

Web Redesign for Interior Design Association

PROJECT DETAILS

 Web Design

 July 2016 - Feb. 2017

 \$200,000 to \$999,999

“

"They're so approachable and willing to go above and beyond."

PROJECT SUMMARY

Orases redesigned and redeveloped a Drupal website that was previously on an older version of the CMS. They redesigned all 47 websites from their client's organization into the same platform.

PROJECT FEEDBACK

Website traffic has increased, and support calls regarding issues with navigation on the site have decreased drastically. Orases' professionalism and commitment to the project stood out.

The Client

Introduce your business and what you do there.


The American Society of Interior Designers is a professional association for interior designers throughout the country. We have over 25,000 members that range from being actual interior designers; 13,500 members that are emerging interior designers; 5,500 students; and the rest are industry partners. As an organization, we provide events for professional development, appellations, and certifications for design. I'm the VP of communications, overseeing marketing, communications, public relations, and media relations within the organization.


The Challenge

What challenge were you trying to address with Orases?

The original challenge is that we offer a lot of great services that are making a huge impact in the design space, but we have not been able to communicate that message properly. On such a design-centric field, our website lacked design and functionality. It did not properly represent our brand. People could not navigate the site. While the rest of the products we were putting out—a print piece, speaking, PowerPoint—were elevated, the website was a hindrance to our brand.

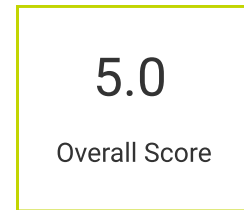
 **Joseph Cephas**
VP of Communications,
American Society of Interior
Designers

 Arts, entertainment & music

 51-200 Employees

 Washington, DC

CLIENT RATING



Quality	5.0
Schedule	5.0
Cost	5.0
Would Refer	5.0

The Approach

What was the scope of their involvement?

The scope was huge. Our previous website operated on an old version of Drupal, so we didn't have good functionality. The main objective was to completely redesign and redevelop our primary national website: asid.org. We also had to put all of our 47 chapter websites, which are chapter networks throughout the US, on a similar platform, redesign all of their sites, and bring them onto one platform, which we hadn't had before. They haven't had a functioning CMS [content management system] on the chapter level, although we did at the national level. Orases had to provide a CMS for all chapters and headquarters, completely redesign, and provide all the functionality. They did everything from the brainstorming, providing functional requirements for the site, and developing the entire site to providing a CMS. They used their custom CMS, 24Watch ®. We did our marketing and social media in-house and didn't have that in our specs.

How did you come to work with Orases?

I came on board at ASID right as we were putting out the proposal late May 2016. Since I had worked with Orases previously on a website redesign at another organization, I brought them to the table by entering their name into the list of proposals but didn't tell anybody in the review process that it was a company I previously worked with. Even without that, I did not give my opinion until after everybody else did; it was a unanimous decision to go with Orases. I knew of their work, but the others that did not know of their work still voted to go with Orases. Their CMS was also one of the things that drew us to Orases.

How much have you invested with Orases?

We invested over \$200,000.



What is the status of this engagement?

We officially started in July 2016. We took a nine-month project and squeezed it into six months of actual work. I put a lot of pressure on Orases on this tough deadline because we had a lot of internal pressures and goals that we had to meet just because of previous projects being delayed multiple times before I came onboard. In July, we set the date of launch to February 14. We launched the 48 websites on February 15 at noon. Technically, we were 12 hours off in a six-month timeline.



The Outcome

Could you share any evidence that would demonstrate the productivity, quality of work, or the impact of the engagement?

We've had a significant spike in the website. We drew everybody to the website by sending out messages of the website launch. Our customer service department gets anywhere between 3,000 to 5,000 calls monthly from our members and potential members. They said that their calls about the website have decreased dramatically. They used to get calls about navigation or how to find something. Since we launched the site, they have gotten none; all the calls they have gotten regarding the website are positive feedback. I wish I could put statistics to it, but that would be in about a week or so from now.

How did Orases perform from a project management standpoint?

It was seamless. I cannot go into enough detail of how successful this was from beginning to end. Orases was so easy to work with. Since we had such an aggressive timeline, everything had to be done on time from their end and our end. Orases kept us responsible for the things that were on our end that would then impact their schedule, and that's what a good project manager does. We hit the goal, which I was a little skeptical of even though I was the one that set it, and that is thanks to the project management. We had some few things that came up three months into the project that were not in the original scope. Neither they or we knew they existed like you would with any website project. Orases took it with flying colors and weren't a problem at all. It's been a fantastic and great partnership.

What did you find most impressive about Orases?

Orases' professionalism and ease of working with them stood out. They're so approachable and willing to go above and beyond. Beyond that, their technical knowledge and ability to take a nugget of an idea and turn it into something that could actually work and be user-friendly are impressive.



We built this thing called Resource Center where we have all of our research in one hub that is searchable. When I briefly described that, Orases immediately grasped the idea, wrapped their arms around it, and built out something that I didn't even envision in the beginning. The way that Orases can customize things and the way it felt that we were their only client helped the project run smoothly.

Are there any areas Orases could improve?

At this point, no, there's not much I can say. It was so fast-paced if there were any mistakes the majority of them were on our end. Orases rolled with the punches and changes, and they were fantastic about it.

