

Mummy's Star

Mummy's Star is the only charity in the UK and Ireland dedicated to women and their families affected by cancer during pregnancy. FIG worked with them during their formation to design and build their first website. Whilst this had worked well for them, the Glossop-based charity had grown significantly and had become a national charity over the 2 years that the site had been live, so now required more functionality from the website.

"We are absolutely delighted to share our brand new website after several months of hard work with the brilliant team at Fig Creative."

Pete Wallroth, the founder of Mummy's Star

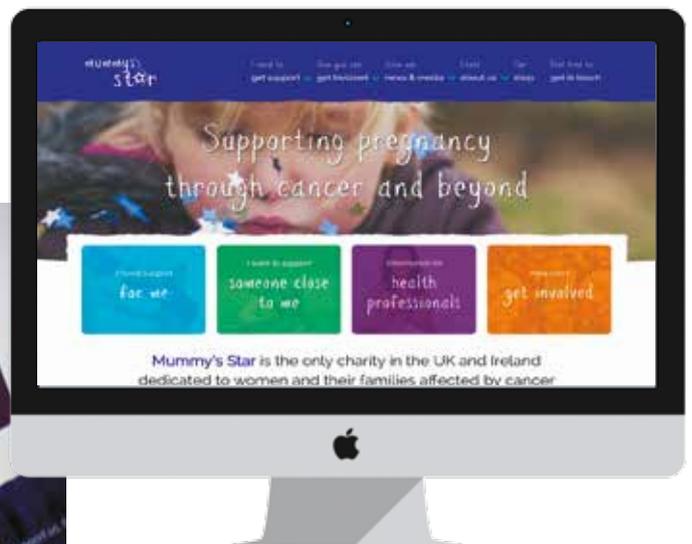


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Solution

We met with the founder of Mummy's Star, Pete Wallroth, who explained that whilst the original website had done a great job in helping to establish the charity when it first started out, they now wanted to speak more directly to the end user and adopt a more approachable and nurturing tone of voice, as opposed to the more corporate feel they had currently.

In addition, Mummy's Star were looking to combine the website with their two other online platforms – an external blog promoting their regular charitable and fund raising activities, and an ecommerce platform through which they sold branded merchandise.



DIGITAL



Benefits

The revised messaging provides a more focused approach, speaking directly to the four main users of the Mummy's Star website, which in turn offers a much improved user journey. The new messaging is supported by the introduction of a new colour panel to represent the four support paths.

In addition, combining their three online platforms not only creates an easier user experience for their web visitors in that they no longer have to leave the original site to make a purchase, it also makes life easier for the Mummy's Star staff as they're now able to manage all aspects of their online presence from one easy-to-use centralised portal.

The new site is now responsive, and has been designed to display much more effectively for those viewing the site on a mobile device. Not only does this provide an improved user experience, it also ensures that the website will perform better within Google searches as it now matches more of their criteria.

Pete Wallroth, the founder of Mummy's Star said, "We are absolutely delighted to share our brand new website after several months of hard work with the brilliant team at FIG. We've changed so much which we hope will now make it more user friendly and help steer you to just what you need; whether you are a mum needing support, the loved one of a mum, a health professional or one of our fabulous supporters wanting to do something crazy for us or volunteer."

