

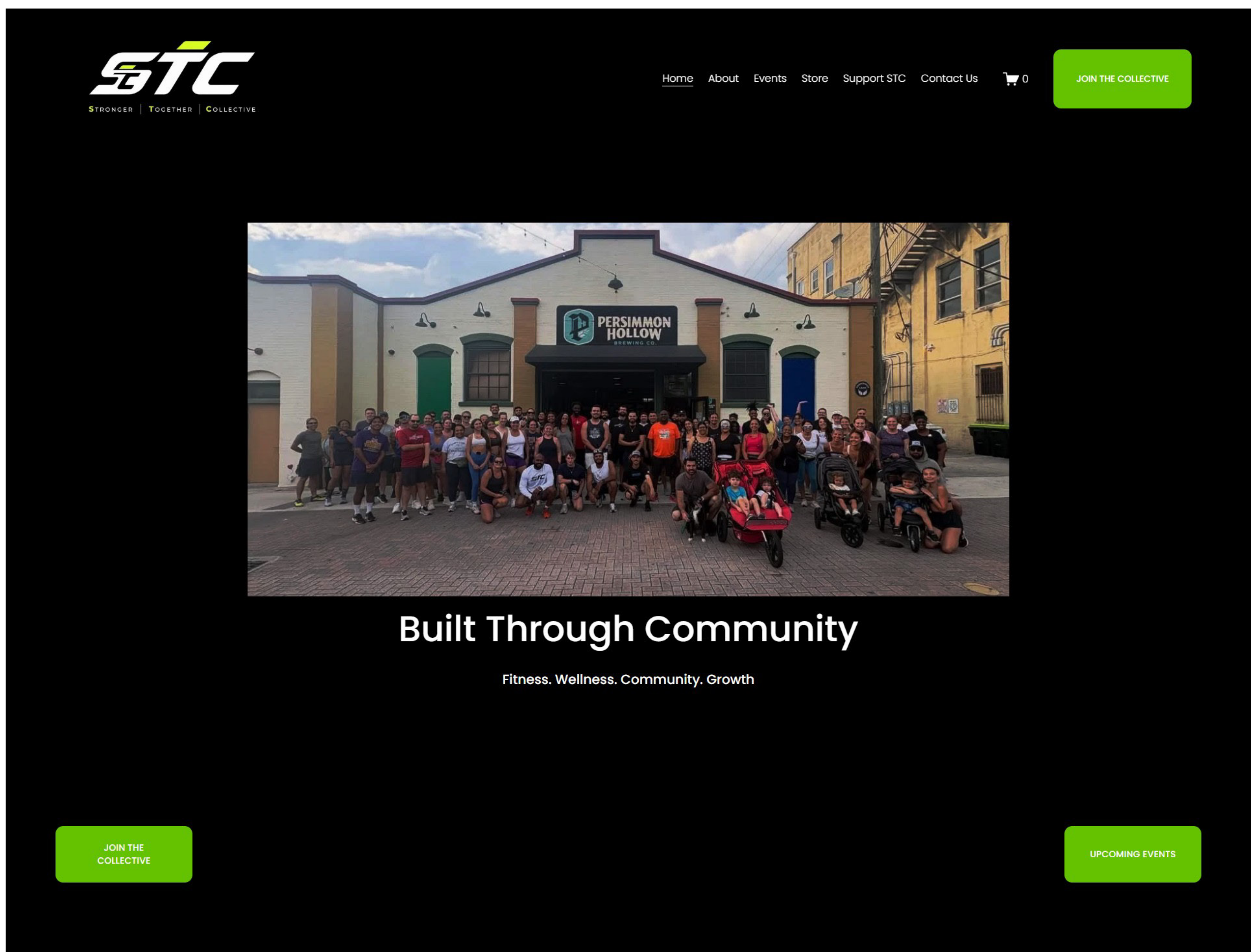
STC Community Website Concept

Community Growth • Website Strategy • Operations Planning

Services Provided

Website Strategy • UX/UI Design • Information Architecture •
Community Growth Planning • Operational Systems Design

**Designed a website concept to support the growth,
visibility, and long-term scalability of a rapidly
expanding community organization.**



Project Overview

Client

Stronger Together Collective (STC)

Community-focused running organization dedicated to fitness, accountability, wellness, and connection through recurring events and community outreach.

Project Type

Website Strategy, UX/UI Design & Growth Planning

Project Objective

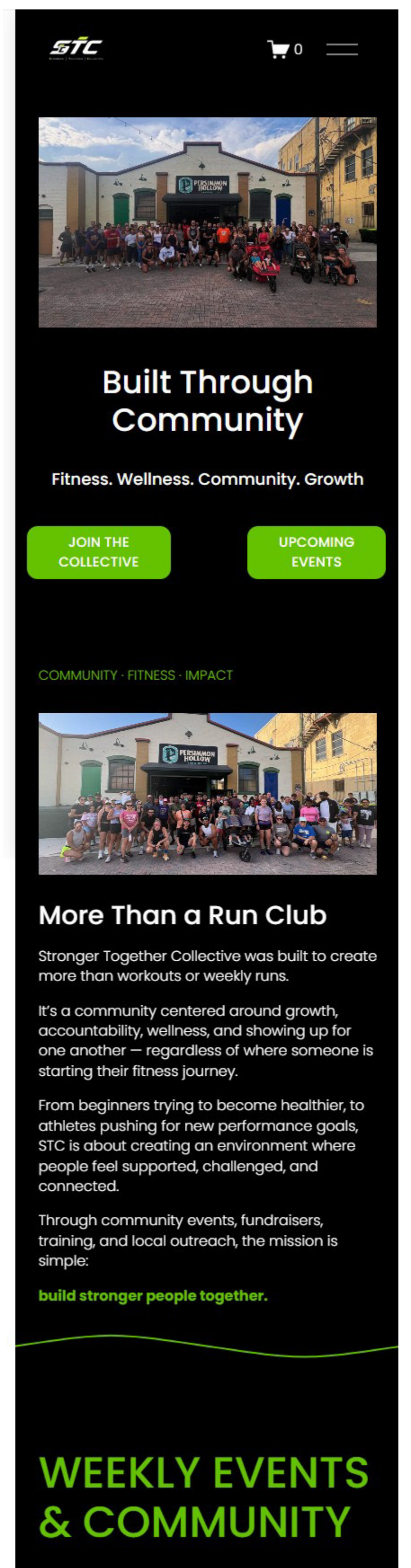
Create a centralized digital hub capable of supporting:

- ✓ Event Visibility
- ✓ Community Engagement
- ✓ Merchandise Promotion
- ✓ Future Partnerships
- ✓ Long-Term Growth

Why This Project

As participation continued increasing, information was primarily distributed through social media posts, comments, direct messages, and forms.

The goal was to explore how a dedicated website could simplify communication while creating a foundation for future operational growth.



Mobile Optimization

Business Challenge

BEFORE

Current State

Information shared through:

- Social Media
- Facebook Groups
- Event Comments
- Direct Messages
- Google Forms

AFTER

Growth Challenges

- Event information spread across multiple platforms
- New members require onboarding
- Repetitive schedule questions
- Limited visibility for future sponsors
- No centralized information hub

Challenge Statement

As the community grows, reliance on social media alone becomes increasingly difficult to scale efficiently.

Research & Observations

Community Growth

Consistent increase in attendance and participation.

Strong Engagement

Members actively participate in events and discussions.

Merchandise Adoption

Community members proudly wear STC-branded apparel.

Multiple Event Locations

Expansion beyond a single recurring run.

Recurring Information Requests

Schedules and event details frequently requested.

Business Interest

Local organizations have begun recognizing the value of STC's audience and reach.

Strategic Recommendations

Recommendation 1

Centralize Event Information

Create one source for schedules, event details, and announcements.

Recommendation 2

Create Sponsor Visibility

Provide dedicated space for community partners and local businesses.

Recommendation 3

Develop Member Onboarding

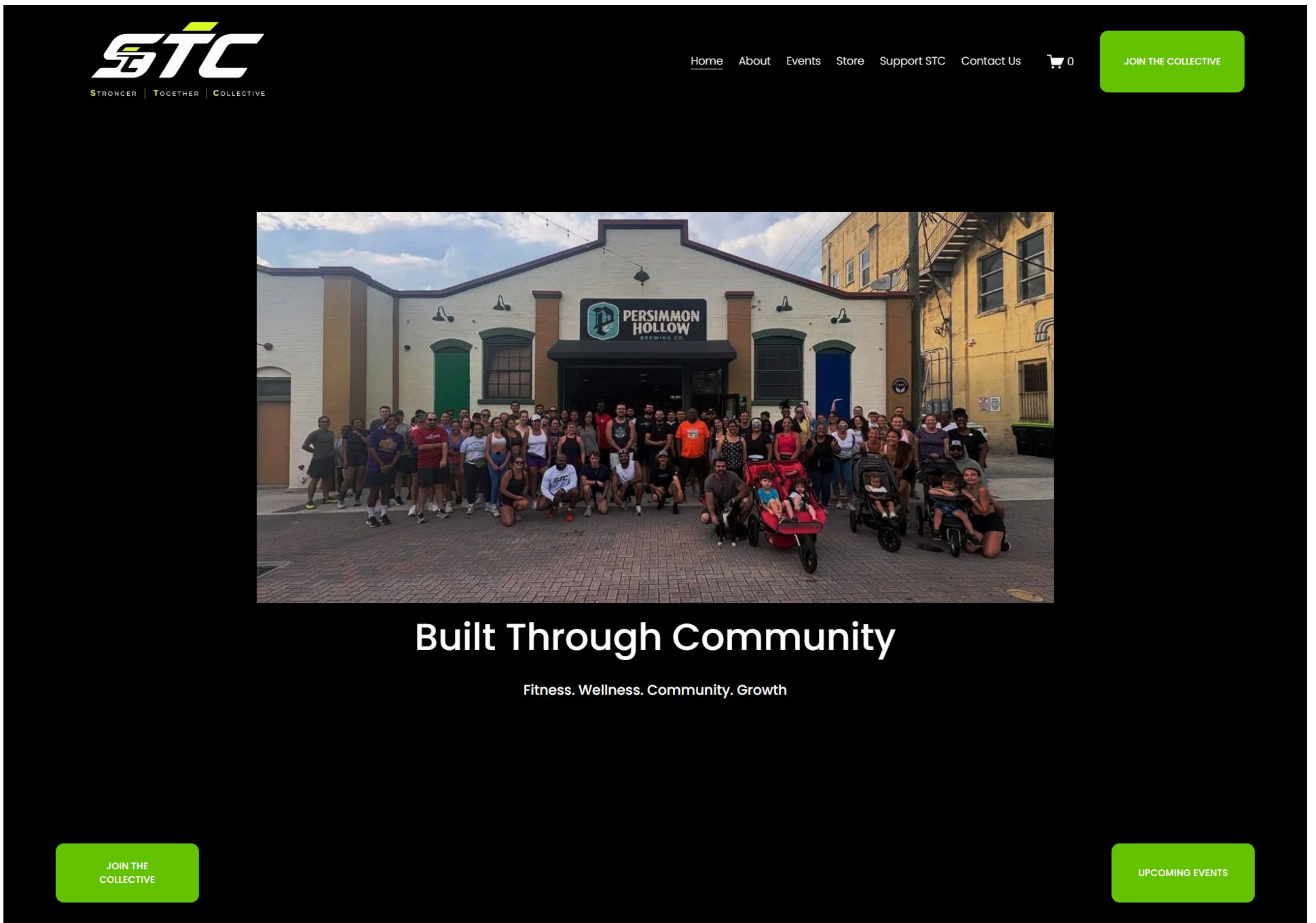
Guide new members through community expectations and participation opportunities.

Recommendation 4

Support Future Expansion

Build infrastructure capable of supporting additional locations, events, and programs.

Website Strategy



Design Priorities

Community First

Showcase the people behind the movement.

Event Accessibility

Make schedules and event information easy to find.

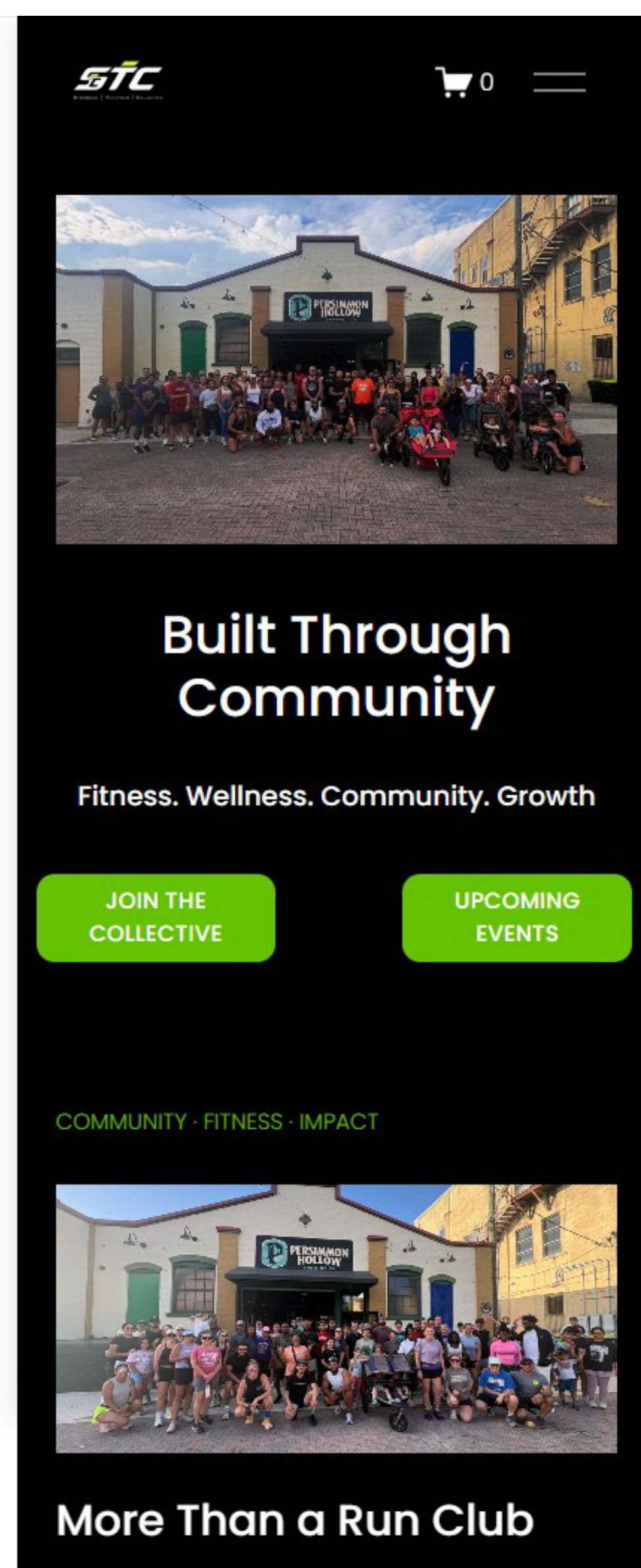
Growth Ready

Support future expansion and new offerings.

Sponsor & Partner Ready

Create opportunities for sponsors and local businesses.

Mobile Experience



Mobile Priorities

- ✓ Fast Access to Events
- ✓ Clear Calls to Action
- ✓ Easy Navigation
- ✓ Responsive Layout
- ✓ Community Storytelling

Why Mobile Matters

Many users will discover STC through social media and access information directly from mobile devices.

Services Demonstrated

Strategy

- Website Planning
- Community Analysis
- Growth Planning
- Information Architecture

Design

- UX Design
- UI Design
- Responsive Design
- Mobile Optimization

Operations

- Workflow Planning
- Systems Analysis
- Automation Identification
- Scalability Consulting

Cross-Functional Approach

This project combined website strategy, user experience design, and operational planning to create a foundation capable of supporting long-term community growth.

Potential Business Impact

Centralized Information

Create a single destination for schedules, events, and updates.

Improved Event Visibility

Help members quickly locate upcoming activities.

Reduced Repetitive Questions

Decrease reliance on comments and direct messages.

Better Community Onboarding

Provide a clear path for new members.

Increased Sponsor Readiness

Create opportunities for future business partnerships.

Enhanced Credibility

Establish a professional online presence.

Because this is a concept project, impacts shown represent potential business outcomes rather than measured results.

Future Operational Roadmap

Phase 1

Website Foundation

Information

Events

Contact

Community

Phase 2

Event Registration

Participant Tracking

RSVP Management

Attendance Tracking

Phase 3

Merchandise & Donations

Store

Fundraising

Support Programs

Phase 4

Member Management

Volunteer Tracking

Community Database

Communication Systems

Phase 5

Automation & Reporting

Automated Workflows

Analytics

Growth Reporting

Operational Dashboards

The concept was intentionally designed to support future operational systems as participation continues to increase.

Key Takeaways

STC Community Website Concept Community Growth • Website Strategy • Operations Planning

Strategic Outcomes

This concept was developed to explore how a centralized digital platform could support a growing community organization through improved communication, member engagement, sponsor readiness, and operational scalability.

The proposed approach focuses on creating a foundation capable of supporting both current activities and future growth initiatives.

Demonstrated Capabilities

- ✓ Website Strategy
- ✓ UX/UI Design
- ✓ Information Architecture
- ✓ Community Growth Planning
- ✓ Operational Systems Design
- ✓ Process Improvement Analysis
- ✓ Scalability & Automation Planning

Future Opportunities

Potential future phases could include:

- Event registration and attendance tracking
- Merchandise management
- Community member database
- Sponsor and partner management
- Automated communications
- Operational reporting dashboards

Lessons Learned

Growing organizations often reach a point where social media alone becomes insufficient for managing information, engagement, and long-term growth.

A centralized digital hub can help reduce friction, improve accessibility, and create infrastructure for future expansion.

Disclaimer

This project was independently developed as a website and operational growth concept based on publicly available information and direct observation of community engagement activities.

The concept is presented solely as a portfolio demonstration of strategy, design, and operational planning capabilities. It is not an official Stronger Together Collective project, commissioned engagement, or implemented solution.