



Azusa Pacific University Online Portal

Case Study

Prepared February 26, 2008

Project Requirements

Azusa Pacific University is a Christian University that wanted to launch a new online portal to provide information about its online course offerings and to attract new students. They wanted a website firm that could work with another marketing company that was hired, providing features such as search-engine friendly web-pages. The new site would need to be developed from scratch, with wireframing, designs, and programming all provided by the website vendor.

Verecom-Proposed Solution

The new online portal would need to match the style of the pre-existing Azusa Pacific website. But other than that, all features and design elements could be considered and approved by the APU staff.

Verecom provided the following services for this project:

- Conference meetings with APU staff to identify goals and potential features
- A list of sections was devised, including news, testimonials, and a glossary
- Wireframes were developed to encompass all dynamic areas, including aforementioned sections
- Composites were provided for approval by the APU decision-makers
- Composites were cut into CSS-based standards-compliant HTML pages
- Backend CMS was provided so sections could be dynamically updated
- Search-engine friendly URLs were provided throughout the APU website

The website was given a 3 month time to launch, and we were able to finish the website within that time. APU has been satisfied with the work, and we continue to work with this University.

Verecom Designed and Programmed Website



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