

FRAAME SOLUTIONS CASE STUDY

IMPROVING ONLINE COMMUNITY PRESENCE

The Rainbow Children’s Health Trust (RCHT) is a New Zealand based organisation focused on one outcome – that children in the South Island of New Zealand have access to the best possible healthcare.

Established in 1998 the Trust originally supported paediatric services for Christchurch Public Hospital by helping to create a child friendly environment. They have now expanded their focus to supporting community-based facilities and outreach services. The trust recognises that having this child friendly environment and parents and close family nearby

helps in the treatment and recovery of young patients. Integral to the Trusts success is the support and donations they receive from the community.



To improve communication with the community and promote the Trust and its achievements Rainbow Children’s Health Trust employed Fraame Solution’s team of web developers to re-design and improve the overall navigation of their website.

**WEBSITE UPGRADE:
A vibrant new look**

The Rainbow Children’s Health Trust is focussed on the welfare of children and it was important that this was reflected in the new website design. Colour and imagery were the basis for this, and the new site now has a mix of vibrant colours and fun imagery for children.

Improved navigation

The menu structure on the new site was improved to make it easier for visitors to navigate the site and access the information they need. Clear and intuitive names were given to each section so visitors now spend less time trying to find relevant information.

With the continuing operation of the Trust dependent on contributions from community and corporate

Meri Gibson, Chair for the Rainbow Children’s Health Trust says the bright fresh look of the site invites the visitor to become engaged in the content. “Colour attracts them to search further and the ease with which this is achieved adds to the appeal of the site” she said.

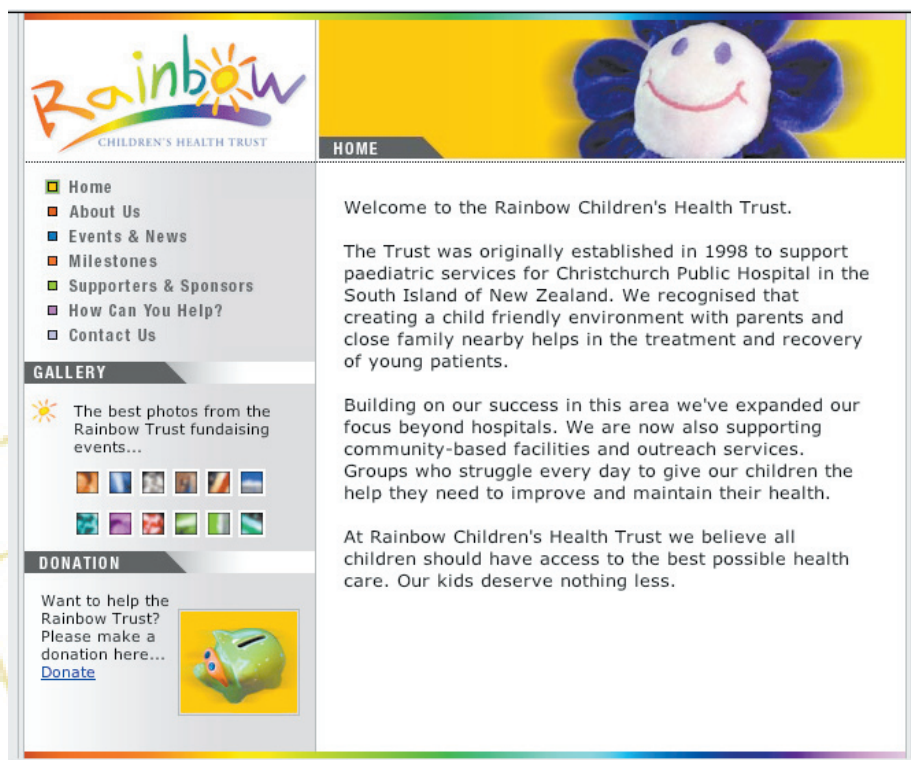
supporters making it easy for people to make donations is imperative. “All that the Trust has been able to achieve has been through the very generous donations of those who support us and the ease with which a potential donor can make a donation directly from the homepage will certainly help us in attracting further donations through this source” says Ms Gibson.

**FRAAME:
The clear partner of choice**

Once the decision to update the Rainbow Children’s Health Trust existing website was made, Fraame was selected as the partner of choice. “We chose Fraame Solutions and their team of web developers because their staff had an understanding of the Trust, our history, and what we are trying to achieve.”

“The teams approach was not only professional but they were able to advise us on areas which we didn’t necessarily have knowledge. Their input into areas such as the navigation and amount of content the site should optimally have was invaluable” says Ms Gibson





SERVICES DELIVERED

Fraame provided website re-design services resulting in:

- Superior look and feel
- Enhanced navigation
- A photo gallery
- Added functionality

ABOUT FRAAME:

www.fraame.com

Fraame Solutions Ltd is a leading business solutions provider. Launched in early 2003, Fraame has offices in Sydney and Christchurch, and offers its customers business consulting services through to the full implementation of information technology solutions.

ABOUT RAINBOW CHILDREN'S HEALTH TRUST

www.rainbowchildrenstrust.org.nz

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based projects. The Trust recognises that a child friendly environment and having parents and close family nearby helps in the treatment and recovery of young patients.



<i>fraame solutions ltd</i>	
P.O.Box 36-478	Christchurch 8001
New Zealand	Ph:64 3 3777 632