



# COATS FOR COLORADO

**Case Study**  
**Responsive design**



# Project Overview

## Team members

Celeste Alcon

Colette Giacometti

Elias Rosedahl

Lori Werhane

## My Role

UX/UI Designer

Research, Information

Architecture, Wireframes

and Testings, UI design

## Timeline

3 weeks

## Tools

Figma, Miro, Trello,

G-Suite, Zoom

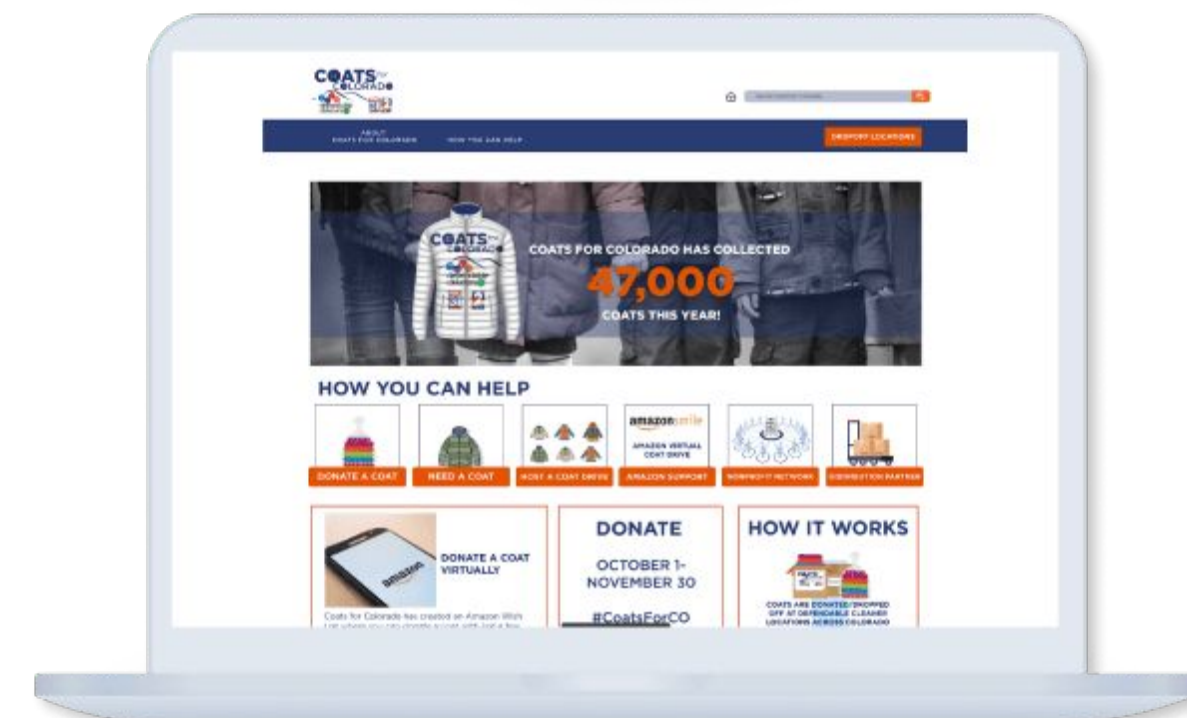


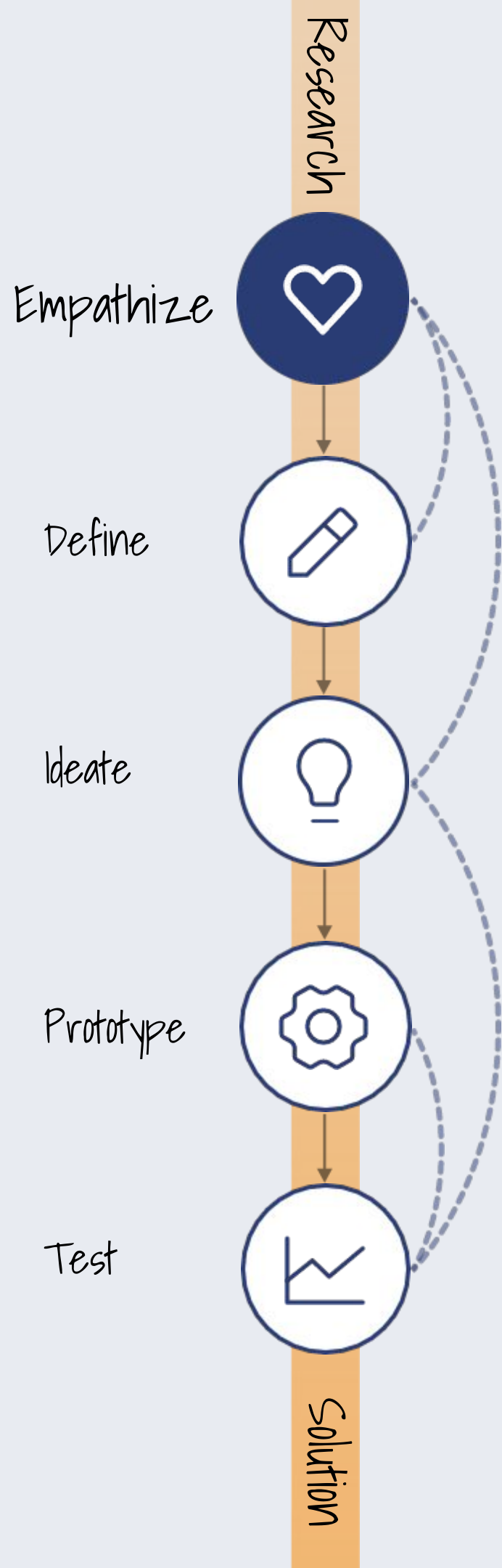
## The Problem

Coats for Colorado was designed to provide a platform where users could receive or distribute coats for those in need. We have observed that **the non-profit website isn't reaching their intended target audience**, which is causing the owner to micromanage the distribution of coats to non-profit partners and those in need.

## The Solution

Create a **new information architecture** and **navigation system** to make the Coats for Colorado website a **tool to facilitate partnership** for the more than 120 **non-profit network partners** and a place to give information to the **users in need of a coat**.





# Research Goals

We wanted to understand the **users behavior** and **pain points** when visiting the Coats for Colorado website. To stay organized, we drafted our **goals** to stay **focused** while working on this project.

Understanding **users behavior when volunteering** or supporting nonprofits

Find out **how and where users find information** on Coats for Colorado website

Determining if users can **reach their goal** when using the Coats for Colorado website

## Survey

We started our research with a **survey to gauge volunteering/support of local non profits** via a Google Forms survey. Our findings showed the majority of respondents preferred to research giving on the internet, preferred to support a local nonprofit, liked to see the beneficiaries of their giving through testimonials, and also liked to volunteer in a group setting.

68%

of people use the internet to research volunteering and/or charitable giving opportunities

79%

of people like to see the beneficiaries of their donations

84%

of people prefer to support local nonprofits

42%

of people prefer to be part of group volunteering activities

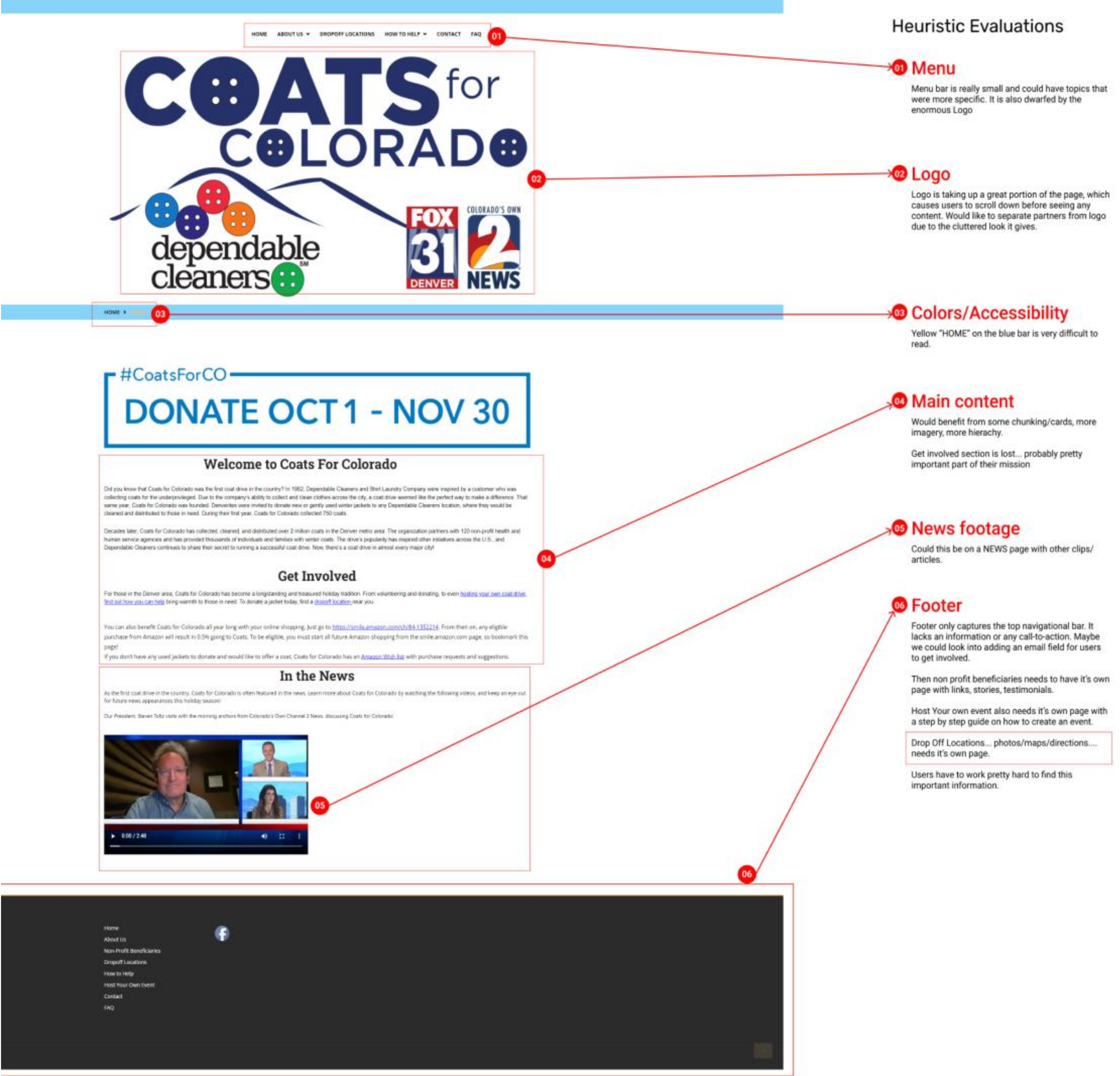


# Heuristic Evaluation

The Coats for Colorado **existing website is pretty old**. Steven Tolz, President did confess that he created it back in the day only because he thought he should have one. **It is not currently designed as a tool for his users, but more as a place to get general information.**

Based on our heuristic evaluation and the information we gathered, **our goal is to:**

- **improve the information architecture** so that all users could find information relevant to them
- **make the purpose of this website clearer** to serve better the Coats for Colorado goals
- **make the website more accessible to users** as we spotted some accessibility issues



# Competitive Analysis

We found **three competitor coat drives** and **one indirect competitor** to Coats for Colorado. **Coats for Colorado is by far the largest coat drive in the state with excellent media partnerships and a network of nonprofits to help distribute.** We did like some of the programming on the One Warm Coat website and their use of photography and great graphics. The other organizations seemed to just be holding coat drives. The takeaway, Coats for Colorado is doing a lot right with their partnerships and size of their coat drive.

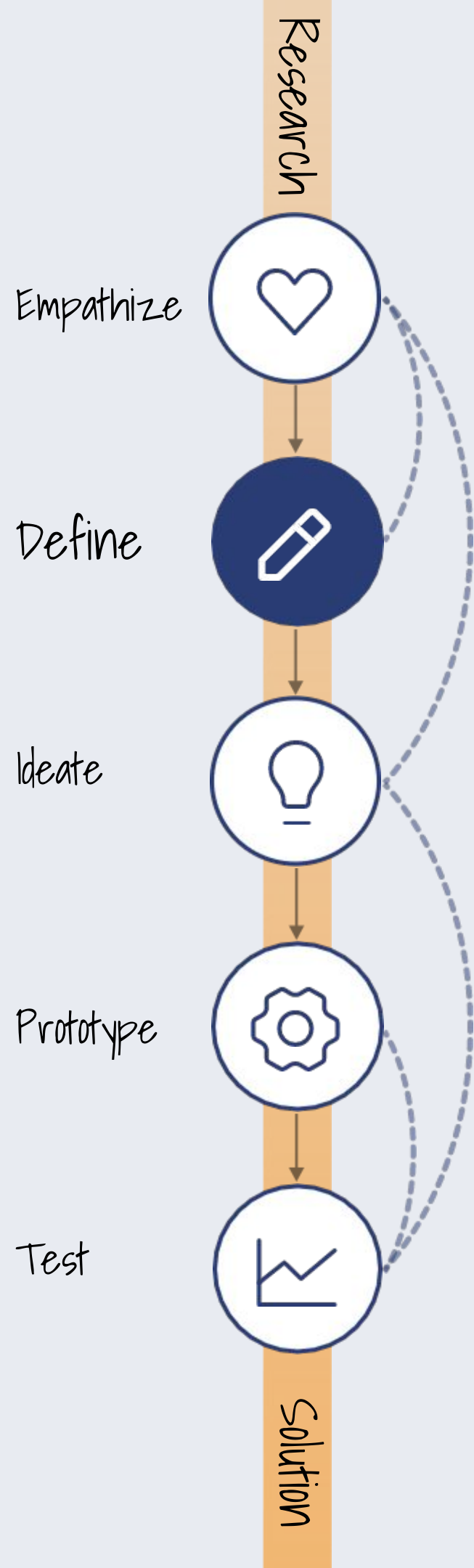
Shed a Coat Direct Competitor	
Feature Analysis	Competitive Advantage
Accepts more than just coats (gloves, hats, etc) Only operates in Dec Only one drop off location Local to Colorado	Incentivizes dropoffs with free art prints in return
Strengths	Weakness
Incentives Clear identification of benefiting organization	Not as socialized in the local news as Coats for Colorado Only dropoff during regular business hours at one location Only active for one month

One Warm Coat Direct Competitor	
Feature Analysis	Competitive Advantage
Accepts only coats and donations International program Works with major businesses (J Crew, Eddie Bauer) to raise funds	"Large Network Ability to donate across many states/emergencies
Strengths	Weakness
Very clear mission Professional and clear website	Not super clear what donations are accepted (only coats, or more?) So large it feels impersonal

Corcoran Perry Coat Drive Direct Competitor	
Feature Analysis	Competitive Advantage
Accepts only coats Operates Nov-Dec 3 dropoff locations Local to Colorado	Operates for two months through Dec
Strengths	Weakness
Active for two months Clear identification of benefiting organization 3 dropoff locations	Not well advertised. Unclear whether more than just coats are accepted.

Spring Rescue Mission Indirect Competitor	
Feature Analysis	Competitive Advantage
Organization based in Colorado Springs that aims to fight homelessness, poverty and addiction	Identifies & targets the users (donators/receivers) from the start to make it easier to navigate through the website
Strengths	Weakness
Contact & process easy to follow Gives clear instructions on how to organize a drive Tips & resources to make the drive successful	Doesn't have as many partnerships with other non profit organizations Actions limited to Colorado Springs





# User Persona

**Jennifer Wilson**

**Director of Volunteer Services  
Southpark School District**



## DEMOGRAPHICS

- 38 years old
- Works in the Southpark School District to coordinate volunteer opportunities to engage with the children across the county.
- Is a member of a charity named Big Brothers. Big Sisters of Colorado
- Masters in Education
- She has two children in college
- Married
- Bilingual (Spanish/English)

## BEHAVIORS

- Passionate about community service projects
- Loves supporting local non profits
- Works at a public school district/big supporter of public education, inclusion, and equity
- Avid reader, hiker, and has a three legged shelter dog named Trevor

## NEEDS & GOALS

- Jennifer needs help clothing children in her district
- Being a liason between non-profits that have resources to her students who are in need
- Finding reputable sources of non-profits to partner with

## PAIN POINTS

- Soliciting student/family engagement
- Finding credible and impactful organizations for students to volunteer.
- Organizing collaboration between her organization and that of the non-profit
- Maintaining the health (COVID-19) and safety of her students during volunteer activities

## TOOLS & DEVICES

- Mobile & Laptop/Phone
- Google (searching for local organizations)
- Email (coordinating with orgs)
- School facilities



# User Scenario



**Jennifer**

**Director of Volunteer  
services at Southpark  
School District, Colorado**

Coordinates and organizes  
volunteer opportunities for  
the children of the schools  
to participate in.

## User Scenario

Jennifer researches ways for her school district to hold coat drives for the needy. In doing so she discovers many of the children in the schools in her own district are coming to school without warm coats in the winter. She decides to create a program where each school will have a supply of new coats for kids who need them each year.

Jennifer discovers the non profit organization Coats for Colorado and decides to partner with them. Coats for Colorado collects a large amount of new coats for the needy in Colorado each year. They do a great job collecting, cleaning and sorting coats – but don't distribute the coats.

After visiting the Coats for Colorado website, she discovers a great resource for local non profits to get coats from Coats for Colorado and distribute to their own patrons.

## Goals

- Jennifer needs help clothing children in her district
- Being a liason between non-profits that have resources to her students who are in need
- Finding reputable sources of non-profits to partner with



## Scenario phases

### Phase 1 Research

Jennifer goes to the Coats for Colorado website seeking more information on how to distribute coats

### Phase 2 Discovery

She discovers her own students are in need of warm coats each winter.

### Phase 3 Action

Registers as a non profit partner with Coats for Colorado.

### Phase 4 Response

Her students can benefit from the coats distribution and stay warm



# Storyboard



Jennifer coordinates and organizes volunteer opportunities for staff and students in her school district



Jennifer discovers many of the students in her own district come to school each winter without a winter coat.



Jennifer discovers Coats for Colorado, an organization that collects coats to give to people in need.



Jennifer goes to the Coats for Colorado's website, seeking more information on how to get a box of coats for each school in her district.

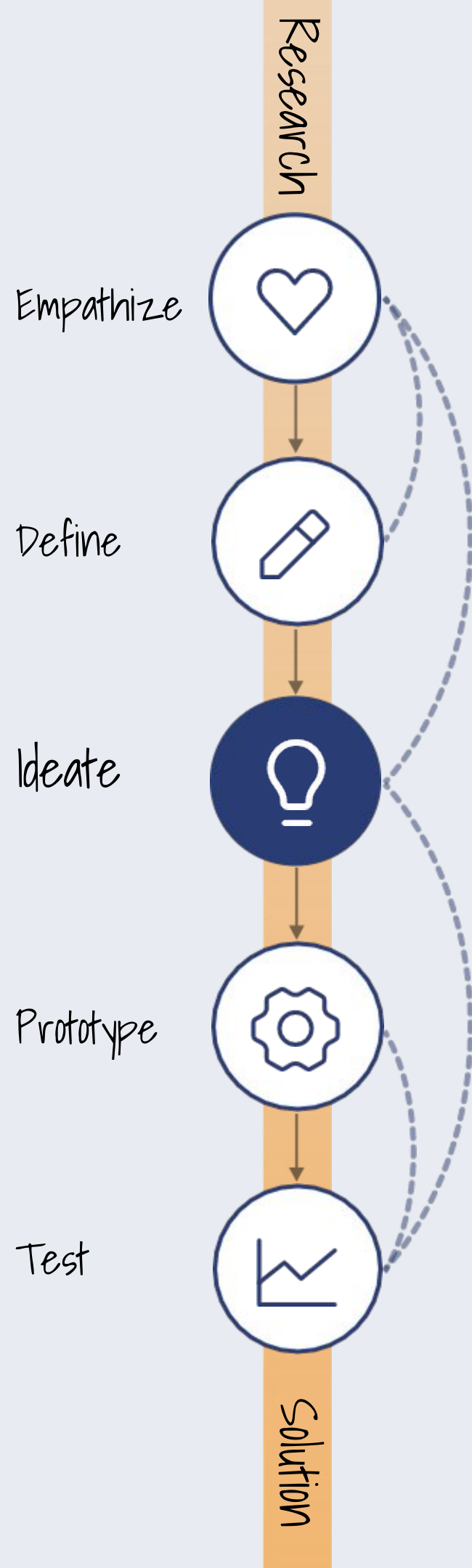


Jennifer finds information on how to partner as a distributor, and gains valuable insight in how to partner with Coats for Colorado.



Jennifer registers and starts the Coats for Schools program at her district. She feels like she is making a difference she can see every day.





# User Insight

Jennifer Wilson **needs to find a source for winter coats** for all the schools in her district as well as her non profit board position for Big Brothers/Big Sisters organization. She is **unable to locate enough coats on her own** to support such a **large need**.

During our research, we discovered that **local nonprofits have a need for a large number of lightly used/new winter coats**, in a variety of sizes, **during the winter months** (short period of time, but a significant need.)



# Assessing the needs for the redesign

We used an I Like, I Wish, What If diagram to explore all options. We then created an Affinity Diagram so we could see all of the needs, wants, pain points and moving parts involved with what was not working on the current website. It helped us to **focus** on what we would need to accomplish in order to create a **more user centered redesign**. Finally we synthesized our data into a **feature prioritization matrix** to determine what would be the **most impactful features** to tackle for Coats for Colorado.

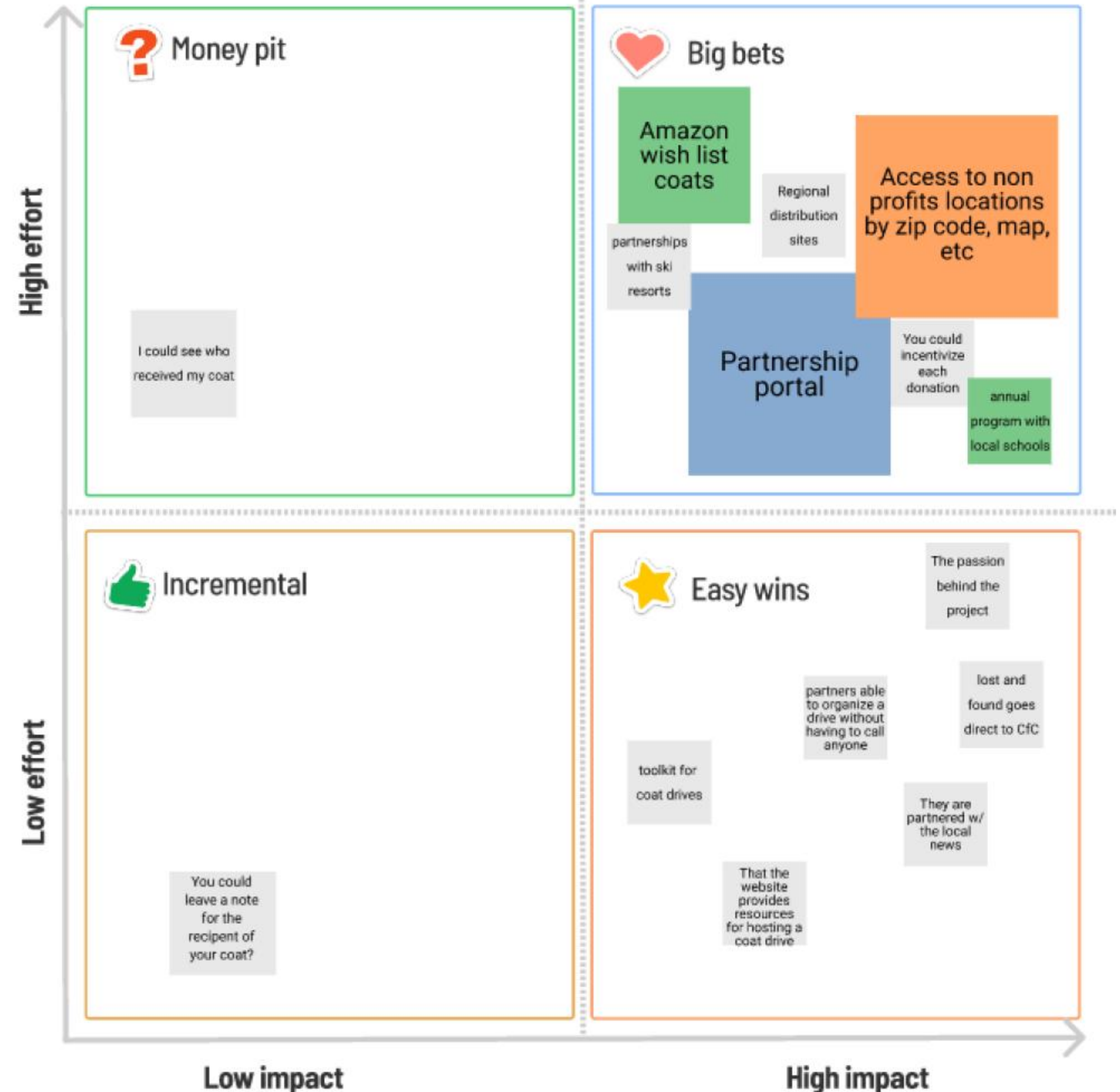
Partnership	Donations	Users	Pain Points	Distribution
Individuals prefer to see the beneficiaries of the donations they give	National Organizations are the least likely to be supported by donations	Most traffic on website comes from users who are seeking coats	Doesn't have much storage before the winter	Distributing coats is the role of the non profits
Non Profits benefit from partnerships	Doesn't accept monetary donations	Users are more likely to support local organizations	Needs people to come and pick up the coats	Wants help distributing
partnership with news channels to market the organization	Most donations are made after the first snow	Users are more comfortable making donations on a website	Harder to distribute to some public, needs the help of local organizations	Main purpose of webpage is designed towards organizations to distribute coats
Amazon smile partnership	Getting donations from ski resorts or local companies is huge	Most users prefer to volunteer in group setting rather than individually	He created the website because he thought he was supposed to	Organization also has a dry cleaners service to clean coats before giving them away
Partnering with school districts to provide a box of coats to have on hand each winter	Will buy coats with the money	Want to increase traffic to non profits to the website	He keeps it really simple. BUT, would love a partner to share the org with	Org has a warehouse to sort the coats
Partners with UC Halfway house for volunteers to help sort coats each year.	Has a need for really big coats, and really small coats	Website could be a better resource	A lot of work	Finding a partner with trucks to help distribute would be helpful
Local law firm does a coat drive every year too.	Is open to receiving coats from ski resorts lost and found		Cannot pick up coats	Could provide a wider net of distribution
Has volunteers help sort coats	Receives coat donations from SPYDER or other companies			



# Prioritization Matrix

In order to **focus on our main goal**, we determined the **priority of our app features**. Our prioritization matrix focused on the **distribution of coats** (targeted audience) as well as **helping users needing a coat to find nonprofit partners** (current audience). We determined that the most important features for our users were:

- to be able to **register as a nonprofit partner**
- to **access nonprofits locations by zip code and map**.



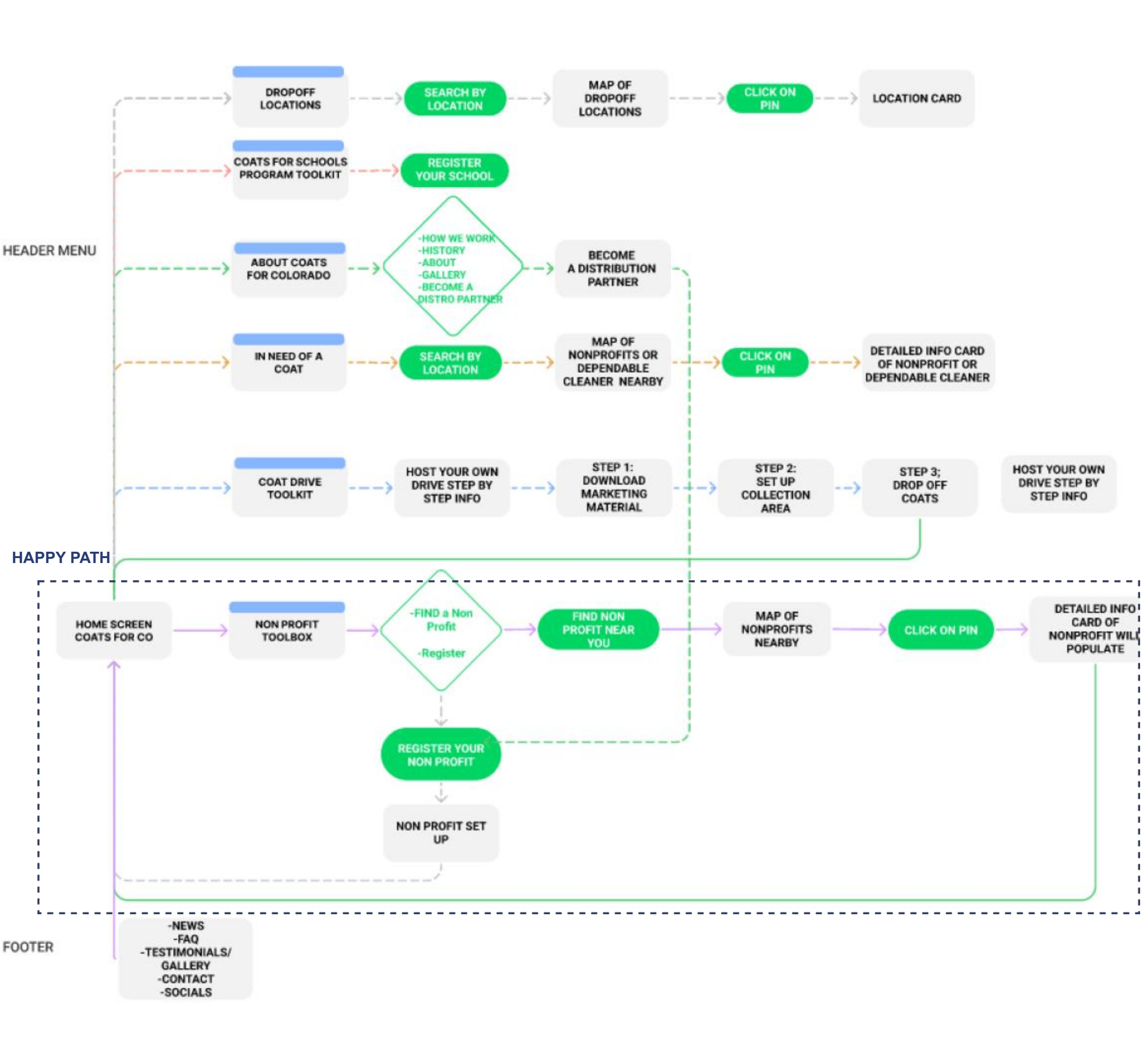


# User flows & Happy path

We designed our **own architecture** and **user flow** to make sure that the website would **reach the targeted audience** and that all users would find information relevant to them.

We broke the content into different sections reflecting the **categories of users**:

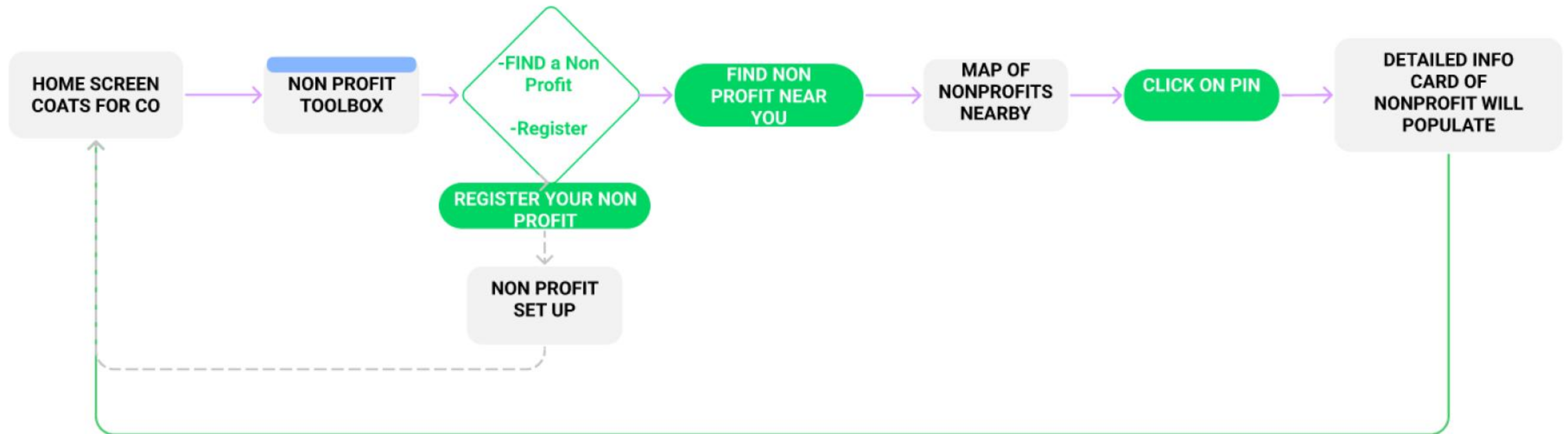
- Nonprofits** who wants to partners/are partners with Coats for Colorado,
- Users needing help** (needing a coat for themselves or for students),
- Users wanting to help** (by donating a coat, hosting a drive, donate via Amazon Smiles),
- Users who want to learn more** about Coats for Colorado





# Happy path

Our **main happy path** is designed to take our User, Jennifer (who represents the **audience targeted** by the website), to the website and ultimately to a **non profit page where she could locate coats for her school**.





# Low Fidelity Wireframing

Empathize

Define

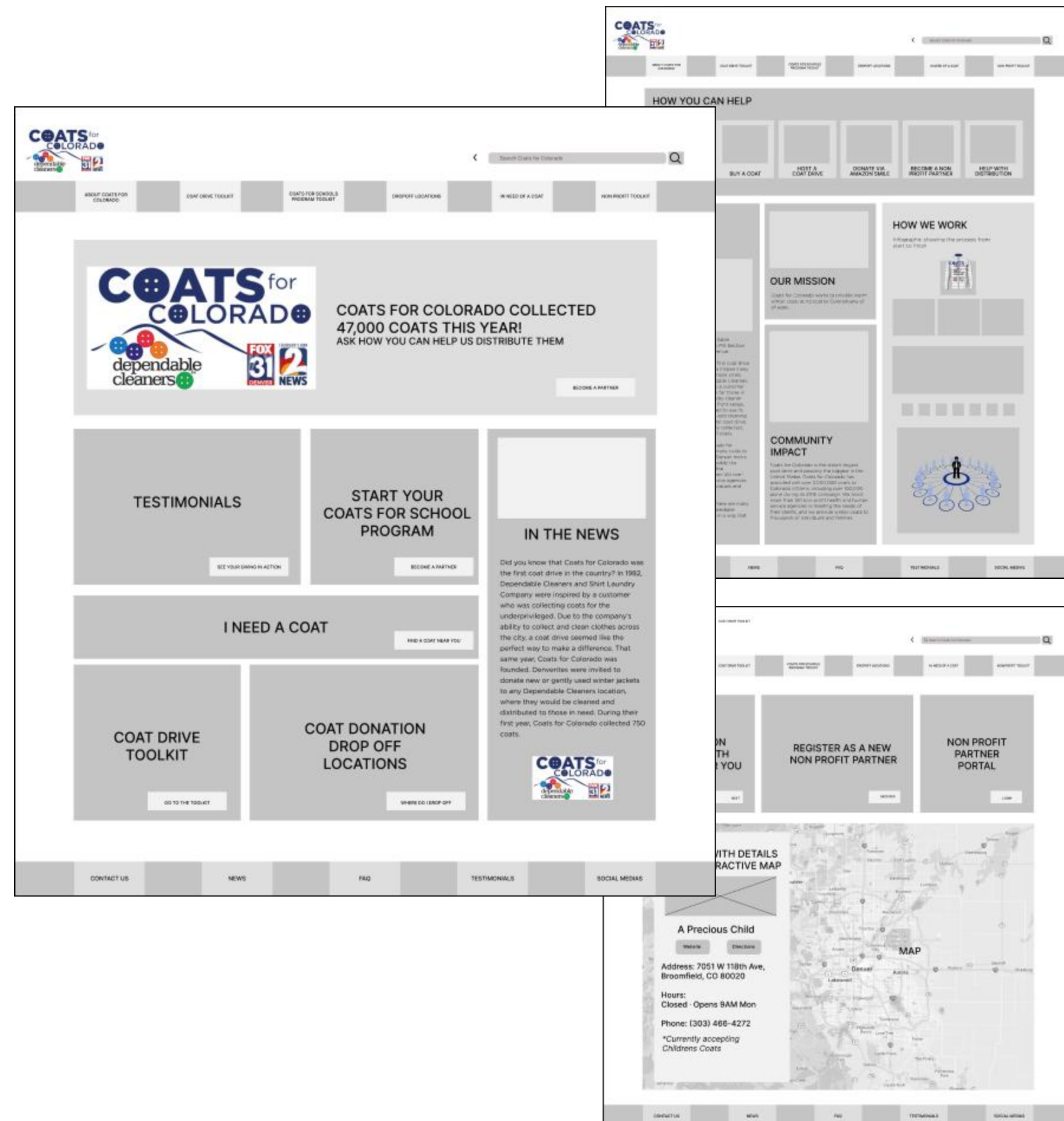
Ideate

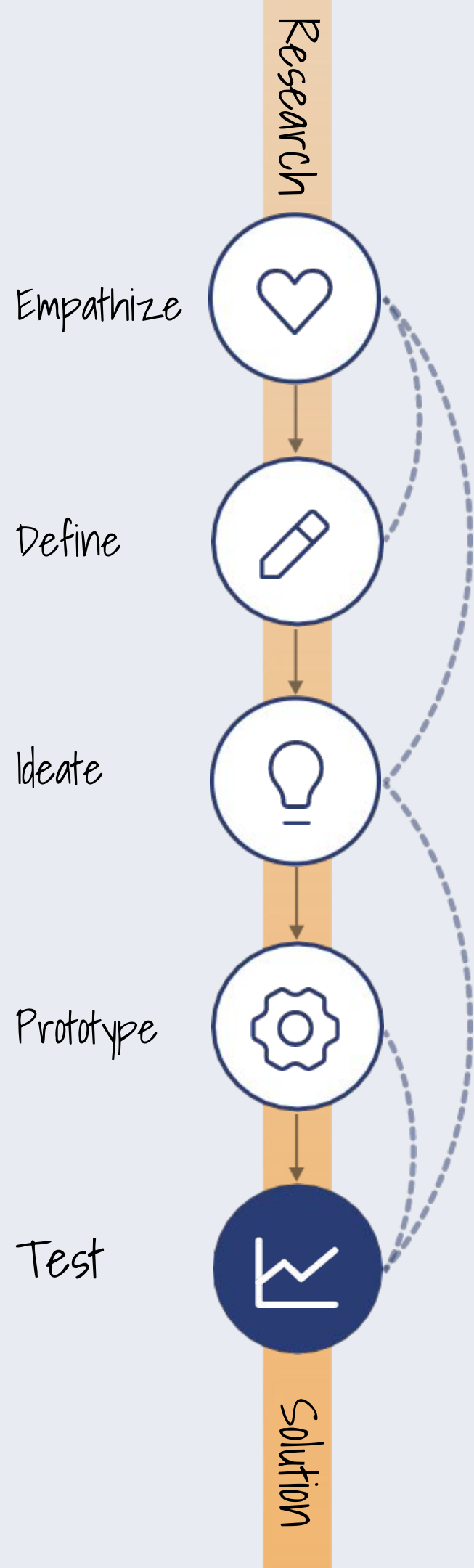
Prototype

Test

Research

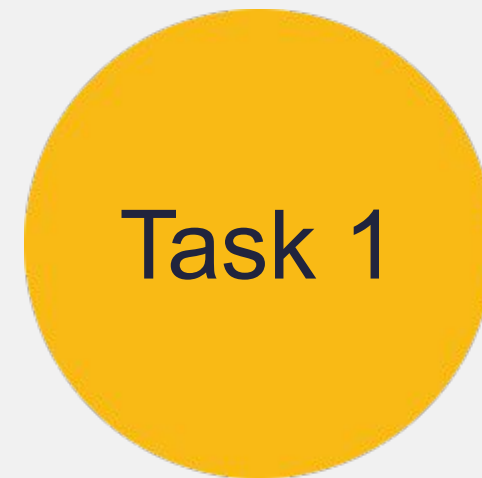
Solution





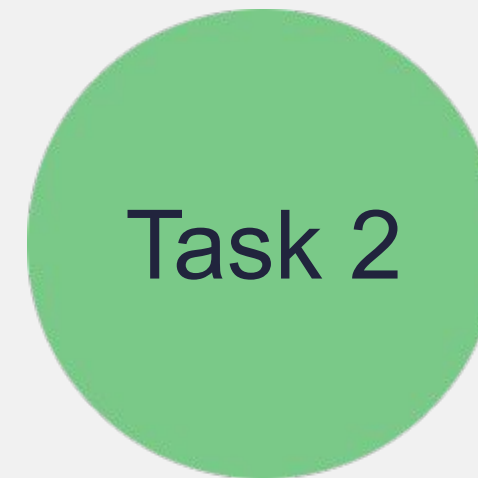
# Guerilla Testing

Each group member tested two users to see if our user flow. Here are the 3 tasks our users were asked to perform:



**Find the non profit  
network page**

It is the **audience targeted** by Coats for Colorado, therefore it is **crucial** that partners or future partners can **find information relevant to them** and navigate easily through the website.



**Look for information about  
getting coats for a  
schoolwide program**

This is an important feature of the website as **getting coats for kids** is an important goal of Coats for Colorado.



**Find some information  
about getting coats for  
yourself or your family**

It was very important that **people needing a coat** can get information that would help them as this is the **current audience** of Coats for Colorado website.



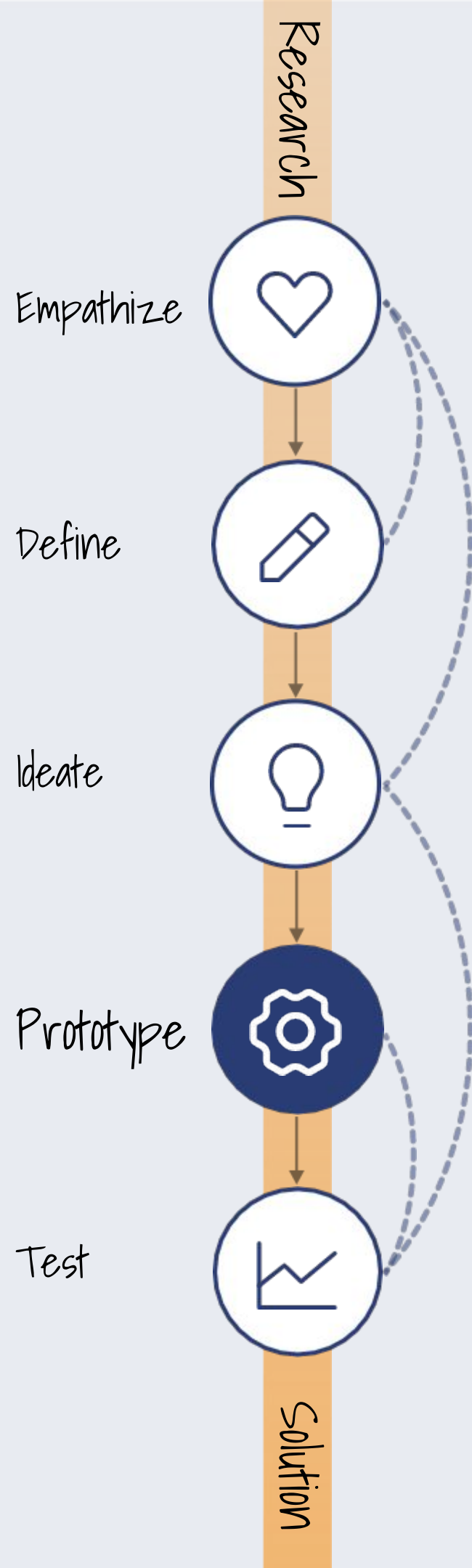
# User test analysis

## Key Insights received from the Usability Test:

- There was some **confusion about the NonProfit Toolkit and the Coats for Schools Toolkit**
- Users would benefit from **explanation of what each section is**
- **Labels for the drop down menu were confusing**
- Term of **toolkits for multiple programs in multiple tabs was confusing**
- **MAKE IT MORE SIMPLE** in general



# High Fidelity Prototype / UI Design Guide



We were excited to start adding color, graphics, and fonts to the look of the website. **We needed to stick with the colors in the existing logo as a branding redesign was not required.** As a Colorado non profit it was easy to **stick with navy blue and orange** to tie in Broncos colors/easily identifiable branding.

The **old website was very text heavy** so we were excited to bring in some **photography and clip art** that would give **quick, visual guidance to users** looking to donate, receive or partner with Coats for Colorado.

We also created a mobile version to show **responsive website design** in this scenario.



# UI Style Guide

## Colors

Primaries and grays

<https://www.githu.com/robertmiller/>



## Typography

Gotham (Bold, Book and Medium)

**H1 - Gotham Black 24 Pt**

Subtitle - Gotham Medium - 15 pt

**H2 - Gotham Bold - 38 pt**

Subtitle - Gotham Bold - 16 pt

**H3 - Gotham Bold - 24 pt**

Subtitle - Gotham Regular - 20 pt

Paragraph - Gotham Regular - 16 pt

## Buttons



## Tabs



## Forms

Label

Placeholder

Focus

Filled Input

Success

Success

Error

Error

Select

Dropdown

CHECKBOX

RADIO BUTTON

TOGGLE BUTTON

Default

Checked

Disabled

Default

Selected

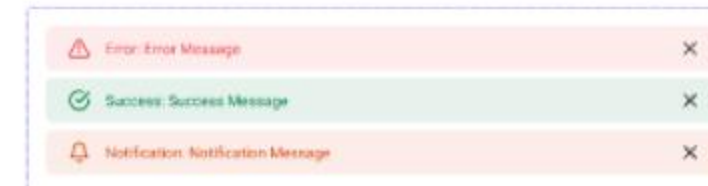
Disabled

Off

On

Disabled

## Alerts



## Icons



## Graphics



## Logos



# High Fidelity Prototype



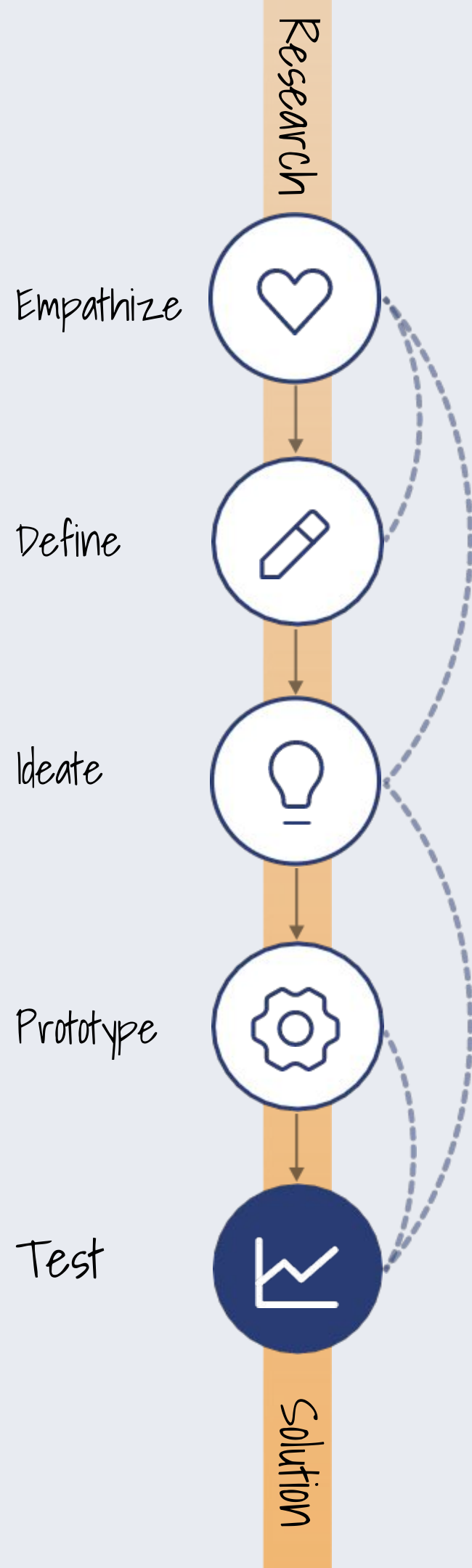


# 5 seconds Testing

We conducted usability testing after the high-fidelity prototype was complete. We tested four users on desktop and four users on mobile. We received **valuable feedback** that helped us to make our **navigation system more understandable** and intuitive to users.

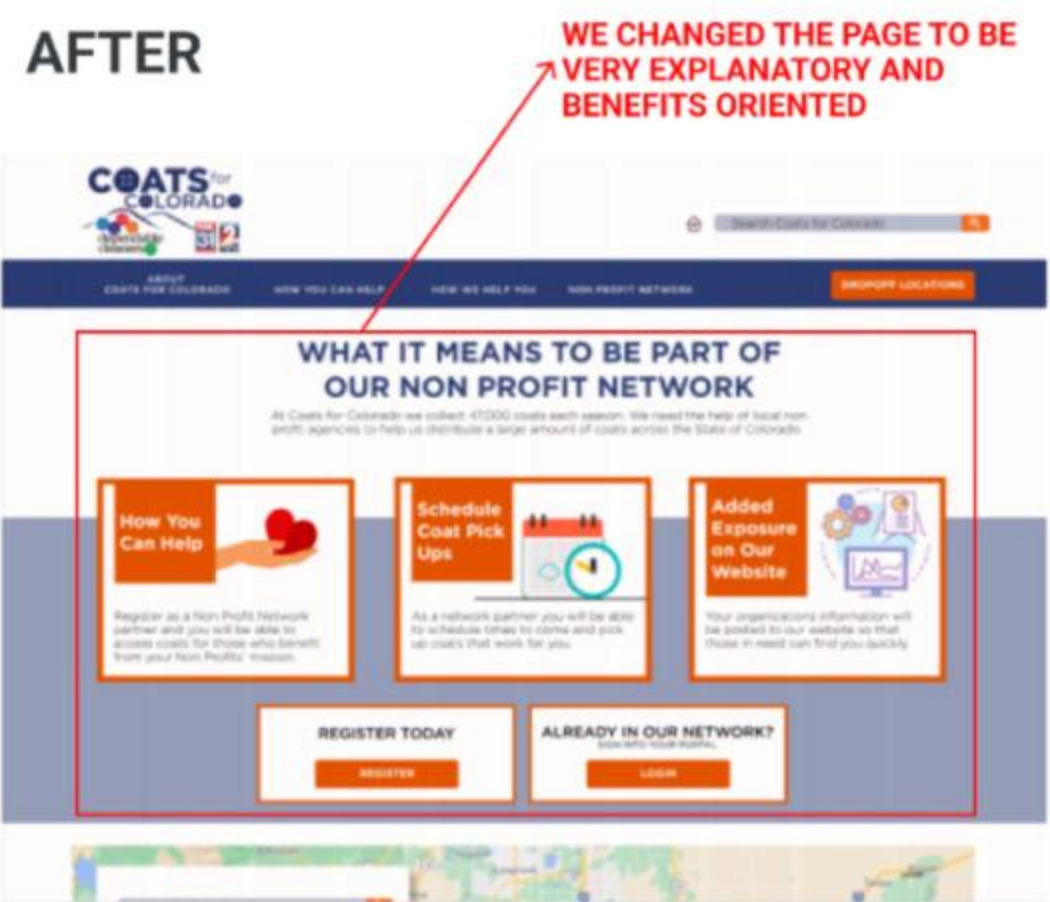
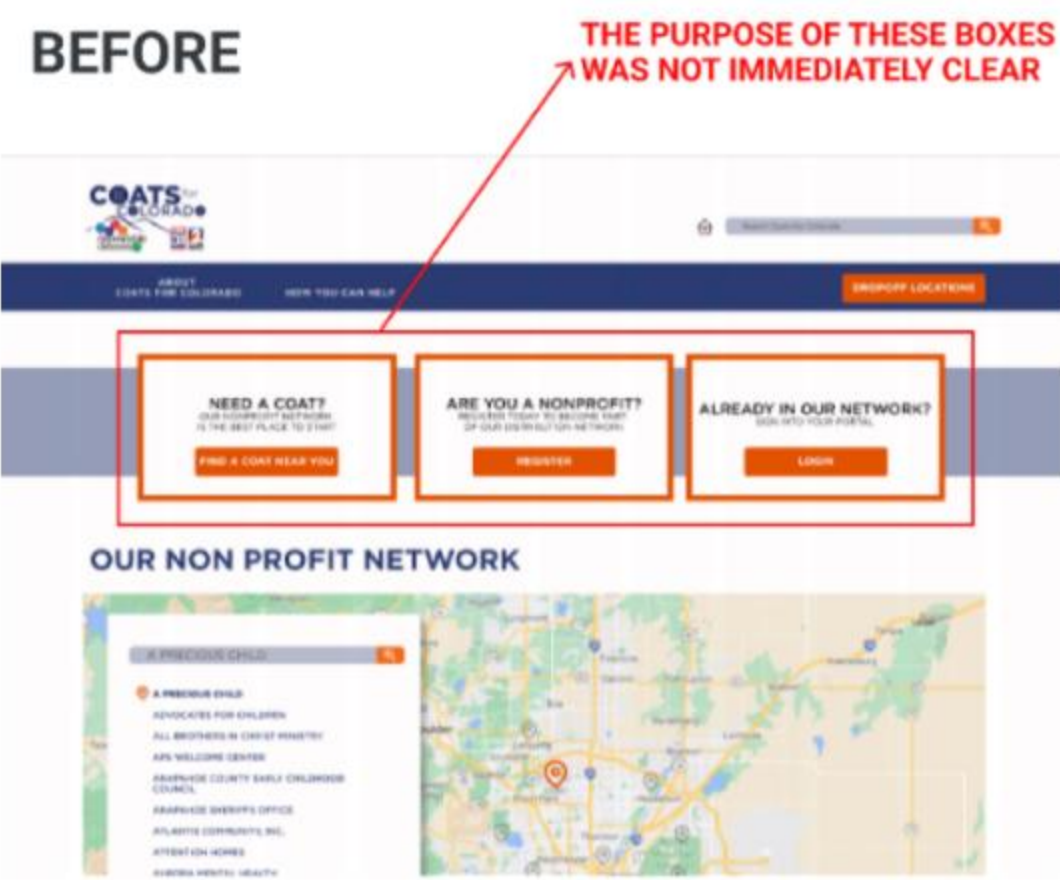
## What we learned:

- There was some **confusion about the “how you can help” section**. We created a “how we help you” as well as a “non profit network” category in the navigation bar.
- It was **not obvious to users how nonprofit partners could help**. We added an explanation on the nonprofit network page so that this information would be accessible before registration
- The **scrolling button** (on the mobile version) was not clear to all users. We added a label to make it more usable to users.
- **Logo size**: it was too small on the mobile version, so we adjusted the size.
- **Clickable pictures**: we made the pictures clickable

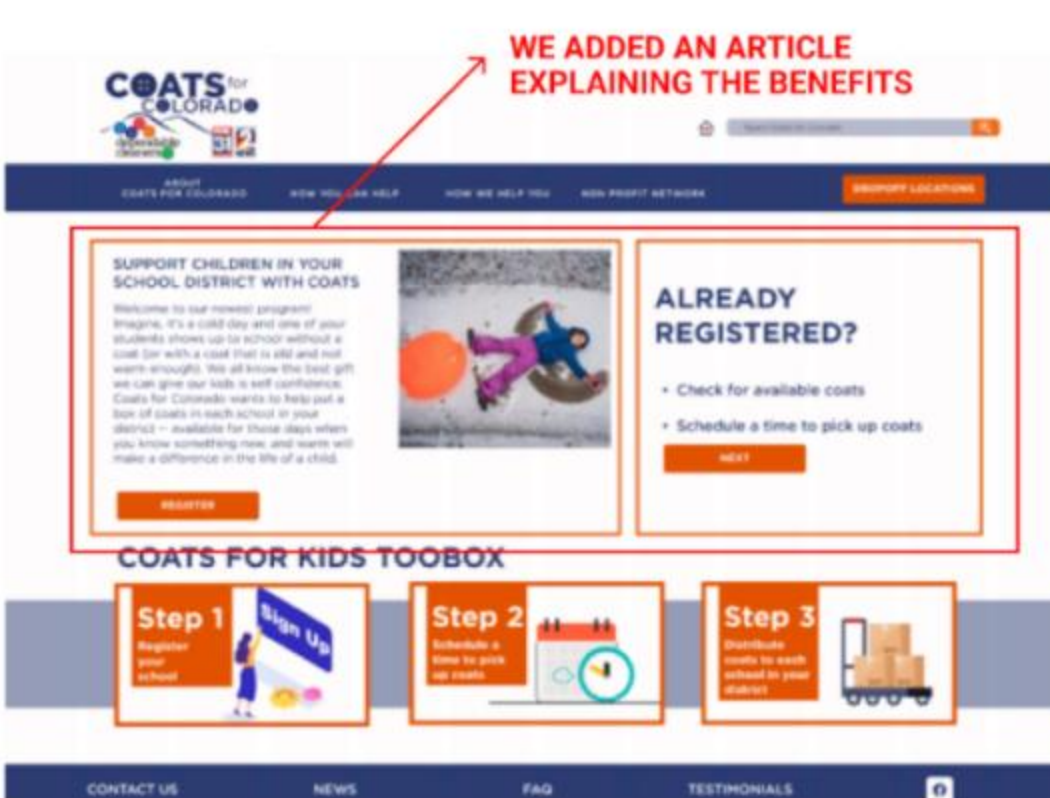
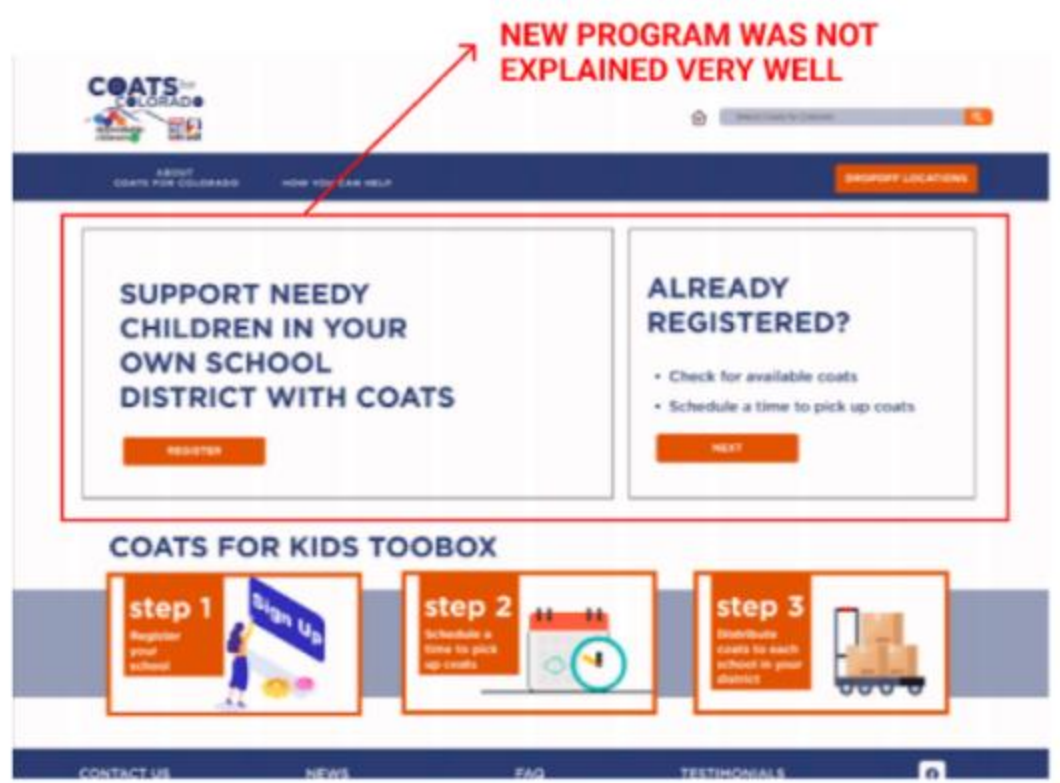


# Iterations of our High Fidelity Prototype

Non profit network page



Coats for kids page





# Iterations of our High Fidelity Prototype

## Navigation Bar - Desktop version



## Navigation Bar - Mobile version

Mobile navigation

BEFORE



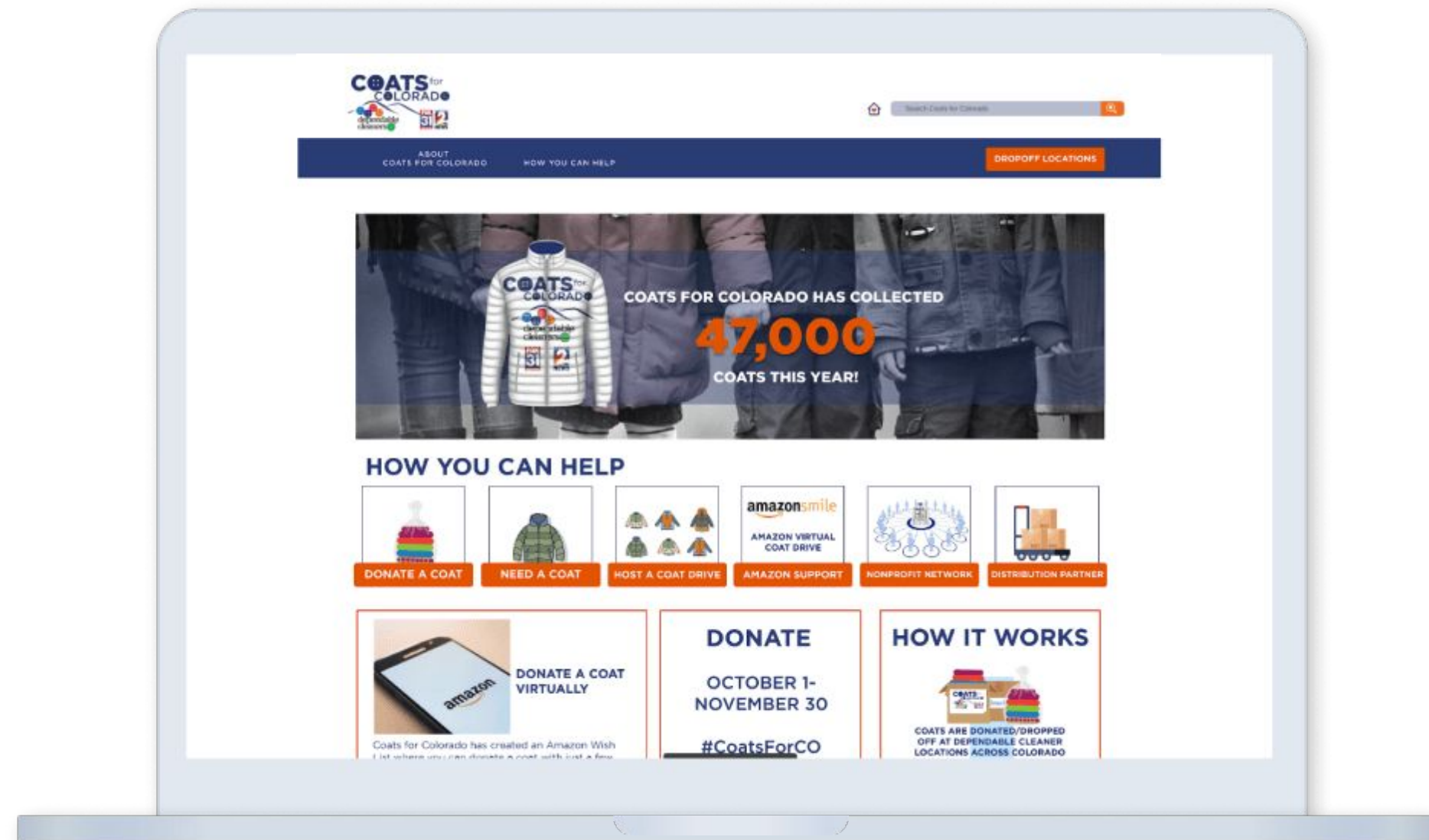
LOGO WAS TOO SMALL AND THE WHITE BACKGROUND DID NOT GO WELL WITH THE DARK NAVIGATION BAR

AFTER



WE MADE THE LOGO BIGGER AND INVERSED THE COLORS IN ORDER TO MAKE IT FIT BETTER IN THE NAVIGATION BAR

# Interact with the Final prototype



Desktop prototype



Mobile prototype



# Key Takeaways

## Challenges

### Research phase

During the research phase, we wished we could **reach to nonprofit organizations** (the audience targeted by Coats for Colorado) to perform user tests or user interviews. As it wasn't possible within the timeframe of the project, we **organized a survey** and relied on the **information gathered during the interview with the stakeholder**.

### UI Style Guide

We were excited to start adding color, graphics, and fonts to the look of the website. As a branding redesign was not required we **had to stick with the colors in the existing logo**. At first, it was hard to refrain ourselves as we had a lot of ideas for the rebranding, but it allowed us to create a UI Style guide from the logo and to **focus on the consistency and the accessibility** of the website.

### Usability testing

A lot of feedbacks we received during the second round of usability testing were **still focused on navigability** rather than on the UI elements we introduced in the prototype. It was a **good reminder** for us to **stay focus on the most simple and satisfying path** so that our users can reach their goal on our website.



# Key Takeaways

## Positives

### Being able to reach the stakeholder

We felt incredibly lucky to have been able to **speak with the current President of Coats for Colorado**, Steven Tolz. He was able to **articulate his needs** and what **his goals were for the website**. We were able to take that information and combine it with competitive analysis to create a website that is inviting, useful and a tool for Steven to attract future partners to take the organization to the next level.

### Successful teamwork

While facing all these challenges, **communication** has been a key element to quickly find solutions and make decisions that allowed us to **successfully implement** our work within the time constraint.

### Next Step

We plan to present our findings to Mr. Tolz in the near future and hope he is able to take the information we provide and make his website a more usable tool for his audience.

