

Customer Engagement Platform using Sitecore 7



Industry

Non-profit Organization

Overview

Knowledge Gateway serves as a multilingual, multi-dimensional, one-stop platform offering information and knowledge sharing solutions. It provides networking opportunities for women entrepreneurs. It also advocates gender equality among practitioners, policy makers and programme managers from around the world.

Knowledge gateway networking portal for Women Economic Empowerment



Client

A leading non-profit organization working towards empowerment of women has a presence in 79 countries worldwide.

- Requirement of a huge amount of cross-database linking
- Proper indexing and cataloguing of uploaded documents

Business needs

The business need was to create a platform to enable cross-collaborative networking between women from different geographies and social strata. A solution for disseminating information to women globally and enrich their lives by empowering them with knowledge they need to succeed.

Datamatics' Solution

The solution offered:

- Strong UX combined with content management capabilities
- Adaptive web design, optimized for not only desktops, but also mobile devices
- A platform fully optimized for search engines
- Integration with Apache Solr to enable users to find required information quickly
- Indexing content from eight partners, removing data duplication and surfacing that entire content through our website
- Additional features like online communities, forums, blogs, dashboards etc.
- Integration with Social media channels, such as, Twitter and Facebook

Challenges

- Lack of prior models to base a feasibility project
- Providing a search functionality that narrows down to specific needs
- Excessive variety in range and source of information

Datamatics' Advantage

- Global Information Technology (IT) & Business Process Management (BPM) organization taking you forward on your route to Digital Transformation
- Trusted partner to several Fortune 500 companies globally
- Capabilities built around technology, domain expertise & knowledge of business processes
- Alliances with global technology leaders such as Microsoft, IBM & EMC²
- More than 7,500 employees globally
- Certified for SEI CMMI Level 4 V1.3, ISO 27001:2013 & ISO 9001:2008
- SSAE 16 compliant processes
- Global presence: U.S., UK, Australia, Dubai & India

Contact

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Approach

The site was developed with a mobility-first approach. The entire site is based upon responsive web design that works equally well on handheld device. Page design and graphical elements used have been kept to a bare minimum while providing an aesthetically pleasing look to ensure that excellent user experience even with lower bandwidth.

Sitecore 7's integration with MVC provided the opportunity to build testable controllers with rich unit test capabilities. This helped us develop high quality product and also enabled us to add new features to the solution while doing regression testing.

Benefits

- Enhanced and rich user experience even on mobile devices, by using Adaptive Web Design
- An advanced search powered by Apache Solr increases the content searchability and allows users to drill down into the results by using facets
- Strong Information architecture allowed users to easily manage metadata, taxonomy, and workflows
- Uploading, storage, maintenance and sharing of information is possible through digital asset repository
- Authentication of internal and external users through third party database
- Allows user to collaborate and share resources using social media tools and create a comprehensive and interactive knowledge management platform

Process



process

- Focus Groups
- User Surveys
- One to One
- Heuristic Evaluations
- Competitive Benchmarking
- Requirement Gathering
- Story Boarding
- Brain Storming
- Technology Evaluation
- Wireframes Creation
- Web Design Layout
- Mobile Features
- Developing HTML, CSS, Images, Scripts, Style Sheet
- Standards Compliance
- Browser & Platform Competability
- Mobile Features
- Theme Integration
- Technology Integration

deliverables

- Use Cases
- Requirement Document
- Basic Sitemap
- New Features
- Wireframes
- Sitemap
- Info. Arch.
- Style Guide
- Design Mock Ups
- HTML Mock Up Pages
- CSS, Scripts
- Style Sheets
- Theme & Layout as per the Technology
- Code Documentation

Result

Since the launch the site has been visited from 163 countries in the world and that number is growing daily. Within one week of the launch, there were more than 600 people who had registered with the Knowledge Gateway with about a thousand unique visitors daily.