

About the Project

Baltimore Metropolitan Council wanted to redesign their existing website to make it visually appealing and improve the user experience by making the user navigation easy to use.

The scope of work involved desktop and mobile responsive design creation, implementation using Drupal 9 CMS, SEO services and hosting of the website on Amazon Cloud service

Project goals

- ❖ Improve site usability by creating a modern and attractive web presence for the BMC.
- ❖ Raising awareness of and communicating the value of BMC's activities.
- ❖ Supporting public outreach initiatives of the BMC and the BRTB.
- ❖ Distributing BMC/BRTB publications, information, and meeting materials.
- ❖ Increasing accessibility and providing a mobile-friendly interface that can be browsed conveniently across a wide range of devices and browsers.
- ❖ Easing website administration through the intuitive organization of backend documents.
- ❖ Increasing customization of website design and components by in-house staff
- ❖ Promoting dialogue with stakeholders through integrated social media and other discussion tools or platforms.
- ❖ Ensure the website design and associated elements comply with WCAG 2.0 and Section 508 of the Rehabilitation Act.
- ❖ Include translation capability comparable with Google Translation.

Our Analysis & Proposed Solution

- ❖ We reviewed the existing website and had discussion sessions with BMC staff to understand the requirements in detail.
- ❖ Designed and implemented a modern and responsive website by using Drupal 8 CMS.
- ❖ Implemented document management system by organizing the documents in the CMS backend.
- ❖ Implemented a search capability on the website for searching the publications.
- ❖ Implemented a custom event calendar module having multiple views such as daily, weekly, monthly, and yearly.
- ❖ Integrated MailChimp for subscription to Newsletters and outreach activities.
- ❖ Integrated social media feed on the home page for engaging the users.
- ❖ Implemented a site-wide search module for searching in the text and documents.
- ❖ Provided a secured hosting solution using Amazon Cloud Service. integrated social media and other discussion tools or platforms.

- ❖ Ensure the website design and associated elements comply with WCAG 2.0 and Section 508 of the Rehabilitation Act.
- ❖ Include translation capability comparable with Google Translation.

Project Outcome

- Effective public outreach features implemented
- **30% increase** in page views
- **Improved user engagement 8 minutes** Average session time observed