

# CASE STUDY

## **Website Redesign for a Dallas Non-Profit: How Witmer Group overcame the challenges of fixing a broken website by adding interactive features to enhance the overall user experience.**

Dallas Heritage Village, a non-profit, is home to several 19th-century Pioneer and Victorian homes and commercial buildings. These buildings were moved from throughout North Central Texas and now line the tree-shaded, 20-acre setting of Dallas Heritage Village. They provide a glimpse of what life was like over 100 years ago for ordinary Texans.

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### **THE CHALLENGE: A Broken Website Almost as Antique as the 100-Year-Old Buildings Themselves.**

As the Rentals & Events Manager and Educational Coordinator of Dallas Heritage Village, Sydney Abdo and Sarah Hambric had a pretty big problem on their hands.

Before the start of the COVID-19 pandemic and resulting economic shutdown, Dallas Heritage Village played host to many educational school field trips. Companies and the general public also rented it out for various events such as weddings, reunions, and corporate outings.

All of that, including the income generated, came to a crashing halt as strict social distancing rules were enacted throughout Dallas. They suddenly found

themselves unable to effectively communicate with the public thanks in major part to their antiquated and broken website.

Links didn't work, their event calendar was anything but seamless, and there was no way to accept donations and payments online. They were also using a 3rd party membership platform that wasn't integrated into the site.

Adding to the problem was their unresponsive website developer, who was extremely challenging to get a hold of when they needed help uploading updates and fixing issues.

Help finally came in the way of a financial grant that would finally allow them to update their website to today's modern standards and provide a better user experience for the public.

## MODERN SOLUTIONS AND AN IMPROVED USER EXPERIENCE

Sydney and Sarah were referred to Kristina Witmer, from Witmer Group, based on a referral from their trusted Managed IT company. During the initial discovery call, Kristina and her team learned about the challenges and problems Sydney and Sarah wanted to solve.

Their wish list included adding an integrated events calendar, an Instagram slider to the home page, and incorporating a system where payments and donations can be accepted directly on the website.

Due in part to Dallas Heritage's previous website developer and their disconnect from the website, Witmer Group had their work cut out for them as they had to build a lot of the new features from scratch.

## RESULTS & SUCCESSES: A WEBSITE BROUGHT INTO THE CURRENT CENTURY

Once completed, Witmer Group presented Dallas

Heritage Village with a modern and beautiful website that included:

- **Instagram Slider**
- **Integrated Membership Database**
- **Online Payment Functionality**
- **Functional Events Calendar**
- **Mobile Responsiveness**
- **Miscellaneous Bug Fixes**

The new design and improved user experience offered tremendous value for this well-loved historic organization within the community.

"A lot of times we encounter clients who initially don't know what they want—all they know is that their website is broken and not working—but they don't always realize how that's hurting them from an optimization perspective," remarked Kristina Witmer. "We work closely with our clients to learn what their challenges and needs are so that the end result not only looks good but works as intended."

## Ready to Talk to Someone about Updating Your Old or Broken Website?

**Learn more about the advantages of working with Witmer Group and how we can create a custom solution for your unique set of challenges.**



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