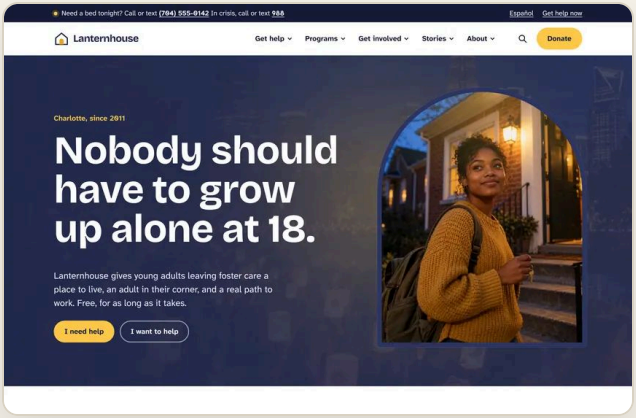
LS Jordan *Design*

Design study summary · 2026

Lanternhouse

A porch light, left on.

A complete website for a fictional Charlotte nonprofit, built to find out what I would make if the only brief was the person who needs help most.



> Lanternhouse is a fictional organization I invented for this study. The website is real: 50 pages, live and working, held to the standard I hold client work to. It is not presented as client work, and it asks search engines not to index it, so no one looking for real help finds a fictional organization.

50	1 tap	33	0	319	44 px
pages, every one built, linked and audited	to a real person, from any page	photographs, each art-directed from a written shot brief	third-party requests: no trackers, cookies or outside fonts	repaints while scrolling the home page, down from 2,959	minimum touch target, checked on all 50 pages

The brief

Build a believable nonprofit site robust enough to run a real organization: a help pathway, six programs, giving, volunteering, events, stories, news, financials, careers and press.

The method

Write for the hardest visitor first, grow one identity from one image, generate every page from one content file, then measure on real browsers and fix what the numbers show.

What it shows

How I work when nobody sets the constraints: content-led structure, accessibility as a starting point, motion with rules, and an honest record of what still needs work.

Organization	Fictional, invented for this study
Role	Brief, content, art direction, design and development
Platform	Python static generator, hand-written CSS and JavaScript, Vercel
Built	October 2026, with a design refresh the same month
Languages	English, with a Spanish landing page

Chapters

01 A brief I wrote, and the rules I set myself
02 Designing for the hardest visitor first
03 One image, one system: a porch light left on
04 Fifty pages that answer real questions
05 Asking for a gift the way a good fundraiser would
06 Art-directing photographs that don't exist yet
07 A design refresh, and the rules it taught me
08 Fast on a slow phone, and measured
09 Private by default, findable by design
10 What an honest audit found

LS Jordan Design · Lindsey Sim Jordan Jr. · lsjordan7@gmail.com · +1 (404) 668-4049

Full study: lsjordan.design/studies/lanternhouse