

Case Study: Building a Non-Profit Website with WordPress

Client Overview

A mission-driven non-profit organization approached ZetaMu Consulting to create a new digital presence. Their existing site was outdated, difficult to navigate, and lacked the functionality needed to engage donors, volunteers, and the community. They sought a modern, responsive WordPress site that reflected their mission and could be easily updated by their in-house team.

The Challenge

- Outdated design that did not reflect the organization's mission.
- No clear pathways for donor engagement or volunteer sign-up.
- Inconsistent content structure and poor mobile experience.
- Limited technical skills within the organization to maintain the site.

The ZetaMu Approach

1. *Understanding the Root Cause*

Through discovery sessions, we identified that the primary issues were:

- User navigation confusion.
- Lack of storytelling through visuals.
- No clear call-to-action for donations or volunteer sign-ups.

2. *Defining the MVP (Minimal Viable Product)*

We prioritized an MVP that focused on delivering:

- A homepage that communicated impact.
- A streamlined donation process.
- An events calendar.
- A volunteer registration form.

3. *Wireframing & Proof of Concept*

Comment: Wireframes helped the organization's board visualize the structure and user flow before any development began. This early-stage alignment saved both time and cost, minimized back-and-forth edits, and ensured the site's priorities were clear.

4. *Agile Development with Stakeholder Involvement*

We adopted an agile process with regular sprint reviews involving board members and staff. Content was populated in parallel with development, and UAT was conducted iteratively to ensure the site met user expectations at every step.

Optimization Highlights

- Custom WordPress theme designed for non-profits.
- Integrated donation gateway with recurring donation options.
- Event management system for community activities.
- Mobile-first design for accessibility on all devices.
- SEO-optimized structure for improved visibility.

The Results

- **On-Time Launch:** The site launched on time and within budget.
- **Increased Donations:** Online donations rose by 40% within the first 3 months.
- **Volunteer Growth:** Volunteer sign-ups doubled compared to the old site.
- **Client Empowerment:** The non-profit's team can now update content without technical support.

Key Takeaways

- Wireframes and proof of concept reduce uncertainty and speed up development.
- MVP focus ensures essential features are delivered first.
- Agile collaboration with stakeholders ensures quality and relevance.

- Empowering the client with easy content management increases long-term sustainability.