



Success Story: Website Re-Design

Summary:

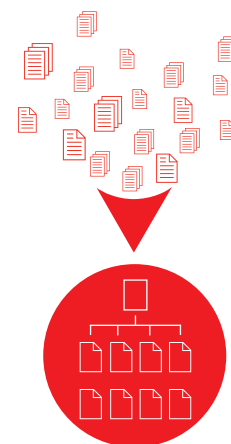
TerpSys moved over 900 pages from a client's static html website to a new Content Management System (CMS) and revamped the site's visual design and navigation logic, making it more attractive and intuitive.

Client: Minority Corporate Counsel Association

The Washington, DC-based Minority Corporate Counsel Association (MCCA) advocates the expanded hiring, retention, and promotion of minority attorneys in corporate law departments and the law firms that serve them.

Objectives:

- Create a totally revamped website with enhanced professional and visual appeal
- Design and implement a more intuitive site navigation structure
- Implement a CMS solution to permit site updating by non-technical staff
- Meet an aggressive launch date to coincide with MCCA's 10th anniversary



Challenge

The sheer scope of the project was daunting, with over 900 pages of html content to move by a deadline which - given its very nature as the group's anniversary - could not be changed. This task was further complicated because the existing html code was structured in a legacy format, and needed to be re-coded to use cascading style sheets (CSS).

MCCA desired a number of custom functionalities, which would have to be designed and built out even as the html content was being migrated. In addition, its existing site contained multiple databases that had to be consolidated into one unified database that would be easily accessible to the organization's staff.

Finally, many key members of MCCA's staff who were deeply involved with the website re-design project were extremely busy, and often away on travel. TerpSys had to accommodate their busy schedules and obtain client signoffs in a timely manner to ensure that the 10th anniversary deadline would be met.

Solution

Our team identified MCCA's core needs and "wish list" for its revamped site. Once it had provided this critical initial direction, MCCA looked to TerpSys to manage the project, subject to its further approval at key milestones.

First, we turned MCCA concepts expressed in laymen's terms into technical specifications. Next, we proposed a cost-effective CMS solution whose standard features met 80% of MCCA's needs, and let us customize items to meet the remaining 20% of project requirements. We partnered with the software product company to contain costs and expedite custom development of new site functionalities. Aesthetically, the site gained a new look, feel and navigation structure.

To ensure a perfect fit between the solution and MCCA's needs, we employed Usability Testing per our proven User-Centered Design Process. Our "Remote User" online tools elicited crucial, timely feedback from busy MCCA personnel on travel. The end result was a web site exceeding all expectations.

Results

- Delivered outstanding new web site on time and within budget
- Migrated over 900 pages of html content to new CMS
- Developed highly intuitive and navigation structure
- Expanded ability to update site content by switching from html to CMS
- A delighted customer:

"This is very exciting and I love the new site...I am very, very happy with what TerpSys has done!!!"

– Veta T. Richardson,
Executive Director
Minority Corporate Counsel Association