Proposal for Website Redesign for HandReach, Inc.

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The goal of HandReach is to help children around the world who have been affected by trauma. In order to reach this goal, HandReach depends on donations from people around the world. A crucial part of fundraising in the 21st century is a well-designed website. People who have heard about HandReach will look to the webpage to convey what your organization is about, what you do for children with trauma, and how they can get involved.

I propose to redesign the HandReach home page to meet this goal. Below I’ve listed some thing that I feel are weaknesses on the home page at present.

* There is no clear hierarchy. For instance, the links to HandReach’s projects are the same font size as the navigation menu. The award medals, while very nice, are larger than the more crucial donation button.
* The site lacks clear direction for the user. There is a lot of information and a lot of links on the front page, but nothing calls to the user saying “Go here next”.
* The block of text on the page is too long and the font is too small for most people to read. The mission statement is at the bottom of a lot of text, and most people will never get there.
* The photo is nice but doesn’t convey a lot of information on its own, and it ends up distracting the user from the information on the page.
* There is too much white space on the page making it look clunky
* The color scheme of the page should be more vibrant, it doesn’t convey a sense of excitement about HandReach’s mission.
* The website does not render well on the smaller screen of a mobile phone. The menu becomes very tiny and it is hard to select the links.

These are my recommendations for improvement:

* Create a hierarchy by emphasizing the items that are important – such as the links to the current projects and the “donate” button.
* Put the navigation menu at the very top so it is accessible for visitors Streamline the menus by Including the “contact us” and “donate” links on the menu. Have each link change color as the user hovers over it so it is clear what they are clicking on. Make the donate link different so it stands out from the rest.
* Enlarge the picture and use it as background for the page. This drives home the message that HandReach is about helping kids and gives users something to relate to.
* Move the Mission Statement up so it is clearer what HandReach is about.
* Change to logo to a brighter color for more excitement. Use a more vibrant color scheme and font for the page.
* Reduce clutter on the page by moving most of the text and awards to “below the fold”.
* Move the address and phone number below the fold.
* Place buttons for the current campaigns in the center of the page to prompt the user to get more information about HandReach.
* Consider different screen sizes such as tablets and phones so the website conveys your message and is easy to use on every display.

I look forward to hearing your feedback on my suggestions, and working with you to help HandReach accomplish its goals with its website.