



## KEYANO COLLEGE

### Keyano College streamlines its online user experience with brand new technologies

Not only a tremendous place for learning, Keyano College is a community staple to the greater Fort McMurray community in Alberta. Keyano provides valuable community services, activities and events, and remains a truly unique hub for the entire region. Through its website, Keyano College provides valuable information and digital services to students, teachers, staff, partners and the community. The College sought the help of eSolutionsGroup (eSolutions) to redesign its website to provide an engaging, accessible and responsive experience for all.

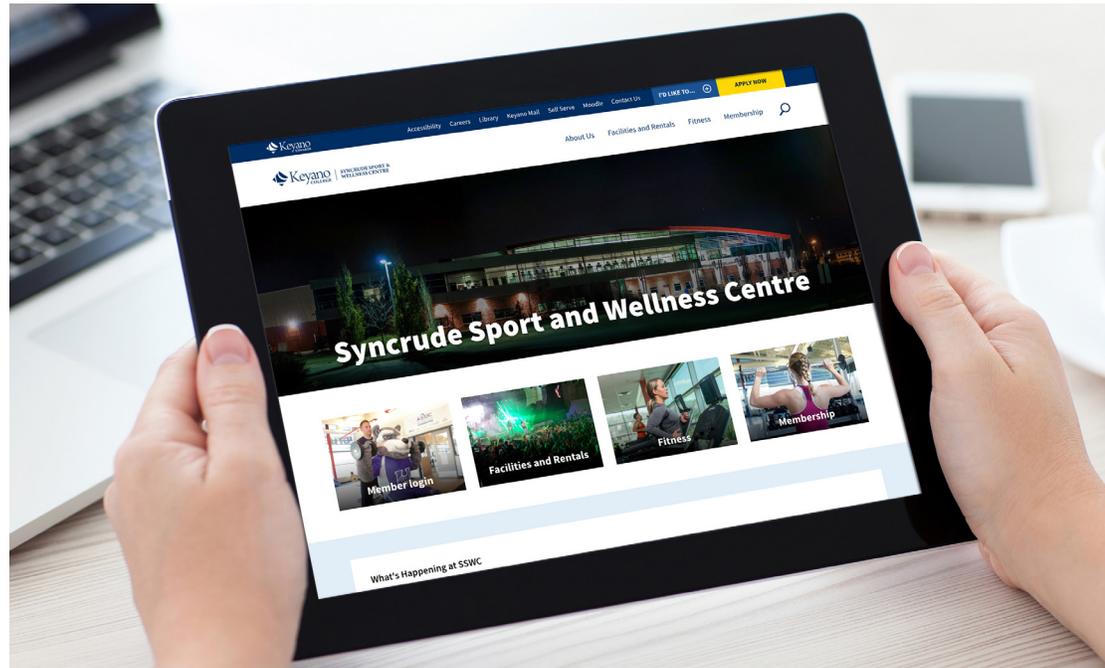
[www.keyano.ca](http://www.keyano.ca)

**GO LIVE DATE:** April 30, 2019

“We are so happy with our new website! The team from eSolutions took an enormous task and walked us through the whole process, from the first few ideas, to the implementation. They understood the importance of involving our College stakeholders, giving advice, and holding us to task. We really enjoyed working together as a team!”

— Heather Pert  
Director, Marketing & Communications,  
Keyano College

*With its new site, Keyano College can promote and attract residents to the fun events and activities happening at popular community facilities, including the Theatre & Arts Centre, and the Syncrude Sport and Wellness Centre.*



## CHALLENGE

During the initial phase of the website redesign, eSolutions completed a thorough analysis to gather information from stakeholders. Through the analysis, we identified various areas for improvement to simplify navigation, eliminate outdated information, and improve mobile responsiveness.

To answer the growing needs of their varied stakeholder groups, the Keyano website needed to serve as a hub of information, with enhanced online tools. The College sought to improve communications, deliver reliable materials, offer a wide range of online services, such as interactive online forms and calendars, and ensure adherence to legislative accessibility requirements.

Last and certainly not least, the College required a complete refresh to the site's content. Information needed to be easily scanned by users, with the most important information at the top, avoid redundancy across sections, and provide an easy navigational experience for audiences.

## SOLUTION

Through an online survey, internal stakeholder focus groups and a Google Analytics review, eSolutions captured lots of feedback from all audiences, which is incorporated into the new site. This process enabled eSolutions to develop a sitemap with users' priorities, needs and wants put first.

The refreshed keyano.ca is designed with modern technologies, such as a responsive, accessible form building tool, online news feed, internal staff login capabilities, third-party application integrations, interactive calendars, library search and reservation, landing pages for Theatre, Library, Syncrude Sport and Wellness Centre, Huskies Athletics, and much more.

To provide visitors with content that is accurate and consistent throughout the entire site, our content writing team undertook the monumental task of analyzing and re-writing hundreds of web pages. The final product will help Keyano College online users easily navigate the site.

### Boosting the post-secondary learning experience with engaging digital tools...

- ▶ A-Z programs and courses listing
- ▶ Interactive calendars
- ▶ News and alerts manager
- ▶ Content writing and editing
- ▶ Third-party application integration
- ▶ Digital Course Outline and Bursary Tools
- ▶ Writing-for-the-web training
- ▶ Secure, Canadian based hosting
- ▶ Account management system (AMS) integration
- ▶ Accessible, responsive forms
- ▶ i:Create content management system
- ▶ Sitemap consultation and development

