



WordPress Website Redesign & Branding for Government Agency

PROJECT DETAILS

 Branding, Digital Strategy, Web Design

 Aug. 2024 - Ongoing

 \$10,000 to \$49,999

 *"They've brought our vision to life."*

PROJECT SUMMARY

Ripe Media has redesigned a government agency's WordPress website. The team has also worked on the agency's brand refresh campaign to ensure the website reflects the organization's mission and vision.

PROJECT FEEDBACK

Thanks to Ripe Media, the client's website has been launched and won a MarCom award. End users have also given highly positive feedback about the website's design and usability. Overall, the team has delivered great work; they've met deadlines and are truly professional throughout the engagement.



The Client

Introduce your business and what you do there.

I'm the director of external affairs for the LA County Justice Care and Opportunities Department. We're focused on re-entry programs and servicing the justice-involved community.

The Challenge

What challenge were you trying to address with Ripe Media?

As a new department, we needed a new website that reflected our vision and mission.



Brenda Duran
Director of External Affairs, LA County JCOD

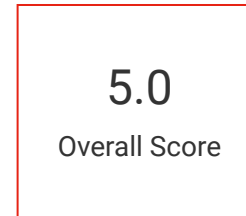


Legal



Los Angeles, California

CLIENT RATING



Quality: 5.0



Schedule: 5.0



Cost: 5.0



Would Refer: 5.0





The Approach

What was the scope of their involvement?

We asked Ripe Media to redesign our website to align it with our mission. They built the modernized website from scratch using WordPress. They looked at our old website to understand the content and what we wanted. The team also assisted us with a brand refresh and made the website more of a storytelling one. Simply put, they looked at what we already had and built a design around it.

We're still engaged with them, and they provide technical support. They're also working with us on possibly redoing another microsite, which we'll embed into the new website.

What is the team composition?

We work with Heather and another teammate.

How did you come to work with Ripe Media?

Ripe Media was a county-contracted website company, and they had to be vetted to become one. Given that, we already knew they were vetted. We'd also seen some of their previous work for other customers in the county and liked them, so we decided to hire the team.

How much have you invested with them?

We've spent around \$30,000.

What is the status of this engagement?

The engagement started in August 2024, and it's ongoing.





The Outcome

What evidence can you share that demonstrates the impact of the engagement?

The website has been running for about 2–3 months now, and it's won a MAC award – we're happy about that. Moreover, we've received great feedback from our constituents using the website. They've said the website looks beautiful and is easy to navigate. All information is readily available, and we haven't experienced any bugs or crashes on the website.

How did Ripe Media perform from a project management standpoint?

Ripe Media is great with deadlines. We have a working schedule, and the team has either met the schedule or completed the deliverables early. Overall, we're happy with what they've delivered.

We typically communicate with them on Microsoft Teams and have stand-up meetings per week. Additionally, we have a Google Documents file where we put all information, sharing changes and edits that we want to make on the website.

What did you find most impressive about them?

They've brought our vision to life. They take our ideas and vision and deliver them exactly how we want them or better. Their responsiveness and professionalism are also excellent.

Are there any areas they could improve?

No, there aren't any. We've had a truly great experience with Ripe Media.

Do you have any advice for potential customers?

Have a clear vision of what you want. Explain your overall dream website and what users should take away from it. Finally, make this





Ripe Media

information readily available when you begin working with Ripe Media.



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