Hugs For Brady Foundation

"Helping Kids With Cancer One Hug at a Time!"

About This Project

Hugs for Brady is a non profit organization that aids young children battling cancer and contributes to cancer research. The Brady Buggy Wagon is a unique product that the organization offers, which guided our decision to make the site's navigation and donation for the Brady Buggy Wagon more direct and streamlined.

Tools	Role
Figma FigJam Photoshop	In our team of 4, my role was focused on improving the navigation of the site, organizing a coherent style tile, and incorporating hover and click animations throughout the site redesign.

Timeline: 3 weeks

User Research	Ideation	Prototyping	User Testing	Iterating	Presentation
August 31, 2023				September 25, 2023	

Research

Tested how users navigated through the predesignated parts of the site. We discovered that the most common comments included navigation issues and doubt towards the organization's trustworthiness.

The Problem

Potential donors and supporters feel it challenging to navigate the current website, understand the full benefit of donation opportunities, and feel as if the interface is outdated. The site also lacks additional information that impacted the organization's **trustworthiness** and **motives**.

Card Sorting

We rearranged categories and subcategories to reduce redundancy and increase navigation efficiency.

Home
About Us
Our Mission
Our Story
Our Team
Our Partners
Donate
Donate Online
Donate Offline
Donate Other Ways
Donate Other Ways
Donate Other Ways