ATL Community Food Bank

Helping people help others?
Absolutely.

By Meg Ryan Flanigan

Overview

Our challenge was to redesign a local non-profits website. After a difficult time choosing between the many of Atlanta's non-profits, we narrowed it down to two, and then finally choose the Atlanta Community Food Bank, which was the one that benefitted the area most. From there, we did research into what drove user's to volunteer/donate and what we could do for the website to encourage them to do more.

Roles and responsibilities

Meg Ryan Flanigan: UX/UI Designer
Chase Hart: UX/UI Designer
Thao Nguyen: UX/UI Designer

Scope and constraints

Timeline was 2 weeks, a limited interview pool (Corona)

Tools used

Adobe XD, Survey Monkey, Google Slides, A1. PSD, Instagram polls, Procreate, InVision

Research

Once we chose which non-profit website to redesign, we first contacted the administrative & education departments to see if they were interested in working with us or answering some questions. We heard back from them once, and learned that they were actually in the process of an actual redesign! We quickly took screen captures of all the pages and elements we would need in case we needed to refer back to them, and then we had to contact another non-profit of our choice. Unfortunately, we did not hear back from them after that, but we were still excited to compare our redesign with theirs!

We set to putting ourselves in the mindset of those who would visit the website and came to the conclusion that we needed two separate proto-personas:

Persona A is someone who is visiting the website to find a food pantry or receive the aid they offer.

Persona B is of someone looking to donate or volunteer, even if they maybe busy.

Based on the proto-persona, we put together surveys and a research plan to determine who we would be designing for and what needs to be rewarked. Some important questions included:

1. Are you interested in volunteering or donating in the future? If so, for what and why?
2. Does an organization's website impact your decision to contact the organization? Why or why not?
3. What would stop you from donating or volunteering?
4. What should be implemented so that people will be more involved to help an organization? Why?

Definition

While interviewing, we also asked user's to finish some tasks on the website, some using mobile and others using web. We took note of what user's liked and didnt like from the current site, their pain points, and made our own UI annotations as well.

Affinity Diagram contains issues users had with their user task, as well as insights from the qualitative interviews.

Sarah Scott
Volunteer Form
Volunteer Form
Volunteer Form