

VGROUP: INTERACTIVE CASE STUDY SHL GROUP PLC

REF. VGI // WEBSITE // SHL01



CLIENT: SHL GROUP PLC

PLANNING & DESIGNING A CONTENT-RICH, ENTERPRISE-LEVEL WEBSITE

Founded over 25 years ago, SHL is the world leader in objective people assessment. Working with a highly diverse audience of over 5,500 client organizations throughout the world, the site needed to be accessible, multi-lingual, easy to use and easy to update.

SHL planned to extend and enhance its range of services in response to shifting market conditions and changing demand. To move forward successfully, SHL looked to completely overhaul its website as a key component of an ongoing corporate identity refresh.

Background / Objectives

The new SHL website would need to be:

- Fully accessible according to W3C guidelines.
- Easy for customers and prospects to locate relevant pre and post sales information.
- Capable of displaying numerous language variations while maintaining consistent interface, look and feel.
- Simple to update by non-technical employees.
- A powerful and consistent online representation of SHL's brand values and messages.

Process / Deliverables

Based on our bespoke Interact™ process, the project focused on the following areas:

PRE-PRODUCTION – we conducted an in-depth analysis of appropriate accessibility levels and related HTML standards, and documented key browser / screen / display parameters.

Various website Content Management Systems (CMS) were evaluated; the visual design constraints of the chosen system were detailed and incorporated into a final specification document. Navigation wire-frame mock-ups were built by Vgroup, and deployed within SHL to determine the best possible navigation system and information architecture model.

Design, digital production and support

Based on the agreed technical specification and navigation system, a range of key page templates were designed and submitted. On approval, we created and delivered a range of key digital assets including CSS / colour palette specifications, optimised images and flash components. Final build and testing was conducted by SHL's offshore IT team.

Benefits

Within three months of launch, numbers of visitors to shl.com had increased by 90%. The site's usability specifications allow content to be accessed and understood by a very broad global user base. The site is regularly updated, and can now perform a vital role as a marketing 'hub' to create lead and support customers.



DIGITAL STRATEGY

WEBSITE DESIGN

WEB DEVELOPMENT

CMS SYSTEMS

E-COMMERCE

ONLINE ADVERTISING

E-MARKETING

SEARCH MARKETING

MULTIMEDIA

INTERACT™



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