

Information Architecture Case Study: Restructuring of the Living Beyond Breast Cancer Website

This talk will explore a website design story. A nonprofit group, Living Beyond Breast Cancer (LBBC) [a locally-headquartered, national nonprofit offering trusted information and community support], redesigned its complex website to better serve users while maintaining crucial SEO (Search Engine Optimization) traffic.

This case study will explain how strategic brand and UX considerations can motivate a unique approach to menus and user flow. The redesign was able to boost KPIs without sacrificing brand messaging. The talk will also briefly explore the technical side of a seamless SEO transition. It is especially useful for anyone tasked with reshaping a content-heavy site, and you will walk away with practical takeaways and ideas to implement in your own work.

Ben Swofford is a UX & Product Strategist at FourFront, where he has 8 years of experience spanning digital strategy and innovation. In addition to working with clients of regional, national, and international scope, he is also an Adjunct Professor teaching UX and Innovation fundamentals to graduate students at Jefferson University. He previously served on the board of PhillyCHI, a local UX community group, and believes that authentic, non-transactional networking can be a beautiful thing! Ben holds an M.S. in User Experience & Interaction Design from Jefferson University, and a B.A. in Architecture from Miami University (OH).

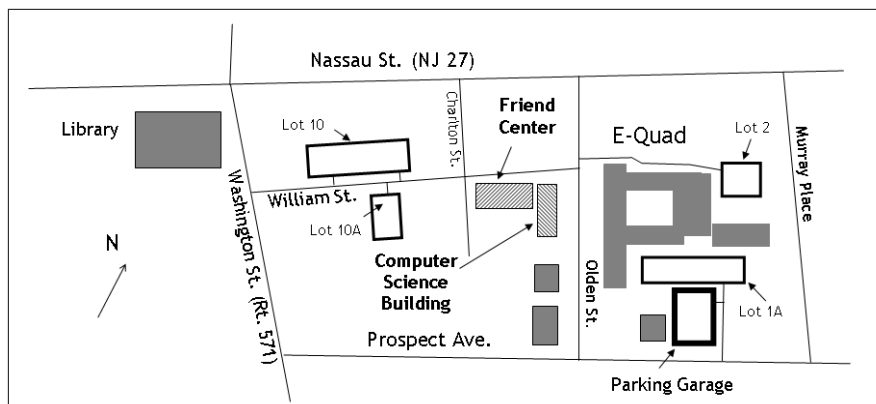
Date: Thursday, November 20, 2025, 8:00pm EST
Place: **HYBRID MEETING** (both in-person and online)
In Person: **Princeton University Friend Center – Room Friend 004**
79 William St., Princeton NJ
(NOTE: this room is different from our normal meeting room –
It is on the lower level of the Friend Center – enter on William St.)
How to register for the online meeting:

- Send email to **PrincetonACM@gmail.com**
- OR Register on **Meetup.com**
(<https://meetup.com/IEEE-Princeton-Central-Jersey-Section>)

Information: Dennis Mancl (908) 285-1066
On-line info: <http://PrincetonACM.acm.org>

All Princeton ACM / IEEE Computer Society meetings are open to the public. Students and their parents are welcome. There is no admission charge, and refreshments are served.

A pre-meeting dinner is held at 5:45 p.m. at Applebee's (3330 US 1, Lawrenceville, near Quakerbridge Mall). Please send email to princetonacm@gmail.com in advance if you plan to attend the dinner.



Parking: After 4pm on weekdays, public parking is permitted in most of the university parking lots near the Computer Science Building. See the Visitor Parking link on the Princeton Transportation website, <http://www.princeton.edu/transportation/visitors.html>, for a summary of Princeton's policies. On-street parking on Olden, William, and Charlton requires paying the electronic meters until 8pm.