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Massachusetts Women's Political Caucus :: Website redesign and Corporate Identity

The Massachusetts Women's Political Caucus is a multi-partisan organization that promotes the participation and involvement of women of all ages in the political process. The organization was founded in 1971 for the purpose of increasing the number of women elected and appointed to public office and public policy positions.

challenges

Although MWPC is a powerful women's organization with strong political clout, their website didn't present the organization in a confident, professional manner. It was also limited functionally with no ability to interact online with users. The website update needed to:

- Visually present a polished and professional image that more accurately reflects the organization

- Offer an online e-commerce function to allow the organization to interact with its membership and facilitate transactions

- Have administrative control to make updates to events, PR, and news items listed on the homepage

- Design the site for easy information download and printing

solution

The creative strategy included clean and simple visual design that highlighted the organizations diversity. Images of women characterizing the membership were included to help humanize an otherwise faceless organization.

The technical strategy incorporated multiple layers of secure e-commerce functionality. An online system to accept donations, membership payment, sponsorships, and event registration and payment, was developed to accommodate two separate online merchant accounts. The navigation organized the rather in-depth information into easily accessible bits that were printer-friendly for easy download and printing.

In order for MWPC to be able to update current news and information on their homepage, ActiveEdge added the software package Contribute to give the MWPC administrative staff the ability to update information in select areas without corrupting the templates and cascading style sheets of the web programming. This ensured that the visual integrity of the website remained consistent while providing the flexibility in content management for the organization.

results

The MWPC web site exudes the confidence, strength, and savvy that typifies the organization. It reflects the sophistication of its membership, portrays a forward-thinking proficiency, smooths the dissemination of critical information, and speeds and facilitates the processing of all its revenue generating functions.

deliverables

- New Corporate Identity
- New Web Site Design and Development
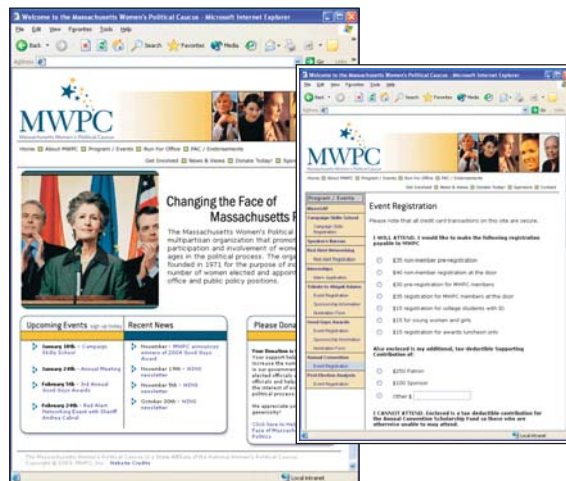- e-commerce functionality

applications / software used

- Unix (Solaris) based server
- Dreamweaver
- Adobe Illustrator
- Adobe PhotoShop
- Contribute
- VeriSign Payflow Link
- PHP Programming
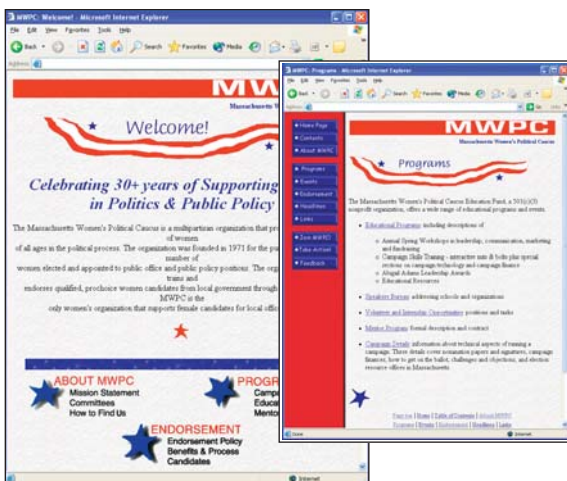
OLD WEBSITE ::
MWPC's previous website was dated, lacked visual appeal. Information was disorganized with no clear-cut navigation, causing confusion for users visiting the site.

NEW WEBSITE ::
The new site delivers a more user friendly experience. The navigation system organizes information and sections of the site. Photographic images visually communicate the diversity and professionalism of the membership.

CORPORATE IDENTITY ::
The new identity is fresh, simplistic and bold. The stars themselves are as symbolic as they are progressive rising out from the large cap initials. A twist on the patriotic feel of this progressive organization is visually represented in a classic blue and sophisticated gold as its color scheme.

MWPC
Massachusetts Women's Political Caucus