



Website Redesign by Kristian Kottcamp

Website Audit

Researched everything about the NGO, what it does, its history, how they communicate with their audience, etc, from their website and social media.

Harvests fruit from peoples’ unused fruit trees in urban areas to give to foodbanks.

From the research, figure out the specific purpose of their website, beyond simply informing people about them.

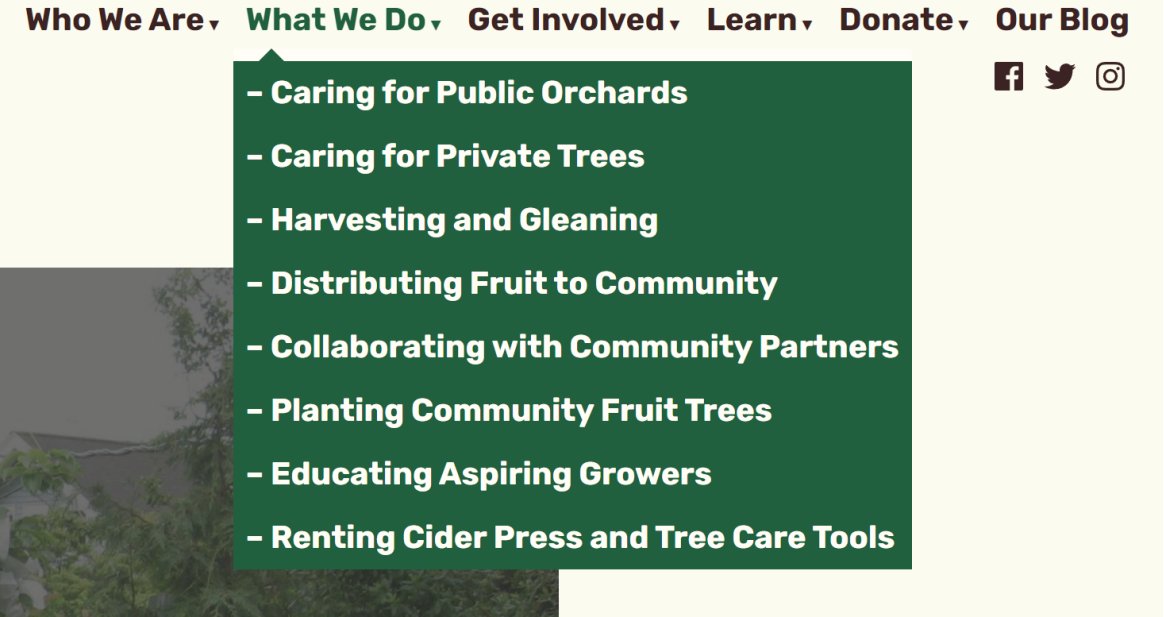
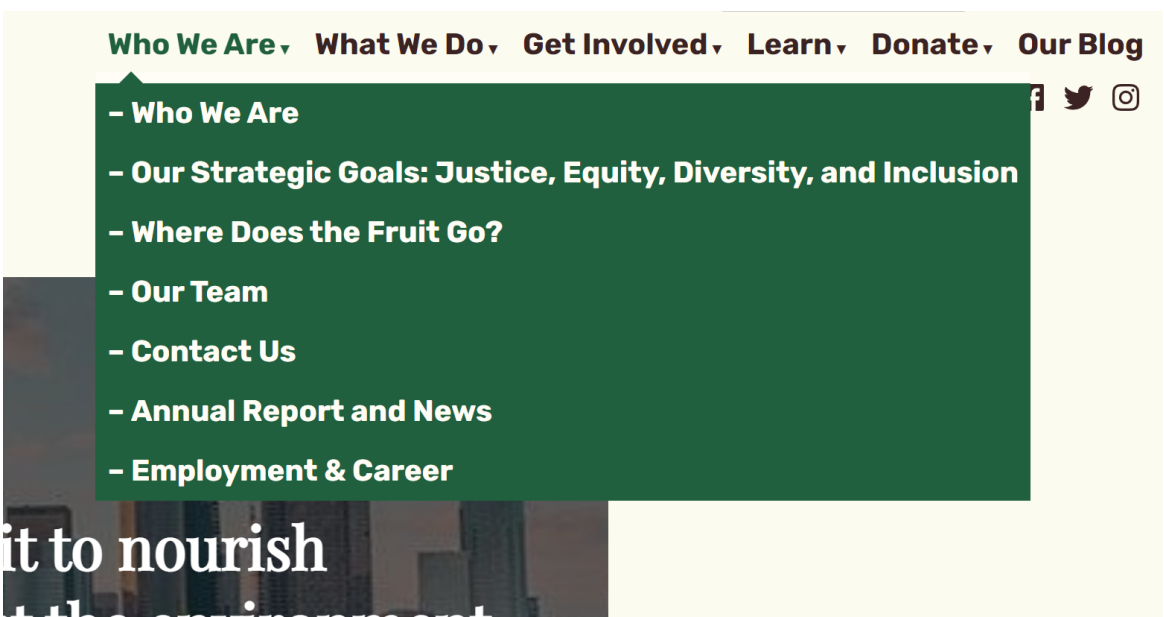
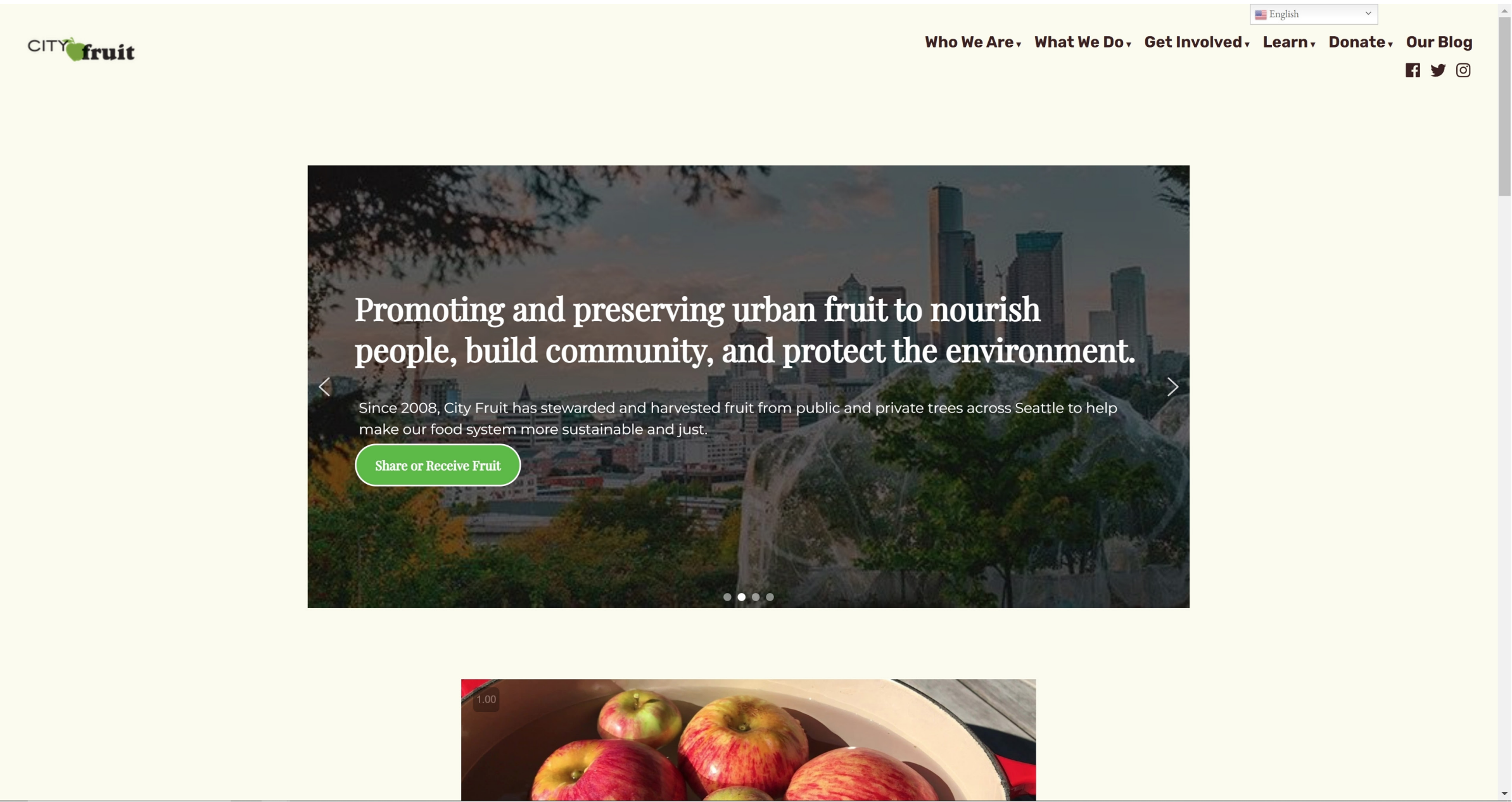
To convince and guide property owners to sign up to have their trees harvested.

Usability test the current website to see how well this purpose is achieved and take note of pain points that interrupt it.

Way too many pages in navbar, making it difficult to find specific information.

Ugly website subtracts from organization’s reputability/trust.

Sign up for tree harvesting buried behind menus and carousel.



Creative Brief

Objective:

To redesign the City Fruit website (cityfruit.org) in order to create a more user-friendly, engaging, and visually appealing experience for the website's visitors.

Target Audience:

City Fruit's target audience includes urban residents of Seattle and surrounding areas who own property with fruit trees on them, most likely middle aged, financially able to own a house, and who are charitable enough to want to sign up for such a program to help those in need.

Key Message:

City Fruit is a community-based non-profit organization dedicated to promoting healthy and sustainable urban ecosystems by harvesting and caring for fruit trees in Seattle and surrounding areas.

Key Elements:

Easy-to-use navigation.

Engaging and visually appealing design.

Clear and concise information about the organization and its mission.

Information about how to get involved (e.g., volunteering, donating).

Information about City Fruit's programs and initiatives.

Resources for urban fruit tree care and harvesting.

Design Considerations:

Responsive design for optimal viewing on all devices.

Use of visually appealing images and graphics.

Use of clear and concise language.

Use of color palette that is consistent with CityFruit's brand.

Accessibility and inclusiveness considerations.

User Persona

Name: Maria Rodriguez

Age: 66

Occupation: Elementary School Teacher

Location: Seattle, Washington



Background:

Maria is a dedicated elementary school teacher who lives in Seattle with her husband and two children. She has always been passionate about environmental issues and is especially concerned about the health of her local community. In her free time, she enjoys gardening and spending time outdoors.

Goals and Motivations:

Maria is interested in the Fruit Tree Stewardship program offered by cityfruit.org because she wants to contribute to the sustainability of her community and improve access to fresh fruit for those in need. She is also motivated by her desire to educate her students about the importance of taking care of the environment and where their food comes from.

Challenges:

Maria is getting older and physical labour can become a strain on her body, making it a challenge to take care of her fruit tree.

Technology:

Maria is comfortable using technology, but she prefers to stick to more basic tools. She regularly uses email and the internet to keep in touch with her family and friends, but she is not very familiar with smartphone apps and prefers to use her laptop.

Communication:

Maria values clear and concise communication. She appreciates straightforward information that is easy to understand and follow. She is not afraid to ask for help or clarification if she needs it.

Values:

Maria is dedicated to her community and the environment. She believes in the importance of sustainability and providing access to healthy food for all. She also places a high value on education and is committed to teaching her students about environmental issues.

User Persona

Name: Tom Elwood

Age: 31

Occupation: Software Engineer

Location: Bellevue, Washington

Background:

Tom is a software engineer and has lived in Bellevue for the past 2 years. He enjoys exploring Seattle, trying new restaurants, and participating in outdoor activities such as hiking and camping. Tom is married and has a young child, and they live in a rental apartment in a bustling neighborhood.

Goals and Motivations:

Tom is motivated to reduce his carbon footprint and live a more environmentally conscious lifestyle. He values fresh, locally-sourced food and is excited to learn more about urban agriculture. He is also interested in connecting with his community and building relationships with his neighbors.



Challenges:

Tom has limited outdoor space, with a small rooftop garden that he feels limited in his ability to maintain. He is also busy with work and family commitments, which can make it difficult for him to find time to participate in community events and programs.

Technology:

Tom is tech-savvy and comfortable using his computer, smartphone, and other devices. He is proficient in several programming languages and stays up-to-date with the latest technology trends.

Communication:

Tom communicates primarily through email and social media. He enjoys engaging in lively debates and discussions and is always willing to share his opinions and perspectives.

Values:

Tom values sustainability, community building, and personal growth. He believes in the importance of reducing his impact on the environment and is motivated to make positive changes in his own life and the lives of those around him.

Journey Map

Discovers CityFruit website from online articles, social media, and word of mouth. Most users will reach it via link rather than web search, thus will likely already have a basic understanding of what they do.

When they first enter they will be greeted with a reiteration of the NGO's tree harvest program with a direct link to sign up. Scrolling down the home page will have links to specific information about the program for user's who wish to learn more, as well as statistics about CityFruit's success with the program to demonstrate its effectiveness.

Users who wish to learn more about CityFruit itself will visit About, Solutions, and Blog pages where they will be convinced that it is a real organization with history and it's projects are actively ongoing, and also shows that they can be trusted to come to the user's private property.

After being convinced that joining the tree harvesting program is a good thing that can help people, and that CityFruit is an organization that can be trusted, the user will simply click the GIVE A TREE button on the navbar where they will be brought to the sign up page to fill out an application to donate their fruit tree.

After clicking send, they will be sent to a confirmation page that shows the application was successfully sent and provides instruction to check their email for a response from CityFruit.

Discover website via link.



Greeted by description of service.



Scroll down to learn more about service.



Scroll further to see effectiveness of service.



Visits About page to learn about CityFruit.



Clicks GIVE A TREE to sign up for service.



Confirmation that sign up was a success.



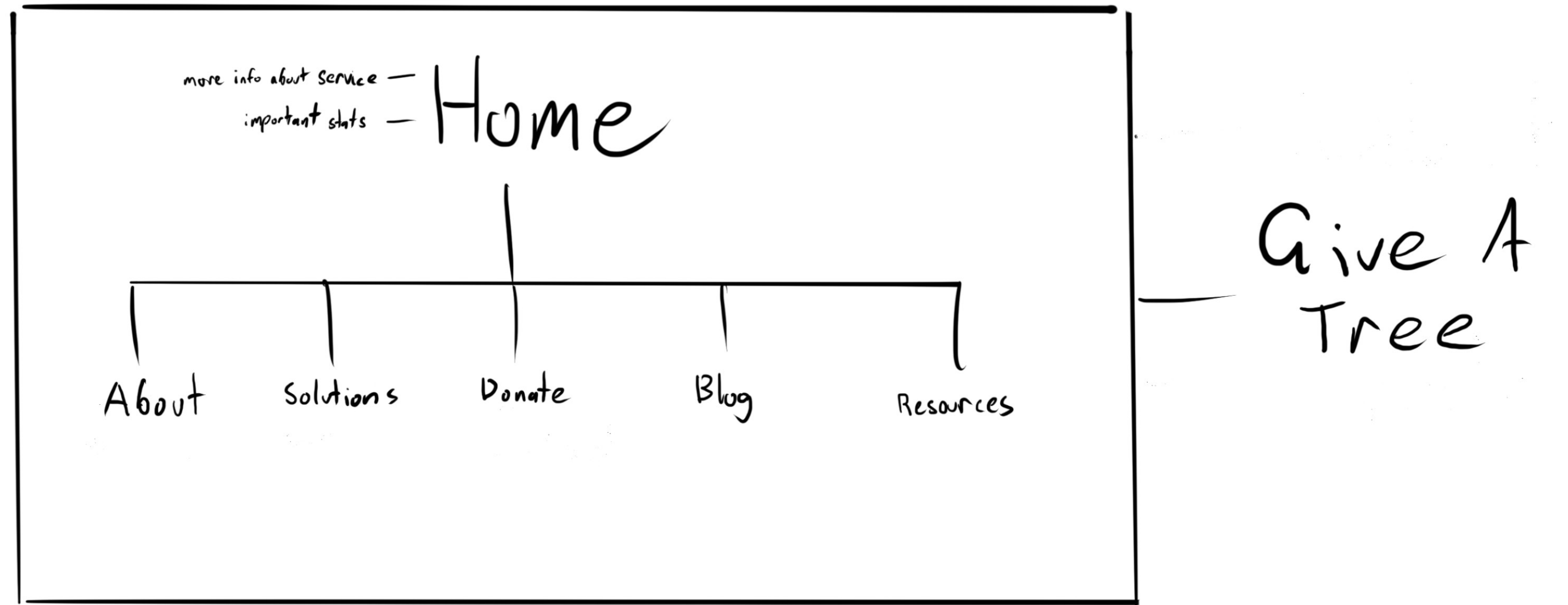
Directions on what to do next.

Site Map

The site map has been simplified down to prioritize core, relevant information first while additional information can be found within the footer.

The GIVE A TREE page can be accessed from any page via the navbar which is highlighted to encourage users to check it out as that is the main service of the organization.

All other information that is not relevant enough, or that is better off accessed through direct outreach has been removed in order to clear clutter from the site.



Wireframes

Logo

Sign Up

<

Header Text

>

Donate a Tree

*img

Harvest	Stewardship	Education
<div></div>	<div></div>	<div></div>

Our Impact

40k+ 17 1,280+ 25+

Contact

Logo

Sign Up

who we are

Contact

Logo

Sign Up

Apply

Name

Address

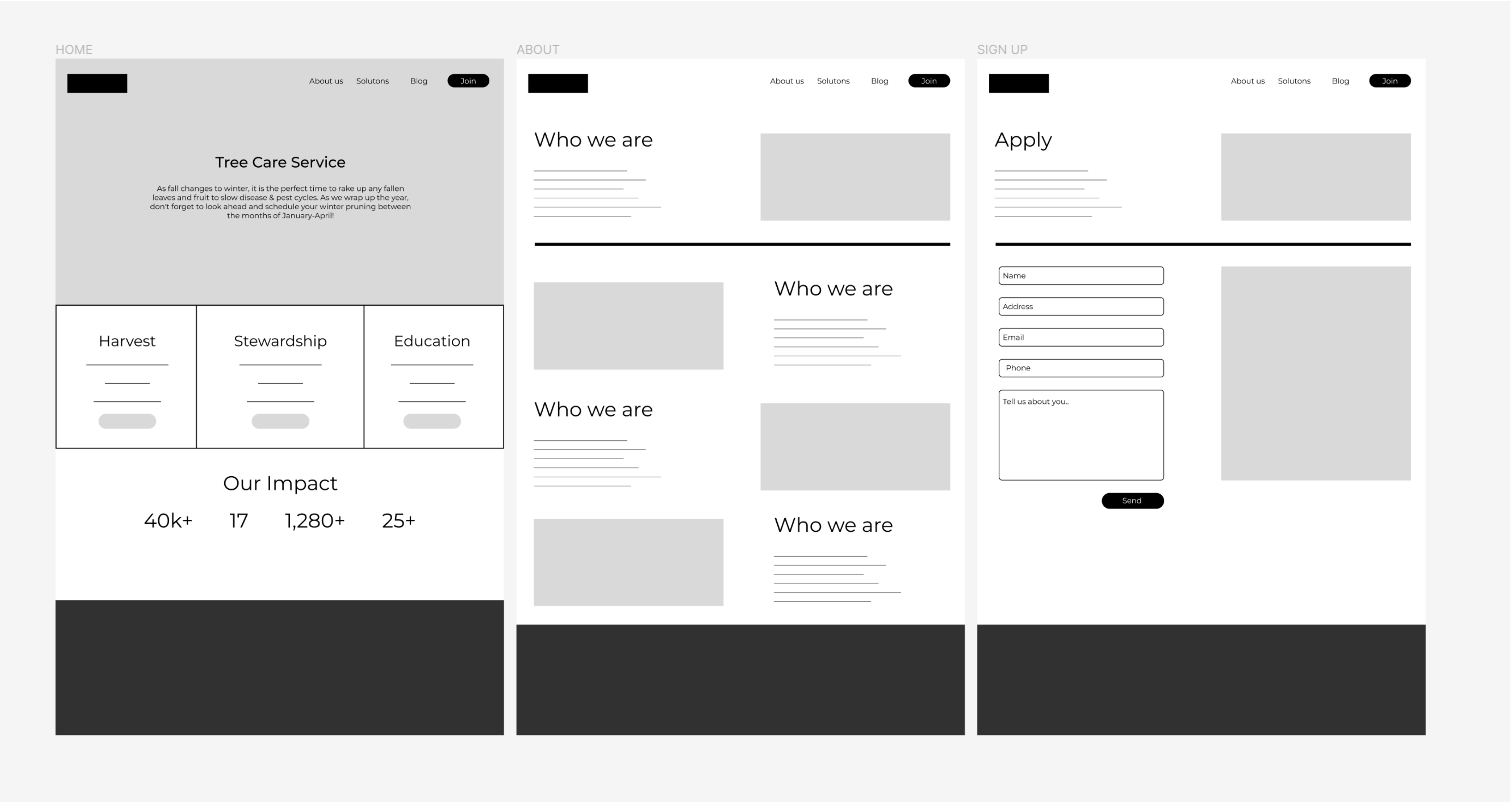
Email

Phone #

Message Box

Contact

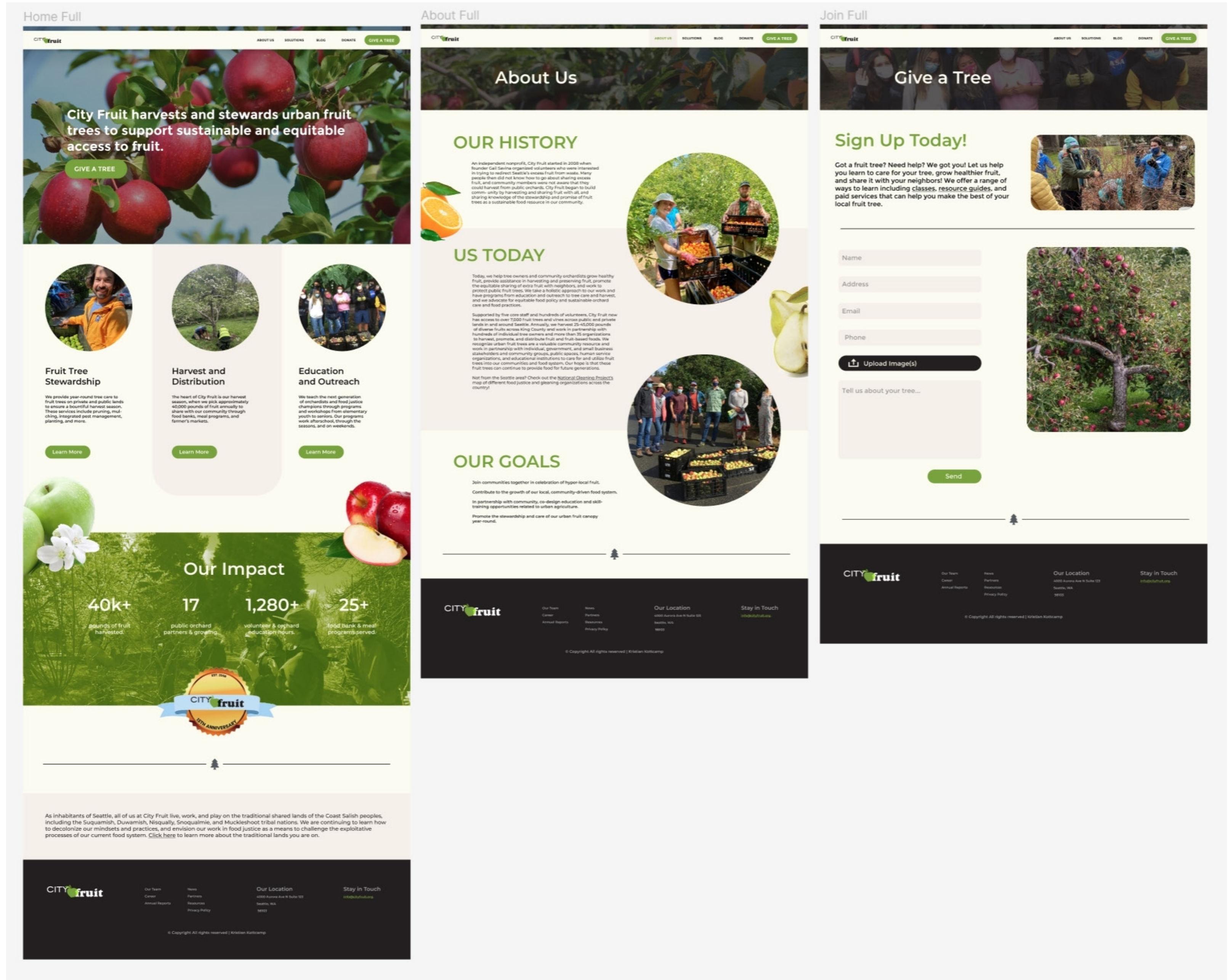
Lofi Desktop



Hifi Desktop

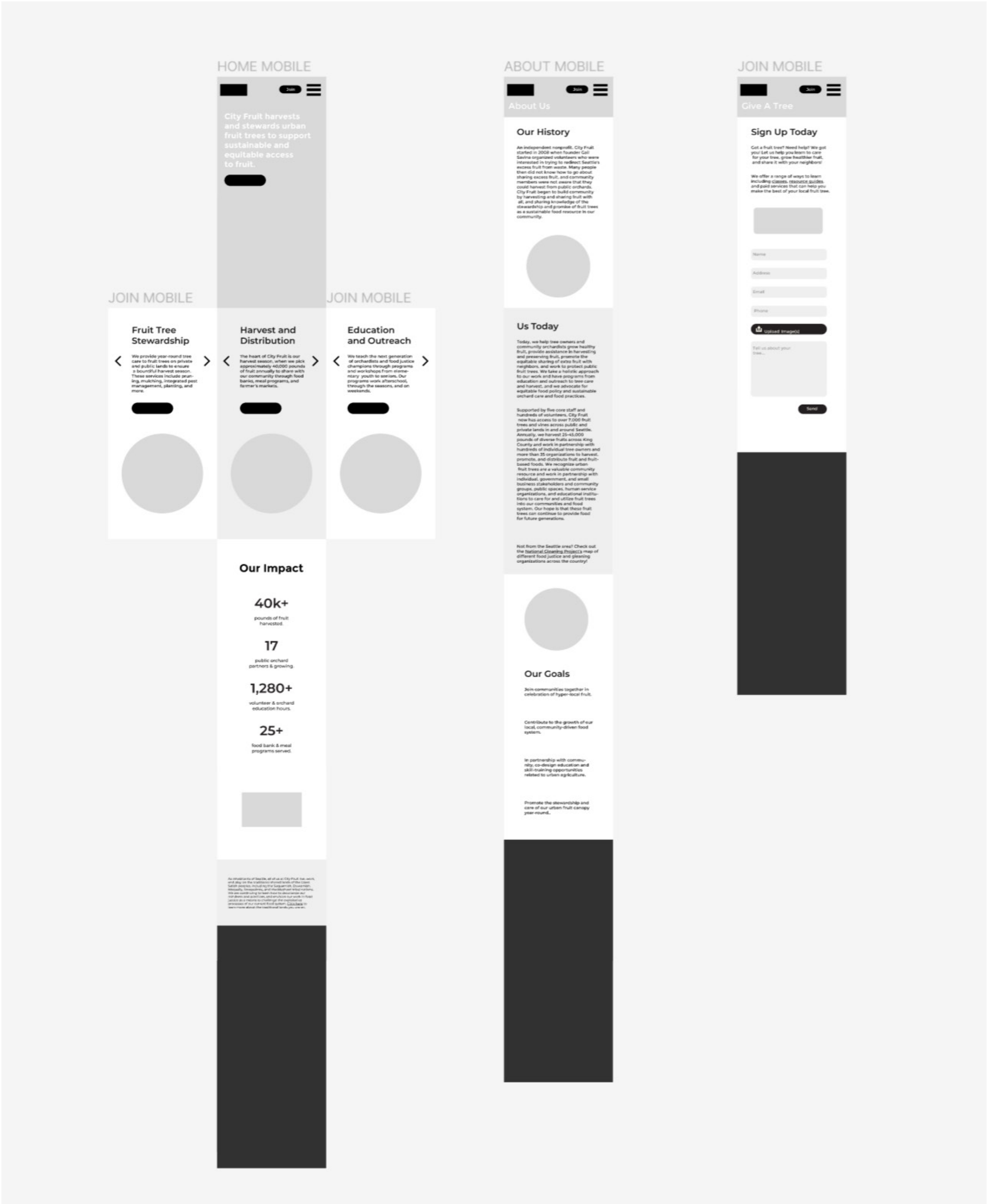
After receiving feedback from user tests, I found that people weren't quite sure what Join/Sign up meant, they thought it was like making an account on the site rather than signing up for the service. To fix this I renamed it to GIVE A TREE to make it more clear what the application was for.

Additionally when adding in the actual copywrite I realized there was too much text on the about page to fit the lofi design so I had to change the layout.



Lofi Mobile

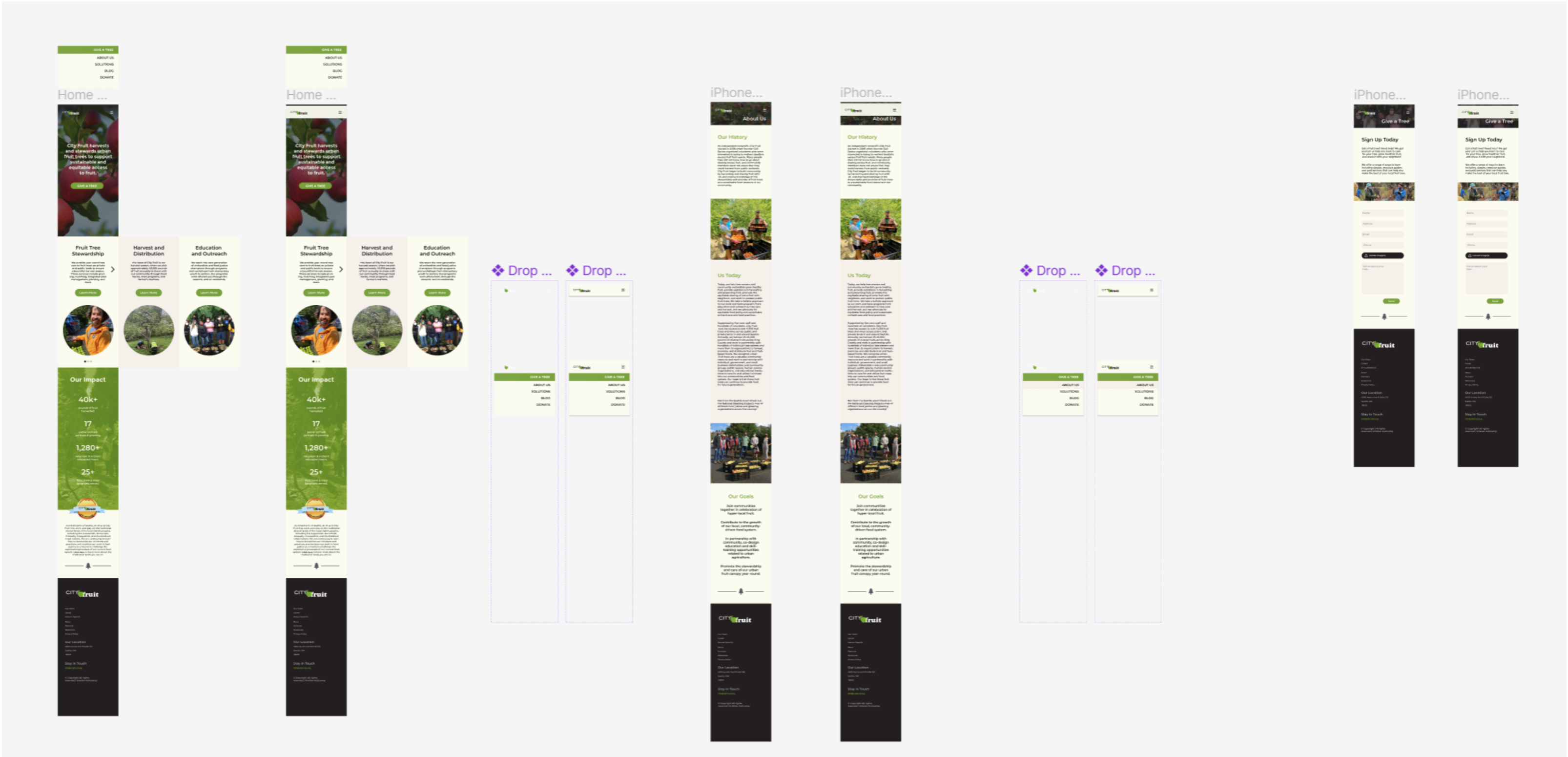
Converting to mobile at first seemed fairly straight forward, I had the same layout as desktop mostly except further scrolling, with the 3 info cards on the main menu in a vertical position, however I realized that this caused to much scrolling. Instead I turned them into a carousel which made the over-all page scroll much shorter. I would go on to make further changes after more user testing.



Hifi Mobile

The Hifi prototype ended up having more feedback from testers. They seemed to have issue with the nav menu taking up too much space when in the dropdown state. To fix this I made it semi transparent on one side to allow for most of the screen to still be visible while still having background for the nav menu.

I also created two different versions of each page, one with a translucent navbar and one with a solid with drop shadow that would automatically swap in once the user scrolls further down the page to make sure it doesn't blend in with other assets.



Outcome

Challenges

The main challenge I faced with this project was time management. Balancing the demands of other classes, personal life, and the website redesign project was difficult. Additionally, not knowing any individuals who matched my user personas, made it difficult to tell if their feedback would be accurate or relevant enough to make meaningful changes that could help my audience.

Reflection

I learned the importance of conducting thorough research before beginning the design process. Understanding the goals and target audience of the website was crucial for making design decisions that effectively communicated CityFruit's mission. I also appreciated the challenge of balancing aesthetics and functionality. I wanted the website to look visually appealing, but also to be user-friendly and provide easy access to important information.

Thank You.