



Core Plus Credit Union (*Comprehensive website*)

The Challenge:

CorePlus is a community-focused credit union, with a long-standing history of supporting the diverse, modest communities of eastern Connecticut. In revamping their digital footprint (website, social media, digital marketing) that goal was to remain very approachable while conveying the significant investments made to improving the online banking experience.

Solution:

A newly designed, modern, and responsive website focusing on an enhanced user experience. The design recognizes the growing trend of mobile banking and the understanding that more and more members access their finances on tablets and smartphones. That's why this new website is perfectly responsive on any device. Beyond an enhanced mobile experience, the new website better tells the CPCU story – detailing who they are, where they came from, what they stand for, and how CPCU strives to make a difference in the lives of its members and the communities it serves.

