



Success Story: Web Site Redesign and Development (Drupal Implementation)

Summary:

TerpSys[®] totally revamped the client's Web site, adding powerful Drupal-based content management tools while making the site more attractive, intuitive, and easier to update.

Client: The Innovation Center for Community and Youth Development (The Innovation Center)

Based in suburban Maryland, the Innovation Center promotes a just, equitable society by creating and providing training materials for youth, community, and nonprofit leaders, and acting as a forum in which they can share ideas.



Objectives:

- Enhance presentation and updating of Web site content via improved design, structure, and technology infrastructure
- Expand product distribution by creating a cutting-edge online e-commerce store
- Boost membership by adding social media features for online communities for four distinct user groups

Challenge

The Innovation Center's Web site was intended to serve a dual role of providing training products and facilitating interaction among youth leaders and community organizers, and presenting compelling case studies and service content to nonprofits, foundations and corporations that support community-level efforts.

Unfortunately, the site met neither of these goals. Suffering from a confusing, non-intuitive structure, it was difficult to navigate and update. A planned e-commerce store – an intended highlight of the site – was perpetually “under construction.”

Badly in need of a design facelift, the site lacked up-to-date interactive and dynamic components. “Social media” features such as wiki, blogs, a document library, and discussion forums – key to promoting dialogue between far-flung user communities – were conspicuous by their absence.

Solution

Recognizing that nothing short of a radical transformation would meet the Innovation Center's needs and goals, TerpSys completely revised the underlying structure and navigation of the Web site to give the client a vastly more attractive, accessible, and assertive online presence.

The key was Drupal 5 – a free, open-source content management system with exceptionally wide-ranging capabilities, but which would be easily managed and updated by the client's staff. Visually, TerpSys created a compelling, engaging, and vibrant design – one with appeal to both the youthful and institutional audiences the client had targeted.

The new site added many dynamic, interactive features, including four separate “online communities” – a wiki, blog, document library, and discussion forum – each of which leveraged Drupal's social media capabilities. And thanks to “Ubercart” – another free, open-source e-commerce Drupal module – Innovation Center's long-delayed online store finally came to life.

Results

- Created new, attractive, intuitive and easily managed Web site with online store
- Implemented social media features to unite client's online communities
- Provided online spaces to share, learn and build community and youth development
- A delighted customer:

“Our new site has turned out even more amazing than we initially envisioned. We highly recommend working with TerpSys and are sure that we will be working with them again in the future.”

– Lisa Maholchic,
Project Coordinator,
Innovation Center for Community and
Youth Development

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