United Nations Development Program

A complete web redesign for the leading body in the field of international development.
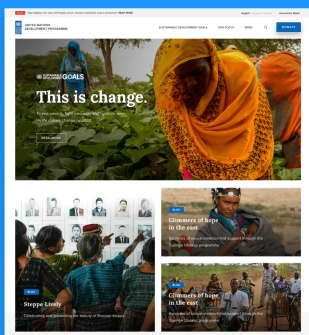

About

It would be impossible to fully measure the impact that the United Nations Development Program (UNDP) has had since being formed in 1965. With a global presence in 177 countries and their work shaping Sustainable Development Goals, the UNDP wanted to overhaul their web identity to better share their incredible work with the world.

Deliverables
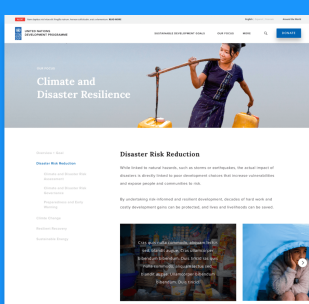
Website - Desktop & Mobile

Challenge

To craft a modern identity and navigation while maintaining much of the architecture currently in place, paving the way for a strong future in the digital space.

Solution

To update the navigation and create component-based layout templates, giving every global office the ability to account for their dynamic pieces of content.

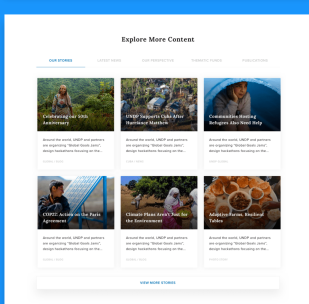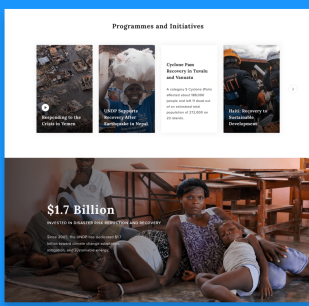## Strategy

Story-centric Focus

Behind every one of the UNDP's programs are stories of lives impacted. We sought to bring in this human element by highlighting these stories.

Creating Hierarchy

Utilizing photo elements and bold typefaces to create a stronger hierarchy allows users to effortlessly dive into the incredible content.

Simplified Navigation

We restructured the site's navigation elements and implemented a unique, photo-based menu nav showcasing their key programs.

Results

Both our team and those involved from the UNDP team are so excited about the new face of UNDP.org. By refocusing the vision and method of the organization's digital strategy, they now have the groundwork laid for the future of their site. We cannot wait to see the ways they continue their incredible work and utilize this platform to inspire the world.