Kentico

Shaw Trust

Shaw Trust

MMT Digital

AZURE
EMPLOYMENT
NOT-FOR-PROFIT/CHARITY
ONLINE MARKETING

Background

Formed in 1982, Shaw Trust is a national charity that works to create brighter futures for the people and communities they serve. Today they support 50,000 people a year by providing them with employment opportunities, development training and health and well-being services across the UK.

Goals and Challenges

Shaw Trust needed a website that would enable them to communicate effectively with all of their stakeholders, paying greater attention to service commissioners with a view to increasing partnerships with national government and local authorities.

MMT Digital therefore needed to improve the design and navigation to effectively promote the information relevant to those visitors, whilst also enabling intuitive access to information for its service users – two very distinct persona groups.

As well as attracting new partnerships and provision of service information, there was a heavy focus on improving the accessibility of the website for users with disabilities. These users are able to access websites with techniques and tools including dictation, keyboard only navigation and screen readers. In order to provide content in the most accessible way to these users, it was required that the site would be designed in line with WCAG 2.0 AAA accessibility guidelines.

Shaw Trust required a Content Management System that was efficient to use in a large organisation with multiple distributed departments, had a low barrier to entry in terms of platform experience, and where they could have the flexibility of building pages according to available content, using templates that remained brand consistent, with the ability to implement content workflows.

Solution

MMT Digital conducted a review of the existing information architecture and developed wireframes that catered to the user journeys of all primary stakeholder groups including service government commissioners and service users.

With WCAG 2.0 level AAA accessibility being a major requirement, MMT Digital enhanced their scrum development model to put developing for accessibility at the forefront of the process. With previous experience developing a level AA accessible Kentico website for Scope http://www.scope.org.uk/end-the-awkward they were experienced in an accessibility first way of working, which mirrors something like a *Test First* way of working.

A collaborative accessibility workshop was held at the Shaw Trust's accessibility centre with the MMT Digital development team and accessibility testing team. As new devices come onto the market, and new software and code libraries are designed for those devices, the techniques users adopt to consume content evolves and MMT Digital investigated the latest techniques for delivering accessible content. Additionally, the development team spent time with various accessibility testers on a one-one basis to observe how they consume content using various tools including dictation, keyboard only access and screen readers. The accessibility testing team was embedded into the project team and were consulted on accessibility of wireframes and creative, as well as joining weekly sprint demos and having access to our development environment during the development cycle.

The entire website is now content manageable so that Shaw Trust are able to update copy, images and videos and it is also customisable so that Shaw Trust have full control of the site going forwards. MMT Digital also developed the website so that it can support different cultures.

In order to improve hosting, MMT Digital migrated Shaw Trust's website from their existing BT platform onto Microsoft Azure. Azure was chosen due to a number of factors, firstly, it was important to ensure that the website was scalable so that there would be no effect on performance if the site experienced sudden spikes in traffic. Secondly, the project required multiple environments to be set up due to the extensive testing which needed to be carried out, using Azure meant that this process was significantly easier. During the development process, App Insights, provided by Azure meant that MMT Digital were notified of all errors and were able to identify the cause of each, this led to a smooth launch of the live site as many issues had been rectified during development and testing.

MMT Digital have chosen Kentico EMS due to its facilitation of a flexible widget zone grid that enables content editors to take available content and build up pages based on what is available, rather than being constrained to more prescriptive templates that can be difficult to use when available content does not match. Kentico's user interface was largely redesigned in version 8 and in version 9 received some improvements, making use by content editors working on a site easy and intuitive. Kentico also has a sophisticated content workflow that satisfies the needs of a large organisation with contributors of varying digital skills sets.
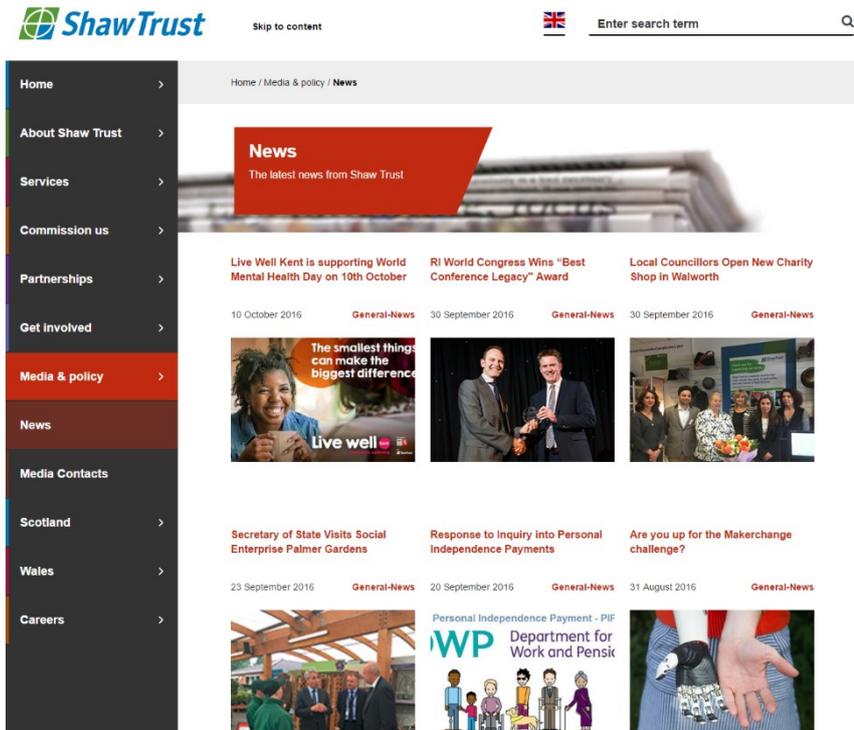
Results

Shaw Trust now have a fully redesigned, responsive, accessible website. The new design is clear and concise for users whilst promoting a strong brand consistency. The new layout and navigation MMT Digital have implemented highlights the information relevant to government commissioners as well as service users and communicates a strong and clear message. The whole website is content manageable, meaning Shaw Trust can keep all information up to date without the need for developers. MMT Digital built on a strong platform, Kentico, with a clear roadmap for future development which means that Shaw Trust will be able to incrementally upgrade their platform and ensure that it maintains an appropriate feature set for future digital marketing developments.

Key criteria for choosing Kentico

- Enterprise standard performance
- Multi-lingual functionality
- Flexibility in integrating with third-party systems
- Actively supported by Kentico and strong developer community
- Built in asset management
- Easy to manage
- Proven use of applying accessible content delivery and technical SEO considerations

MMT Digital

MMT Digital have been providing UX, web design and build services for nearly 20 years. In that time they have become the world's leading Kentico Gold Partner, creating Kentico solutions for organisations operating in a multitude of industry sectors.

MMT Digital have built over 150 Kentico websites and have 23 certified Kentico developers. They have 9+ years of working with Kentico and have the only Kentico MVP in the UK, this is the highest possible Kentico award for a developer.