

# CASE STUDY

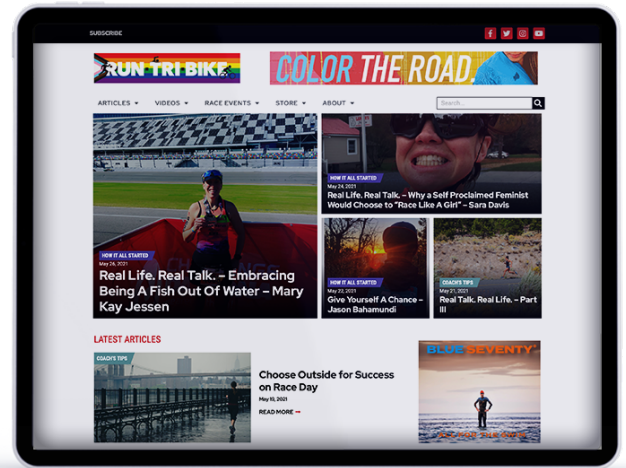
## Interactive Website

### How Witmer Group helped Jason Bahamundi design and launch RunTriMag, an interactive website for endurance sports athletes.

Jason Bahamundi, an avid endurance athlete, had a vision of starting a print magazine and accompanying interactive website that focused on endurance sports.

After careful market research, he decided to target beginners to the sport, focusing on women, POC, disabled, and LGBTQ+ athletes.

He purchased the domain name RunTriMag.com but needed help turning his vision of an interactive magazine for endurance sports athletes into a reality.



#### THE CHALLENGE:

##### Designing a New Website and Getting it From the Starting to the Finish Line

Jason wanted to provide a platform to amplify the voices of this underserved niche of athletes and show them that there indeed was a wide-open space for them in the world of endurance sports—or as Jason so eloquently put it: “a spot at the starting line for everybody.”

As the VP of a travel magazine company, Jason had extensive experience with print and website sales. However, several technical challenges prevented him from designing and coding the site himself.

For starters, he wanted to get the website up and running in as short a time as possible but still have it match the look and feel of the print magazine. The first challenge was being able to juggle the relatively short timeline.

Jason also wanted to add a custom functionality where the website would pull API data from a mobile app to list race events from another partner. The new site would also require an eCommerce shopping cart and a few other features that would add value to the end-user.

Realizing he needed outside help, Jason approached Kristina Witmer and her team at the Witmer Group. He had worked with them prior and knew they performed top-notch work, didn't cut corners, and wouldn't skimp on the look and feel of the site.

Most importantly, he knew he could rely on the team to do what they did best so that he didn't have to micromanage the entire project.

In late 2020, Kristina and her team got the go-ahead to begin work.

## CUSTOMIZED SOLUTIONS FOR MODERN PROBLEMS:

Witmer Group had their work cut out for them. In addition to the relatively short timeframe, they worked in conjunction with the app developer to develop a system that would allow for seamless API integration.

To make matters a bit more challenging, Jason had only a general idea of what he was looking for—it was up to the Witmer Group to take the “word salad” that Jason provided them and turn it into reality.

If Jason had stopped at adding in the events, then the work could be confined and organized, but that isn’t how Jason operates. He approached Kristina and her team about adding custom banners that were part of the advertising packages for businesses, events, and Google AdSense.

Jason also wanted to include videos to the site pulled in from the RunTriMag YouTube channel and showcase them differently than the articles populating the site. If that wasn’t enough, he also requested eCommerce store functionality to connect the sale to their partners so that all were alerted when a user purchased a product.

Kristina and her team met and overcame these challenges as they built the site from the ground up.

## RESULTS & SUCCESSES:

### A Beautiful, Highly Customized, and Fully Functional eCommerce Website

The completed website went live in February of 2021 and featured a fully functional and beautifully designed eCommerce shopping cart, race event component, and multiple customization features.

“Kristina and her team surpassed all of my expectations. They were able to take the mobile app API data and display it beautifully on our new website,” said Jason. “The colors, the fonts, the interactivity—everything worked flawlessly.”

“Yes, there were a few technical hiccups along the road, especially when I asked Kristina to increase the scope mid-project. But she and her team adapted on the fly and made things happen. She exhibited authentic leadership and the ability to take control of a dynamic situation with multiple moving parts.

At the end of the day, I have gotten multiple compliments on the look, feel, and interactivity of the website. I had a unique vision that included a lot of side roads which required extensive customization, and Kristina and her team executed on that and made it into a reality. Can’t find a better partner when it comes to designing a website.”

**Ready to Talk to Someone about A Custom Website?**  
**Learn more about the advantages of working with Witmer Group and how we can create a custom website solution that will help solve your challenges and add value to your business.**

### ABOUT US

Witmer Group is a vibrant group of people who love what we do. We have helped numerous local and national companies and would love to help you! Give us a call at (214) 865-9484 or visit us online.



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