



The Betsey Mills Club

The Betsey Mills Club is a historical landmark in the Marietta, Ohio community and has been helping women, families, and children for over 100 years. Locally administrated and locally financed, the Betsey Mills works hard to remain in tune with the needs of the community.



BUDGET

\$5,000 - \$10,000

SERVICES PROVIDED

Responsive Wordpress Site
E-commerce Functionality

ABOUT PARADYNAMIX

Paradynamix is a professional web and programming team, made up of a unique blend of talents and individuals. We provide our clients with solutions that help them grow and build their businesses. We specialize in web apps and software to solve your business problems but have a long history and experience with UI/UX design, websites, and ecommerce.

BUSINESS CHALLENGE

After many years, the Betsey Mills Club was looking to update their website. The design did not impress, and mobile users found the site unfriendly to use. The Betsey Mills wanted something modern that still spoke to their community values and were very interested in finding a way to take payments online to alleviate difficulties for patrons to send them payment.

OUR SOLUTION

Working with the Betsey Mills Club, we talked over what they wanted out of the site, how information was presented and what information needed to be there, then helped devise a site map with a more contained and cohesive user experience. We updated the visual language to something more modern and used a mobile responsive theme as a groundwork to make sure screens of all sizes could handle the site well. Using ecommerce functionality, we also planned to add in the ability to take online payments, both for standardized prices, custom amounts, or even donations.



RESULTS

Old Website: Used a very dated visual style that was held over from smaller screen resolutions. The site was static and unresponsive on mobile screens, making it a pain to navigate or use. Design was minimal and empty, with a lack of any visual interest or guiding elements. Lacked ability to make payments online.

New Website: Website styling was inspired by the logo, using a consistent visual theme. More conscious use of space and responsive to different screen sizes, including mobile. Added functionality of being able to pay for various classes or memberships online.

