



# from bland to brilliant

a shining website redesign

a case study featuring

***Duet: Partners in Health & Aging***

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## Websites

### *What do you do when your website is showing its age?*

We've heard it time and time again. "We just spent a big chunk of money to have our website designed and it just doesn't work for us." Sometimes 10 years feels more like "just" yesterday.

When your website starts to show its age it's time to give it new life. Especially when it's not doing what it needs to, like bring in leads or donors. Perhaps you have changes you want to make but can't because of the way it was built. Or it just plain looks like it's straight out of the 90's.

Duet identified that their website was aging and sought out Pixa to help revitalize it.

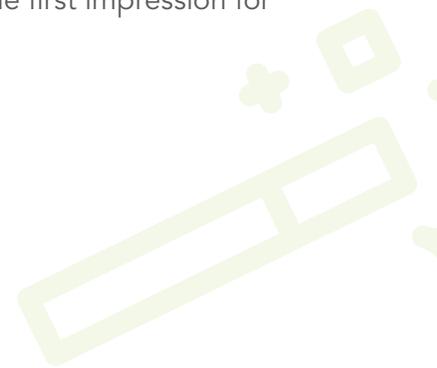
*Duet is a local 501(c)3 organization that promotes health and well-being through a broad range of services to homebound adults, family caregivers, faith communities, and grandparents raising grandchildren.*



They came to Pixa saying their site was bland and outdated and no longer represented the high-quality services they provide to their volunteers, clients and donors. The website is often the first impression for those potential audiences and unfortunately for Duet, it wasn't a great experience.

#### *DUET'S OLD SITE:*

- *Bland*
- *Difficult to navigate*
- *Not mobile friendly*



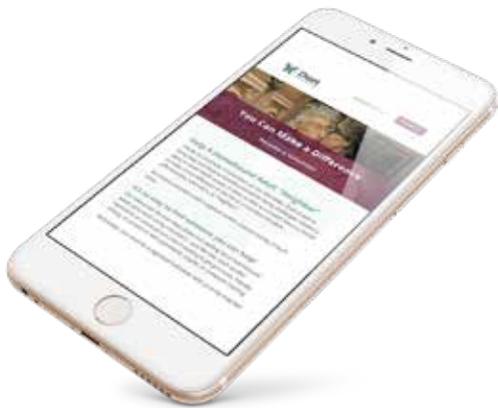
Duet did a great job identifying the major things they needed in the new website.

The site needed to:

- Make it easy for someone to understand how to become a volunteer
- Make a case for donors to support Duet's worthy cause.
- Better explain Duet's range of services and how Duet can help improve the lives of those in our community who need help with senior care

Duet clearly did their homework! They were keeping their main audience in mind– volunteers, clients and donors, as they talked about what the site needed to do.

### *The must-haves for the new site in terms of functionality:*



INTUITIVE NAVIGATION



MOBILE FRIENDLY



VISUALLY APPEALING



NEWSLETTER SIGN-UP



SHORTENED CONTENT



EVENTS CALENDAR

Easy peasy! Right? Our web people waived their magic wands and poof! A new website was born. Well, not exactly. Through collaboration, critical thinking, copy writing and a lot of hard work Duet now has a shiny new website.

Custom photography and shortened content is key for today's fast-paced world. Information is easy to read and understand at a glance.

By keeping the objectives and the target audience in mind, Duet now has a website that is a great first impression and represents the quality service they provide for their donors, volunteers and clients.

*“Pixa turned our vision of having a streamlined and enhanced user experience, into reality. The new website is helping drive awareness for Duet and engaging the community to volunteer, donate, and ask for help.”*

– Nichole Barnes, Director of Communications

# oh, hey there!

Allow me to introduce myself...or should i say selves?  
Pixa is actually split into two mini brands, Pixa Creative & Pixa Direct.  
Two is better than one, right? We like to think so.

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Our super skilled marketing department, where we combine talented design with innovation and execution.



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& DESIGN



LEAD  
GENERATION



DONOR  
NURTURING

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MARKETING

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*Are you thinking what we're thinking? Think Pixa for all things strategy & design!*