

The screenshot shows the Hubcap BC website homepage. At the top right, there are links for 'Join Hubcap', 'Log In', and 'My Library'. Below this is a navigation bar with the Hubcap logo, a search bar labeled 'Explore', and menu items for 'What is Social Innovation?', 'About Hubcap', and 'BC Partners for Social Impact'. The main content area features a 'FEATURED COLLECTION' titled 'SOCIAL INNOVATION' with a description: 'Social innovation is about finding new ways to address a social need, with government, business and communities working together to create better social outcomes.' Below this are three featured items: 'COMMUNITY SPOTLIGHT' on Sheldon Gardiner, 'COMMUNITY SPOTLIGHT' on the ASE Program, and 'RESOURCES' for the SiG Knowledge Hub. A large teal banner with the text 'Hubcap BC' is overlaid on the left side. At the bottom, a white box contains the text 'Number 41 Media' and a call to action: 'We will help you navigate the circles of Social Innovation in British Columbia. Join Hubcap today and connect with others and participate in discussions you might be interested in. Already have an account? Log In.' Below this are two buttons: 'Join Hubcap With LinkedIn' and 'Join Hubcap With Your Email'.

GOVERNMENT  
ENTREPRENEURSHIP  
SOCIAL INNOVATION

## Background

Hubcap is B.C.'s online social innovation community, a place to find tools and resources, learn about new and ongoing social innovation projects, and connect with innovators, entrepreneurs, educators, funders, and public policy makers.

Hubcap is an initiative of the BC Partners for Social Impact, a network representing B.C.'s diverse population, with leaders in non-profits, businesses, universities, community groups, and government involved.

The BC Partners was formed in 2012 as a result of the Action Plan Recommendations to Maximize Social Innovation in B.C.

Together, the partnership continues to use innovative solutions to solve B.C.'s tough social challenges.

## Goals

Number 41 was approached by the Ministry of Social Development and Social Innovation to create a website and gathering place for the social innovation cohort in B.C.—essentially, a “hub”. The ministry and its partners, VanCity and Telus, envisioned that this new space would provide a collective resource through which community members could learn, share information, and build new partnerships.

## Challenges

Social innovators in British Columbia propel the province forward, introducing new ideas that bring people together and create solutions to problems that affect everyone. They work in a multitude of disciplines and in regions across B.C., but just because they've managed to harness the power of a great concept or ground-breaking technology didn't necessarily mean they'd capitalized on the strength that comes with networking.

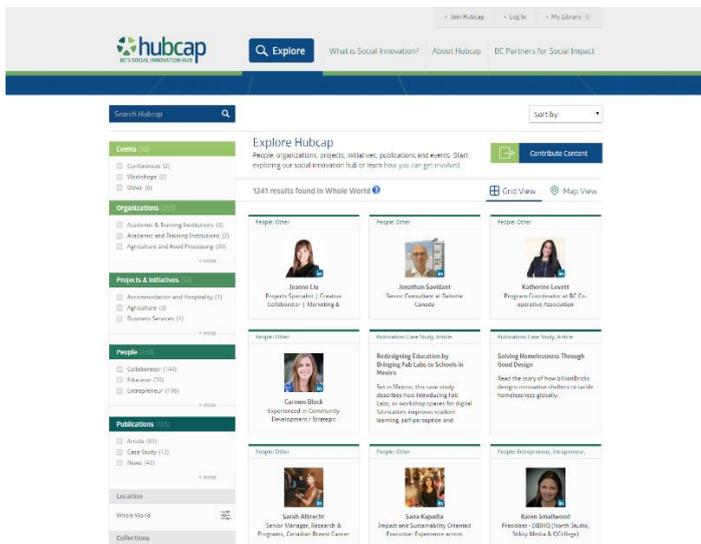
These innovators were often disconnected from one another, meaning that they were missing out on the opportunity to further spread their ideas and forge meaningful connections with other like-minded individuals and groups. Working in a silo can be limiting, and if there's one thing this audience had in common, it was a desire to push boundaries.

## Solution

- To bring these people together, Number 41 brought to life their clients' vision of a new space to provide a collective resource where community members could learn, share information, and build new partnerships. They wanted to provide a “hub” for everyone from environmental

advocates to tech wizzes, giving them a gathering place to discuss and grow their projects, and Number 41 worked with the Ministry of Social Development and Social Innovation to make it happen.

- To accomplish this goal, Number 41 was tasked to create beta wireframes, delivering the required level of detail for the development team to use as a functional specification. From there, development was completed using C# for the back end and JavaScript for the front end. Their development team wrote custom modules and form controls for Kentico, and utilized the Kentico REST API to move data to the JavaScript front end. They also contributed to the creation of entire sections, as well as the implementation of custom filters, with Angular JS 1.2.
- To facilitate that growth over time, Number 41 delivered a scalable framework that will expand gracefully as user contributions grow. By using a modern, “layered” approach to display the content contributions, they ensured that users are able to stay focused and easily view information relevant to them and their connections—and they will continue to do so as more and more of their peers join them on Hubcap.



## Results

- Increase in traffic
- Increase in average visit duration
- Improvement in social media engagement

## Key criteria for choosing Kentico

- Ease of use for end-users
- Compatibility with ASP.NET
- Exhaustive set of ready-built, easy-to-use controls



## Number 41 Media Corporation

Number 41, a user experience design firm based in Victoria, BC, is in the business of constantly questioning the way things work, and trying to find ways to make them work better. Our clients rely on us and our human-centric approach to explore and build solutions that improve user experiences for their end users, whether it's a service, a website, an online application, or a software project.



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