

Building for the Future: A User-Focused Website Transformation



The Ontario Federation of Anglers and Hunters is Ontario's largest non-profit member-based organization supporting fish and wildlife conservation.

Problem

- OFAH operated with an outdated website that couldn't support the organization's evolving needs or growth ambitions.
- The site failed to reflect OFAH's new structure, which separated its member association from its charitable foundation.
- The website struggled to connect with OFAH's younger target audience, and both staff and members found the site difficult to navigate.

Approach

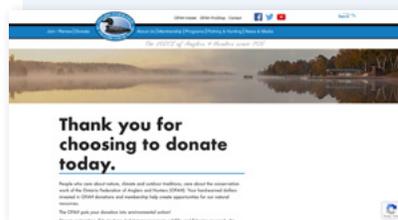
OFAH undertook a comprehensive website transformation:

- The new site was built on a scalable platform to support OFAH's long-term growth.
- 15+ web properties were streamlined to improve the user experience and clarify the organization's structure.
- Halmyre's Certified Customer Experience Professional (CCXP) conducted a detailed mapping of pain points and user journeys to guide new site structure.
- A sophisticated site architecture was implemented, including a centralized, audience-segmented member database and a portal for member registration and account self-management.

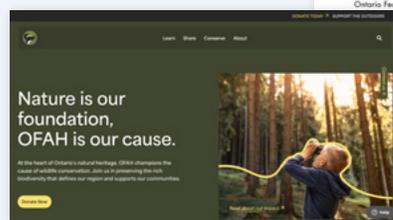
Outcome

The transformation delivered significant benefits:

- The user experience and visual appeal were dramatically improved, making it easier for members to access content, reducing frustration and boosting engagement.
- OFAH programs, activities, and information were consolidated into a cohesive site.
- A scalable technology platform has ensured the website can grow alongside OFAH, supporting future needs.



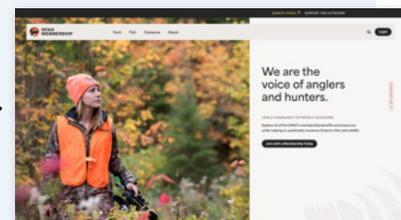
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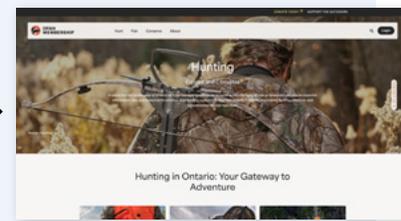
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BEFORE



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