



FROM OUTDATED TO UNFORGETTABLE A DIGITAL TRANSFORMATION DONE IN A WEEK

BACKGROUND

Based in Sri Lanka, WAPP Waterproofing Paint is a specialist paint and waterproofing solutions company serving both residential and commercial clients across the island. With a strong reputation built on the quality of their products and the reliability of their service, WAPP had already carved out a solid place in the local market. Despite their standing in the industry, their online presence simply hadn't kept pace with the brand they had become.

CHALLENGE

Like many growing businesses, WAPP Waterproofing had been running on an outdated website that no longer reflected who they were or what they stood for. The site felt tired, difficult to navigate, and frankly, it wasn't doing the brand any justice. In an age where a potential customer's first impression of a business almost always happens online, this was quietly costing them.

What made this project particularly interesting was the timeline. The client came to us with a clear vision and an even clearer deadline - they needed a fresh, modern, multipage portfolio website built and delivered within one week. Not a rough draft, not a placeholder - a fully functional, memorable website that could genuinely represent the company. They needed something that would make visitors stop, take notice, and remember WAPP long after they'd left the page. That's exactly what they brought to us at Fospertise.



THE SOLUTION

- ✓ **Interactive & Movable Logo in the Hero Section** - The standout feature of the site. Visitors can interact with the WAPP logo directly on the homepage, creating a playful and memorable first impression that sets the brand apart from every competitor in the space.
- ✓ **Fully Responsive Design** - The website adapts seamlessly across all devices, whether a visitor lands on desktop, tablet, or mobile, the experience is consistently clean and professional.
- ✓ **Fast Loading Performance** - Built with speed in mind, the site loads quickly without compromising on visual quality, keeping visitors engaged rather than waiting.
- ✓ **SEO and AEO-Friendly Architecture** - The website was structured from the ground up with search engine and answer engine optimisation in mind, giving WAPP the best possible foundation to be discovered organically online.

RETURN ON INVESTMENT

- ✓ A significantly stronger and more credible first impression for new visitors landing on the site
- ✓ Improved discoverability through a properly structured, SEO-ready website
- ✓ A faster, smoother browsing experience that reduces the likelihood of visitors dropping off
- ✓ A distinctive, memorable brand touchpoint that helps WAPP stand out in a competitive market
- ✓ A modern digital presence the team can be proud to share with clients, partners, and prospects

FOSPERTIES'S ROLE

- ✓ Conducted a focused discovery session to quickly understand the brand, the audience, and the client's expectations
- ✓ Designed and developed the full multipage website from scratch within the agreed one-week timeline
- ✓ Conceptualised and built the interactive logo feature as a signature element unique to the WAPP brand
- ✓ Handled all technical optimisation including performance tuning, mobile responsiveness, and SEO structuring
- ✓ Maintained close communication with the client throughout, ensuring the final product matched their vision at every step


Fospertise understood exactly what we wanted and delivered beyond what we expected. The interactive logo feature alone has had people talking - it's exactly the kind of thing we wanted people to remember us by.

Sanjaya: Director of the company

Need a unique solution for your company? Let's discuss how we may help you streamline your business as well.

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