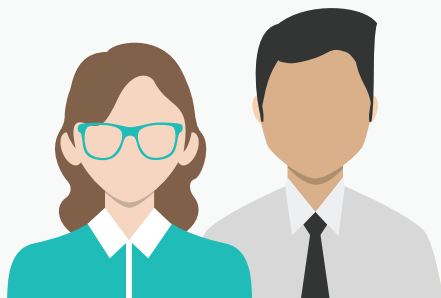


WHAT ARE THE BENEFITS OF GOOD UX?

In the **UX phase**, we'll take a look at your site from the visitor's perspective and organize content based on their unique needs and goals. This provides the following benefits to your nonprofit:

IMPROVED BRAND ENGAGEMENT

- The right content at the right time
- Ensure a positive first impression



LOWER DEVELOPMENT COSTS

- Save dev time with less need for fixing broken or confusing content



LOWER SUPPORT COSTS

- Happy visitors with fewer issues means you can concentrate on what's important



IMPROVED USABILITY & EASE OF USE

- Meet the special needs of your unique audiences
- A site that's easy to navigate and fun to use



HIGHER
RETENTION

THE BOTTOM LINE IS THAT
YOUR VISITORS WILL BE
**MORE LIKELY
TO DONATE**
BY USING UX SERVICES
WHEN BUILDING YOUR SITE

LOWER
COST