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Success Story: Web Site Redesign and Constituent Database

Summary:

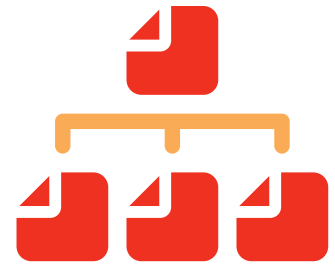
TerpSysSM totally redesigned the Client’s web site, transforming it from one where information was difficult to find to a user-friendly site with an outstanding visual design.

Client: Society for the Psychological Study of Social Issues (SPSSI)

SPSSI is an international association of over 3000 psychologists, scientists, students and others who share a common interest in research on the psychological aspects of important social issues.

Objectives:

- Revamp web site to maximize visual appeal and brand awareness
- Improve navigation tools and organization of site content
- Consolidate web site and membership databases on a user-friendly integrated platform
- Create a site to inform members, engage volunteer leaders, and empower support staff



Challenge

The Client’s existing web site had over 450 pages of content, chaotically organized in many data sources and suffering from a difficult navigation scheme. SPSSI’s small full-time staff was hard-pressed to meet the challenge of fulfilling the needs of 3000 members worldwide, while still performing a variety of everyday administrative tasks.

While a site upgrade was clearly needed, funds for the project were limited. The situation thus called for a versatile, user-friendly, cost-effective solution that would enhance SPSSI’s web site from both an aesthetic and a functional perspective.

Solution

The TerpSys team tailored our time-tested development processes to meet the needs of this small, yet sophisticated organization. Taking care to solicit input from three key user groups – staff, volunteer leaders and SPSSI members – we stretched the boundaries of our design tool to deliver an intuitive, visually appealing site whose improved outward appearance was matched by a host of new technical capabilities.

Specifically, we implemented CitySoft CE, migrating over 450 pages of content so as to allow the Client to integrate the functions of its web site with membership data as never before. The new site’s bright, logically arranged structure enabled members to retrieve key information quickly and easily. Its features let volunteers engage with staff in a seamless and efficient manner. And that small, dedicated staff was now able to manage member data and update their own content, saving the Client both time and money.

Results

- Delighted customer by delivering new web site on time and on budget
- Enhanced navigation structure and site content storage and retrieval
- Provided SPSSI with a new and more attractive web presence
- Empowered Client to manage member data and update site content on its own
- A delighted customer:

“TerpSys was an ideal partner to help us with our website project. Everyone on their team projected a genuine interest in getting us the best possible result. They were helpful, knowledgeable, and flexible – and they delivered on time and on budget with no surprises along the way! We look forward to working with them again.”

– Susan Dudley,

Administrative Director, SPSSI