



## Success Story: Drupal-Based Solution for Student Association Web Site

### Summary:

TerpSys<sup>®</sup> used Drupal to create an attractive, cutting-edge Web site with multiple interactive features targeting a nationwide audience of 150,000 teen students and their teachers.

### Client: Technology Student Association (TSA)

The Technology Student Association offers co-curricular activities, competitive events and related programs to foster encourage middle and high school students aspiring to careers in technology, innovation, design, and engineering.

### Objectives:

- Create a visually engaging new Web site presenting a cohesive picture of TSA
- Ensure that non-technical users can easily navigate the site and update content
- Combine interactive features and tools into a single, easy-to-use solution
- Attract new members and sponsors to TSA
- Enhance site functionality for client staff and general public



### Challenge

The client's existing Web site, built on an outmoded platform, failed to reflect its mission to capture the imagination of young people contemplating careers in technology. The site's dated appearance, non-intuitive architecture, and conspicuous lack of interactive features simply did not reflect the ambitions of TSA.

A new site was clearly needed – one which was stylish, technologically up-to-date, and would appeal to TSA's middle school and high school student members and their teachers. Site content had to be re-organized more logically, and be easily updated by the client's in-house staffers. Similarly, links to documents and other sites required updating.

In short, the new site had to tell "The TSA Story" in a compelling, memorable way. The hodgepodge of content on the existing site forced visitors to piece that story together on their own. The new site had to convey a clearer vision, both to TSA's members and to the public.

### Solution

The first step was for TerpSys to conduct an expert review of the client's current site and a competitive analysis of the Web sites of TSA's competitors. The site was restructured by an TerpSys Information Architect using our "User Centered Design" approach, and the results of the expert review and competitive analysis. The final TerpSys design was vetted by its ultimate users – TSA's student members - who were delighted and proud of their new site.

The new site incorporated Web 2.0 features and was built in Drupal - a free, powerful and efficient content management system (CMS) that allows an individual or community of users to easily publish, manage, and organize a broad range of Web site content. TerpSys advised TSA staff on how to revise existing site content, suggesting new content to clarify TSA's mission to the general public. We also provided guidance on maintenance and updating, to ensure that the new site would remain current and relevant.

### Results

- Improved appearance, architecture and capabilities of client's Web site
- Incorporated input of site's end users to maximize client satisfaction
- Delivered new Web site on time and on budget, meeting all client expectations
- A delighted customer:

*"The words 'thank you' seem so insignificant for all that TerpSys has done for TSA... You delivered on everything TerpSys agreed to do, and then some...I am eager to share TSA's new web site design with other association executive directors. Many would benefit from experiencing the professionalism and talents of the TerpSys staff."*

– Dr. Rosanne T. White,  
Executive Director,  
Technology Student Association

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