

# Building relationships and brand identity through dynamic design.

## Services

- Web Design & Usability
- Enterprise Content Management

## Industry

- Non-Profit

## Website

[www.vmfa.org](http://www.vmfa.org)

## Technology

- Ektron CMS

The Virginia Museum of Fine Arts (VMFA) is a nonprofit professional organization with an international reputation for creative excellence and innovative programming. The Museum houses a collection of world art ranging from antiquities to contemporary art, preserved as records of the best of human expression. Each year, hundreds of thousands of people are enriched by experiences visiting the Museum, going online for virtual website tours and interactive activities, participating in educational programs and social events, or attending traveling exhibitions, lectures, and workshops at one of their statewide partner venues.



## Challenge

The primary goal of this project was to provide the ability to connect people and resources in a simple, intuitive and meaningful manner. Ironworks was asked to create a unique, informative, dynamic, user-friendly website that is easy to maintain, exudes brand identity, and promotes interest in the organization and the services it provides.

## Solution

Ironworks worked closely with the museum to achieve:

- A dynamic, effective design that both reflects the museum's cultural significance and provides a friendly, engaging user experience,
- A robust content management system, properly implemented to support easy-to-use content contribution and administration by a wide variety of users,
- Both internal and external community tools that encourage the exchange of ideas and build affinity with VMFA through relationships with and among its constituents,
- And a disciplined methodology for project management, communication, training and support.

Ironworks leveraged out-of-the-box Ektron functionality to provide VMFA with a website that is dynamic and easily maintained by all content contributors within the VMFA organization. VMFA and Ironworks followed a full lifecycle content management system implementation methodology including requirements gathering, information architecture, system design, development, quality assurance testing, user acceptance testing, content

migration, and site deployment.

### Results

The content on the site is well organized, making it easy to navigate and search for information that was not readily available previously.

Vibrant colors and images are visually stimulating, suitable for a website owned by a world class museum. Social media feedback has been extremely positive and supportive of the drastic

change in the overall design.

Content contributors are now able to add, modify and publish their own content without involving IT. Workflow allows business areas to review and approve their own content, decreasing the turnaround time for getting new content out to the public. Internal processes have changed to ensure proper website governance while putting control of the website into the hands of the people who best understand the business.