

# THE FOUNDATION FOR A BETTER LIFE

## TribeAgency Delivers Dual Language Versions of **Foundation for a Better Life Website**



### Opportunity:

The Foundation for a Better Life (FBL), is a unique non-profit organization, in that it does not seek contributions or donations of any kind and all of its programs and projects are non-commercial, humanitarian endeavors. The mission of the FBL is to encourage adherence to a set of quality values through personal accountability, and to raise the level of performance expectations of all individuals regardless of religion or race.

The Foundation for a Better Life communicates its message via public service campaigns in various mediums such as TV commercials, theatre spots, billboards, radio and the Internet. With the Internet being their only 24/7 vehicle and the destination where all TV, theater, radio and billboard exposures point to, the Foundation for a Better Life Website acts as a crucial link to ensure the foundation's message is being heard.

The Foundation for a Better Life was faced with the challenge of reengineering and redesigning their current Website to enhance functionality and usability for its growing visitor base, which is granted the opportunity to browse the site in either English or Spanish.

Because of its unique combination of strategy, creativity and technology, TribeAgency was selected to architect and reengineer new English and Spanish Language versions of The Foundation for a Better Life Website.

### Market Outlook

Having a Website is extremely critical to non-profit organizations, in particular, those that are looking to provide information about their mission to a vast quantity of people and to spread their message around the world. Functionality, content and usability are crucial elements for a Website that wants to attract, inform and retain users. Non-profit organizations rely on these key elements to elevate their recognition and build a community of believers and advocates.



### FOUNDATION FOR A BETTER LIFE.CASE STUDY



## Solutions

The TribeAgency team set out to build new English and Spanish language versions of the Foundation for a Better Life Website by first defining a common information architecture for both sites. Key Define phase documentation such as Stack Charts and Blue Prints identified and rectified key usability issues found within the old versions of the site. Major browser and cross platform compatibility problems were addressed by outlining a new technical and database backend for the site's re-launch.

Improving access to member sign-up and login was also a project priority. In the new site interface, the member login and sign-up section was repositioned on the home page and was repeated throughout the site by incorporating it into the left side navigation. To improve the positioning of The Foundation for a Better Life brand, the design was altered to move the brand to a primary area of the page throughout the site.

TribeAgency's design team utilized the define phase and architecture documents to develop a hybrid interface that combines dynamic Flash movies with database driven interface graphics. Once the new architecture and interface were in place, TribeAgency's team of technologists tested all English and Spanish screen elements across target browser and platforms. This effort insured that the site performed to the technical specifications designated by the define phase of the project.

After completing the frontend and interface portion of the project, the second phase, the full conversion of the site's backend, was initiated. The key task was migrating the site from a PHP backend to an Active Server Page (ASP) backend. The new ASP environment was put into place to vastly improve the overall performance of the site.

With a new technology environment in place, TribeAgency technologists set out to rebuild the site's administrator and content management tools. The site brings together a massive amount of content and information and is 100 percent database-driven, fully powered by TribeAgency's proprietary content management system (CMS) software suite, Webineer.

TribeAgency technologists also developed content management software solutions to display streaming TV spots and to play digitized radio ads in both English and Spanish formats.

Finally, an integrated syndicated news management tool was developed that enabled site administrators to obtain pushed news content from streaming media news servers and to publish select stories in real time.

Once deployed, **The Foundation for a Better Life Website** became a streamlined dual language destination for those seeking to understand more about the organization.



## Results

Once deployed, The Foundation for a Better Life Website became a streamlined dual language destination for those seeking to understand more about the organization. The timeliness of the site's content has vastly improved due to the syndicated news tie-in, and the functionality of the site has increased substantially with the conversion to an Active Server Page solution.

Behind the scenes, the Foundation for a Better life site administrators found they could now easily maintain both language versions of the site in real time and have estimated they have reduced their site maintenance hours by over 57%.



2039 W. WABANSIA AVE.

CHICAGO, IL 60647

P: 773.227.2200

INFO@TRIBEAGENCY.COM

WWW.TRIBEAGENCY.COM