

Transforming Tigerlily Foundation's Digital Landscape



Tigerlily Foundation, a 501(c)3 non-profit dedicated to educating and supporting young women affected by breast cancer, has partnered with Information Experts for over eight years. Through web design and development, and other services, Information Experts has played a crucial role in enhancing Tigerlily's online presence. Currently expanding into new health conditions, this collaboration reflects a commitment to a broader mission and impact.

■ CHALLENGE: Outdated and Inefficient Website

Tigerlily Foundation's existing website was outdated and provided a poor user experience. The inclusion of multiple large programs within the same framework made navigation challenging and hindered the overall functionality.

■ SOLUTION:

Comprehensive Redesign:

Information Experts modernized the website for improved user experience.

Programs as Sub-sites:

Large programs became dedicated sub-sites for easier management.

Enhanced Security and Speed:

Security and speed were prioritized for an improved online experience.

Improved Google Analytics Tracking:

Information Experts implemented a structured analytics system for better monitoring.

User-Centric Design:

The redesigned layout emphasized accessibility to elevate user satisfaction.

■ RESULTS:

- **Faster, More Secure Web Presence.**
- **Improved Content Updates.**
- **Enhanced Analytics Tracking.**
- **Streamlined User Experience.**
- **Positive User Feedback.**

■ CONCLUSION:

Information Experts revamped the Tigerlily Foundation website for a faster, more secure, and user-friendly platform. The expanded focus on new health conditions, positive impact on user experience, and easier analytics tracking, positions the foundation for continued success in supporting and educating their target market.

"I thoroughly enjoyed my experience working with Information Experts. They were professional, timely, provided quality work and great creative concepts."



Maimah Karmo
President/CEO
Tigerlily Foundation

