

Our portfolio & case studies

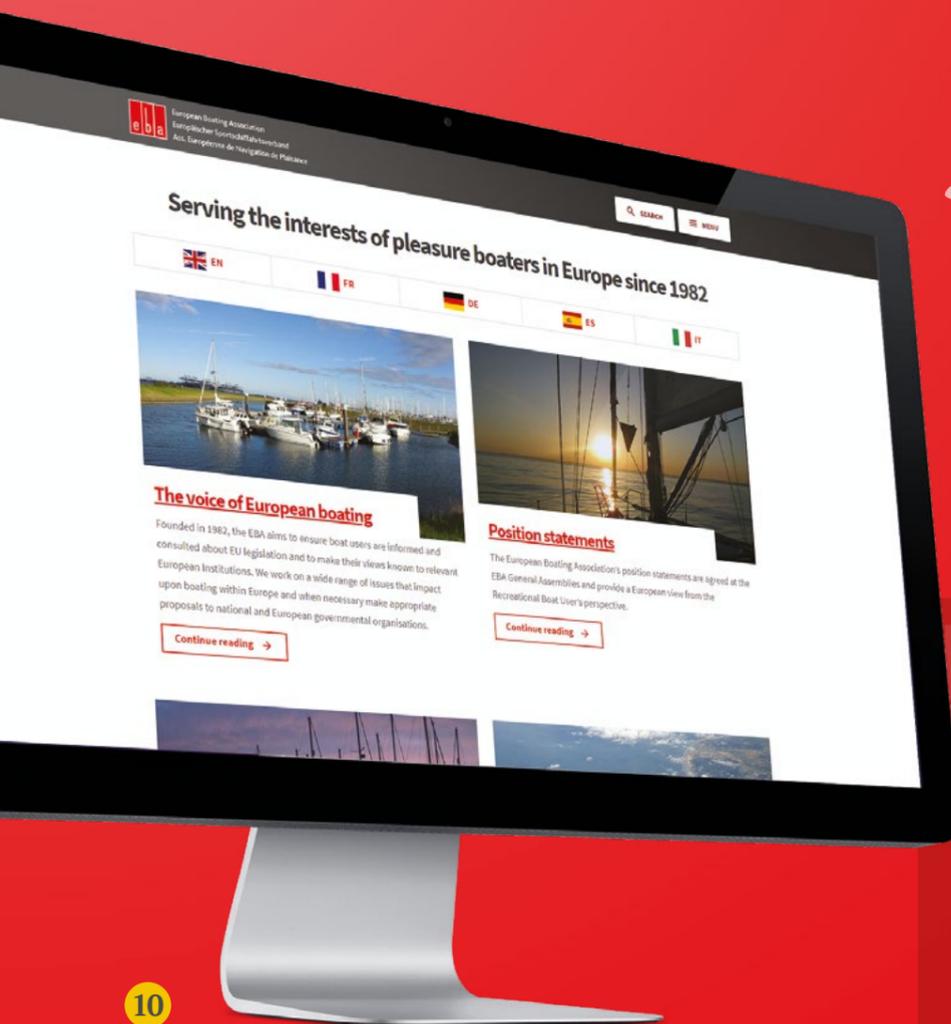


MANGOPEAR
CREATIVE

CLIENT

European Boating Association supporting boaters since 1982

The EBA, founded in 1982, works to support the interests of pleasure boaters in Europe - working on environmental, technical & regulatory issues together with specific projects to keep boaters safe.



THE BRIEF

The EBA, managed by a small team from the RYA, needed a brand new website as their current platform - Adobe Business Catalyst - was being switched off, taking their website with it.

The website is, effectively, a public intranet used mainly by the EBA membership to keep up to date on meetings, legislative changes, and to communicate with the organisation.

They needed a platform that was adaptable, to ensure their very specific needs could be met, but without costing an arm and a leg. That's where we, and our vast knowledge of WordPress, came in.

We urgently needed to migrate our website to a new platform, but we also wanted to add a range of new features to give ourselves, and our members, more control. Mangopear creative delivered upon these aims quickly and efficiently - and all within budget too. We're delighted with the brand new website, and so are our members.

Carol Paddison
EBA project lead, RYA



THE APPROACH

By utilising the power of WordPress, and it's library of plugins, we built a bespoke website that matched the EBA's exacting requirements.

We built upon the functionality offered by plugins such as BuddyPress (social networking) and bbPress (forum software), to ensure users can manage their personal data directly from the website, communicate securely with other members, and can discuss topics with likeminded groups.

To keep costs down, allowing us to prioritise the functionality, we adapted an existing theme of ours to build the front-end.

THE RESULT

Not only are the team managing the EBA happy with their brand new website, the membership are too!

The website is delivering on its aims: to ease member-to-member communication, to give the EBA team more control over the content and structure of the site, and to give users more control over their personal data.

a good look
easy to update
accessible
quick to load
mobile-friendly
website





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This is the first 2020 edition.