

Design and engineering a next-generation content experience for 100,000 readers

In just three months, we digitized five long-running print publications migrating the existing articles and moving production online for the first time. It's now live and marks the first successful step in our ongoing partnership to modernize the client's digital estate.



Overview

Insight and innovation at a 150-year-old organization

The client is a 150-year old professional body. A leader in their field, they operate globally to cater to people's needs, leading to the development of our built environment.

One magazine and four journals form the opinion from leading experts around emerging trends and industry issues. This forms a key part of the thought leadership and insight resources provided to the client's members. To meet new and emerging consumer needs against the backdrop of the global pandemic, content experiences had to evolve fast.



The objective

Create business change grounded in user-centricity

- Gather customer insight to help define, design, and validate early prototypes.
- Conduct a content audit and build an indexable content repository based on the audit outcome and Insight from design research.
- Migrate existing editorial content using a bespoke technical script on AEM.
- Use the success as a spearhead for digital change in the client's organization.



The challenges

- Reimagine our client as a digital-first business, starting with their thought-leadership content.
- Work with agency partners and editorial teams to digitize the content they typically print.
- Define and shape the clients' digital strategy for the future.
- Implement Adobe Experience Manager (AEM) to bring content experiences to life.



The solution

Product and content strategy combined

We combined content and digital product strategy to redefine the role and value of the content offering in today's world.

Underpinned by a robust strategic direction, articles were re-labeled, optimized, and indexed to improve SEO performance and rankings. We also devised a technical script to extract the copy from PDFs into AEM, ready for the editors to optimize. This solution saved the business time and resource by removing the need for manual migration.

Bringing the publication online is part of the wider digital strategy we've created with the client. One where content is centralized and reused across the wider digital estate with the ultimate objective of consolidating their digital estate to better meet customer needs.

Design and engineering at speed

Early prototypes, designed and tested by the team, were brought to life and validated with users to ensure their suitability. The final design then entered a four-week design and development phase. During this period, the final product took shape. We used modular design to support user and business needs, allowing editors to reuse content components.

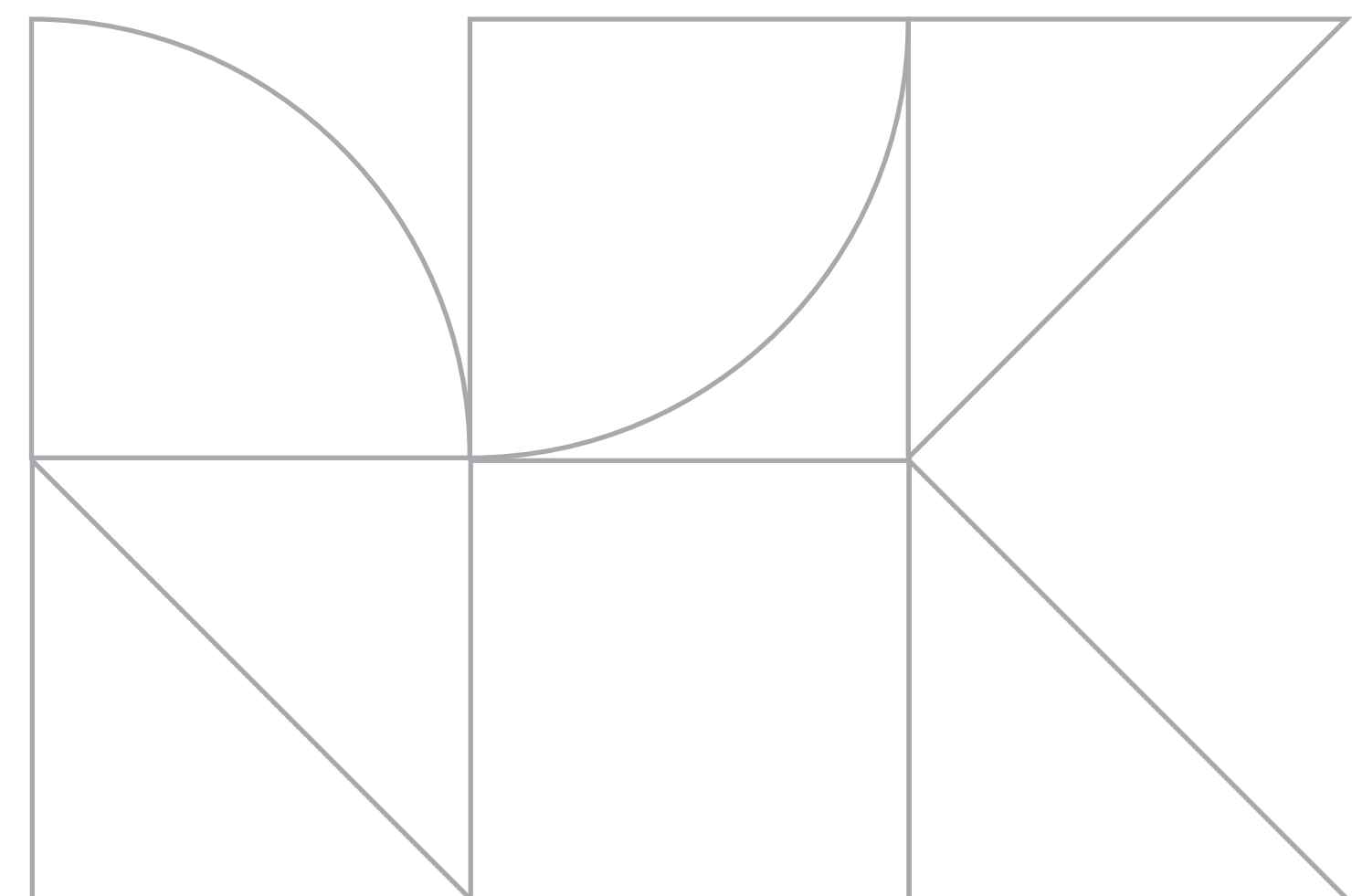
The complete experience was coordinated and engineered by Technical Architects, Designers, Researchers, UI developers, and back-end developers in record time. Over three months, this remote team (based across two time zones)

redefined the client's content proposition and configured a next-gen content hub. The result is an exemplary content platform that goes the extra mile for users and answers their needs when out in the field, researching, or working remotely.

A magazine experience bought to life digitally

As a member of the organization, the front-end experience is cohesive, and it's easy to discover content from both publications in one place. Before the migration, members would look through physical copies of each for information. Now the content is available instantly, and it's categorized, searchable, and connected through a single taxonomy.

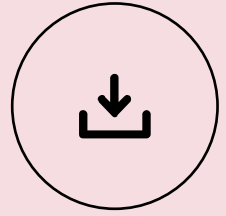
For the client's content and technical teams, the back-end experience is responsive and versatile. It supports features that can be harnessed to engage more deeply with their readership, like personalization. It's easy to see the improvement our work has made by offering a dynamic experience with lots of creative possibilities.



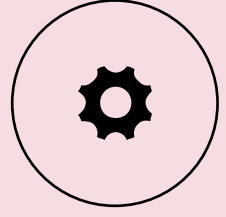


The impact

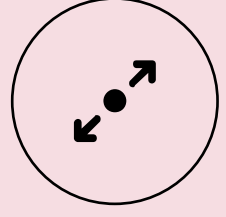
Speed and savings



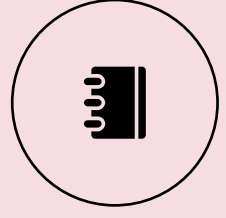
1mn in print cost saved



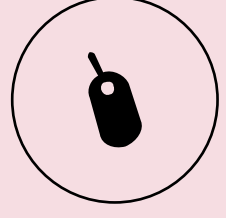
AEM solution implemented



Speed to deploy increased by 100%



100,000 online readers



Moved from purely print to entirely digital content offering in just 3 months



A digital-first brand

The client is continuing their customer-centric digital transformation journey with us. We continue to help them imagine and bring to life what their customers of today might require tomorrow by thinking of their brand as digital-first, guided by customer needs.

It's been a delight to work with the client and support them during this transformative time. It shows that even in the face of adversity, innovation is both possible and a worthwhile investment.



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