



World Wildlife Fund

Gift Center Website Redesign

- Interface design and development
- Search Engine Optimization (SEO)
- Competitive and industry research

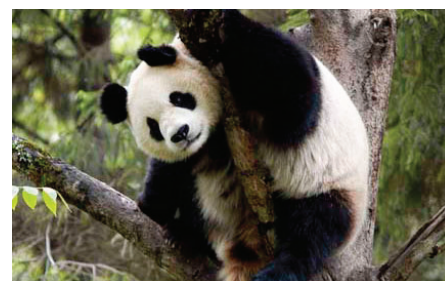
Prior to redesign, WWF's online gift center (OGC) needed help representing the brand's philanthropic philosophy, clarifying its product offering and converting traffic. Because the OGC is a primary resource of online revenue for the organization, there was an immediate need to revamp the complicated checkout process and give the site an overall facelift.

The strategy required the site to present the four different donation methods—animal adoption, apparel and crafts, gift cards and extraordinary gifts—in a compelling manner, and simplify the checkout process to just one page. To do so, new features were added like dynamic click-throughs, direct paths to adoption pages and larger images and additional views.

High-quality photography and emotive language draw a strong connection between the animals and the impact a contribution can have. Also, plush premiums are shown with images of the actual animals to create a clearer association between the two. Adhering to a tight grid system, clean and organized layouts help to move the design in a more modern direction.

Legacy code was replaced with streamlined CSS, HTML, and JQuery, which now allows faster page load times and enhanced page functionality, and is optimized for organic and in-site search.

Since launch, traffic to the gift center is up 15 percent when compared to the same time period of last year.



Adopt A Snow Leopard

Snow leopard (Uncia uncia) facts:
 Inhabiting the rugged, mountainous terrain of Central Asia and the Himalayan region, Snow leopards have long hind limbs and shortened front limbs, which allow them to leap 20 to 50 feet through the air. The diet of these cats varies by region and season, but consists mostly of wild sheep and goats, and smaller animals such as pikas, zokors and marmots. Snow leopards are threatened by habitat loss, diminished food supply, hunting for the illegal wildlife trade and revenge killings by herders. WWF works with local people and supports research and habitat conservation projects to protect these beautiful cats throughout their range.

Tell a friend about this adoption

Extraordinary Gifts

Want to speak with someone about an Extraordinary Gift? 1-888-993-1100

Item Description	Continue Donating	Price	
<p>Item description, color, size & shipping level</p> <p>Select a Bag: <input type="checkbox"/> Birthday Bag <input type="checkbox"/> Blue Bag <input type="checkbox"/> Halloween Bag</p>	<p>Donate without Adoption Kit to maximize Donation</p> <p><input type="checkbox"/> Ship to a Friend</p>	\$50	<input type="checkbox"/> Remove
<p>Bonus Online Premiums</p> <p>It includes a personalized online certificate. A link to the premiums will be emailed to the recipient. You will also receive a carbon copy of this email.</p> <p>Recipient's Name: <input type="text" value="John"/> Recipient's Email: <input type="text" value="Smith"/> Send Email On: <input type="text" value="Nov"/> <input type="text" value="22"/> <input type="text" value="2008"/> Personal Message to Recipient: (500 Character limit) <input type="text" value="John, We thought you'd enjoy a new friend! Love, Grandma and Grandpa"/></p>		<p>Adoption Kit Shipping Address</p> <p>First Name: <input type="text" value="John"/> Last Name: <input type="text" value="Smith"/> Street Number: <input type="text" value="123"/> Street Name: <input type="text" value="Fairway Lane"/> City: <input type="text" value="Chicago"/> State: <input type="text" value="Illinois"/> Zip/Postal Code: <input type="text" value="60015"/> Country: <input type="text" value="United States"/></p>	
<p>Total Donation Amount:</p>		\$50	<input type="button" value="Update"/>

People Who Adopted a Snow Leopard Also Adopted...

See more than 90 animals