

CASE STUDY

Organization Background



Développement Économique West-Island – CLD is a not-for-profit organization working as a veritable gateway to a vast network of partners, offering technical and financial resources to the many diverse businesses in the West Island of Montreal.

Challenge

We were contacted by DEWI thanks to a referral from a client. Following an attempt to move forward with another web development firm, DEWI was seeking a team that would provide advice and guidance, as well as best practices, in the structure and architecture of their new website. The organization, which provides a wealth of business resources and regional information, needed a scalable solution that would meet all their functionality requirements while satisfying the needs of all the stakeholders and partners involved.

Several challenges were involved in the development of the website. Notably, the project required a full-feature CMS that could display and organize the large amount of information that DEWI needed to present. Additionally, the organization needed a way to better promote and organize events on their site. Finally, DEWI wanted a design with truly West Island centric images to assist with the promotion of the region as an ideal and dynamic place to do business.

Solution

In order to present a perfectly tailored solution, we carried-out our standard business discovery and creative direction meetings to produce ideally-structured wireframes and sitemaps to clearly outline the infrastructure of the site. Considerable time was spent at the outset consulting and discussing the priorities and goals of the website with the various stakeholders of CLD before entering the design phase; this is a step that is often overlooked by some web development firms. It is a crucial step to the success of a development project.



In terms of design, our team created a sleek, branded and functional design. WSI integrated vibrant and captivating banner images of the West Island to exemplify its beauty and to attract companies to the area.

In terms of website features, WSI integrated an events management system to the site, complete with a detailed events calendar. With this events management system, the organization is able to ensure the proper promotion and organization of its events. As well, our team created an SEO-friendly blog in order to give the CLD team a platform to get their marketing and informational messages out to interested parties.

Testimonial

“Chris and his team are first-rate professionals in their field. We hired them for our new, content-heavy website and couldn't be happier with the process and outcome. Our clients are raving about the new site. We feel it represents extremely well our team, our offer, our partners, and our West Island business community [...]”

Denis Coupal

Industrial Commissioner - Business Development at Développement Économique West-Island

www.cldwi.com