



ROYAL
PHARMACEUTICAL
SOCIETY



Increasing Performance, Increasing Engagement

Cantarus was tasked with strengthening the RPS' digital presence, and in the process, streamline the user journey for all of the visitors to the site.



The Challenge

Strengthen the RPS' digital presence, providing a user-centric, device-agnostic experience for their members.

The Royal Pharmaceutical Society (RPS) is the professional membership body for pharmacists and pharmacy in Great Britain. The RPS provides guidance, tools and resources to help their members grow professionally, and is the voice of the profession in government and wider healthcare.

After an extensive discovery phase at the beginning of the project, Cantarus provided the RPS with the front-end and back-end capabilities to represent, connect, and support pharmacy professionals and pharmaceutical scientists throughout Great Britain.

Our Solution

Develop a responsive layout, overhaul the internal search function and create a dedicated resource library.

The RPS trusted Cantarus to build a website that would deliver a seamless digital experience regardless of the device used.

We built rpharms.com on a responsive framework, which adjusts all of the website's navigation elements and content depending on screen size. This design approach reduces the amount of clutter, as well as page loading times.

We created a consistent look and feel throughout the site, fostering familiarity, and strengthening the RPS brand. This immediately enhanced the user journey and created an intuitive and immersive experience.

In a further effort to improve member experience, we reduced the number of clicks required to access the most relevant content. This was achieved through the Cantarus mega menu module, which increases visibility of lower-level pages without the user needing to navigate through a complex menu structure.



The Result

An integrated, mobile-friendly site, which puts the user first.

It is now easier and quicker than ever for members to find the information they need.

By introducing a central resource centre, we consolidated resources that were previously dispersed across the site. The website's internal search function was also completely overhauled, introducing SEO benefits and supporting the RPS' analytics data with valuable insights into member search intent.