



WEBSITE REDESIGN

CASE STUDY:

Towne Street Theatre
Los Angeles, California

Industry: Nonprofit & The Arts

"It was very important for us to have a site that was clean, professional, easy to navigate, appealing and interactive. La'Chris managed to create just that. Even with several people's ideas coming at her, she remained calm and explained what could work and what couldn't and never seemed upset! She continues to keep the site fresh and visually appealing. We could not be happier with her work. People are still commenting on the site months after the launch."

Nancy Davis

Artistic Director, Towne Street Theatre
www.townestreetla.org

Client Needs

Located on the infamous Hollywood Walk of Fame, The Towne Street Theatre was in its 21st year as one of the leading producers of African-American theatre in Los Angeles. Towne Street knew it was time to retire their old website and bring in a new look -- one that showcased their upcoming work as well as their rich history as a theatre organization.

The maintenance of the old site presented two major challenges: 1) an inflexible and outdated platform was a constant chore to update and 2) the ability to streamline online ticket sales - one that worked seamlessly with the site - had not been properly implemented. Additionally, notifying the public of upcoming performances, auditions, and special events was

tedious and required additional elements that made the site clunky and difficult for visitors to navigate.

LJPR Approach

A new site was needed to emphasize the excitement of Towne Street's live performances and streamline maintenance for content that needed to be added on a weekly or bi-weekly basis. The main focus was to make the site functional, easy to navigate and most of all, attractive to visitors.

Results

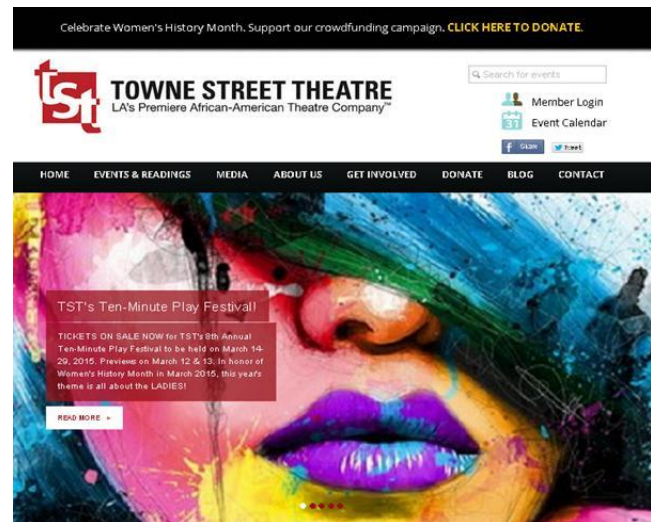
The new site became a reflection of Towne Street's quality of work and greatly improved the user's experience.

- Features of the new website included:
 - A newsletter sign-up form
 - Social Media Integration
 - Video Gallery
 - An Events Calendar
 - Member Login
 - Media page
- The website conveyed the excitement of Towne Street's live performances with vivid page layouts, easy-to-read fonts and interactive photos and videos.
- By streamlining the online ticket ordering process, patrons were able to buy tickets online with ease. Over 70% of tickets sales were purchased online.
- A press page was created to facilitate press inquiries and interviews.
- New subscriptions and mailing list signups increased by 40%.

Social media integration encouraged instant sharing of content and information



Before



After