Oxford Online Learning Zone for Oxford University Press

primary.oolz.oupe.es

Goals

The new website needed to support the following goals - to:

- Deliver a design and user interface that is ‘child’ friendly whilst easy and suitable for adults to use
- Display content and functionality personalised to the user eg., course specific
- Support multi-lingual interfaces and the delivery of content in a variety of multi-media content formats
- Allow course brands to express their own brand identity within the overall Oxford Online Learning Zone branding without overwhelming it

Challenges

The key challenges with creating the website were to:

- Create a activity import engine to import XML-based Flash games and learning activities
- To implement robust security and validation to ensure students can’t access games or activities for levels which they were not authorised to view
- Provide a robust database to be able to deal with high volumes of users and page views
- Incorporate website design that harmonised course branding with the website brand identity
- Creating a rigorous security model to reflect the need to cater for teachers, students and Oxford University Press
Solution

To address these challenges, it was important to provide the client with a strict folder structure and naming conditions for supplying activities and game files. Undertaking analysis of the files supplied meant that we could identify an appropriate folder structure and request the client to provide shared assets and an HTML container for each unit and activity, this eliminated problems in using the activity import engine as all activities adhered to a consistent framework.

The solution to the challenge of putting the right security in place for the right users depended on undertaking rigorous testing and in trying to break the system meant that we could ensure that all correct validation was in place. It was important to test all eventualities e.g. to ensure students couldn’t update their account without a teacher’s authorisation.

Key criteria for selecting Kentico CMS

- The ability to create user interfaces suitable for both adults and children
- Security features and different levels of user and privileges
- Multi-linguality and localisation features
- The ability to deliver multi-media content across a variety of formats
- Platform scalability and the need to serve high volumes of users and associated user interactions
- Content personalisation facilities

“We recommended Kentico to Oxford University Press because it could support different types of users with different privileges, this was important as the site is going to be used by students, teachers, administrators and sales reps and therefore the site needed to be able to fulfill each of these group’s needs. Kentico also offered the ability to implement security features on the site which was important so students could only view the course level’s their teacher had made “active”.

Holly Davis,
Digital Project Manager,
Obergine