



# Website Development for Nonprofit Organization

## PROJECT DETAILS

 Web Development

 Jan 2021 - May 2021

 \$10,000 to \$49,999

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*"Every person at GEL Studios was passionate about what they did, which was reflected in their work."*

## PROJECT SUMMARY

GEL Studios helped a nonprofit organization develop a website. After discussing the project goals and objectives, the team focused on the content, structure, mockups, wireframes, payment method, and designs.

## PROJECT FEEDBACK




GEL Studios professionally built the website within the budget and deadlines, which benefited the company's digital activities and increased the number of users by 5%, as well as sessions, inquiries, and requests. They maintained solid communication, discussing progress, amendments, and demands.



## The Client

Please describe your company and your position there.

I am the Digital Marketing Manager at Thames Hospice, a charity based in Berkshire. Thames Hospice is a leading UK Hospice providing inpatient and community palliative and end-of-life care services to people aged 16 and over across East Berkshire and South Buckinghamshire.

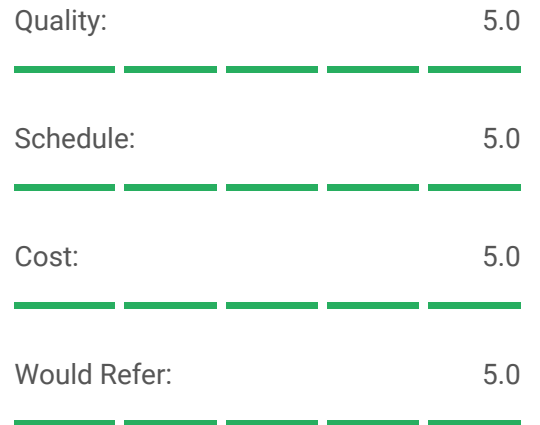
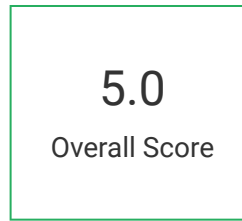
-  Digital Marketing Manager, Thames Hospice
-  Nonprofit
-  United Kingdom

## The Challenge

For what projects/services did your company hire GEL Studios, and what were your goals?

We appointed Gel Studios in January 2021 on a monthly retainer contract for web development support and hosting, and to build a brand new website. We had outgrown our current website and web developer, and do not have an in-house team. The website had become outdated with a clunky user experience. We required Gel Studios to develop a new website using our existing Modx platform, which aligned to the expansion of our organisation, with a fresh revamped look within our strong brand to coincide with the opening of our new premises.

### CLIENT RATING



## The Approach

### How did you select this vendor and what were the deciding factors?

Gel Studios were recommended by our existing freelance web developer. We needed an agency which specialised in using Modx. We also shortlisted another 4 agencies from online research. After conducting interviews with all 5 agencies we appointed Gel Studios as we were impressed with their expertise, experience and their competitive prices for us as a non-profit.

### Describe the scope of work in detail, including the project steps, key deliverables, and technologies used.

We had an initial kick-off meeting to discuss the goals and objectives of our new website project. We assessed the key content areas that we required from our diverse web users, and using existing analytics from our old site. From there Gel Studios delivered a menu structure, mock-ups and wireframes for the design of the site and to map out the user journey. Working together we amended these until we had the right design and structure in place. The pages were then infilled with content from us and the team at Gel Studios.

We also required a fully integrated online shop setting up using Stripe payment processing, a secure job application portal, and a number of donation forms which were integrated with Donorfy using their API so they could handle data collection and process payments using Stripe or GoCardless. We then set up a rolling monthly retainer for ongoing web development and digital marketing support.





## How many people from the vendor's team worked with you, and what were their positions?

The Managing Director was our first initial point of contact, and our relationship was then managed with the team's Client Director. Our key points of contact within the team was the creative director for the design of the site and the dev team lead for the development. Since then we have worked with the majority of the team in design, development and digital marketing.

## The Outcome

### Can you share any measurable outcomes of the project or general feedback about the deliverables?

The new website was delivered professionally, within budget and on time, with a seamless crossover from our old site. They have added huge value to our digital activities. In the first year of launching our new website we noticed a 5% increase in new users, with an increase in sessions and pages. The simple contact form developed on the site has resulted in a large increase in online enquiries, furniture collection requests and fundraising enquiries. The e-commerce interface has improved

### Describe their project management style, including communication tools and timeliness.

Communication between Gel Studios is excellent. During the initial stages of the project we had regular video conferences with the team who were designing and developing the site, so that they could walk us through their progress and we could discuss in real time our thoughts and amends. The whole team always respond in a timely manner and will always strive to respond to any urgent communications. Gel Studios used Active Collab to manage projects and it is a great planning tool to manage our monthly retainer, raise any discussions and request support.





## What did you find most impressive or unique about this company?

The whole team are experts in what they do. They are a great bunch of people to work with, it is easy to form a great working relationship with the team which makes working together effortless. They are very responsive to our needs and will always strive to answer any of our demands or requests. Every person at GEL Studios was passionate about what they did, which was reflected in their work.

## Are there any areas for improvement or something they could have done differently?

There were some very minor teething problems when the site was first launched, which were all dealt with in a timely and professional manner. The integration with Donorfy was not as seamless as first expected, but Nate the dev team lead at Gel Studios has been committed to improving this process and has dedicated much of his time and resource in improving this integration to reduce our admin time, and create a smooth process.

