
CASE STUDY #3: ONLINE MEMBERSHIP DIRECTORY AND DATABASE DEVELOPMENT

CLIENT: Technology Membership Organization / Business

LOCATION: Maryland

TIMELINE: 2012 – 2015

Challenge: Enhance online membership directory with new design, functionality and connectivity to members' database and events registration process and help increase revenue.

Project: Develop creative team to provide design, writing and development to include a graphic designer/art director, copywriter, and interactive developer. Perform overall assessment of current website and database; provide recommendations; develop and present concepts, content enhancements, functionality, site hierarchy, event registration process enhancements, and database enhancements/requirements.

Results: All new website enhancements launched within 18 months and successfully garnering increased event registration, membership renewals, and database growth.