

HOW WEBSITE REDESIGN SIMPLIFIED THE USER EXPERIENCE FOR KAPPAN?

INDUSTRY: EDUCATION



INTRODUCTION



Kappan is the popular journal of PDK International, which is the professional magazine about K-12 education. In print since 1915 and now published online as well.

It features articles about educational research, practice, and policy, as well as blogs and columns on school and district leadership, media coverage of education, legal issues in the field, state and federal politics, and more.



BACKGROUND



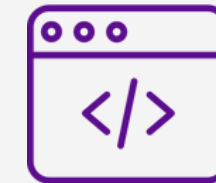
PDK had the requirement to revamp their live website with a new and user friendly design by retaining the existing data. It is an online magazine and the client wanted to retain all the articles from the old website and move them to the new website without any data loss.

The dedicated team of business analysts and technology experts at Kprise worked together to provide a business strategy and a roadmap to one of the most professional magazine about K-12 Education in USA. Kprise helped them to increase their online presence and growth by ensuring a website with latest technology.

CHALLENGES



Creating a distinct identity for the magazine that also felt like a part of the Kappan Legacy



Establishing a workflow that would allow us to produce content on a regular basis



Getting approval and support from all stakeholders within the organization



Lacked good User Interface of a online magazine website



An easy to use admin interface with section such as "Interview Article", "Editor's Note", "Featured Articles" and "Response Articles" which should be updated regularly

SOLUTION & STRATEGY

PROCESS: REQUIREMENT GATHERING & WIREFRAMES

Our team discussed with Kappan over several calls to understand their requirement - Client wanted the website to be like a online version of print magazine which publishes a monthly magazine issues.

First step was to get these discussions on a paper with wireframes

Upon approval from the client we moved to the design phase

SOLUTION & STRATEGY

PROCESS: DESIGN PHASE

Next step was to finalize a design based on the discussions and wireframes prepared & get client's approval

This design which portrays a magazine look but with web interface

SOLUTION & STRATEGY

PROCESS: PLANNING

Our plan was to use same WordPress instance which had the live site and build a custom WordPress theme based on the finalized designs

Goal was to make huge UI/UX improvements to the new website looked amazing

TECHNOLOGY USED

USER INTERFACE

jQuery, HTML, CSS, JavaScript, Bootstrap

BUSINESS LOGIC

WordPress, PHP, Impak SSO

COMMUNICATION

Mailchimp

PERSISTENCE DB

MySQL

RESULTS

1

Created simple user interface for both users & admin



2

Simple to understand User Interface similar to a print magazine

3

For updating the articles, admin click on the text box and enter text to search and the results would be articles with similar titles and displays dropdown with options to select the article. Admin can add as many featured articles.

RESULTS

4

Fetch and retrieve functionality was built specially for this purpose.

5

Automatically Archives old articles

6

And we were able to get more work from PDK



TAKEAWAYS

■ Personalization of the website is critical

■ Stakeholder involvement and engagement is crucial

■ Keep it simple - user interface

■ Actively involve client in every step to ensure their needs & the ongoing work is aligned

