

# CASE STUDY: Canadian Institute of Planners

## Goals:

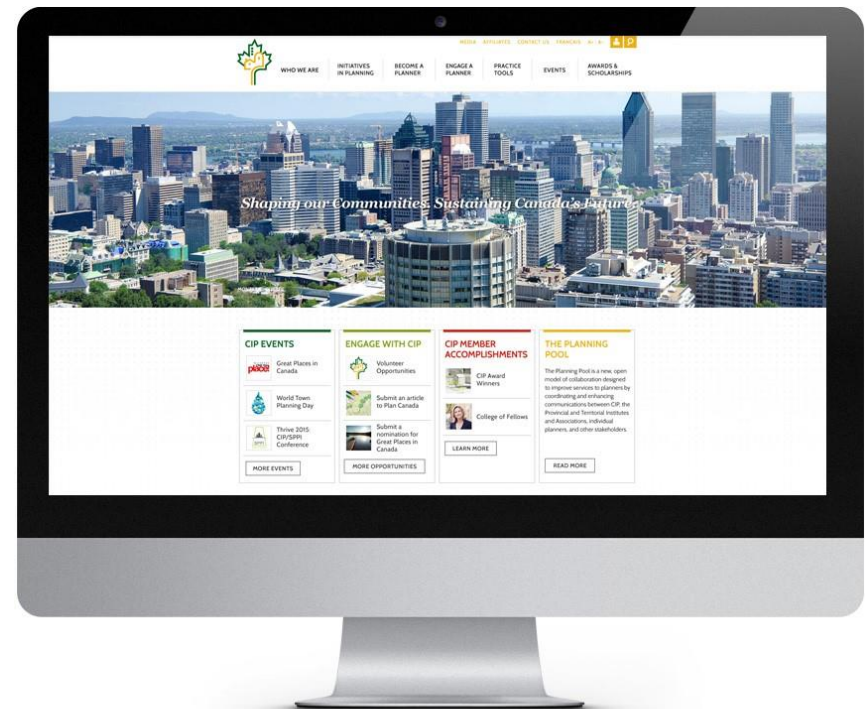
The Canadian Institute of Planners (CIP) works on behalf of the more than 7,500 planning professionals nation-wide, serving as the voice of Canada's planning community. Since its beginning in 1919, CIP has grown into a federated national organization with Provincial and Territorial Institutes and Associations across Canada, and with links to planning associations worldwide.

Planning addresses the use of land, resources, facilities and services in ways that secure the physical, economic and social efficiency, health and well-being of urban and rural communities. CIP members work in both the public service and the private sector, across fields such as land use planning, environmental resource management, land development, heritage conservation, social planning, transportation planning, and economic development.

CIP engaged Seventyeight to develop a dynamic, engaging, socially interactive information and communications platform optimized for desktop, tablet and cross-device mobile compatibility.

Key outcomes include:

1. Development of a modern, dynamic, engaging, visually appealing design –one that presents CIP as a progressive, authoritative and member focused organization.
2. Facilitating effective information sharing among planning practitioners, the provincial affiliate organizations, academics, students, the public and other stakeholders.
3. Providing connections to social media elements to amplify messaging, provide professional networking opportunities and strengthen relationships across the CIP membership.
4. Empowering users to complete key tasks – obtain news and information, learn about and register for events, disseminate communications using social media channels and connect with CIP staff.
5. Training CIP staff – empowering them to manage the day-to-day operation and maintenance of the website.



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## Challenges:

### Resource Library

The CIP Resource Library will contain several hundred resources of various types in both English and French language. The library will have to be structured such that a visitor can easily get to resources of interest without having to scroll through an ever increasing list of resources.

### Fully Bilingual Site

The CIP site will be completely bilingual - over 1000 content pieces are expected to be housed on the site and between 15 and 20 templates will need to be compatible for multi-lingual presentation. Templates need to be structured such that they function well in both languages.

### Integration with Third Party AMS

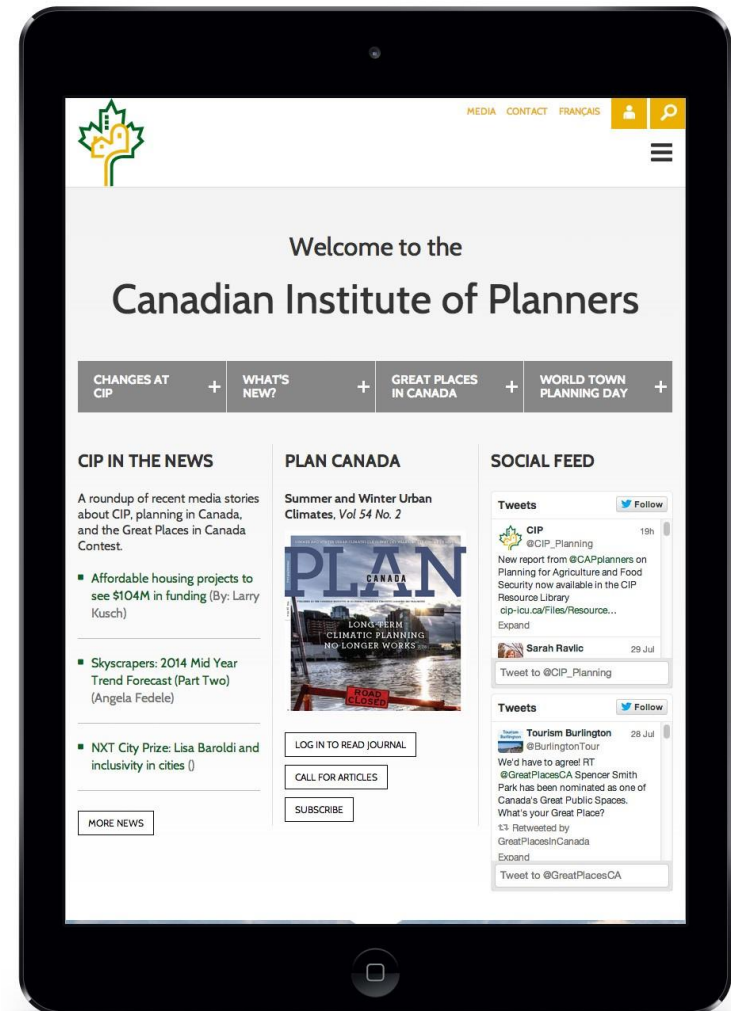
We needed to serve data and content from a third party system into sections of the new website. This required coordination between parties and thorough analysis and planning in order to provide this in a seamless manner. Several pages on the site which will need to be secured by a login housed on the AMS.

### Responsive Design

One of the primary requirements of the project was to ensure the site is fully responsive. The main visitors will be planning practitioners, the provincial affiliate organizations, academics, students and public across Canada. It is very important that the site display correctly regardless of the device the visitor chooses to use. Key to accomplishing this will depend on how the page templates and transformations are constructed within Kentico in order to ensure the expected level of responsiveness is met.

### Training

The CIP staff team has limited HTML/CSS knowledge and as such we needed to keep this limitation in mind and architect the site using Kentico features in such a way as to maximize the site functionality and customization while simplifying the ongoing management requirements.



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## Solution:

Using Kentico as the site's technical foundation allowed us to more easily achieve all of the objectives that we set out to accomplish in this project. Key elements of the solution include the following:

### Resource Library

The [Resource Library](#) was created using the combination of a complex custom document type called Resource, a data source, a repeater and JavaScript. To allow the visitor to find resources that interest them we added a series of in-page filters to make the library more manageable and user friendly. Since launch the new resource library has proved to be a hit with the planning community.

### Fully Bilingual Site

Typically French translated equivalents are longer in length when compared to English, meaning the design team and front end developers were busy this project ensuring the site's templates and responsive design worked effectively in French. In the coding of the Template Transformations we utilized two latches of language\_EN and language\_FR to show/hide the English/French version of the Transformation based on the preferred culture code of the visitor.

### Integration with Third Party AMS

Maintenance of links to an external AMS was handled by utilizing Kentico's URL redirect feature on pages. By using this method we were able to consolidate hundreds of links into roughly ten redirect pages. We could now change the link in one place and have that single change be reflected across the entire site.

The Kentico's Random Redirection web part was used in conjunction with a cookie and a "WHERE" condition to ensure that only logged in visitors could access some of the content pages on the site.

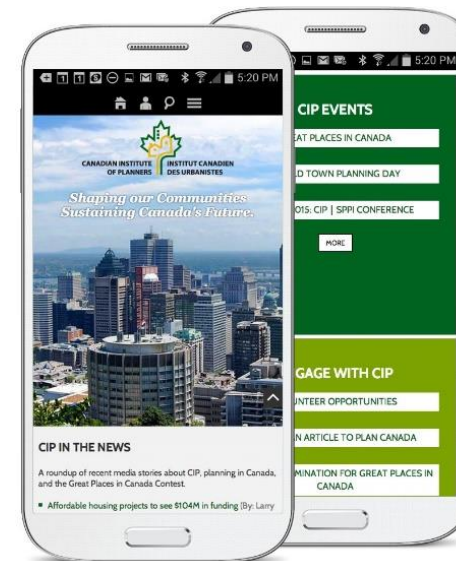
A proxy page was created by Seventyeight containing only the CIP master page, this page was then scrapped by the third party vendor to obtain the header, footer and corresponding site styles in order to make the transition from one website to another visually seamless to the visitor.

### Responsive Design

The design was made responsive using the Bootstrap 3 framework in conjunction with Kentico Page Templates and Transformations. This provided a tremendous amount of design flexibility while providing a powerful framework for tailoring the sites responsiveness.

### Training

Although CIP's staff is not very technical when it comes to website management they were very keen to maintain the newly launch site going forward. Having used an outdated CMS for so many years they were ecstatic when they finally began working with their new Kentico website after receiving comprehensive training from Seventyeight. By leveraging Kentico documentation under the support section of the Kentico site along with custom documentation and videos created in-house explaining how to best use the Document Types we'd created for them we were able to get them up and running with only two targeted onsite training sessions. The Kentico CMS User's Guide has shown to be a particularly helpful reference for CIP staff.





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### Key Criteria For Choosing Kentico CMS:

Prior to selecting Kentico as the foundation for this project we completed a comprehensive comparative evaluation of a number of leading CMS products, both commercial as well as open source. Although each product had its advantages we determined that the product that best met the Canadian Institute of Planner's initial and future needs was Kentico CMS for ASP.NET.

Evaluation criteria and key determinants included:

1. Feature set related to the client's requirements.
2. Ease and flexibility of programmatic customization as the site contains a large number of features that we constructed using Kentico as the foundation.
3. Ability to integrate third party and custom components.
4. Ability to handle a large number of simultaneous visitors and still exceed performance expectations.
5. Social media integration capabilities.
6. Ability to adapt to and incorporate changing technologies.
7. Ease of use for non-technical users.
8. Relative cost of license, upgrades and technical support.

### About Seventyeight Digital:

Seventyeight Digital is an award winning strategic technology development and interactive design firm focused exclusively on the Internet space. Our solutions engage and benefit users, generate brand recognition, provide relevant and actionable data, stimulate thought and communication, inspire people to take action, capitalize on business efficiencies, and offer significant ROI.

The Seventyeight team is comprised of highly accomplished and talented folks specializing in digital strategy, data management, technical development, and creative design - providing the competencies, agility and technical bandwidth to manage complex deliverables.

We can offer time to market, competitive rates and a level of responsiveness that traditional firms can't touch. We believe there is an effective solution to meet most budgets and can help you navigate the strategic & technical complexities to achieve your key business objectives.

Seventyeight Digital is a Kentico Gold Certified Solution Partner and a Certified Kentico Hosting Partner offering a full range of interactive design, development, hosting and support services. Contact us for a free Kentico CMS consultation at [info@78digital.com](mailto:info@78digital.com) or visit us at [www.78digital.com](http://www.78digital.com).

