

Case Study Lightbox Education

Website Development <http://www.lightbox-ed.com>

Background

Lightbox Education is a subsidiary of RM plc, and is one of the largest educational software businesses in the UK, supplying software products to UK schools across all age ranges.

In Spring 2010, Lightbox required a new website to reflect the rapid pace of change in the company, to comply with new branding guidelines and to provide more focus on the products they sell. Additionally the current website was developed using Drupal and was not configured by the original developers to be particularly flexible when editing content, meaning there are severe limitations in formatting options and navigation within the site.

Whilst the design was carried out by their in-house team, they did not have the necessary resource to develop the website, therefore contracted this work to ASD Solutions. The new website must be easier for Lightbox Education to maintain, and provide backwards compatibility by mapping current URLs to the pages on the new site.

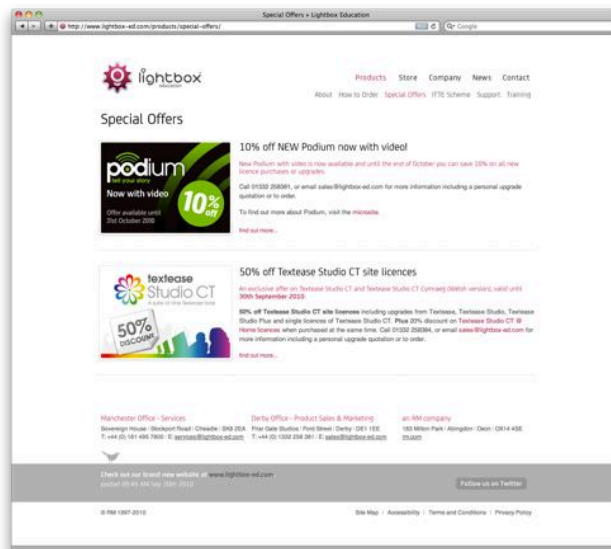


Our Solution

The website was developed using the WordPress Content Management System, and was chosen mainly due to Lightbox Education staff already being used to using WordPress for other websites they maintain. Plug-ins were developed to allow for simple editing and ordering of product information and special offers. Each page may have a slideshow of images, and other flexible content options were included, such as the ability to add videos, screen-shots and easily display age range icons for each individual product. The news section from the current site was migrated, and key URLs from the existing site mapped so that any bookmarks users have created will continue to function after the site is transferred.

Working to a tight deadline in order to launch the new website soon into the new academic year, weekly project meetings were held to monitor progress and ensure all resources were to be delivered on time. We added value by designing a concept for a drop-down menu for the Products section, since early on in the development it became apparent that products were not as easily navigated to as they could be. The menu provides icons and previews of the entire Lightbox product range, and is available from every page within the website.

To comply with Lightbox Education's stringent policies on accessibility and web standards, all pages were developed to the XHTML standard and have valid markup. Accessibility features including hot keys and semantic page markup ensure the website meets the needs for those requiring accessibility features.



“We have received first class customer service from ASD Solutions and our expectations for the outcome of the new website have truly been exceeded. The team’s ideas and dedication to delivering a comprehensive solution have added value to our new website beyond our imagination.”

Janette Salt, Marketing Manager