

Web Development Case Study



Introduction:

Tanya Riemann (owner/operator) started Platypi Designs in October 2002 as a web site design company. Due to the extensive requirements of its loyal clientele, in 2005 it added the Development aspect to its portfolio. Platypi Designs Inc. offers a wide variety of web solutions to not for profit organizations and to owner/operators in the private business sector, addressing their diverse needs.

Summary Case Study:

The YMCA-YWCA of Guelph needed a platform to clearly communicate the nature of the operation and their offerings to very specific and different target audiences, as well as staff members.

Challenges:

Due to the diverse offerings and programs of the YMCA-YWCA of Guelph, sending messages that were captured by many different target users was the biggest challenge. Due to past concerns that the YMCA-YWCA of Guelph had experienced, it was looking for a company who they could cultivate a continuous relationship with and would provide good ongoing service. This was extremely important due to the continual, ever changing programs that it offered.

Analysis:

Platypi Designs Inc. reviewed the following criteria with the client.

- How best to communicate in a variety of ways, in order to target different audiences in terms of who the YMCA-YWCA of Guelph is and featuring all of its offerings?
- How best to attract its viewers in a quick fashion (as readers make decisions in seconds), yet offer clear information?
- How best to create a web site that could be used for educational purposes and increase awareness, with the ultimate goal of increasing sales and registrations?
- How best to use this platform to keep staff members updated and increase closer communication?
- What were the specific WEB requirements that the Guelph YMCA-YWCA needed in order to consistently thrive?

Results:

Working together, Platypi Designs Inc. and the YMCA-YWCA of Guelph were able to come up with a web solution that addressed the requirements it had in terms of offering clear communication to its members, potential members and staff. They now benefit from an ongoing business relationship with Platypi Designs Inc. – a company that understands their organization and is committed to the ongoing success of the YMCA-YWCA of Guelph. Since the launch of their new web site in April 2008 online sales for event and program registrations grew 20% over the previous year.

Testimonial:

"We were in a real dilemma in terms of how to find a Web solution company to work with that actually cared about us for the long-haul. They have been committed to our goals and delivered on their promises. They care about us succeeding."

YMCA-YWCA of Guelph, Bruce Bailey, General Manager