UX Challenges and Improvements for SURE Trust Website

Step 1: Introduction

"SURE Trust" is a nonprofit organization focused on empowering rural youth, which is often aimed at providing resources, education, or development programs. The website serves as an informational hub for users, with a primary goal to engage and inform potential beneficiaries, donors, and partners.

Step 2: Define the problem

1. Navigation Issues: If the site has a complex or cluttered navigation menu, it may confuse users, especially first-time visitors who are unfamiliar with the organization's services.
2. Lack of Clear Call-to-Action (CTA): Nonprofits often struggle with making their CTAs clear and compelling. The lack of prominent donation buttons or volunteer sign-ups could reduce engagement.
3. Mobile Usability: Given the rapid adoption of mobile devices, many users may access the website on various devices, if the site is not mobile-responsive, it could alienate users.
4. Accessibility: Users with disabilities may face challenges in accessing content, especially if the site lacks proper color contrast or screen reader compatibility.
5. Outdated Visual Design: A visually outdated design could affect credibility and fail to engage users emotionally, especially if it doesn't align with the cause or target audience's expectations.

Step 3: Suggested Solutions

1. Simplified Navigation: Streamlining the navigation and ensuring easy access to key sections (e.g., Programs, Donations, About Us) would improve usability.
2. Clear and Actionable CTAs: Use distinct, contrasting buttons for primary actions like donating, volunteering, or signing up for newsletters.
3. Mobile Optimization: Ensure the website adapts well across different devices by implementing responsive design.
4. Improved Accessibility: Focus on adding accessible features such as text resizing, improved color contrast, and keyboard navigability.
5. Modern Visual Design: Update the design to be more visually appealing, incorporating the organization's values, mission, and target audience preferences.

Step 4: Research & Understanding

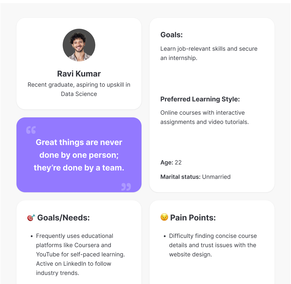
1. Primary Users: Rural youth looking for skill development programs, corporate CSR teams, NGOs, and government bodies.
2. Goals:

- Access information on courses, internships, and completed projects.
- Understand the credibility and mission of SURE Trust.
- Quickly find application processes and contact details.

Current Observations:

- The homepage lacks a clear hierarchy and prioritization of content.
- Navigation feels overwhelming and unstructured.
- Visual design does not align with modern expectations, reducing trust.
- Content readability is poor due to dense text blocks and insufficient use of whitespace.
- Call-to-actions (CTAs) are not prominent or consistent.
- Mobile responsiveness seems suboptimal.

User Persona: Developed detailed personas to represent target audience. These includes information such as age, occupation, goals, challenges, and preferences for design decisions.



User Journey

Actions	Awareness	Exploration	Decision	Enrollment
Actions:	1. Hears about SURE Trust from a friend.	2. Browses the site to explore courses and projects.	3. Decides to apply for a course.	1. Completes application and pays learning.
Feeling	😐	😐	😐	😐
Thoughts	1. "Let me check their website."	2. "This is too much information to process."	3. "I hope the application process is simple."	1. "This training looks promising."
Opportunities	1. Simplify homepage with key info upfront.	2. Use filters and collapsible sections.	3. Streamline the application process.	1. Provide regular updates and clear schedules.

Step 6: Information architecture

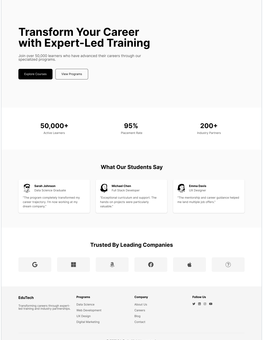
- Simplify Navigation:
  - Use clear menu categories like "About Us," "Programs," "Success Stories," "Collaborations," and "Contact."
  - Introduce a sticky navigation bar for quick access.
- Content Prioritization:
  - Feature a hero section with a prominent CTA (e.g., "Explore Courses" or "Join Us Today").
  - Showcase success metrics (e.g., number of students placed) as interactive counters or visually appealing infographics.
  - Group similar projects and achievements under collapsible sections to reduce clutter.

Visual Design

- Typography and Colors:
- Use a modern sans-serif font for readability.
- Define a consistent color palette aligned with SURE Trust's branding (e.g., earthy tones for rural empowerment and modern colors for innovation).
- Imagery and Media:
- Use high-quality, authentic images of students and trainers.
- Add video testimonials from beneficiaries and collaborators to build trust.

Wireframe

Landing Page



Usability Testing Plan:

- Conduct moderated usability tests with 5-7 participants representing the target audience.
- Key tasks to test:

1. Navigating to course details and understanding eligibility.
2. Applying for a course.
3. Accessing contact information.
- Collect feedback on clarity, ease of use, and overall impressions.