

## CASE STUDY

The Block House Creek Homeowners Association (BHC) struggled to operate a clean, visually attractive and easy to navigate website. BHC's ultimate goal was to reduce reliance on printed communication

by encouraging members to utilize the website as their primary source of information, eliminating the cost and manpower required to produce, print and distribute a monthly newsletter.

BHC leaders wanted "the ability to provide rapid information dissemination", as well as "see website hits skyrocket". They felt their current site was "poorly designed, lacking visual appeal, difficult to maneuver, time consuming for users, laden with hard to find important documents as well as non-essential trivia, and because the management program was outdated and not cross-platform, difficult for site managers to maintain."

The solution for BHC was a complete redesign of their website with very specific goals in mind. The new site needed consistent branding and an inviting user experience that included optimized navigation, a memorable domain name, an opt-in mailing list for newsletter distribution and a custom backend content management system for updating association news.

The final product was a user-friendly website that met all the needs of BHC. Here's what they had to say about working with White Glove:

*"Throughout the redesign process, we were ecstatic to find that our every requirement and every objective was not only being met, but surpassed. We knew early on that our horrendous challenges were behind us. On final review, clearly, all the hurdles had been crossed."*

“ Thanks to the expertise, teamwork, and support of the White Glove staff, we now have a strong site that is experiencing an impressive number of hits and continues to grow rapidly. ”

## PROJECT SNAPSHOT

### CLIENT NAME:

*Block House Creek Homeowners Association*

### LINE OF BUSINESS:

*Homeowner Association*

### GOALS:

*Reduce the costs associated with the production, printing, and distribution of all association information through a monthly newsletter by driving traffic to the BHC's website.*

### CHALLENGES:

*The website lacked*

- *visual appeal*
- *user opt-in*
- *intuitive navigation*
- *positive user experience*
- *consistent member traffic*
- *functional content management*

### SOLUTIONS:

*Complete site redesign with*

- *improved user interface*
- *optimized navigation menu*
- *new domain name*
- *user opt-in for email newsletter*
- *custom backend content management system for updating association news*

### RESULTS:

*The Block House Creek Homeowners Association has seen marked improvements in both traffic and user interaction since the launch of their redesigned website.*