



CROWN CENTER CHRISTMAS

Discovery and Design

Hallmark came to us with an existing Christmas minisite that promoted their holiday celebrations at Crown Center in Kansas City. The minisite was visually out of date, insecure, and unable to be easily updated. Due to their prominent role in Kansas City's Christmas traditions, having an updated website that could showcase all of their events on any device was essential to their continued growth.

Our team met with Hallmark to plan out the project. Based on their brand guidelines and specifications, we created a dynamic design over multiple pages and content types. We then presented the new design to Hallmark and tweaked it based on their feedback.

Buildout

Through comprehensive discovery, we planned the buildout and outlined every content type, site-wide component, and item that needed to be migrated and rethemed. We then organized these components into manageable sprints that could show frequent progress to the client. Careful planning and management had to be done to ensure that goals and timelines were met.

Step one of the development was spinning up a new Drupal site. We then rethemed each individual component, carefully testing to ensure that designs remained consistent across devices. Once individual components and content types were successfully showcased and passed our internal QA, we focused on tweaking the remaining individual components and migrating the data.

Throughout the buildout process, our project managers QA'd features and styles on the website as they were created and pushed to our development server. We regularly handed off sections of the site to the client for QA, ensuring that everyone had tested and signed off on the style changes prior to launch.

Launch

The new Crown Center Christmas site delivers a modern, responsive website that gave them a competitive edge in the marketplace. Response time and user experience are improved, and all existing events and accustomed customer workflows remained consistent to ensure a seamless client and consumer transition. Crown Centers' new website elevates their brand, positioning them to be an important player in the Kansas City Christmas market for years to come.



Hallmark is an internationally recognized brand, and is the largest manufacturer of greeting cards in the US.

Objectives

- Transition the existing Crown Center Christmas minisite to a Drupal framework
- Design and retheme the minisite to provide an updated customer experience
- Ensure that all pages are mobile friendly and scaled correctly across all devices
- Increase speed and reliability of core web functions

Core Solutions

- Drupal implementation allowing for a dynamic consumer experience
- Updated design aligning with brand standards
- A fully responsive website across all screens



RYAN WYSE, CEO

ryan@codekoalas.com

816.529.9245



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