

# GRADY TRAUMA PROJECT WEBSITE DEVELOPMENT

## CASE STUDY 3

### CLIENT OVERVIEW



The **Grady Trauma Project** is dedicated to studying trauma, PTSD, and stress-related disorders, primarily focusing on underserved populations in Atlanta. The project also provides resources and support for trauma survivors.

### CHALLENGES/GOALS

#### GRADY TRAUMA PROJECT NEEDED



##### Accessible Resources for Trauma Survivors

A website that provided easily accessible information, resources, and support for trauma survivors and their families.



##### Research and Collaboration

A platform to share research findings, collaborate with other researchers, and recruit participants for ongoing studies.



##### Educational Content

A hub for PTSD and trauma-related educational content for both the public and professionals.

### SOLUTION IMPLEMENTED

Avenue180 provided a tailored web development solution



##### User-Friendly Design

The website was designed to be approachable and easy to navigate for trauma survivors seeking support and information, as well as professionals and researchers looking for resources.



##### Resource Distribution

Built a robust resources section with downloadable materials and videos, ensuring trauma survivors could access help and education.



##### Mobile Optimization

Given the diverse audience, the website was fully optimized for mobile, making it easy for users to access resources on the go.



##### Lead Generation

Integrated contact forms for participants and researchers, allowing the Grady Trauma Project to recruit for studies & engage with collaborators.

### RESULTS/IMPACT



##### Improved Resource Access

The website became a central hub for trauma survivors and their families, offering valuable support materials.



##### Increased Study Participation

The easy-to-use contact forms helped drive more participants to ongoing research studies.



##### Engaged Community

The educational materials and resources provided a platform for trauma survivors to engage with the Grady Trauma Project, fostering a supportive community.