Rising to the challenge

In early 2012, Adobe teamed up with The Global Society for Digital Marketing Innovators (SoDA) and Children's Miracle Network Hospitals to sponsor the HTML5-Off Challenge. The contest objective was to broaden awareness for Children's Miracle Network Hospitals and increase the click-through rate on donation pages, ultimately increasing overall website donations. Professionals were challenged to use Adobe Edge Animate to create an HTML5 solution for portions of the Children's Miracle Network Hospitals website.

Using Adobe Edge Animate, Adobe agency partner Terralever completed the challenge in less than a week. The agency's winning design is an immersive, colorful experience that focuses on enhancing the core donation process with an animated timeline that guides visitors through the website and helps them develop a more personal connection with the organization and the children in need.
Animation-inspired creativity

The Terralever UX team developed a concept that kept to the Children's Miracle Network Hospitals brand by focusing on the children. The goal was to step users into the donation process in a way that delivered a more personal connection before asking for sensitive information. Designers sketched a site map and wireframed the navigation and animation points that would drive the HTML5 user experience. The team also developed story boards for specific animations to guide the development process.

The main web page was designed in Adobe Photoshop, and serves as a starting and stopping point with animations in between. Using Photoshop, designers crafted a single web page with layered frames representing each state of the animation experience—and then imported the graphics files directly into Adobe Edge Animate to create animations. "Adobe Edge Animate has an incredibly intuitive user interface that helped our developers easily add multiple animations and user interactions to the website," says Randall Shimkus, senior vice president of interactive production at Terralever.

Terralever's winning design is now featured on the Children's Miracle Network Hospitals website. "Terralever's work really stood out to our entire team. Their design features our donation link on every page—that was a fantastic addition we feel will really improve online donations," says Nick Ward, senior director of information systems at Children's Miracle Network Hospitals. "They also provided playful features including a timeline with animations in between slides. The team at Terralever made the design easy for us to use since they obviously worked within our brand standards. We are just thrilled with the result."


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