

# Quick-to-market content management

## Client

Lincolnshire Housing Partnership

## Industry

Housing

## Project

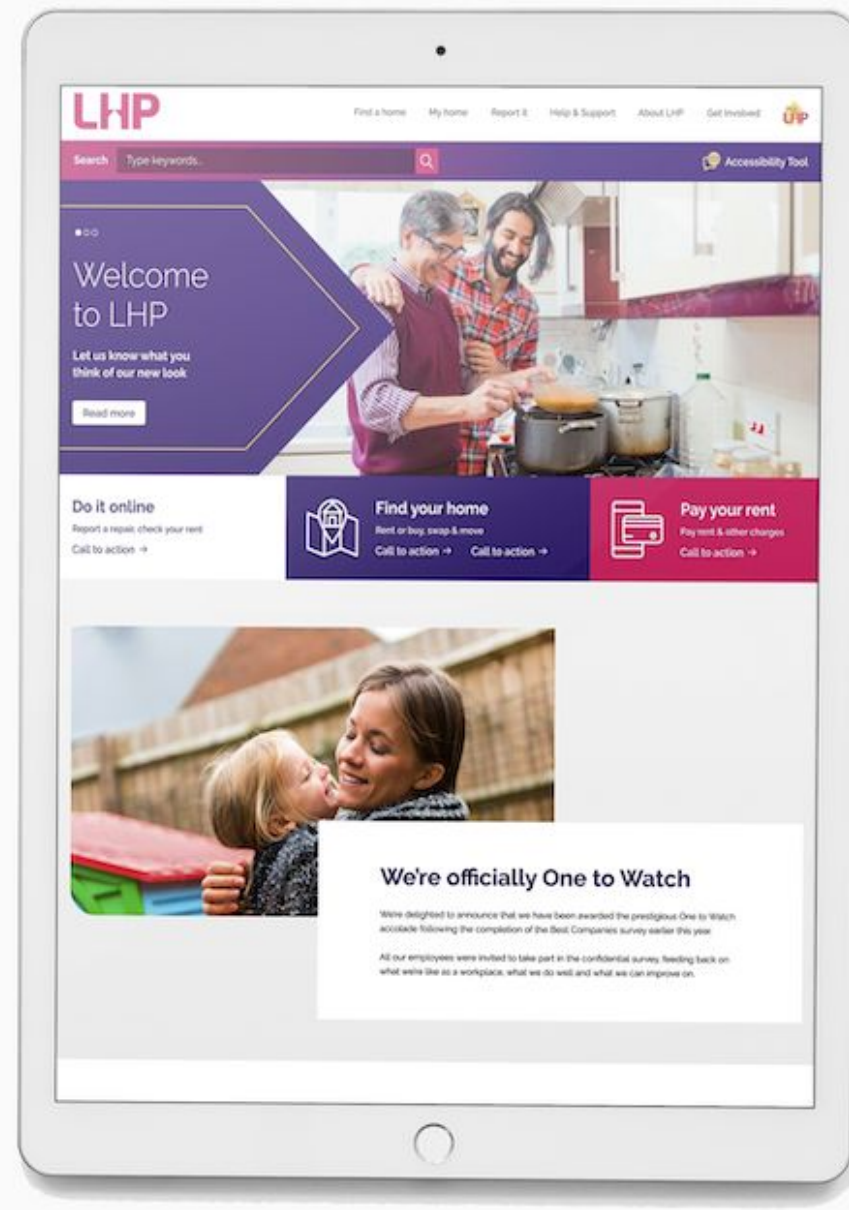
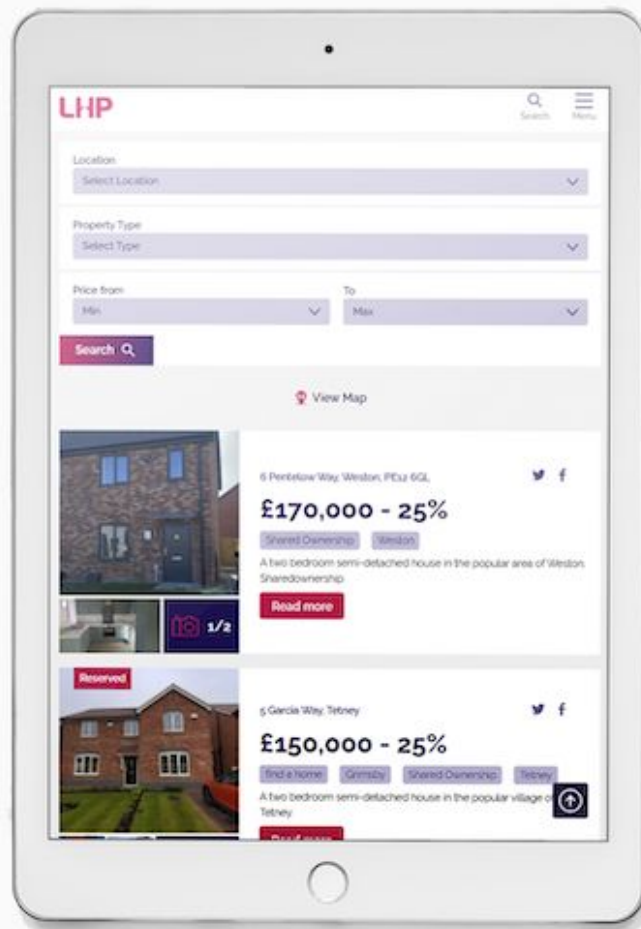
Modern website and CMS

## Focus

A quality, user-centric experience

## Success

Delivered in just three weeks



## A bit of **background**

Formed in 2018 as the result of a strategic alliance between Boston Mayflower and Shoreline Housing Partnership, Lincolnshire Housing Partnership (LHP) is a charity at heart.

It's a **large housing association made up of 2,700 home landlords**, and provides affordable rental and shared ownership homes across the whole of the east coast of Lincolnshire.

But, being a charitable, community-based organisation, LHP supports a range of initiatives designed to help people. **They channel their profits back into services and projects that benefit customers and local neighbourhoods.**



## The **opportunity**

LHP had inherited a legacy Umbraco website that needed **streamlining, simplifying and modernising** – and quick. The product was slow, bulky and over complicated, but due to the timeline of just three weeks, we took a laser-focused approach to the initial opportunity.

**Key project aims** included:

- Create a top user-centric online experience
- Optimise it for accessibility, meeting AA standards
- Take a responsive, mobile-first approach
- Advanced search functionality and navigation
- Relieve frustration for internal stakeholders with easy user flows
- Integrate forms with internal systems and form builder
- Ensure maintenance costs were kept to a minimum



**Enhanced productivity**  
a key metric of success, with streamlined workflows a top priority



**Top-performing CMS**  
connected to a modern site that put the customer user first



**Very tight deadline**  
of just three weeks from concept to deployment

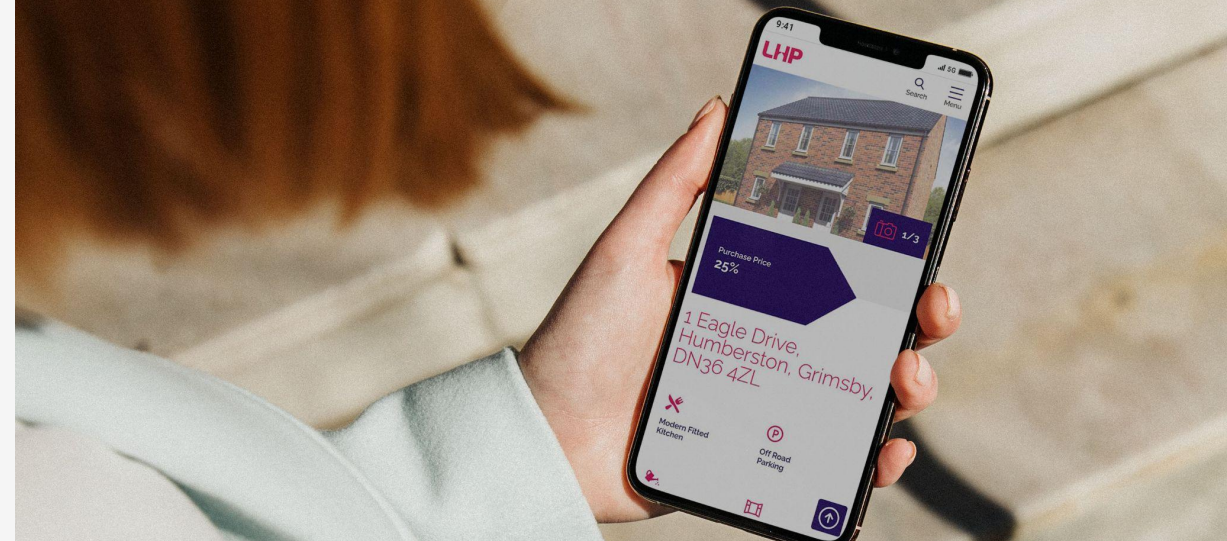
## What we **did**

We started with a rigorous discovery phase.

We established a **comprehensive user map**, narrowing in on each user and stakeholder that might visit the website, and what their individual needs would be.

Stakeholders ranged from marketing managers, to letting officers, GDPR specialists to sales – **all perspectives had to be considered**, so we could identify potential pain points and create solutions to rectify them.

But we also had to keep in mind our other key objective: streamlined workflows for the LHP team. All functionality had to mean **ease of use, greater content control and productivity gains** for internal stakeholders.



## Key **features**



### Powerful search engine

We opted for the Ivory search WordPress plugin to give bespoke search results with the flexibility of custom-built 'weighting'. In other words, LHP could assign a hierarchy to each page/property, so certain things could be reordered to appear higher or lower in searches, depending on demand.



### Advanced custom fields

We ensured the LHP team could build their own tailored pages, while Gravity Forms meant they could build complex forms with no dev support.



### Accessibility audit

This was conducted during the design phase, to ensure all font sizes, colours and so on met modern standards.



### Browsealoud plugin

Enables audio speech and different colour contrasts for people with poor visibility



### Permissions matrix

This mapped which users required access to different site areas.

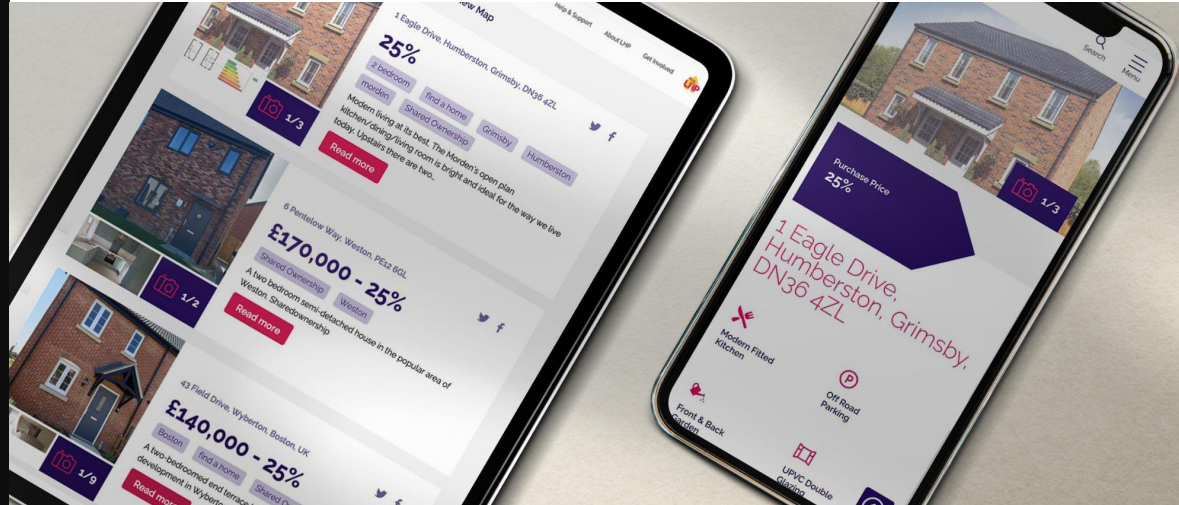
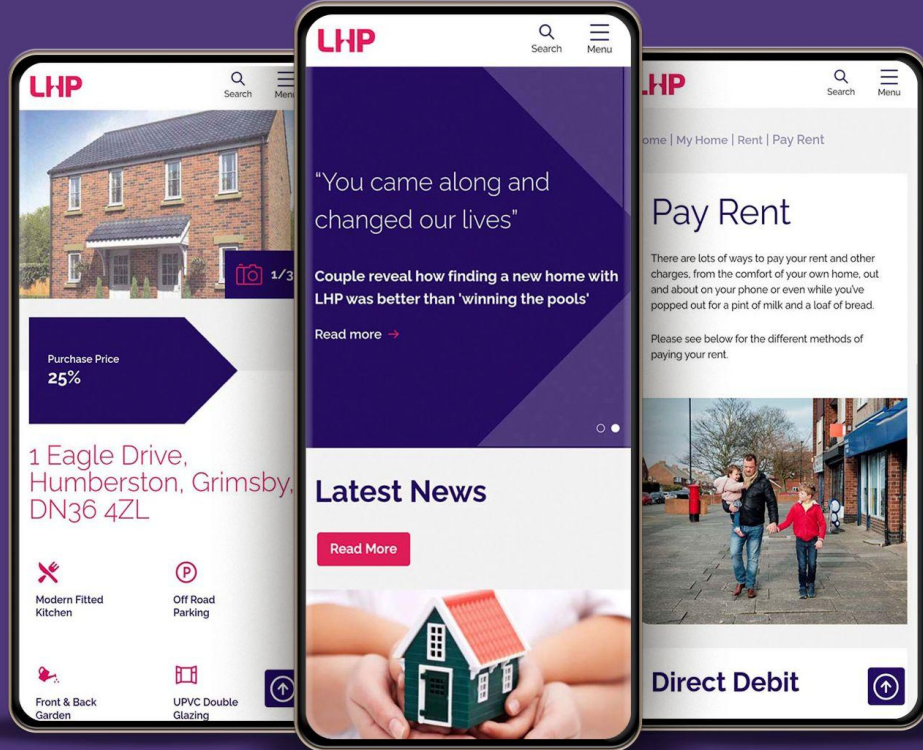


# The Results

Since its launch in September 2021, on an unheard-of three-week lead time, LHP has a **fully responsive, mobile-first website that goes beyond** those typical user and stakeholder needs.

Aside from the productivity wins, we knew that another key point of success for LHP was actually post launch – with maintenance. To achieve reduced ongoing costs, we opted for a headless CMS developed on WordPress with a React (Gatsby JS) front-end. In short, this approach means **hosting and maintenance costs are now kept to a minimum**, instead of a platform that requires on-site servers with a hefty price-tag to match.

With a successful project launch completed, an exciting roadmap of projects is now underway for Phase Two, including **live chat functionality for even quicker customer service.**



**Looking to accelerate**  
your next digital project?

**Let's talk today**



Chat to our **Business Development Manager** and let's get started.

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