IMAGEX

Building a Smarter Web.

YMCA Western North Carolina Digital Development Partner

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ABOUT IMAGEX

Founded in 2001, ImageX is a technology & web agency with a global reach. We've helped brands across the world such as Disney, Apple, YMCA, Samsung, Adidas, Adobe and Stanford University architect complex technical solutions and create meaningful digital experiences through user experience, content strategy, stunning visual design and ongoing digital strategy.

THE **PROJECT**

INTRODUCE YOUR BUSINESS AND WHAT YOU DO THERE.

I lead marketing and communications efforts for the YMCA of Western North Carolina, a nonprofit that strengthens our community through youth development, healthy living, and social responsibility. We serve more than 60,000 people through seven YMCAs, dozens of program sites, and an overnight camp. We are the largest location for licensed school-aged child care in North Carolina and the first YMCA in the state to become an approved Medicare provider.

THE **CLIENT**
Leaders in community and social responsibility.

THE **OPPORTUNITY / CHALLENGE**

WHAT WERE YOUR GOALS FOR THIS PROJECT?

Our previous website was developed in

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when our organization didn't have a centralized marketing team.

A main priority was that we needed to reduce web development costs and risks by moving the website onto the Open Y platform.

THE PREVIOUS SITE USER EXPERIENCE WAS POOR

Due to lack of training and oversight, the website had become unwieldy and hard to navigate. Our small in-house team couldn't manage a project of this scope alone.

THE **SOLUTION**

DESCRIBE THE PROJECT IN DETAIL

In addition to handling the project startup and management, ImageX provided discovery, design, and web development services. The initial project—the redesign of our main website—began in May 2017 and concluded in October 2017. The scope expanded to include a standalone website for our overnight camp. This work began in November 2017 and concluded six weeks later.

The project startup included a kickoff meeting, creating the work breakdown schedule, and setting up task-tracking and communication tools. The ImageX project manager was responsible for planning and task scheduling, issue management and escalation, budget monitoring, and status reporting. The project featured stages of agile development in which the team prioritized the scope in defined, time-limited sprints.
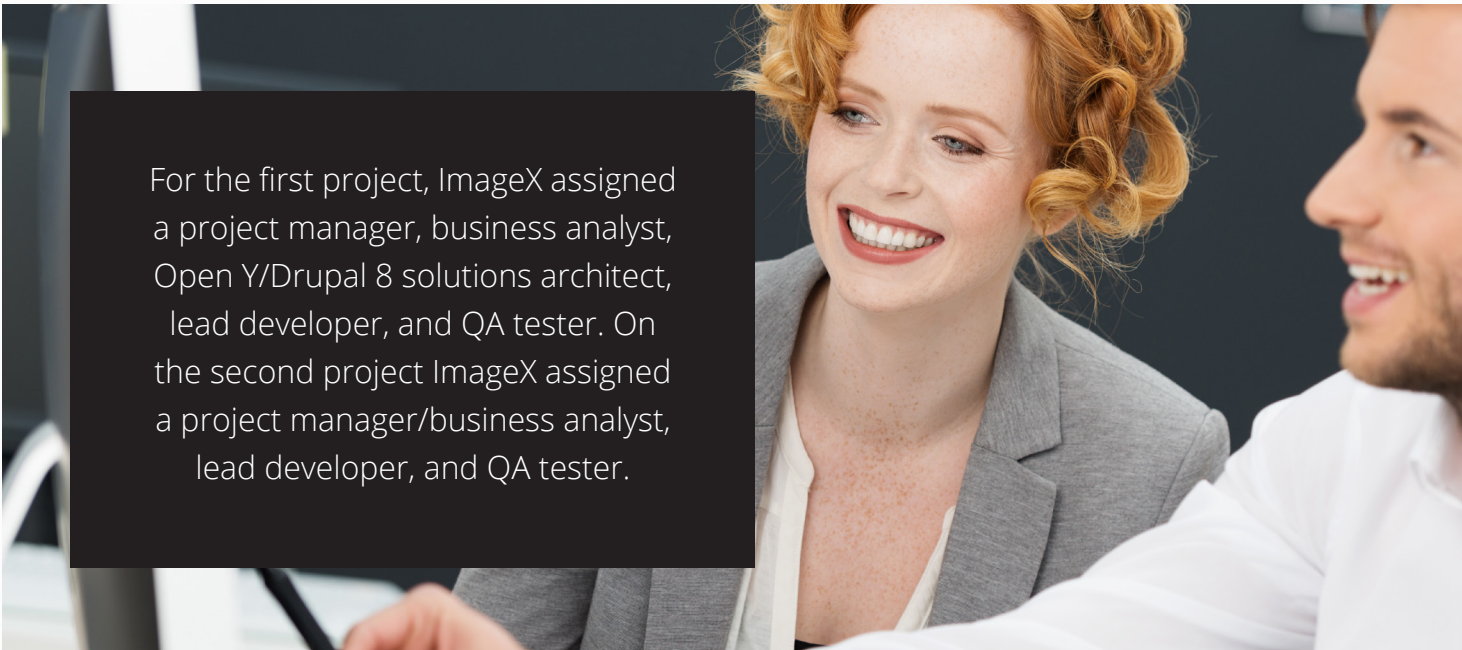
During the discovery phase of the project, ImageX fleshed out information we shared and tailored the deployment of Open Y to fit our goals and priorities. They also assisted with user-centric design, information architecture, and wireframing to ensure a strong UX for the end product.

In the first development stage, ImageX implemented a foundational web server and CMS infrastructure based on Drupal 8 and the Open Y distribution and assisted with media and content migrations. Our internal team worked on content updates and images. ImageX performed regular quality-assurance (QA) checks, including design QA, multiple-browser compatibility, and usability testing. For the second stage, they implemented prioritized enhancements to the website and worked with third parties to configure integrations.

The second project was handled by our digital marketing specialist and camp director, along with the ImageX project manager/business analyst, lead developer, and QA tester.

HOW MANY RESOURCES HAVE BEEN ASSIGNED TO YOUR PROJECT?

For the first project, ImageX assigned a project manager, business analyst, Open Y/Drupal 8 solutions architect, lead developer, and QA tester. On the second project ImageX assigned a project manager/business analyst, lead developer, and QA tester.

WHAT IS THE STATUS OF THIS ENGAGEMENT?

We didn't just build a website together; we built a relationship that has strengthened over time.

THE RESULTS & FEEDBACK

COULD YOU SHARE ANY EVIDENCE THAT WOULD DEMONSTRATE THE PRODUCTIVITY, QUALITY OF WORK, OR IMPACT OF THE ENGAGEMENT?

Our association website has experienced **152% growth in page views** since launching, and the **average session duration lengthened by 22%**. Total page views on the overnight camp website (which was formerly a set of subpages on the association site) have increased by **129%**; the average session duration rose by **340%**.

The new camp website has also been a factor in enrollment growth. **We reached 75% of our goal** within eight weeks of launching—four months earlier than the year before.

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WHAT DID YOU FIND MOST IMPRESSIVE ABOUT IMAGEX?

We needed a full-time partner who could hit the ground running while preserving our priorities and values. ImageX did not disappoint. They became virtual team members who were always there for us. Their willingness to listen and think through challenges, rather than trying to apply instant fixes, resulted in a custom website that exceeded our expectations.

We didn't just build a website together; we built a relationship that has strengthened over time and will contribute to the long-term success of our organization.

HOW EFFECTIVE WAS THE PROJECT MANAGEMENT?

ImageX provided exceptional project management. They kept us on track throughout the discovery, development, and launch process.

IMAGEX RATING

Quality: **5/5**
Scheduling: **5/5**
Cost: **5/5**
Willingness to Refer: **5/5**
Overall Score: **5/5**

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