

THE CLIENT

Massport

[Massport.com](https://www.massport.com)

Massport is a group of airports including Logan, Worcester, Hanscom, Cruiseport and Conley Terminals. Its work revolves around issues of sustainability and responsibility. The company holds a rich and symbolic place in national history due to its location in East Boston, where travelers and immigrants arrived from Europe by sea. Their dedication to modern modes of transport aims to remain authentic to this tradition, while advancing and improving the economy of Massachusetts.

THE CHALLENGE

Accommodating diversity

Massport needed a reliable, multifunctional website to provide quick and user-friendly access to their services online. The old website did not take into consideration Massport's diverse audience - neither was the design reflective of their brand identity.

THE VISION

Serving the passenger before they reach the airport

While the majority of traffic concerns Logan Airport, the new website also needed to serve Massport's several other regional airports and incorporate these locations in an organized and comprehensive fashion.

THE RESULT

A Gateway New England Deserves

Strategic Discovery: An important part of the discovery process was researching the Massport target audience. As well as travelers and prospective passengers, the website would also be visited by various stakeholders, vendors, businesses and investors. Competitive analysis and user research data guided us in our understanding of the different agendas and goals of Massport's website users, which in turn informed the design process.

Usability Testing: We scripted and carried out usability testing among the website's main users, and applied and tested user-centered design principles which aided us in evaluating how intuitive the site was to use and navigate.

Branding and Content Strategy: After an exploration of brand characteristics, we applied the final branding to the website design and provided standards guidelines to the client. Content organization took into consideration the varied audience pathways, and we structured the website content in order to deliver an optimal end-user experience.

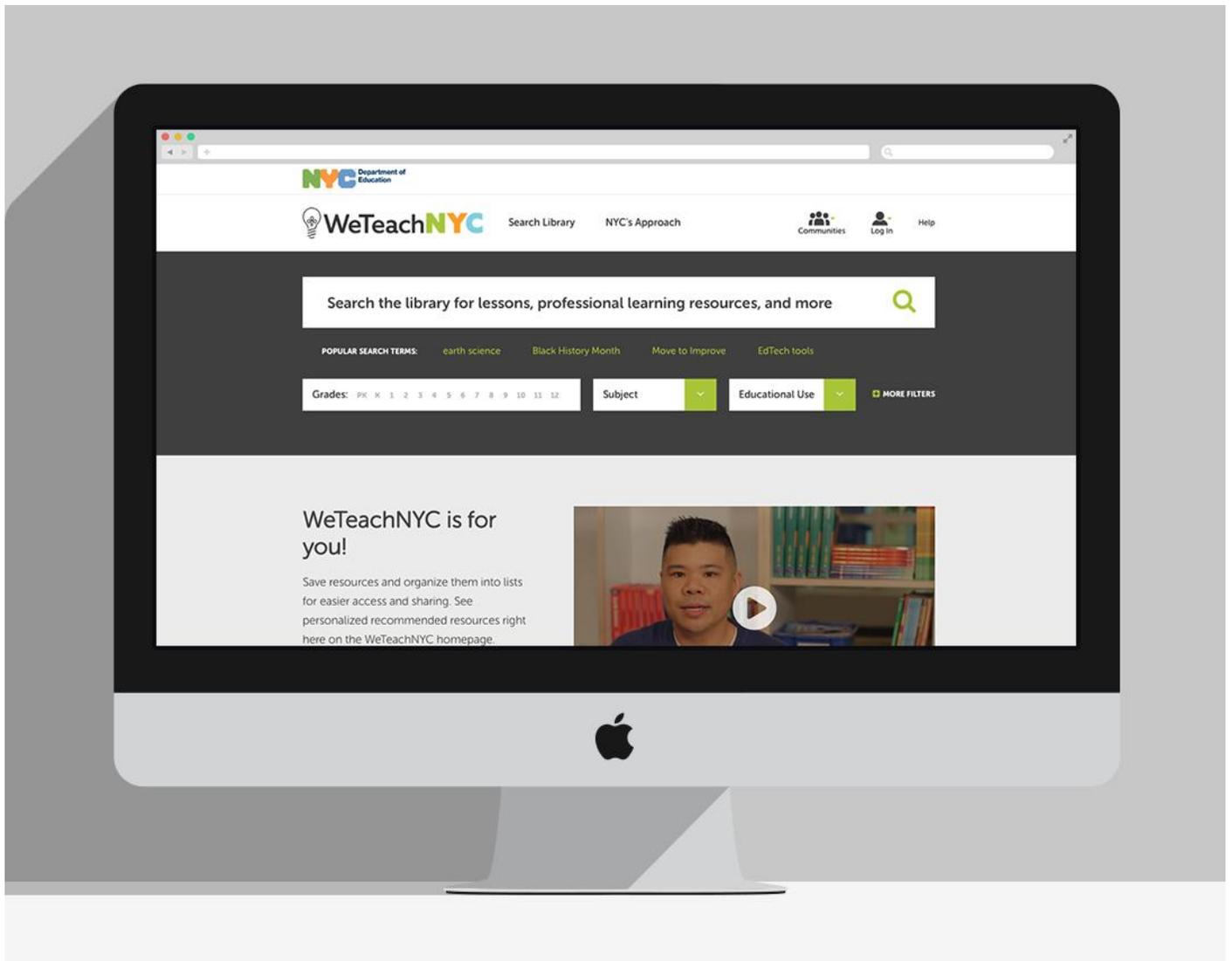
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Responsive: We followed a mobile-first design approach based on an in-depth analytics review, while carefully considering how every design decision affected all screen sizes. The new website is responsive across all major browsers and is suitable for tablet, mobile and desktop navigation.

System Integrations: The site integrates with over 17 distributed systems and third party applications, including a flight tracker, parking and weather information. We established the method of integration early in the process and set up proof-of-concepts, before designing how the data would be presented on the new site.

THE IMPACT

The new website established Massport as a leading national transport authority, and has allowed the airport to carry out their mission of connecting Massachusetts and New England to the world. The transformation of their digital presence has resulted in the expansion of Boston's global reach, and the number of international and domestic flights from their various ports continues to increase.



THE CLIENT

WeTeachNYC

WeTeachNYC.org

WeTeachNYC is the NYC DOE's online library of lessons, plans, activities, videos and information aimed at professional development. It provides an online community of blended learning and allows educators keep up to date with curriculum options, instructional practices, NYC's Vision for School Improvement, and ways to support professional learning in schools.

THE CHALLENGE

Search, Connect, Learn, Interact

The NYCDOE wanted to connect over 80,000 teachers and principals with high quality professional development and instructional resources, and interact in peer communities.

THE VISION

The one-stop solution for NYC Educators

The NYCDOE sought a website redesign for wetechnyc.org which would provide additional functionality and an improved user experience, transforming it from a pilot project to a long-term, sustainable online resource repository for education and professional development.

THE RESULT

An online repository of knowledge for the NYC Department of Education

Django CMS: The new Django powered website is custom-built for NYC DOE's users and content. As an open-source technology, Django is highly flexible and customizable, allowing for simple editing from the front-end so their team could customize the core experience. It also allowed for a clean and pragmatic website design.

Learning Management System: The portal integrates with various third-party systems including a Learning Object Repository (LOR) and the commercial Learning Management System (LMS) Saba. This LMS plugin supports online learning and allows the team to administer, document and track educational and training programs, which in turn allows the instructor to deliver material and tests to students.

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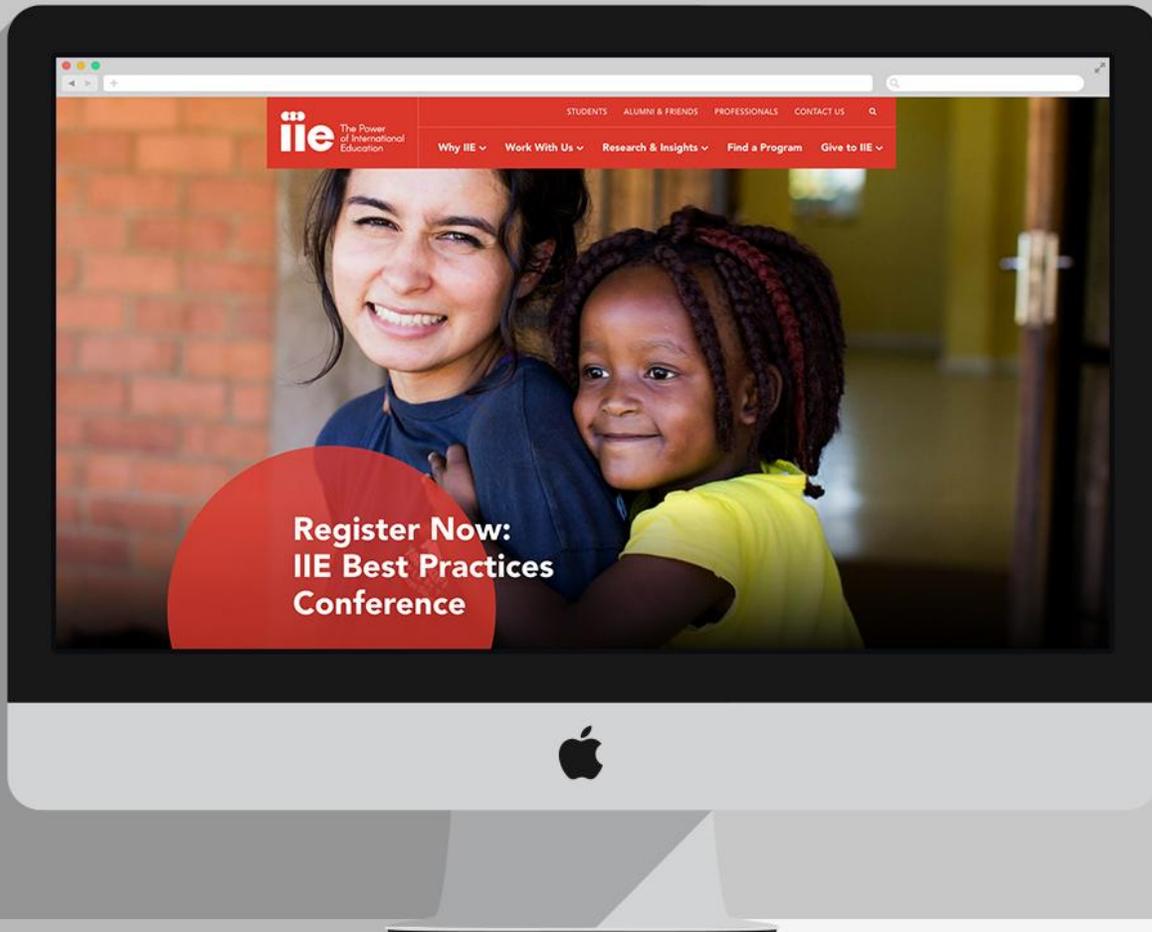
SSO Authentication: Django allows for a highly flexible permission and authentication handling. Permission and access can be applied to custom groups, as well as single users. We built administrable access rights for the entire department.

Open Repository of Knowledge: While a restricted area exists for Department of Education use, the website's central repository of resources is open and available to the public, who can easily search and find information by entering keywords into the website's search bar and using filters to refine results. The site is content rich, and professionals turn to the site as a source of knowledge and to share information.

THE IMPACT

Teaching with a difference, for difference

The newly available online programs provide an innovative form of instruction, as they contain carefully constructed and tested problems that support students in gaining a conceptual understanding of various topics. Teachers can take inspiration from the structure of curriculum programs, and then decide how to best modify and refine particular curricular components. This means that programs can be adapted to meet students' specific needs, offering significant opportunities for differentiation and introducing multiple methods of problem solving.



THE CLIENT

Institute of International Education

lie.org

A leading nonprofit corporation in international education, IIE's programs focus on creating access to opportunity, transcending borders through the exchange of ideas, and creating peaceful societies by advancing education. From scholarship funds, grants, studies abroad, and programs in Africa, to artist protection funds and charitable scholarships, IIE's initiatives promote harmony and understanding between people and cultures.

THE CHALLENGE

The importance of choosing the right partner

IIE specifically sought the partnership and engagement of an agency with knowledge and experience working in their industry. Using Sitecore as CMS, the site needed to be built from scratch using the updated version. Blenderbox saw this as the dream project - providing high quality design, for a mission driven initiative, with a particular emphasis on education and the dissemination of knowledge.

THE VISION

Thought leaders in education

The client's brief was clear, concise and to the point: integrate their brand strategy with a streamlined user experience into a website which would drive donations, increase applications, and highlight IIE as thought leaders in their field.

THE RESULT

An online center of excellence

Site Audit: We carried out a full site and content audit, which allowed us to restructure the page templates, navigations, blog and forms modules, in harmony with a refreshing visual design which reflects the heart of the organization's mission and brand identity.

Programs Section: Users can now filter through IIE's numerous programs according to country, title, and area of study.

Integrations: Several 3rd party integrations needed to be updated, including their Thunderstorm search feature, Mailchimp, Oracle (a participant service portal) and

■ Case Studies

Collective DAM system (specifically embedded with video and slideshows). We also upgraded integration with IIE's social media feeds.

Responsive: The new site is mobile ready, responsive, and cross-browser compatible.

CTAs: The homepage features prominent, clear and consistent calls to action which underscore the site and organization's main goals.

THE IMPACT

Long-term tools

Partnering with IIE on a phased redesign process was a great opportunity to work closely on a near-term goal, while forging a long-term relationship that will allow us to ultimately provide the ideal experience for end-users. Backed by tools and technologies customized for IIE, they have been able to realize their team's broader communications and digital strategies.



THE CLIENT

Education Development Center

Edc.org

Founded in 1958 by MIT researchers and scholars, EDC funds a diverse range of projects dedicated to the improvement of education, health, and economic opportunities for people of all ages. They have over 60 years of experience in designing and delivering programs in education, health, and economic opportunity to those most in need.

THE CHALLENGE

Establish and occupy an educational presence online

EDC needed a complete redesign and restructuring of its corporate website, edc.org. They also lacked a digital communications strategy on how to best incorporate sub-brands and other sites into a unified experience.

THE VISION

“Learning Transforms Lives”

Through their new web presence, EDC aimed to advance the strategic goals of funding and developing new business, create and deepen relationships with key audiences, and highlight their position as a leader in improving education, health, and economic development worldwide. The website not only needed to follow the latest best practices, but also to showcase EDC’s bodies of work and brand characteristics with system and scalability at the heart of the project.

THE RESULT

Global Reach and Impact

Content Strategy: Structural foundation of categories and projects lets users easily browse through EDC’s work. A system of interconnected content types and modules allows the EDC team to cross promote content within the site. Each page on the site contains sections for special associations. This further emphasizes the initial design goal of cross-promoting content while providing context to people, projects and resources.

Media Rich: EDC has a great collection of field photography across their projects. We made sure they could swap the homepage images out periodically, giving the homepage an entirely different look and feel.

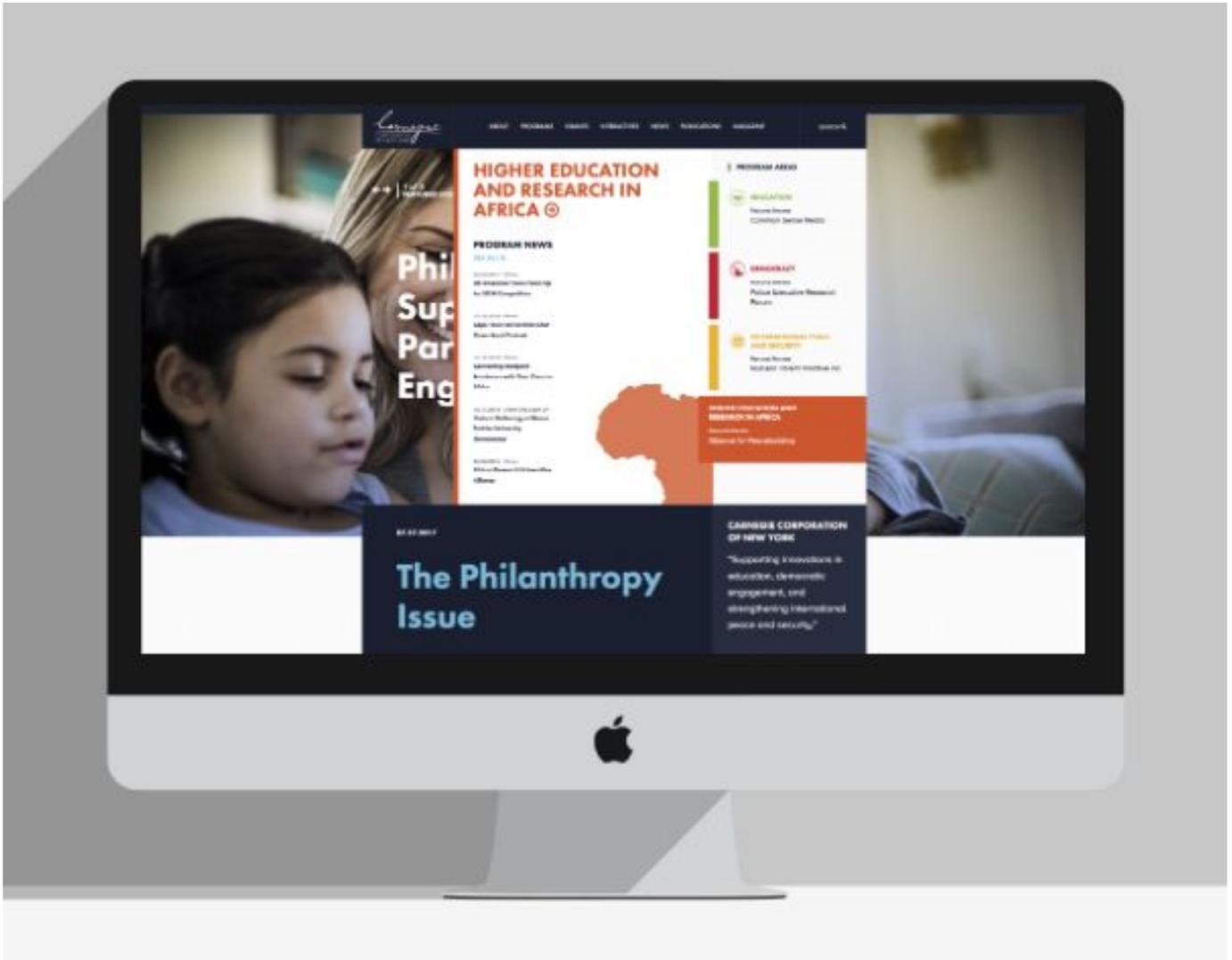
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Templates & Announcements: The redesign also boasts a revamped newsroom, featuring a wide suite of styles and article types for project stories and announcements. The template designs have provided the EDC with many flexible editorial tools to work with.

Public Resource Repository: Along with the new site, we also launched a public resource repository. Users can easily search or use the filters to find published works, websites, and other resources relating to EDC's work. We designed the resource library to be both scalable and easy to use for anyone interested in learning more about the output of their work.

THE IMPACT

New Vision, Same Message
The newly envisioned EDC website took what was formerly a convoluted collection of content born from numerous departments and across numerous sectors and restructured it into clear, clean and consistent messaging about EDC and the depth and breadth of their service offerings.



THE CLIENT

The Carnegie Corporation of New York

Carnegie.org

Carnegie is the oldest grantmaking philanthropic foundation in America. Their programs cover areas of international peace and security, the advancement of education and democracy, as well as research in Africa. While their initiatives address the problems of today, they do so with the intention of benefiting the future, while being guided by the past.

THE CHALLENGE

Corporate, Reporter, Results

The client sought a partner to research, design and subsequently support its public-facing website hosted at carnegie.org. The current website was outdated in its design, messaging and technology, and in need of an overhaul and site regrouping, in order to better represent and categorize the Corporation's main areas of expertise.

THE VISION

“A Diffusion of Knowledge and Understanding”

The words of Andrew Carnegie upon his foundation the Corporation in 1911 still stand strong today, and embody the core mission which drives all of their programs, grants and initiatives. Carnegie also sought to manifest “real and permanent good in this world,” and this is exactly the message which motivated and guided the creation of the Corporation's new website: to create an archive of knowledge and information, which would be accessible on a digital and permanent platform through online publications, while giving grantees and the public the opportunity to support and learn about Carnegie's programs.

THE RESULT

American philanthropy gains a digital home

Lighter Weight Django CMS: We decided on a simplified CMS for placeholders, which offered a variety of content types and plugins. Their team and contributors easily understood how to use it, to access and edit content. For Carnegie Reporter, they were able to streamline news and control how it was added to the CMS.

Content Strategy and Site Grouping: The website's content needed restructuring, and the site needed to be grouped between Carnegie Corporate, Reporter, and Results. The organization of content now reflects a multidisciplinary Corporation.

■ Case Studies

The Reporter consists of a magazine of ideas, while the Results section examines grantee outcomes. Users can explore the archives and filter by keyword, year, type and program.

Grants Management Database Integration: Carnegie.org uses MicroEdge GIFTS Grants Management System. A whole section of the website is dedicated to grants related information, including a searchable database, information for prospective grantees, and FAQs.

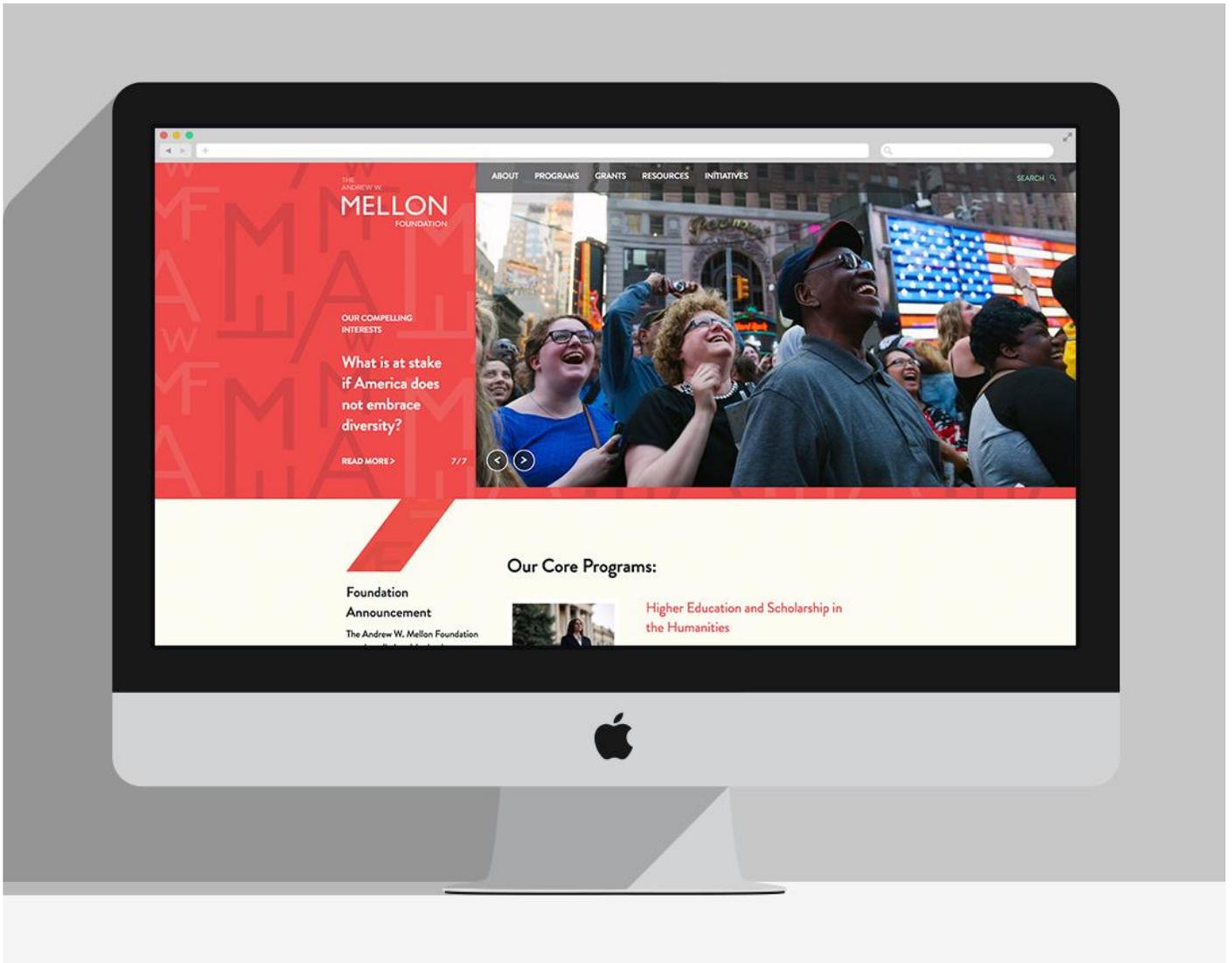
Information Hub: The Carnegie Reporter is an organized amalgamation of news, articles and information.

Visual Dynamism: We made sure to accommodate for the inclusion of a variety of multimedia, from interactives, to infographics and videos. This, along with social media integration and a clear, bold navigation style, prompts user engagement and encourages learning.

THE IMPACT

Mission Facilitated

Carnegie's needs for the website going forward revolved around enabling their team to update editorial, news, grant and press content. The new website has given them the tools to do so, as reflected in the impressive website content over ten years after launch. We also provided them with a Grantee Importer User Manual, and continue to work with them on website enhancements. Carnegie has gained a platform and the expertise to facilitate its own mission, and can continue to assist grantees by leveraging their use of web technologies to help "diffuse knowledge and understanding."



THE CLIENT

The Andrew W. Mellon Foundation

Mellon.org

Prominent benefactors to the arts & humanities, the Andrew Mellon Foundation lead by example in the field of grantmaking. Committed to principles of diversity and democracy, their grants fund several core programs across areas of Higher Education, Arts and Cultural Heritage, Communications and Strategy.

THE CHALLENGE

“Hiding Something”

Coming into their 50th anniversary, Mellon’s website was faceless, outdated, and in their own words, appeared “to be hiding something.” Grantee information was not organized, and visual assets required attention. Overall, the website wasn’t helping the Foundation’s grantmaking procedures, and with the release of new Grant Proposal Guidelines, there was a clear need to improve the online experience.

THE VISION

Transparency

Their team were inspired by a magazine publication-like style and other examples of grantee archives. However, it was important that the website be a tool for education and advocacy, and not an advertisement, which would contradict the philosophy of the founders. The information available on the site should be useful to funders, and the digital strategy also needed to reduce ineligible inquiries.

THE RESULT

Representation and Expression

Target Audience Reach: Our solution revolves around the goal of reaching and engaging with Mellon’s target audience, which includes potential, prospective and current grantees, researchers and nonprofits, other foundations, and the general public.

Content Strategy and Design: We executed a consistent tone, called out facts and figures for impact, and included structured fields in the page design. Big announcements and their editorial calendar are also taken into consideration.

■ Case Studies

Evergreen Stories: Featured grantees change monthly to reflect the Foundation's current focus, keeping the site up to date and the homepage filled with relevant, current information. The copy and text originates from docket descriptions, written by program staff.

Microedge Gifts Grants Management: We surfaced data from the GIFTS database in a way that is easy to search and browse. Researchers and users have the freedom to interact with data as they wish, leaving out sensitive data where necessary.

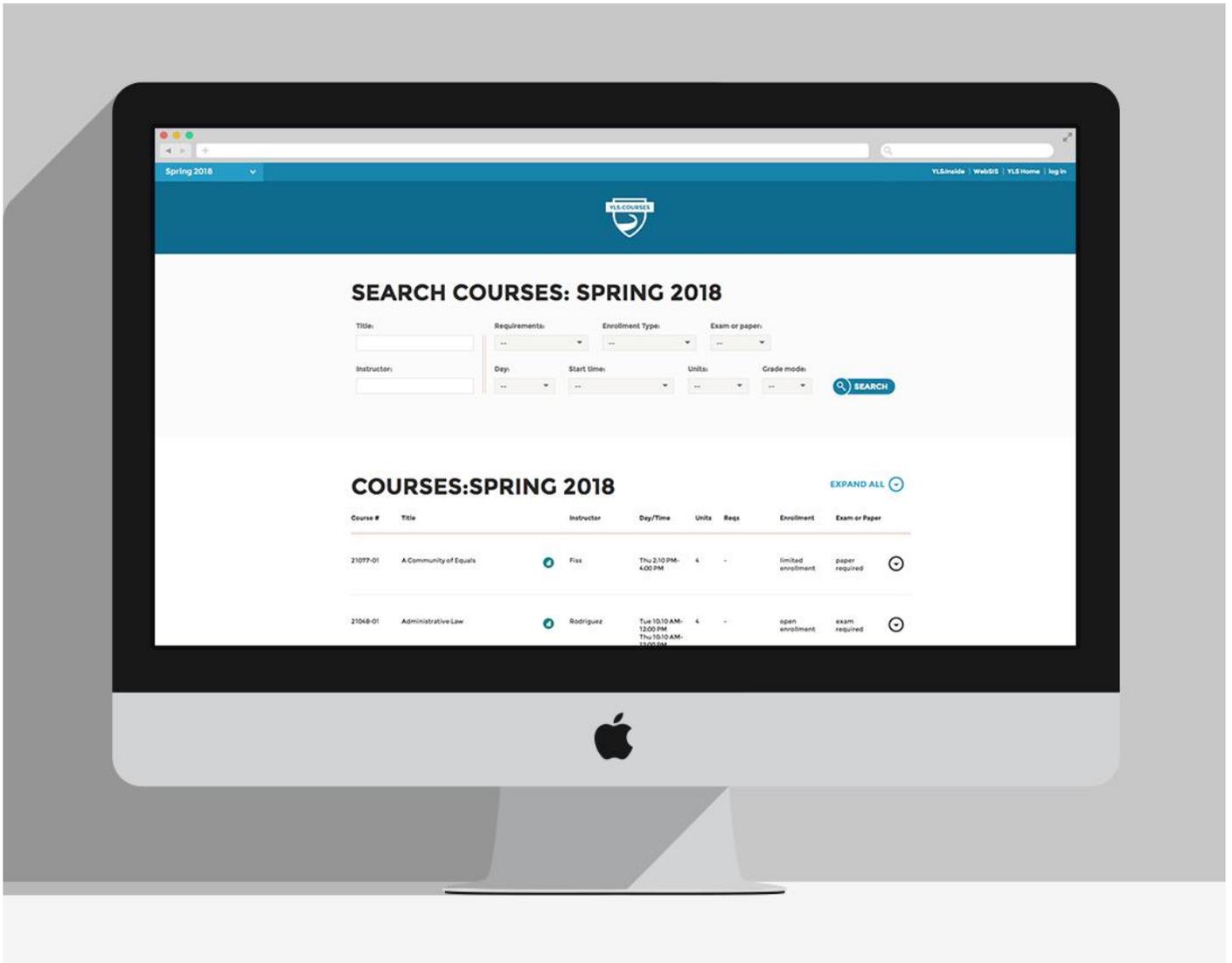
Visual Assets and Design: "Bold, elegant classic." We heard the brief, and we delivered. The inclusion of high resolution photography and video are vital for impact on Mellon.org.

Program Areas: The Program section pulls passages from program essays, in a succinct and public-friendly manner. Information which is otherwise buried in PDF form is now easily digestible and summarized.

THE IMPACT

Catalyzing Growth

The new site has significantly amplified the Foundation's vision, at a symbolic time in the Foundation's existence. Hundreds of pages of policy information were reformatted into easy to navigate pages, exposing the content and making it more accessible, while also presenting the Foundation in more approachable light.



THE CLIENT

Yale Law School

Courses.law.yale.edu

Yale Law School is one of the world's premier law schools and an Ivy League Institution. Its faculty is world renowned, offering limitless opportunities, independent research, and ongoing scholarship and outreach programs.

THE CHALLENGE

How can we better organize the management and workflow of an Ivy League registration database?

The Law School had a massive amount of registrar work spread over old, disparate systems. They needed a digital solution for writing their online coursebook, course bidding, anonymized exam IDs, and grading.

THE VISION

Unified and centralized course registration

Unify all of their registrar work into a single custom application. The entire suite would pilot a new API to integrate student and faculty info with a legacy SIS system.

THE RESULT

Raising the Banner

Discovery: Knowing that we couldn't design a course registration system in a vacuum, we were aware that this project would call for a customized and creative approach. A major part of discovery entailed familiarizing ourselves with and learning the Law School's data structure and business practices. We spent the first month of the project studying the workflow of the academic year.

CMS: The application needed to serve students, faculty, and the registrar alike. An intuitive CMS promotes adoption by the faculty and removes loads of content burden from admin users.

Banner Integration: Banner software supports and improves every major workflow in higher education, from student recruiting and retention to talent attraction and management. Yale's central IT team partnered with us to pilot a new API for Banner,

■ Case Studies

their legacy student information system. Our application imports from and provides information to Banner, accounting for limitations in the older system's architecture. Banner now successfully maintains Yale's student, alumni, financial and personnel data.

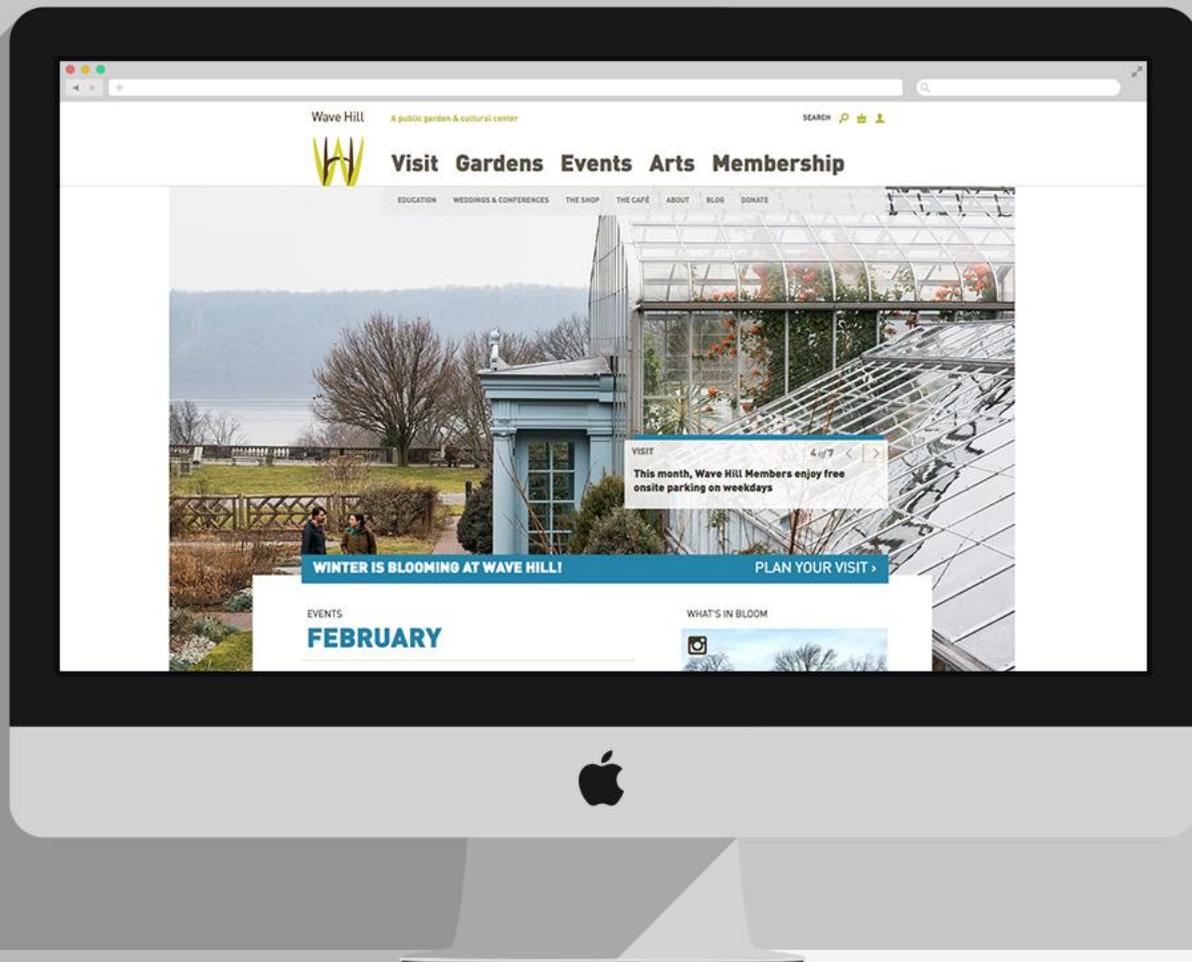
Usability Testing: Once the most complex phases of the project were completed, we focused on optimizing the student and user experience. Multiple rounds of usability testing proved key. *"When it came to perfecting course bidding, we went to the library and did a few guerilla tests with students. We had our data in an afternoon."* — Orr Shtuhl, Director of UX.

THE IMPACT

Specialized Efficiency

Our work with Yale resulted in a law-school specific registration process that accommodates the specialized needs of faculty within this school. It provides greater efficiency for faculty members in assessing materials to consider whether a student will be registered for a specific course. The system also provides greater efficiency for the registrar's office in confirming faculty decisions and syncing data back into Banner, Yale's central student information system.

Related Experience: Case Studies and References



THE CLIENT

Wave Hill

Wavehill.org

Wave Hill is a 28-acre public garden and cultural center, located in the Bronx and overlooking the Hudson River. As well as the gardens, cafe and shop, the center also hosts a wide range of events, exhibitions, education initiatives and concerts. The Sunroom Project Space further emphasizes Wave Hill's mission of preserving the tranquility of this space in nature, while advancing creativity and art.

THE CHALLENGE

What exactly is “In the Garden?”

The old website design was unfocused and had a lot going on, yet lacked consistent navigation between the Exhibitions, Events, and Stories sections. The overall presentation of site did not provide intuitive access to content, which affected the overall user experience and prevented any possibility for user interaction. Neither was the visually dated design and lack of content hierarchy aiding Wave Hill’s visual communications goals.

THE VISION

A design which tells stories

Wave Hill were planning to publish a wealth of new content, in the form of stories, and the website design needed to accommodate this, all the while embodying a design which matched the sensibilities of the gardens’ serene landscapes and engaging public initiatives. The design, presentation and overall look and feel of the website needed to be visually appealing, in order to both welcome new visitors and impress potential donors by showcasing this metropolitan oasis for families, artists, and nature enthusiasts.

THE RESULT

A Site for every season

Emphasis on Aesthetic: We decided to step back and let Wave Hill’s gorgeous photography do the talking, with a minimal yet functional aesthetic. Incorporating the visuals of the gardens and estate into the design has been essential to welcoming new visitors and potential donors.

Tailored design for their audience: We customized the content organization in order to meet the website’s target user goals, behaviors and information needs. For example, by tapping into their plants database, we came up with a garden module that shows off

■ Related Experience: Case Studies and References

their seasonal photos. The events calendar is also tailored to Wave Hill's schedule, allowing users plan their visit the the gardens.

Easy of use: Behind the design is a simple, intuitive, open-source CMS, where Wave Hill can easily create and update their content.

Visual engagement: Flashes of seasonal color appear throughout, and they change instantly with our "season picker." The site admins just need to flip a switch!

THE IMPACT

Still Blooming

The new site has given Wave Hill the tools to be as creative as they please, allowing them to leverage various aspects of the design in attracting their desired audience, and capturing the attention of visitors. Social media integration played a significant role in the site's restructuring, with the goal of promoting engagement, and the platform's connection to the website has since boosted their following significantly, while deepening patron relationships.

Understanding our clients' brand is central to our work, and is reflected in the fantastic relationship we maintain with our clients. Take a look at our video on a recent project with Wave Hill Gardens: <https://vimeo.com/243204914>