

Lighthouse Mission Ministries

Website Redesign - Case Study

Background | Process | Outcome

Background

Background

The Client

Lighthouse Mission Ministries is a non profit located in Bellingham, WA. They are a group that aims to break the cycle of homelessness through their multiple programs and outreach. They offer meals, a place to sleep, showers, stable housing, and ministry.

"Lighthouse Mission Ministries (LMM) aims to be a consistent friend to people in homelessness. This is done through four distinct programs that come alongside people, wherever they are at, to offer hope, give dignity, serve, and support as they undertake the difficult work of leaving homelessness behind."



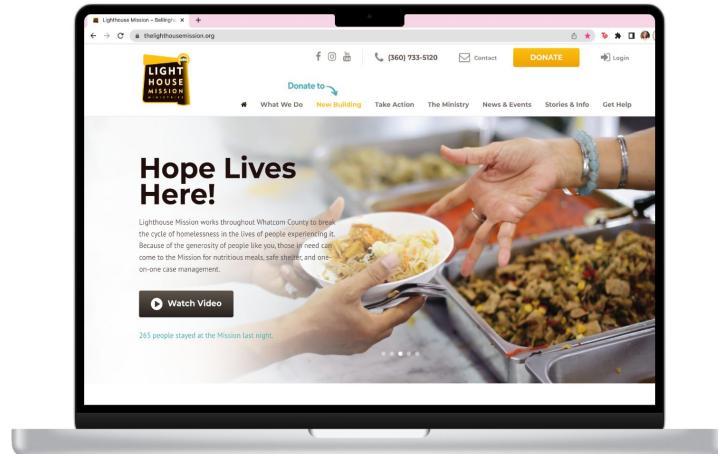
[DONATE](#)



Background

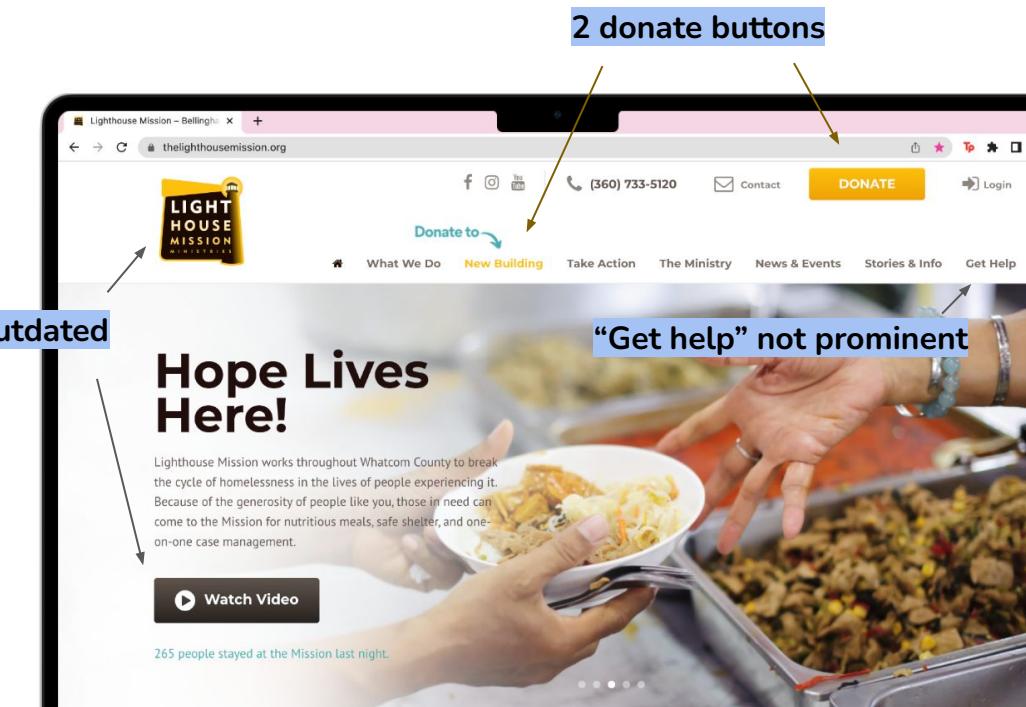
The Problem

The main problem I wanted to address with this redesign was simplifying the steps for finding resources for someone seeking help through LMM. The site lacks proper hierarchy of information, and looks chaotic when first arriving to the homepage. I want users to find the information they are looking for quickly with as little clicks as possible.



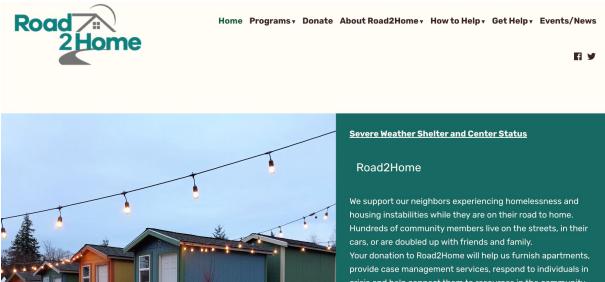
The Solution

With this redesign, I wanted to restructure the site to give it a simpler and more modern look, as well as condense information. The three main reasons why someone would be visiting the Lighthouse would be for donations, volunteering, or to get help. Information currently gets lost in the different user paths, and in this redesign, I want all questions to be answered within the first 3 clicks.



Process

Competitors



The screenshot shows the homepage of Road 2 Home. It features a logo with a house icon and the text "Road 2 Home". The navigation bar includes links for Home, Programs, Donate, About Road2Home, How to Help, Get Help, and Events/News. Below the navigation is a photograph of small houses with string lights. A sidebar on the right contains sections for "Severe Weather Shelter and Center Status" and "Road2Home". The status section describes supporting neighbors experiencing homelessness and housing instabilities. The sidebar also lists services like case management and shelter.

Road 2 Home

Nonprofit located in Whatcom County, providing shelter and case management to people experiencing homelessness.

- Simple home page
- Lacking images
- Practical navigation



The screenshot shows the homepage of transform Burien. It features a background image of hands holding a green tree logo. The word "transform" is prominently displayed in white. Below it is a tagline: "We provide food, clothing, laundry, and love for those in need". There are three blue buttons labeled "OUR SERVICES", "DONATE", and "VOLUNTEER".

Transform Burien

Christian nonprofit located in Burien WA providing meals, clothing, laundry services, showers and more,

- Three main buttons
- Condensed information



The screenshot shows the homepage of Lydia Place. It features a background image of two people's feet in bowling shoes. The word "Bowling for Beds!" is visible on one shoe. To the right, there is text about a "20th Century Bowl" event. The navigation bar includes links for Home, About Us, Programs & Services, Events, News and Media, Get Involved, Donate, and Get Help. There are also social media icons for Facebook and Instagram.

Lydia Place

Nonprofit located in Bellingham, WA started by women finding housing for families.

- Less of a place to find housing, more promoting what they do
- Website feels a clinical
- Scrolling down gives you access to resources

Who is our audience?



Name: John M.

Age: 52

Location: Bellingham, WA

Occupation: Ex marine

Family: Black lab named Vic

Background: John has been homeless for 10 years now after losing his job. Him and Vic are looking for a dry place to sleep during Bellingham's colder months.



Name: Kelsey J.

Age: 31

Location: Bellingham, WA

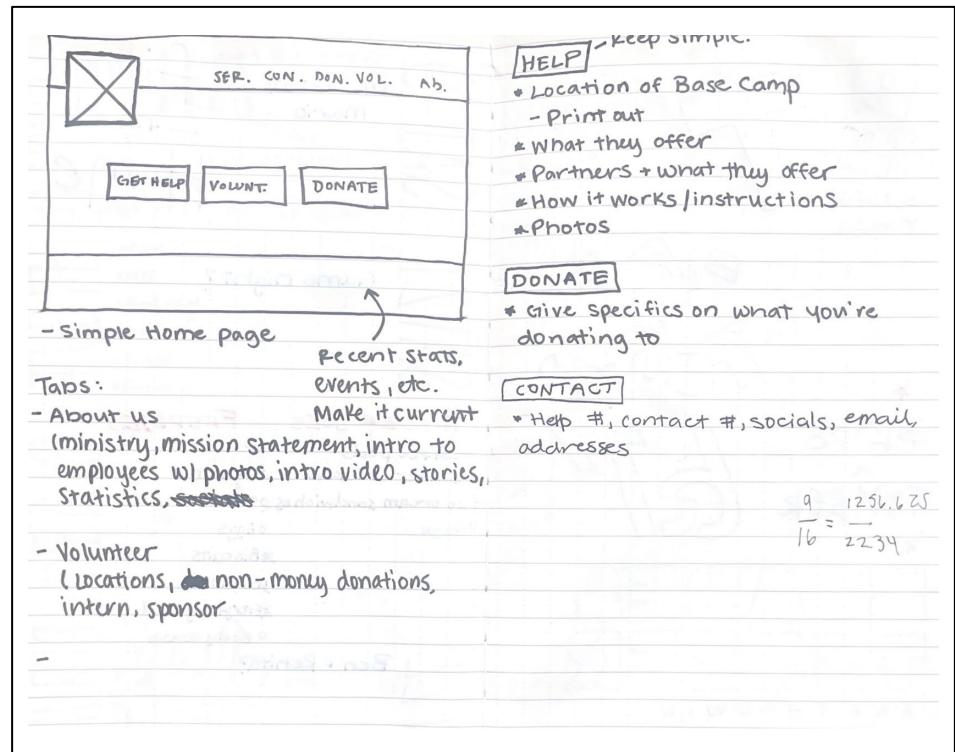
Occupation: Nurse

Family: Married with one son

Background: Kelsey has been volunteering at Lighthouse once a month, and is looking to send her friend looking to join her information about different ways to get involved.

Wireframes

- What information am I working with?
- How many tabs do I want?
- What is the most important information?
- Photos, contact, videos?
- Do I need a logo redesign?
- What is the main reason why someone would visit this website?
- How can I condense this information?



Current Organization

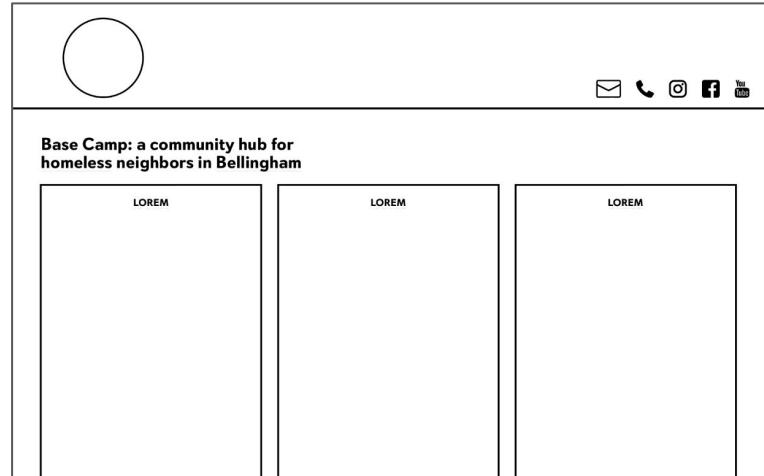
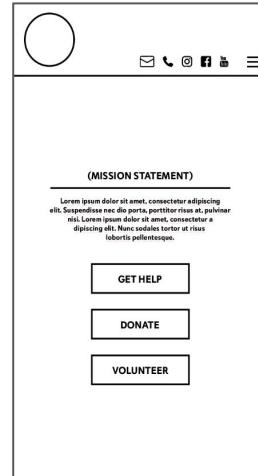
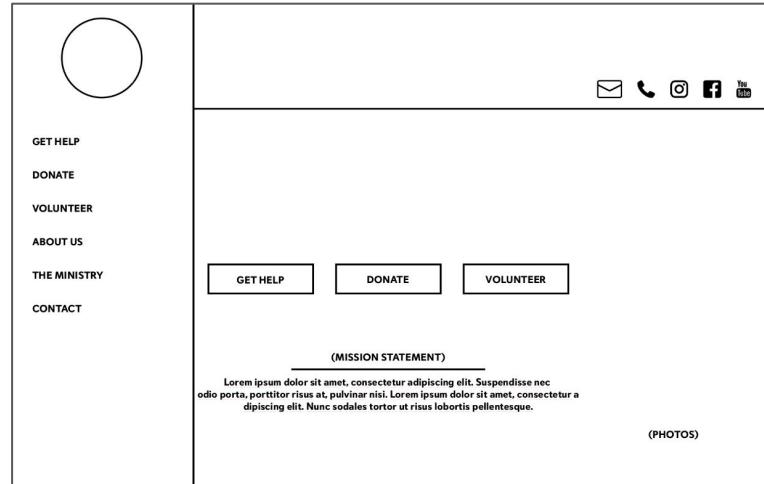
What we do	Donate to New Building	Take Action	The Ministry	News & Events	Stories & Info	Get help
Good neighbor project		Financial Donation	Vision & values			
Outreach		Your giving account	Team & board			
Base Camp		Volunteer	Employment			
Ascent program		Donate food	Education			
Agape program		Partner or sponsor	Financials			
		Intern	History			

New Organization

Get Help	Donate	Work with us	About Us	The Ministry	Contact
Good neighbor project	Financial Donation	Volunteer	Team & staff		
Outreach	Your giving account	Partner or sponsor	Financials		
Base Camp	Donate to New building	Intern	Newsletter		
Ascent program	Food donations	Employment			
Agape program					

Wireframes

I began with rough sketches to organize all my information, then moved into illustrator for digitalization. I began with a side navigation bar for both desktop and mobile, vertical boxes, contact buttons in the top right corner, and vertical organizational boxes.



Outcome

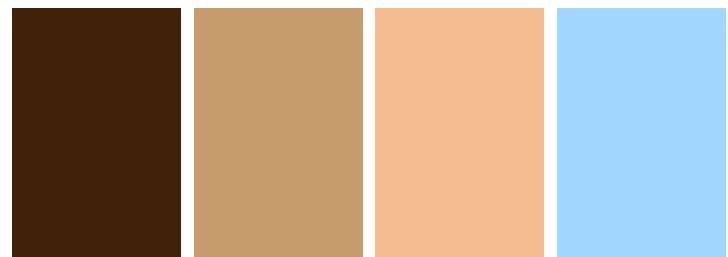
Branding

I decided to refresh Lighthouse Mission's current branding guide, giving it a more current feel. With a brighter color palette, more versatile logo, and cleaner fonts, their website has their same familiar look while also modernising it.



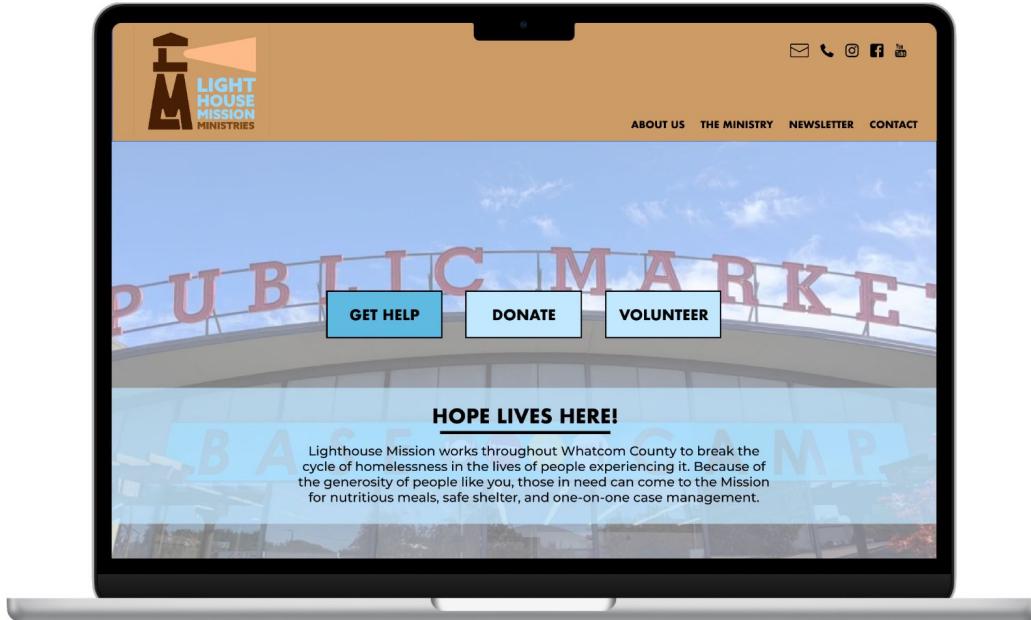
Futura Bold

Montserrat Regular



Outcome

Homepage



Outcome

Get Help

The image shows a smartphone on the left and a tablet on the right, both displaying the website for Light House Mission. The website features a prominent orange header with the organization's logo and navigation links for Get Help, Donate, Work With Us, About Us, The Ministry, Newsletter, and Contact. The smartphone screen displays a mobile-optimized version of the site, while the tablet screen shows a desktop version. The tablet's desktop version includes a sidebar with links to Team & staff, Financials, and Newsletter. The main content area on the tablet highlights "We're here for you." and "BASE CAMP", providing details about the ministry's services and facilities.

Smartphone View:

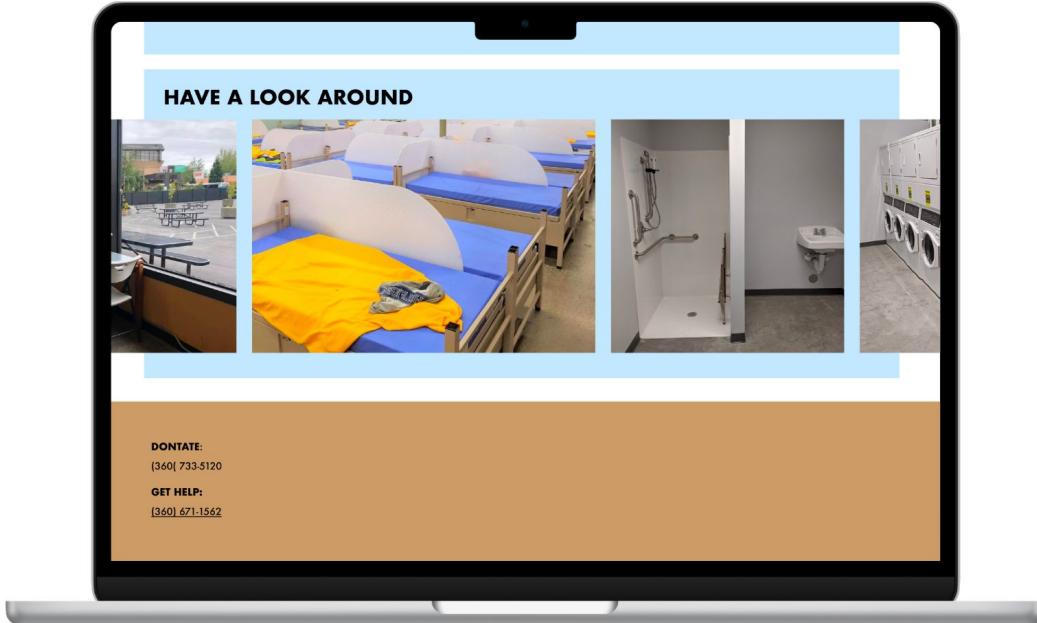
- Header:** LIGHT HOUSE MISSION MINISTRIES
- Navigation:** GET HELP, DONATE, WORK WITH US, ABOUT US, THE MINISTRY, NEWSLETTER, CONTACT
- Content:** We're here for you. (with a sub-section for BASE CAMP)

Tablet View:

- Header:** LIGHT HOUSE MISSION MINISTRIES
- Header Links:** GET HELP, DONATE, WORK WITH US, ABOUT US, THE MINISTRY, NEWSLETTER, CONTACT
- Sidebar (Team & staff):** Team & staff, Financials, Newsletter
- Content:** We're here for you. (with a sub-section for BASE CAMP)
 - Open 24/7:** 1530 Cornwall Ave, Bellingham, WA 98225
Check in by 7:00 PM
Open to adults 18+ and pets are welcome.
Get Directions
 - Need to stay the night?** Check in by 7:00 PM
Open to adults 18+ and pets are welcome.
 - At Base Camp, you'll find:**
 - A safe place for up to 200 adults to stay, night or day
 - Nightly check-in begins at 7 PM
 - Free breakfast (6 AM), lunch (12 PM), and dinner (4:30 PM) every day
 - Showers and public restrooms
 - Pets are welcome
 - Laundry services
 - Welcoming, supportive staff and volunteers
 - Community-oriented atmosphere
 - Optional Bible and prayer time
 - Covid-19 Testing (when symptomatic)
 - Meal Times:** Breakfast 7:15 AM, Lunch 12:00 PM, Dinner 4:30 PM
 - Code of Conduct and Guidelines:** Base Camp Code of Conduct
 - Questions or Concerns about Base Camp:** Contact the Downtown Liaison: basecamp@theighthousmission.org
 - Find out what we're doing to support Base Camp's neighboring businesses and residents: Good Neighbors Project**

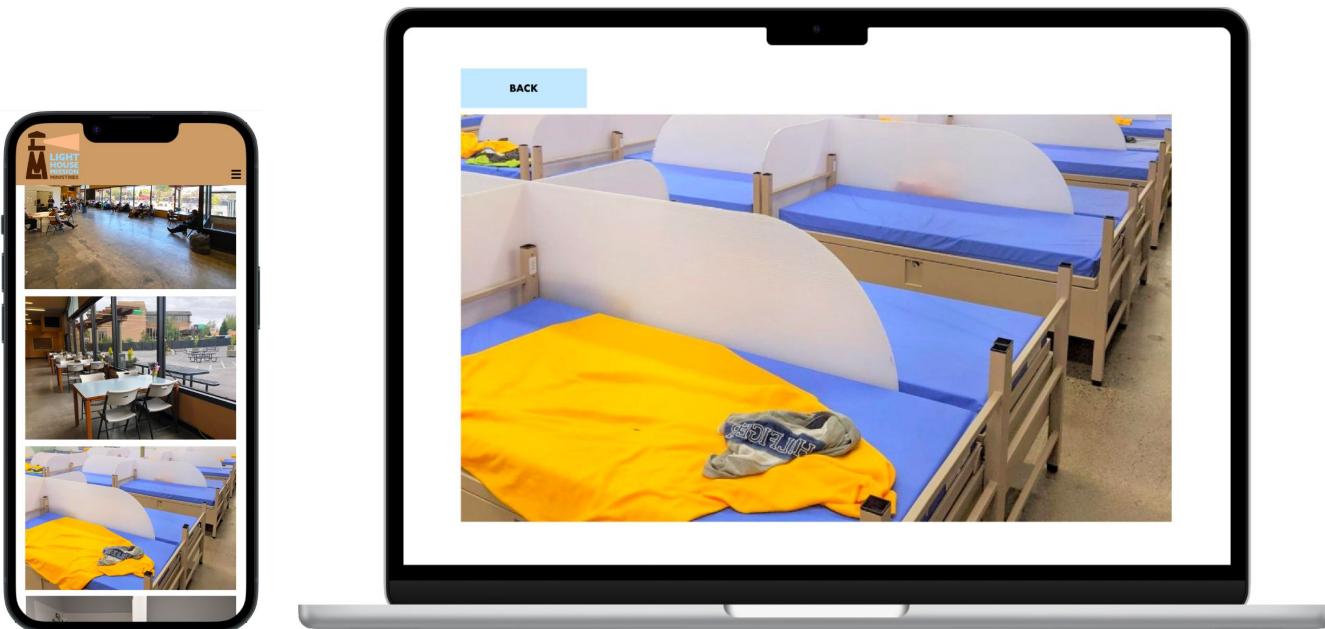
Outcome

Base Camp: Have A Look Around



Outcome

View Image



Outcome

Challenges

At first, I was so focused on making what I had envisioned in my head to come to life. As I worked through, I realized that the tiny details are what make a website feel comfortable. Condensing information in a format that is sensible was also more difficult than I anticipated.

Reflection

I am glad I now have an idea of how much planning, drafting, and prototyping a website takes. I feel like if I had to do this again, I would be more productive, knowing what organization I need to do beforehand to cut out any extra steps along the way.