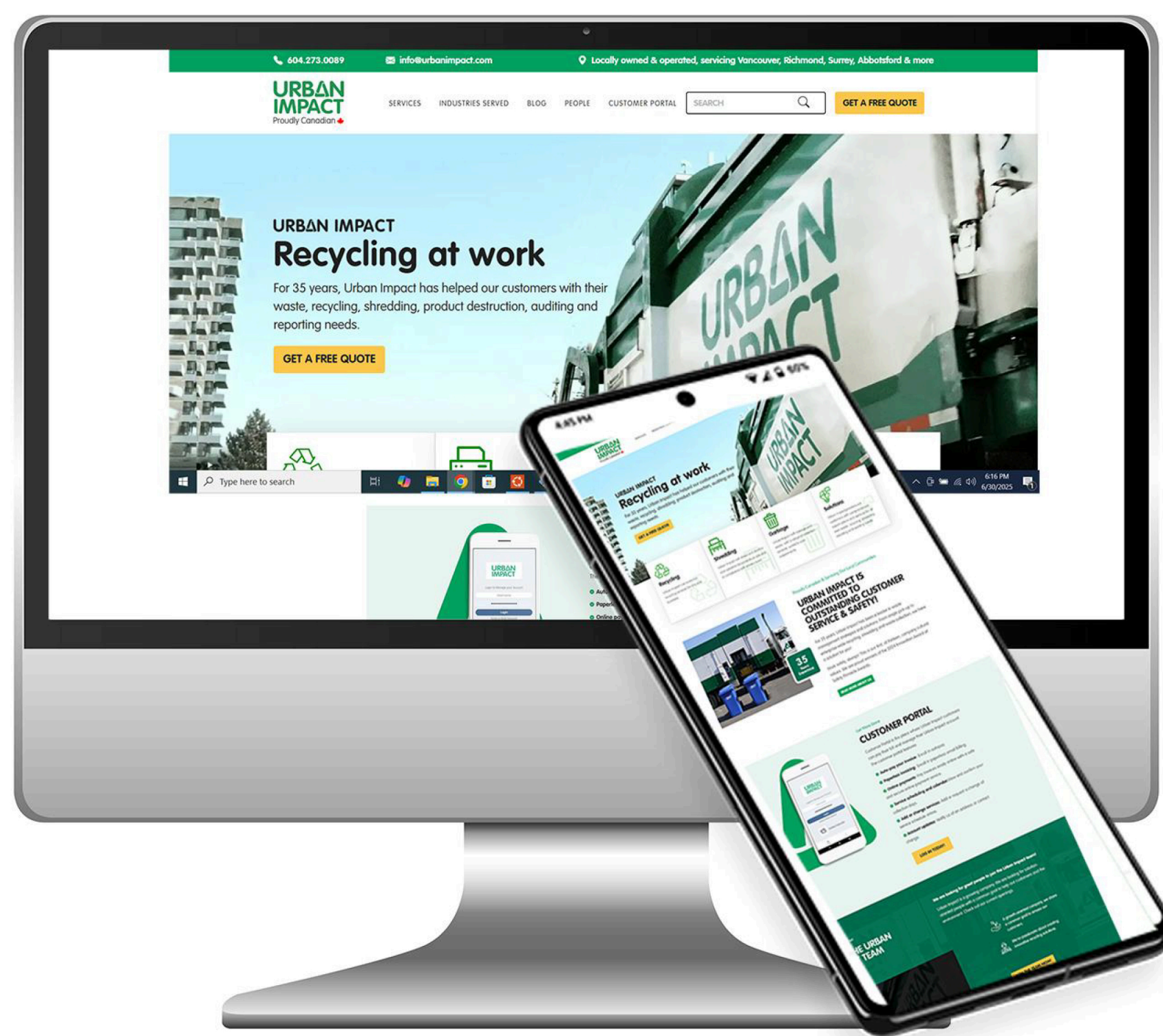


## Case Study

# URBAN IMPACT

Urban Impact is a recycling and waste management firm providing services to businesses and organizations within British Columbia, Canada. From 1989, the firm has provided progressive, environmentally friendly solutions like secure document shredding, recycling services, waste auditing, and consulting. As an environmental stewardship leader, Urban Impact aims to minimize landfill space and maximize resource recovery through community involvement and green technologies.

Urban Impact also features images and videos showcasing the company's services and initiatives. Its services include Recycling, Shredding, Waste audits, and consulting, and also provides information related to the online tools associated with the website. Additionally, the website provides information about the company's commitment to sustainability, environmental stewardship, and community engagement.



## Technical Foundations

PHP

DURPAL

GCLID

CUSTOM MODULES

CMS

RESPONSIVE DESIGN

MIGRATION

WEBFORM

## The Challenge

Urban Impact's original website was developed in Drupal 7, which eventually became outdated in terms of both design flexibility and module compatibility. As Urban Impact continued to expand its services, the need for a scalable, modern digital presence became critical. The site needed to:

- ✓ Migrate cleanly to newer versions of Drupal (Drupal 8, then Drupal 9)
- ✓ Maintain functional parity and improve performance
- ✓ Ensure full responsiveness across all devices and browse
- ✓ Customize webforms based on user paths
- ✓ Improve GCLID tracking for Google Ads campaign optimization
- ✓ Implement modular, scalable pages based on distinct service areas and industries



## Our Approach

Our team conducted a comprehensive technical audit and collaborated with Urban Impact to plan a phased migration strategy. The process included:

- ✓ **Drupal Migration:** Migrated the website first to Drupal 8, and then to Drupal 9. We addressed deprecated module issues by utilizing community patches, seeking alternatives, and even having to change existing modules to meet functional needs.
- ✓ **Responsive Design:** Ensured that the new site possessed optimal design integrity in every device, screen size, and browser. This included mobile-first optimization and accessibility improvements.
- ✓ **GCLID & Google Ads Integration:** Installed GCLID tracking tools for improved Google Ads performance reports and conversion tracking.



- ✓ **Custom Development:** Developed dynamic industry and service pages from a number of wireframes. Individual functionality and content requirements were catered to through custom modules.
- ✓ **Advanced Webform Logic:** Webforms were customized to detect the referrer page, automatically validate related options, and enhance user experience on multiple service lines.

## Thinking Process



### Emphasize

User Research  
User Interview  
Entrant Analysis

### Define

User Persona  
User Journey Map  
Goal Statement  
Empathy Map

### Ideate

Brainstorming  
Card Sorting  
User Flow

### Design

Paper Wireframes  
Visual Design  
Prototype

### Test

CheckUsability  
Survey Insight  
Improvements

## The Outcome

The newly redesigned Urban Impact site is an extendable and modern platform that effectively expresses the company's mission and facilitates its growing digital strategy. All structure and content were preserved successfully uninterrupted through a faultless migration to Drupal 9. Custom service and industry pages were designed for Urban Impact based on its strategic objectives, making navigation easy and messaging sharp. User experience was also significantly enhanced with fully responsive designs and innovative, intelligent webforms that adapt to the behavior of users. The business has also gained from the additional inclusion of GCLID tracking that has further enhanced the capacity for tracking and optimization of Google Ads performance. Our constant monthly maintenance ensures that the site remains running at peak speed, secure, and responsive to emerging demands as they arise.

## Ongoing Partnership

Urban Impact is still among our most valued long-term clients, our team laboring diligently to rebuild and reinforce the site consistently. We provide sound support with regular content and feature introductions, performance tweaks, and systematic module updates to ensure the platform is current and optimized. This long-term partnership allows us to maintain the site aligned with Urban Impact's evolving business goals as well as in advance of existing technology trends. Feature enhancements are introduced with caution to ensure a seamless user experience and added value. Proactive monitoring, security management, and user-initiated upgrades help us ensure the website is resilient, responsive, and scalable. This shared commitment illustrates our commitment to delivering lasting value and flexibility within an increasingly dynamic digital landscape.

## Final Thoughts

It has truly been a privilege and a rewarding experience to work for Urban Impact. The project from the beginning presented us with a sequence of very tough technical issues, primarily how to update and transition a leading-edge Drupal CMS without sacrificing on core site structure and functionality. In spite of all these challenges, our team was able to provide a strong, future-proof solution that achieves a perfect balance of performance, usability, and long-term sustainability. Our work extended beyond mere problem-solving—custom modules were created with meticulous care, reformatted essential pieces, and adaptive design techniques were utilized to ensure that the site not only had the existing functionality but also had the ability to grow and continue to be robust as Urban Impact expands.

This collaboration has significantly bolstered our portfolio through our provision of enterprise-level CMS migration and tailored digital solutions. It has also helped in internal processes, reiterating the ability of our in-house team to organize complex web development projects with precision and accuracy. Having the ability to contribute to an organization like Urban Impact whose mission is all about creating a cleaner, greener, more sustainable world has been a professional honor and personal inspiration. We feel privileged to be a part of them in their digital journey and are looking forward to extending this collaboration, embracing new opportunities, and help the company take its good work one step ahead in the future.



# Thank you for your time :)

Feel free to provide your valuable suggestion and comments 

### ABOUT US

Since 2016, we have collaborated with clients to conceptualize and develop software that is not only functional but also provides an exceptional user experience.

### CONTACT ADDRESS

1755 Broadway FRONT 3 #1065  
(347) 902-8099  
contact@anchorpoints.io

### Follow Us

