

Viva

A dynamic web presence with global appeal and reach, a solid content management system, user-controlled animation and a complete social network -- that's what you call stepping up to meet needs.

Background

Viva knows that the best way to help children at risk is to work together. So many people are supporting vulnerable children, but they are often ill-equipped, overstretched, and working in isolation. Viva works with more than 8,000 projects through 40 Christian networks, training them to improve their quality and impact, and helping them work together to best serve the 1.1 million children they reach.

Objective

Viva had several objectives:

- Create a dynamic web presence with universal appeal to meet the needs of a global audience.
- Match audience expectations with a flexible content management system.
- Deploy social networking to allow users around the world to connect, share stories and more.
- Develop micro-sites for each of the regional centers to provide CMS Authors in each region with the necessary tools to spread the word.

Solution

A global focus -- but a local feel. Because Viva reaches users on every continent, the overall site design, page layout and navigation structure was organized to make site browsing as simple as possible, using universally accepted technologies. A global menu is a constant on every page and section specific menus using a Master / Slave configuration provide micro-site navigation.

While the structure is consistent, each region has a distinct look and feel, which is automatically applied to content based on its placement within the folder structure. This allows users in Latin America, Asia, Africa and other regions to have a similar, yet unique browsing experience via a single website.

Finally, WSOL developed an online community for Viva using Ektron's social networking framework. Members can create profiles, join groups, connect with friends / colleagues and utilize an internal messaging system to interact. This robust website is built to meet the needs of an ever expanding online network.

Results

Viva has observed the following benefits already:

- Decreased reliance on outside developers to maintain the site.
- Improvement in the quality of content and marketability of the site by allowing CMS Authors to really “own” each regional section.
- Metrics are showing increases across the board including social network registrations.