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PHOENIX CHILDREN'S HOSPITAL

View the project: <http://action.phoenixchildrens.com/virtualtour/>

Background

Phoenix Children's Hospital, a progressive healthcare organization, needed an equally progressive web site for their new tower proposal.

The Kodis team began by reviewing architectural layouts of the project – one that was dependent on donor support to get underway. After analyzing the two-dimensional plans, they decided on a bold strategy: the entire presentation would be upgraded to 3D.

Strategy

Instead of looking at the proposed building in a traditional overhead point of view, potential donors would take a virtual tour of the new PCH building. From exterior to interior, site users would be able to experience the proposed tower in incredibly realistic detail.

To carry out their ambitious plan, Kodis's flash animation artists created meticulous 3D renderings of the proposed site. The finished renderings were combined with a highly intuitive, user-friendly navigation system. Instead of being locked into a "one-size-fits-all" tour, potential donors were empowered to view building sections at their own pace, creating individual experiences for each user.

Outcome

Kodis's intrinsically customized tour created a significant sense of project identification for users – and potential donors. The site's heightened interactivity created emotional investment in the proposal, helping to generate fiscal investment in the building.

Today, the completed PCH tower is carrying out its mission to help children in need – a mission that the Kodis Agency was honored to help move forward.

