



## St. Ann's Home, Inc. Website Case Study

Since 1925, the mission of St. Ann's Home & School has been to support, nurture, rehabilitate, educate, and advocate for children, adolescents, and young adults who are faced with serious emotional, behavioral, and mental health challenges and learning disabilities. By providing high-quality, state-of-the-art programming and services in collaboration with these children, their families, and other community and state agencies and resources, St. Ann's assists them in overcoming their disabilities in the least restrictive setting.

### Problem

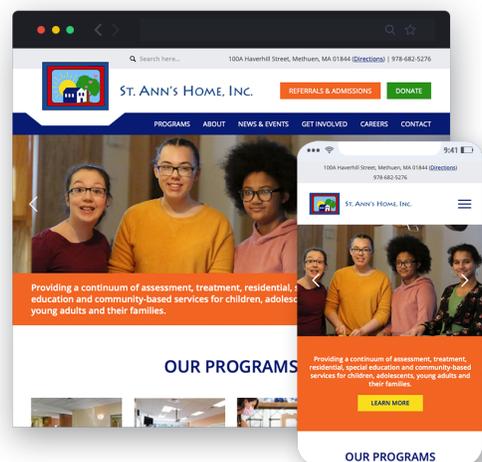
The St. Ann's website was a legacy site that needed a dramatic redesign and a complete overhaul that would help to better showcase their different programs and services, answer questions about admissions, and collect online donations.

### Our Solution

Tomo360 customized a new website with a contemporary theme and navigation that helps visitors connect with school information, employment opportunities, fundraising, and also shares news about the school.

Tomo360's experience in creating over 150 websites came into play as we organized this project for St. Ann's. We worked a very specific process in order to secure buy-in for the new design and other content changes with all departments and decision-makers.

To start, we began with several meetings to review the client's goals and expectations for the website. Next, we created a wireframe and reviewed it with the client for feedback. Finally, we designed and presented a mockup of the design in PDF to share with the client.



We also developed a content strategy, information architecture, and intuitive user-interface for all the pages. Tomo360 uses Basecamp as a project management system and communication tool with the client. Via Basecamp, we kept our client abreast of all changes big and small, and met weekly to approve all changes and discuss progress.

The new website and strategic messaging helped our client to launch a new digital presence as a top-notch home and school that provides a continuum of services for children, adolescents, young adults and their families.

**Success!**

“When we needed to overhaul our old website, we were excited to find an award-winning match right here in our own backyard. To say it was a challenging project is an understatement but Tomo360 greatly simplified the process for us and took us through it step by step, transforming our old website into an attractive, informational, and easy-to-navigate-site, for which we have received many compliments. Easy to work with, patient and highly professional describes everyone at Tomo360! What a find!” - **John J. Rice, Director of Development**

**Results:**

- A current website that is mobile responsive, and creates an interactive user experience
- Developed messaging to best target their target audiences
- Contemporary graphic design with corresponding visuals
- Much improved navigation and branding
- School programs are highlighted on the homepage
- Integrated newsletter signup pop-up
- Donation button encourages direct fundraising

