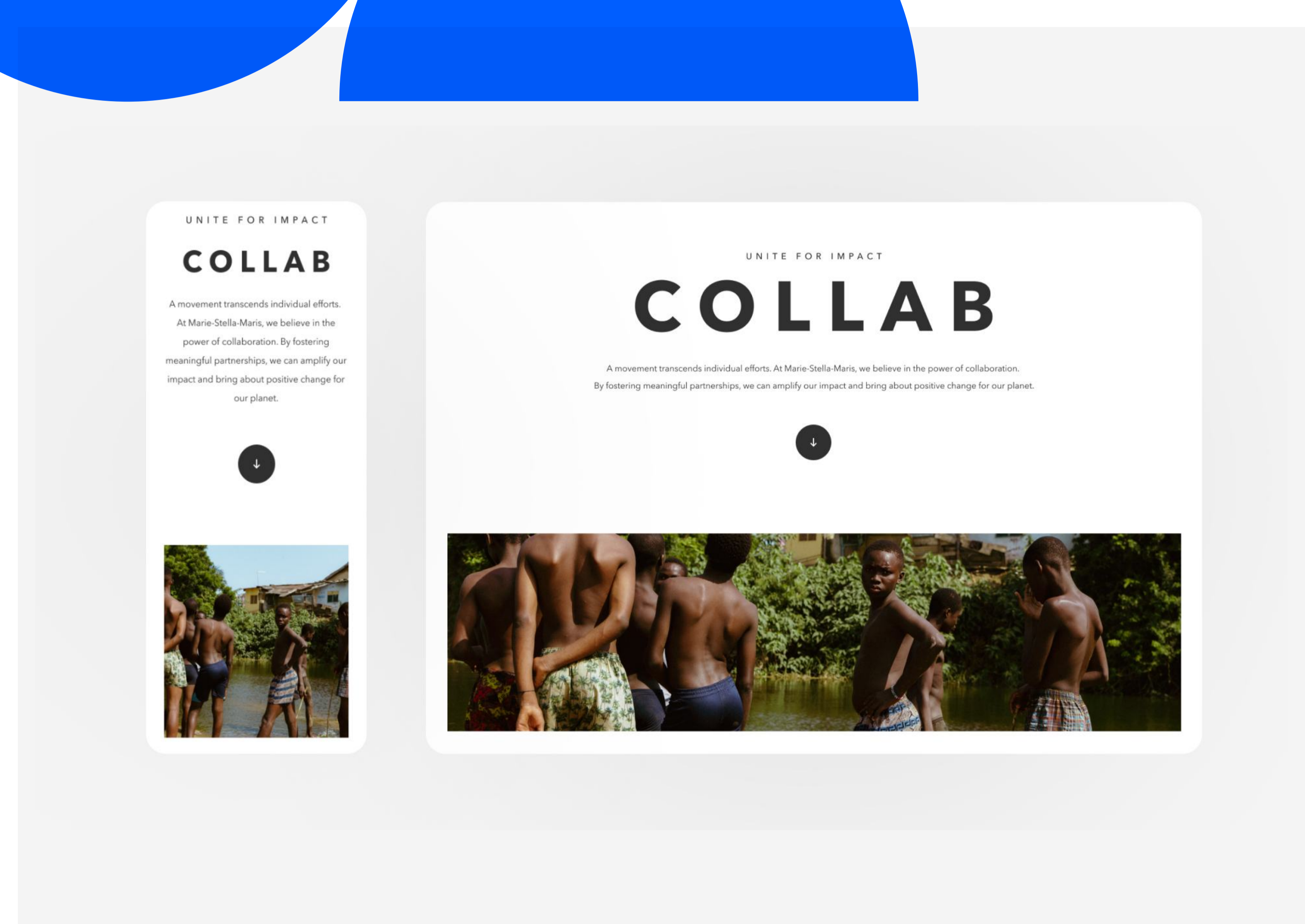




INTRODUCTION

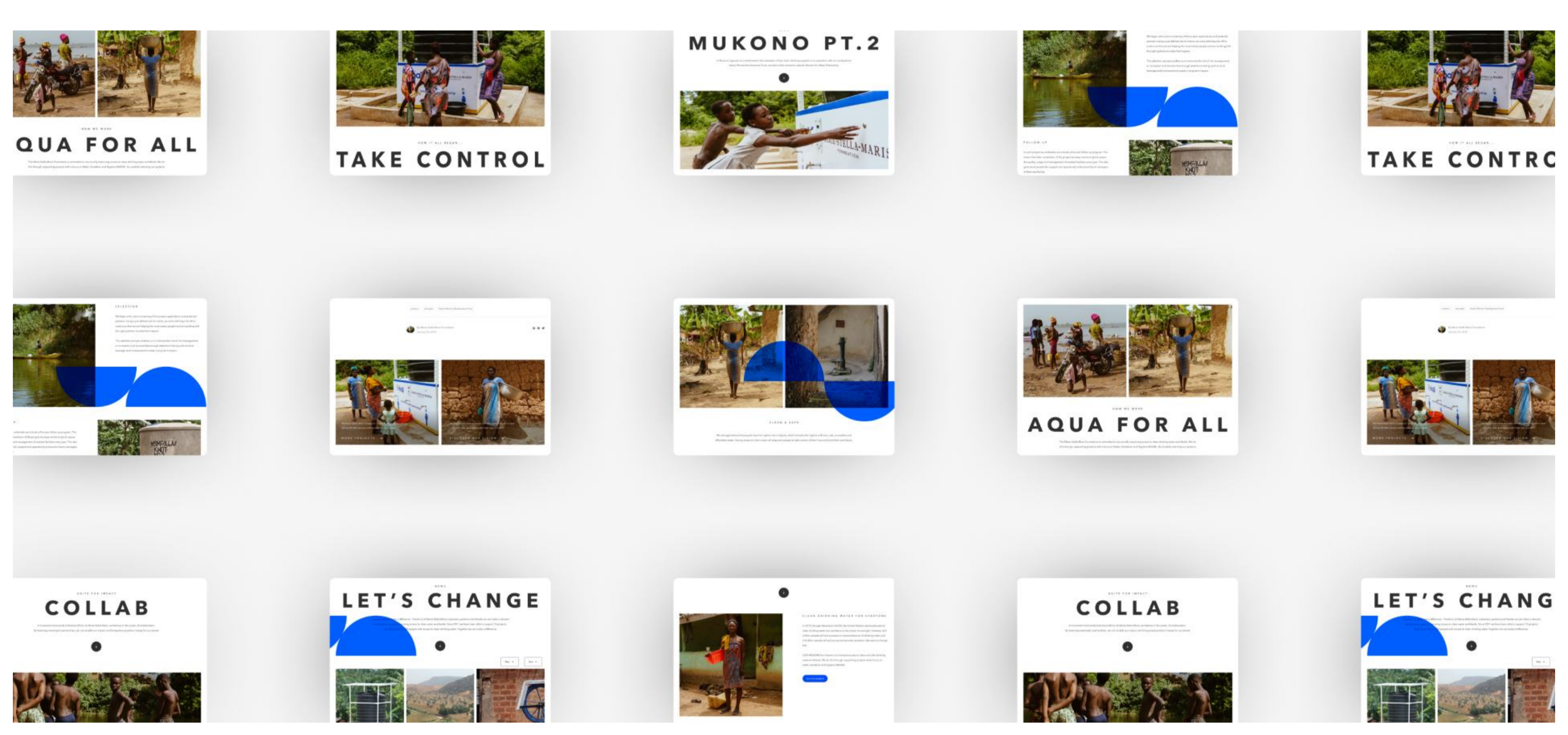
CLEAN WATER FOR EVERYONE



A REDESIGNED WEBSITE THAT WILL CHANGE THE WORLD.

The Creative Alchemy: To tackle the challenge of promoting global access to clean and safe drinking water, Elevate Digital and Marie-Stella-Maris worked together to transform the website, inspiring change and motivating its audience to take action sooner than later.

Our creative concept revolved around modernizing the website to enhance reliability and attractiveness. We introduced the color blue and new visual assets such as half blue circles to refresh the branding. With the new designs, we aspire to adhere to the WCAG AAA standard as much as possible. The website was redesigned with an improved user experience, clear menu structures, and consistent visual modules. The highlight was the development of a donation page that clearly communicates the value of donations, thus boosting conversion rates.



THE WEBSITE REDESIGN INVOLVED A COMPLETE OVERHAUL OF THE USER INTERFACE, NAVIGATION, AND CONTENT PRESENTATION.

The Art of Transformation: The team of Elevate Digital turned the website into an attractive and reliable design. The website redesign involved a complete overhaul of the user interface, navigation, and content presentation. Key features included:

- ENHANCED USER EXPERIENCE**
 We revamped the website's structure to ensure seamless navigation. This included easy access to information about the foundation's mission, sustainable products, and clean water projects.
- VISUAL STORYTELLING**
 We used impactful imagery and real-life stories to create an emotional connection between users and the cause. The addition of videos and testimonials allowed visitors to witness the impact of their support.
- DONATION INTEGRATION**
 We streamlined the donation process, making it simple for users to contribute to clean water projects directly from the website.
- CLEAN WATER FOR ALL**
 We have visually represented this concept by incorporating half blue circles on the website. The circle remains incomplete because even today, 2.2 billion people still lack access to safe drinking water, and 3.5 billion people lack access to safe sanitation. The Marie-Stella-Maris Foundation is working towards completing the circle.
- DOUBLE DIAMOND PROCESS**
 We followed the Double Diamond process, starting with divergence to gain insight into user needs and brand. This resulted in an improved user experience and visual branding. The half circles symbolized unity and continuity in the pursuit of clean water. Our concept of "Clean Water for All" served as the common thread, providing the website with a meaningful focus.



Thank you.

We hope you enjoyed (re)viewing our case for the Marie-Stella-Maris Foundation. If there are any questions or uncertainties, feel free to contact us at kiki@elevatedigital.nl