

West Des Moines Historical Society

The Challenge.

The West Des Moines Historical Society is a 501(c)3 volunteer-based organization dedicated to community enrichment through education, preservation, and celebration of the history and the heritage of the greater West Des Moines area and its environs.

Most challenging part of this project was to develop a design to showcase the history and cultural heritage of the area while appealing to younger audience. Being a nonprofit, they also needed a simple and easy to use payment processing system to accept online donations and membership dues.

The Solution.

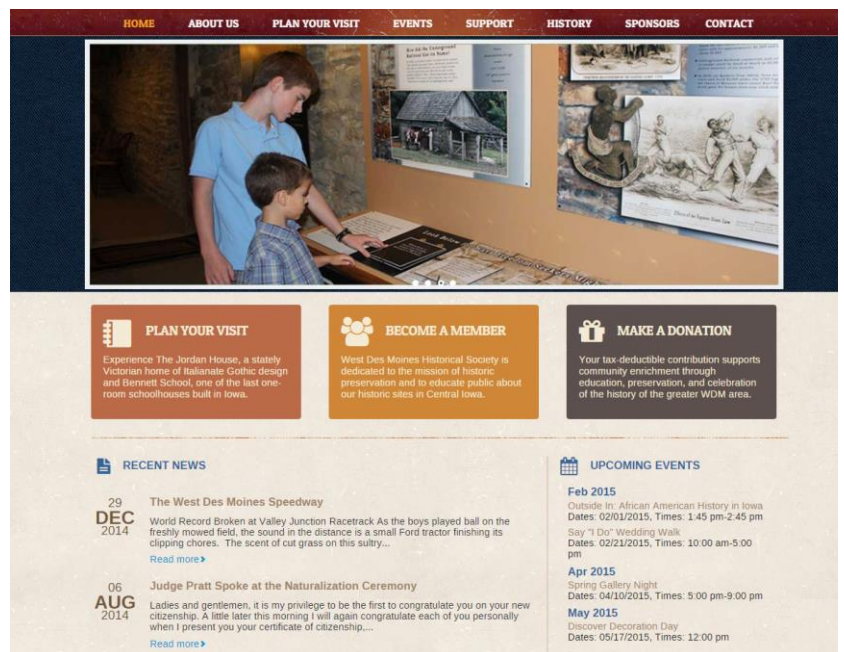
WDMHS management and board understood that in order to be a viable organization in long run, it is critical to engage younger families and get them involved. For most visitors, website is the first experience and interaction with the WDMHS. To deliver an outstanding user experience, it was critical that homepage didn't feel outdated and too wordy. We delivered this by carefully integrating historical information with latest news and events on the homepage to create a website that has something for everyone. For payment processing, we replaced clunky PayPal interface with intuitive onsite payment processing using Stripe.

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ORIGINAL DESIGN



UPDATED DESIGN



PROJECT SCOPE:
 Fully Responsive Web Design
 Payment Processing
 Mobile Website