

# Introduction

## Website Summary

Music Can Change is a donation website designed to collect money and musical instruments to distribute to children in backward areas where music education is not possible.

The main aim of the website is to provide a platform for individuals and organizations that want to donate money or musical instruments to help children in poor places around the world. I let the website be operated by Music Can Change, an international non-profit organization of the same name which was founded last year. And It currently operates 6 programs across 6 countries.

## Target Audience

I divide the main audience of the website into three categories:

- Humanitarian donors: Individuals and organizations who are passionate about social justice and want to make a positive impact on the lives of children in poor places. They may be interested in donating money to support music education and cultural enrichment programs in underprivileged areas.
- Music educators interested in volunteer work: Professionals who are passionate about music education and into volunteering their time and skills to make a difference in the world. They may be interested in volunteering to teach music or assist with music programs in underprivileged communities.
- Individuals or organizations with unused musical instruments: These are people who own musical instruments that they no longer use and are looking for a way to donate.

Below is an example of three simple personas. They are representative of the people who are likely to be our target users.



## Reasons for this idea

I love music very much, so I know that music can bring great influence and power to people. But because of inequality, children in underprivileged areas lack access to basic resources, let alone get a good music education. I've done a lot of searching on the Internet but there are very few websites about this aspect. So, I interviewed some of my classmates, and they all hope such a website can be built. They listed the following benefits of the website:

- Empowering children: Music can be a powerful tool for self-expression, creativity, and cognitive development. By providing musical instruments and educational programs for children in poor places, we can help empower them to reach their full potential and pursue their passions, giving them more possibilities for the future.
- Cultural exchange: Music is a universal language that can bring people from different cultures together. By creating such a website, we can help foster cultural exchange and understanding between different areas.
- Making a difference: For many people, donating money and resources to help others can be a meaningful and fulfilling way to make a difference in the world. By creating such a website, we can give people an easy and accessible way to contribute to a worthwhile cause.

To sum up, I decided to create this website and called it Music Can Change.

## Site Map

The following site map is organized in a hierarchical structure. It shows the main sections designed for the website and the relationship between each page. Based on my summary of donated websites, the key features I think the website should have are current programs, events, about, contact, and donate. Blue represents the navigation bar, and three sections in it have subsections. Green means it'll go to a new page and yellow means it'll index to a particular section of the new page.

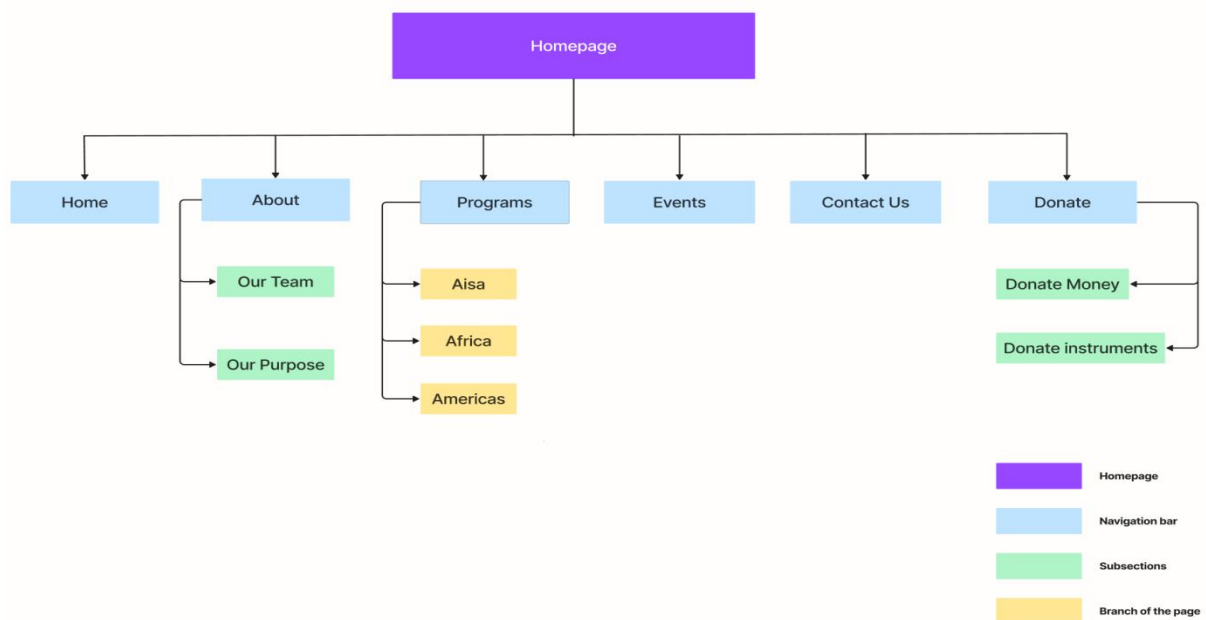


Figure 1: Site Map

## Fidelity prototype Display

In this section, I designed both low-fidelity prototypes and high-fidelity prototypes for each web page, where low-fidelity prototypes contain paper sketches and wireframes.

As for the overall design of the website, I have some ideas:

- ① I use yellow as the background color because yellow represents hope, which fits well with the main idea of our website.
- ② Under the navigation bar of each web page, I choose to use a picture and a line of text to make the website more structured.
- ③ Using a simple layout to make the website more readable.

## Compare low-fidelity and high-fidelity

We know, low-fidelity prototypes and high-fidelity prototypes are two different types of prototypes that are used in the design process. Low-fidelity prototypes are quick and easy to create, while high-fidelity prototypes are more detailed and closely resemble the final product. Low-fidelity and high-fidelity prototypes complement each other and are used at different stages of the design process to achieve different goals. Usually high-fidelity prototypes are created based on low-fidelity prototypes, which means they are broadly similar. But they also have their own advantages and disadvantages:

### Low-fidelity:

Low-fidelity are always created early in the design process to explore ideas and build basic structures quickly and cheaply. They are used to test basic functionality and user flow, and to identify potential issues that may need to be addressed in later design iterations. We have to say that low-fidelity prototypes are really simple, cheap and quick to create, they can also be changed quickly which allows designers to get feedback from users earlier. And low-fidelity prototypes focus on concepts over aesthetics, allowing designers to focus on the functionality of products. However, overall low-fidelity prototypes are incomplete models of a final product and they are too abstract for others to understand except the designer. Any kind of user interaction cannot be realized in low-fidelity prototypes, which will cause doubts about expected effects.

### High-fidelity:

High-fidelity prototypes are created to closely simulate the final products. They are more detailed and polished than low-fidelity prototypes, and include more realistic visual and interactive elements. In high-fidelity prototypes, the visuals more closely resemble a full-fledged application, and they're highly interactive. Overall, high-fidelity prototypes are more realistic and can be used for in-depth usability, providing insights into user behavioral preferences and needs. But creating high-fidelity prototypes is very time-consuming, and to be honest the flexibility high-fidelity prototypes have is quite limited compared with low-fidelity prototypes.

## Summary

During my design process, I mainly used low-fidelity prototypes to build the structures, and high-fidelity prototypes to simulate the final visual of the website. I've obviously found that when I want to modify something, the progress of changing high-fidelity prototypes is troublesome. But in some places, low-fidelity prototypes cannot reflect the effects I want my websites to display. For instance, I hope show that the text can float over the picture and buttons with different functions can have different transparency. So I finally realized that both of them are essential to the design process.

## Page Introduction

### Home Page

The home page is the main or introductory page that serves as the starting point for a website's navigation. It's the first page that visitors see when they visit a website, and it includes an overview of the website's purpose, content, and navigation. On the top of the page is a navigation bar, which will be present on every page of the website. The navigation bar contains links to different sections of the website. Except for "About", "Programs", "Contact us" and "Events", I've added a "Home" link to the left of the navigation bar to make it easier for users to return to the home page. The main purpose of our website is to donate, so I choose to highlight the "Donate" in the navigation bar. Further down the page, users will also find links to the "Donate" page, and the links here indirectly tell users that there are two ways to donate on our website. In addition, the navigation bar is pinned to the top of each web page, which means it will not move if users flip the current page. (screenshots of flipped pages can be viewed in the "Appendix" section) So when users want to switch pages, they don't have to go back to the top of the current page. At the bottom of the page is the footer, which contains almost all the contact details and contact links. It's like the design structure of most websites.

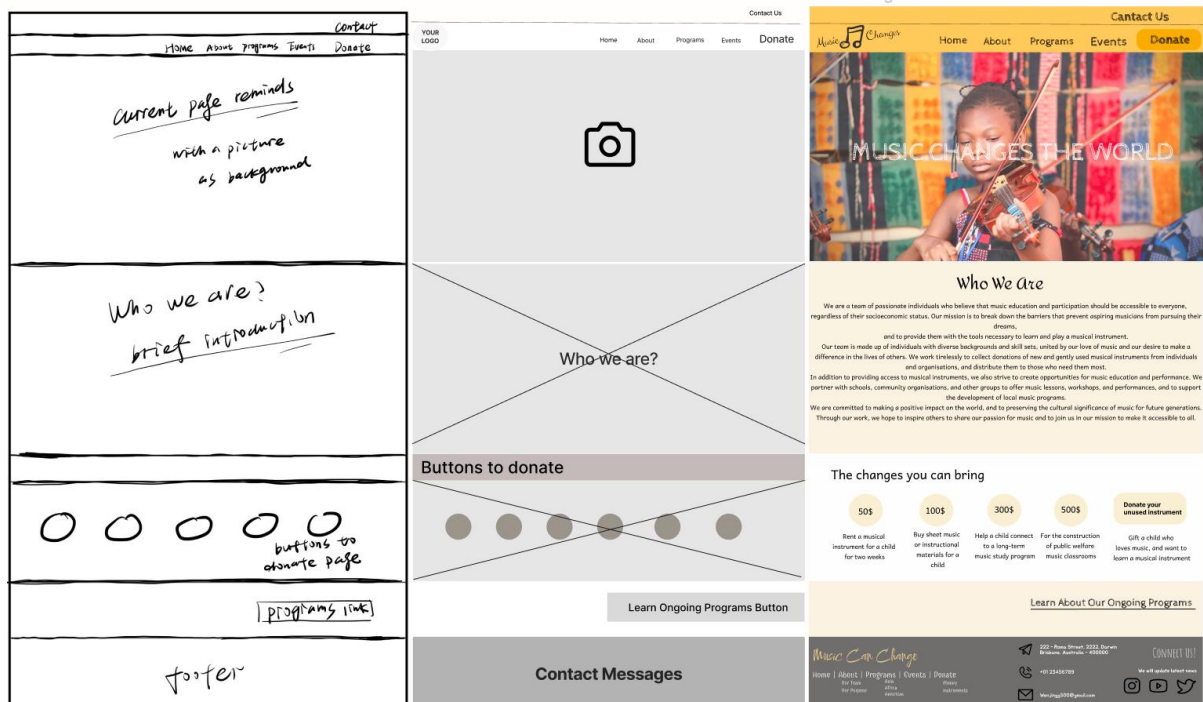


Figure 2: Home Page

### About→Our Team Page

This page focuses on the key members of the charity Music Can Change, which runs the website, and the roles they play in the team. There is a Read Bio button under the picture of each member. Users can get more information about these members by clicking the buttons. And the bio message will appear in a drop-down box on the same page. The page ends with an invitation to anyone interested in joining the team. Clicking on the “Join Us” button will take users to the “Contact Us” page.

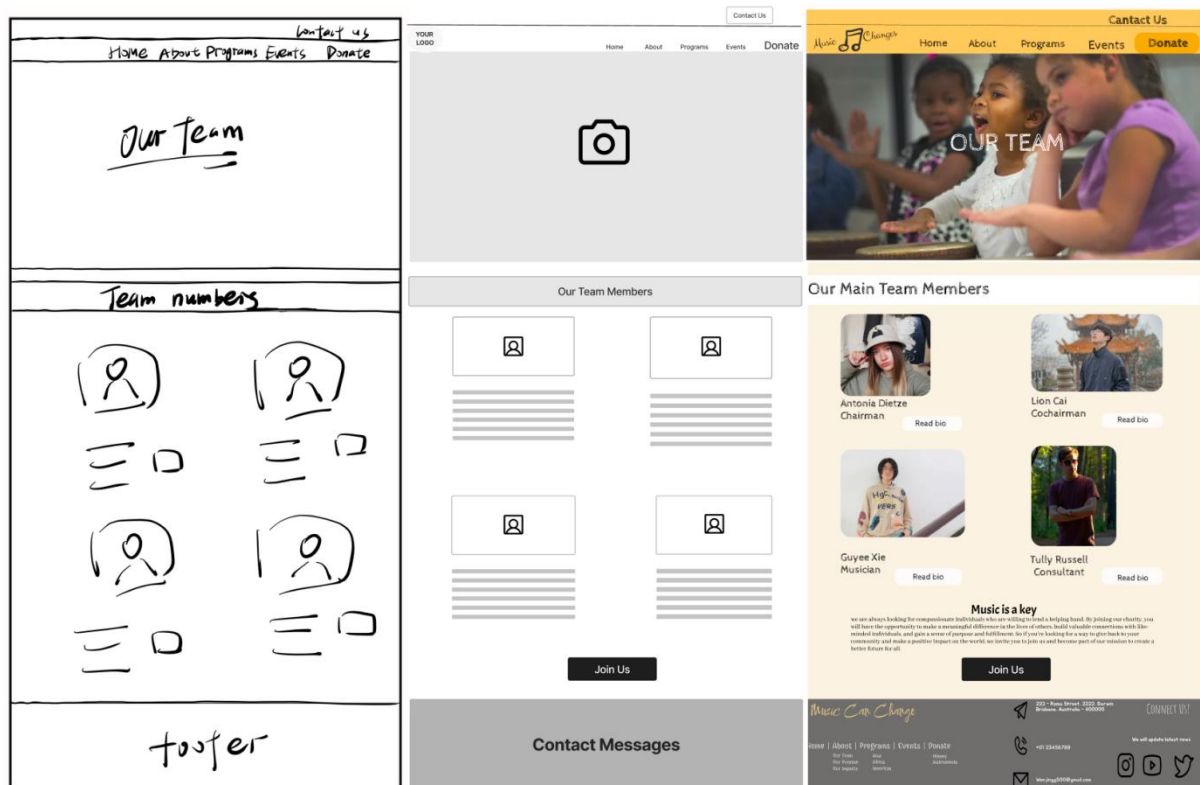


Figure 3: About→Our Team Page

## Programs Page

To allow users to quickly index programs in areas they are interested in, I design three subsections for the “Programs” in the navigation bar. “Asia”, “Africa”, and “America” are the main areas where our programs are carried out currently. Considering that we will have more programs around the world in the future, classifying in advance will also help us to plan and organize the website better later.

This page is mainly to show brief outlines of each program. After users enter this page and read these outlines, if they want to learn more about any program, they can click the “Read More” button and go to another page to learn about the program in detail.



Figure 4: Programs Page

## General Donate Page

To make it clearer to users of the two ways to donate on the website, I separate them with two large headings, so that users can choose what they want to donate faster.

Clicking the first “Donate Now”, it’ll take users to the “Donate Money” page, and the second “Donate Now” will take users to the “Donate Instruments” page. The sentence under the picture will promote users to follow our social media to see if we use their donations reasonably. I’m also trying to add a section to the website to look at personal donation history.



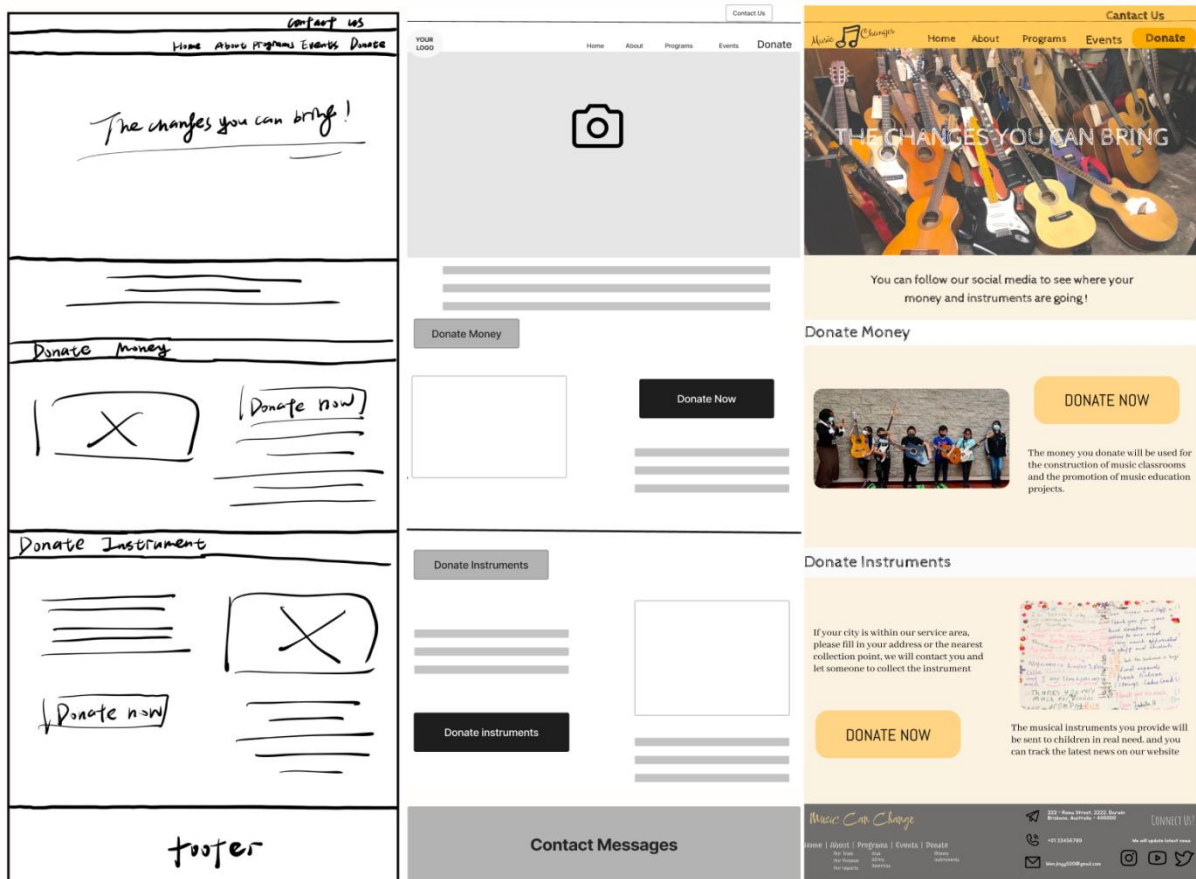


Figure 5: General Donate Page

## Donate→Donate Money Page

The page below allows users to select the number of donations. Prompt users for personal information and provide them with a button “cancel” to leave the page without saving the information.

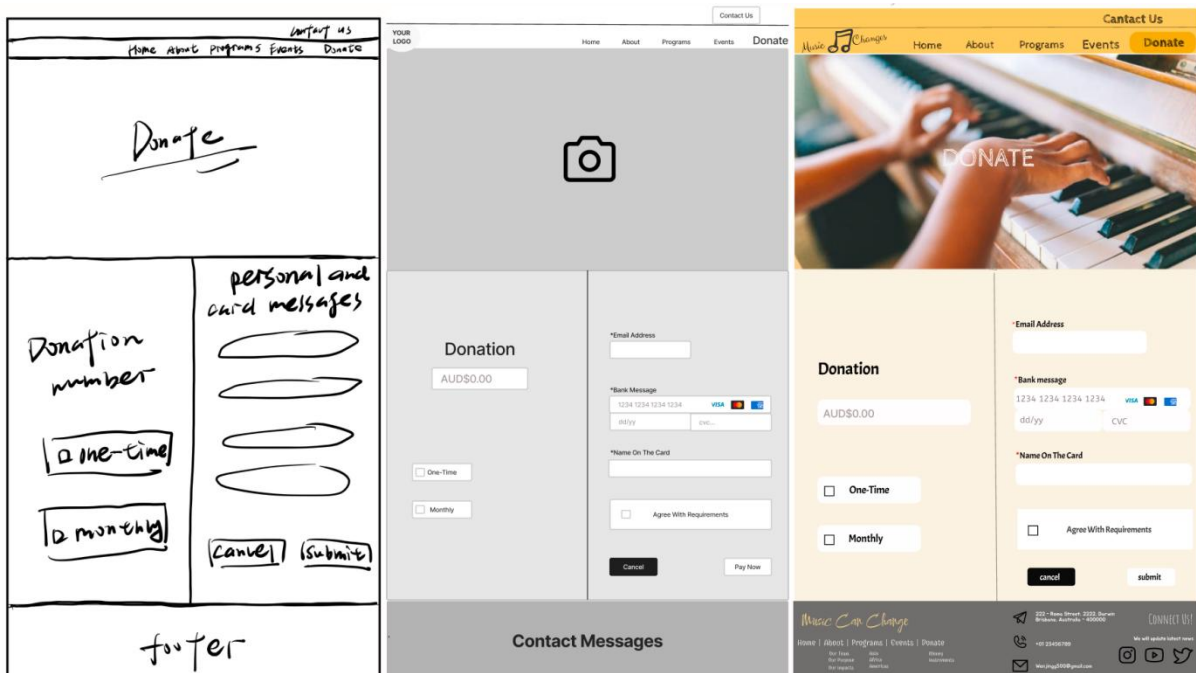


Figure 6: Donate→Donate Money Page

### Donate→Donate Instruments Page

The page looks a little bit different from the “Donate Money” page. It interacts with users and lets users decide which day to take the instrument(s).

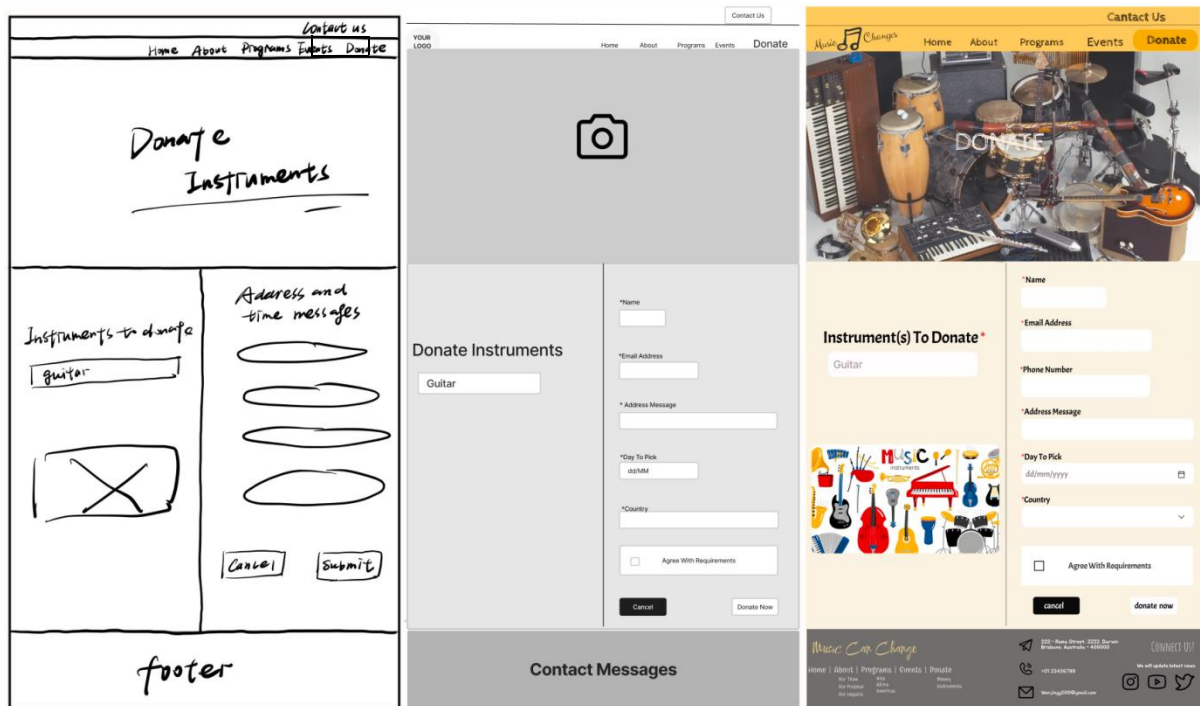


Figure 7: Donate→Donate Instruments Page

## Design decisions based on Nielsen’s usability heuristics

### Visibility of system status—ensure that users are aware of what is going on:

The specific button in the navigation bar will be highlighted if users go to any page under it. And on each page, the picture under the navigation bar also has text in the middle that indicates the current page’s name. All the buttons on the website can be highlighted and have tooltip text when the mouse hovers over them. These functions are designed to keep users informed about their current system status and the results of their past interactions, which can help them better determine their next steps.

### Match between system and the real world—use words, phrases, and concepts familiar to users, rather than internal jargon:

The icons used to represent those social media in the footer are the most popular ones which are easy for people to recognize. Because this website targets a wide audience, plain language is applied to make sure that every user can understand.



### **User control and freedom—support “undo” or “redo”:**

On both pages of submitting donation applications, “cancel” is added to allow users to exit urgently without saving any information. And “Home” is always on the left side of the navigation bar to allow users to return to the home page quickly if they don’t want to stay on other pages.

### **Consistency and standards—follow platform and industry conventions:**

The website is consistent with the standard of most websites. For example, according to users’ habits of using the mouse, buttons are distributed on the right side of the navigation, and footers always contain links to the social media of the website. In summary, the layout of the website follows the standards that main websites follow.

In terms of internal consistency, I keep the design styles of all pages on the website consistent. (colors, interactive statements, buttons, icons)

### **Error prevention—prevent problems from occurring**

When users want to donate something or follow us, they need to fill in some information. Think of the cancel button, we must assume that users might click that button accidentally. To prevent users from clicking the cancel button by mistake, and the entire information needs to be refilled, I design to create a warning message to confirm the decision before going through.

### **Recognition rather than recall—reduces users’ cognitive load**

The navigation bar, which is the most important part of the website will always be pinned to the top of each page as a fixed menu. Users don’t need to remember how to go back to the previous page, they can just click these buttons to do that. The donation process is very simple, and no special memory is required.

### **Aesthetic and minimalist design—avoid irrelevant contents**

I use limited colors, a simple layout, and concise text to make the website more readable for users. Based on the learning from several minimalist web design samples like DesignBlvd and Startup Giraffe, I made the conclusion that we need to pay attention to text content and visual elements to increase the aesthetic quality of the website. Summaries are displayed on “Our Team” and “Programs” pages, and users can click expand buttons if they want to read them in detail. I’ll mark key points where long text exits to help users catch the meaning of the text easily. And different pictures are added as indexes to guide users through some operations quickly, like donating and learning programs.

### **Help users recognize, diagnose, and recover from errors—help users identify and find solutions to eventual problems and errors:**

When users enter the Donate Money page, they need to enter card information and personal information. If the card number they input are not numbers, they'll get error and the information like "The card number you input are not all numbers". And also, if the name inputted are not all letters, there will be an error information like "The name you input are not all letters".

### **Help and documentation—help users understand how to perform their tasks:**

The website is a simple system, and all steps are very clear, so it's not necessary to add lots of extra prompts to guide users. But as mentioned before, there are text prompts that appear when the mouse hovers over the buttons on the website.

## **Conclusion**

To sum up, the website Music Can Change is more concrete by improving the fidelity of the prototype step by step. The main frame of the website is given by the site map, which classifies web pages according to content and functions clearly, to make buttons in the navigation bar that allows users to browse quickly. The low-fidelity prototype focuses on the layout of the website, basic functions, basic elements, and information architecture, while the high-fidelity prototype also takes visual effects and users' mental models into account.

To make the website more user-friendly, several changes were made to the fidelity prototype when Nielsen's usability heuristics were considered. This process made me realize that the most important thing in web design is paying attention to details.

Of course, many challenges arose when I was designing the fidelity prototype. In addition to color schemes, typography, layout, and navigation, I was also confused about how to give users the best experience (operating smoothly). According to the design of some websites such as Apple, I found that simplification is the best way, so I removed complicated steps and verbiage and used images and icons instead.

The challenges for future work lie in these areas:

- Taking full advantage of programming languages: HTML, CSS, and JavaScript to realize the previous design.
- Creating high-quality content that engages and informs the audience.
- Considering any error or risk that may occur on the donation page, and designing prompts according to common knowledge.
- Making my website looks good on all devices (RWD).
- Finding more users and modifying the website based on their comments.

## Reference

(Nielsen 1994, SHARKEY 2011, Kohut 2012, Wakin 2012, Petracca 2015, Hasaballah 2017, Lee 2017, González 2019, Adams 2020, Wiebe 2020, Ashe 2021, nd3000 2021, Commission 2022)

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### Icon

All the icons I used are from <https://www.iconfont.cn/>. and all of them are free to use.

### Images

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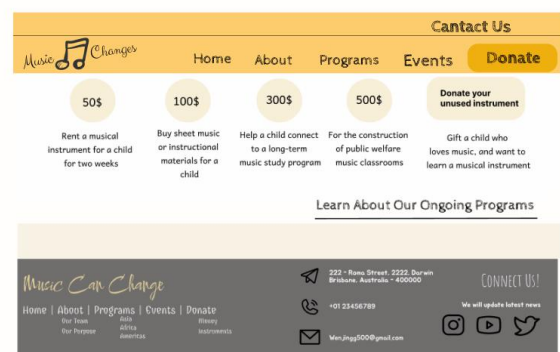
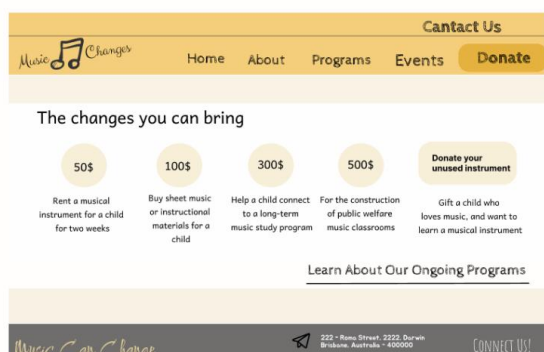
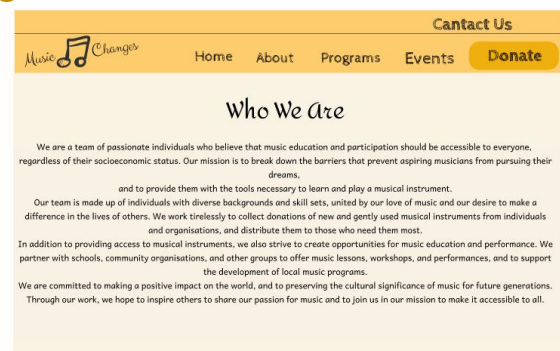
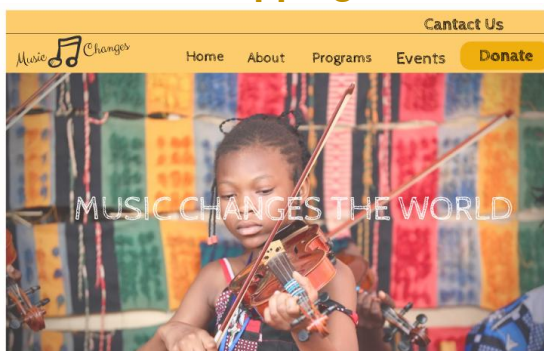
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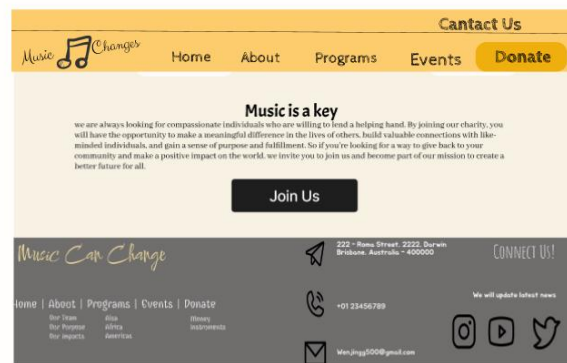
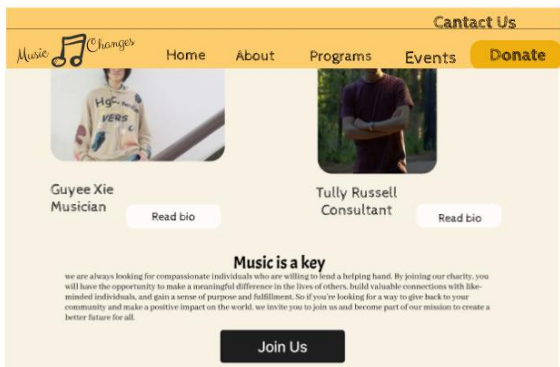
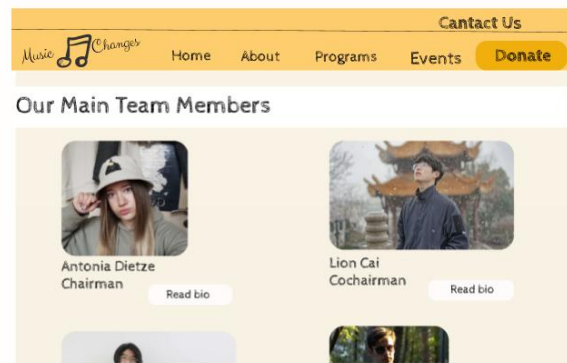
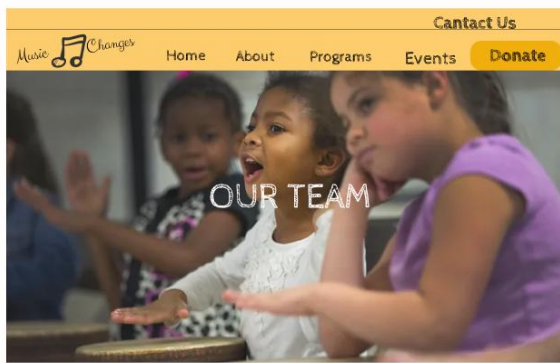
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## Appendix

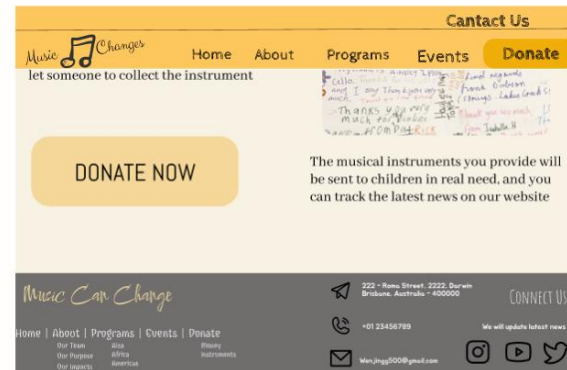
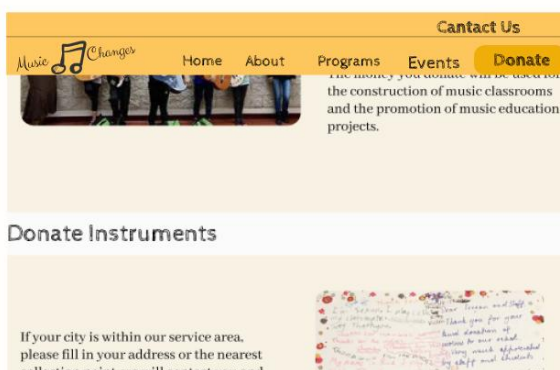
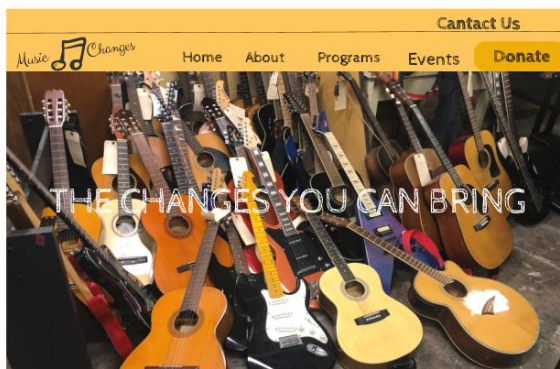
### the effect of flipping the “Home” Page



## the effect of flipping the “Our Team” Page

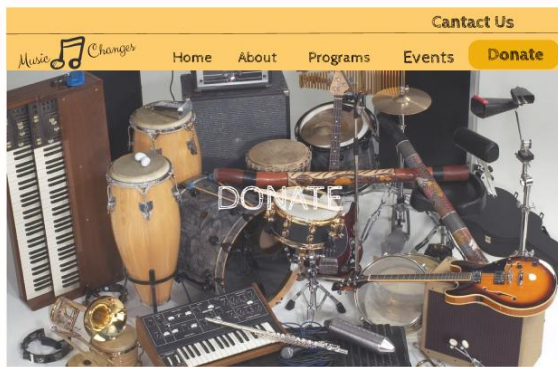


## the effect of flipping the “General Donation” Page





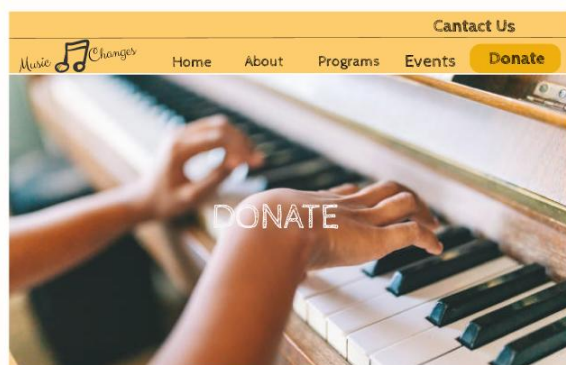
## the effect of flipping the “Donate Instruments” Page



This screenshot shows the 'Donate Instruments' page after a design flip. The page has a clean, white background. The title 'Instrument(s) To Donate' is prominently displayed. Below the title is a text input field with the word 'Guitar' entered. To the right of the input field are several form fields: 'Name', 'Email Address', 'Phone Number', 'Address Message', and 'Day To Pick'. The navigation bar at the top is consistent with the previous version. The footer includes contact information and social media links.

This screenshot shows the 'Donate Instruments' page after a design flip. The page features a large background image of various musical instruments, including a keyboard, drums, and guitars. The word 'DONATE' is overlaid in large, white, semi-transparent letters. The navigation bar at the top includes 'Home', 'About', 'Programs', 'Events', and 'Donate'. The footer contains contact information and social media links.

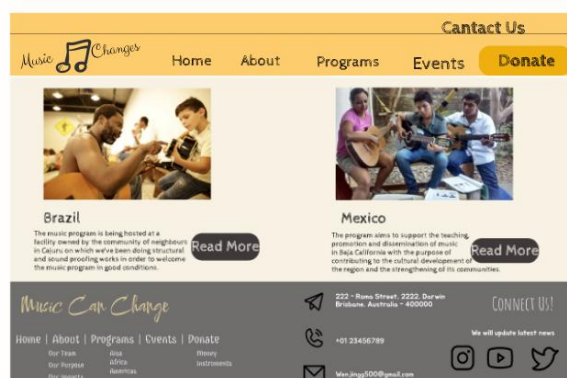
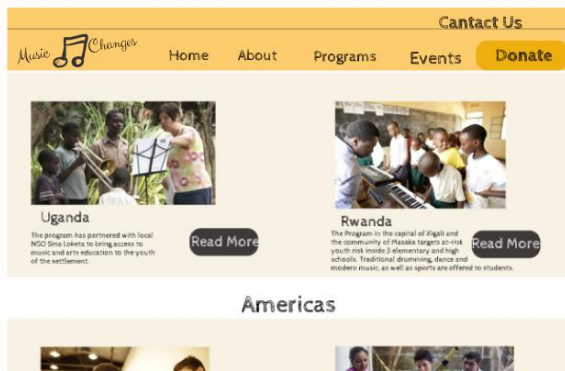
## the effect of flipping the “Donate Money” Page



This screenshot shows the 'Donate Money' page after a design flip. The page has a clean, white background. The title 'Donation' is prominently displayed. Below the title is a text input field with the amount 'AUD\$0.00'. To the right of the input field are several form fields: 'Email Address', 'Bank message', 'dd/yy', 'CVC', and 'Name On The Card'. The navigation bar at the top is consistent with the previous version. The footer includes contact information and social media links.

This screenshot shows the 'Donate Money' page after a design flip. The page features a large background image of hands playing a piano. The word 'DONATE' is overlaid in large, white, semi-transparent letters. The navigation bar at the top includes 'Home', 'About', 'Programs', 'Events', and 'Donate'. The footer contains contact information and social media links.

## the effect of flipping the “Programs” Page



## the effects of clicking the buttons on the “Home” Page

The image displays three screenshots of the Music Can Change website, illustrating the effects of clicking buttons on the Home page.

**Home Page:** The top navigation bar includes "Home", "About", "Programs", "Events", and "Donate". The main content area features a large image of a child playing a violin, with the text "MUSIC CHANGES THE WORLD". Below this, the "Who We Are" section describes the organization's mission. At the bottom, a section titled "The changes you can bring" lists four options: "SOS", "100S", "300S", and "500S". Annotations indicate that clicking these buttons will lead to the "Donate Money" page.

**Donate Instruments:** This page features a large image of musical instruments and a "DONATE" button. Below the image, a form titled "Instrument(s) To Donate" includes fields for "Name", "Email Address", "Phone Number", "Address Message", "Day To Pick", "Country", and "Agree With Requirements". A "Donate now" button is located at the bottom right. An annotation indicates that clicking the "Donate" button on the Home page will lead to this page.

**Donate Money:** This page features a large image of hands playing a piano and a "DONATE" button. Below the image, a form titled "Donation" includes fields for "Email Address", "Bank message", "Name On The Card", and "Agree With Requirements". A "Donate now" button is located at the bottom right. An annotation indicates that clicking the "Donate" button on the Home page will lead to this page.

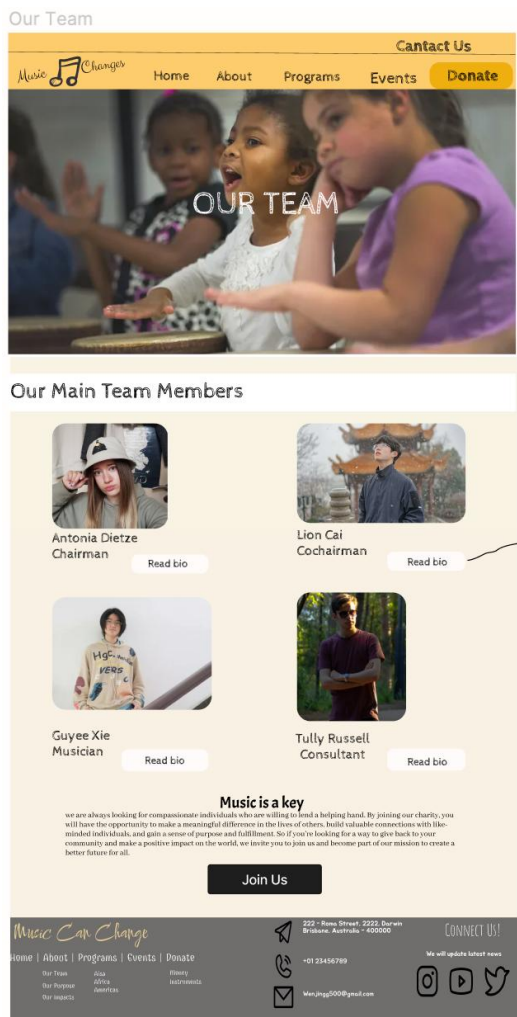
Annotations on the Home page include:

- "these are buttons, which can be clicked" pointing to the "SOS", "100S", "300S", and "500S" buttons.
- "click these buttons will go to donate money page" pointing to the "SOS", "100S", "300S", and "500S" buttons.
- "click this button will go to donate instruments page" pointing to the "Donate" button.

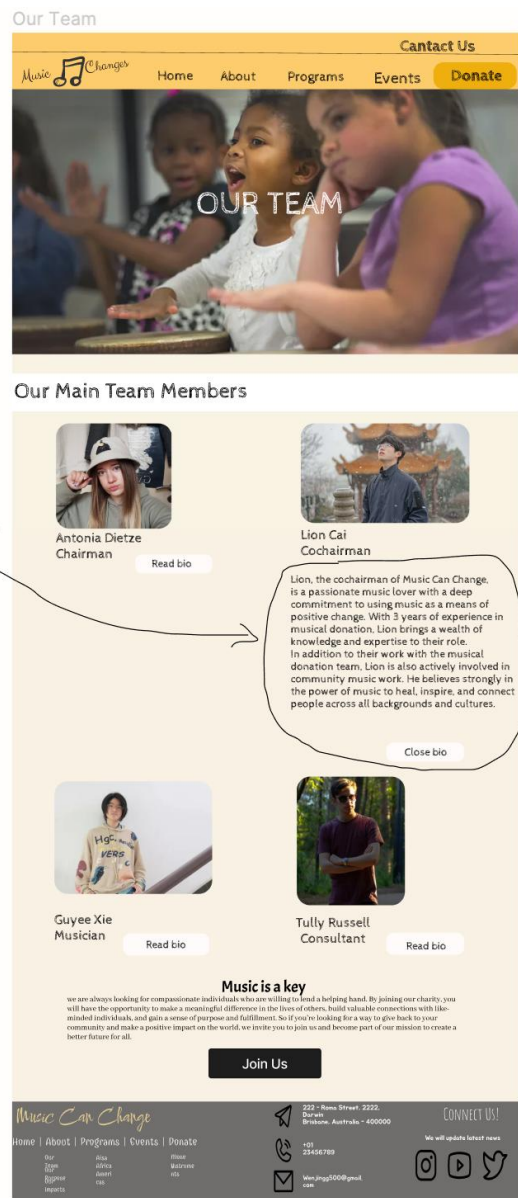
Annotations on the Donate Money page include:

- "if the input has value which is not number an error prompt will pop up" pointing to the "Bank message" field.

# the effect of clicking the “Read bio” button

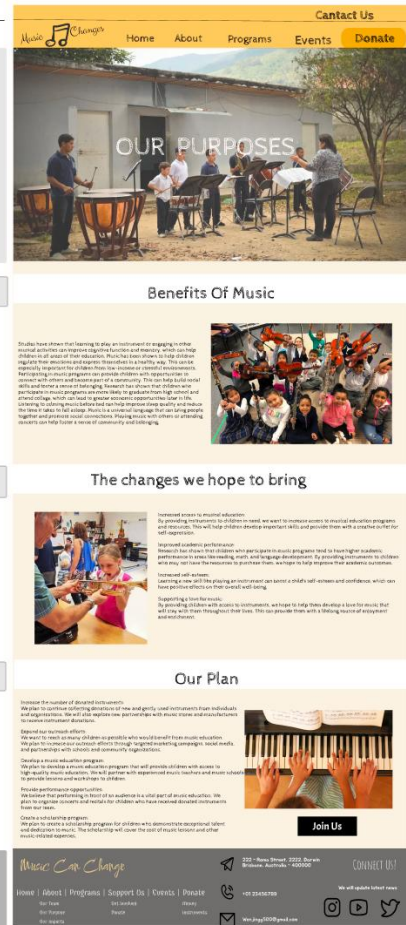
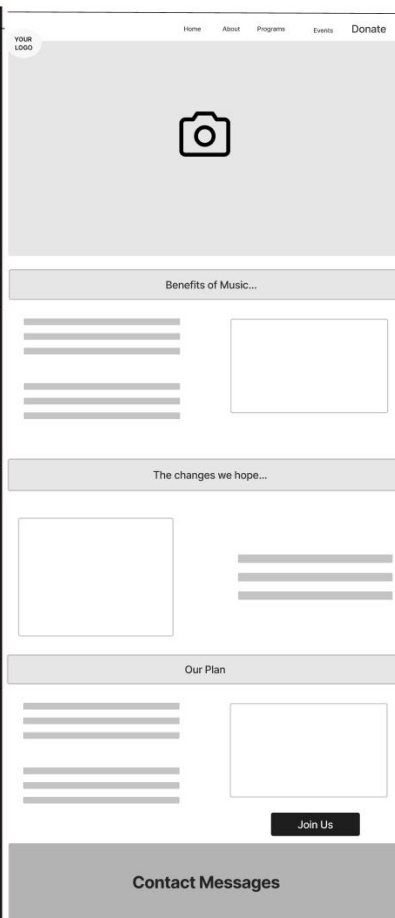
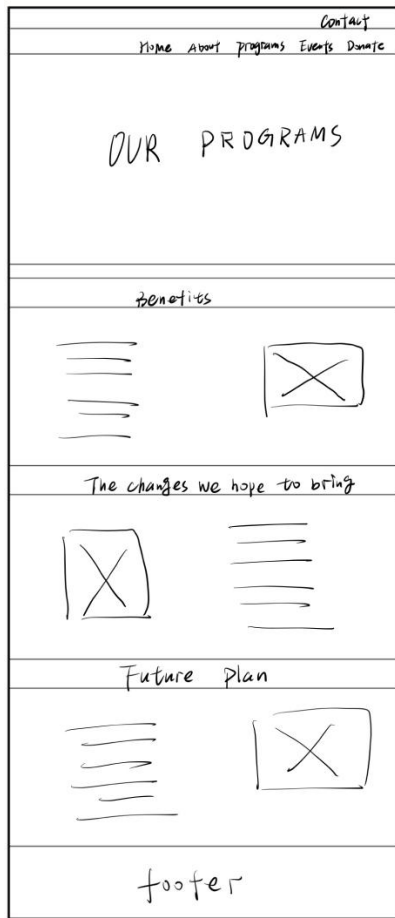


click this 'Read bio' button

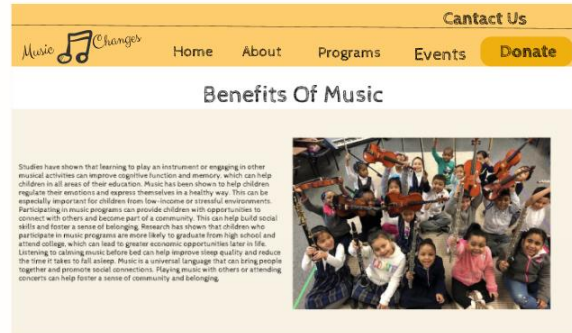
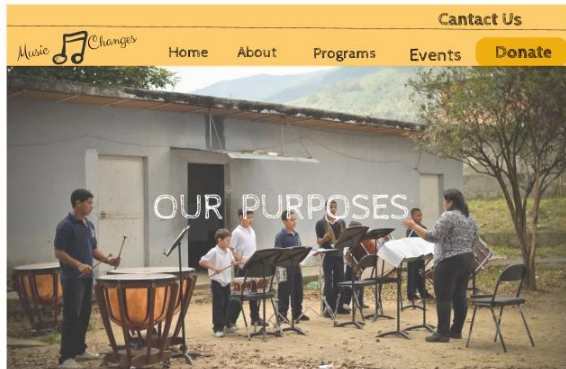




## the “Our Purposes” Page

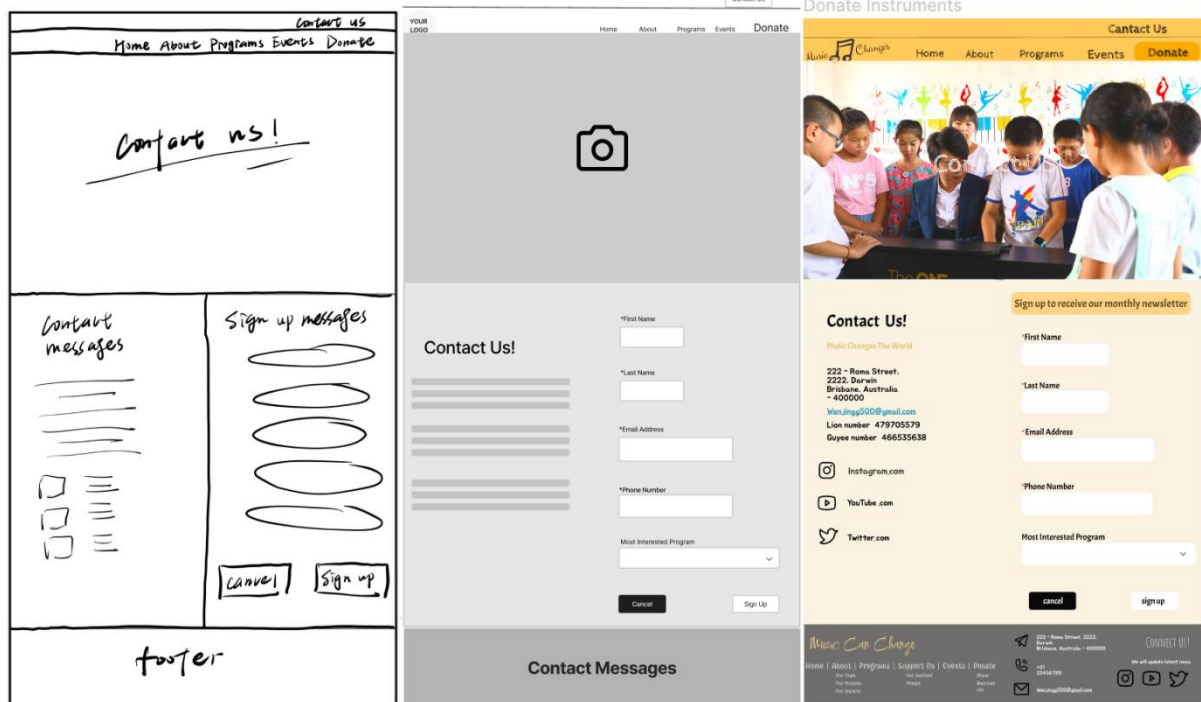


## the effect of flipping the “Our Programs” Page





## “Contact Us” Page



## the effect of flipping the “Contact Us” Page

