

Case Study

The Anglican Diocese of Auckland

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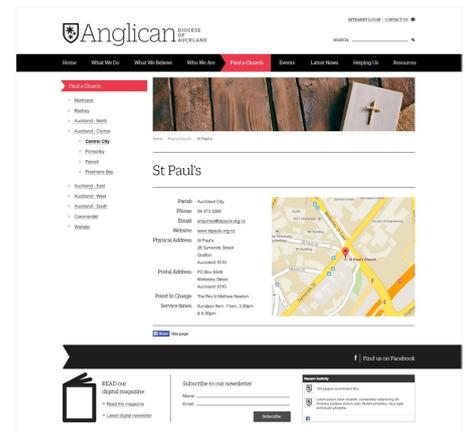
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Background

The Anglican Diocese of Auckland, New Zealand faced a challenge in paying heritage to its history and divinity, yet still appeal to the current and next generation. Given the new age of 'digital natives' whose online behaviour has evolved as rapidly as their expectations, the Diocese needed to re-ignite and re-engage their audience in a more contemporary digital manner.

Goals

A creative rebrand that sought to modernise the Diocese in 2014 brought the need for a new website, and a digital experience to bring the church to life.



Challenges

The initial challenge was to create an information architecture that could house the abundance of content on the old site but structure, sort, and prioritise the information against the main call to actions; aligning the website's objectives with those of the Diocese. Additionally, there was the challenge of adhering to the wants/needs of plentiful stakeholders (almost every church in the region had valuable input), and the process of getting a majority approval from them on the significant changes to be made. Part of this process involved mapping user-journeys to understand why various users would enter the site, and how they would subsequently interact with it from there. One of the main pain points was the inability for new users to find their closest church, and a second was a provision to see upcoming events across the region; both of which were easily solvable through Kentico 7's out-of-the-box forms and tables.

Solution

One of the strongest features of the website and improvements over the existing site (apart from the visual design and user experience) was the responsiveness of the templates built.

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Utilising CSS where possible to scale components of the site meant a natural, consistent flow between devices and different user setups. This was especially important given the contrary nature of the Diocese users, from the elderly down to generation Y.

Another key feature was the use of user-submitted forms in order to populate the 'Events' page. Once a user submits their event, it automatically becomes an unpublished page for the website's moderator. From there, the moderator can publish the landing page that also updates the Event Calendar. Not only does this greatly assist the churches in planning events around each other, but also provides an extremely useful tool for users to gain a long-term view of activity in the area; further enticing engagement with the Diocese.

Finally, the 'Find-a-church' section of the site cross-referenced Kentico tables and matched addresses against a Google Maps API so that users could search for their closest church, removing one of the main barriers that new users typically face.

Results

Apart from bringing both the brand and website up to modern standards, the project really stood as a testament to the balance of offering flagship EMS functionality and the communication of its benefit to a group of unfamiliar, wary stakeholders. The Diocese knew that, as a 'brand', their presentation could have been perceived as dated, stale, or old-fashioned. They also knew that as a not-for-profit organisation, they still needed to remain strategic and forward-thinking in their approach. However, it was more than just a website rebuild, but a collaborative change in the thinking and business culture of the Diocese.

The site has been able to facilitate a deeper, wider, and easier relationship between the churches and its online users. Through the addition of user-generated event calendars, location based search functionality, and future tools such as the booking platform, the Diocese will be able to engage users and foster the communal values they're known for in a more relevant format.

Key criteria for selecting Kentico

In-house experience, combined with flexible standard templates and features were already standing out as top reasons to adopt the platform. Security, integration, speed, and price also surfaced as convincing reasons given an increasingly crowded market. Add to this a strong vision and roadmap of future development and Kentico provided the best-bang-for-buck solution available.

Additionally, future plans for the Diocese include a booking system and content personalisation; features that we have already deployed for other clients with resounding success.