



the
power of
humanity



www.redcross.org.au



Australian Red Cross

Zeroseven

HUMANITARIAN AID

Kentico was chosen because it was a proven platform for other Red Cross Societies, and offered cost-effective yet robust enterprise functionality and flexibility to grow with the Australian Red Cross digital strategy in the coming years.

Background

The global Red Cross Red Crescent Movement provides humanitarian assistance to tens of millions of people around the world each year. Australian Red Cross supports local communities in Australia and further afield. With a site more than six years old, Australian Red Cross found a need for a refresh to match their updated strategic vision, business units, and overall direction.

Goals

Red Cross worked with Zeroseven to redesign their website to have a look and feel that matched the modern ethos of the company. In addition, the opportunity was taken to enhance the website usability to be a fully accessible experience.

Red Cross wanted to provide their content editors full control over their content and display, and the ability to build and manage their pages and campaigns quickly and easily.

The six primary objectives for Australian Red Cross were:

- full UX research
- improve functionality for both users and editors
- refresh the look and feel to reflect Red Cross' modern image
- fully responsive layout for enhanced usability on all devices
- AA accessibility compliance
- extra freedom in layout construction and styling

Challenges

The challenge to update the very well established Australian Red Cross website was not a small one. Look and feel, information layout, usability, and ease of editing were all major factors when planning the new website.

The same suite of widgets was needed to provide the building blocks for both normal content pages, as well as standalone campaigns.

In addition to a large amount of site content, additional functionality such as volunteer search and the creation of specific campaign pages also had to be replicated.

Solution

Zeroseven worked closely with Australian Red Cross through an extensive user experience testing phase, developing a user-led information architecture and website layout.

"User experience was the catalyst for change when Zeroseven proposed building a new Kentico website for Australian Red Cross. We used existing site statistics to uncover valuable insights into user behaviour and what was working on the site already. Coupled with that, a series of usability studies were conducted to determine how users thought about the content on the site. This research and analysis resulted in the final information architecture and appearance of the site navigation."

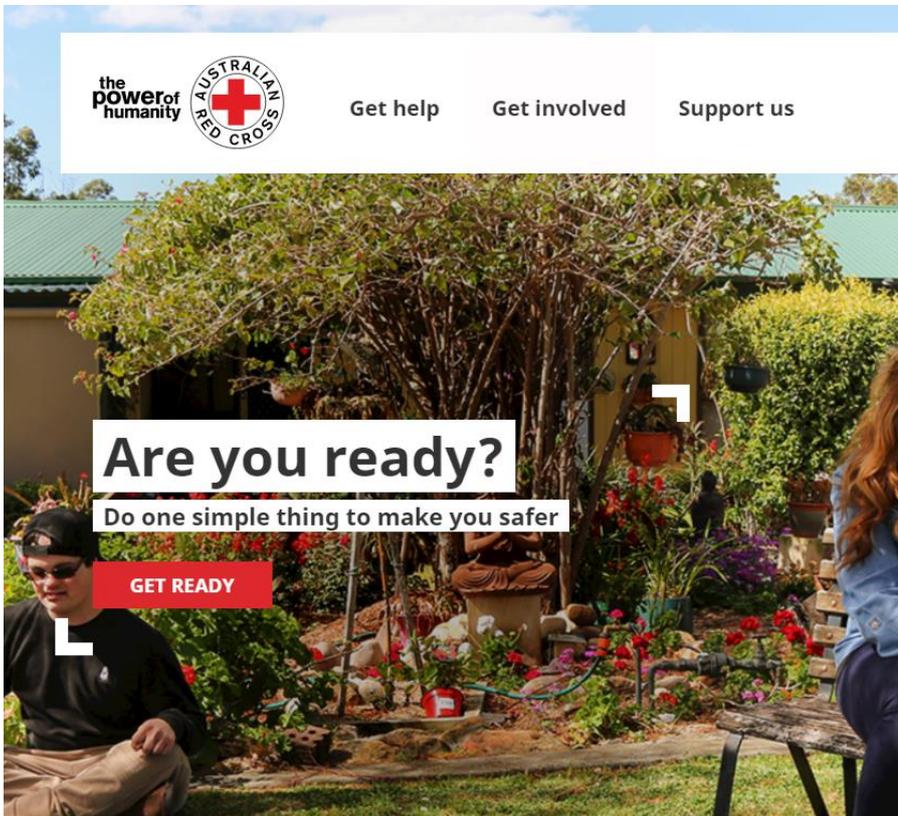


Margaret Lipinska
Director of Design
& User Experience
Zeroseven

- The core of the site is running using Kentico, with a layout comprising numerous widgets. Most content widgets are capable of various different 'themed' colour displays, with accessible colours and font styling to match.
- Early A/B testing and Personalisation tests are currently being investigated

The solution included many third-party integrations including:

- PageUp for volunteer and career searching
- Olark for chat
- AddThis for social sharing
- Formstack for forms



Results

In addition to the user experience, solution architects at Zeroseven completed requirements gathering through workshops and stakeholder engagement across many business units. The outcome is a secure website and an engaging and responsive design to appeal to a vast online audience.

Kentico's ability to build pages from templates using Content Widgets has given Red Cross the freedom they need to create pages the way they want, with the confidence that the whole site will remain easy to use and accessibly compliant.



Key Criteria for Choosing Kentico

Kentico 10 was chosen as the CMS due to its content creation freedom and numerous powerful marketing and customisation tools.

Numerous customisations by Zerosseven have allowed Australian Red Cross extensive freedom to build pages, customise content and use their corporate colour palette to its fullest potential.

Kentico provides the technology for Australian Red Cross staff to edit, optimise, and update content using its Content Management platform.

Zerosseven

Zerosseven creates tailored web solutions serving a wide variety of tasks, from customer-facing E-commerce websites to business management applications that improve a company's effectiveness in today's integrated and always-connected world.

With more than twelve years' experience and many industry certifications, Zerosseven are experts in planning, developing, and designing a wide range of mobile and web applications that enhance business operations.

Zerosseven seamlessly guided Red Cross through the process of implementing a new customer-facing website that has provided a better user experience to consumers as well as a powerful content customization tool for editors.



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