

DISI Spring 2021: WomenNC

created for



created by

**DISI** duke interdisciplinary  
social innovators.

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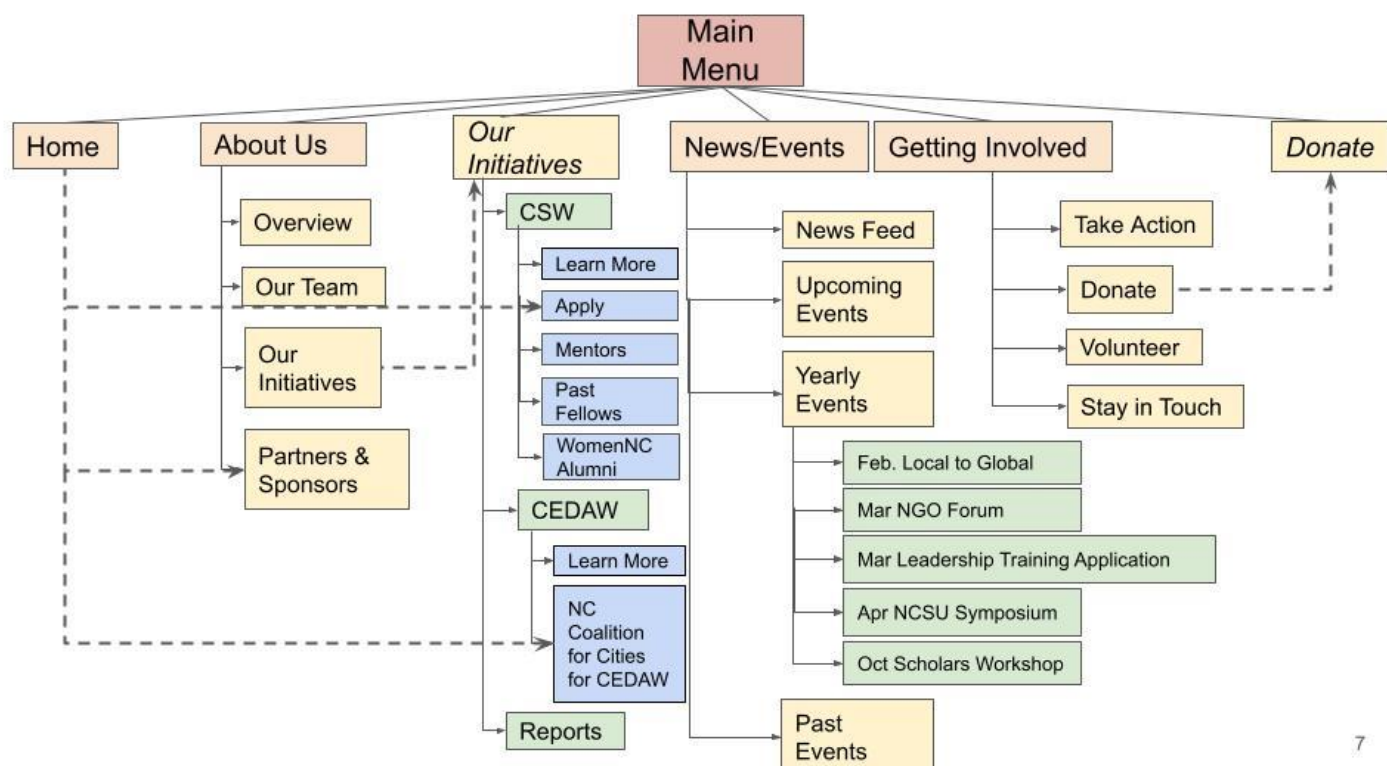
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# project summary

WomenNC is a nonprofit organization that has been empowering the next generation to advance gender equality in North Carolina for 11 years. WomenNC envisions a world free of gender discrimination and strives to bring this vision to reality through scholarship programs, rigorous research, and policy changes. Since the leadership change less than 2 years ago, WomenNC needs a new website that better reflects the work at WomenNC, declutters the current website, and suits the browsing style of today's Internet visitors. Through website analyses and a series of interviews, the DISI WomenNC team proposes the following map for the website redesign, which organizes content by necessity in order to declutter. We also propose several suggestions on visuals that would make the new website more modern and accessible.



# Approach

As outlined in the Project Agreement, our team began by analyzing the current WomenNC website both internally, by checking for redundancies and inconsistencies, and externally, by reviewing other nonprofit websites that may serve as examples to model after.

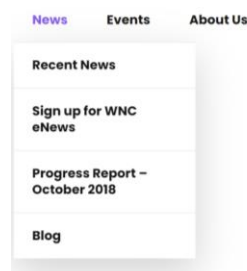
Then, we gathered insight from WomenNC constituents. The WomenNC executive and board members provided their analyses of the current website. Additionally, we interviewed a Duke master of science in global health alumna and clinical trials associate who has abundant experience with nonprofits, to obtain feedback on the observations from our analyses. Before creating a content map from everyone's thoughts on the current website, we connected with WomenNC's web designer to ask for her suggestions.

In envisioning the new website, we took the web designer's advice to start by mapping content to goals. We recognized that WomenNC's goals are to convey their identity, showcase success examples, and obtain the resources and help they need. The goals of the visitors to the WomenNC website, on the other hand, are to learn about WomenNC, participate in regular events as an audience member, volunteer or partner, and apply for special initiatives such as the United Nations 63rd Annual Commission on the Status of Women (CSW) Leadership Training Program. This understanding helped us determine which information is necessary and beneficial to include on the new website, thereby achieving the objective of decluttering.

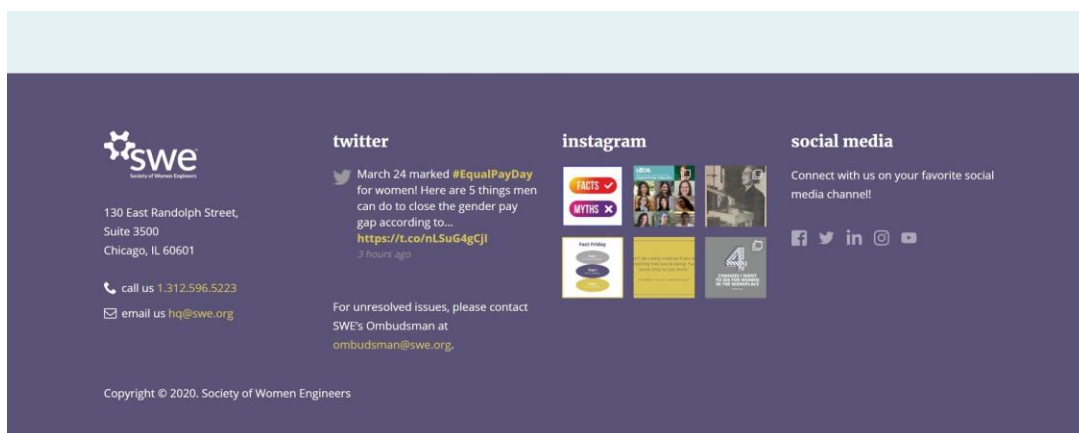
Finally, we integrated all our work to create a content map slide deck for WomenNC's new website. We included tree diagrams for website navigation, the title and content layout we proposed for each page, and suggestions for visuals to the best of our ability. Our hope is that the web designer and WomenNC could directly use this map to implement the website redesign.

# Findings

To highlight major findings from the analysis phase of our project, the main issue with the current WomenNC website internally is that it contains too much scattered information. For instance, under the News main tab, the dropdown tab “Progress Report – October 2018” leads to a page that has a bullet point list of WomenNC’s progress in 2018, and the dropdown tab “Blog” leads to an outdated blogspot website, when the content on both dropdown tabs could have been integrated into one chronologically ordered Past Events page under a News/Events main tab along with relevant content from other dropdown tabs.



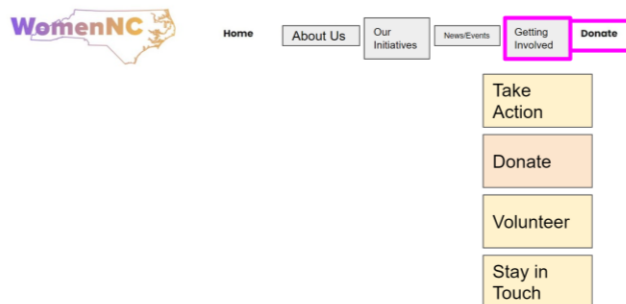
On the other hand, externally reviewing the websites of other nonprofits revealed that good websites shared several design features. These commonalities draw visitor attention to the most important content and thus simplify the user experience. For example, the Society of Women Engineers (SWE) website has a footer at the bottom of the homepage, which conveniently lists SWE’s contact information and social media handles, encouraging visitors to learn more about SWE. Many nonprofits have their variation of the footer. Some include a big donate button so visitors can help the nonprofit with its mission.



All of our findings are recorded in the document “Milestone1 Current WomenNC Website Feedback”, which the WomenNC Executive has reviewed.

# Recommendations


To highlight major recommendations from the mapping phase of our project, we propose adding a “Getting Involved” main tab that consolidates all the ways visitors can engage with WomenNC in the dropdown tabs “Take Action”, “Donate”, “Volunteer” and “Stay in Touch”. As of now, visitors need to navigate through dropdown tabs in Our Initiatives, News, About Us, and Donate in order to sign up for the newsletter, sign up to volunteer, apply for the CSW Leadership Training Program, and so on. Pooling the scattered content will guide visitors to find the information they need as well as encourage them to engage with and help WomenNC.



Regarding visuals, we suggest color blocking whenever possible. Successful nonprofits such as the American Civil Liberties Union (ACLU) often split their long webpages into several boxes, each taking on a distinct color. The color blocks organize a long webpage into logical, attention-catching, visually-pleasing and easily digestible sections. We created a sample visual for WomenNC, using the thematic colors purple and yellow to block an introduction to Convention on the Elimination of Discrimination Against Women (CEDAW).

CEDAW

Learn More

- What is Convention on the Elimination of Discrimination Against Women (CEDAW)?
  - CEDAW is an international human rights treaty that seeks respect for human dignity and equality between women and men in economic, political, social and cultural spheres.
  - This convention was written with the realization that the notable contributions of women to the welfare of the family and the development of society have not been fully recognized. This convention is a call to action for all nations to take all appropriate measures for the elimination discrimination against women.
  - As of May 5, 2009, 186 countries are State Parties to the CEDAW Convention, meaning that they agree to be bound by its terms. The United States is one of eight nations **not** party to the convention (others include Iran, Somalia, and Sudan). Although favorably voted out of the Senate Foreign Relations Committee twice with bipartisan support, CEDAW has never been brought to the Senate floor for a vote.
- In the media:
  - Picture, title, link to the news page when click
  - 

Durham City Council resolution supports Convention on the Elimination of Discrimination Against Women

Can insert pictures on the left/right of these color blocks

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All of our findings are recorded in the slide deck “Content Map\_04.09.21”, which is attached to this report.

# key takeaways

Our team conducted internal and external website analyses as well as a series of interviews in order to create a content map for the WomenNC website redesign.

- Through conversations with WomenNC constituents, which were missing in the last website redesign, we determined that the 3 goals of the new website will be to introduce who WomenNC is, showcase success examples, and show visitors how to get involved.
- We recommend consolidating scattered website content. In particular, we propose adding a “Getting Involved” main tab to highlight the information visitors need, as well as pooling outdated content such as the 2018 progress report and old blog into an accessible archive page.
- We suggest using visual tools such as color blocks and footers to simplify pages and increase their accessibility to visitors.

# Acknowledgements

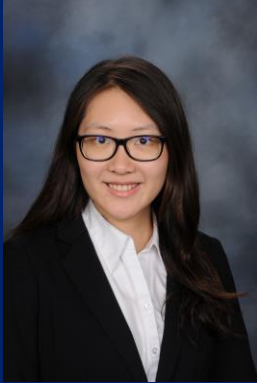
From WomenNC, we would like to acknowledge the help we received from the WomenNC board for providing us with valuable feedback and professional opinions.

We would also like to thank the global health expert and web designer for taking the time to meet with us and provide useful insight!

Finally, we would like to thank the DISI executive board for giving us the opportunity to contribute to local nonprofit organizations.



# meet the team



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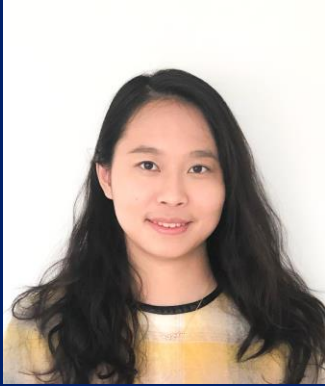


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