



UX Case Study



UX Team

Team

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Tools

Figma
Miro
Maze

Project Links

[Desktop Prototype >](#)

[Project Folder >](#)

[Mobile Prototype >](#)

[Group Whiteboard >](#)

[Figma Prototype File >](#)

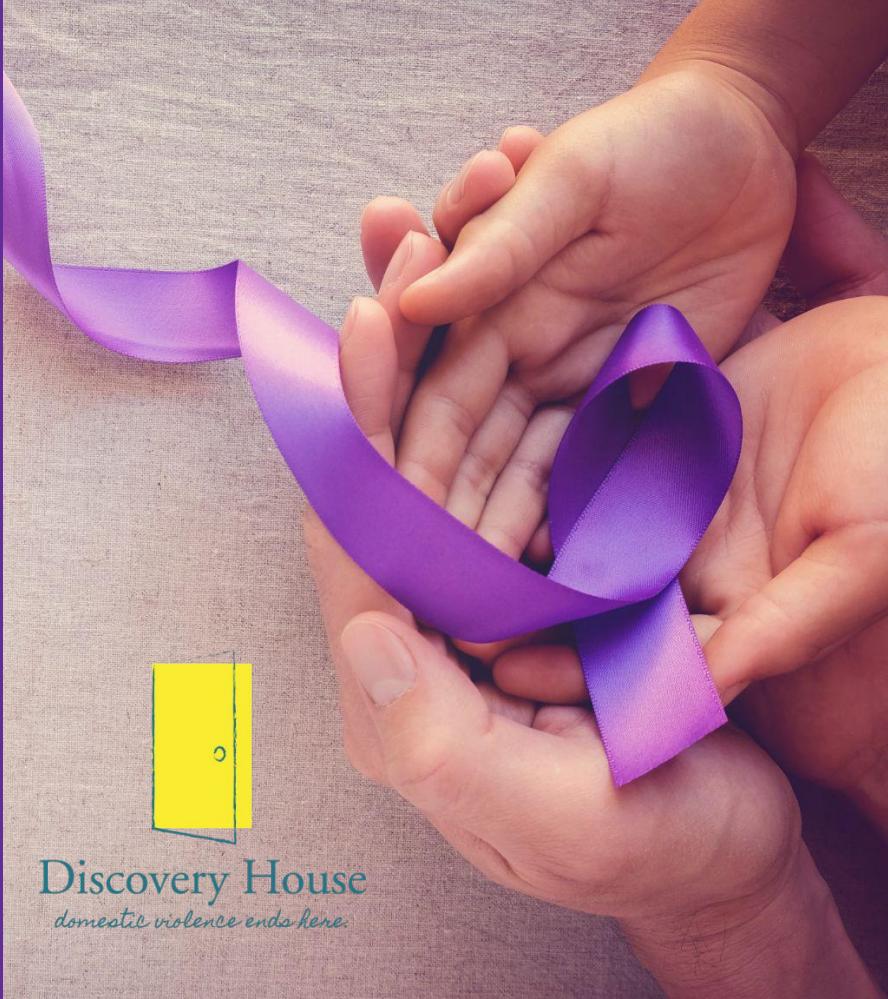


Introduction

Discovery House is a registered charity dedicated to ending the traumatic cycle of domestic violence for women and children.

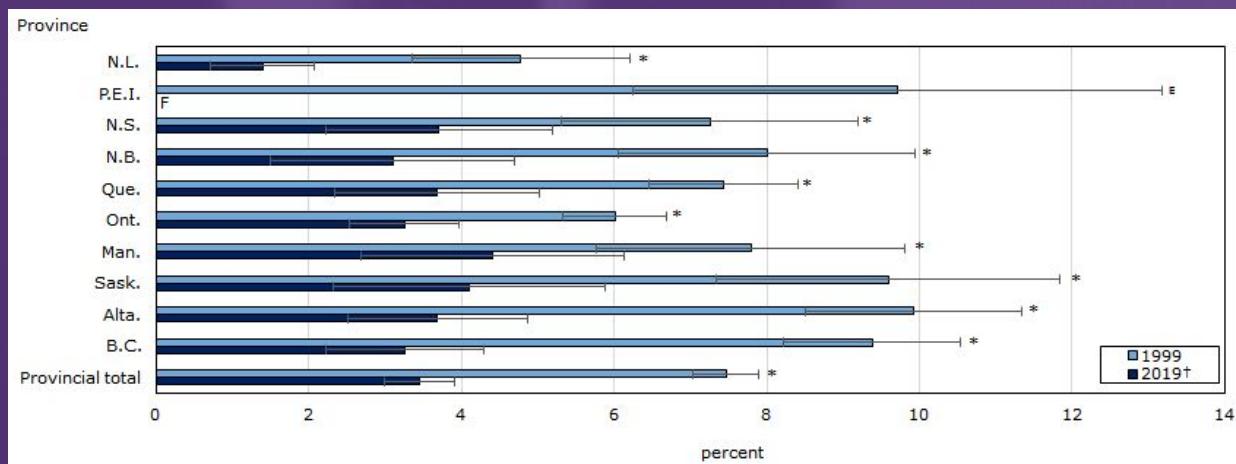
VISION

To create violence free communities.



Statistics

Spousal violence has been on the rise over the past 5 years



[Statistics >](#)

Proposal

We want to give our visitors an easy yet informative user experience which will help them gain the resources needed to get help, learn of the organization and donate.



UX Research



Design Process

Research

- We first got more background and information about domestic abuse statistics in Canada
- The color purple: October is designated as Domestic Violence Awareness Month and the color purple has since been associated with the fight to end domestic violence which is why we decided to stick to a purple theme for the redesign.
- Getting in touch with stakeholders
- Quantitative data research from survivor stories
- Brainstorming potential solutions for the website

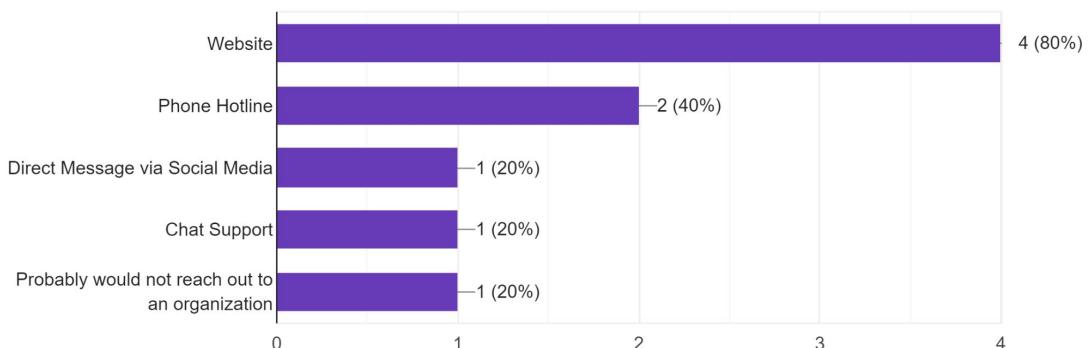


[Research >](#)

Survey Form

We did a survey to understand the users expectations and goals when recommending Discovery House to people in need.

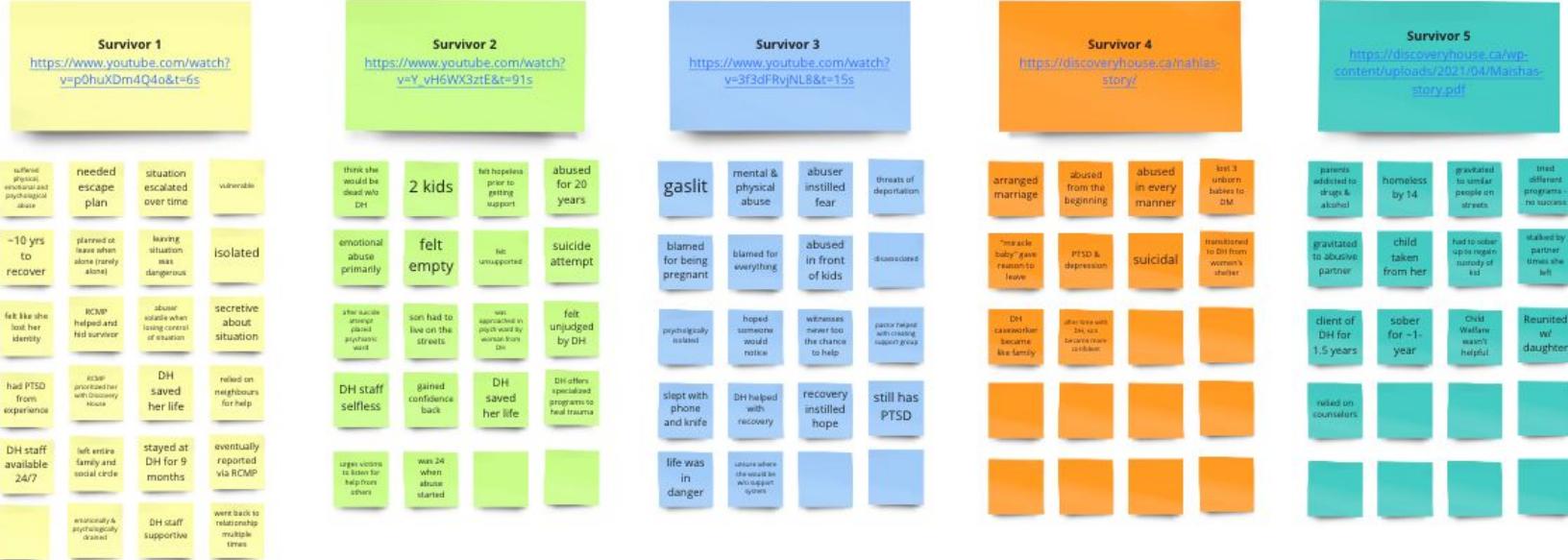
If you were in need of assistance (anonymous or otherwise) related to domestic violence and wanted to reach out to an organization for support,... would you look to access? (check all that apply)
5 responses



[Survey >](#)

Design Process

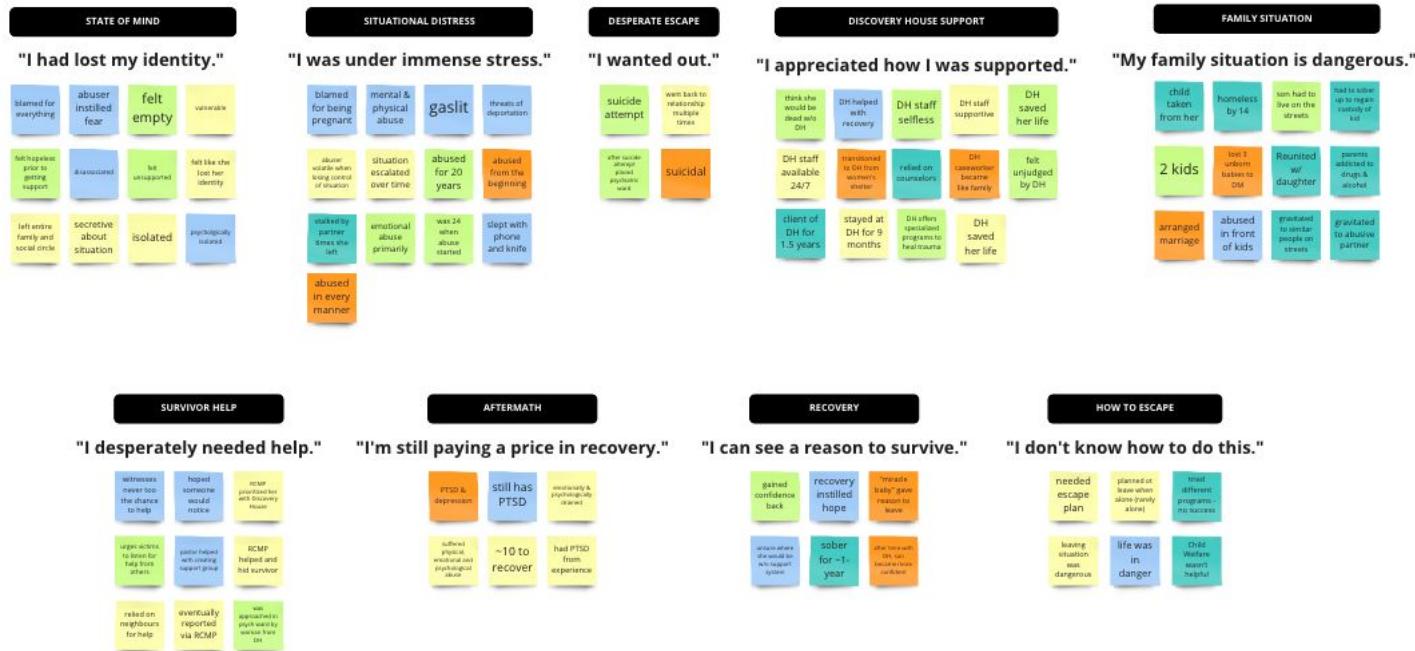
Survivor Stories



[Qualitative Study Notes >](#)

Design Process

Affinity Diagram



[Qualitative Study Synthesis >](#)

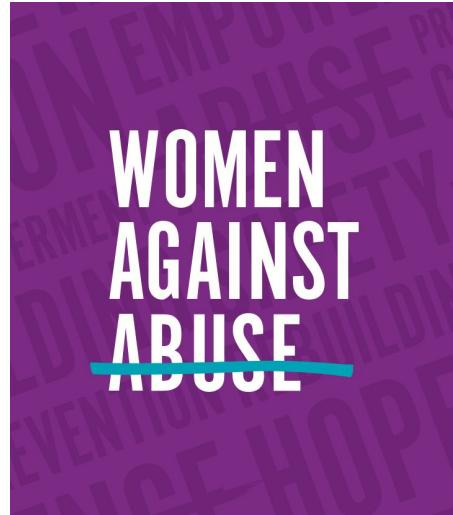
Competitor Analysis

WomenAgainstAbuse.org

FuturesWithoutViolence.org

CanadianProsperityProject.ca

YWCA Canada



[Competitor Analysis >](#)

Ideation



User Insight Statement

Emotionally distraught domestic abuse survivors need to access comprehensive assistance because their situation is dangerous and their lives depend on finding safe and trustworthy options.

During the course of our qualitative research, we discovered that users would benefit from an improved responsive website that allows survivors, those wishing to help and potential donors efficient access to the most critical resources and information.

Therefore, we believe that survivors, those wishing to help and potential donors will greatly benefit if we improve the information architecture.

We might do this by improving the hierarchy on the site. Doing this will allow our product to provide users with a more efficient delivery of information and resources.

Problem Statement

How might we elevate the Discovery House platform and improve every survivor's chances of getting help by making resources and information easier to access?

The screenshot shows the homepage of the Discovery House website. At the top, there is a navigation bar with links for "2021-22 Annuals and Financials", "Discovery House", "Get Help", "Get Involved", "Our Work", "About Us", and "Donate". Below the navigation is a large image of a woman holding a baby wearing a yellow knit hat. To the right of the image is a purple circular button with the text "Donate today." and a teal sidebar with the text "Give Hope this Holiday Season. End the cycle of domestic violence.". Below the image are four buttons: "Donate", "Get Help", "Our Work", and "About Us", each with a "LEARN MORE" link underneath. The main content area features a section titled "With Your Help" with the subtext "Thousands of women and children fleeing domestic violence have been given a safe place to call home and services to help them heal and rebuild their lives." followed by a link "Learn more about our impact". At the bottom, there is a teal footer section with the text "Add Impact to your Inbox" and a "Subscribe" button.

User Persona

User Goals:

- Safety of her children
- Anonymous support
- Help rebuilding her life

Pain Points (Limitations):

- Struggling with depression
- Being controlled by the abuser
- Has limited circle of connections



I NEED TO CHANGE MY SITUATION FOR THE SAFETY OF MY KIDS.

AGE: 35

LOCATION: CALGARY, AB

EDUCATION: HIGH SCHOOL

JOB: STAY AT HOME PARENT

FAMILY: MARRIED, MOTHER OF 2

NICOLE

BIO

Nicole is in a dangerous situation. She is in an abusive relationship and is worried about the safety of herself and her 2 children. She desperately needs to get out of her situation but has a very small circle of family and friends. Nicole is discreetly looking for any resources that will allow her to change the course of her life.

NEEDS

- Safety for herself and her 2 children.
- Anonymous support for her situation
- Support system with options for rebuilding her life.

PAIN POINTS

- Struggling with depression.
- Lives under the constant threat of emotional and physical abuse.
- Has limited communications avenues as she is monitored by her abuser.

PERSONALITY TRAITS

EMOTIONAL HAPPINESS

EMPATHY

PROBLEM SOLVING

SOCIAL



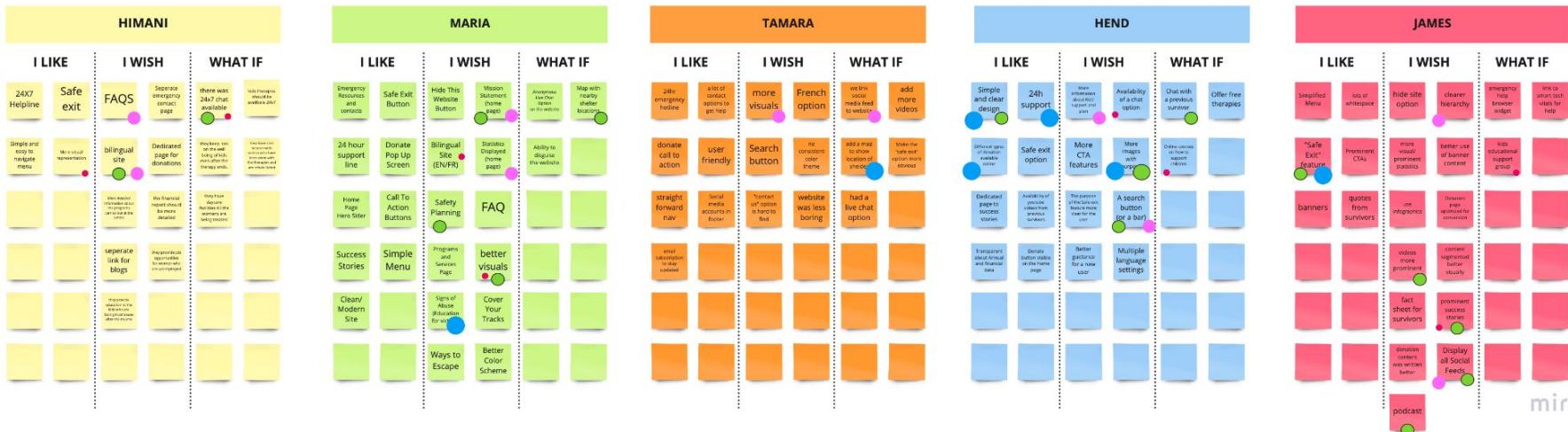
TRUSTED BRANDS



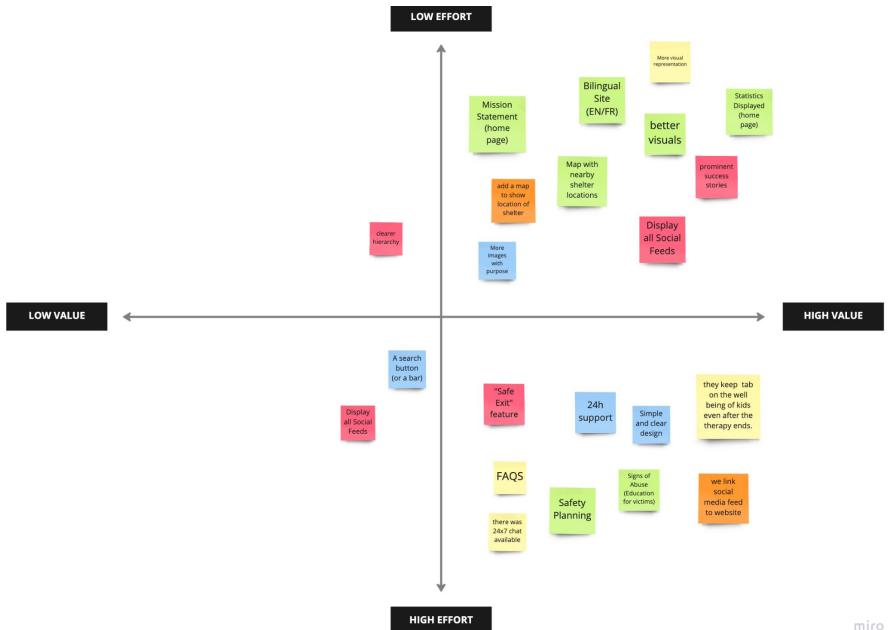
Team Brainstorm

I Like, I wish, what If

During the brainstorming, we used the “I like, I wish, what if” method in order to collect the maximum of ideas for the new redesign of the website. Then, we used the dot vote to prioritize the features that we will be working on.



Prioritization Matrix



After the dot vote, we used the prioritization matrix. Below are one of the most important features that we worked on:

- Clearer Hierarchy
- Better Visuals
- Success Stories
- Mission statement
- 24/7 Emergency contacts Information
- Safe exit feature
- Map with nearby shelter locations
- Bilingual Site

[Prioritization matrix >](#)

User Scenario

To help us cultivate empathy for our user and design a best solution for our user we have created a user scenario.

1	User/Persona Nicole, 35 Stay At Home Parent Calgary, AB Interests: <ul style="list-style-type: none">• Cooking• Kids	3	User Scenario Nicole is in an abusive relationship. She is worried about the safety of her children. She determined to break the cycle of abuse. In desperation, she looks for online resources to help her escape and comes across Discovery House website.	2	Goal(s) <ul style="list-style-type: none">• Wants to find anonymous support• Determined to break the cycle of abuse• Wants safety fo her children• Wants to rebuild her life
4					
Risks / Emotion(s) <ul style="list-style-type: none">• Wants to escape abusive relationship.• Does not want to be found by her abuser.					

B Scenario phases

Phase 1

Nicole is in a dangerous situation.

Phase 2

Nicole is looking for any resources to change her situation.

Phase 3

Nicole comes across Discovery House site and finds support she needed

Success!

Story Board

Storyboard depicts our user persona, Nicole who comes across the Discovery House website.



1



2



3



4



5



6

Nicole is in a dangerous situation. She is a mom of two, who lives with an abusive husband. She is depressed and ready to give up.

Nicole is worried about her children's safety and is desperate to escape.

She secretly looks online for any resources to change the course of her life and comes across a charity organization called Discovery House.

Nicole browses the website and finds an emergency resources. She wants to contact them but is worried her husband will find out.

Luckily, the website has a "Safe Exit" button and she uses it to hide her activity on the website.

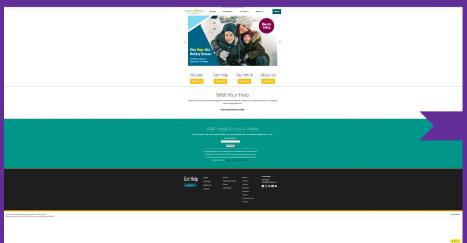
When Nicole gets a chance, she gets in touch with a support worker who helps her and her children escape her abusive husband and start a new life.

UI Analysis + Insights

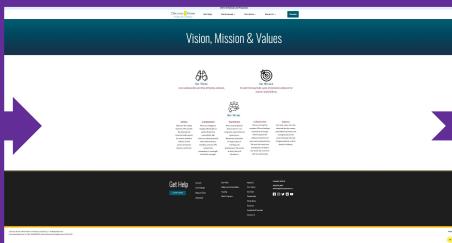


User Path

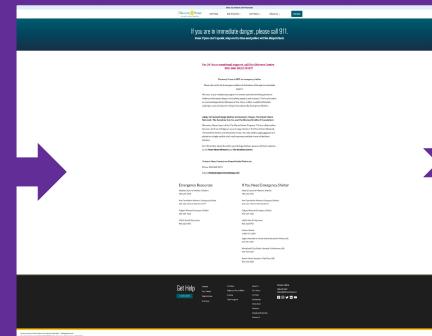
Web Pages the user visits to accomplish her goal:



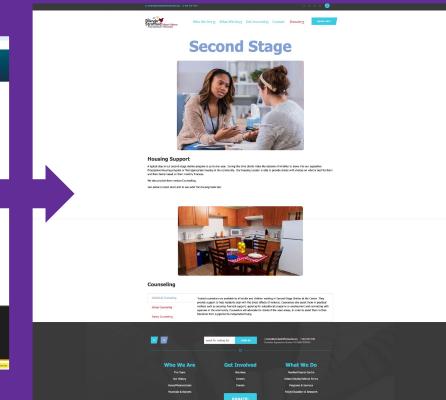
Home page



About Us page



Get Help page



External website

Heuristic Evaluation

Heuristic-Evaluation-Checklist.xlsx

Website Name: Discovery House

	A	B	C	D	E	F	G
	Rating		Comments				
Heuristic							
1							
2	Website URL: https://discoveryhouse.ca/						
3	Heuristic						
4	Appearance/aesthetics: first impressions are important—they can make the difference between users staying or leaving your site						
5							
6	Primary goal or purpose is clear	3	2	1	x	The vision and mission are not included in the homepage	
7	Clean, simple design		x			Overall clean design	
8	Pleasing color scheme			x		Use of a lot of different colors (black, blue, green, yellow)	
9	Appropriate use of white space			x		Some pages have a lot of white space	
10	Consistent design			x		Some pages are laid out differently	
11	Text and colors are consistent				x	Use of different colors on some pages (not the main colors)	
12	Icons are universally understood		x			Icons easy to understand	
13	Images are meaningful and serve a purpose			x		Some images are clear to understand and some are not.	
14	Content: users are at your site for the content—make it easy for them to find and use your site						
15	Major headings are easy to understand		x			Heading very simple and easy to follow	
16	Easy to scan		x				
17	Minimal text/information presented			x			
18	Clear terminology, no jargon		x				
19	Links are clear and follow conventions		x				
20	Help is available on every page				x	No chat available and the contact is added only on one page	
21	Important content is above the fold				x	The purpose of the organization is not clear when you open the website	
22	Search box is easy to identify and easy to use			x		There is no search box	
23	Navigation: make getting around your site easy and eliminate the user's guesswork						
24	Consistent navigation			x		Navigation remains same on every page	
25	Easy to identify your location on the site (breadcrumbs, headers, colors)				x	No breadcrumbs, and when we click on one of the tabs, it doesn't become highlighted	
26	Consistent way to return home		x			The logo will always bring the user to the main page	
27	Limited number of buttons and links			x			
28	Organization of information makes sense		x			Some information should be under a separate tab	
29	Efficiency/functionality: following basic rules will keep user frustration to a minimum						
30	Website loads quickly		x				
31	Custom 404 errors			x		No errors	
32	Error messages are meaningful					N/A	
33	Login is in upper-right corner of page					N/A	
34	Proper etiquette for links off site						
35	Contact information is easy to find			x			
36	Login is easy to find					N/A	
37	Hours are easy to find					N/A	
38	No broken links		x				
39	User knows the status of searches			x			
40	I hear from others if there are broken links!						

Annotations

Annotations

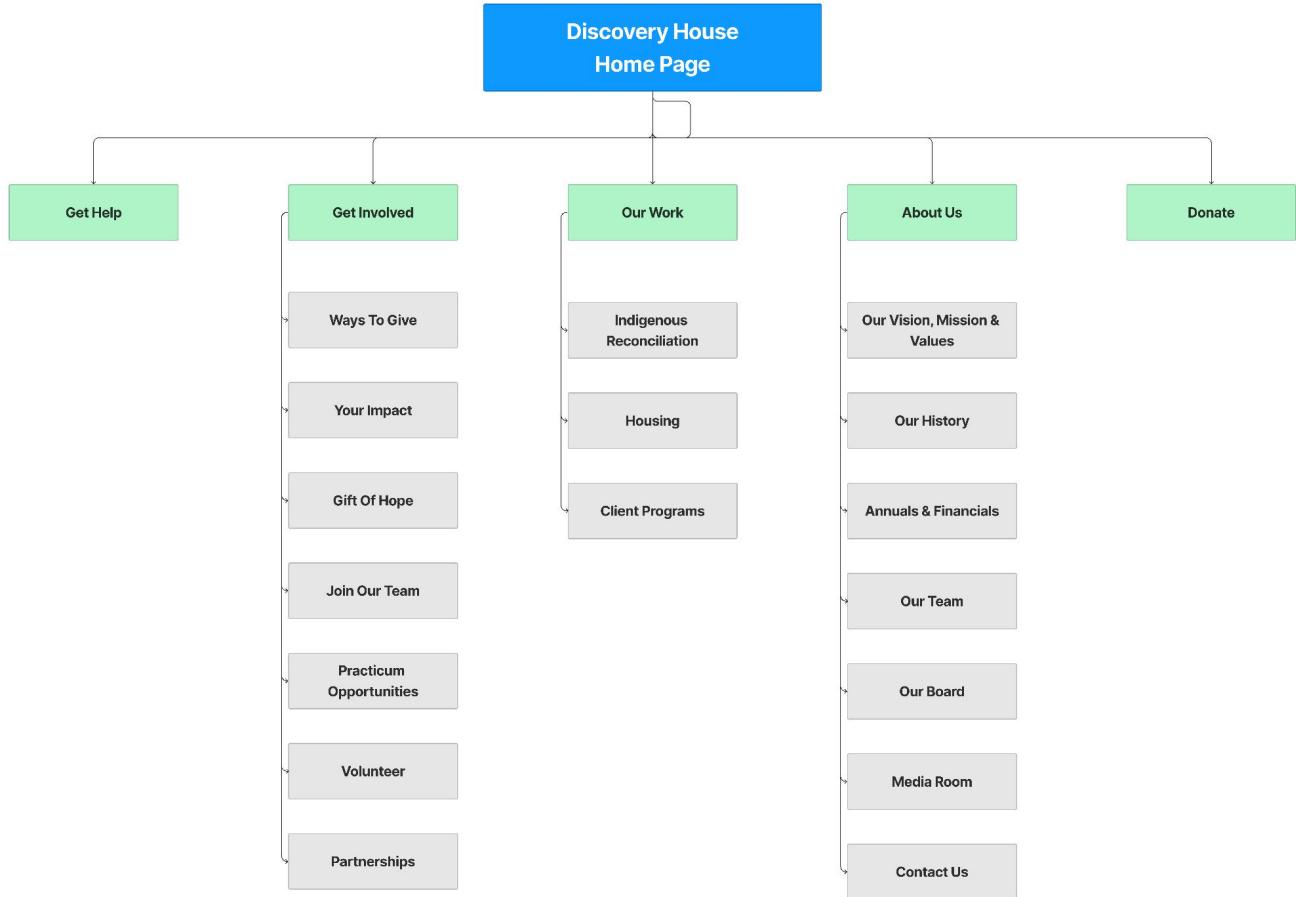
- Information Link
- Logo
- Navigation Menu Bar
- Call To Action Button
- Vision, Mission & Values Statements
- Footer Area
- Learn More Call To Action
- Footer Navigation Menu

Annotations

- Information Link
- Logo and Organization Name
- Navigation Menu Bar
- Call To Action Button
- Vision, Mission & Value Statements
- Footer Area
- Learn More Call To Action

Site Map

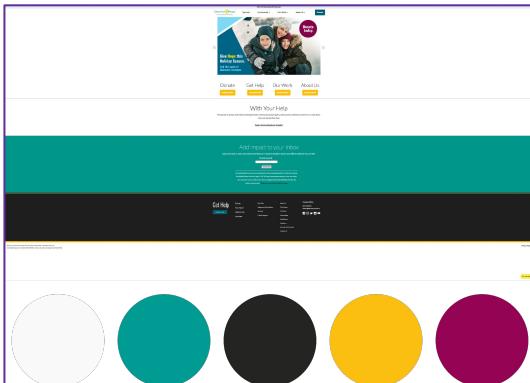
For Current Site



[Site Map >](#)

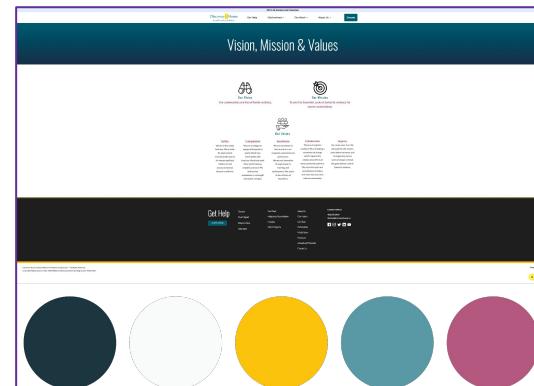
Color Palette

For Current Site



Primary page

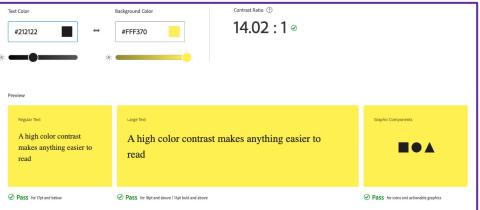
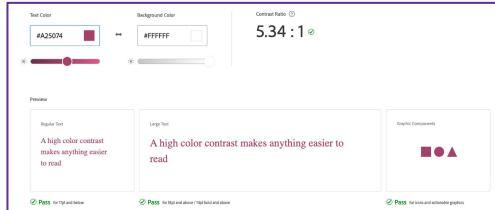
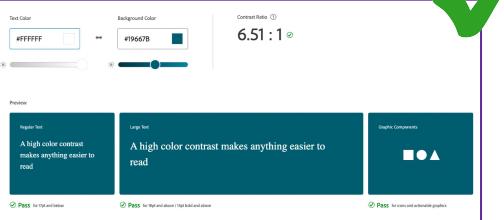
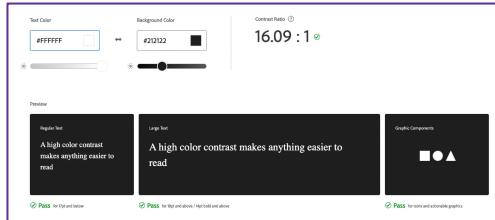
Secondary page



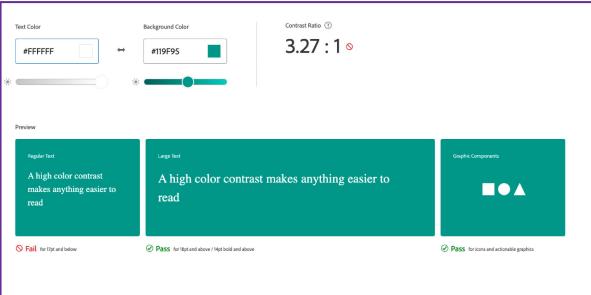
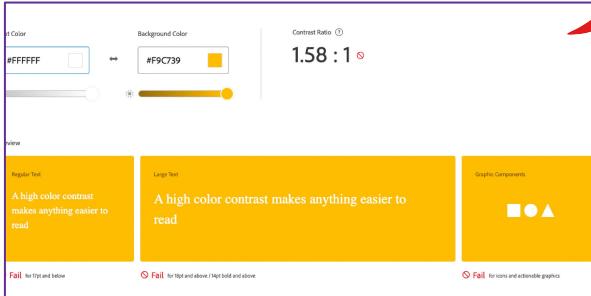
The above screenshots show the colors passing the AA level accessibility. They are showing a good contrast.

Color Accessibility

For Current Site



The above screenshots show the colors passing the AA level accessibility. They are showing a good contrast.



[Website Analysis >](#)

[Website Analysis Folder >](#)

Usability Testing



UX Testing

PRODUCT UNDER TEST	TEST OBJECTIVE	PARTICIPANTS	TEST TASK	RESPONSIBILITIES
The Non-profit Organisation website is being tested. The goal is to have a responsive web design for this non-profitable organisation so as to enable the users to browse through mobile app as well as desktop website.	The goal of the usability testing is to discover if the user can navigate throughout the website. The users will be asked to go through the homepage of the revamped designed of the non-profit organisation website and pinpoint any issues they are facing while going through the website, any specific issues with colors, buttons any functions etc.	5-7 users will be given the task to perform the usability testing. The age range is between 18 and above.	Using Maze the task questions are provided to each users. The task questions are as follows: 1) Open the link of the website and navigate through the website. 2) Using the menu navigation, find out how you can make a donation to Discovery House. 3) Using the navigation, find the page that will get someone emergency help. 4) Navigate the main menu to get more information about Discovery House.	As a UI Designers we will be involved in the test with the users and using Maze app all the data is being generated like, success metrics, usability breakdowns, average time spent on screens, misclicks etc.
BUSINESS CASE	The users will be provided the link of the clickable prototype of the website and using Maze app we will be able generating all the notes required for carrying the test out.			

PROCEDURE

Have the Final wireframe ready to be tested

Prepare the questions to be asked.

Provide the link of Maze for recording the statements of users.

Take notes of the points shared by users.

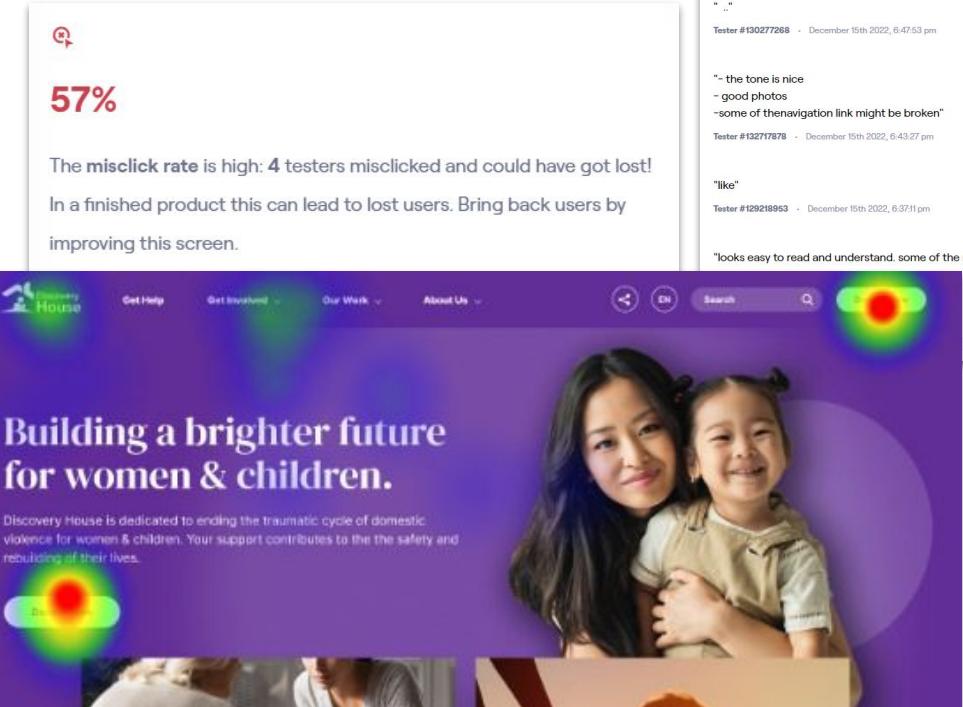
Iterate based on feedback received.

UX Testing

- Usability testing was carried out for the desktop prototype, wherein our main navigation focus was on **Making a Donation, Emergency Information and Find general information.**
- For the first test of **Make a Donation** , user seemed to prefer to use the CTA (Call to Action) Buttons vs the navigation bar.
- For the second path for **Emergency Information** majority of the testers completed their mission via expected path.The time spent on the screen by users was just perfect.
- For the third screen **Find General Information** though the time spent on screen was perfect, but the users lost their path and were not able to complete the mission.
- The overall impression about the website was very impressive in terms with navigation, overall appearance , fonts, colors etc.

[Desktop Navigation Test >](#)

[Mobile Navigation Test >](#)



UX Redesign

Discovery House

The image displays the UX redesign for Discovery House across two devices: a tablet and a smartphone.

Tablet View:

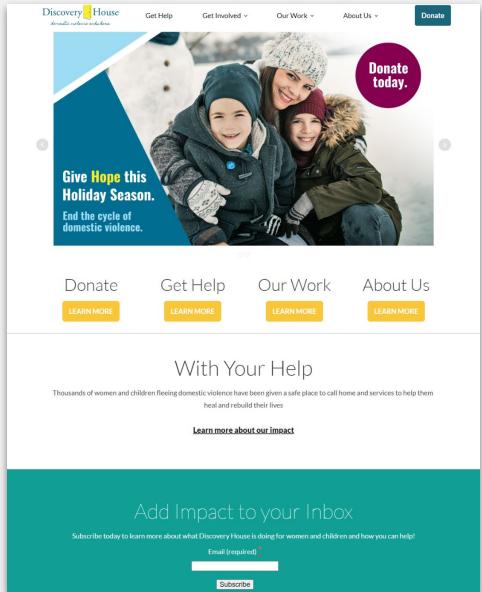
- Header:** Features the Discovery House logo, a navigation bar with links for "Get Help", "Get Involved", "Our Work", "About Us", a language switcher (EN), a search bar, and a "Donate Now" button.
- Main Section:** A large hero image of a woman holding a young child. The text "Building a brighter future for women & children." is overlaid. Below the image is a descriptive paragraph about the organization's mission to end domestic violence.
- Call-to-Action:** A prominent "Donate Now" button.
- Content Cards:** Two cards are visible: "Get Help" (showing two people in a supportive interaction) and "Success Stories" (showing a person's silhouette against a sunset).
- Footer:** A "Safe Exit" button.

Smartphone View:

- Header:** Shows the Discovery House logo and a three-line menu icon.
- Main Section:** The same hero image and text as the tablet view.
- Call-to-Action:** A "Donate Now" button.
- Content Card:** A card showing the same woman and child from the tablet view, with a "Safe Exit" button at the bottom right.

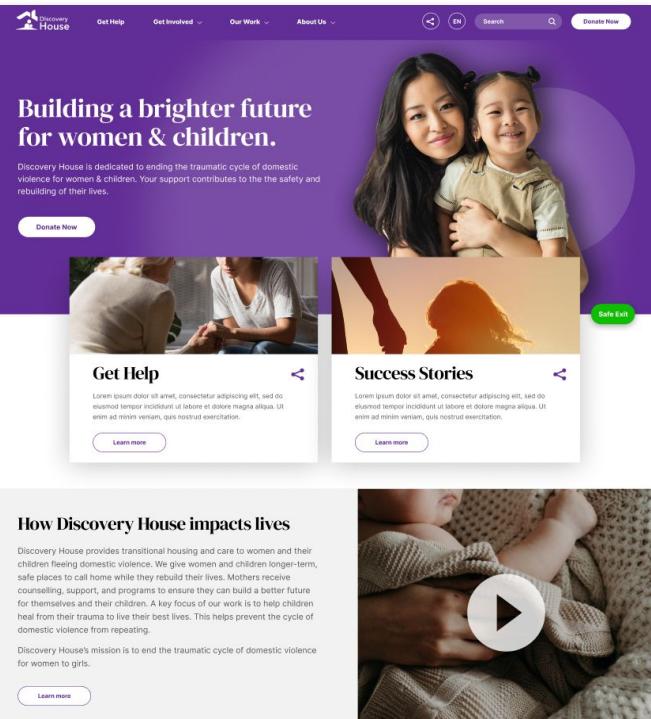
UX Redesign

Discovery House



The 'Before' version of the Discovery House website features a dark blue header with the organization's name and a subtext 'discoveryhouse.org'. Below the header is a large image of a woman and two children. A purple circular button on the right says 'Donate today.' The main navigation menu includes 'Get Help', 'Get Involved', 'Our Work', and 'About Us', each with a 'LEARN MORE' button. A prominent call-to-action section at the top left encourages users to 'Give Hope this Holiday Season. End the cycle of domestic violence.' with a 'Donate' button. The footer contains a 'With Your Help' section, a newsletter sign-up form, and a 'Subscribe' button.

Before



The 'After' version of the Discovery House website has a modern design with a purple header featuring the organization's logo and navigation links for 'Get Help', 'Get Involved', 'Our Work', and 'About Us'. The main headline 'Building a brighter future for women & children.' is displayed prominently in white text against a purple background. Below the headline is a detailed description of the organization's mission. The page is divided into several sections: 'Get Help' (with a video thumbnail), 'Success Stories' (with a video thumbnail), and 'How Discovery House impacts lives' (with a video thumbnail). The footer includes social media links, a newsletter sign-up form, and a 'Subscribe to Impact' button.

After



A screenshot of the Discovery House website viewed on a mobile device. The layout is responsive, showing the main headline 'Building a brighter future for women & children.', a 'Get Help' section, a 'Success Stories' section, and a 'How Discovery House impacts lives' section. The footer includes social media links and a 'Subscribe to Impact' button.

UX Problem 1

IA | Content Strategy



UX Problem 1

IA | Content Strategy

- Discovery House home page is lacking engaging content



The screenshot of the Discovery House homepage highlights several UX problems:

- Banner carousel repetitive:** A red arrow points to the top banner, which features a woman and two children in winter gear. The text on the banner reads "Give Hope this Holiday Season." and "End the cycle of domestic violence." A purple circular button with the text "Donate today." is overlaid on the top right.
- Categories similar to menu:** A red arrow points to the navigation bar, which includes links for "Donate", "Get Help", "Our Work", and "About Us", each with an associated "LEARN MORE" button.
- Text only:** A red arrow points to the "With Your Help" section, which contains the text "Thousands of women and children fleeing domestic violence have been given a safe place to call home and services to help them heal and rebuild their lives" and a link "Learn more about our impact".

Below the navigation bar, there is a large teal-colored area with the heading "Add Impact to your Inbox" and a form for email subscription. The form includes fields for "Email (required)" and "Subscribe", along with a small privacy note at the bottom.

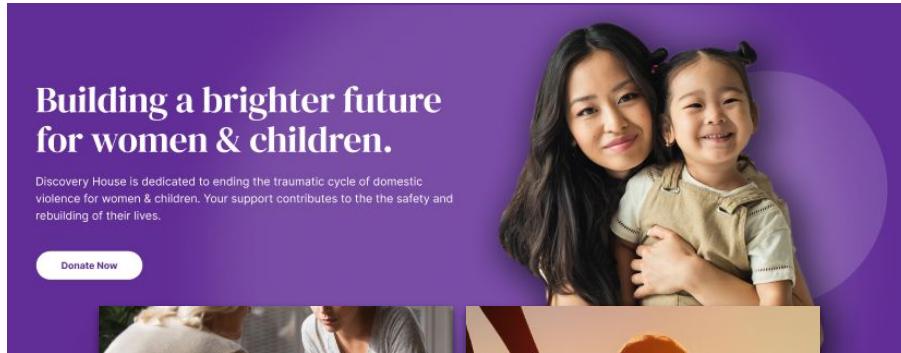
UX Solution 1

IA | Content Strategy

Content-first strategy:

- Highlight impact on community
- Engage the user
- Rebrand

The image shows the homepage of the Discovery House website. The header is purple with the Discovery House logo, navigation links (Get Help, Get Involved, Our Work, About Us), and a search bar. A large central image features a woman and a young girl smiling. Below the image, the tagline "Building a brighter future for women & children." is displayed. A sub-tagline explains the organization's mission: "Discovery House is dedicated to ending the traumatic cycle of domestic violence for women & children. Your support contributes to the safety and rebuilding of their lives." A "Donate Now" button is visible. The main content area includes two sections: "Get Help" (with a photo of two people holding hands) and "Success Stories" (with a photo of a person's silhouette against a sunset). Both sections have "Learn more" buttons. At the bottom, there's a section titled "How Discovery House impacts lives" with a photo of a person's hands. The right side of the page contains a sidebar with statistics (00%, 100%, 68%), a video player, and social media links.



This image displays two rectangular call-to-action cards. The left card is titled "Get Help" and features a thumbnail of two people in a therapeutic session. The right card is titled "Success Stories" and features a thumbnail of a person's back looking out over a sunset. Both cards contain placeholder text and a "Learn more" button.

This image shows a section of the website titled "How Discovery House impacts lives". It includes a paragraph about the organization's mission to provide transitional housing and care to women and children fleeing domestic violence. Below this is another paragraph about the mission to end the traumatic cycle of domestic violence for women to girls. A "Learn more" button is present. Overlaid on the bottom right is a large white video play button icon.

UX Solution 1

IA | Content Strategy

- Highlight key content
- Emotive/purposeful copywriting
- Imagery to support branding tone
- Emphasize impact w/videos

UX Solution 1

IA | Content Strategy

- Highlight impact w/statistics
- Client impact testimonials
- Subscription sign up on all pages



A testimonial from Allison, a Discovery House Client. The text is displayed in a white box with a purple circular graphic on the left. To the right is a circular silhouette of a woman holding a child against a sunset background. A line points from the woman's head in the silhouette towards the text.

I feel honoured to speak about my experience with Discovery House as a new immigrant to Canada.

I was facing domestic violence issues with two little kids. I had zero knowledge of my rights, safety planning or how to protect my kids until I became a resident of Discovery House.

Allison | Discovery House Client

A purple rectangular box containing a call-to-action. It features the text "Subscribe to Impact" in white, followed by a smaller descriptive sentence and a form for entering an email address.

Subscribe to Impact

Subscribe today to learn more about what Discovery House is doing for women and children and how you can help!

Enter your email address

By submitting this form, you are consenting to receive marketing emails from: Discovery House, Box 65059, Albert Park PO, Calgary, T2A 7R7, <http://www.discoveryhouse.ca>. You can revoke your consent to receive emails at any time by using the SafeUnsubscribe® link found at the bottom of every email. Emails are serviced by Constant Contact.

UX Problem 2

IA | Content Hierarchy



UX Problem 2

IA | Content Hierarchy

- Current site text heavy design
- Low scannability

The screenshot shows the Discovery House website's homepage. At the top, there's a dark header with the organization's name and a navigation menu with links like "Get Help", "Get Involved", "Our Work", "About Us", and a "Donate" button. Below the header is a large, bold title "WAYS TO GIVE". Underneath this, there's a sub-headline: "Make a difference in the lives of women and children fleeing family violence. Learn how you can support us below or contact us to find out more." The main content area is divided into several sections, each with a title, a brief description, and a "LEARN MORE" button. These sections include:

- Donate Online**: Your donation provides safe housing and services to those who need it most. [DONATE NOW](#)
- Circle of Hope Monthly Giving**: Provide dependable support with a monthly donation and change lives throughout the year. [JOIN TODAY](#)
- Run a Fundraiser**: Take a stand against domestic violence and host an event on our behalf. [LEARN MORE](#)
- Essential Items**: Learn more about donating clothes, food, and household items. [LEARN MORE](#)
- Volunteer**: Become an agent of change by donating the gift of your time. [LEARN MORE](#)
- Skip the Depot**: Let Skip the Depot pick up your bottles and cans, and donate the refund proceeds to Discovery House! [LEARN MORE](#)
- Tru Earth**: Purchase eco-friendly laundry products through their link and help support Discovery House. [LEARN MORE](#)
- Donate a Car**: Donate your car, truck, RV, boat, or motorcycle. [LEARN MORE](#)
- Birdies for Kids**: Help your gift go even further by having it matched by Birdies for Kids. [LEARN MORE](#)
- Calgary Marathon Charity Challenge**: Participate in the marathon and raise funds for Discovery House. [LEARN MORE](#)
- Employee Gift Matching**: Increase your impact! Did you know that many employers have a matching gift program? Check with your company to see if they do. Your gift can help even more women and children build a better future! [LEARN MORE](#)
- Corporate Donations and Sponsorship**: Is your organization looking to make a difference in our community? Contact Brittany Beatty, our Director of Community Engagement to find a partnership opportunity that works for your needs! [LEARN MORE](#)
- Leave a Gift in Your Will**: One of the easiest and most fulfilling gifts you can make is including Discovery House as a beneficiary in your will. You can leave a gift that will not only help more women and children heal from domestic violence, but you will also support programs focused on preventing domestic violence in future generations. You can help build a future free of domestic violence. Contact Brittany Beatty, today to learn more: 403-312-9119 or beatty@discoverhouse.ca. Please speak with your family, financial advisor and legal advisor about drafting or revising your will. Adding Discovery House is easy. Here are some sample clauses that you may consider adding:
 - "Give to Discovery House Family Violence Prevention Society (Charitable Number 11882 3483 RR0001) the sum of \$_____ for _____ % of my estate to be used for the general purposes of the organization."
 - "Give to Discovery House Family Violence Prevention Society (Charitable Number 11882 3483 RR0001) all (or _____%) of the rest, residue and remainder of my estate."
- Stocks & Securities**: More and more Canadians are choosing to increase their impact by giving a gift of stock or securities! Donating securities or mutual funds is easy and reduces the amount of taxes you'll pay on capital gains. Please visit [Donate Securities and Mutual Funds | CanadaHelps](#) to make an easy donation to Discovery House or contact Brittany Beatty at 403 312 9119 or beatty@discoverhouse.ca to learn more.

UX Problem 2

IA | Content Hierarchy

- Establish visual hierarchy for the content
- Sections to block content

The image shows two versions of a website layout side-by-side, comparing different ways to structure content.

Top Version: This version features a purple header with the "Doxerry House" logo and navigation links. Below the header is a large image of a woman holding a child. The main content area contains several sections of text in different sizes and colors (black, white, and grey). The text includes placeholder text ("lorem ipsum") and a call-to-action button ("Donate Now").

Bottom Version: This version has a similar structure but with a different visual hierarchy. It uses a large, bold heading ("H2 Lorem ipsum 2 lines") at the top, followed by a smaller section ("H3 All Lorem ipsum"). The main content area is divided into three columns, each containing a section ("H3 All Lorem ipsum") with placeholder text. The overall layout is more structured and visually distinct from the top version.

UX Solution 2

IA | Content Hierarchy

Banners



Make a difference in the lives
of women and children
fleeing family violence

Learn how you can support us below or [contact us](#) to find out more



Cards



[Donate Online](#)

Your donation provides safe housing and services to those who need it most. Donate online now and give the gift of hope for survivors in need.

[Donate Now](#)

[Circle of Hope Monthly Giving](#)

Provide dependable support with a monthly donation and change lives throughout the year. Join a special group of people contributing each month and together, we can end domestic violence.

[Donate Now](#)

[Safe Exit](#)

Cards + colour
dividers



Other ways to give



[Run a Fundraiser](#)

Take a stand against domestic violence and host an event on our behalf

[Learn more](#)



[Essential Items](#)

Learn more about donating toiletries, food, and household items

[Learn more](#)



[Volunteer](#)

Become an agent of change by donating the gift of your time

[Learn more](#)

Horizontal cards

Skip the Depot
Let Skip the Depot pick up your bottles and cans, and donate the refund proceeds to Discovery House! Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do salat et alelujahmod tempor incididunt ut labore et dolore magna aliqua.

[Learn more](#)

Tru Earth
Purchase eco-friendly laundry products through our link and help support Discovery House. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do salat et alelujahmod tempor incididunt ut labore et dolore magna aliqua.

[Learn more](#)

Contact Brittany Beatty, Director of Community Engagement

(403) 312-9119

bbeatty@discoveryhouse.ca

donate@discoveryhouse.ca

Donate by Cheque

Please make cheques payable to:

Discovery House Family Violence Prevention Society
PO Box 85058,
Albert Park PO
Calgary, AB
T2A 7R7



Callout sections

I feel honoured to speak about my experience with Discovery House as a new immigrant to Canada.

I was facing domestic violence issues with two little kids. I had zero knowledge of my rights, safety planning or how to protect my kids until I became a resident of Discovery House.

Allison | Discovery House Client

UX Solution 2

IA | Content Hierarchy

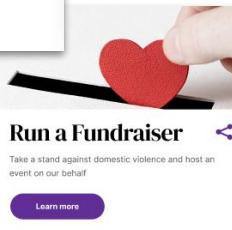


Get Help

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[Learn more](#)

Card Hierarchy



Run a Fundraiser

Take a stand against domestic violence and host an event on our behalf

[Learn more](#)



Awo Taan Native Women's Emergency Shelter

(403) 531-1972

(780) 531-1976

UX Problem 3

Engagement + Awareness



UX Problem 3

Engagement + Awareness

- How can we improve the UX / UI elements to create a more immersive experience for the user?

Discovery House
domestic violence nowhere.

Get Help Get Involved Our Work About Us Donate

Give Hope this Holiday Season.
End the cycle of domestic violence.

Donate today.

Donate Get Help Our Work About Us LEARN MORE LEARN MORE LEARN MORE

With Your Help

Thousands of women and children fleeing domestic violence have been given a safe place to call home and services to help them heal and rebuild their lives

Learn more about our impact

2015-16 Annual and Financials Get Help Get Involved Our Work About Us Donate

WAYS TO GIVE

Make a difference in the lives of women and children fleeing violence. Learn how you can support us below.

Discover House provides one-on-one and group services to those who need it most.

Donate Online (Provides drop-in mobile support with a monthly donation and allows time throughout the year)

Circle of Hope Monthly Giving (Provides drop-in mobile support with a monthly donation and allows time throughout the year)

Run a Fundraiser (Take a stand against domestic violence and raise money for Discovery House)

Volunteer (Discover House offers volunteer opportunities for those interested in giving back)

Shop (Purchase items from our online store)

Purchase a Family Country Product (Purchase a family country product through our line and help support Discovery House)

Donate a Car (Discover your car's true worth and make a difference)

Sponsor a Kid (Help your child receive the best education possible)

Calgary Marathon Charity Challenge (Participate in one or both distance funds for Discovery House)

Employee Gift Matching (Increase your impact! Only those that have a matching program should check with your company to see if they do. Your gift can help us hire more women and children to build a better future!)

In your organization looking to make a difference? Visit Community Contact Brittany Deury, Director of Community Engagement to speak about becoming a corporate partner!

One of the easiest and most fulfilling gifts you can make is a donation to Discovery House as a beneficiary. In return, you'll receive a gift that will not only help more women and children flee from domestic violence, but will also support programs focused on preventing violence before it starts.

Contact Brittany Deury, today to learn more: 403.332.9111 | bdeury@discoveryhouse.ca

Corporate Benefits: American Airlines and United Airlines offer a great deal of giving or matching gifts. Adding Discovery House to your list are some simple choices that any company could do:

"I give to Discovery House Family Violence Prevention Charitable Number 11882 21831 RR00000 the sum of \$_____.
In memory of _____ in appreciation of the organization."

"I give to Discovery House Family Violence Prevention Charitable Number 11882 21831 RR00000 at \$_____.
In memory and in celebration of _____."

Stocks & Securities:

Move and instruct a Canadian bank or brokerage firm to transfer securities to Discovery House. You may also consider making a charitable contribution by giving appreciated securities to Discovery House. Please visit discoveryhouse.ca to learn more.

Contact Us

Brittany Deury, Director of Community Engagement
403.332.9119
bdeury@discoveryhouse.ca

Online Donations

Discover House accepts donations via credit card and e-transfer.

Donations by Cheque

Please make cheques payable to Discovery House Family Violence Prevention
PO Box 60100, Alberta Park HQ
Calgary AB T3J 1P7

Get Help
Contact Us
Donate
Your Impact
Helping Families
Volunteer
Our Work
About Us
Community
Sponsorship
Shop
Purchase a Family Country Product
Calgary Marathon Charity Challenge
Contact Us

Banner lost CTA opportunity

Donation section text + generic button

Callout sections similar

Way to give, testimonials, contact info all text and grouped together

UX Solution 3

Engagement + Awareness

- Leverage UI elements for a more immersive experience.

Discovery House

Get Help Get Involved Our Work About Us Search Donate Now

Building a brighter future for women & children.

Discovery House is dedicated to ending the traumatic cycle of domestic violence for women & children. Your support contributes to the safety and rebuilding of their lives.

[Donate Now](#)

Get Help
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[Learn more](#)

Success Stories
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[Learn more](#)

How Discovery House impacts lives

Discovery House provides transitional housing and care to women and their children fleeing domestic violence. We give women and children longer-term, safe places to call home while they rebuild their lives. Mothers receive counseling, support, and programs to ensure they can build a better future for themselves and their children. A safe, secure place to live for children keeps them from having to leave their best lives. This helps prevent the cycle of domestic violence from repeating.

Discovery House's mission is to end the traumatic cycle of domestic violence for women and girls.

[Learn more](#)

100% families maintained domestic violence free & stable housing after exiting Discovery House	100% of the women we serve are mothers	68% of our clients are children
617 individuals were provided safe transitional housing at Discovery House in 2020	100% children ages 0-5 surveyed maintained or improved on developmental milestones	

I feel honoured to speak about my experience with Discovery House as a new immigrant to Canada.

I was facing domestic violence issues with two little kids. I had zero knowledge of my rights, safety planning or how to protect my kids until I became a resident of Discovery House.

Alison | Discovery House Client

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Alison | Discovery House Client

Subscribe to Impact

Enter your email address [Subscribe](#)

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All [Facebook](#) [Twitter](#) [Instagram](#)

Discovery House
@Discovery_House • 15 Dec
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Discovery House
@Discovery_House • 15 Dec
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@Discovery_House • 15 Dec
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@Discovery_House • 15 Dec
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Discovery House
@Discovery_House • 15 Dec
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Subscribe to Impact

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1111 10th Street, Suite 1000, Denver, CO 80203 | (303) 295-0001

UX Solution 3

Engagement + Awareness

- Showcase statistics of community impact

100%

families maintained domestic
violence free & stable housing after
exiting Discovery House

100%

of the women we serve are mothers

68%

of our clients are children

617

individuals were provided safe transitional
housing at Discovery House in 2020

100%

children ages 0-5 surveyed maintained or
improved on developmental milestones

UX Solution 3

Engagement + Awareness

- Highlight testimonials for social proof

I feel honoured to speak about my experience with Discovery House as a new immigrant to Canada.

I was facing domestic violence issues with two little kids. I had zero knowledge of my rights, safety planning or how to protect my kids until I became a resident of Discovery House.

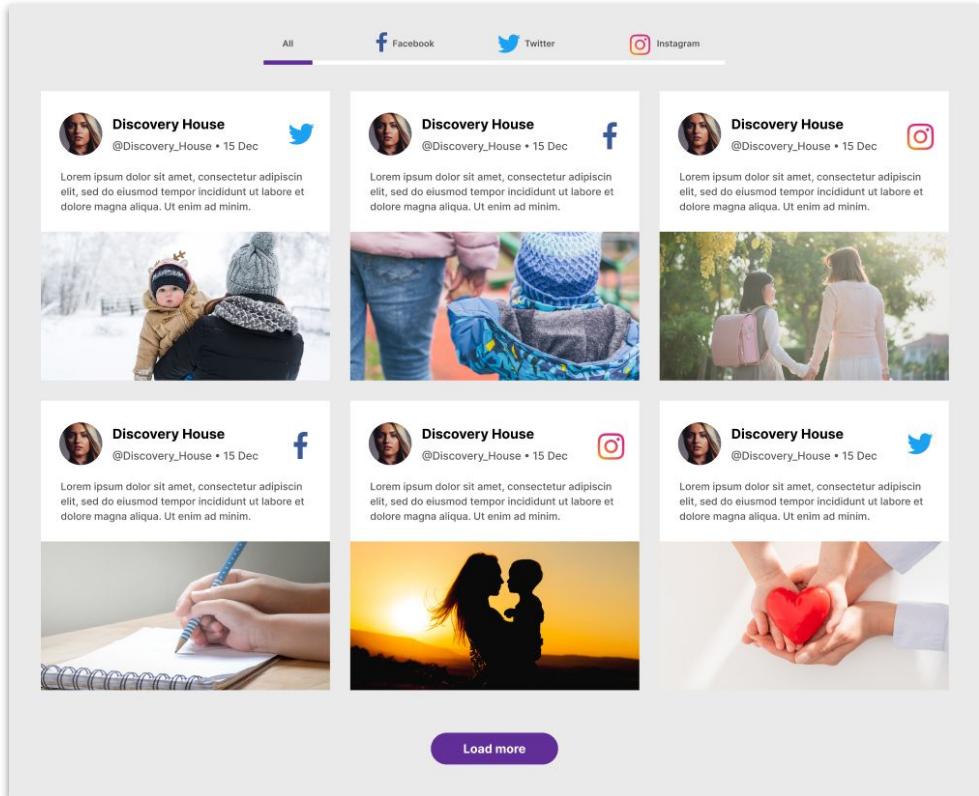
Allison | Discovery House Client



UX Solution 3

Engagement + Awareness

- Discovery House social media feed to increase reach, awareness and engagement with community



UX Problem 4

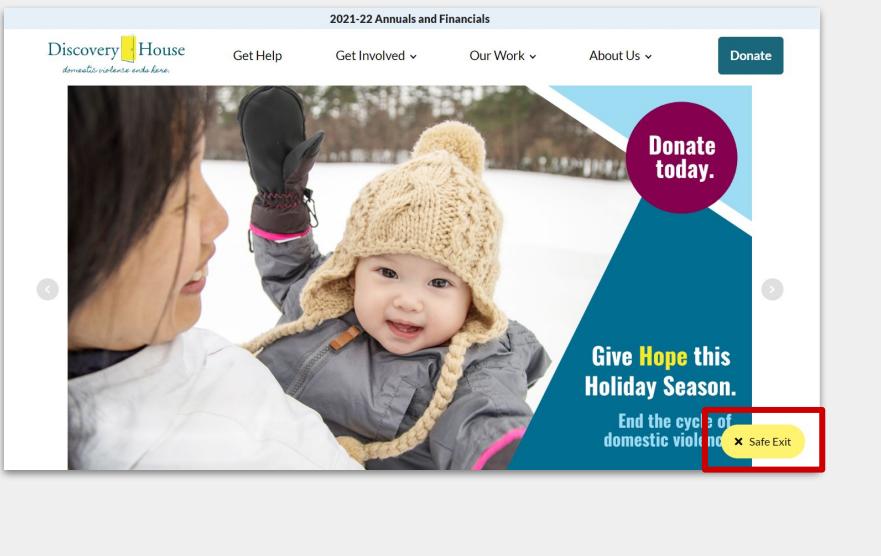
Safe Exit Feature



UX Problem 4

Safe Exit Feature

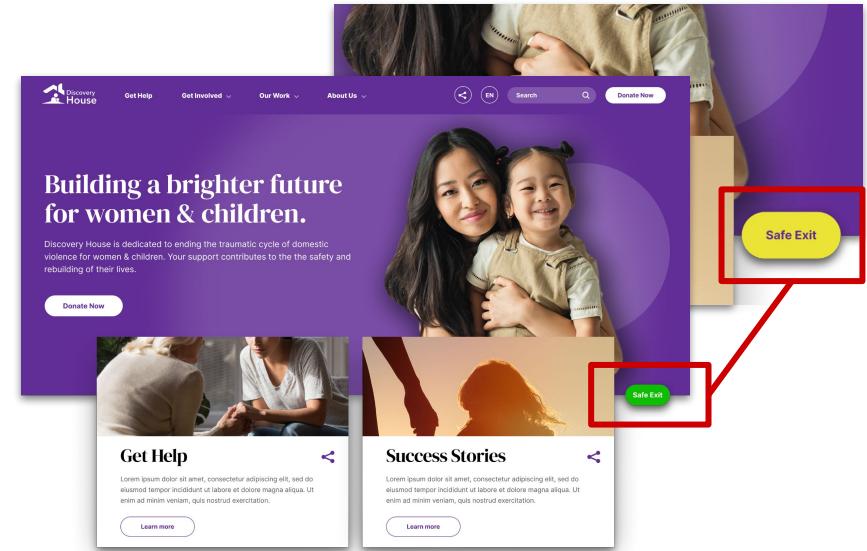
- Button wasn't noticed by new users



UX Solution 4

Safe Exit Feature

- Microinteraction for visual cue



UI Style Guide



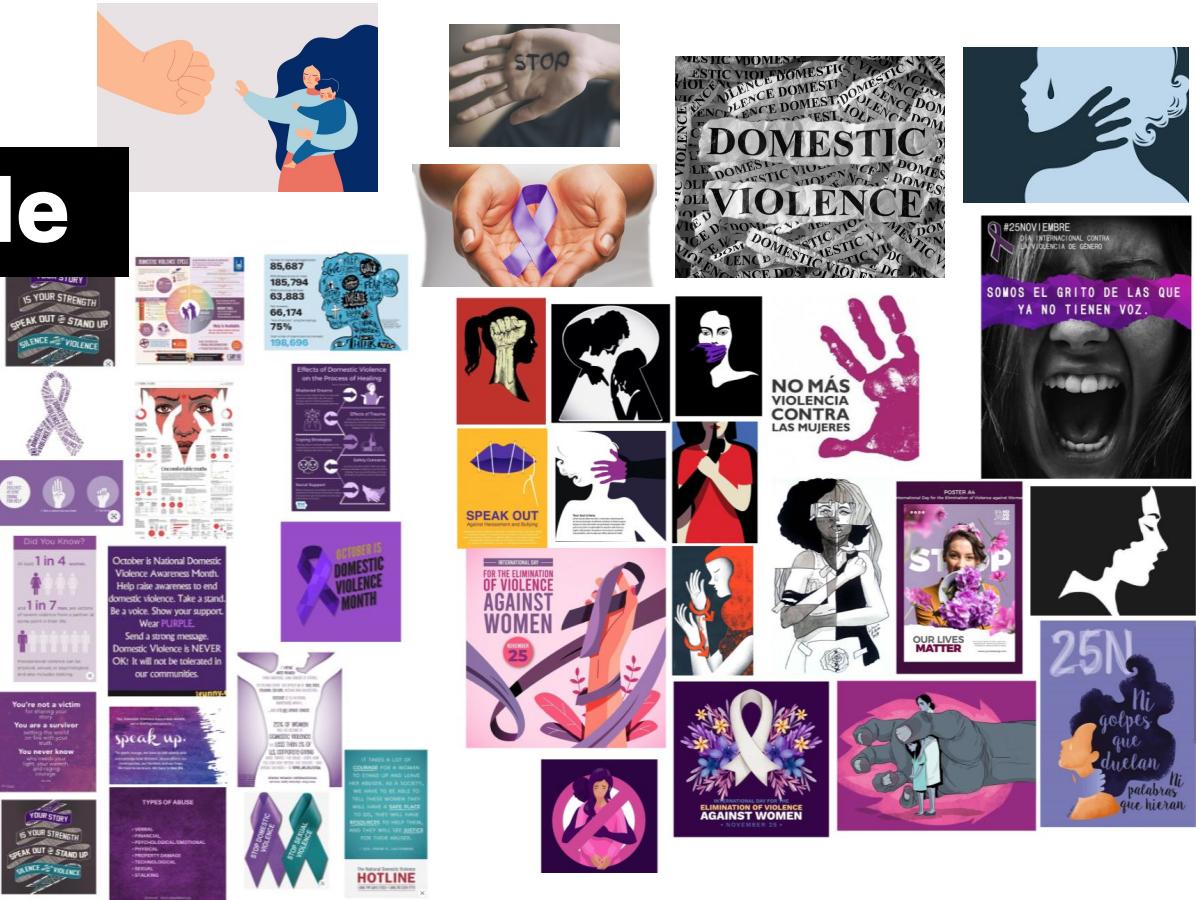
UI Style Guide

- A UI Style Guide is a resource that contains the necessary details related to your product's user interface, which ensures continuity throughout the product's design. It helps define elements like typography, colors, layout, and components that are approved to be used in accordance with brand guidelines
- Based on the research carried out, the heuristic evaluation we did in terms of logo, color palettes, typography, images etc., we came up with a new and refined ideas.



UI Style Guide

Domestic Violence theme mood board was created to use as inspiration for the website redesign.



UI Style Guide



Brand / Imagery

Typography

Colour Palette

Buttons / Grid

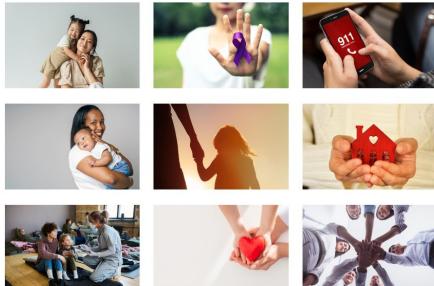
Cards / Banners

Brand / Iconography

Brand tone is soft, safe and welcoming with positive and uplifting images. The primary colour purple is associated with the movement to end domestic violence.

Serif headlines give further emphasis to an inviting organization. Headlines should be copywritten with positive messaging and purposeful calls to action.

Photography / Imagery



Discovery House | Style Guide



Iconography



01



Brand / Imagery

Typography

Colour Palette

Buttons / Grid

Cards / Banners

Typography

DM Serif Display

H1 Heading

H2 Heading

H3 Heading

H4 Heading

H5 Heading

H6 Heading

ipsum Inter Regulare
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Color Palette

Primary (SH Purple)



Secondary (SH Accent)



Black (SH Black)



Cards / Banners

Cards



Testimonials



Social Media Feed

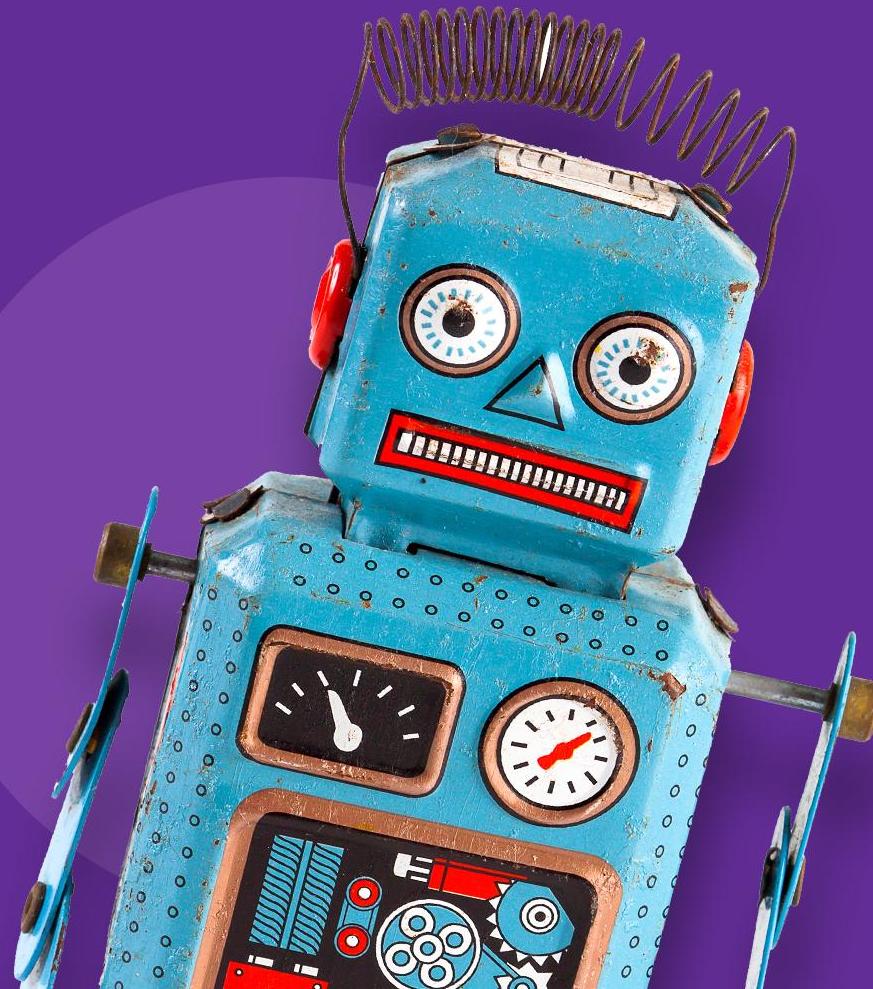


Banners



[UI Style Guide >](#)

Prototype



[Desktop Prototype >](#)

[Mobile Prototype >](#)

Summary

- Researching challenges required resourcefulness to derive an understanding and empathy for Discovery House clients.
- Important to understand stakeholder needs and the business model
- Access all resources available to synthesize information for insight



Looking Forward

Future iterations may include:

- Quick access to emergency information
- Enhanced navigation
- Social sharing integrated with content
- Continue to evolve copy
- More videos of success stories from clients
- Chat feature



Thank you!

