

CASE STUDY

THE ARC of MERCER

Website Design Case Study

THE CHALLENGE

The Arc/Mercer, Inc. was looking to dramatically enhance/update its' current Website, so that it can continue to serve the public effectively. The site is dedicated to reducing the incidence and limiting the consequences of mental retardation through prevention, education, and advocacy.



CUSTOMER GOALS AND OBJECTIVES

The ARC of Mercer's website had the following goals:

- Help foster the goals and mission of the organization
- Reflect the values of the organization
- Provide timely and accurate information to the public
- Attract and Encourage volunteering at The Arc/Mercer, Inc
- Celebrate success and give recognition
- Highlight important programs, policy changes and special events
- Help create a virtual community

THE SOLUTION

4M Web Design developed a visually appealing site using a left side drop down as well as a top navigation that is consistent throughout the site. The color scheme employed provides sufficient contrast for most users. The design of the website is simple and functional in order to accommodate the extensive amount of information and all information is properly broken in sections.

The layout and design foster an easy to use and consistent presentation for cross browser support and compensates for varying screen resolutions.

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THE BENEFITS

The response of the ARC of Mercer's website has received tremendous praise from it's users. The site offers invaluable information to the public. According to Steve Cook, ARC of Mercer President, Board of Directors donations, and corporate sponsors have increased since the site's inception and the general public has a better understanding of the programs offered by the agency.

FUTURE PLANS

- Invite the ARC/Mercer community to submit images of their own experiences to be featured on the homepage
- Recognize individuals through a weekly or monthly feature

TECHNOLOGY AND TOOLS

Windows 2000 OS, Microsoft FrontPage, Microsoft Access, JavaScript, Cascading Style Sheets (CSS), Adobe Photoshop, HTML, Dedicated Hosting

ABOUT the ARC of MERCER

The Arc/Mercer is part of a nationwide movement to bring children and adults with mental retardation into the mainstream of American life as much as possible. For that reason, The Arc/Mercer has expanded and added services during the almost fifty years since it was founded.



126 Shrewsbury Ct.
Pennington, NJ 08534

We would like to thank you for your interest in 4M Web Design.
We look forward to hearing from you!