



Period: Jan 2008 – Present

Responsibility: Strategic Digital Marketing Counsel and Web Development

Highlighted Service: Website Development

Overview:

Health Check is a Heart and Stroke Foundation initiative focused at encouraging healthy eating for Canadians. With approximately 12,000 monthly visitors to their site, Health Check's mandate is to build a new online infrastructure and design capable of attracting and sustaining the interest of a new demographic and enabling the capture and analysis of user traffic and trends.

XT+M Deliverable:

Build it (healthcheck.org), compel new audiences to come, track and analyze.

XT+M began with a best practices web review and online survey to determine what web users expected, where Health Check was delivering on expectations.

Following the 'define' process which took about 30 days, XT+M created a scoping document, followed by an Information Architecture and requirements report. Upon client sign-off, XT+M began design and development of a new website which is currently underway. The online infrastructure will include 1,800 products and 200 partner brands.

→ The new site will launch at the end of March 2009.