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GWS Case Studies

The Village of Wind Point, Wisconsin, USA

Global Web Solutions (GWS) has developed over 1500 website projects over the last 6 years across many industry sectors. We would like to provide the following profile and case study as a reference document. You are welcome to use this information under your own letterhead if required. Please email info.gws@iemsupplier.com if you require more information

Case Study – Village of Wind Point, Community Portal



www.windpointwi.us

The Village of Wind Point is located on the southwest shore of Lake Michigan adjacent to Racine, Wisconsin and about 25 miles south of Milwaukee, Wisconsin and 65 miles north of Chicago, Illinois.

It is a residential community with a rural atmosphere yet close to urban conveniences. It is home to the **Wind Point Lighthouse**, a feature of the Village and the focus of the website. The beloved Lighthouse is an icon for near-by communities and businesses alike with widespread use in logos and advertising.

Objective: The site was commissioned by the Village Board of Trustees to provide Village residents with news, events schedules, and online access to Village documents; for online reservations of the Lighthouse which is popular for weddings, meetings and special occasions; to provide the non-profit group “Friends of the Wind Point Lighthouse” a place to feature pictures and the history of the historic lighthouse; and to provide assistance for visitors to the area

including information about local businesses.

The Village did not have an Internet presence, but realized to improve efficiency and service to their constituency that they needed to go online.

The main goal was to make as many of the functions dynamic as possible and make it easy to manage the site.

We also recommended some revenue streams within the site that could be employed to generate income to offset ongoing site upkeep. The IBA established 3 potential income opportunities that could be created:

- Banner System
- Website builder within the site
- Business Promotions

The IBA also highlighted other areas of functionality for consideration:

- Community Business Directory
- Booking System for Lighthouse and surrounding grounds
- Email-a-Postcard functionality
- Information Downloads
- Links
- Village Intranet
- Document Management Facility

We recommended the following based on the IBA and stated requirements:

- New Functional Design
- Content Management System
- News Database
- Business Directory Database
- Web Site Builder
- Banner System
- Email-A-Postcard Functionality

-ATMT

-Top 10 List

-Maintenance contract

Technical Specifications:

- 3 Screenshots for Design
- GWS ACE WYSIWYG Content Editors
- Custom Database for Home Page News
- Custom Database for Business Listings and News
- Custom Database for Top 10 List
- Custom Database for Email-a-Postcard and Stamps
- Event Calendar
- Dynamic Information System for Maps
- Website Builder (Builds Unlimited Websites within Portal)
- Banner System
- File Upload Functions
- Customised Scrolling Marquee
- Microsoft SQL Database
- Project Management Hours