

Forest to Furniture Website Design



Facilitating the work of a Non-Profit

The woodworking industry is in dire need of transformation.
Second generation old growth trees are routinely destroyed.
Forest to Furniture is the transformation.
Forming partnerships with companies that practice Forest Stewardship.
Bringing ethical responsibility to clients and creators of furniture.
Forest to Furniture is ready to go beyond word-of-mouth.
A Website will allow for people and partners to connect and learn.

Anatomy of a Web Design

I began with several meetings and conversations with the sponsor.
Collected media and information for use on the website.
Researched designs that would best suit the organization's needs.
Recreated a design that had the necessary functionality.
There were several technical challenges that forced me to simplify.
Chose a theme template and the sponsor purchased the domain name.
Constantly revised and reworked the site to fit the sponsor's needs.

Outcomes

I discovered about the challenges and solutions in the woodworking industry.
ForestToFurniture.org is ready for its digital launch.

Next On the Horizon

Just like the organic food movement, this website will provide consumers with an ethical choice.
Forest to Furniture has a place to call home and has something to build upon.
Now they will make the move toward social media platforms to further expand the reach.

