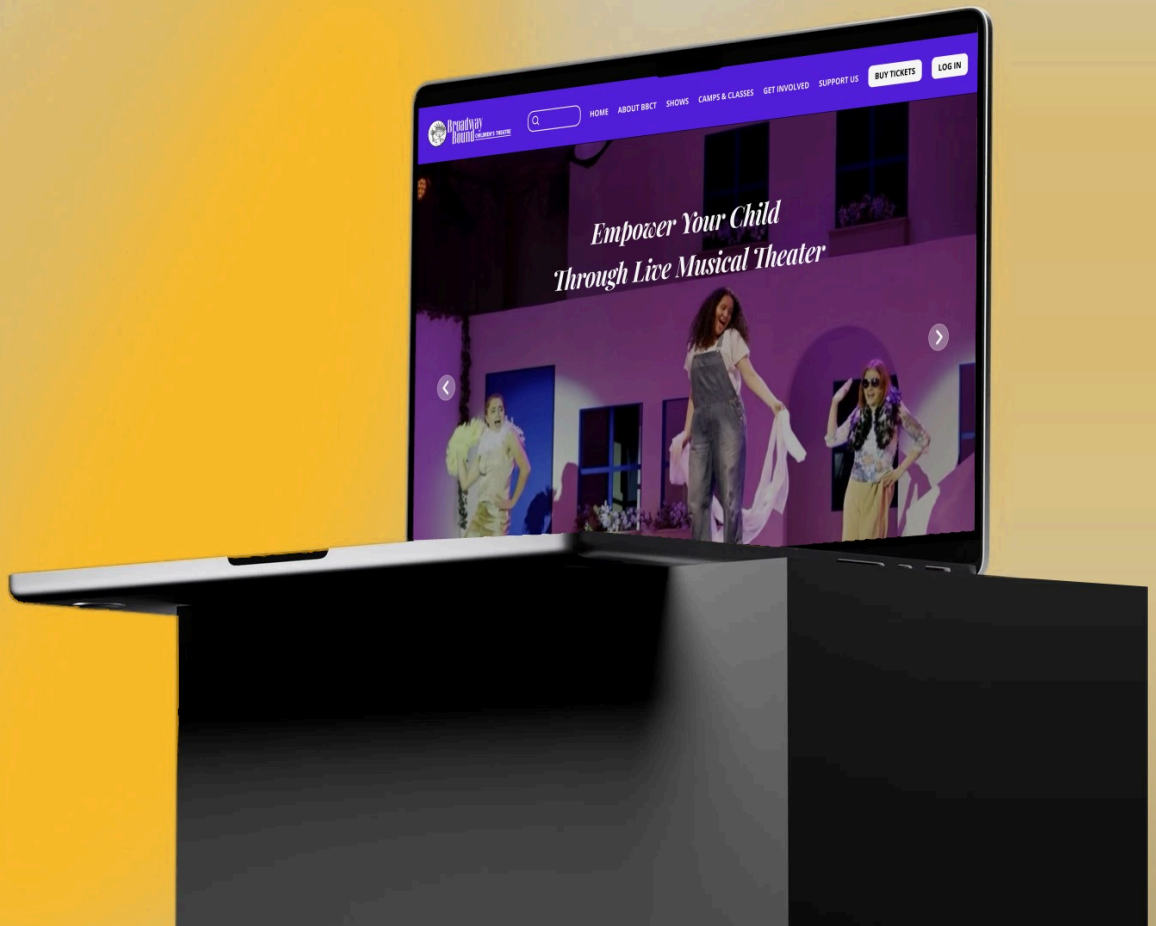
BROADWAY BOUND

CHILDREN'S THEATRE

WEBSITE REDESIGN FOR A YOUTH MUSICAL THEATRE IN SEATTLE



INDIVIDUAL PROJECT

DIRECTION/
UX Design
Web Design

ROLE/
UX Designer

CLIENT/
Broadway Bound Children's Theatre

PROGRAM/
UW Comm Lead Consultancy

TIME/
2025.10-2026.03

01 · BACKGROUND

Broadway-level shows, *a site that didn't say so*

Broadway Bound is a Seattle nonprofit youth musical theatre for ages **5–18**. Productions run with a **live band, full sets and lighting, a mic on every performer**, and multiple casts per show, so every child gets real stage time.

Families who are inside the program love it. But the website was the first touchpoint for everyone else: prospective families, teens weighing their options, sponsors and ticket buyers. And it was hard to navigate, hard to keep up to date, and undersold the experience.



5–18
age range served, from first-timers to college-bound teens

127
families answered the 2025 parent survey

4
2025/26 strategic initiatives the site had to support

The challenge

How might we turn the website into a clear front door that communicates BBCT's quality, helps each audience find what's relevant to them, and is easy for a small team to keep current?

1. Make shows, classes and ticket info easy to discover
2. Show the production quality and community up front
3. Give teens, families and sponsors clear paths
4. Make content updates simple for internal staff

WHO THE SITE SERVES

Current families · Prospective families · Teens · Ticket buyers · Sponsors · BBCT staff

02 · RESEARCH

What 127 families *said*

I grounded the redesign in BBCT's Summer 2025 parent survey, pairing the numbers with parents' own words to find where the website was failing them.

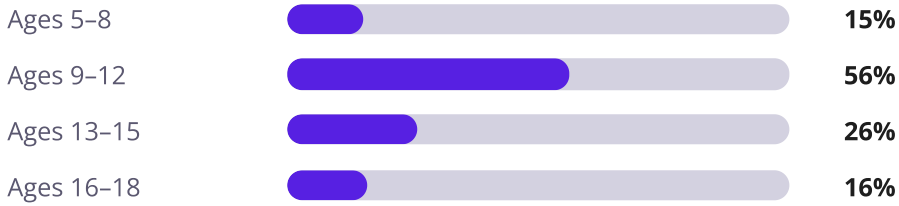
71%
say people are most surprised by the **production quality**. The quality isn't visible from the outside.

72%
want **shareable ticket links** for their child's cast to invite friends.

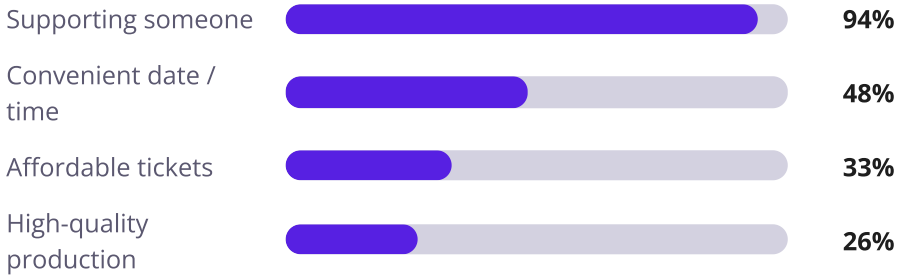
48%
want a **quick show summary**: age guidance, runtime, parking.

81%
of teen families want **teen-only productions** and advanced intensives.

Engagement drops after age 12



Why friends & family come to shows



> *"People are shocked it's not just 'kid cute' theater. It's Broadway-level."*

> *"The Seussical show was soooooo long... no idea of the run time."*

> *"We would love more teen-specific development opportunities."*

Source: BBCT Parent Survey, Summer 2025 (127 respondents). Multi-select questions, so percentages don't sum to 100.

Four initiatives, *one front door*

BBCT's 2025/26 strategy had four marketing initiatives. I translated each survey finding into a concrete requirement for the website.

INITIATIVE 1

Evolve brand & positioning

The identity is strong inside the program but not visible outside it. Outsiders are surprised by the quality.

71%

are most surprised by the production quality

→

Lead with production photos and video on the homepage and show pages, and use one consistent brand voice across the site.

INITIATIVE 2

Increase teen engagement

Participation drops sharply after 12. Teens want teen-only shows, intensives and leadership roles.

81%

of teen families want teen-only productions

→

A dedicated teen pathway in the navigation: teen-only productions, intensives and mentorship in one place.

INITIATIVE 3

Drive sponsorships

Growth, confidence and community are BBCT's strongest stories, but sponsor outreach doesn't use them.

68%

describe BBCT as confidence-building

→

Impact stories and a clear sponsor page built around student growth and inclusion.

INITIATIVE 4

Increase ticket sales

People come because they know someone in the cast. Unclear logistics and long runtimes hold them back.

72%

want shareable ticket links for their cast

→

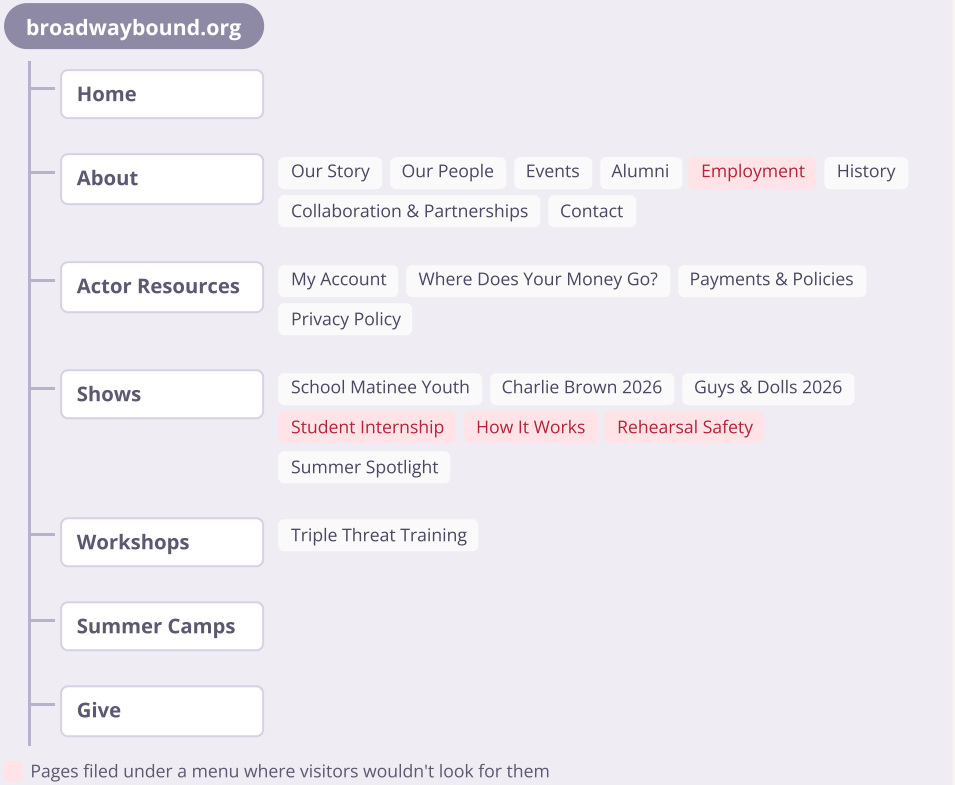
Show info at a glance (age, runtime, parking) plus shareable, cast-specific ticket links.

04 · INFORMATION ARCHITECTURE

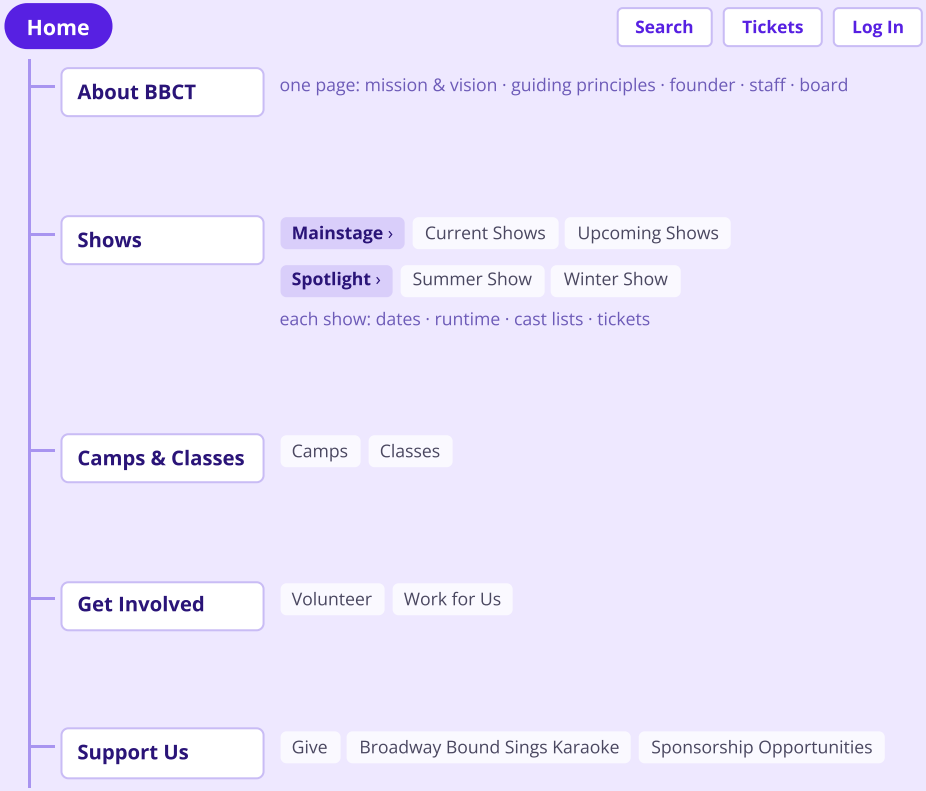
Restructuring *the navigation*

I restructured the sitemap around what each audience comes to do, to reduce cognitive load for visitors and streamline content updates for the internal team.

BEFORE



AFTER



Audience-first paths

Families, teens and supporters each get a clear entry point instead of one long menu.

Shows as the hub

Every production page carries the logistics families asked for, next to the ticket button.

Easier upkeep

Repeating page templates mean staff update content in one place, not across many pages.

05 · PROCESS

From blocks *to sketches*

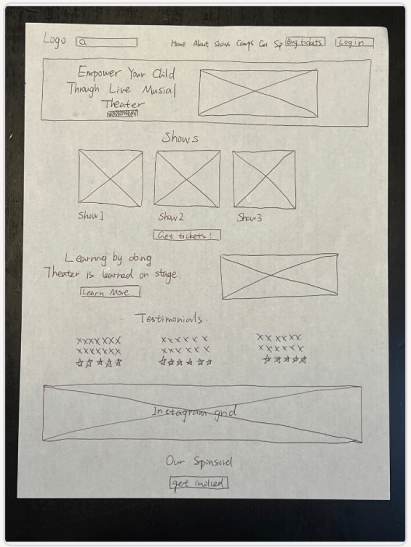
I moved one fidelity at a time: content blocks to agree on what each page holds, then paper sketches for layout, checked with BBCT in weekly syncs before anything went into Figma.

HOMEPAGE

LOW-FI · CONTENT BLOCKS

- logo + navigation
- banner → About
- classes → Classes
- tickets → Tickets
- donate → Donate
- contact info

MID-FI · PAPER SKETCH

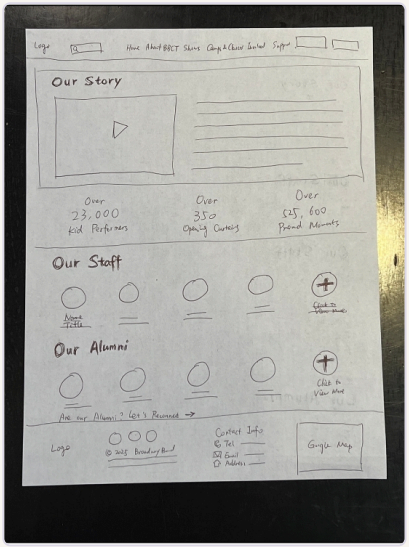


ABOUT US

LOW-FI · CONTENT BLOCKS

- logo + navigation
- Our Story
- Our Staff
- Our Alumni
- Contact Us
- contact info

MID-FI · PAPER SKETCH

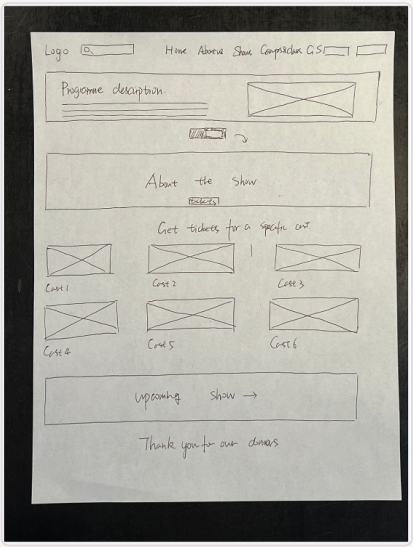


SHOW PAGE

LOW-FI · CONTENT BLOCKS

- logo + navigation
- program description
- current shows
- upcoming shows
- tuition & scholarships
- contact info

MID-FI · PAPER SKETCH



06 · VISUAL SYSTEM

Theatrical, *full of warmth*

BBCT's brand guidelines (Nov 2025) set the colours, type and photo rules. I carried them onto the web as reusable components: navigation, buttons, show cards and a theatre icon set.

Broadway Bound Purple
#5720E2 · brand hero

Marquee Gold
#F5C542 · highlights, buttons

Curtain Coral
#FF5E73 · lively accent

Orchestra Charcoal
#1E1E1E · text, deep bg

Stage Smoke Gray
#D3D1E0 · dividers

Stage Glow Cream
#F8F5F0 · base UI

Aa

Playfair Display: headers, with bold and italic for accent

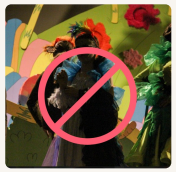
Aa

Open Sans: subheads in all caps, titles and body


✓ High contrast


✓ Action shots


✓ Diverse groups


✗ Out of focus


✗ Blown-out light


✗ Faces blocked

NAVIGATION

Broadway Bound Children's Theatre · HOME · ABOUT BBCT · SHOWS · CAMPS & CLASSES · TICKETS

BUTTONS

Get Tickets · Cast Lists · Learn More

SHOW CARD



THE JUNGLE BOOK

NOW PLAYING

May 1–10 · 1 hr 15 min · Ages 5–10

Learn More

ICONS

Stage · Spotlights · Drama · Music · Lighting

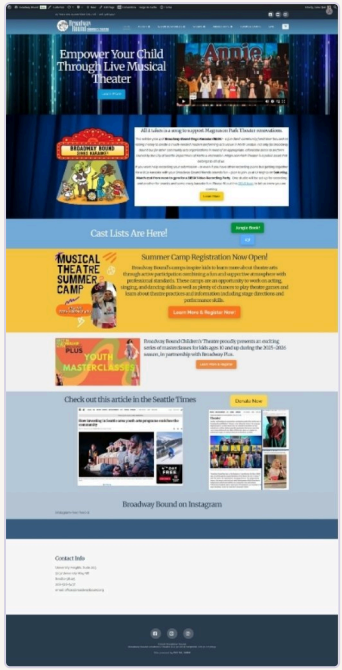
Tickets · Audience · Volunteer · Donate · Confidence

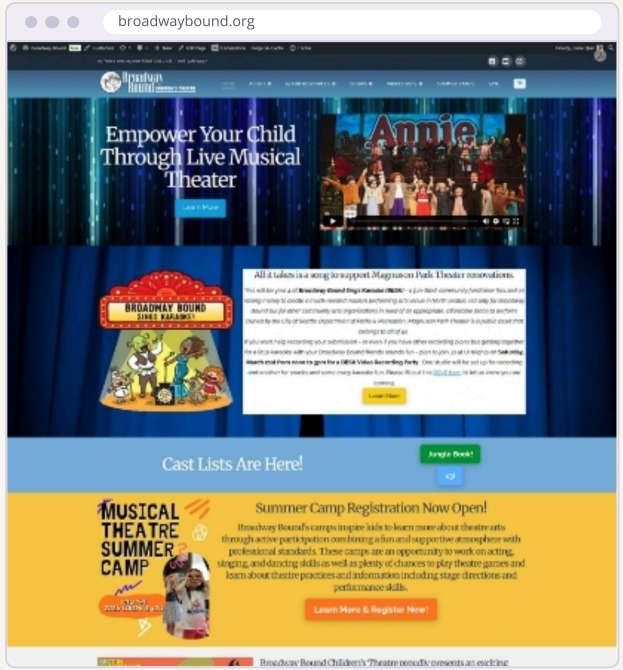
07 · REDESIGN · HOMEPAGE

A homepage *on stage*

The old homepage was a stack of announcements. The new one answers what a first-time visitor needs: what BBCT is, what's on, and where to go next.

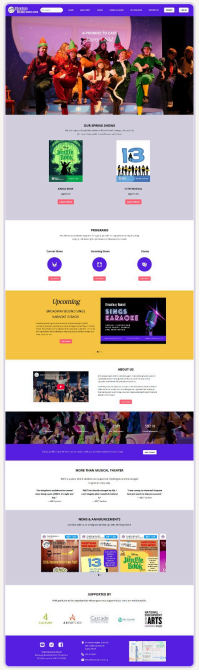
BEFORE · LIVE SITE

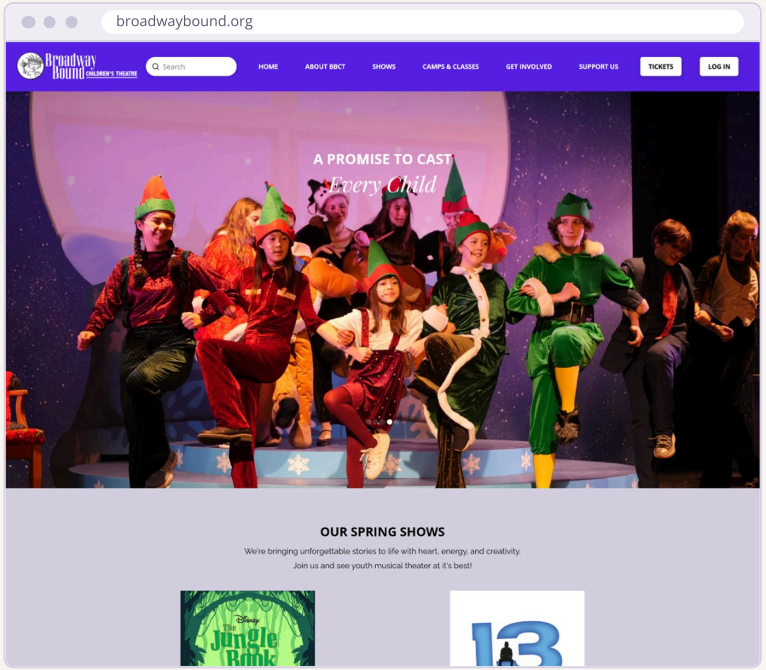




Full page · first screen

AFTER · REDESIGN





Full page · first screen

1

Lead with the show

A full-width production photo and one promise, “every child is cast”, replace a fundraising banner and an embedded video.

2

What's on, right away

This season's shows appear as cards with age ranges, followed by three program entry points: current shows, upcoming shows and classes.

3

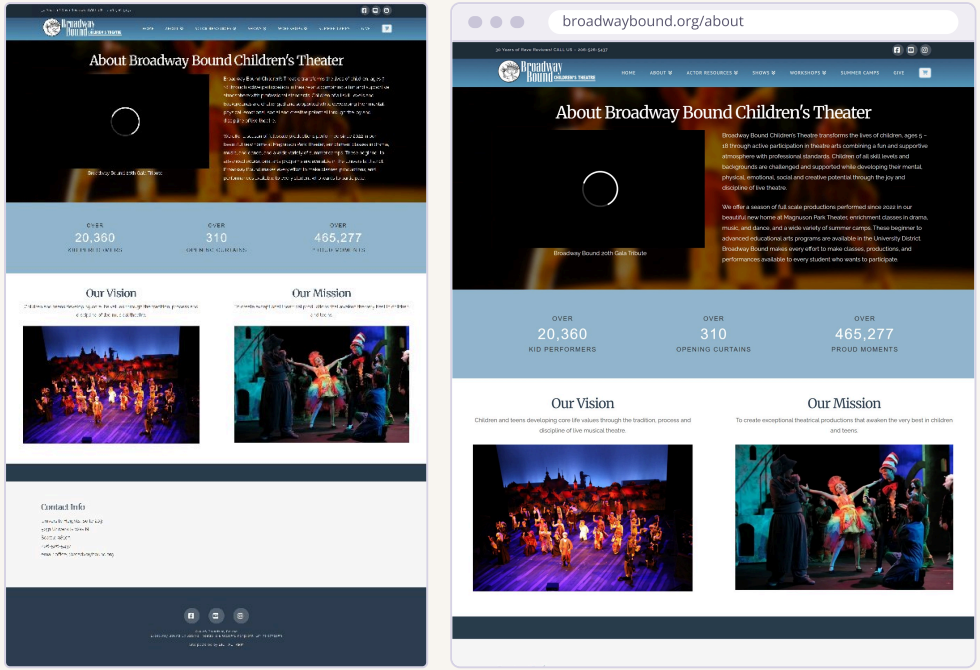
Proof for outsiders

Impact numbers, family quotes, news and supporters sit lower down, in one consistent brand style instead of mixed flyers.

One page *for the whole story*

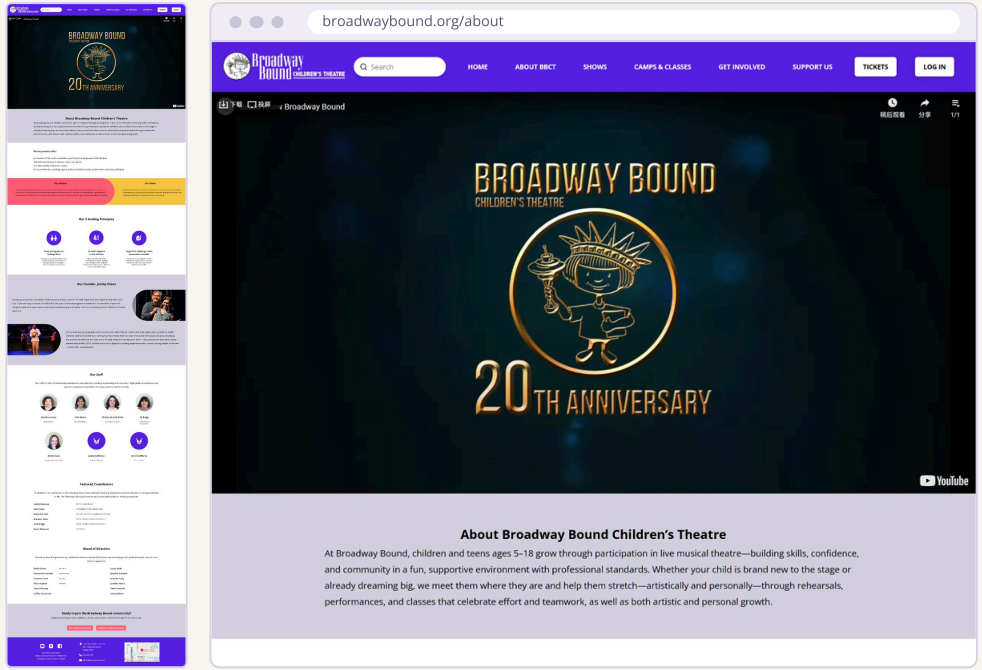
Story, people and history were split across separate pages under About. The redesign brings them into one scroll that sponsors and new families can read in a minute.

BEFORE · LIVE SITE



Full page · first screen

AFTER · REDESIGN



Full page · first screen

1

Story in one scroll

What BBCT is, what it offers, mission and vision, guiding principles, founder, staff and board, in a single page.

2

Brand, not template

The generic blue-grey theme gives way to BBCT purple, coral and gold, with Playfair Display and Open Sans.

3

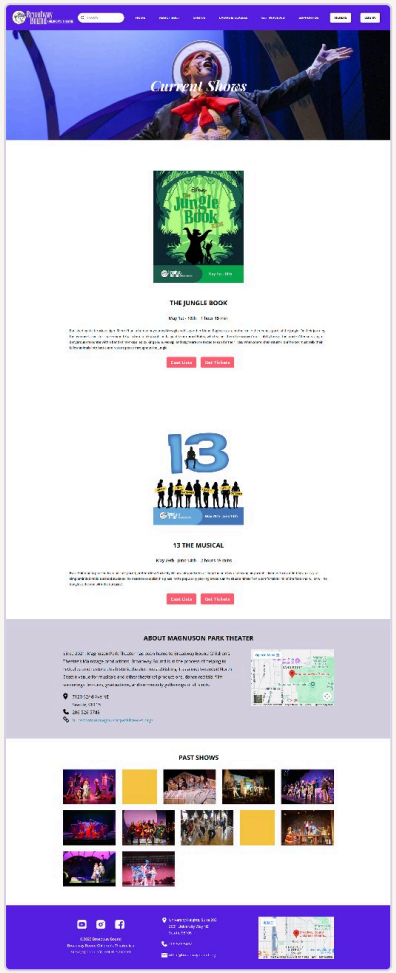
Faces of the program

Staff and board appear with photos and roles, so families and sponsors see who runs the program.

09 · NEW PAGES

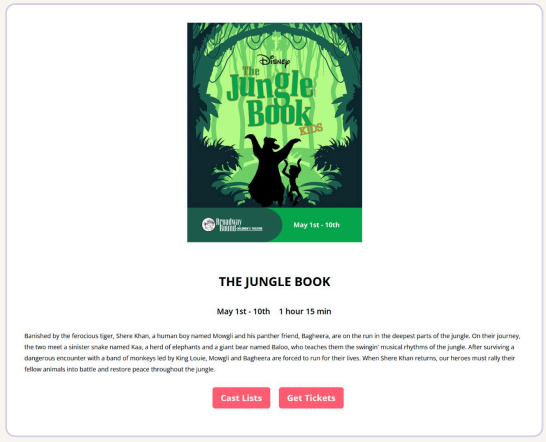
Two *brand-new* show pages

The old site had no show listing: each production was a dropdown item under Shows. I designed two new pages, one for what's playing and one for what's next.

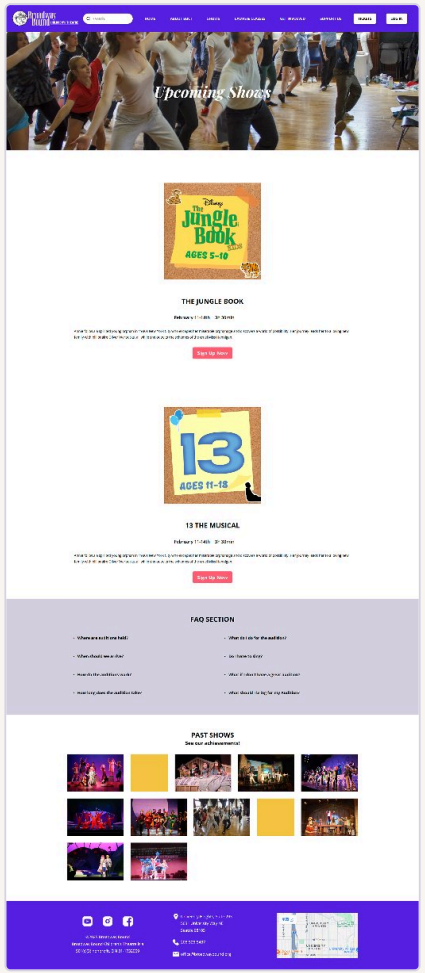


NEW · FOR TICKET BUYERS

Current Shows

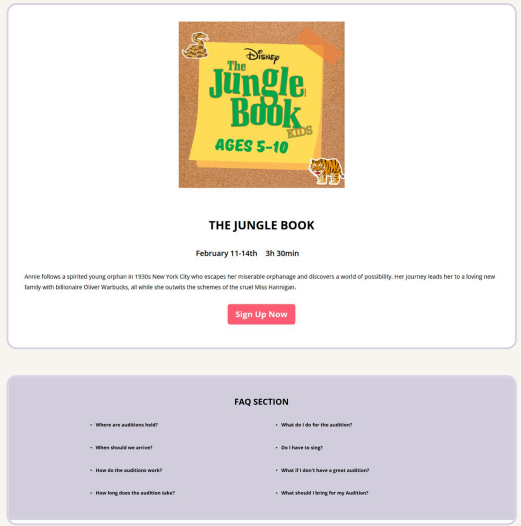


- Dates and runtime sit with every show
- Cast Lists and Get Tickets side by side
- Theatre address and map, then past shows



NEW · FOR FAMILIES SIGNING UP

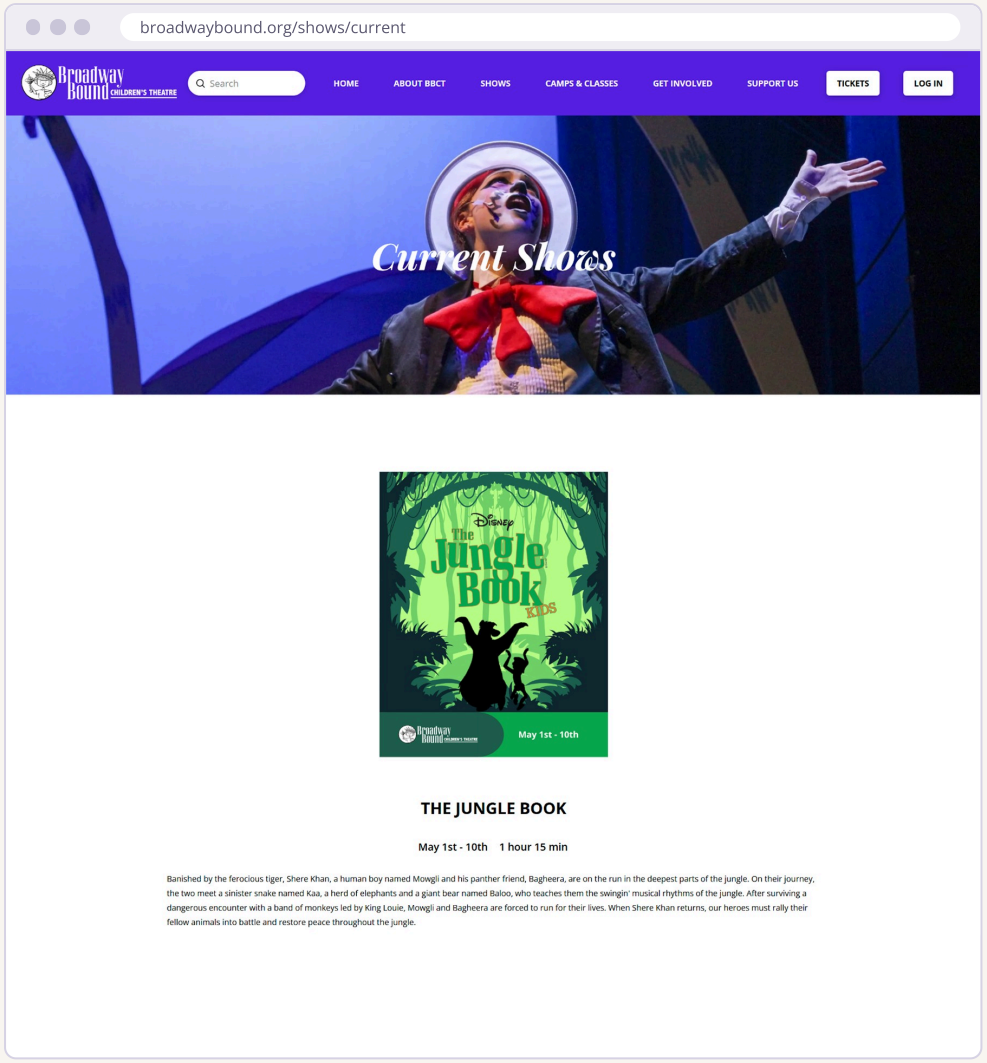
Upcoming Shows



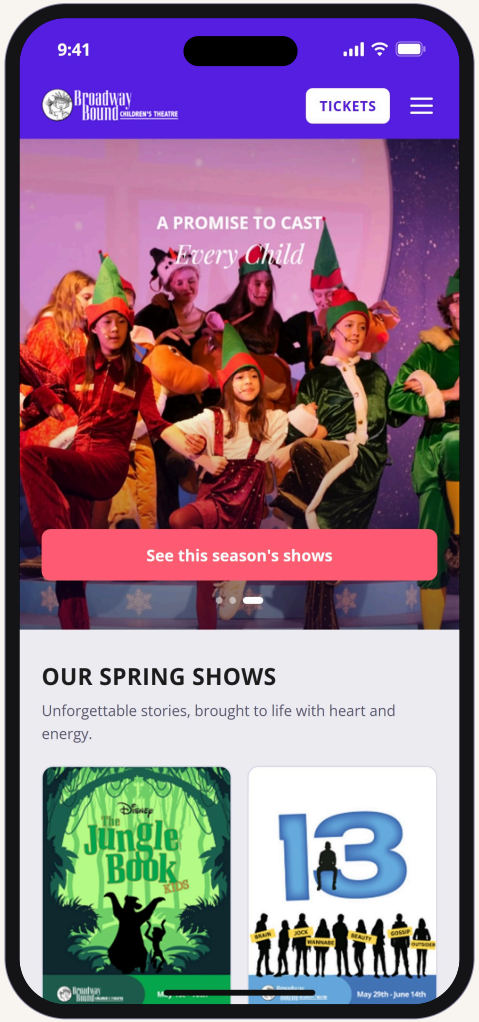
- Age range printed on every poster
- One Sign Up Now button per show
- An audition FAQ answers common questions

Responsive, *on every device*

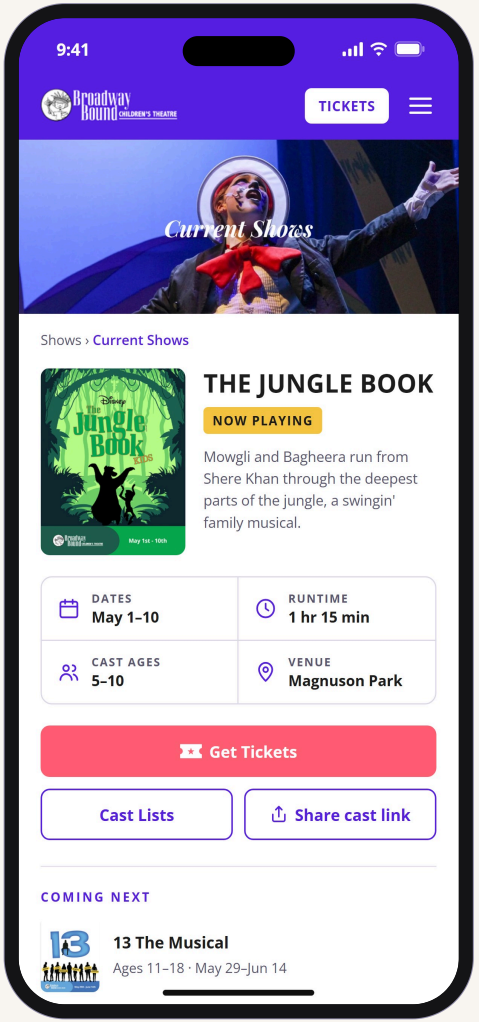
High-fidelity, responsive prototypes and modern UI layouts, designed to work for parents on their phones as well as staff on desktop.



Current Shows on desktop: each production with its dates, runtime and tickets



Homepage on mobile

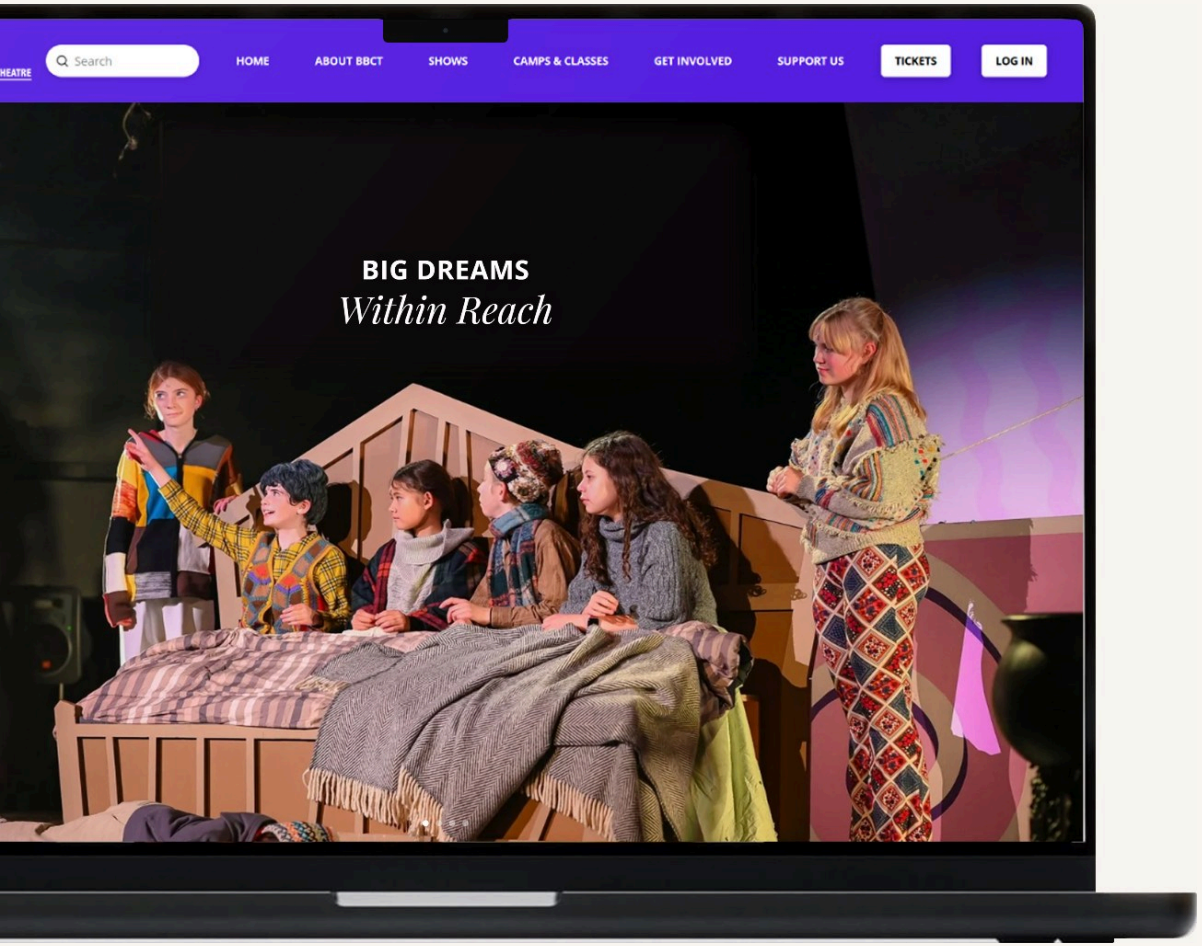


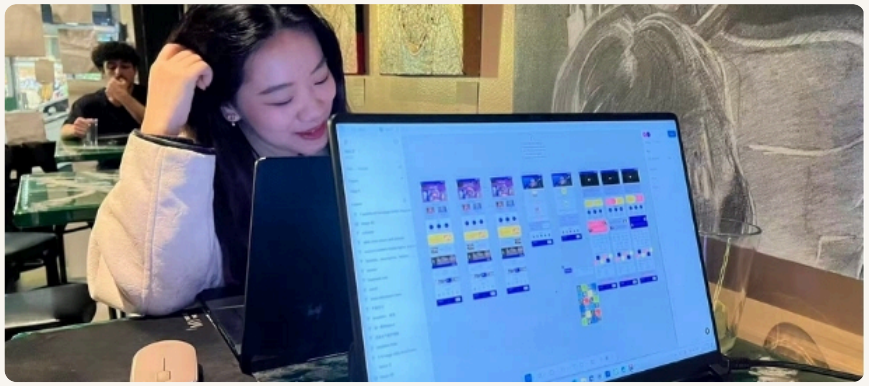
Show page on mobile: logistics right above Get Tickets

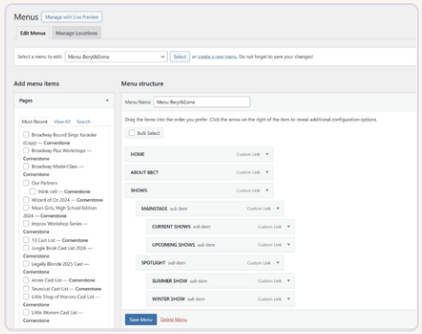
11 · BUILD & HANDOFF

Live in *WordPress*

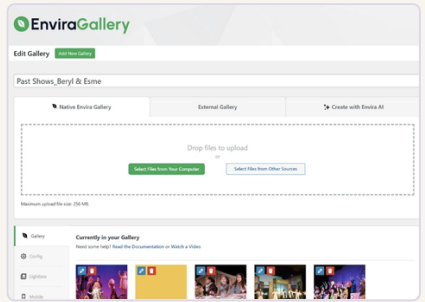
I didn't stop at Figma. I moved the designs into BBCT's own WordPress so the small staff team can keep the site current on their own.







Navigation rebuilt as WordPress menus



Show galleries staff update themselves

The hard part: a legacy WordPress

I had never worked with BBCT's older WordPress setup. Video tutorials plus AI-guided troubleshooting for specific problems got me to shipping changes on my own.

12 · OUTCOME

A front door *worth the show*

Clearer discovery

Shows, classes and tickets are reachable from audience-based navigation instead of buried pages.

Quality made visible

Production photography and consistent branding show outsiders what families already know.

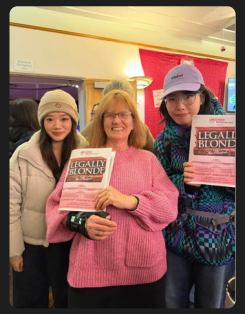
Easier to maintain

A restructured IA and reusable layouts streamline the content update process for the internal team.

REFLECTION

Working with a nonprofit meant designing for two users at once: the families on the site, and the small team who has to keep it running. The strongest decisions served both.

> *Jiajun generously volunteered her time and expertise to support Broadway Bound Children's Theatre, a nonprofit organization, on our website redesign. She brought professionalism, thoughtfulness, and a strong collaborative spirit to the work, and was a pleasure to partner with from start to finish.*



LEOTA MOHR · CREATIVE DIRECTOR, BROADWAY BOUND

With the BBCT team at Legally Blonde