

Case Study

Intrepid Fallen Heroes Fund

www.fallenheroesfund.org



Product
Kentico CMS

Industry
Nonprofit/Charity

Partner
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Background

The Intrepid Fallen Heroes Fund serves wounded or injured United States military personnel and their families.

Goals

Synergy worked with the Intrepid Fallen Heroes Fund to develop a new, fluid navigation and content architecture, and focus the web site to reflect and cater to the target audience of site visitors and donors. The site is easy to use, and provides quick access to information relevant to the user. The new architecture reflects a sense of "Make It Visible."

Challenges

One of the required features of the new website is a CMS (Content Management System) that would give the Fund the design flexibility to alter aspects of the website, not just the content. The Fund frequently updates the current website through a back-end CMS, which is a critical design component of the website project.

The Fund's website is primarily an education and donation tool, aiding the promotion of public interest and awareness of Post Traumatic Stress Disorder and traumatic brain injuries.

The website's theme should fit with and advance the mission to pay tribute to and support those who have sacrificed for their country. The overall theme should be complimented by the latest technology and interactive features. The website also must have the ability to capture visitor's information in a segmented market structure to help the Fund promote itself.



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Solution

Synergy has a tried and true approach to enterprise-level website development based on years of experience and a desire to “get it right the first time.” Upon commencing the project, we drew upon our breadth of experience drawing on important aspects of website design, including:

- Each website has a target audience that may be broken down into primary and secondary segments.
- Each segment has a need and a purpose for visiting a website.
- Each organization has something (information, content, a message, or a product) that they want the audience to see.

Results

Using the above information, Synergy was able to confirm primary and secondary audiences for the Fund’s website. From there, they were able to:

- Identify each audience’s needs
- Create taxonomy based on the needs of each
- Create content that would meet each audience’s requirements and expectations

Key criteria for selecting Kentico CMS

Kentico CMS is the best solution for the management of www.fallenheroesfund.org because it will provide a greater level of flexibility over content. As a result, the site will be easier to maintain by Fund staff going forward.

Kentico CMS allows internal users/administrators to provide new website content through a What-You-See-Is-What-You-Get (WYSIWG) editor, thus not requiring the internal users have website coding skills.

The CMS uses rules to style the content, separating it from the display, which has a number of advantages when trying to get many pages to conform to a consistent “look and feel.” The system then adds the content to a larger collection for publishing.

The system also includes workflow for the internal users, which defines how the new content is to be routed around the system. The new system will also give the flexibility to design page layouts (as allowed by admin permissions).

Kentico CMS will be easy for department staff to use, with the flexibility of accommodating future additions and extensions.