

Redesigned & replatformed four high traffic web properties for FEN, a leader in the informal learning space

Engagement Overview

TO THE NEW partnered with Sandbox & Co. ('Sandbox') to revamp four high-traffic web properties - **FamilyEducation, TeacherVision, Infoplease, and Fact Monster** to deliver intuitive and engaging customer experiences. These platforms had more than 250,000 web pages, 2 million subscribers, and 10 million monthly page views combined. TO THE NEW overhauled the frontend and migrated these web properties to Drupal 8, to make them structured, scalable, and responsive.

About the Customer

Founded in 2015, Sandbox & Co. is a UK based company offering a suite of digital learning solutions designed to engage, entertain, and educate kids, parents, and teachers. The company's digital product portfolio includes the Family Education Network, which consists of four web platforms, viz., **FamilyEducation**, one of the longest standing parenting platforms, **TeacherVision, Infoplease, and Fact Monster**, for the US audience.

Business Challenges

Sandbox was facing challenges in delivering seamless and intuitive user experiences due to the below limitations in the existing FEN properties:

- The web properties were based on legacy CMS's and flat file systems, leading to responsiveness and scalability issues
- Being unstructured, the platforms required a high number of clicks to access any required information, delivering a non-user-friendly experience
- It took at least one week to push any new content, impacting the brands' ability to publish relevant and topical content faster

Business Solution

TO THE NEW implemented the following solution for FEN:

- Leveraged our expertise in UX to design web and mobile responsive, intuitive, and aesthetic frontend to deliver better customer experiences and maximize interactions

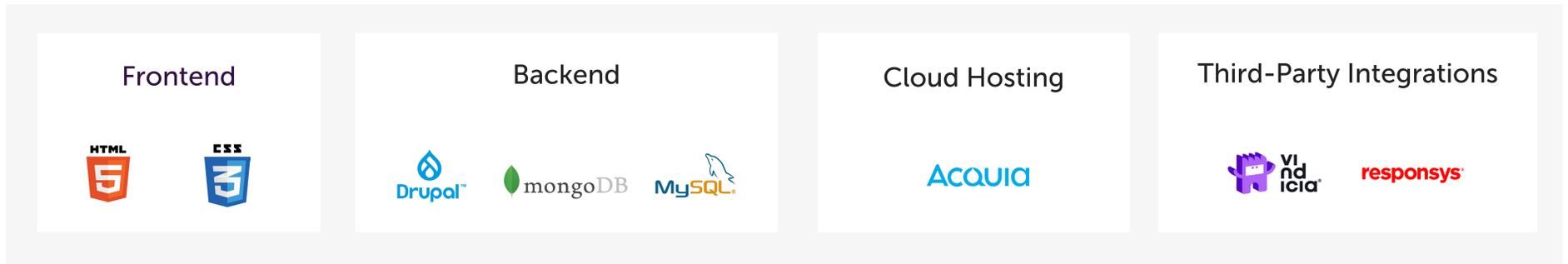
Industry: Consumer Internet



- Migrated the four digital platforms to Drupal 8, a responsive, scalable, and structured CMS, to enhance the user and authoring experience, without losing any data, metadata, etc.

TO THE NEW continues to work with FEN as a development and maintenance partner for all the four web properties and has been enhancing and upgrading them as per the business needs.

Technology Stack



Business Outcome

- Improved content go-live time by making content management quick and easy with one-click content creation and publishing
- Generated more traffic with the help of structured content and improved SEO
- Improved availability for the web properties by migrating them from data center to Cloud

Some of the web property specific outcomes include:

FamilyEducation (Parenting advice platform)

- Reduced the number of clicks required to access any information or content on the platform by 50% by creating well-structured categories for filtering and showcasing data
- Provided an intuitive admin console for faster and simplified access to required information

TeacherVision (Learning resource platform for teachers)

- Preserved bookmarks post-migration to prevent possible loss in revenue
- Better monetized the platform by adding flexible and faster subscription handling with various subscription models- 1 month, 6 months, and 2 years
- Helped cater to over 15,000 subscribers seamlessly by building an easy to manage admin portal
- Enhanced content reach by improving content, content structure, and ease of access

Infoplease (Reference and learning platform for parents, teachers and librarians)

Built a robust and scalable WCM on Drupal 8 in a quick turnaround time of 3 months

Fact Monster (A safe reference and learning platform for kids)

Migrated around **60,000** unique pages from a static website to Drupal 8 for superior experience and engagement

Client Testimonial

Abhi Arya

President - Family Education Network

"We compared a range of technology companies but TO THE NEW stood out for its in-depth experience in the CMS ecosystem, technology upgradation and building business critical applications. Their expertise has helped us rebuild a scalable and flexible infrastructure to support our future vision and deliver unparalleled customer experience."

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