



HIGHLANDS RANCH
COMMUNITY ASSOCIATION



Case Studies

HIGHLANDS RANCH ASSOC.

www.hrcaonline.org

THE CLIENT

The Highlands Ranch Community Association (HRCA) is a nationally award-winning nonprofit organization for 30,551 home owners in Highlands Ranch. The HRCA maintains four state-of-the-art recreation centers, provides architectural control and covenant enforcement, programs fitness, sports and educational opportunities, manages the Backcountry Wilderness Area, and hosts over 100 community events annually.

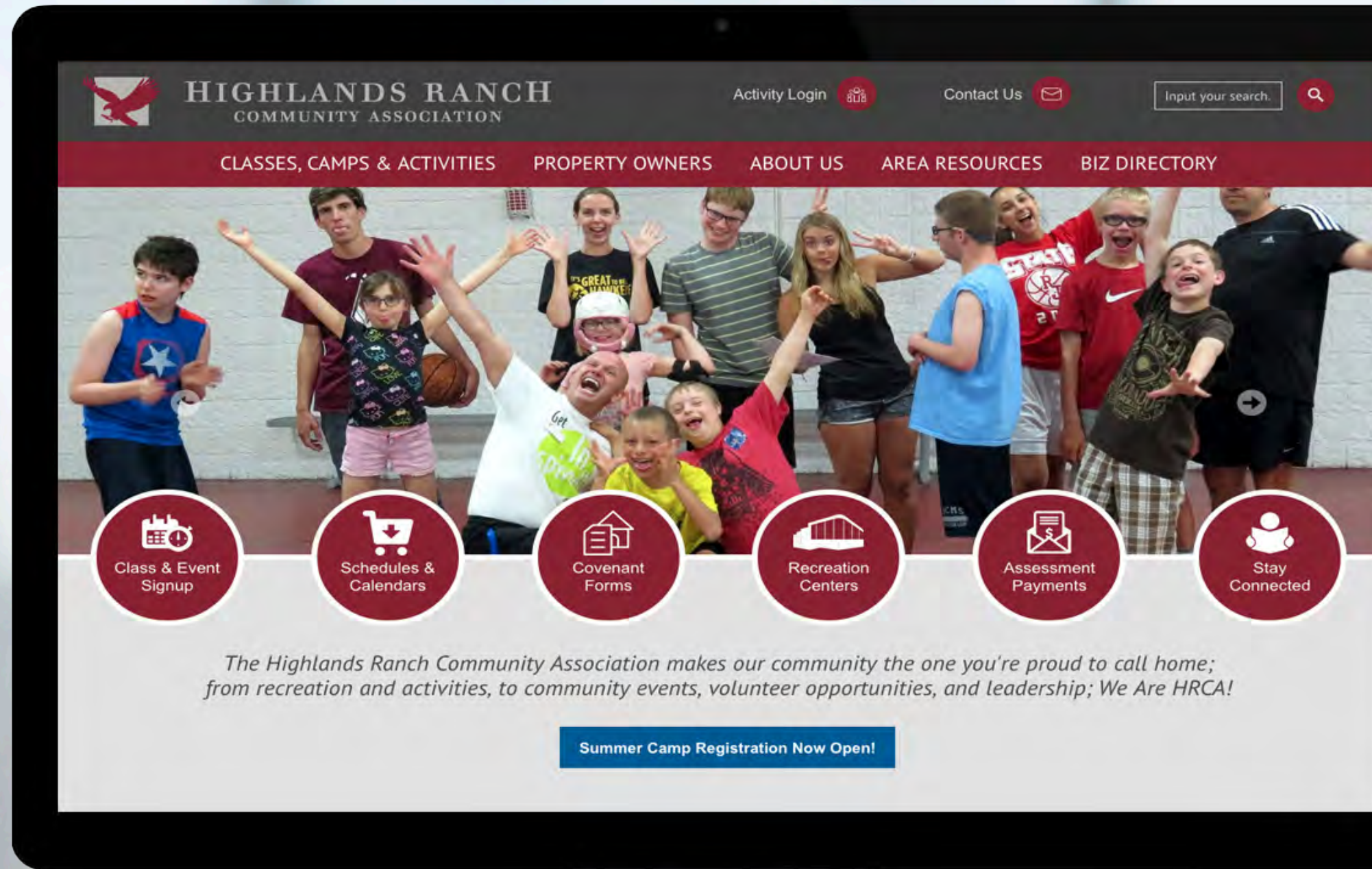
EXISTING PROBLEMS

The sheer size of their organization, the number of events, classes and more was more than their website could handle. They also wanted to provide multiple online directories. One for their staff, which includes emergency numbers to the local police and fire departments, and another directory for service providers, which ranged from baby sitters, lawn services to painters, car repair and more. Finally, having an "online home" for all the families to participate, comment, upload pictures and more was important. They also did a lot of online advertizing for local businesses, so needed an integrated marketing platform to showcase and push sales.

OUR SOLUTIONS

Clarity first had to come up with a design that truly represented their community, and one that they could all be proud of. Next was to build that into a mobile responsive web template, as many of their users accessed the site via their phones. One of the biggest hurdles was to construct an intuitive mega menu to provide an intuitive navigation experience to the thousands of visitors looking among the thousands of pieces of information on the site. A significant investment was made in the UX (user experience), to help invoke excitement and invoke the desire to come back to the site often as new and fun things are being posted every day. Finally, Clarity built a marketing platform so the staff could sell advertizing space and manage their ads.

4 MONTHS • DESIGN • BILL PAY • DIRECTORY • EVENTS



Custom DNN site w/ business directory

HIGHLANDS RANCH <CONT.>

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BENEFITS

With over 100,000 unique visitors every month, HRCA needed a site that matched their award-winning community. The site is an amazing collection of technology and design, providing an easy-to-use and intuitive navigation menu to thousands of events, galleries, providers, vendors and much, much more. The platform upgrade provided the staff with a more easily managed platform as they were making updates to the site every day. Additional technologies were implemented so members could sign up for BBQ pits, bands, rooms in the club house, etc. which improved the user's experience and reduced the workload of the staff. The addition of a customized marketing platform made it easy for staff to sell and swap ad space.

TECHNOLOGIES

Clarity started by using the latest version of DNN's Evoq CMS. Telerik Controls were utilized in order to improve the development process of the ASP.Net platform. Modernizr was used so that the site's CSS could respond to browser behavior. JavaScript and jQuery were both developed to achieve particular site functions, DNN News, Rotator and Gallery modules were used for the blog, galleries and events. NAVXP was used to create both the desktop and mobile mega menus.

evoq

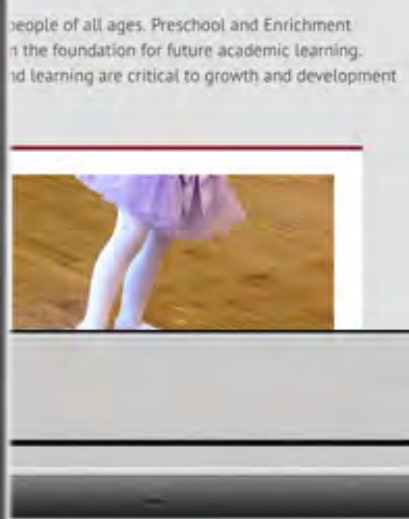
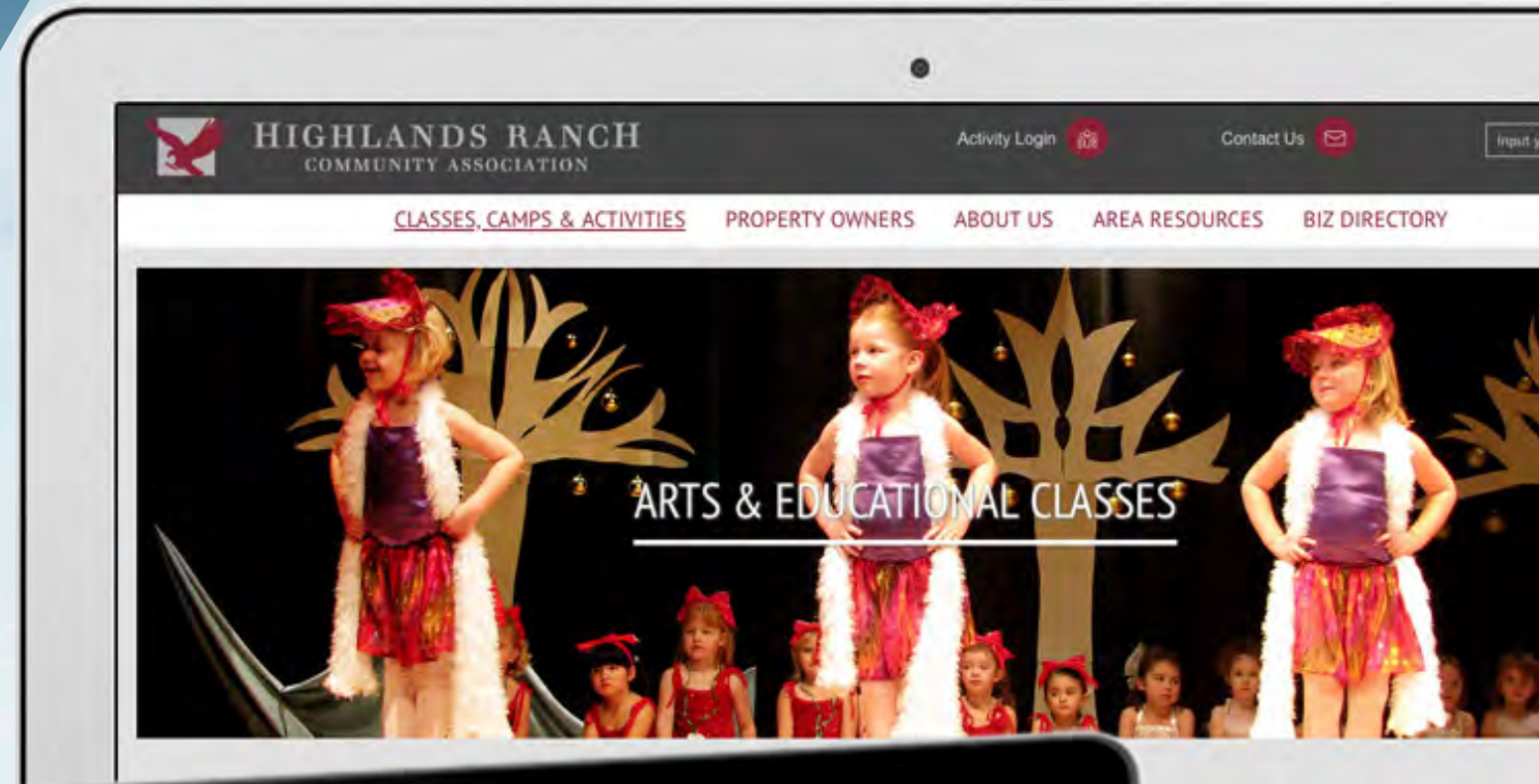
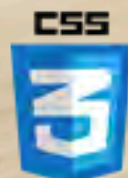


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