

Case Study: Competency Centers

Problem Definition:

To highlight a department restructuring it was desired to develop a micro-site featuring the revised technical grouping referred to as “Competency Centers” which were four technical areas grouped together with logical services.

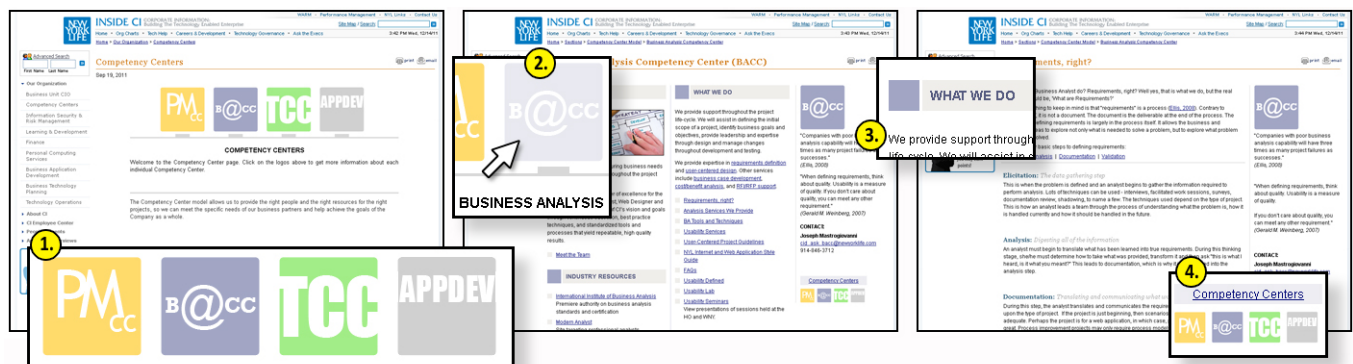
The goal of the engagement was to develop unique branding for each center and introduce the company to the new structure. This needed to be accomplished within the confines of the current content management structure without an extended development effort.

Methodology:

- Iteratively design information architecture through review and best practices.
- Design a color scheme and logo set to meet the business needs.
- Develop templates to dovetail within the existing system.
- Develop semantic HTML to support the effort.

As part of an extended review it was determined to:

1. Review and organize existing content.
2. Identify missing content required for the new structure.
3. Revise the information architecture to accommodate the centers and sub-centers (in some cases over 20 sub centers existed).
4. Develop a visual language for the individual centers.
5. Support the effort through content management tasks.



Outcome

1. Consistent navigation set designed to brand each technical area. Each logo is double branded, utilizing the shape of the New York Life logo and the color/typography of the technical area.
2. In-page interaction to introduce content when users mouse over the technical group logos.
3. Logo branding coloring is continued to the in-page headers and sidebar navigation.
4. Sub navigation re-inforces the branding within the available content areas.