



website design

A gaming organization had begun developing a new corporate brand strategy for their casinos to improve their brand recognition. The company decided that the existing corporate website should be re-designed to promote the new brand. They planned to have the website re-launch coincide with the launch of the new brand campaign.

Technology Consulting Associates, LLC (TCA) was hired to manage the re-design of the website and to provide enhancements to improve recognition.

vision

TCA's re-design of the website focused on:

1. Applying a brand strategy and improving brand recognition through the design of the website
2. Building a website architecture that would support future functionality of improved user interaction and personalization

A five-step approach based on TCA's FRAMEWORK® methodology was employed:

Process	Objectives	Milestones	Tools & Techniques
Project Organization	<ul style="list-style-type: none"> ✓Set timeframes and budget for project ✓Define and communicate project expectations ✓Establish common framework 	<ul style="list-style-type: none"> ✓ Project team identified ✓ Final approval of project scope, budget, resources, and timeline 	<ul style="list-style-type: none"> ✓ TCA FRAMEWORK Methodology ✓ Joint Requirements Planning Sessions
Baseline Operations	<ul style="list-style-type: none"> ✓Detail current Website structure, responsibilities, processes and costs 	<ul style="list-style-type: none"> ✓Site Map complete ✓Detail project plan complete ✓Development environment setup complete 	<ul style="list-style-type: none"> ✓TCA Site Map Template ✓TCA Project Management Toolkit
Solutions Design	<ul style="list-style-type: none"> ✓Design solution strategy that incorporates brand strategy and enhances brand recognition 	<ul style="list-style-type: none"> ✓Information Architecture complete ✓Visual Design complete ✓Focus Group conducted, data analysis complete ✓Solutions Design complete 	<ul style="list-style-type: none"> ✓TCA Information Architecture Template ✓TCA Visual Design Template ✓TCA Focus Group Discussion Guide ✓Web Optimization Guidelines
Build	<ul style="list-style-type: none"> ✓Develop Website that incorporates existing functionality, new brand strategy plus enhances brand recognition 	<ul style="list-style-type: none"> ✓Brand Strategy complete ✓Style Template complete ✓Test Plan created ✓Web Page Development complete ✓Proof-of-Concept complete 	<ul style="list-style-type: none"> ✓TCA Test Case Template ✓HTML Coding Standards ✓Dreamweaver MX 2004 and Microsoft .Net
Rollout Plan	<ul style="list-style-type: none"> ✓New Website successfully tested and implemented ✓Brand recognition improved 	<ul style="list-style-type: none"> ✓Rollout Plan complete ✓User Acceptance Test complete ✓Maintenance Procedures Document complete 	<ul style="list-style-type: none"> ✓TCA Issue Database ✓Search Engine Results Report



results

The project produced a new website complete with website Maintenance Procedures documentation covering the following areas:

Brand Strategy

- Style template of brand approved colors and fonts
- Brand message and feature areas built into pages
- New pages added to the site to support the brand campaign

Website Architecture

- Microsoft .Net Framework used
- Pages built using ASP.Net
- XML scripts built for maintaining dynamic content pages
- Site navigation simplified
- Proof-of-Concept demonstrated user interaction and personalization functionality

Brand Recognition Improvement

- Provided "guidelines" to ensure that site is search enabled
 - HTML Title tags
 - Meta Keywords tags
 - Meta Description tags
 - Alt tags
- Registered additional URLs

value

The new website boasts a simplified navigation strategy and improved brand recognition through search engine optimization. In addition, the design structure easily lends itself to a dynamic data driven backend. To achieve these results, the following steps were taken:

- A complete information architecture (site map) was developed, improved through the use of Focus Group analysis
- The website architecture was designed using standard technologies that provide a platform that can be readily updated to use a database backend in place of the current static content
- Appropriate meta tags have been added to the code to improve the factors controlling the ranking within search engines