



My Friend's House

Presentation

Donovan Tapunha, Joe Mwaura, Rianna Alli

Project Overview

The Proposal:

To redesign the My Friend's House website to help **create a calm, seamless experience for victims to find the help they need.** We understand that victims may be under a lot of stress so we want to make the process as easy as possible for them. We want to ensure that the website doesn't overemphasize that the user is a victim.

Team Members: Tools Used:

Donovan Tapunha

Figma

Joe Mwaura

Miro

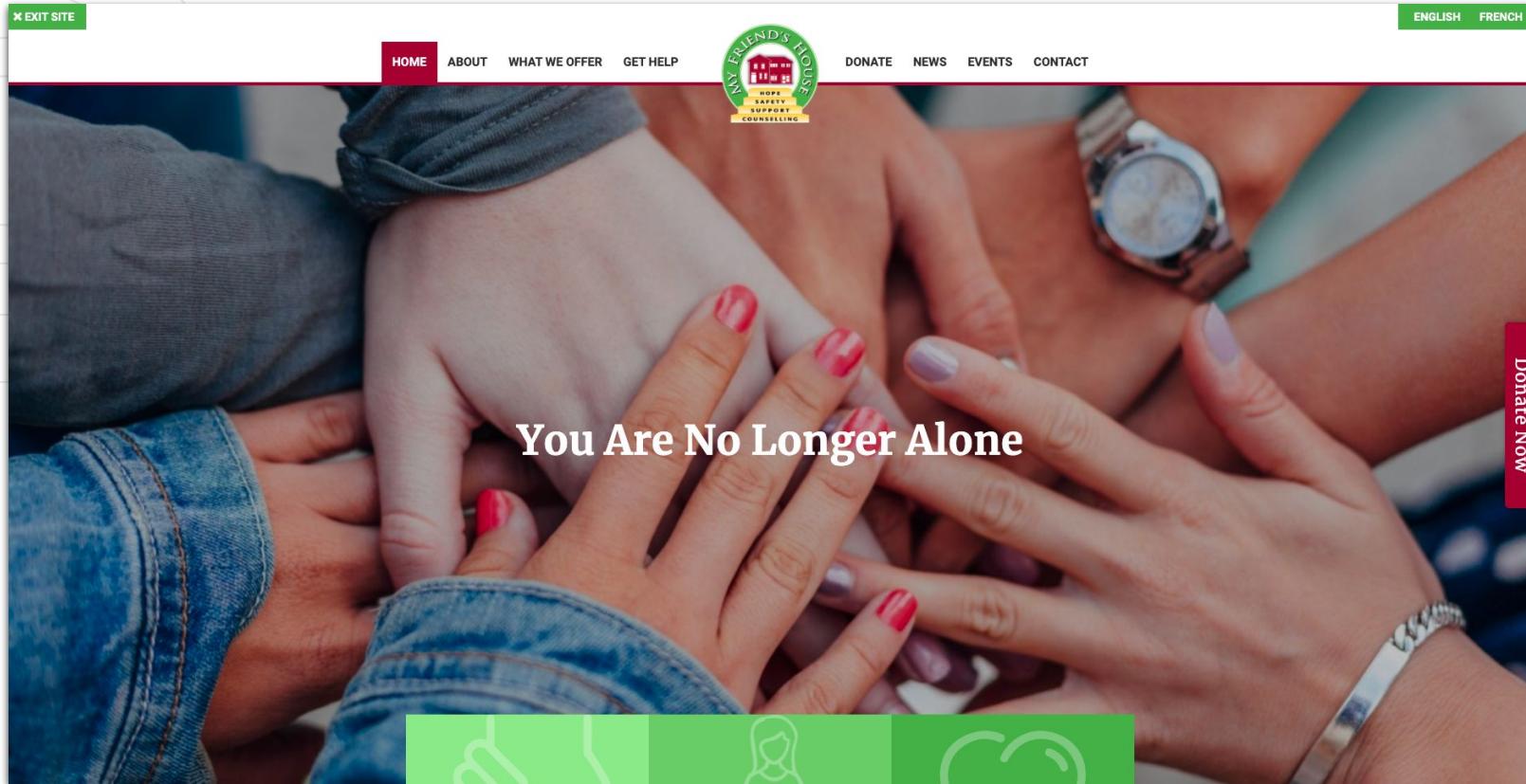
Rianna Alli

Pen

Paper



Current website



X EXIT SITE

HOME ABOUT WHAT WE OFFER GET HELP

ENGLISH FRENCH

FRIEND'S HOUSE
HOPE SAFETY SUPPORT COUNSELLING

DONATE NEWS EVENTS CONTACT

You Are No Longer Alone

Donate Now

3



1

Research

Proto Persona



Maria Smith

1 Goals & Needs

- In need of emergency shelter and a safe space for her and her child
- Resources and support for abused women
- In need of legal help

2 Behavioral Demographics

- 35 years old
- Collingwood, Ontario
- Not financially stable
- Has an iPhone
- Married with one child
- Limited access to a computer
- Victim of abuse from partner

3 Pain Points

- Too terrified to stay with an actual friend in fear of putting them in danger
- Needs a way to hide communication with the service provider
- Does not have a place to chat privately with support groups

User Interview Objectives

1 Objective

To understand the challenges users face when navigating a women's shelter website.

2 Objective

To understand which tools/resources users use when looking for information about women's shelters

3 Objective

To understand the thought process of users when navigating sites like Myfriendshouse.ca

We performed a test that included three essential tasks to discover the problems users may have when interacting with our website redesign.

Interview Plan



Kathleen

"It took longer than I thought it would to find the FAQs"



Dana

"When I'm spending money I am more picky so finding the chat is a priority for me so I get my answer right away"



Grace

"I wish I could see more about what they offer in detail for the women in need"



User Observations

"Their website was very vague..., I never really had to go on their website in order to stay there"

-Participant 2

"Online chatting would be the best option and I don't see it on any of these websites. You already have someone 24/7 standby on the phone why not on the chatting or texting."

- Eva's Satellite site coordinator

Affinity Diagram

I would like to see the chat feature everywhere in case if I have a question and want to ask



miro

Affinity Diagram Breakdown

GET
HELP

CHAT
OPTION

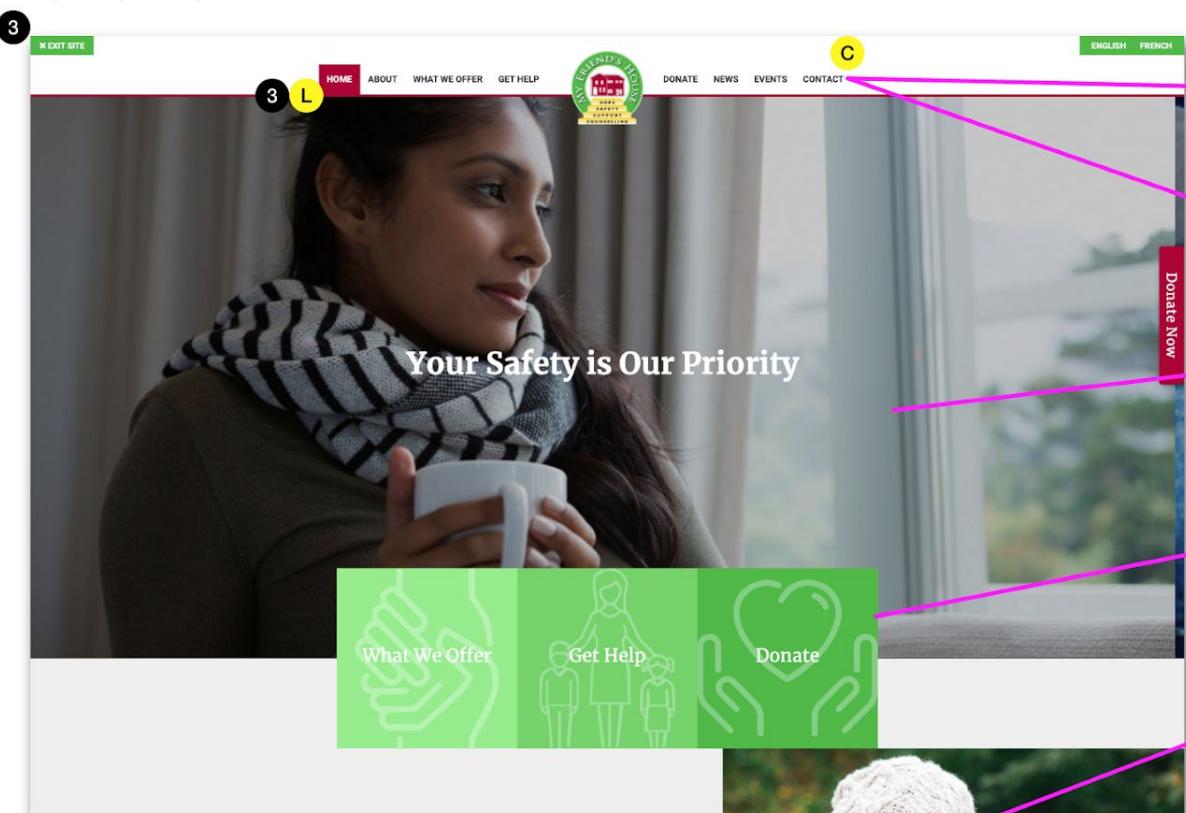
DONATION

Exit Button

FAQS

Redlining

The website showed a need of prioritization amongst its content



Hierarchy

Within menubar and menu items leading down.

Change the nav bar

Reorganize the nav bar to showcase what is most important

Banner

Redesign banner to include pertinent information that is valuable to the primary user. Eg. phone number for a hotline

Legibility

Make the important quick access sections legible and provide important information for the user.

Communication

Provide different methods of communication for the user that is visible and readily available. Based on the research

Redlining

Some areas showed a mix of quality questioning the professionalism of the

My Friend's House
BN: 129677191RR0001

Statistics show that one in four women are abused by their partners – and these statistics ring true right here in our community. It takes true...
[Read more](#)

DONATION DETAILS

ONE-TIME DONATION

\$101 **\$303** \$707 \$1414 \$ Other

Secures 3 nights of safety for a woman & her child: • 24 hour alarmed secure residence • 3 nights of breakfast/lunch/dinner • 24 hour access to supportive counsellor, legal & transition services

You can also make a monthly donation

MESSAGE FOR MY FRIEND'S HOUSE (OPTIONAL)

DONOR & TAX RECEIPT INFORMATION

H EMAIL *

DONOR TYPE * COMPANY NAME/GROUP

Personal

FIRST NAME * LAST NAME *

ADDRESS *

Address Line 1

Address Line 2

City CANADA

UI Style

Rethink the mood and theme of the overall site based on the mission statement and core beliefs of Myfriendshouse

Banner/Widget/Molecule

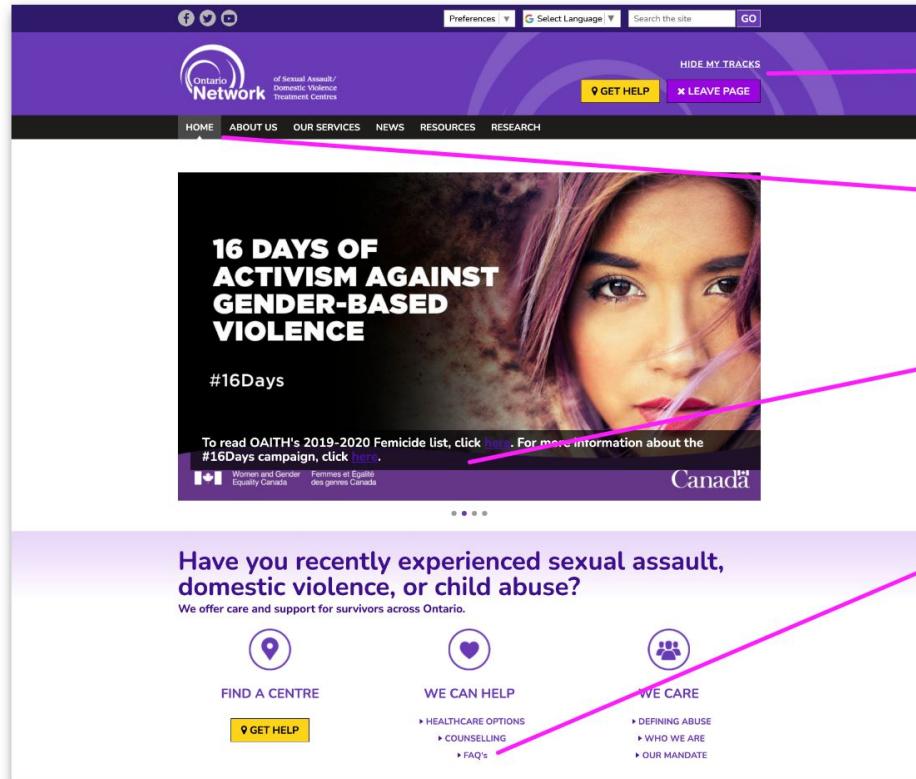
Provide an option for the user to access donation information on the main page rather than on other screens.

Buttons

Design responsive buttons that are universal throughout the website

Redlining

Competitive websites highlighted important information first and offered multiple feature for the user.



Multiple features

Offer multiple features for quick access

Menubar

Offer responsive feedback for the user

Informative banner

Provide important information that is readily available for the user to see as soon as they open up the website

FAQ's

Consider making FAQs available on the main page so users don't have to go looking for it

UI style

Stay consistent with your UI style to ensure a professional uniform look throughout the website

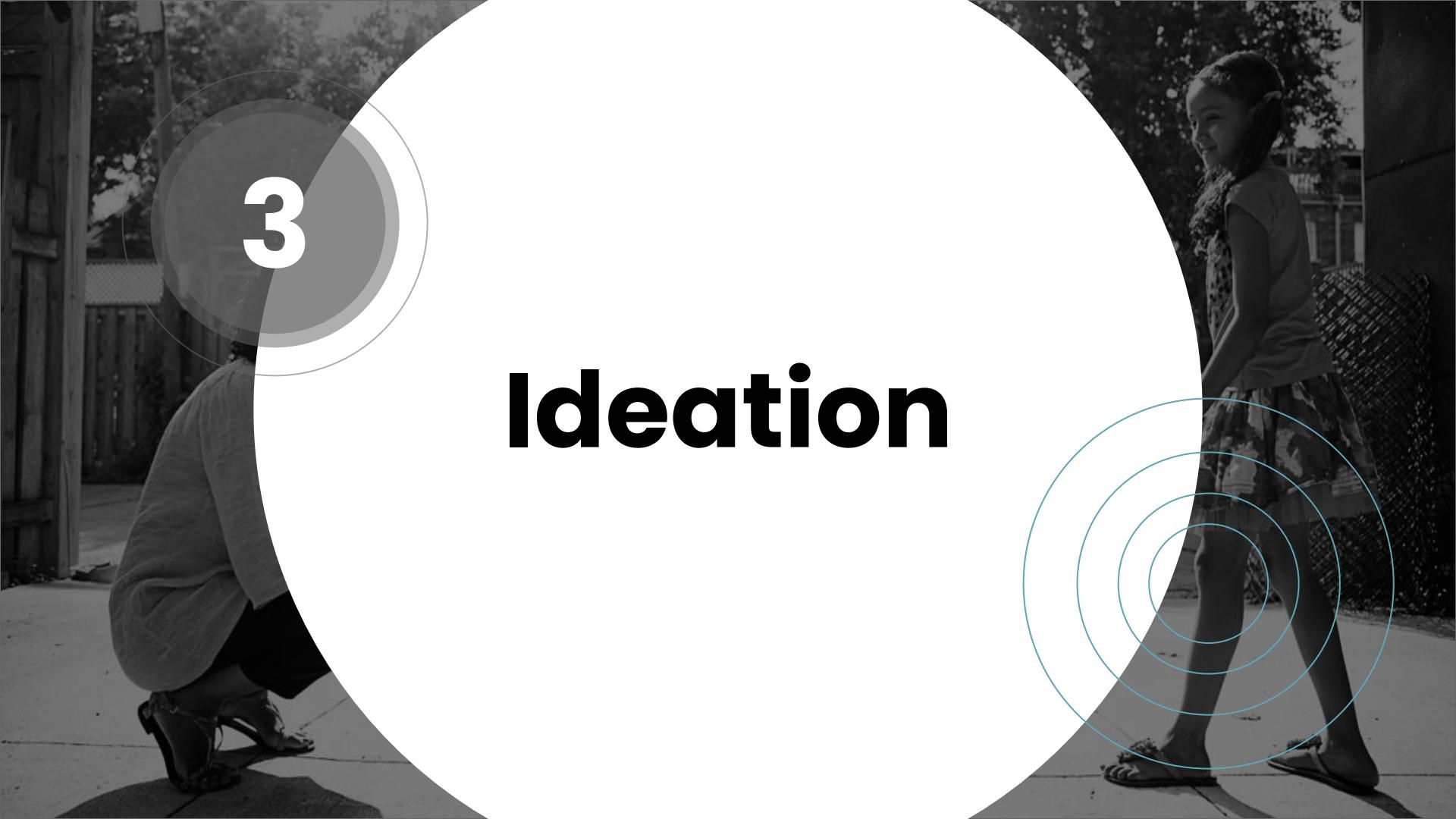
Hypothesis Statement

We believe that there is a need for a safe space where individuals can discover resources and find important information to help inform them so they can make the right decisions in their life.



User Insight

Maria wants a safe and efficient way to communicate with professionals in shelters and gain knowledge on abusive relationships.



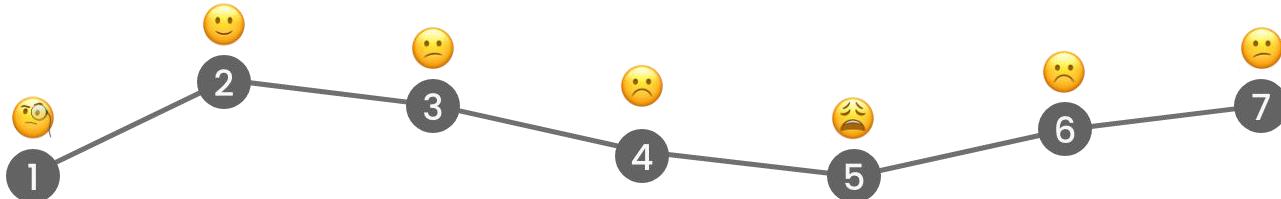
3

Ideation

User Journey



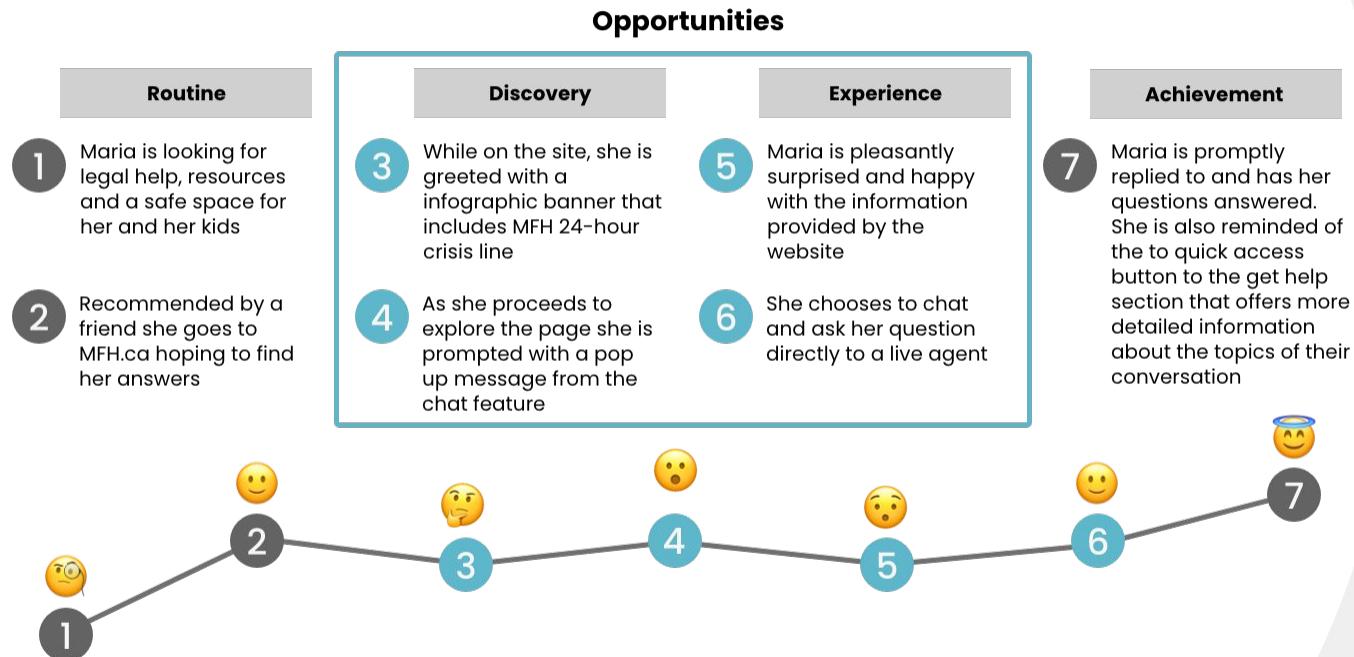
Routine	Discovery	Experience	Achievement
1 Maria is looking for legal help, resources and a safe space for her and her kids	3 While on the site, she searches for contact details but is greeted a lot other irrelevant information.	5 Maria is frustrated that she has to browse and search the website wasting time she does not have	7 She finally finds the contact page which provided a phone number and the get help page which had some of the information on some steps she needed to take in order to accomplish her goal
2 Recommended by a friend she goes to MFH.ca hoping to find her answers	4 She notices there is no search bar to find the exact information she is looking for on the website	6 She ends up exploring page by page to find the contact details.	



The experience depicted here was common amongst the individuals we interviewed and helped us focus on where we would see the greatest gains in the redesign of the website Myfriendshouse.ca

USER JOURNEY MAP: [link here](#)

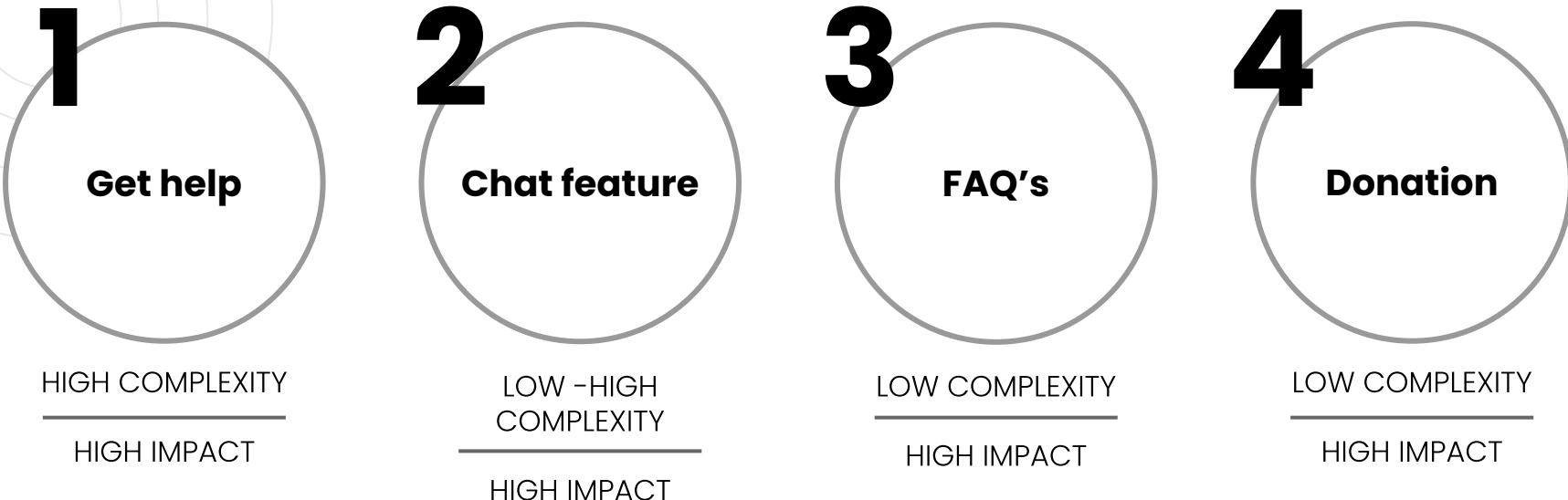
User Journey



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USER JOURNEY MAP: [link here](#)

Prioritization



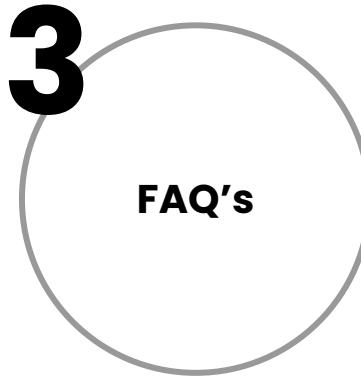
Prioritization



GREATEST VALUE

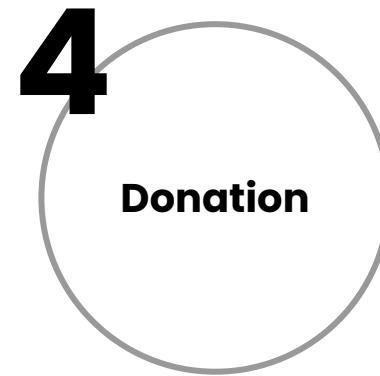


GREATEST VALUE



LOW COMPLEXITY

HIGH IMPACT



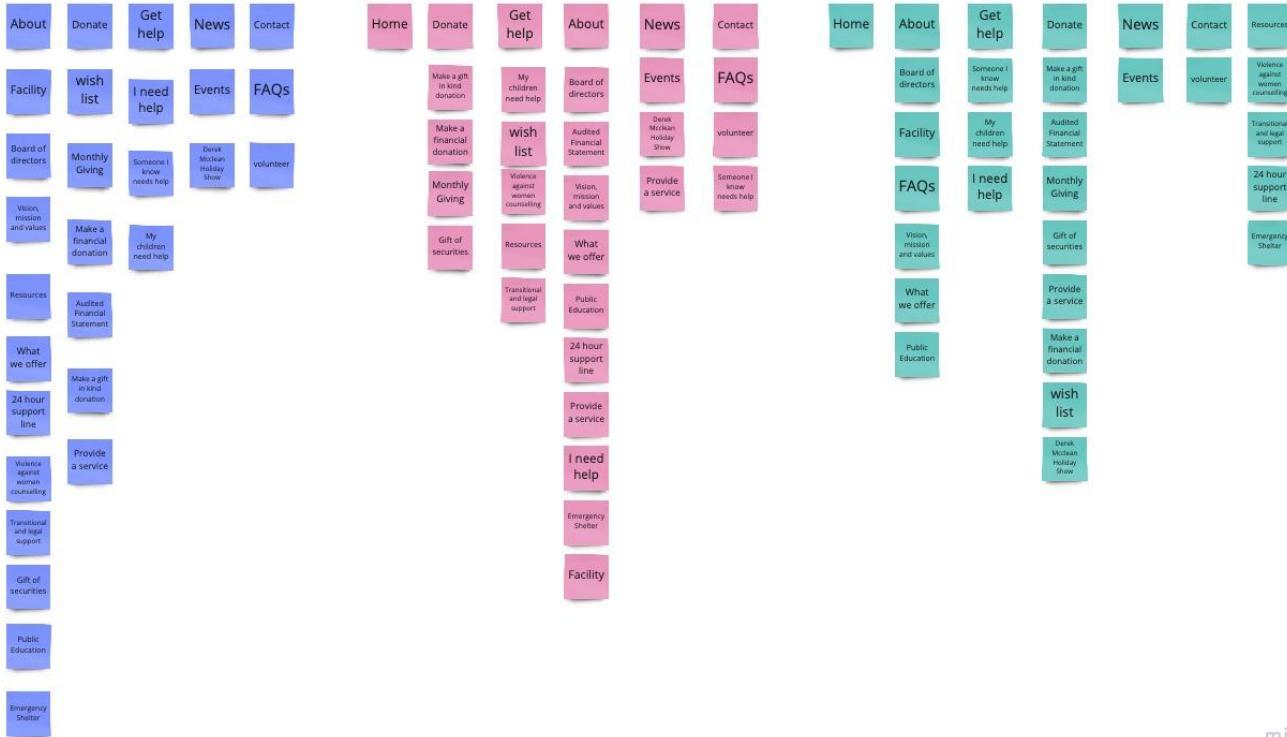
LOW COMPLEXITY

HIGH IMPACT

It was determined that the greatest value proposition would be found in focusing most of our time users getting help and the Chat feature.

Card Sorting

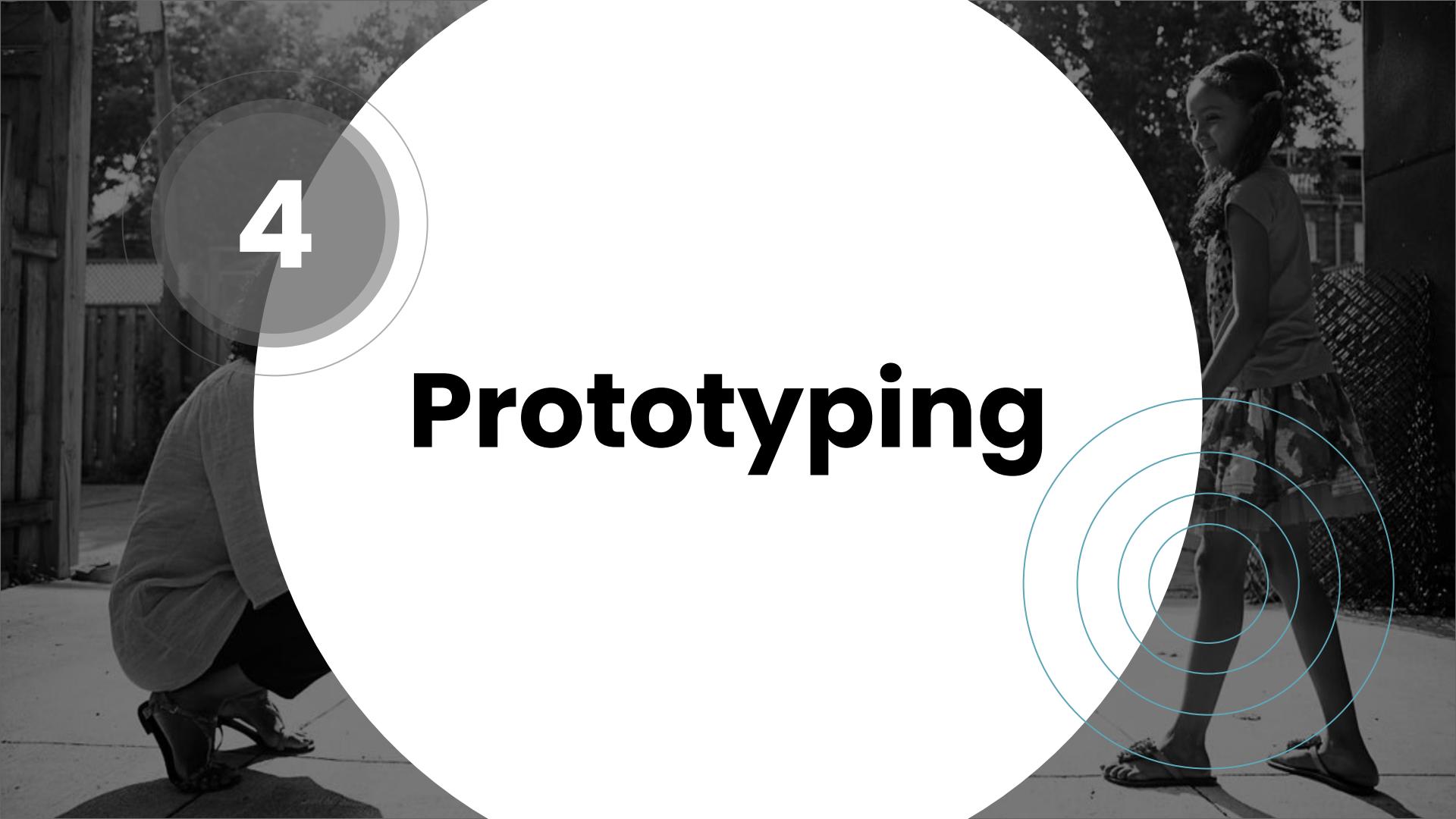
We conducted card sorting to help us decide how to reorganize the website navigation.



Card Sorting

This is the roadmap we decided on to structure our new website navigation.



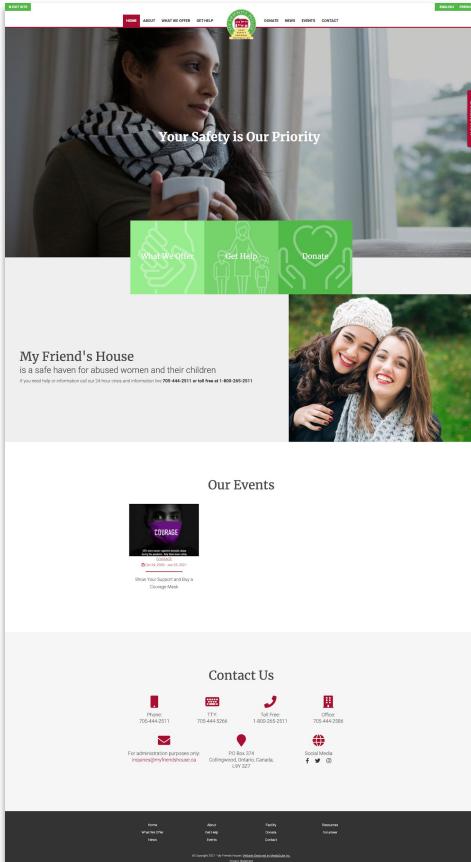


4

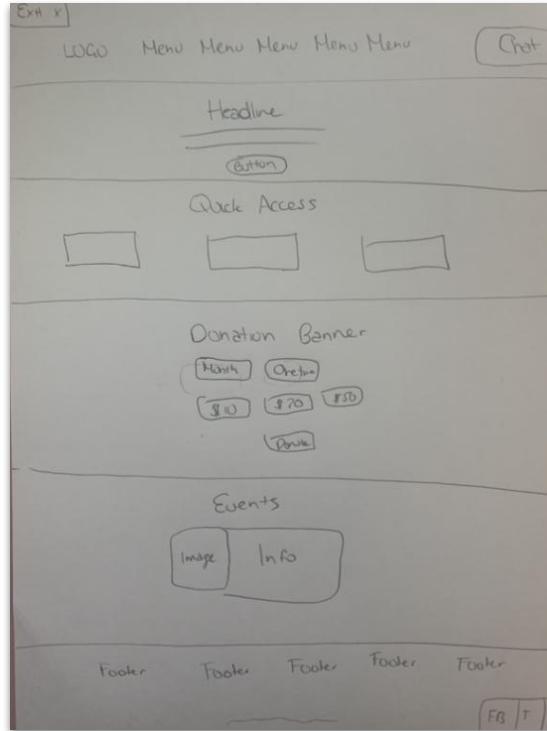
Prototyping

Wireframes – Homepage

Original



Sketch



Mid-Fidelity

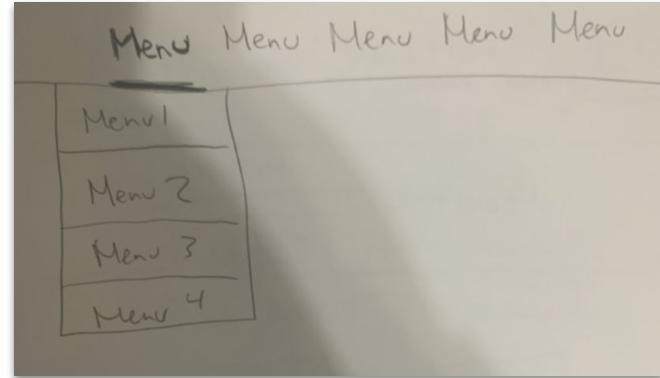
A mid-fidelity wireframe of the homepage. The top features a teal header with the text 'You are no longer alone.' and a subtext about My Friend's House being a safe haven for abused women and their children. It includes a phone number and toll-free line. Below the header are three dark blue buttons for 'What we offer', 'Get help', and 'Contact'. The main content area has a large image of two hands holding each other. To the right is a 'Your donation matters.' section with a 'Donation Type' dropdown (Monthly, One-time), an 'Amount' dropdown (\$100, \$300, Other), and a 'Donate now' button. The bottom section is titled 'Our Events' and includes a thumbnail for the 'COURAGE' campaign and a 'SHOW YOUR COURAGE' section with a purple mask graphic and text about the November campaign.

Wireframes – Navigation

Original



Sketch

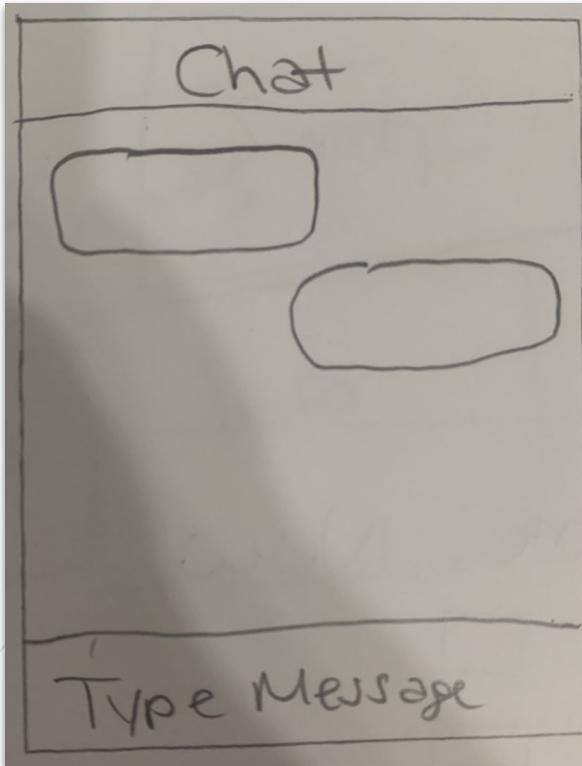


Mid-Fidelity

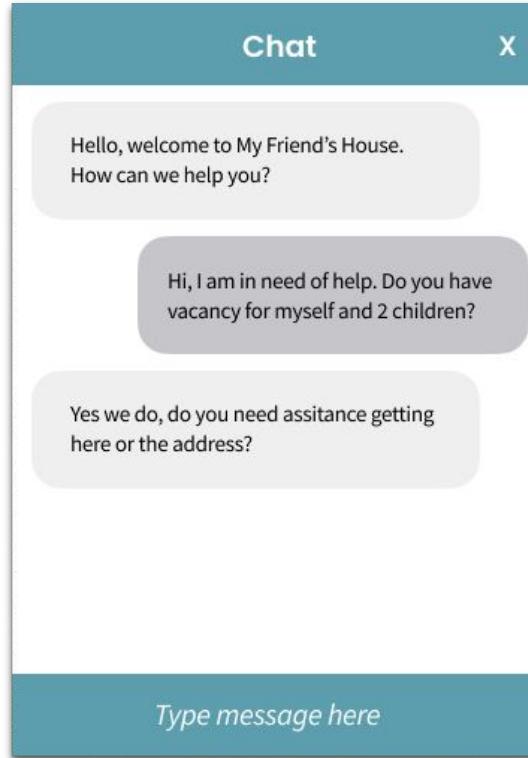
Mid-fidelity wireframe showing a header with Exit X, logo, and navigation links for About, Get help, Donate, News, Contact, and Chat with us. A dropdown menu for 'About' is open, showing options like 'What we offer', 'Vision, mission and values', and 'Board of directors'. The main content area features the text 'You are'.

Wireframes – Chat

Sketch



Mid-Fidelity



Wireframes – I need help

Original

HOME **ABOUT** **WHAT WE OFFER** **GET HELP**  **DONATE** **NEWS** **EVENTS** **CONTACT**

I Need Help

You don't have to be hit to be hurt. You don't have to leave to get help. You don't have to be in crisis to call.

If you need information, help or shelter from abuse, **call our 24-Hour Support 705 444 2511 or 1-800 265 2511**. My Friend's House counsellors will spend some time getting to know what is happening for you and provide the assistance you need. Your call is confidential and you don't have to give your name. We understand the first call is a big step for you. We are here to help.

Safety Planning

Having a safety plan can be a way to increase your own as well as your children's safety if there is a risk that you could experience abuse.

You do not have control over your abuser's violence, but you can map out action steps to increase your safety and prepare in advance for the possibility of future violence/ harassment. Our support counsellors can offer information, ideas and suggestions for a woman to think about. They will encourage a woman to take it a step at a time and start with ideas that seem realistic and right for her.

REMEMBER that many women have escaped and survived abusive situations.

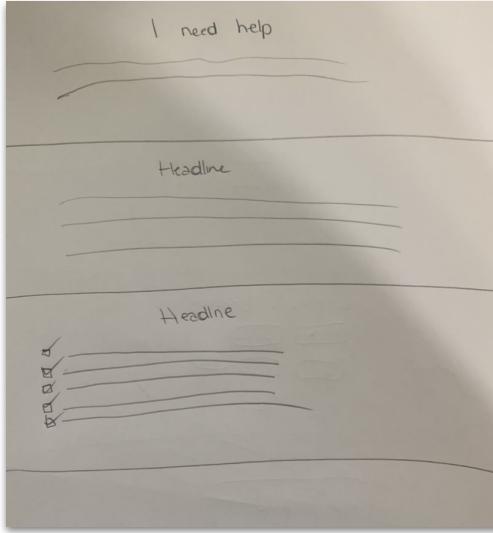
Our support counsellors will help a woman keep in mind that it is important to review and/or update her safety plan regularly, because abusive situations and risks can change very quickly. Safety plans can be developed for many different situations. Our support counsellors are trained to help women identify their own personal safety plan needs. Here are some suggestions to consider about:

Planning to leave

If you can, bring what you use every day:

- An extra set of keys for the apartment or house and vehicle
- Small bills and change for taxis and telephone calls
- Identification papers (or copies) for yourself and your children: passport, social insurance card, birth certificates, immigration papers, citizenship card, aboriginal status card, driver's licence and registration, health cards and children's immunization records
- Divorce and custody papers
- Restraining orders, peace bonds, any other court orders
- Bank books, cheque book, credit cards, mortgage or loan papers (or copies)
- Lease/rental agreement, property deed, business or partnership agreements, rent or mortgage payment receipts
- Address book
- Photograph of your abuser to help identify him/her
- Clothing for yourself and your children
- Medications
- Cell phone/laptop
- Infant or car seat
- Favourite toy/blanket
- A list of other items you can pick up later

Sketch



Mid-Fidelity

Quick Escape X  **About** **Get help** **Donate** **News** **Contact** **Chat with us**

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- Lease/rental agreement, property deed, business or partnership agreements, rent or mortgage payment receipts
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Style Guide

My Friend's House

UI STYLE DIRECTION

Our UI style direction was a peaceful and calming approach for our user in order to mainly display the element of a safe space.

UI STYLE ADJECTIVES

modern bright
Clean simple
calm **safe**

TYPOGRAPHY

Headline (Poppins semi bold 96pt)

Sub-Headline (Poppins medium 48pt)

Headline (Source Sans Pro semi bold 96pt)

Sub-Headline (Source Sans Pro medium 48pt)

TYPOGRAPHY BODY

During the month of November, everyone across Ontario is invited to show their COURAGE. We thank everyone who participated in My Friend's House Wrapped in "COURAGE" Campaign to show abused women and their children your support.

(Source Sans Pro medium pt 23)

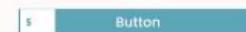
BRAND LOGO



ICONOGRAPHY



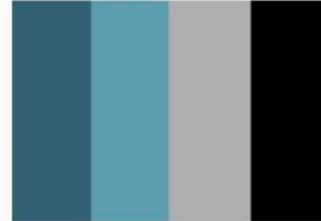
BUTTON STYLES



Button

COLOR PALETTE

BASE COLORS



COLOR GRADIENT



GRAPHIC PATTERNS



HEADER



FOOTER



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5

Testing

User Testing Plan

1 Objective

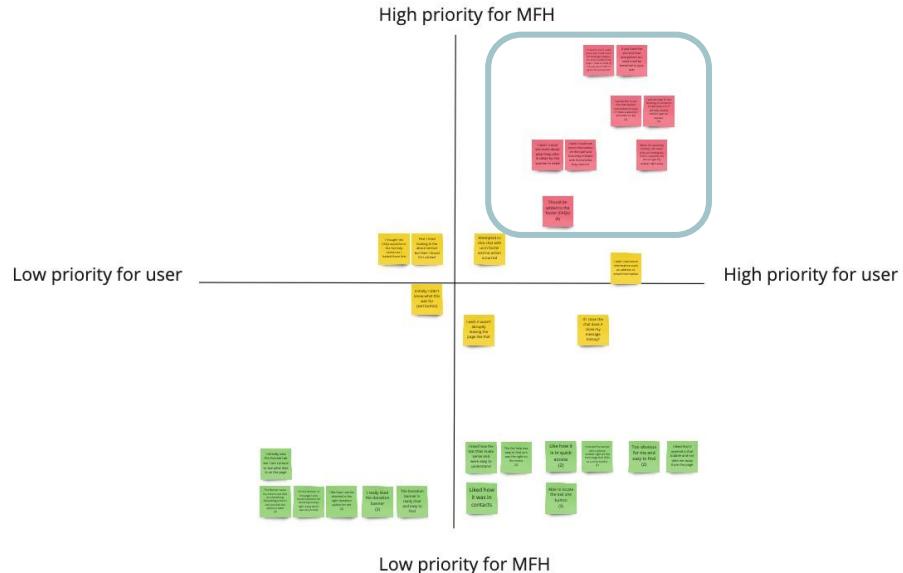
The objective of this test is to examine the usability of the website myfriendshouse.ca to see if users can navigate the site easily with some essential tasks.

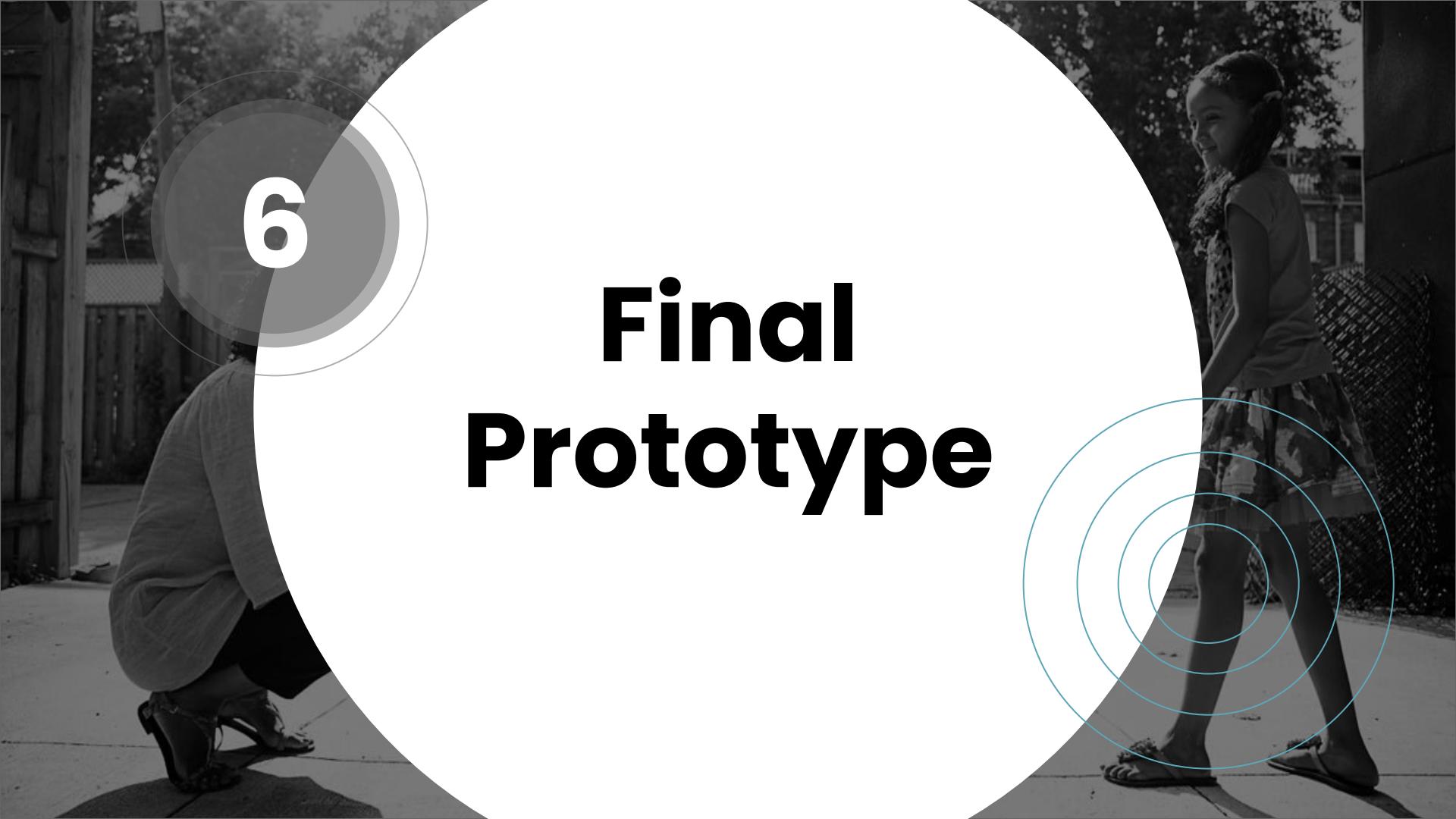
2 Tasks

1. Locate the **FAQs** tab
2. Identify how one can **Get Help** and what they need when **planning to leave**
3. Identify how one can **Donate**
4. Locate and use the **Chat Feature**
5. Locate the **Exit Button**

User Testing Results Analysis

We took all of the feedback and organized them into an affinity diagram. This allowed us to **visually assess the pain points and feedback** that we noted during the user testing. We then organized the insights into a priority matrix so we knew which feedback to focus on.

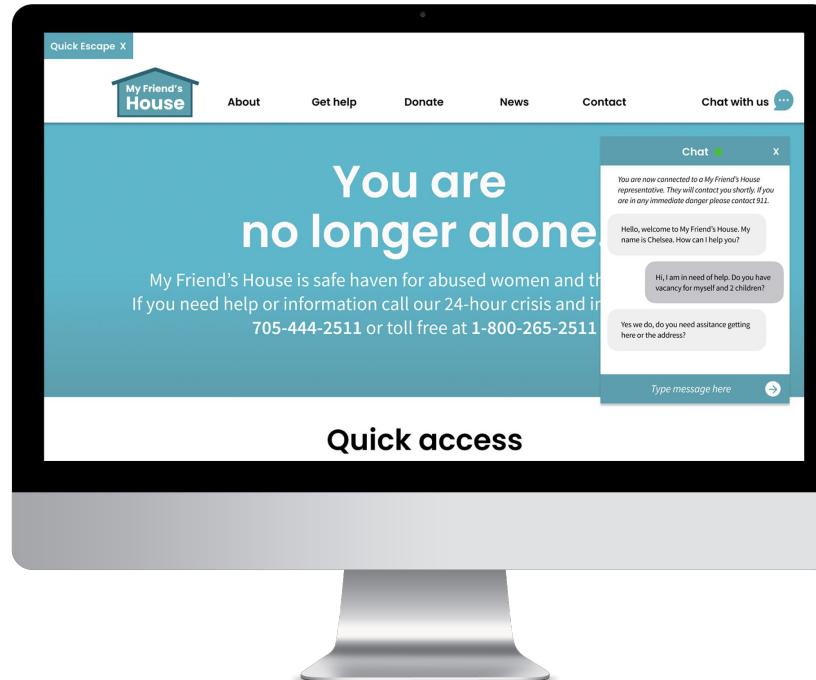




6

Final Prototype

High Fidelity Prototype



<https://www.figma.com/proto/qjmTwipeWkAOYpo3JbZ7o/My-Friend-s-House-Prototype-V2?node-id=101%3A611&scaling=min-zoom>

Final thoughts

In the future we hope to get into contact with representatives from My Friend's House. We were unable to have any contact of them and we believe they would have provided us with valuable insight.

We learned a lot about creating a calm, safe space online for abuse victims. None of us were privy to why an "exit" button would be necessary on a website.

Next steps for My Friend's House would be developing a mobile application. We think this would be the safest way for victims to access My Friend's House.



Thank you!

Any Questions?