

Optimised  
multi-purpose  
web application

SARATOGA

## The client

With a network of over 13 000 charities our client, an organisation based in the United Kingdom, facilitates donations of close to £100 million yearly. They make donating simpler and easier for UK citizens by facilitating tax-effective giving and Gift Aid.

The organisation operates as a donor advised fund, accepting donations from donors and claiming their tax rebate under the UK's Gift Aid scheme. They then considers, and if approved, makes onward donations to charities at the request of the original donors.

## The challenge

Client identified the need to reposition themselves in the market and to bring continuity to their brand and offerings as an online facilitator of donations. Their existing web applications consisted of four separate websites.

The donation site enabled users to make donations without registering an account, and the donation platform was used by existing account holders to set up fundraising pages. In addition to the two donation websites, there was a client-branded platform which was used for the account management of regular or monthly donations. This site was also in the process of being ported to a new mobile optimised website.

Beyond the disparity between the organisation and donation branding, each of these websites were also built using a different version of Microsoft's web technologies, including ASP.Net Web Forms, MVC 4 and MVC 5. This meant that the various websites were also difficult to maintain technically.

## The solution

### How we worked

From Saratoga, a team of five skilled software Developers and a Quality Assurance Tester worked closely with the client's team on the rebrand project.

The team used the Scrum framework and Agile techniques, such as pair programming and story slicing, to deliver the work in well-defined increments. This allowed the team to demonstrate their progress and to more easily adapt to the evolving designs.

Redesigning the organisation's platform to create a unified brand also meant engaging with various third-party design companies. A key success factor for this project was therefore working efficiently with various stakeholders in both the UK and South Africa.



## The solution

### What we delivered

#### Single mobile optimised website

In order to develop a single multi-purpose web application, the Saratoga team took functionality from two donation websites and the organisation-branded website and ported these over to the new mobile optimised website.

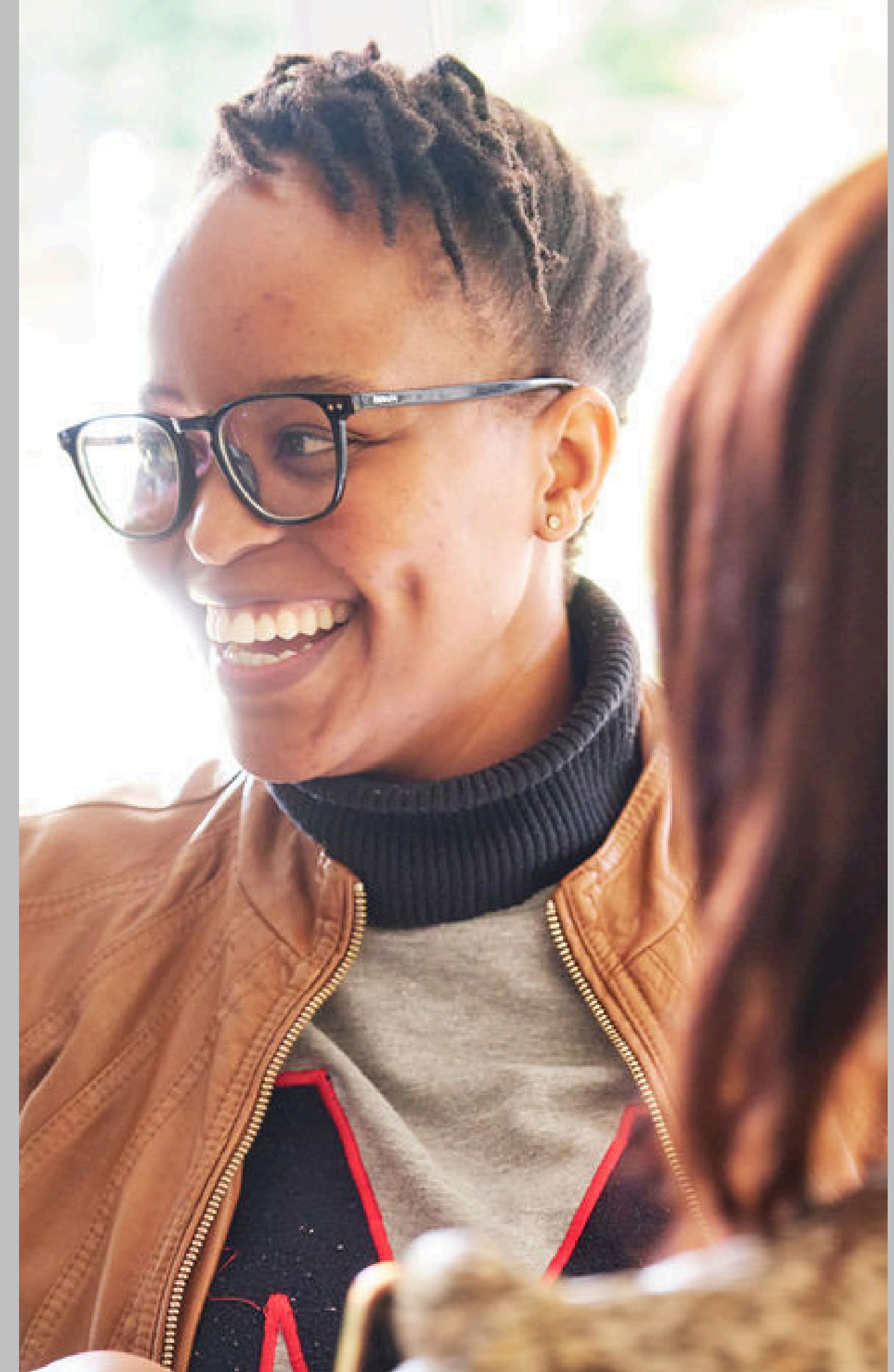
This included key features such as enabling donations without users having an account and the creation of fundraising pages.

The existing API was extended to wrap functionality from the old websites, allowing the front-end to present these services in a uniform way.

#### Rebranding

The Saratoga development team worked closely with the designers at Roundtable Studio, a design and technology studio based in London, to build a design system in ZeroHeight for the client.

This system provided a single source for branding, typography, UI components and other important design elements for the project. The design system served as the basis for applying the rebranded style to the new brand website, and established a common language between the developers and the designers.



## The solution

### Migration of users

Our client needed each of their users to have one set of login credentials. A new login mechanism was already implemented using single sign-on (SSO); however, their customers still had the option of logging into the website using their previous credentials.

To address the migration of users, Saratoga added a feature to the new mobile optimised website which allowed users with an existing account as well new customers to sign-up for a ID using Microsoft Azure B2C (Business to Consumer).

## Client testimonial

"We partnered with Saratoga to develop our rebrand of the website and donation platforms. Their delivery and communication as an outsourcing development team was great. Having worked with the Saratoga team for a few years now, we've come to rely on them as a trusted delivery partner and technology advisor.

The team freely shared their insights with us. For example, the Saratoga team liked to know why a change was happening, which meant through this collaboration we ended up with a better finished product because they truly understood how it all fitted together and could advise us on better ways of achieving our goals with this project. The Saratoga team feels like an extended part of our team and I would recommend them."

- Lisa Hamblin, Systems Development Lead.



## The results

As a provider of quality software development outsourcing services, Saratoga has worked with the client over a number of years. In 2018 we were honoured to receive the GSA-UK Global Sourcing Award for Digital Transformation Project of the Year for work we delivered in partnership with them. This established relationship enabled Saratoga to effectively partner with our client and the design partners to successfully implement the redesign project.

### Single optimised website

Merging the various websites into a single application resulted in a simplified IBIS platform architecture. This increased stability and allowed for features to be more easily added to the website. Furthermore, relying on one version of the MVC framework enabled the upgrades of components more readily.

### Successful redesign

The design system improved communication between the third-party designers and the Saratoga development team. This streamlined the implementation of the redesign by enabling developers to apply the new look and feel across the site without the need for specific designs for each page.

The design system also set the UI standards and guidelines for future development, allowing a consistent user experience throughout. The successful implementation of the redesign and removing references to the donation platform has unified the brand and strengthened their online identity.

### Sign in simplified

New users of the platform could now easily sign up using their email, Google or Facebook accounts. While existing users with older credentials could also easily migrate their accounts and make use of the new IDs.