

CASE STUDY:

RedRibbon

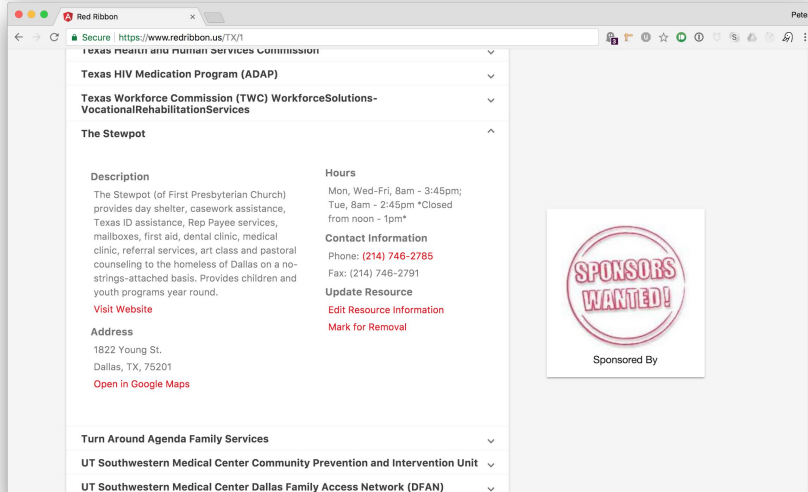
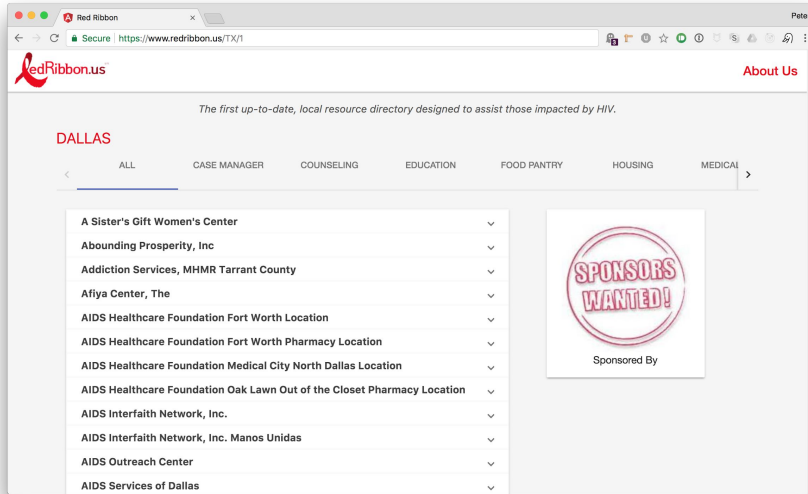
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BACKGROUND

RedRibbon is the first up-to-date, local resource directory designed to assist those impacted by HIV.

Their goal is to become the centralized directory of local services for all communities impacted by HIV and to do that they needed a web design and content team that could make their vision a reality.



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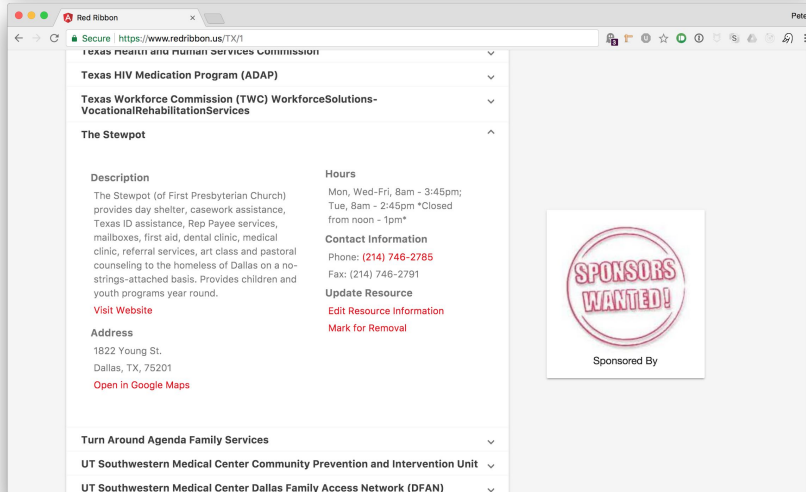
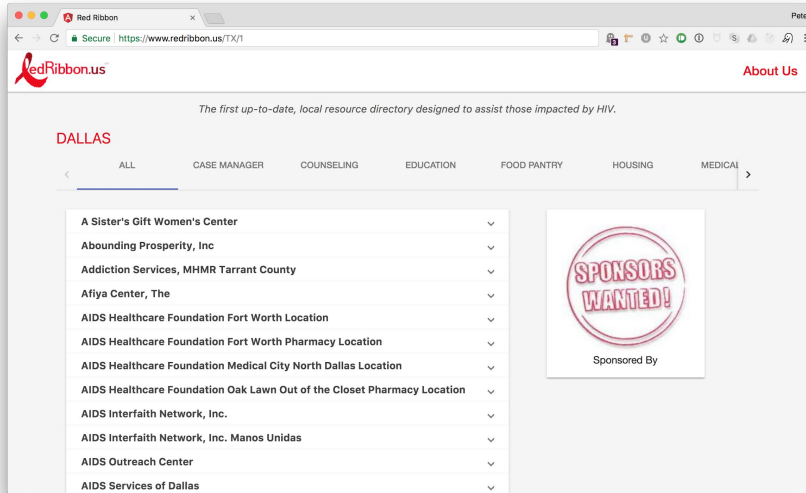
RedRibbon

THE PRODUCT

Compiling information on case managers, food pantries, medicine and more is no easy task.

As a community driven platform Brent and Andrew, the founders, needed to take their message to the people.

The RedRibbon team had a rough mock up of their site but needed a mobile friendly, easy to update resource directory for the HIV community and their supporters.



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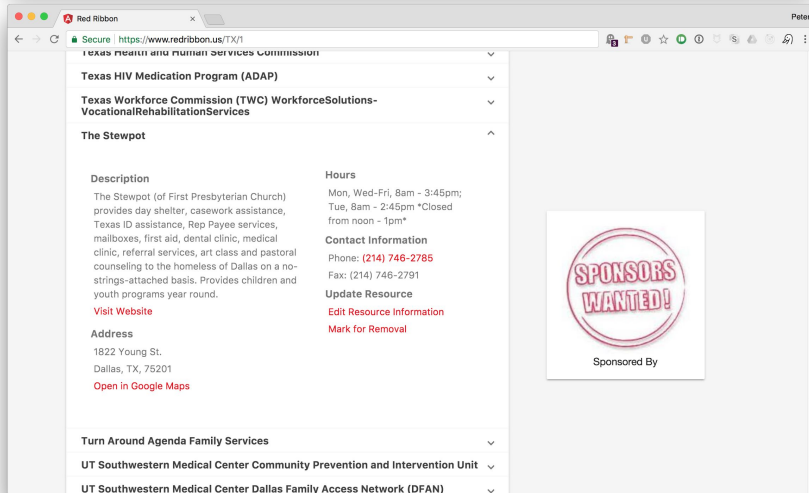
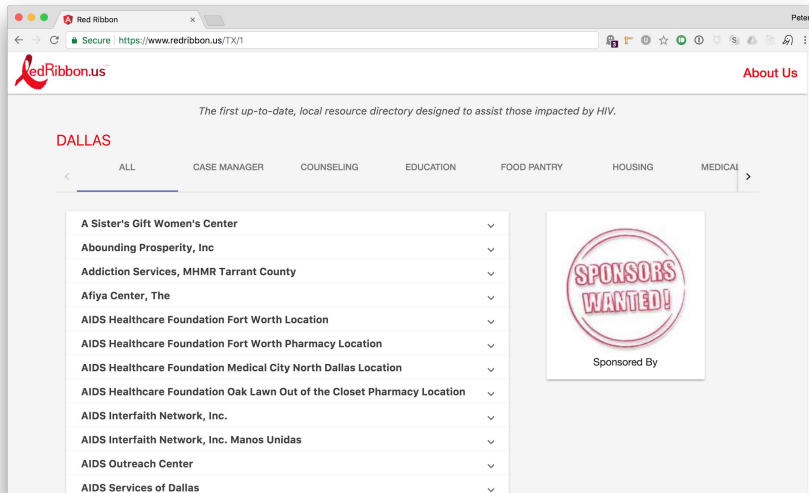
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THE CHALLENGE

Prior to Upstate Interactive, RedRibbon was able to build a prototype of their service, but they needed a robust application to take their product to the next level.

The tool needed to be simple enough for them to manage, allow for elements of user interaction, all while proving privacy and anonymity.

Sponsorship space and capabilities were another focal point of the application as Red Ribbon is funded through grants and donations.



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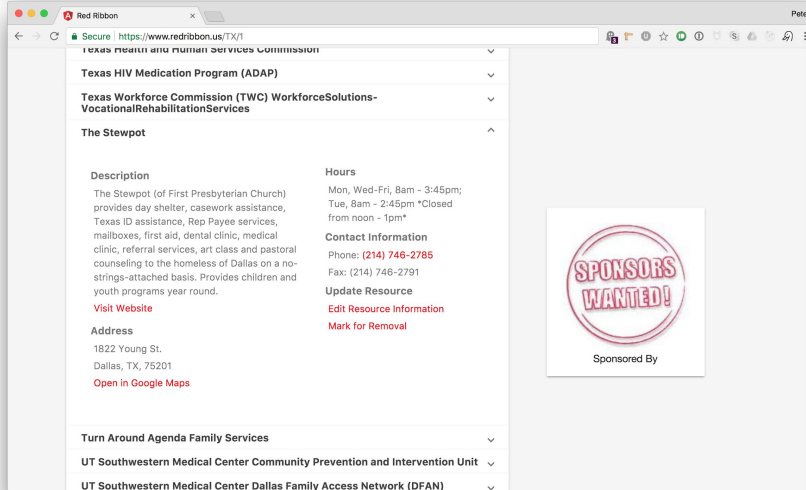
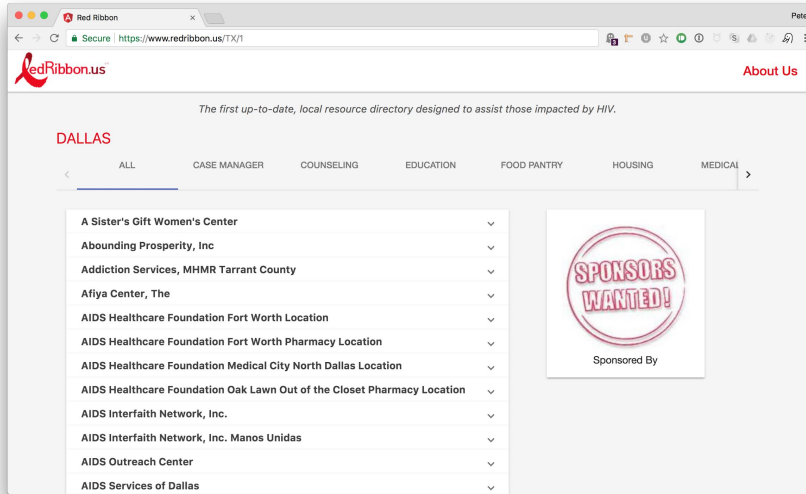
THE WEBSITE

[RedRibbon.us](https://www.redribbon.us) was launched in September 2017.

Designed to be easily navigable, highly accessible and community driven, we are excited to see how the new application grows their organization.

So far RedRibbon hosts information for Dallas, TX but has already begun expanding to Austin, Fort Worth, Houston and San Antonio.

With their new application, the sky's the limit.



TESTIMONIAL



“You always worry about the intangibles when looking for the right agency. The guys at Upstate Interactive went above and beyond to way exceeded my expectations.”

Brent Bednarik, CEO

