

▶ Client

Jephson Housing Group.

▶ Project

A kids' website.

▶ Background

Word Association created an extensive, interactive website for the Housing Group at www.jephson.org.uk which is well used by tenants. It is important to continually develop the site to maintain current interest and encourage new people to visit it.



▶ Objective

To make the whole family feel that they are being involved in their Housing Group by creating a special section of the website especially for youngsters.

▶ Our role

The best way to find out what youngsters want to see on a website is to ask the experts – the kids themselves. Word Association, therefore, decided to work with local youngsters who were enthusiastic to share their knowledge of all current trends such as pop music, fashion, TV and sport. Links to other fun sites were created including sporting organisations and music pages. Information and advice on issues which affect youngsters was also added under a 'problems' page, along with useful contact numbers for help and support. Word Association designed and developed the kids' section so that it can be maintained by the Housing Group itself in the future now that it is up and running.

▶ Results

Lots of local youngsters have now started logging on to a new kids section to find the best links to all the latest fun sites and tenants are pleased that the Housing Group is offering something specifically for youngsters.