WEBSITE REDESIGN

BE-RUTH FOUNDATION, INC.

BRAND STRATEGY. MESSAGING. WEBSITE DESIGN.

CLIENT

The **Be-Ruth Foundation** (now The New Tenth Foundation) was a non-profit organization focused on empowering teen girls in STEAM education and activities. Having just undergone a rebrand, **Be-Ruth** needed to redevelop their website to reflect the new direction of their programming and synchronize their new brand identity with a blended audience of parents, teens, educators, and donors.

MISSION

Visitors of the old website design had trouble recognizing **Be-Ruth's** mission and audience. The new website needed to eliminate confusion for visitors and guide them to clear action. Visitors also needed to be able to register for virtual events and have a streamlined donor experience.

OUTCOME

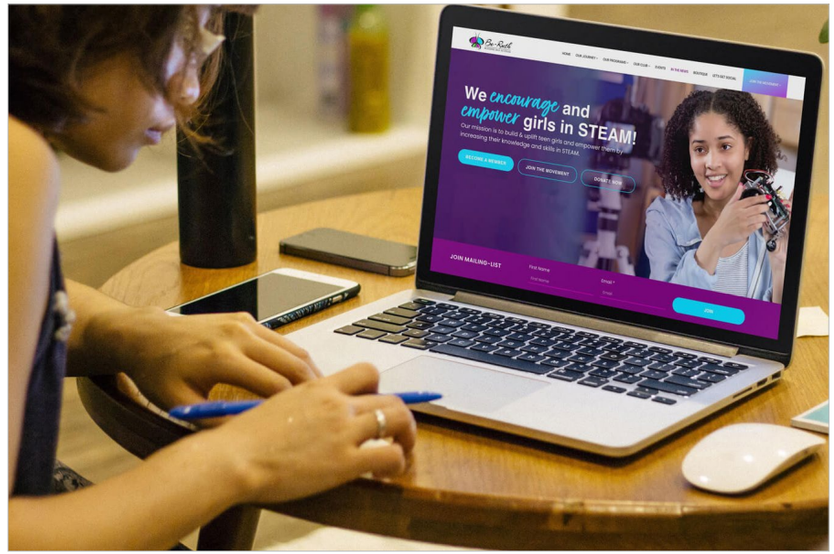
As Creative Director of this project, I led a team comprised of a graphic designer/ web developer and a digital marketing specialist. We built a new online home that embraced **Be-Ruth's** new visual identity, simplified their message, and clearly defined the user journey. The implementation of a CRM platform that allowed for back-end edits to be made by **Be-Ruth's** staff made event updates, communication, and fundraising more efficient.

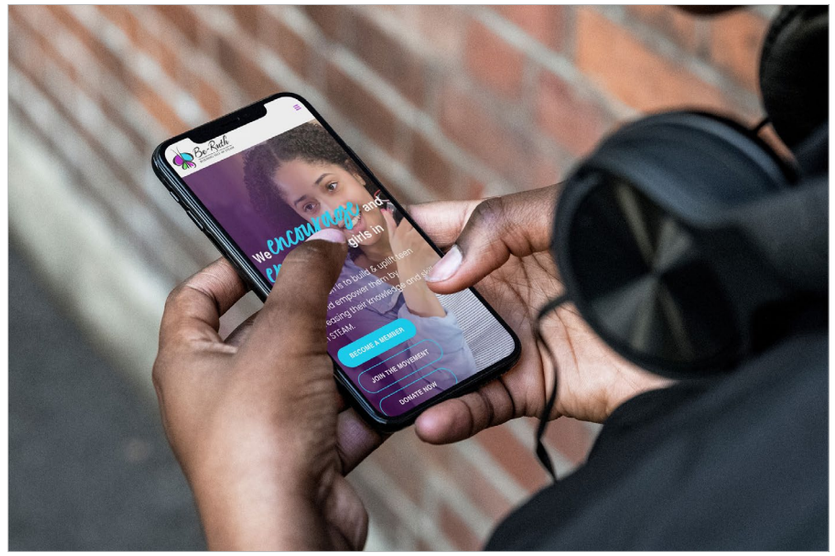
SERVICES

Web Design
Web Maintenance
SEO Research
Brand Strategy
Brand Messaging
CRM Implementation
Email Templates
Fundraising Platform

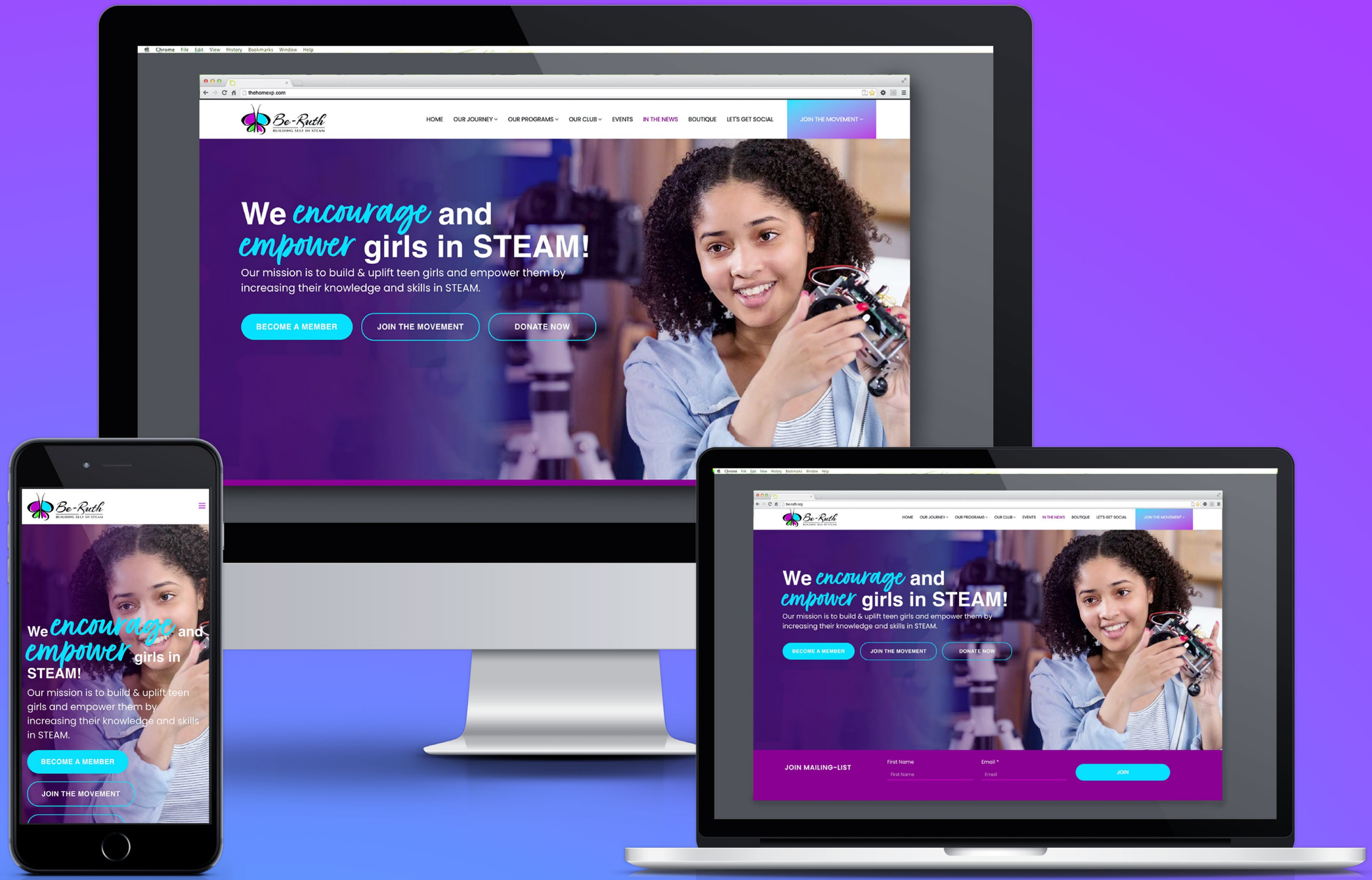
ROLE(S)

Creative Director
Copywriter
UX Designer





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Be-Ruth
BUILDING SELF IN STEAM
HOME
OUR JOURNEY
OUR PROGRAMS
OUR CLUB
EVENTS
IN THE NEWS
BOUTIQUE
LET'S GET SOCIAL
JOIN THE MOVEMENT
We encourage and empower girls in STEAM!
Our mission is to build & uplift teen girls and empower them by increasing their knowledge and skills in STEAM.
BECOME A MEMBER
JOIN THE MOVEMENT
DONATE NOW
JOIN MAILING-LIST
First Name
Email *
JOIN

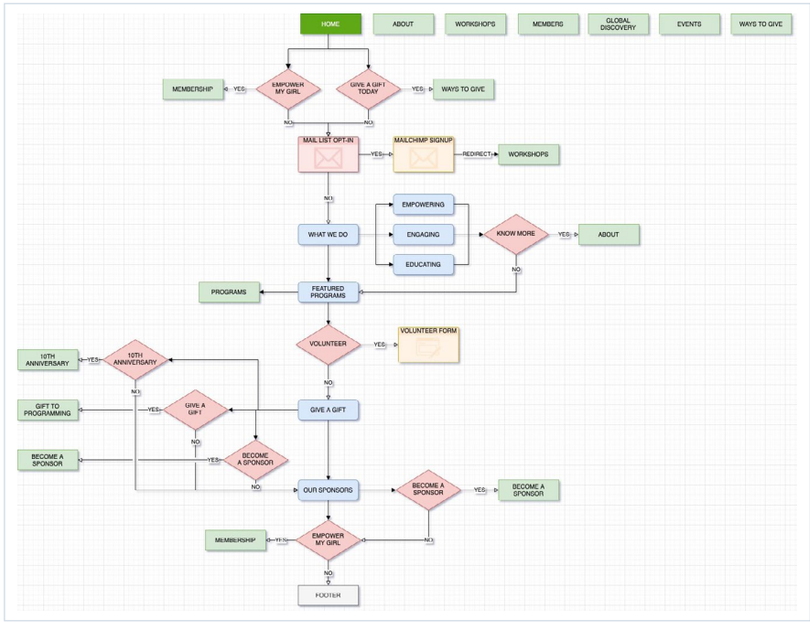
STRATEGY + DESIGN

The first step was defining the user journey by building a map of the user journey.

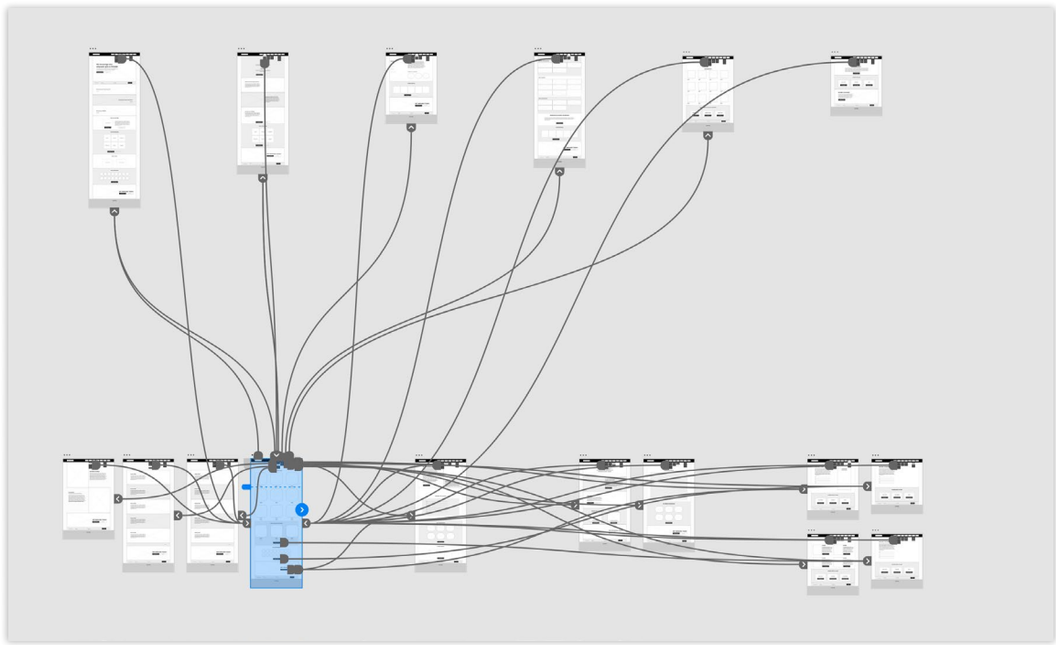
Understanding what a potential visitor will come to the website for and building the pathway for them is the intention of the user journey map. Maintaining a solid structure for the “other” visitor(s) who has a different reason for visiting was the biggest challenge.

This vital step in the UX development is the foundation for all following design. Wireframes to visualize the user journey and prototype designs were built based on this foundation.

USER JOURNEY MAP



WIREFRAME USER JOURNEY MAP

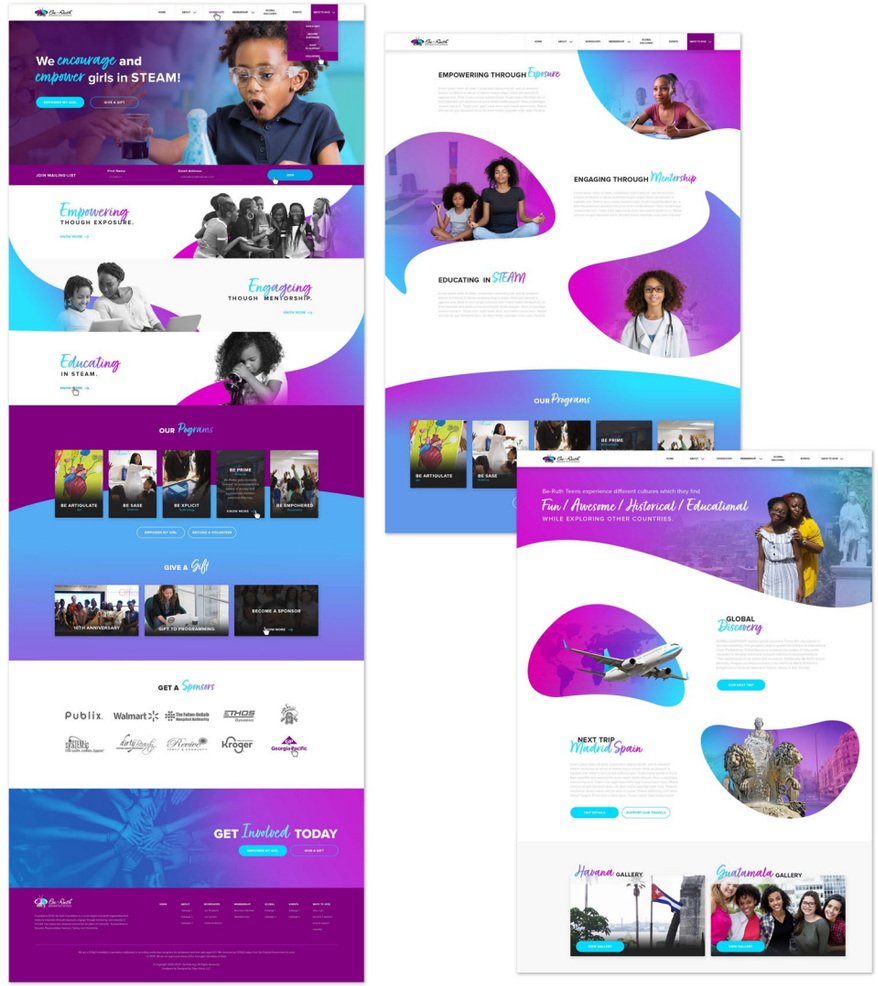


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WIREFRAMES



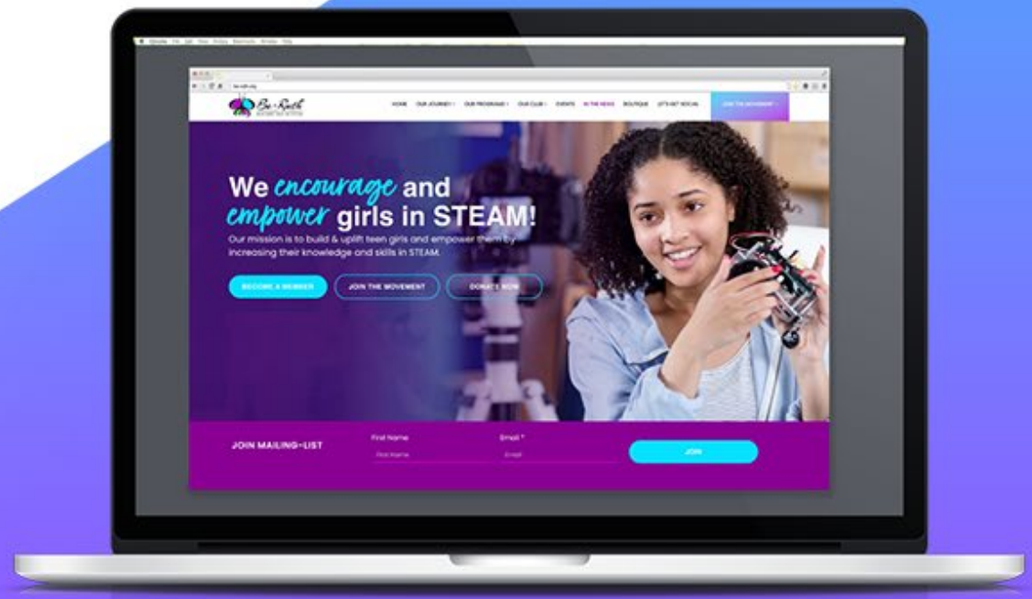
PROTOTYPE



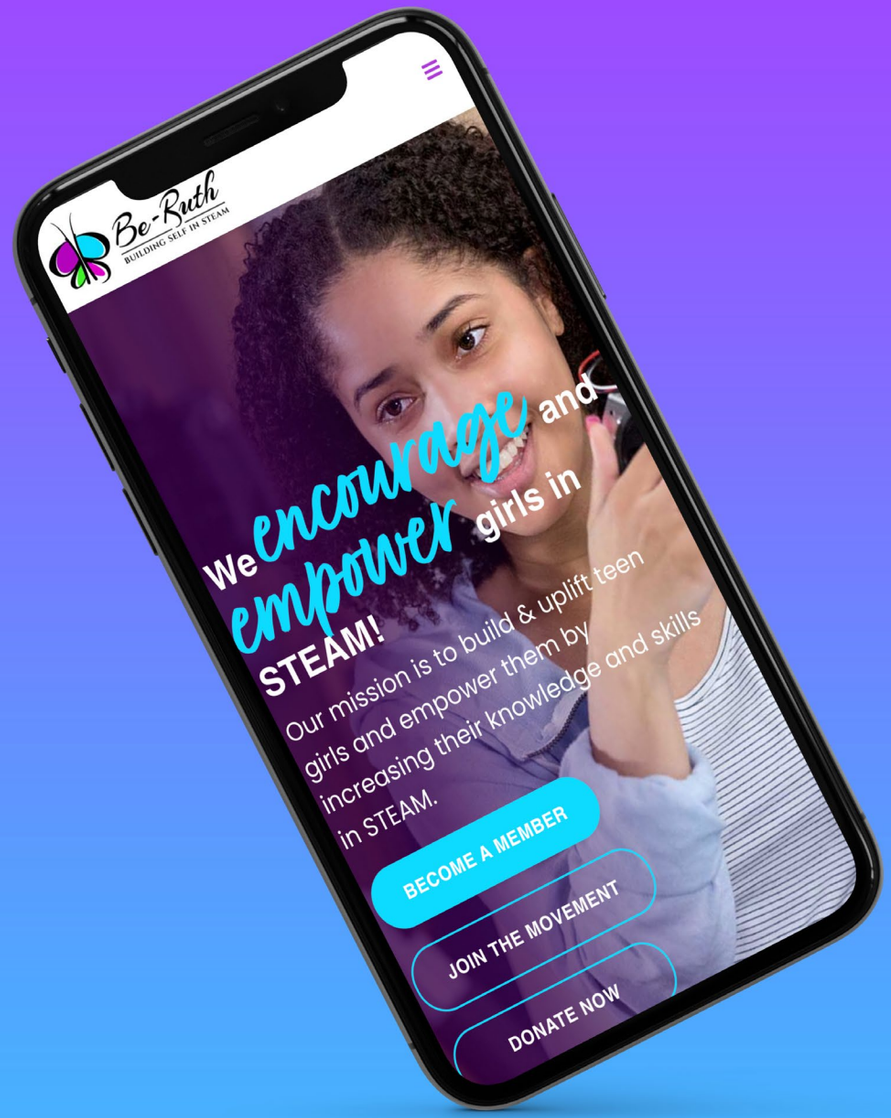
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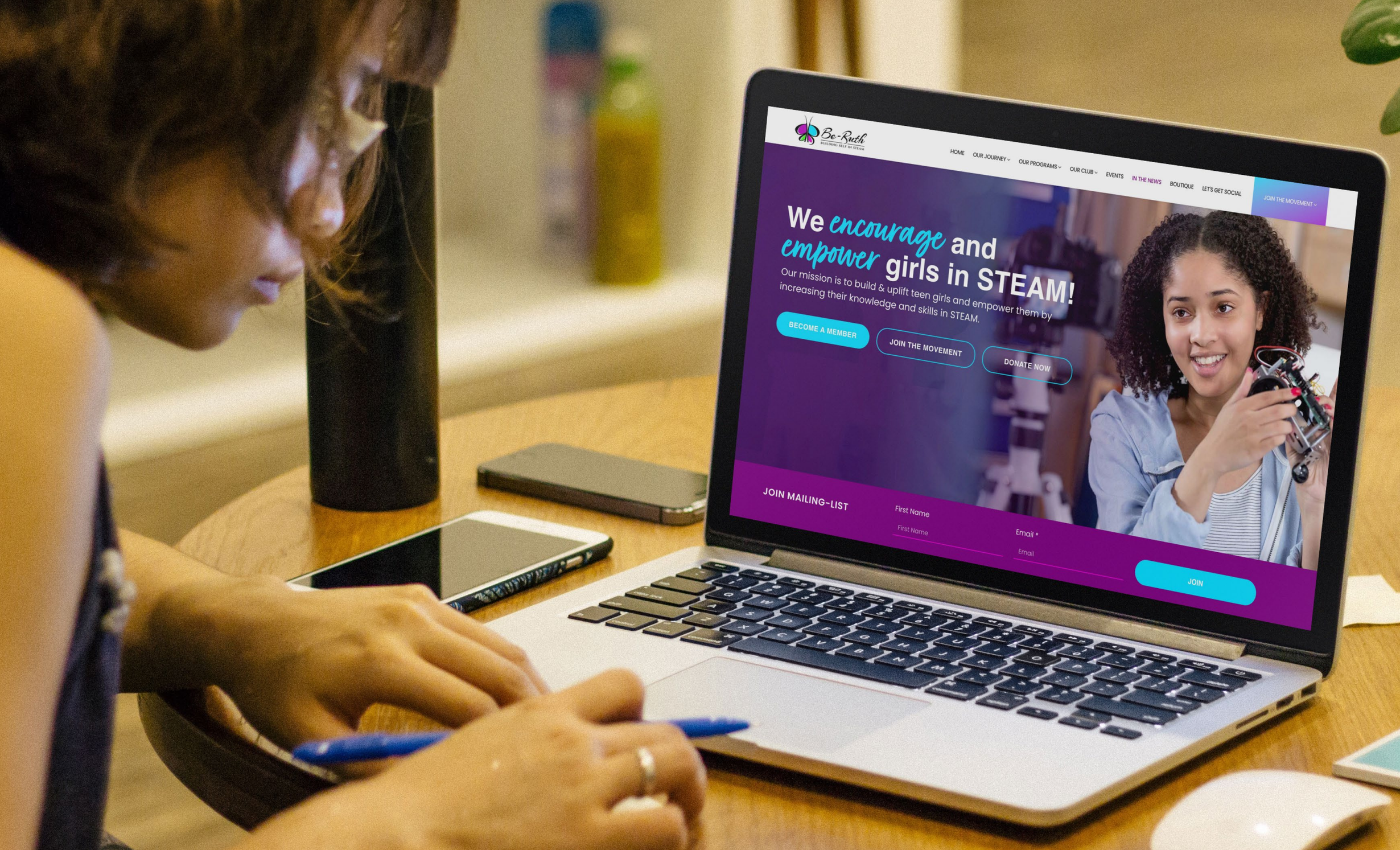
BEFORE





AFTER


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Our mission is to build & uplift teen girls and empower them by increasing their knowledge and skills in STEAM.
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