

WEBSITE REDESIGN PROPOSAL

Client: Oregon Area Historical Society

Designer: Miranda Smith, Mackenna Bauman, Mat Adams

Project Start Date: 9.14.22

ISSUES

Oregon Area Historical Society has been preserving and maintaining the town of Oregon's rich history since 1987. While this has been hugely beneficial to the community, it has left the volunteers with the overwhelming task of keeping decades of information organized. The website is a museum in itself and requires more attention than the volunteers are able to provide.

As a result the website has an outdated appearance and lacks organization. Users find it difficult to navigate through the plethora of information on the site, and think the site's appearance is displeasing.

Given that the society relies on funds coming from donations, events and the museum store, it's essential that they have a website that engages their users and encourages participation in the many areas that keep the society alive.

SOLUTIONS

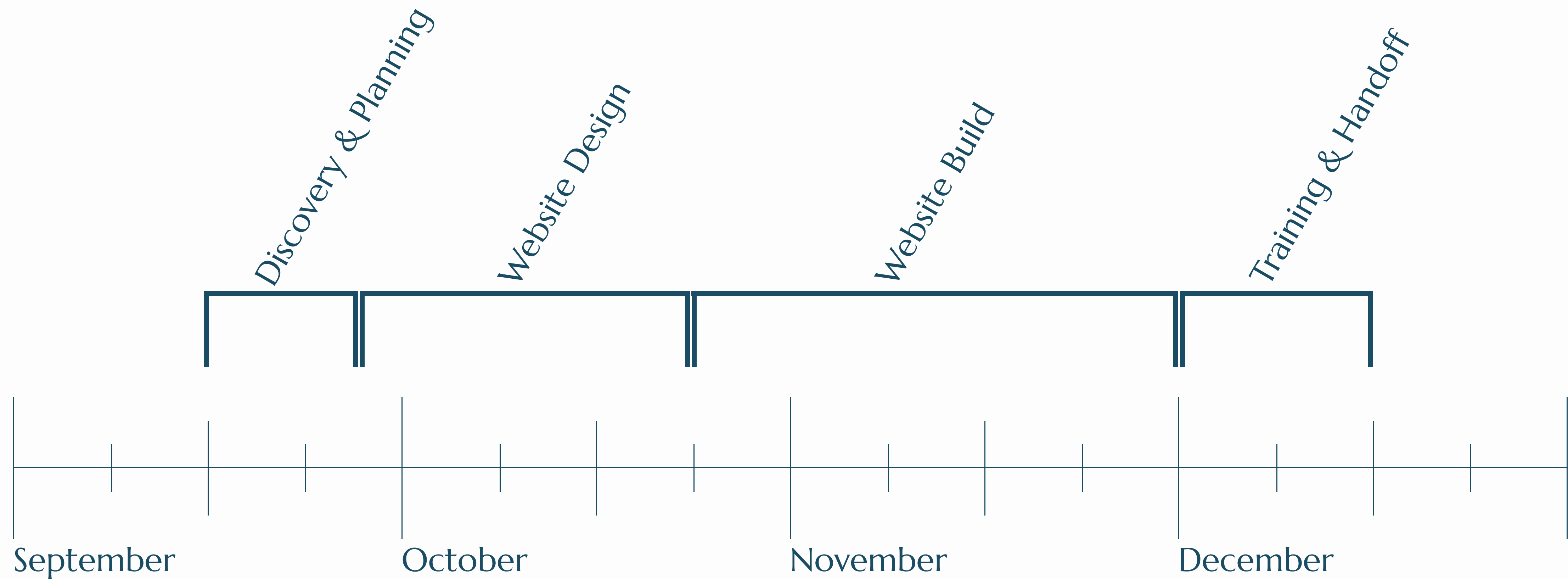
By archiving some of the existing content on the site, we will be able to focus the user's attention on the most important aspects of the society — featured content, donations, events and volunteer opportunities.

Since we are working with the amount of information that we are, we will build an effective archival system that will allow users to access all the information on the site in a well-organized location, but isn't the main focus of the site.

By making the website responsive, we are allowing users the opportunity to easily use the site whether they are on a desktop computer, a tablet, or a smartphone. This will result in more traffic coming through the site, and more user engagement.

All of this is aimed at giving the user a more enjoyable experience which will result in more donations, better attendance for events, and more people interested in volunteering.

TIMELINE



INVESTMENT

Discovery & Planning

- A thorough review of the current website
- Client discussion regarding problems and intentions
- Initial design proposals — color palettes, typography, vibe
- Client discussion regarding project direction and approval

25hrs

\$10000

Website Build

- Build initial site structure
- Importing images and copy from site design
- Applying color palette, typography and image treatments
- Testing and launching the site

120hrs

\$48000

Website Design

- Design of three (3) potential homepage layouts for approval
- Copy and Image sourcing from current website
- Apply approved colors, typography, theme and layout to ten (10) pages including: homepage, about us, events, donate, volunteer, museum, shop, contact and historical archive

60hrs

\$24000

Training & Handoff

- Create training materials for hand-off meeting
- Create a list of online resources for reference
- Hand-off meeting with the administrator to ensure working knowledge of how to operate and maintain the site

9hrs

\$3600

THERE IS NO ACTUAL COST FOR THIS PROJECT

Total

\$70200