

- Situation**
- A nonprofit organization providing services and resources for people with visual impairments recently completed a merger with another entity
  - This merger warranted a rebranding of both entities under an umbrella brand
  - The website for the original nonprofit organization was not aligned with the umbrella brand or image
  - Additionally, the website did not effectively organize content, allow for easy navigation, or effectively leverage messaging for the intended audiences
  - Users were not finding significant value in the website as evidenced by a decrease in donations, an underutilized online store and little repeat traffic
  - The merger brought about a greater reliance on the website for information and as a primary source of communication creating an urgency to design a new site that could better serve the diverse audiences

- Objectives**
- Design a new site that is a model for accessibility, while exceeding web design standards
  - Create an engaging web presence that is user-friendly and easy-to-navigate that develops a better expression of the new brand identity
  - Leverage the new site to clearly support education and awareness to drive increased community involvement
  - Develop a website that clearly helps different sets of users quickly access the appropriate resources
  - Use the website to showcase events and programs while making the donation process simple and accessible

- Approach**
- Assessed existing infrastructure and conducted a thorough analysis of accessibility standards
  - Identified objectives and performance requirements for the new site, including critical features and functions
  - Drafted creative and technology briefs, design concepts and technical architecture
  - Researched the best methods to increase donations and web store traffic
  - Guided content development to ensure all objectives were met
  - Tested site rigorously for accessibility compliance and ease-of-use using objective 3rd party reviewers

- Results**
- The new site yielded a tenfold increase in online donations in the first 2 months of launch
  - The online store now has a prominent place on the site and features a fresh look and feel
  - All website content is current, relevant and reflects the new brand, which has helped to increase repeat traffic to the site
  - Users are finding a website that is more interactive allowing them to register for events, provide feedback and communicate with the organization online