Special Olympics
Republic of North Macedonia

Case Study

UX/UI Enthusiast
Anita Prosheva

Tools

PROJECT BRIEF

Project timeline

12 Weeks

The Product

Web App
Mobile app

The research methods that were used in the process are: Competitive analysis, surveys, information architecture, user personas, user journey, user flow.

The goal

Attract more volunteers and partners that would help the organization achieve their goals and those who have children with disabilities, to enroll them in sports.

Team

Anita Prosheva - Me
Stefan Zafirovski
Ana Ristovska
Elena Bualjadzieska
Dragana Ivanovska

My Contribution

UX Research
UX Analysis
Wireframes
Information Architecture
Wireframes
Prototyping
Final presentation

Problem statement

The Special Olympics of the Republic of North Macedonia are a non-profit organization. They came to us because they want to attract more people to the organization, both volunteers and those in need. The problem was that the old site did not have all the features they wanted. So they decided that starting fresh is the way to go.
The challenges we faced were about getting enough information about the people that are members of the organization, the people with disabilities and their accomplishments.
Because it is a non profit organization they strive to get more volunteers and partners, and even get donations.

Based on the problem, the team and I started doing the research needed to brainstorm and come up with design ideas for the new site and even a mobile app.

THE DESIGN PROCESS

DISCOVERY
Empathizing

RESEARCH
Conduct interviews, surveys, create personas, perform Competitive Analysis Report

ANALYSIS
Capture, organize and add sense on collected data

DESIGN
Explore different ideas around the identified solutions

PROTOTYPING
Develop low fidelity & high fidelity prototypes depending on the stage of design

USER TESTING
Use Figma to test working prototypes to see if solutions are user centric by design

RE-ITERATE
Based on feedback, get back to the drawing board to see how you can make improvements

IMPROVE
Implement recommendations

How can we attract donations, volunteers and new partners. Lew the world know about the organization and get more participants (people with disabilities).

We started by conducting one-on-one interviews with the main people in the organization - these are some of their concerns:

Please describe the wants and needs about the new design of the site.

"We need a section dedicated to the sports and the achievments of the participants..."

"We need a section where we are going to post monthly about the organization and also have a calendar about the incoming events..."

After we created a survey asking people how much they know about the existance of the organization and about people with disabilities:

Are you, or have you ever been in contact with people with intellectual disability?

If you ever come across an organization for people with intellectual disability, would you volunteer?

Do you have an easy access and do you know where to find informations about people with intelectual disability?

If you have a person with intelectual disability in your close circle (family, friends) would you consider sugesting that they should participate in the sports that the organization has?

PERSONAS

Based on the interview and the survey, we created personas. They are fictional characters that would help us build the user flow of the site and its components.
We created 3 personas. Primary, secondary and tertiary.

Primary

Secondary

Tertiary

Note: at the moment the personas are in different language. As for the presentation that language was required.

USER JOURNEY

Taking the personas we built based on the users, we put together user journey maps for each one displaying how they would browse, donate, contact the organization, become volunteer, become a partner or participate as a person with intellectual disability. This demonstrates the behaviour patterns of users, the ways in which they interact with the organization and the steps they take in various tasks a user might undertake, we could start to think about what sort of content and functionalities to include in the interface. As well as think about what kind of user interface the user will need to improve their user experience.

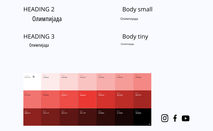
INFORMATION ARCHITECTURE

We conducted an open card sort using the Miro software. The card sort would then inform the site map also known as, Information Architecture.

Note: at the moment the UI is in different language. As for the presentation that language was required.

WIREFRAMES

Low-fidelity wireframes act as the initial blueprints for web pages and app screens. They help your stakeholders focus on a page's key purpose and functionality by deliberately excluding any specific details like colours, fonts, logos, and exact sizing - all of which can be added later



DESIGN SYSTEM

A Design System is the single source of truth which groups all the elements that will allow the teams to design, realize and develop a product. So a Design System is not a deliverable, but a set of deliverables

HEADING 1
Олимпијада

HEADING 2
Олимпијада

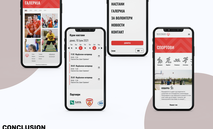
HEADING 3
Олимпијада

Body regular
Олимпијада

Body small
Олимпијада

Body tiny
Олимпијада

MOCKUPS



CONCLUSION

Based on the research, personas were created, which led to creating their user journey.
After finishing the process for the research and personas, we focused on creating the low fidelity wireframes. The basic layout of the page - header, footer and all the content in between.
Based on the user journey, we created the sitemap, which helped us with the information architecture made, how you can enroll someone you know and how to attract volunteers and partners/ sponsors
It's a simple and easy to use site, which helps the organization navigate through attaching materials.

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