PROJECT PLAN

Moms Adopting Moms

Katy Hodges, Abby Glennon, Alexis Ehrman, Karina Mendoza

project overview

MOMS ADOPTING MOMS

Moms Adopting Moms (MAM) offers advice, encouragement, mentorship, and resources to biological parents who are doing everything in their power to reunite with their children and thrive post reunification. Through mentorship by peers who have also had their children taken away but have since been reunited, MAM nurtures trust-based relationships that provide hope, accountability, and practical guidance.

Our goal is to enhance all MAM platforms and the website, making it more cohesive, visually-engaging, and user-friendly so that the resources can be easily accessible to visitors. In addition, we will create an updated, concise, and modern brochure that clearly communicates MAM's mission, impact, and services.

deliverables

website revamp

Using the current GoDaddy platform, we will modernize and revamp the MAM website while preserving its existing depth of information and resources. The logo will be refreshed to remain recognizable yet more versatile and contemporary. All MAM platforms will be fully integrated with the website as the central hub, ensuring a consistent look and feel across channels to strengthen brand identity. Together, these updates will build a strong digital foundation that supports future tools, growth, and expansion.

updated brochure

The brochure will align closely with the website and all other MAM platforms to ensure consistent messaging and branding. It will provide a concise, engaging overview of the organization while keeping key information accessible beyond digital platforms. The brochure will highlight main points, maintain reader interest, and direct audiences to the website for expanded details, resources, and next steps.

goals



safety

Our safety goal is to ensure that all content on the MAM website is more fluid, accessible, and clearly organized, allowing the user to find the information they need faster. By modernizing the website's design and formatting, our goal is to reduce confusion, improve user experience, and ensure that all visitors can reliably access the appropriate resources and support.

main

Along with the website revamp, we will redesign the brochure to align with the updated branding, format, and style of the website. The brochure will provide a concise, engaging overview of the organization while directing readers to the website for additional information and next steps. By maintaining consistent design and messaging, the brochure will also ensure that key information remains accessible beyond digital platforms, reinforcing brand cohesion across all materials.

reach

To ensure cohesiveness across all platforms, we will update all social media and public-facing MAM channels to align with the redesigned website and brochure. This will maintain a consistent brand identity and style across all platforms. By connecting all MAM platforms to the website as the central hub, we will create a unified look and feel that reinforces a single, clearly identifiable mission.

roadblocks



brand consistency

Because prior materials were used by different people over time, the organization's tone, visuals, and messaging are not fully aligned, making it challenging to present a single, cohesive brand voice. This lack of consistency can affect how quickly users recognize and trust the organization. In order to maintain brand consistency, we will have to navigate the challenge of balancing modernization with familiar branding that individuals already know and trust.

topic sensitivity

This is a topic that can be sensitive for many individuals, and we want to be intentional in creating platforms that feel welcoming, inclusive, and supportive. It is important that our language and messaging are thoughtful, compassionate, and nonjudgmental, ensuring that no one feels excluded or discouraged from engaging with our content. By using careful wording and a respectful tone, we aim to build trust, foster understanding, and create a safe space where people feel valued, heard, and comfortable seeking information and support.

timeline

02/02 **Checkpoint 1**

Alpha, exploratory research, project plan, PR/FAQ

02/26 **Checkpoint 2**

User research, beta, UX Map

03/24 **Checkpoint 3**

1.0, Visual design guide + poster, website beta, SLAM promotion material

04/09 **Checkpoint 4**

Stage presentation beta, 1.1, launch/handoff/social deliverables, resume

04/16 **Demo Day**

SLAM demonstrations

05/01 **SLAM!**