



# UPLIFTING CUSTOMER EXPERIENCE

## CASE STUDY

Cancer Society's website design lacked warmth and engagement, and research had highlighted it was hard for users to find information or donate platform. Along with this it needed updating to mitigate support issues and simplify the complex information architecture.

There was an obvious need to improve the website user experience for the impacted audience; cancer patients.

A project to rebuild the website was established with a refocus on value. It was important to embed equity across the whole website by consolidating or unifying content where possible.

CoDigital was engaged to provide project support services for the rebuild whilst advocating for Cancer Society when working alongside the technical website development company.

**“CoDigital helped our team to deliver this complex project on time and budget. They were fantastic to work with and have given us a blueprint for project coordination to take forward on our future projects.”**

Lucy Elwood, Chief Executive

## BUSINESS OBJECTIVES

- Build one unified website designed to meet the needs of key users.
- Move 6 regional websites and national office information to one, unified website. Integrating a mix of national and regional content in a smarter, more customer-led way.
- Enable Cancer Society offices to edit and deliver “localised information” so people can easily access information in their area or other areas.

## OUR CLIENT



The Cancer Society New Zealand has been supporting New Zealanders with cancer for over 90 years. The focus is on locally-funded provision of support services, health promotion and information appropriate to the people in each area. The Society is a pro-active advocate for cancer patients in New Zealand, providing a voice on all kinds of issues including, screening, detection and treatment.

## OUR APPROACH

CoDigital provided Project Support services to the Website Rebuild Project and Communications Team and supported them to lead the activities of the project.

This included managing project governance and controls, supporting resources to complete key deliverables, planning, communications, and coordination activities to support the Product Owner.

The Cancer Society were new to Agile methodologies, so during the project we supported staff learning by setting expectations early and communicating an "Agile Term of the Week" to ensure the language and structure would become familiar throughout the process.

Our focus was on stakeholder management and communications as the project touched multiple departments, geographic locations and subject matters. In order to manage this, two groups were established to be the liaison/point of contact between the Website Rebuild Project Team and the key stakeholders. All communications and feedback to the business were filtered through these two groups

## OUTCOMES

- Supported the successful delivery of a new Cancer Society website.
- Established project controls including regular appropriate reporting and risk management.
- Managed project governance activities.
- Supported backlog grooming and sprint planning activities with the Product Owner.
- Produced communication artefacts and supported stakeholder management activities.
- Supported resources to complete key deliverables.
- Supported the bedding in of Agile methodologies through the delivery approach.
- Produced website content to support resource workload.
- Facilitated key stakeholder meetings to understand business requirements.
- Managed escalation of issues to the Sponsor.



**PARTNER**



**TEAM**



**SUCCESS**

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### He Ringa Āwhina

All people. Every cancer. We're here to help.

How we can help you