their spending habits as well as calculate what they need from retirement and insurance products. The forum where users can discuss personal finance issues and get responses and tips from our experts is one of the many additional features of our new website. We've also retained popular functions such as the 'Ask the Expert' function where users can pose their personal finance conundrum at experienced finance specialists. Ultimately, Justmoney's platform is easy to use and the answer for South Africans looking to improve their financial state of being," said Angelique Ruzicka, editor and acting general manager of Justmoney.co.za.

Bluegrass continues to manage the hosting and provide ongoing support for the website.

About Bluegrass Digital

Bluegrass Digital is a leading provider of creative technological solutions and digital production services for mobile, web and social platforms. With offices in London, Cape Town, Johannesburg and Lagos, our highly-skilled team offers a diverse pool of knowledge and expertise, bringing together creativity and innovative technology that delivers top-notch results for our clients.

Our expert knowledge in creative technology and development means that we are able to deliver a unique offering, centred on service delivery excellence. Bluegrass has a proven track record of delivering high-quality projects on time and within budget.

www.bluegrassdigital.com

" **Why Umbraco CMS continues to rise as an enterprise CMS leader** 26 Apr 2024

" **Welcome to the era of the AI co-pilot** 11 Apr 2024

" **5 dos and don'ts to secure customer loyalty** 12 Mar 2024

" **Bluegrass successfully transforms Kenya Airways website** 22 Nov 2023

" **A roadmap for marketing personalisation success** 16 Nov 2023

Bluegrass Digital



bluegrass digital

We help businesses transform and succeed in a digital world through insight-led customer experience, innovation and technology built to scale.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>