

# Abstract

More and more visitors access the internet website of BASF via smartphones. As a modern and innovative company, BASF wanted to make these channels optimal for their target group. On the BASF's new mobile website m.basf.com, smartphone users should be able to access relevant information everywhere on the go in the days to come.

MOBILE AGENCY  
WARD



## Mobile Website: Triplesense Reply makes BASF mobile

### The client

BASF – The Chemical Company – headquartered in Ludwigshafen, Germany, is the leading chemical company in the world. With more than 380 production sites and more than 110.000 employees the company serves customers and partners in more than 80 countries. The business segments of BASF are divided in „Chemicals“, „Performance Products“, „Functional Materials & Solutions“, „Agricultural Solutions“, as well as „Oil & Gas“.

### The solution

For these features, Triplesense Reply developed a field and design concept for the bilingual mobile company website. Triplesense Reply supported BASF in the technical implementation as well as the preparation of the content. The optimized representation on all major smartphones and the optimal user guidance were especially in focus. Three usability tests were lead: The test results were considered in concept and ensure that users are able to find the website intuitive. A distinctive feature is the integration of the BASF social media channels Facebook, Google+, Twitter, etc.

### The technology

- HTML5, CSS3, JavaScript (jQuery and jQueryUI)
- Google appliances for search, accessibility of a third-party system such as stock charts
- YouTube Integration

## The conclusion

Recent information for upcoming press conferences, corporate news, YouTube videos, simpler downloads of documents: The mobile version of the BASF website is especially tailored to the needs of mobile internet users. They can access information on BASF everywhere – and before anything else, do it quickly and comfortably. Because of the intuitive navigation, applicants, journalists and investors can manage it very well.

Triplense Reply is the specialist in the Reply corporate network for digital strategies and customer experience in commercial and end customer markets.

Triplense Reply designs digital touch point experiences for a perfect user experience for German and international customers: this applies to classic online projects such as websites and portals as well as mobile solutions, e-commerce, individual applications or social media projects. The inclusion in the Reply network of the European-wide IT service providers gives Triplense Reply access to the knowledge of over 4,000 IT experts.

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