

Vaccinate Your Family is a nonprofit organization that promotes the importance of proper immunization, provides resources on maintaining vaccination schedules, and debunks immunization myths. Their new website would be their main tool in achieving their mission so it was vitally important for it to be professional, thorough, and accurate in order to educate, empower, and build trust with their visitors looking to learn more about vaccinations.

Their new website would combine three previous websites: *Every Child by Two*, *Vaccinate Your Baby* and *Vaccinate Your Family* to become one comprehensive website with a blog.



VYF GOALS

- Increase public awareness about the science of vaccines, and provide proper immunization schedules for the public.
- Be a resource hub for immunization partners.
- Advance the notion that vaccinating is the social norm and enable vaccine advocates to take action.
- Increase donations.

WHAT WE DID

Display

Monserrat Thin

Text

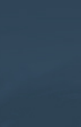
Brandon Regular Sans

ICONS

We selected and designed first icons to align with the easily consumable feel of the website. The abstract design of the icons creates a sense of relatability among all demographics, further adding to the inclusive design.



W: 63px
H: 200px



USER EXPERIENCE & CONTENT STRATEGY

Following our tried and true method, we followed the thought processes of Vaccinate Your Family's three types of website viewers to create a unique and comprehensive user experience for each. Following each of their individual goals and intentions, we created an effortless process to attain their specific goals, whether it be education, resources, or community.

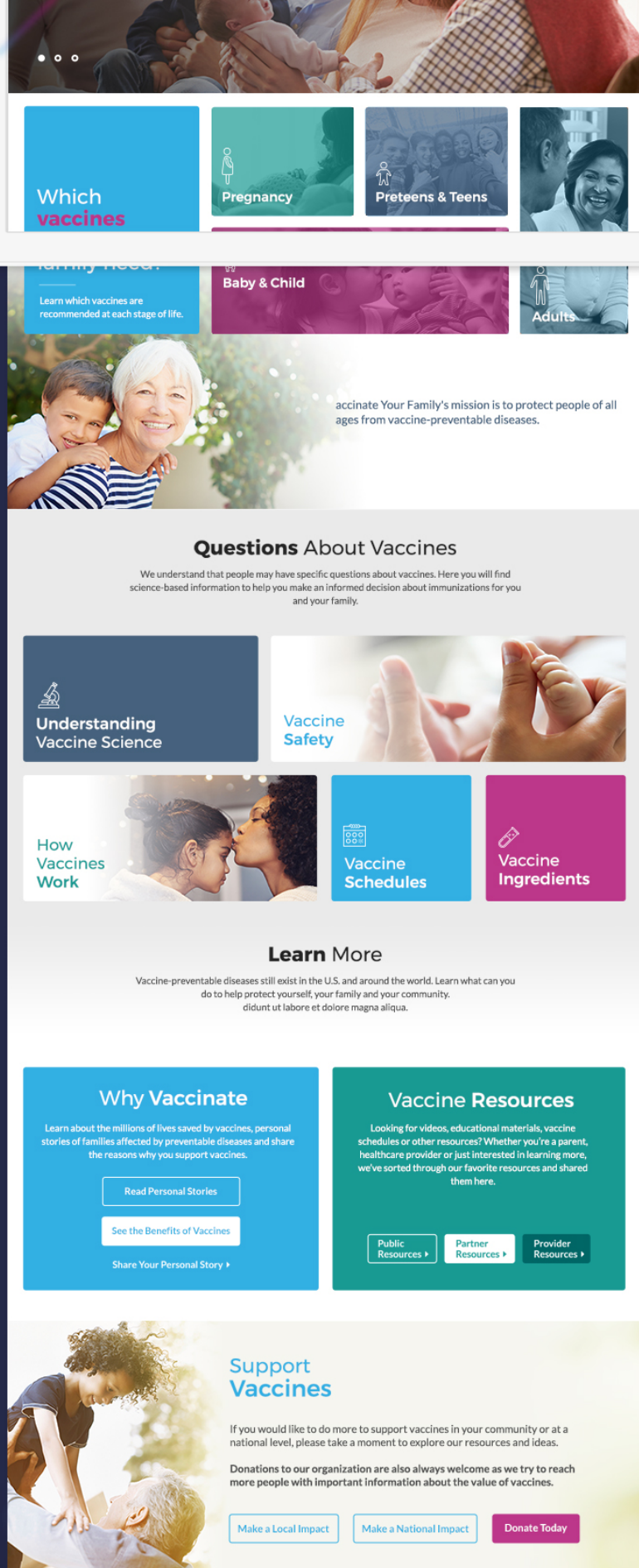


INTERFACE.

Vaccinate Your Family's interesting challenge of combining three organizations into one presented an unusual task of designing a user interface that appealed to all three audiences. The design we created is visually appealing to the general public, while specific components like the mega menu offer simple steps for advocates and partners to find the resources they were looking for.

More in depth.

Vaccinate Your Family's new website is now a comprehensive platform for educating and shaping public knowledge about vaccinations. With mobile and desktop compatibility, along with uniquely designed and designated content, the site is easily accessible by anyone who needs it. With exposure reaching hundreds of thousands of new visitors, we're happy to launch them into the next phase of their nonprofit's journey.



Thanks for watching!

ELEVATION