

**Deanta** 

PUBLISHING | PRODUCTION | INNOVATION

WORKING IN PARTNERSHIP WITH



**CHARTERED  
ACCOUNTANTS  
IRELAND**

CHARTERED  
ACCOUNTANTS  
HOUSE

LINENHALL

# CASE STUDY

## CHARTERED ACCOUNTANTS IRELAND

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# INTRODUCTION



## *About*

### Chartered Accountants Ireland

Chartered Accountants Ireland is a founding member of the chartered accountants body, Chartered Accountants Worldwide.

Chartered Accountants Ireland was established as the Institute of Chartered Accountants in Ireland by Royal Charter in 1888. Its activities and those of its members are governed by its Bye-Laws and by Rules relating to professional and ethical conduct. These provisions are contained in the Handbook which is available to all members.

Qualified members of Chartered Accountants Ireland earn the designation ACA (Associate Chartered Accountant). After 10 years membership, members can apply for fellowship, and earn designation as FCA (Fellow Chartered Accountant).

Chartered Accountants Ireland is part of the Consultative Committee of Accountancy Bodies and members are authorised to conduct audit, insolvency and investment business work. It is one of Ireland's six Recognised Accounting Bodies, regulated by the Irish Auditing and Accounting Supervisory Authority (IAASA).

# THE OBJECTIVE



## *Objective*

### Student Textbook Online

Chartered Accountants Ireland's objectives were clear: Create a dedicated, contemporary, easy-to-use, scalable micro-site which would allow registered students to gain access to a variety of textbooks online.

Leveraging the content and structure of existing print collateral registered, students, once validated, should be able to use a filtered search to locate content by course (i.e. CAP1-RoI, CAP2 NI) and/or Subject (i.e. Taxation).

Students/users should be able to view a selection of the latest textbooks in a way that allows users easy access to the main textbook content.

Table of contents pages need a clear layout to ensure users can access content easily and quickly.

Administrators of the new platform should be to manually add/edit site content and, add or remove users.

Deanta's proposed solution needed to be a clean, fresh design, inline with the existing brand guidelines. Once the prototype was ready, the solution would be presented to a senior steering committee within Chartered Accounts for final sign-off and approval.

# THE CHALLENGE



## *Challenges*

### Website and Content

There were a number of challenges that the team at Deanta were presented with:

- Re-formatting and replicating (as closely as possible) the layout and text structure of the existing printed material.
- Internal technical resource availability
- User validation and security across three main web properties:
  - Chartered Accountants Ireland
  - New micro-site domain
  - Lanstad (Deanta's proprietary content system)
- Creating customised filtered search-fields.
- Enhancing the visuals, UI and User Experience (UX) while maintaining a sense of consistency that complimented the existing website.
- Prototype budgets were tight and needed to be respected.
- Delivery timeframes needed to be respected in order to meet the deadline inline with the commencement of the new academic year.
- Secure hosting considerations needed to be addressed.
- Re-purposing existing content to match style and format of existing print material.

Key discussions and decisions between building a proprietary CMS or leveraging an existing scalable CMS framework, which would allow the client manage user access and upload or edit content on the fly, needed to be made.

# THE SOLUTION



## *Solutions*

### Implementation, Process and Result

#### 1. Content

Converting text to XML was key and allowed Deanta and the client enormous flexibility to convert the content to suit a variety of mediums, including HTML. This enabled Deanta to leverage the existing style format of print while “tweaking” the stylesheet to suit the HTML layout for web.

#### 2. Hosting and Staging

To help enable a rapid build, Deanta agreed with the client to use a third- party hosting platform. Doing this allowed Deanta to swiftly build the microsite on a new CMS platform, mapping a subdomain on the existing site to the new domain and making the microsite independent of the client’s internal systems and processes. The new secure platform used both a production and staging server which backed up independently of the clients internal systems. A staging area was also developed in order to give the client visibility and approval of all changes to any updates prior to going live on the production website. This setup also enabled Deanta to test technical elements prior to going live.

#### 3. Cross-Domain Validation and Technical Implementation

In order to validate users across domains and to ensure that only registered members of the Chartered Accountants website had access to textbooks, an API was developed to pass only signed - in members using session-based tokens from their main website to the new microsite. Due to this process being developed on timed sessions, URLs would “timeout”, preventing unauthorised access to protected content.

# ...THE SOLUTION



## 4. CMS Platform

Leveraging the framework of an Open Source CMS Wordpress gave us the flexibility to rapidly build, edit and customise the platform from both a visual and a technical perspective. Using the client developed API, Deanta used the staging server to test and validate connections and functionality between sites. Links to styled XML content hosted on (Deanta's proprietary content editing system) were embedded onto relevant pages on the new CMS and tested to ensure a seamless and uninterrupted cross-site user experience.

## 5. Wireframes UI

In order to define an optimal user experience, Deanta created a set of wireframes based on a number of user journeys. Starting with signed-in users, the wireframes illustrated an optimal experience for users to search and approach relevant content in way that minimised the clicks needed to access body content of the relevant textbook.

## 6. Visual Design

In order to create a clean sense of familiarity for users, Deanta created a number of visual treatments that leveraged images relevant to Chartered Accounts Ireland, recognisable surroundings from both the Dublin and Belfast skylines. The visual treatment remained within brand guidelines yet offered a fresh experience across all pages on the website.

# THE RESULT



## Results

# Chartered Accountants Textbooks

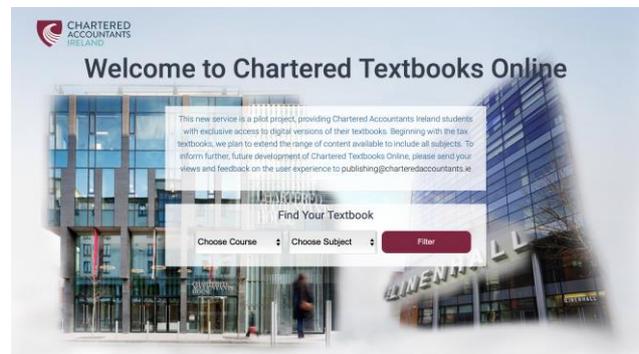
As a partner in Chartered Accountant Ireland's services chain, Deanta was able to understand break down and deliver a robust and cost effective digital solution. Using a creative approach to both content and design, the prototype allowed the internal teams earn buy-in from senior stakeholders to launch a fully fledged, easy-to-use student textbook site intime for the 2019 academic year.

### Filtered Search Results



HTML

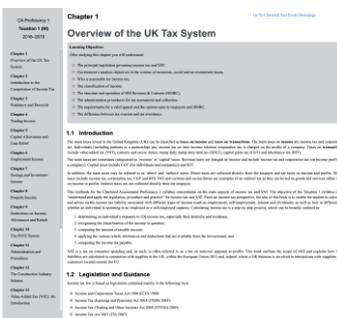
### Student Textbook Homepage



### Textbook Introduction Page



### Textbook Content Page



CONVERTED XML TO HTML

