

Please Touch Museum

Website Redesign:
Playfully Dynamic



Challenge

A “hands-on” children’s museum wanted a “hands-on” website, as fun and unique as the museum itself. The Please Touch Museum (PTM) required a playful, joyous, and childlike online experience that would engage visitors and drive traffic.

Solution

The [website refresh](#) required dynamic design elements, so Liberty Fox developers worked closely with the PTM design team to implement unique motion design capabilities.

Technology



Through the use of “page blocks,” interchangeable code templates were used to quickly create similar content on different pages and across different layouts using the WordPress Content Management System (CMS). The site also utilizes several custom page templates built into the website theme to produce a site that is both flexible and dynamic. Moreover, Liberty Fox implemented custom design modules in WordPress, allowing PTM simplified management capabilities with substantially reduced ownership and maintenance costs for years to come.

Outcomes

The site contains unique elements such as custom sliders, floating visual elements, unique page breaks, and whimsical shapes that provide visual interest to captivate visitors. The PTM stakeholders were pleased with the outcome of the site and have even decided to expand upon its design and capabilities.