

**Situation**

- A nonprofit organization providing services and resources for people with visual impairments recently completed a merger with another entity
- This merger warranted a re-branding 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