Case Study

Invest Toronto Mobile

www.investtoronto.ca/ mobile

Industry
Finance & Investment

Partner
Seventyeight Digital Inc.
5000 Yonge Street, Suite 1901
Toronto, ON, M2N 7E9
Canada
www.78digital.com

Grant Sharples
gsharples@78digital.com
416.274.4024

Goals

Invest Toronto is the City's official international investment attraction agency. The Corporations mandate is to secure global visibility, investment attraction, business relocation, and job creation for the City of Toronto.

Invest Toronto engaged Seventyeight to develop a multi-phased online strategic plan as well as to design & construct their online properties. This included the design and implementation of a mobile specific web app to complement and augment their primary website.

The importance of the mobile component for Invest Toronto cannot be overstated. With the international business traveller at the core of its user group, Invest Toronto needed to provide anytime/anywhere access to its organization and people through a mobile friendly device interface.

Optimized for today's Smartphones, we developed a mobile specific version of the primary site integrated with the Kentico CMS in order to accommodate mobile constraints such as bandwidth and smaller screen size.

The mobile specific site provides Invest Toronto staff with the ability to manage communications, access key information, share reports and customized information packages, and effectively service client requests while out of the office.

Challenges

Producing a modern Mobile Website app targeting new smart phones (iPhone, Android, Blackberry OS6+) was an important requirement for this project. Merely providing a different style sheet for mobile devices was not enough. Optimization of the weight of pages, the type of content to display and a complete rethinking of the IA were deemed necessary for success. Because of this, a front end jQuery based mobile framework called jQTouch was used for the front end. This provides mobile UI elements and behaviors such as animated page transitions common in high end HTML5 mobile web apps. At the same time creating a separate website to hold the content was not an option as long term sustainability and ongoing maintenance would be too costly. A compromise was made, through a creative integration strategy, which provides an optimized mobile experience while retaining centralized control of content in Kentico.

Case Study

Solutions

Key elements of the solution include:

1. **Navigation structure** - created through Kentico API calls and custom transformations in .NET to produce mobile optimized html.

2. **Mobile Content Web Part** - added to all page templates in Kentico. This web part is configured to be hidden on normal website views and shown through CMS desk or through query string parameters with a custom macro affecting the visibility.

3. **Mobile Content Proxy** - The mobile website utilizes AJAX patterns to retrieve the content of each page. The content is produced through a custom proxy page that queries the Kentico Database returning only the mobile web part's content. The content received via this database call is cached to optimize performance. The proxy returns only the html for the mobile site – no other content (i.e. view state, Kentico generated client files, various JavaScript and css files, or the PortalTemplate.aspx structure itself) is returned. This results in very fast load times (important on mobile) and provides complete control over the look and behaviour of the html.

4. **Registration and Login** – Mobile friendly forms allowing for registration and logging in were created as AJAX services calling .NET pages utilizing the Kentico API for membership and security.

Click here to read the full project case study.

Case Study

Key criteria for selecting Kentico CMS

Prior to selecting Kentico as the foundation for this project as well as the clients main website we completed a comprehensive comparative evaluation of a number of leading CMS products, both commercial as well as open source. Although each product had its advantages we determined that the product that best met Invest Toronto's initial and future needs was Kentico CMS for ASP.NET.

Evaluation criteria and key determinants included:

1. Feature set related to Invest Toronto's business requirements
2. Ease and flexibility of programmatic customization
3. Ability to integrate third party and custom components
4. Ability to handle enterprise requirements related to collaborative access to large data sources
5. Social media integration capabilities
6. Strength and flexibility of workflow configuration
7. Ability to adapt to and incorporate changing technologies
8. Ease of use for non-technical users
9. Powerful data migration tools
10. Relative cost of license, upgrades and technical support

About Seventyeight Digital:

Seventyeight Digital is a strategic technology development and interactive design firm focused exclusively on the internet space. Our solutions engage and benefit users, generate brand recognition, provide relevant and actionable data, stimulate thought and communication, inspire people to take action, capitalize on business efficiencies, and offer significant ROI.

The Seventyeight team is comprised of highly accomplished and talented folks specializing in digital strategy, data management, technical development, and creative design - providing the competencies, agility and technical bandwidth to manage complex deliverables.

We can offer time to market, competitive rates and a level of responsiveness that traditional firms can't touch. We believe there is an effective solution to meet most budgets and can help you navigate the strategic & technical complexities to achieve your key business objectives.

Seventyeight Digital is a Kentico Gold Solution Partner offering a full range of interactive design, development, hosting and support services. Contact us for a free Kentico CMS consultation at info@78digital.com.