



Website ReDesign

By Hannah Feller

Background



[Home](#) [About Engedi](#) [I Need Help](#) [Get Involved](#) [Sex Trafficking](#)
[Blogs/Events](#)



[Donate Here](#)



Register for our Restoring Hope Gala here!

Engedi Refuge provides safety and restoration for women who

The Client

Engedi Refuge serves women, 18 or older, who have experienced sexual exploitation, and are ready to receive help overcoming the negative effects of sex trafficking. Engedi's program is uniquely designed to help women find healing and regain dignity and respect, with Trauma Informed and Survivor Involved therapy and curriculums.

The Problem

The problems currently with the website are assets and colors bringing a very outdated, and feeling less trustworthy. As a website that wants to help women, create donations, and answer questions, information hierarchy will be key in helping direct the target audience away from what the troubled audience needs.

Client Goals

- Help more women through easy accessibility to the cite.
- Decrease Bounce Rate
- Build a trustworthy feeling space

User Goals

- Access help needed
- Donate
- Learn about Human Trafficking
- Learn how the Engedi Refuge helps

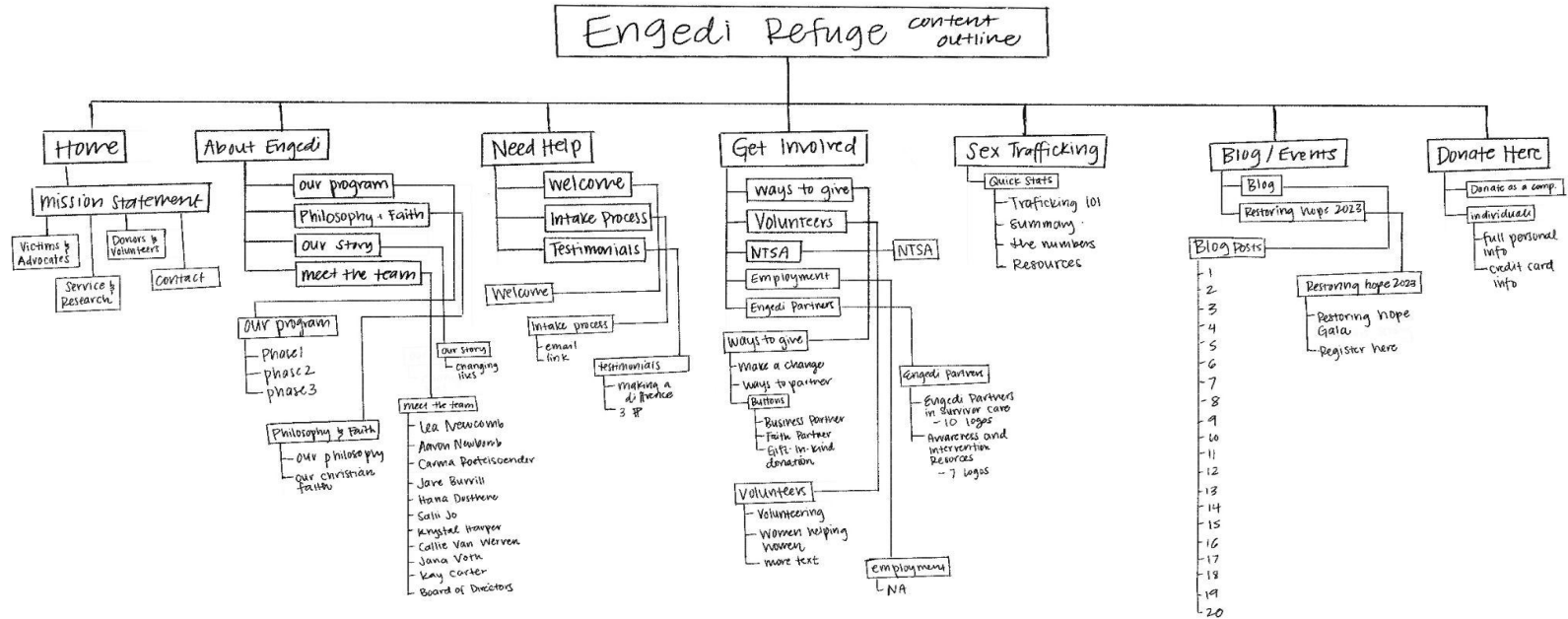
Brand Goals

- Increase overall brand awareness
- Build a community
- Better communication through assets and tone

My Approach to the Solution:

My approach was to begin by identifying the problem, I did this by being a user on the site and imagining the different users using the site then the client and brand goals.

Once established, I dove into what the website held, page by page to identify what pages held the most information. Through this process, understand the website inside and out and how to best navigate my future designs.





Rachel

User Personas

Age: 24
Job: NA
Status: Single
Location:
Greater Whatcom County

About:

Rachel is currently being human trafficked, she has been under the control of a pimp for 6 years after she ran away from her single abusive father at age 18. She dreams of becoming a Dentist and being a mom. She loves art, coffee and being outside. She is currently being trafficked up and down the I5 corridor, never in one place for too long.

Needs:

- A Home
- Structure
- Support System

Pain Points:

- Has no money
- Has no transportation
- Unaware of available services



Susan

User Personas

Age: 71
Job: Retired
Status: Married
Location: Fairhaven

About:

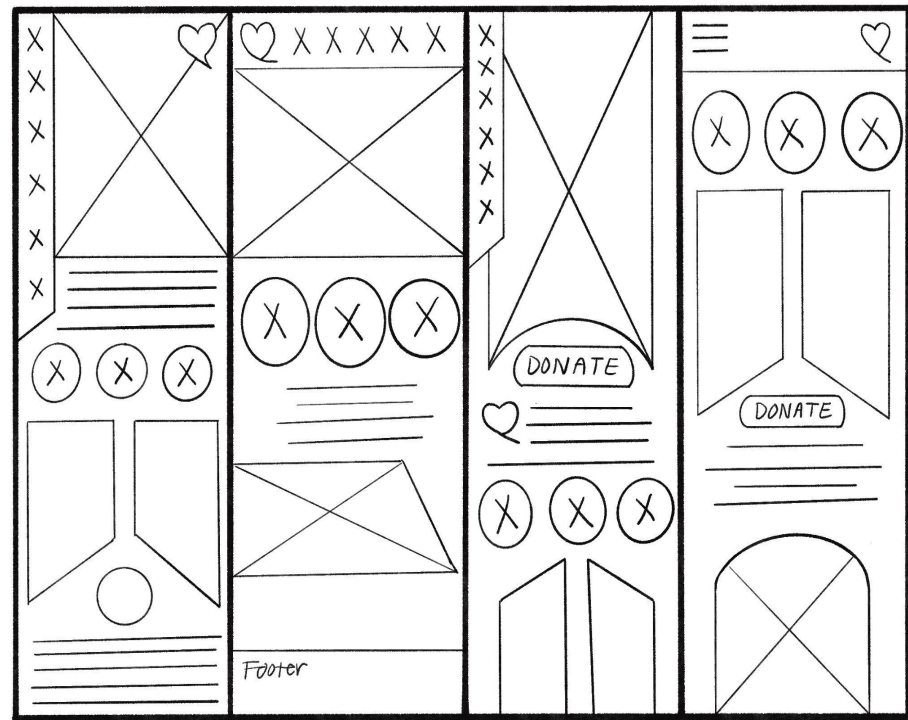
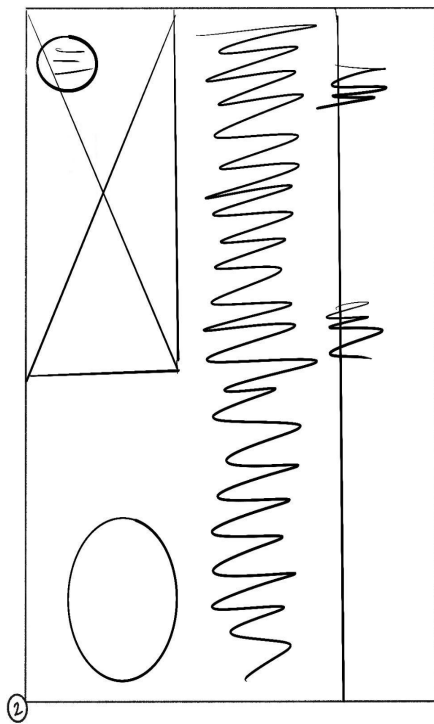
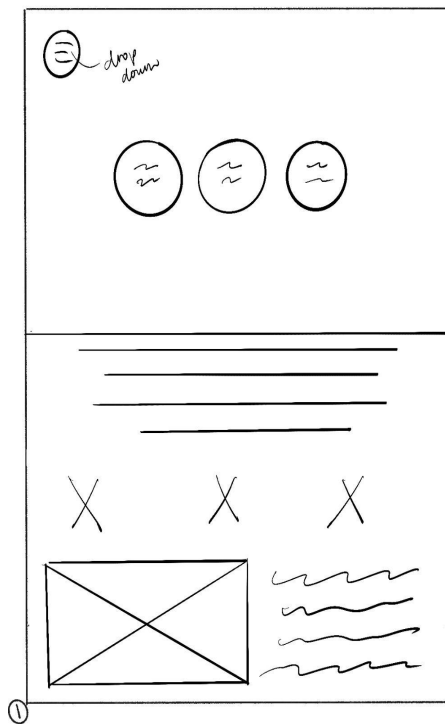
Susan is a 71 year old grandmother, wife and retired massage therapist. She loves spending time with her 3 daughters, grandkids and in her garden. Her and her husband have recently come into some money and are looking for a local cause to donate too.

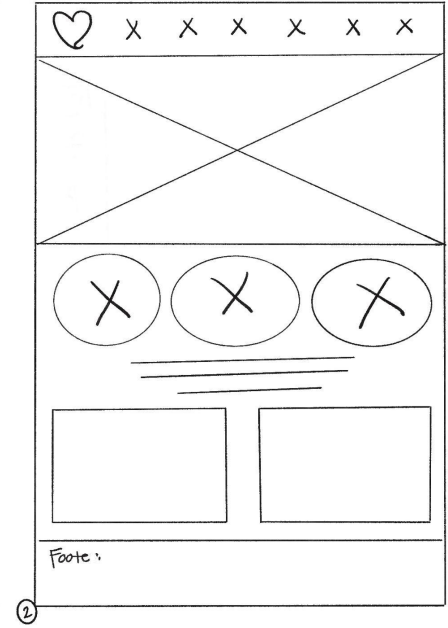
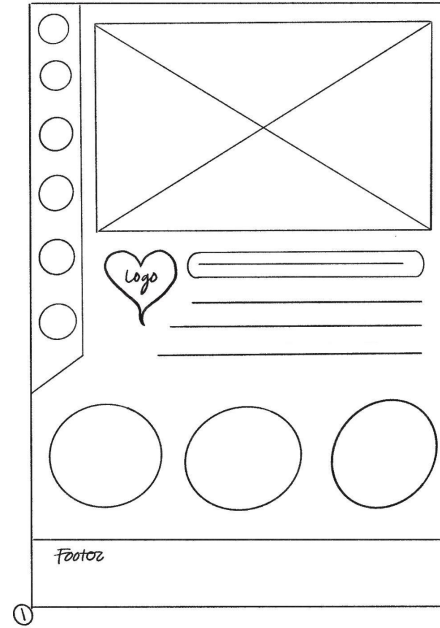
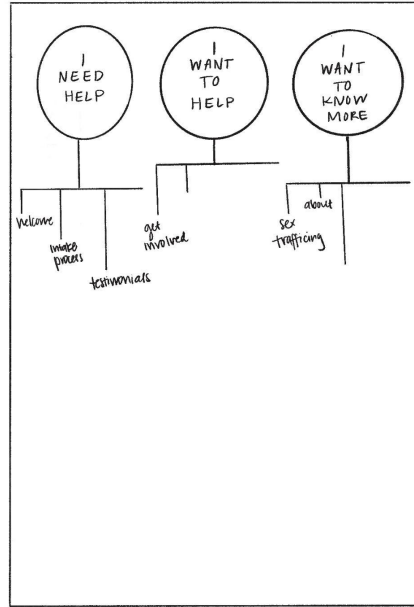
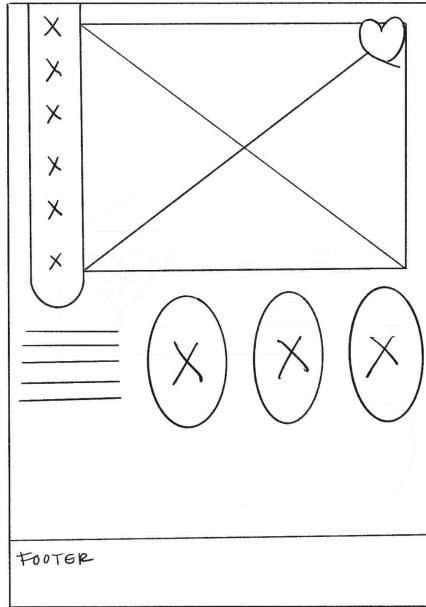
Needs:

- Volunteer hours
- A good cause
- Trustworthy information

Pain Points:

- Unaware of available services
- Needs to have trust in a non-profit
- Wants to do more than just give money away



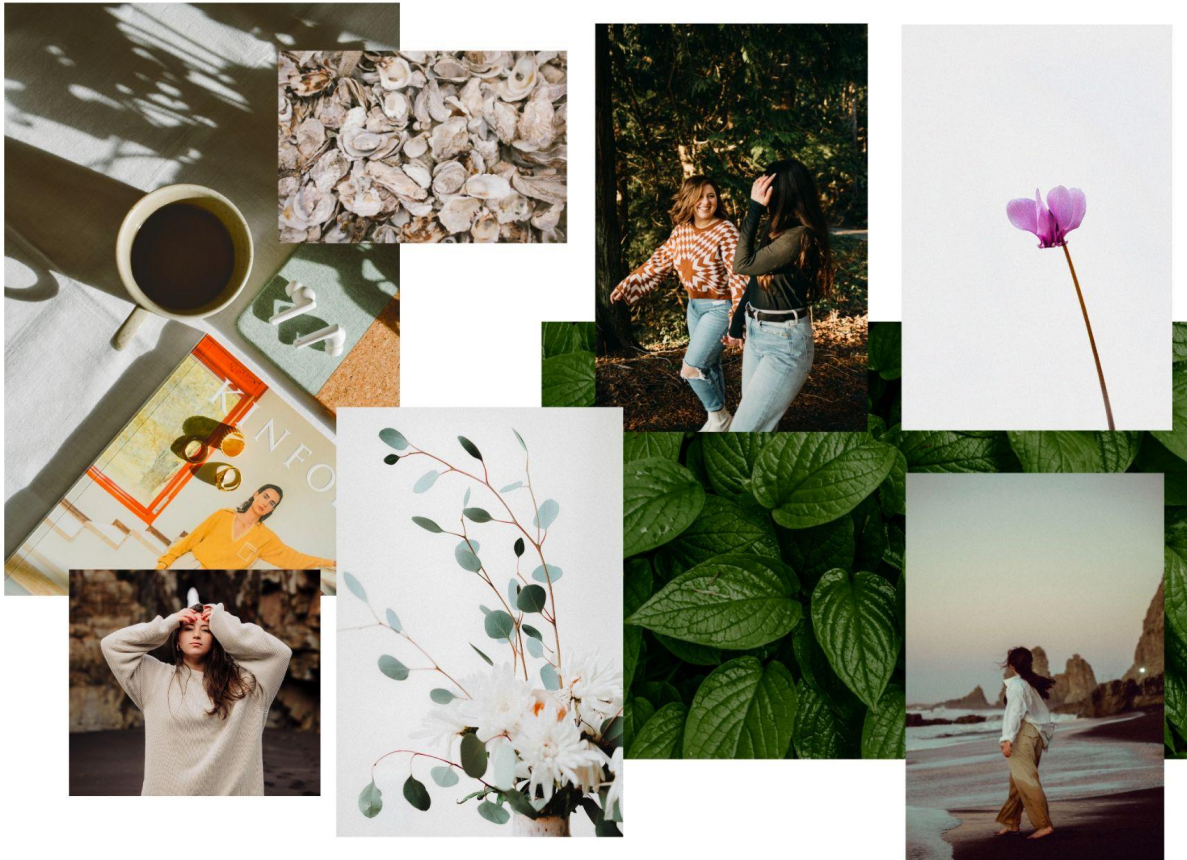



Useability Testing

During usability testing, users had some issues navigating to any of my pages.

Since not all my buttons linked to real pages, this also caused some confusion.

In the end, I reworked some of the buttons and their pathways to ease navigation.






Engedi Refuge

I need help

I want to help


I want to know more

Engedi Refuge provides safety and restoration for women who have experienced sexual exploitation or trafficking.



BLOG

When a community decides to take action against injustice or to provide for people who lack resources it usually starts with a rally that makes the news; some kind of public outcry or presentation that gets people's attention. At some point it moves from an 'awareness' of a problem to a meeting that's focused on solving that problem. Meetings are vital in every avenue of public engagement with a concern or crisis. Meetings move people from emotional reactions to soundbite information to strategic actions based on deeper understanding and proactive direction. And meetings, at least good ones, almost always include food, because people who do anything together to address a large need, must first connect with each other in the most basic of their own needs. As we all know, to relax, to enjoy, to fill our bellies together is the beauty of being human, and the starting point of being a community.



Get Involved

National HumanTrafficking Hotline:
1-888-373-7888

P.O. Box 950Lynden, WA 98264
info@engedirefuge.com
360-922-7600



Engedi Refuge

I need help

I want to help

I want to know more

Engedi Refuge provides safety and restoration for women who have experienced sexual exploitation or trafficking.



BLOG

When a community decides to take action against injustice or to provide for people who lack resources it usually starts with a rally that makes the news; some kind of public outcry or presentation that gets people's attention. At some point it moves from an 'awareness' of a problem to a meeting that's focused on solving that problem. Meetings are vital in every avenue of public engagement with a concern or crisis. Meetings move people from emotional reactions to soundbite information to strategic actions based on deeper understanding and proactive direction. And meetings, at least good ones, almost always include food, because people who do anything together to address a large need, must first connect with each other in the most basic of their own needs. As we all know, to relax, to enjoy, to fill our bellies together is the beauty of being human, and the starting point of being a community.



Get Involved

National HumanTrafficking Hotline:
1-888-373-7888

P.O. Box 950Lynden, WA 98264
info@engedirefuge.com
360-922-7600



If you are looking for a safe place to get away from a 'boyfriend' or 'trafficker' who has been selling you for sex, we are here for you. If you've been selling yourself for sex to survive, and are ready to make a change, we are here for you. If prostitution or sex trafficking is part of your past, and you are looking for support and recovery we are here for you.

The survivors who have come to Engedi have had similar experiences. Engedi has encouraged and supported these survivors to change their lives for the better.

Welcome. You are worthy of safety. We have a safe and private house where you will be taken care of throughout our program. Engedi offers professional counselors that are ready to speak with you, teachers and mentors that are ready to guide you, and learning experiences to help you through your recovery. You will learn how valuable you are as a person, and how strong you are as a survivor.

If you'd like to talk with someone on our staff about Engedi's program, or would like assistance filling out an application, please call our office at (360) 922-7600.


Our team will greet you and talk you through our simple application form, and let you know what to expect about openings at Engedi Refuge. These conversations are confidential and we will not compromise your safety. We look forward to helping you move forward throughout this journey.

National Human Trafficking Hotline:
1-888-373-7888
If you want to get in touch with us call (360) 922-7600.

"You are worthy of safety"



"learn how valuable you are as a person, and how strong you are as a survivor."




If you are looking for a safe place to get away from a 'boyfriend' or 'trafficker' who has been selling you for sex, we are here for you. If you've been selling yourself for sex to survive, and are ready to make a change, we are here for you. If prostitution or sex trafficking is part of your past, and you are looking for support and recovery we are here for you.

The survivors who have come to Engedi have had similar experiences. Engedi has encouraged and supported these survivors to change their lives for the better.

Welcome. You are worthy of safety. We have a safe and private house where you will be taken care of throughout our program. Engedi offers professional counselors that are ready to speak with you, teachers and mentors that are ready to guide you, and learning experiences to help you through your recovery. You will learn how valuable you are as a person, and how strong you are as a survivor.

If you'd like to talk with someone on our staff about Engedi's program, or would like assistance filling out an application, please call our office at (360) 922-7600. Our team will greet you and talk you through our simple application form, and let you know what to expect about openings at Engedi Refuge. These conversations are confidential and we will not compromise your safety. We look forward to helping you move forward throughout this journey.


"You are worthy of safety"



"learn how valuable you are as a person, and how strong you are as a survivor."

If you are in immediate danger please call 911

If you want to get in touch with us call (360) 922-7600.



World-wide, this is happening on an alarming scale, enslaving roughly 50 million people, and generating over \$150 billion in profits. Sex trafficking is the second largest criminal enterprise in the world

Summary:
Sexual exploitation can come in many forms, such as: participating in pornography, dancing in strip clubs, prostitution, being forced or coerced to perform sex acts against your will or better judgment where there was an exchange of money or anything of value, or being used or sold for sex as a minor by parents, guardians, or anyone else, (we call this Sex Trafficking). These experiences can be extremely damaging to a person on many levels

The Numbers:
In the U.S. the commercial sex industry exploits hundreds of thousands of people, mostly women and girls, and about 30% of them are minors. The trauma they endure, and the post-traumatic stress they continue to live with, is described by clinical psychologists as even greater than tortured prisoners of war. (Judith Herman, M.D., "Trauma and Recovery")

Stats on prostituted or sexually trafficked people in the U.S.:

- The average age on entry into prostitution is 13.
- Roughly 60% are runaways and have been registered in the Foster Care System.
- Under- age girls and boys are sold for sex 10 – 15 times per day.
- The average price tag to sexually assault an under-age girl is \$400 per hour.
- 73% physically assaulted by customers
- 59% physically abused by trafficker
- 64% assaulted with a weapon
- 53% have been raped (often multiple times)
- 68% have severe PTSD (twice the rate of war veterans)
- 75% have no safe place to go away from their trafficker
- 89% admit that they want out of prostitution

CONTACT US
(360) 922-7600



LEARN MORE

Human Trafficking

World-wide, this is happening on an alarming scale, enslaving roughly 50 million people, and generating over \$150 billion in profits. Sex trafficking is the second largest criminal enterprise in the world

Summary:
Sexual exploitation can come in many forms, such as: participating in pornography, dancing in strip clubs, prostitution, being forced or coerced to perform sex acts against your will or better judgment where there was an exchange of money or anything of value, or being used or sold for sex as a minor by parents, guardians, or anyone else, (we call this Sex Trafficking). These experiences can be extremely damaging to a person on many levels

The Numbers:
In the U.S. the commercial sex industry exploits hundreds of thousands of people, mostly women and girls, and about 30% of them are minors. The trauma they endure, and the post-traumatic stress they continue to live with, is described by clinical psychologists as even greater than tortured prisoners of war. (Judith Herman, M.D., "Trauma and Recovery")

Stats on prostituted or sexually trafficked people in the U.S.:

- The average age on entry into prostitution is 13.
- Roughly 60% are runaways and have been registered in the Foster Care System.
- Under- age girls and boys are sold for sex 10 – 15 times per day.
- The average price tag to sexually assault an under-age girl is \$400 per hour.
- 73% physically assaulted by customers
- 59% physically abused by trafficker
- 64% assaulted with a weapon
- 53% have been raped (often multiple times)
- 68% have severe PTSD (twice the rate of war veterans)
- 75% have no safe place to go away from their trafficker
- 89% admit that they want out of prostitution

Challenges

The challenges of this project came mostly when I brought my design into figma. The designing itself went well but when it came to creating buttons, and paths I started to struggle.

This also became a problem after UX testing since there was not a lot of improvement.

Reflection

Overall, I think that is was a successful redesign of the Engedi Refuge website. The main problems I addressed where assets and colors bringing a very outdated, information organization, and overall feeling less trustworthy. The website was successfully redesigned with these in mind.