

Case Study

Wakefield Hospice

www.wakefieldhospice.org



Industry

Healthcare & Charity

Partner

pixelbuilders.com
The Tannery,
Kirkstall Road,
Leeds
LS3 1HS
UK
LS18 5NP
www.pixelbuilders.com

Martin Oates,
Account Manager
martinoates@pixelbuilders.com
01132 473 895

Goals

The goals of this project were twofold. The first was to ensure that the site, in terms of visitors, balanced the sensitive nature of the care services Wakefield Hospice offers and the need to raise funds to ensure its continued operation.

The second was to deliver a website management platform that was highly flexible and easy to use. Their old website had become stagnant and updating the site was highly template driven – giving no content freedom to the team at Wakefield Hospice.

Challenges

Firstly there was the need to carefully, and sensitively, inform potential patients, their family and their carers, about the services Wakefield Hospice offers. The delicate aspects of the services and conditions the Hospice cares for meant that the information needed to be presented in a clear, concise way – most likely separate from other aspects of the site such as fundraising.

Wakefield Hospice has an annual fundraising target of £3.2 million. To achieve this target they offer a number of ways to raise funds, ways that needed to be replicated online. The website needed to offer bespoke event creation (each event needed its own set of required data fields), store with products that were both fixed price and donation driven and, of course, the need to take direct donations online.

Finally, the management of content itself needed to be flexible. The previous CMS used by the Hospice was rigid in approach, and updating of content was laborious. The new CMS needed to be customisable in terms of content layout, whilst keeping the ability to make changes in the shortest time possible.



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“Creating a stronger online presence and adding additional donation functionality is an essential part of our marketing and fundraising activity. The new website, and Kentico CMS, will help greatly across all areas of our marketing and provide a platform for on-going promotion of the charity.

We are absolutely delighted with the new website and with pixelbuilders.com’s approach to what was required by Wakefield Hospice. The team embraced the brief by demonstrating a technical knowledge and design experience, backed by an easy to understand and clear communication style. This all led to their appointment as our digital partner.”

Helen Knowles,
Director of Fundraising,
Wakefield Hospice

Solution

The first aspect this project looked at was site structure, resulting in an entirely re-organised sitemap focused on three key user groups; patients/carers, supporters/fundraisers and healthcare professionals/volunteers. This allowed users to quickly access the information that was important to their needs, as well as separating out the care/service information that was noted as key.

The four tier menu approach also helped organise the large amounts of information into easily digestible sections, rather than long lists of pages in a single column.

Kentico’s eCommerce functionality offered 95% of the functionality we needed for the online store, specifically being able to allow users to customize their purchase and having products that were either fixed price or custom donation priced. The final 5% was achievable through some bespoke development within Kentico, but still allowed the Hospice to manage their store within Kentico. The customisable nature of Kentico and the ability to bespoke develop onto the platform was key in the success of the website.

As with the online store, the event booking system was based upon the existing functionality in Kentico. However, the unique nature of how the Hospice runs its events required a number of new developments to the platform. Events come in three forms – non-bookable (usually a third party event), bookable and bookable with a fee required. For both event types that were bookable, the data required per event from an attendee was different – including some options that would change the price of the event fee. Within Kentico, we customised the event document to allow bespoke event options – with answers given by tick boxes, drop down lists or free text entries.

All payments are taken through the PayPal payment gateway, including online donations. The donations screen not only helps users select a value to donate – but also informs them, per amount, what their donation could pay for.

The challenge of keeping the site easy to use and flexible from a content management aspect was easily solved. We regards Kentico CMS as the easiest to use CMS on the market and after their first use of the system, Wakefield Hospice agreed.

Key criteria for selecting Kentico CMS

- Easy to change/use page templates and styling
- Quick generation of new content and pages
- Multitude of out of the box functional elements
- The ability to custom develop the base functionality to meet the needs of the client