

## CASE STUDY

A digital experience and content strategy, CMS development and portal development for **Actors' Equity**.



# 1 SUPPORTING MEMBERS SINCE 1913

Actors' Equity Association, founded in 1913, is the labor union that represents actors and stage managers across the country. Actors' Equity specializes in negotiating and promulgating over 40 national and local contract agreements for developing not-for-profit theaters. Experienced in wage negotiation and fighting for safe work conditions, Actors' Equity knows what it takes to make its members feel appreciated, secure and supported.

When Actors' Equity realized its members weren't completely satisfied, it turned to SilverTech to help reimagine and develop a new member portal that enhanced both the user experience while providing more value to members. User experience experts at SilverTech were prepared to make Equity's enhanced vision for its site to become a reality.



# 2 PAIN POINTS

To begin, SilverTech performed a full website audit and in- depth discovery sessions providing insight into the setup of the current site, Equity's target market, and roadblocks of the internal team and external users. SilverTech found that navigation, website speed, search functionality and ability to schedule auditions via the portal weren't making it easy for the users to accomplish desired tasks.

Users were complaining of several issues hindering their experience in finding necessary information on the site. With 52,000 members and thousands of employees accessing the current portal and dozens of pages each day, it was important that the website quickly provided accurate results for each search and inquiry.

The team was also able to identify valuable opportunities for the new site configuration, such as including calls to action on the homepage dashboard and adding a dropdown for relevant job openings based on each member's profile and history. After multiple discovery sessions, it became clear that there were many opportunities for Equity to provide a better and more valuable experience for its members.

## **SILVERTECH AND EQUITY IDENTIFIED THESE PAIN POINTS FOR THE PROJECT:**


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- ✓ Slow page load speed
- ✓ Outdated UX
- ✓ Portal navigation/clarity issues
- ✓ Lack of integrations
- ✓ Limited search functionality
- ✓ Lack of clear content
- ✓ Member support form issues
- ✓ Difficulty finding rep information
- ✓ Lack of personalization
- ✓ Subpar experience on mobile

# 3 SERVICES PROVIDED & PROCESS

- ✓ Front – End Development
- ✓ CMS and Back-End Development
- ✓ Content Strategy and Gap Analysis
- ✓ Quality Assurance Testing
- ✓ Development Support
- ✓ Casting Call Integration
- ✓ Upgraded Member Portal

For the smooth transition of over 52,000 accounts, SilverTech and Actors’ Equity relied heavily on co-development and consistent communication. SilverTech took a strategic approach in allowing existing users on the old system to easily create new accounts on the new platform that associated with their existing CRM data. Additionally, thanks to Equity’s IT director’s familiarity with Sitefinity, SilverTech was able to uncover an opportunity to familiarize the team at Equity with the new use of the CMS from the start of the project to allow them a deeper understanding of their website. With SilverTech’s expert developers and the help of Equity developers, the work of carrying over member information was split and the process for merging code was made fast and simple.



**Stage Manager Sammy**

MARRIED	Yes
KIDS	None
EDUCATION	Ithaca College
OCCUPATION	Stage Management
LOCATION	Yonkers, NY

Level of Motivation

Digital Competency

Knowledge of Equity

## Frustrations

- Sammy doesn't have a lot of time to search so she gets frustrated when she can't find necessary documents/forms.
- She feels frustrated when she's unsure if SM guidelines have been updated. Having too many unknowns makes her frustrated with the portal.
- Language used within the portal does not clearly direct her where she wants to go.
- Sammy feels secluded as a stage manager; she doesn't feel valued in the union like an actor.

## Ideal Experience

- ✓ Sammy wants to find and fill out forms required for stage managers within the portal.
- ✓ She wants to easily understand how to navigate the portal.
- ✓ Sammy wants to feel familiar and confident across all devices.
- ✓ Notifications and a history log would be valuable to her.
- ✓ Sammy is very detail oriented, the more specifics the better.
- ✓ Wants stage managers to be included and feel part of the community.

## Software & Apps



# 4 INTEGRATIONS

Beyond just the member portal, Actors' Equity and SilverTech co-developed a new application called Casting Call. This feature allows actors and stage managers to search for auditions and be put in queues for auditions for the roles that are right for them. This integration uses a custom API through Sitefinity that can check for good standing in Actors' Equity. The new Casting Call integration provides better, more accurate and valuable results for members while also not sacrificing efficiency. The capabilities of Casting Call far exceed the previous procedures and methods used for audition sign ups. Casting Call fulfills the needs that members have been expressing regarding finding work within the industry.

# 5 THE RESULTS

The new site and its portal perform better, operate faster, are more stable and have a reimagined customer-centric information architecture. Equity understands that user experience expectations are constantly evolving and is dedicated to continually enhancing its site to provide excellent user experience to all its members.

# 6 THE CREATIVE

The desktop interface features a top navigation bar with the Actors' Equity Association logo, a search bar, and a 'LOG OUT' button. Below the search bar are links for 'My Account', 'Find Your Rep', 'Benefits', and 'Help'. A left sidebar contains a 'Home Dashboard' and a 'Document Library & Forms' section, followed by dropdown menus for 'For Actors', 'For Stage Managers', 'News & Events', 'Get Involved', and 'Member Ed'. The main content area has a hero banner with the text 'GOOD AFTERNOON, CHRISTOPHER' and 'REMEMBER TO CHECK YOUR DUES', accompanied by a 'CALL TO ACTION' button. Below the banner is an 'AT A GLANCE' section with two tables: 'NEW AUDITIONS' and 'RECENT DOCUMENTS'.

NAME	DATE
Harbor Stage Co. 2022 Season - Wellfleet...	Jan. 5, 2022, 1:00 p.m.
SPITFIRE GRILL - Savannah EPA	Jan. 5, 2022, 1:00 p.m.

NAME
Stage Manager Packet - Full Y...
Closing Shows (PDF)

The 'SEARCH AUDITIONS' form includes a subtitle 'SUBTITLE IF NEEDED' and a paragraph explaining search criteria. It features two dropdown menus for 'CALL TYPE' and 'CONTRACT TYPE', both set to 'All'. There are radio buttons for 'Online Signups' (checked), 'By Audition Location' (selected), and 'By Job Location'. A 'FILTER BY' dropdown is set to 'Select a Location Filter'. A note at the bottom says 'Please select a filtering option from the dropdown.'

The mobile app interface shows the title 'TODAY'S EPA SIGNUPS' with a subtitle 'SUBTITLE IF NEEDED'. It contains a paragraph of instructions, a 'REFRESH' button, and 'RESULTS: 1'. The results section lists 'WICK THEATRE 2022-23 SEASON - BOCA RATON EPA' with details for the date (WED, JUN. 15, 2022), contract type (SPT), and location (BOCA RATON, FL). A detailed description of the audition process and contact information (MH Casting) is provided at the bottom.





## ABOUT US

SilverTech is a digital experience agency redefining how businesses engage with their customers. Founded in 1996, SilverTech delivers digital strategies and solutions that connect user experiences with innovative tech to maximize results. With services such as digital consultation and strategy, website design and development, content management implementation, custom application development and full-service digital marketing, SilverTech provides an unexpectedly enjoyable experience to solving even the most complex business problems.

SilverTech has worked with other national and global brands such as Segway, Drexel University, Fulton Bank, State of New Hampshire Travel and Tourism, and Conservation International.

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