SUMMARY

The thesis „Website design for the Estonian Evangelical Lutheran Church St. Andrew's Congregation of Sangaste" aimed to refresh and personalize congregation's website and enrich its visual identity. Nowadays, many congregations are part of digital existence and have websites that carry their values and represent them online. By using best practices and following the standards, the new website could evoke inspiration for digital innovation within Estonian congregations. Updated, aesthetic, user-and mobile-friendly websites serve as valuable resources for members as well as other interested parties and could help in maintaining the public perception of Estonian churches.

A visually appealing and user-centric website could help to leave a positive impression and encourage visitors to repeat their website visits. Consistent use of colors, fonts, and images throughout the new website would grow the recognition and trust among website users. All this could potentially grow the congregation's visitation by new people and could lead to new members or opportunities.

The prototype had to be made with the knowledge that the website will serve as the primary platform where community members could turn to for reading news and event information in the future and that it would be visited by users of different ages. Website had to be visually appealing to encourage the visitation of the website by new and younger members and it had to demonstrate the views on desktop and mobile screens.

Thesis consists of three parts: theoretical, analysis and background research, and design process. The theoretical part, covered some of the principles of web design, church and identity, and Sangaste congregration's history. Then, in the background research, I mapped the client's needs, searched for examples of modern church websites, and did a user research to better understand congregation's needs. During the design process the structure of the website with the main idea, font, colours, and other details were prototyped for the website in desktop and mobile screen sizes.

I have created a website design solution for mobile and desktop screens for the client with necessary interactions that a client is going to bring over and publish on their domain, where their current website is located.