

Pressure cooker timeframe - Case 02

> The Background

Serengeti developed a corporate website for The Approved Group Inc. which included a publication section to feature the four business help books Approved published. With the company planning many radio and TV appearances for their President and CEO, Mike Schell (also the author) it was decided that the audience of these programs should not have to wander through the corporate site to find the books they saw or heard about in the media. Another factor in this decision was that the corporate website had a much more sophisticated look than the books do and this could confuse the viewers and potential customers.



> The Criteria

Design a separate website specifically for the promotion and selling of the books. Make it quick and easy for the viewer to get through the site and order what they want.

This request was made on a Thursday night, and with several big media interviews happening the following week, we were told the site would need to live by Monday noon!

> The Process

Without hesitation, Serengeti set about the task of designing the look and navigation system for the site. By Friday morning, a PDF proof was emailed to the decision-makers to review. Unfortunately, the key decision-maker was in transit and unavailable until Friday night. The decision was taken to push ahead and hope

that the client approved of the design, as all the graphic files had to be prepared for the programmer. The files and instructions were shipped Friday night to the programmer.

To save some time, the programmer reused some of the coding already written for the book ordering part of the process from the corporate site.

On Sunday morning, the first test site was posted for review. The rest of Sunday was spent correcting and perfecting the site to remove all bugs.

> The Result

The website did go live at noon on Monday and the client was very pleased with the extra effort put into this project.



The Approved Group Inc

The Approved Group is a leading research, publishing and training provider of perspective-based business information. Marketshare Research Institute conducts research with the people who matter the most: decision-makers. Approved Publications publishes the Approved Series of books. Approved Learning Inc. creates and licenses workshops based on the Approved Series.