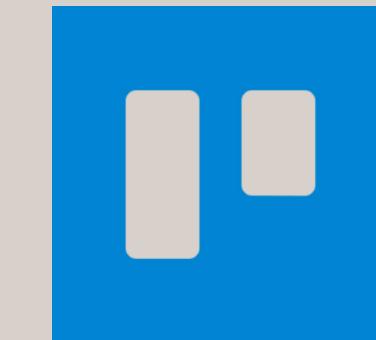
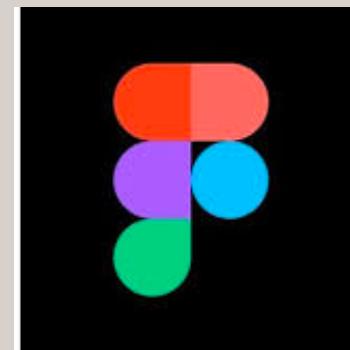


LARKIN STREET YOUTH WEB RE-DESIGN

LULADYE ZEWDU, MICHELLE N. YAV, TERRICA WOODS, SANA RIAZ

TOOLS



Google Docs

ABOUT LARKIN STREET YOUTH

Larkin Street Youth is an organization that's centered around aiding the youth homeless population surrounding San Francisco. Larkin Youth Street offers a number of resources such as shelter, job opportunities, health screenings as a means of restorative support for their community.

Problem

Users are having trouble finding meaningful volunteer opportunities on the webpage. That can be challenging for some users due to its design and layout, and the mobile version's pop-ups and links have been problematic for some users.

Solution

We made the decision to completely redesign the website in order to create a single platform that would easily accommodate all of the user's demands, including donating, volunteering, asking for assistance, and finding information.

RESEARCH



Proto-Persona

Team 1's Persona

Demographics

Dana Samuels

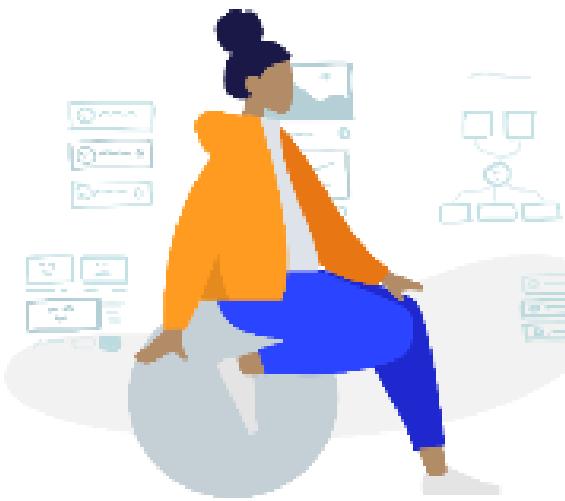
20 years old

Single

College student

Raised in Harlem, NY

Major in MSW and minor in Business



Behaviors & Habits

- Likes to volunteer on campus
- Gardens on weekends
- Drives a Prius
- Recently moved to the bay area
- Goes to Stanford University
- Extroverted
- Uses Instagram daily

Pain Points & Frustrations

- Busy traffic in the area
- Hard to make new friends and connections
- Overpopulation of homeless people in the public

Needs & Goals

- Help place homeless people in shelters
- More volunteer hours for her degree
- Future goal of owning her own non-profit homeless shelter
- More social interaction with individuals

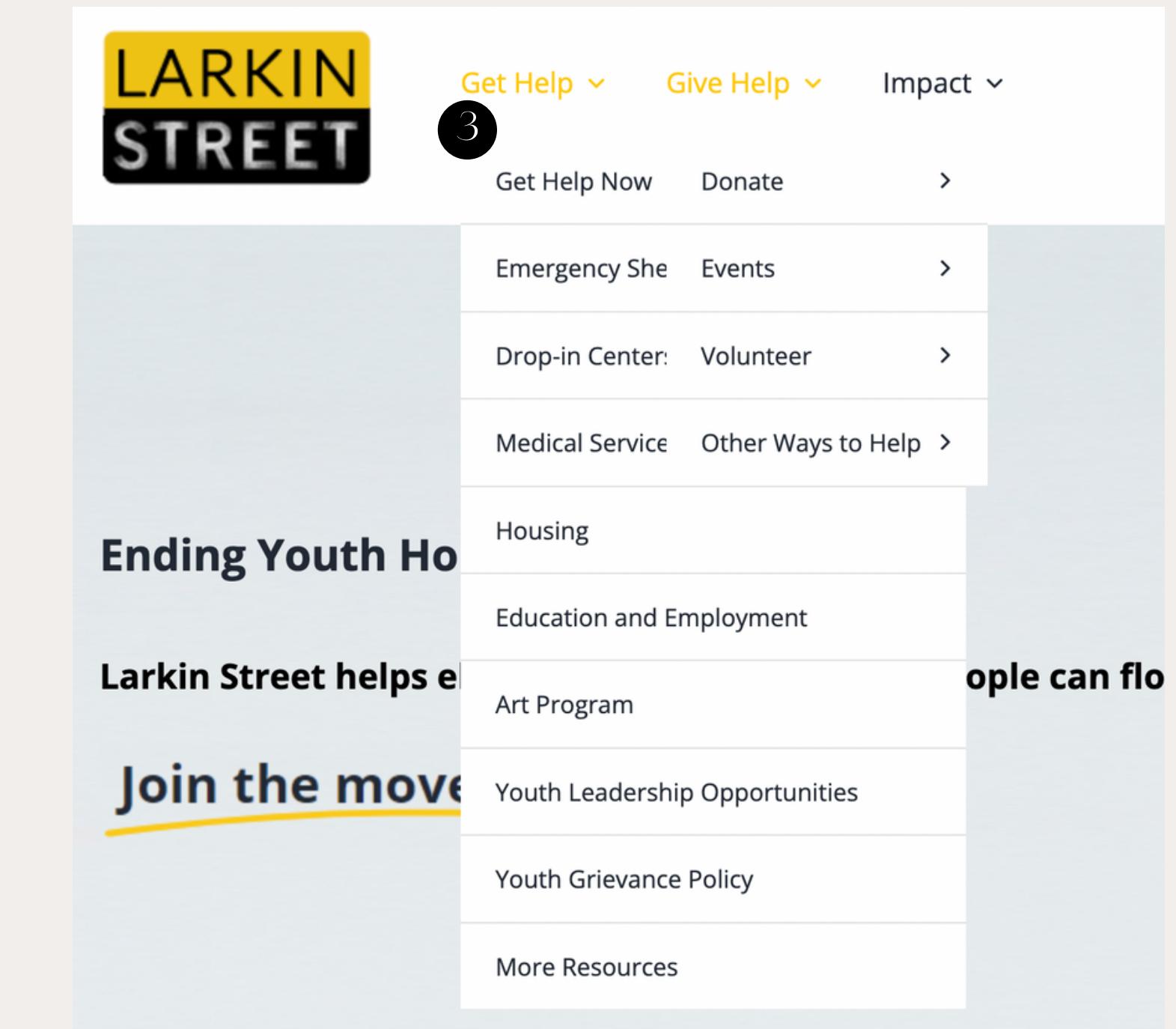
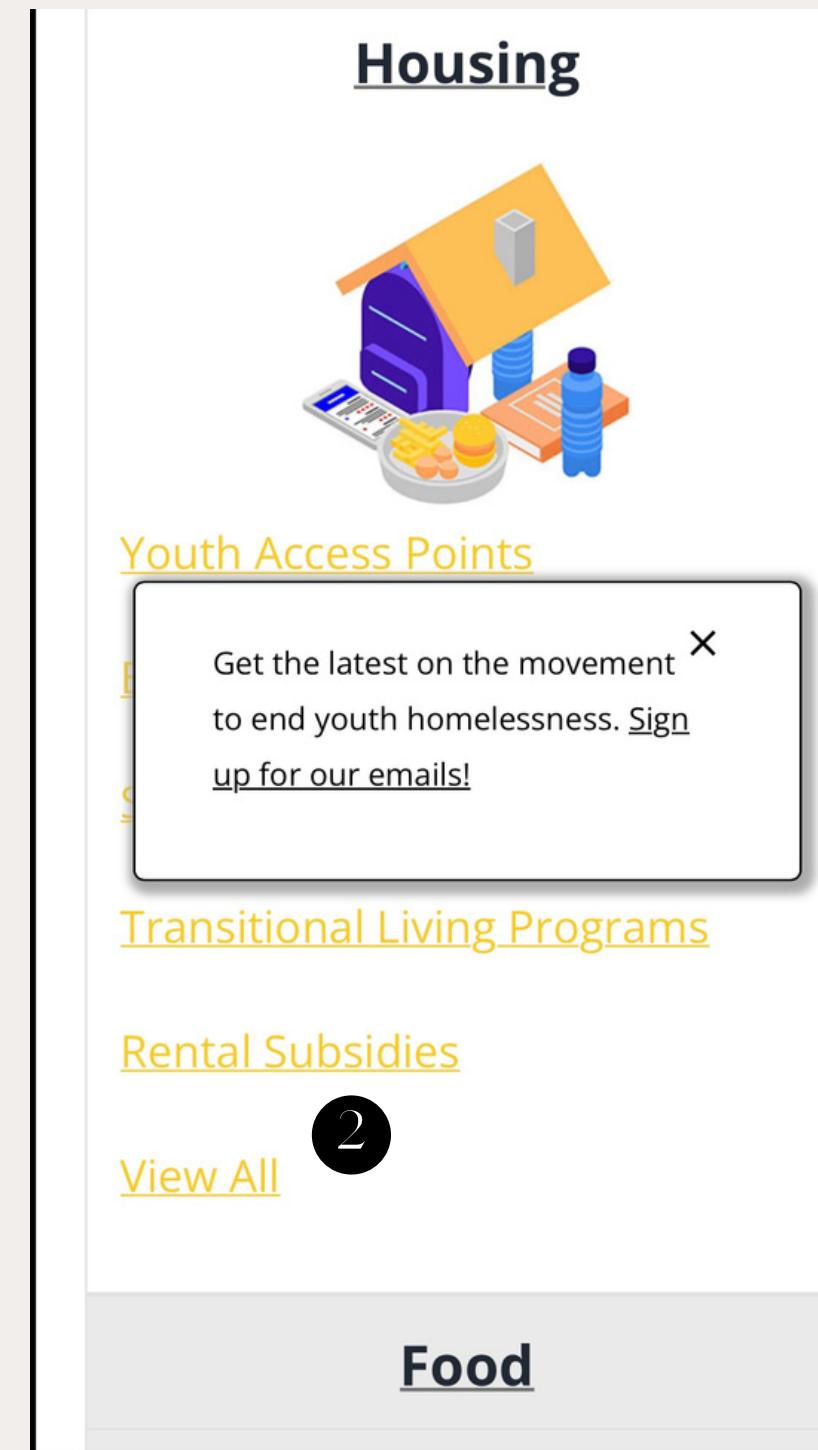
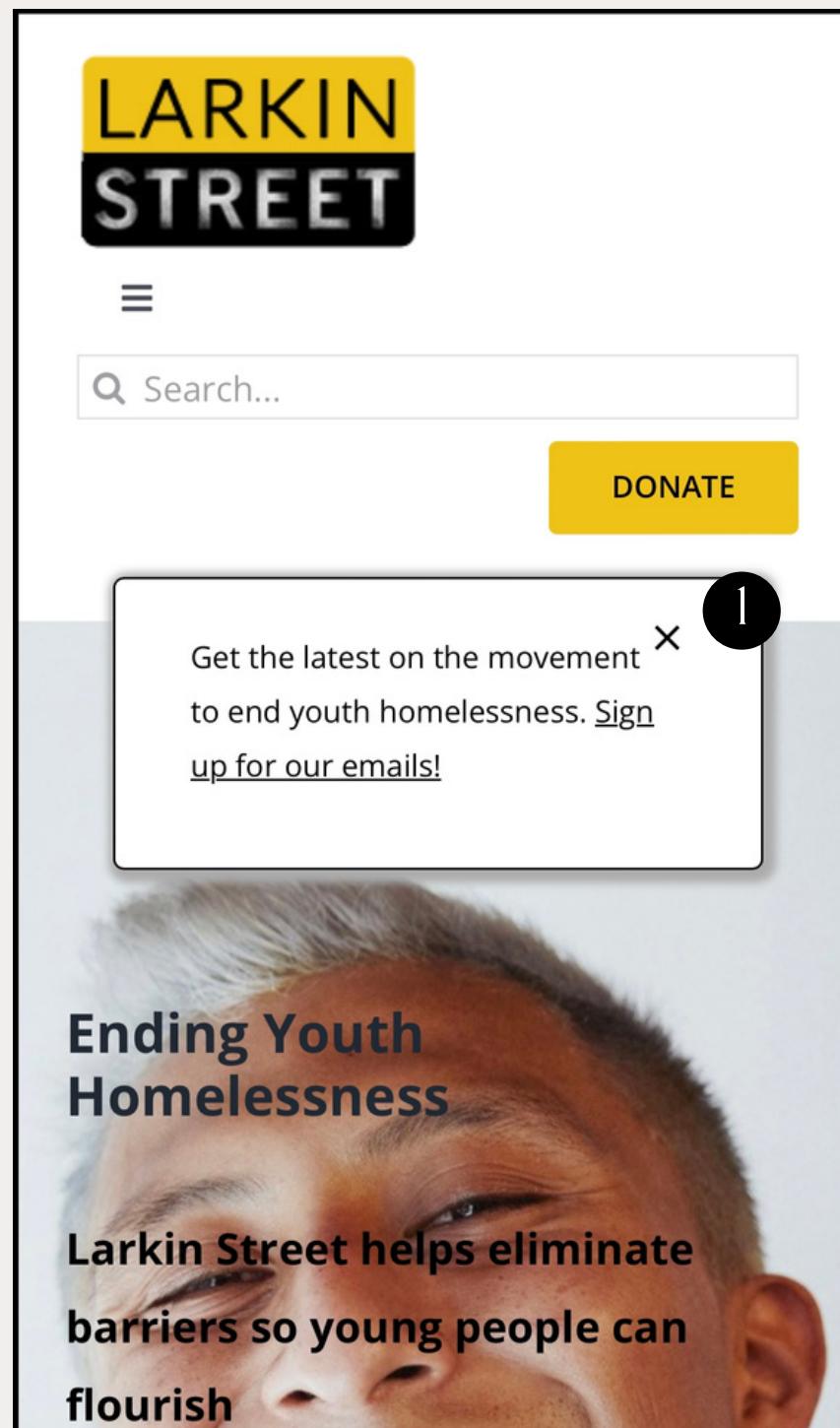
Testing Plan

Our research objective was finding the motivations and decisions our user makes when finding and choosing volunteer opportunities. We wanted an understanding of what users were looking in terms of resources and volunteering, when navigating through a website.

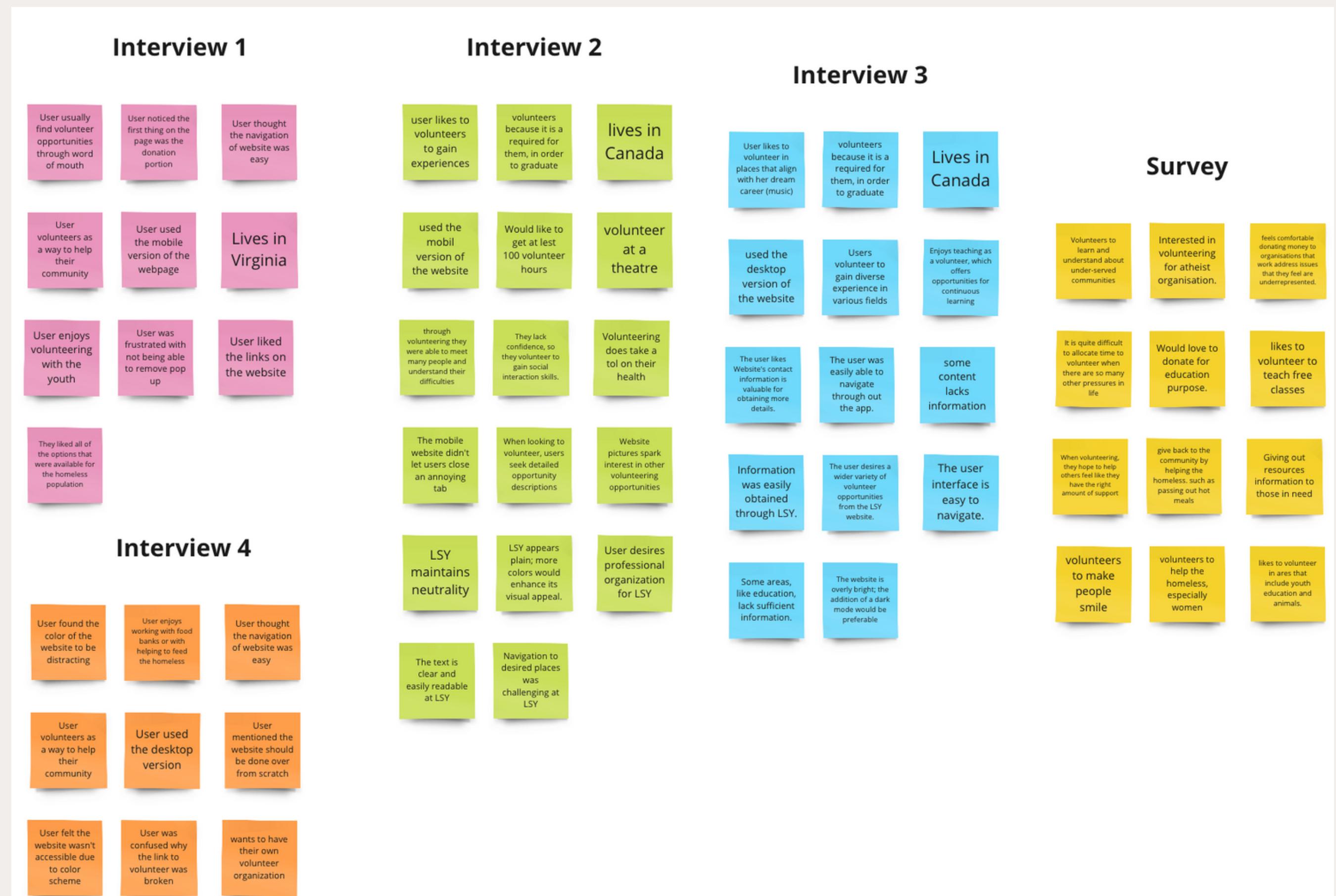
After a few introductory questions, we moved on to ask users to accomplish finding volunteer opportunities/navigating on the Larkin Street Youth webpage.

HEURISTIC EVALUATION FINDINGS

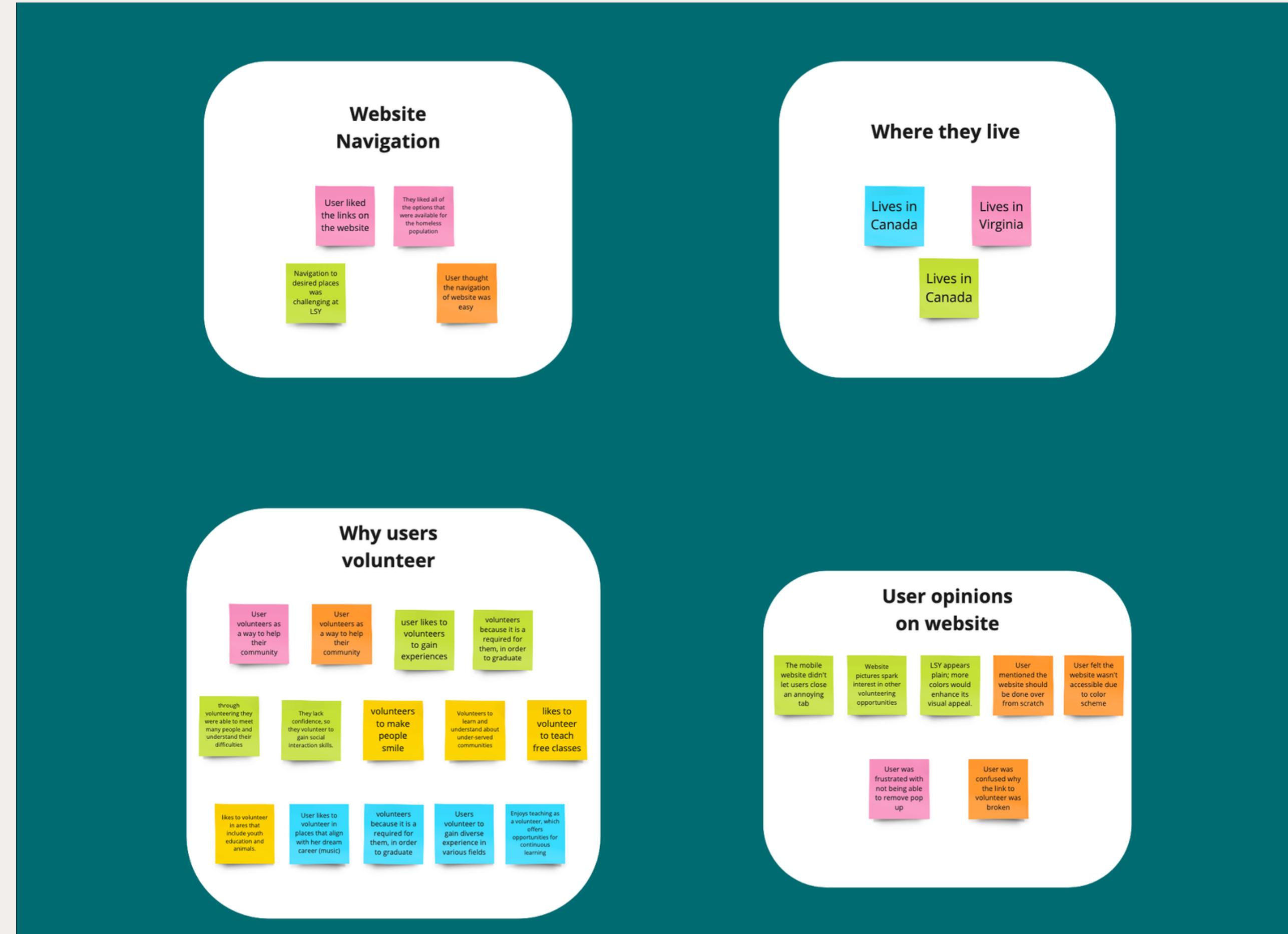
- 1.The pop up wouldn't close on the mobile version and often skewed user vision
- 2.The color scheme made the text difficult to read
- 3.The desk top navigation bar had issues closing and often overlapped



AFFINITY DIAGRAM



AFFINITY DIAGRAM GROUPING



EMPATHY MAP



USER PERSONA



Dana Samuels

20 years old
Raised in Harlem, NY

Bio

Dana, a college student, likes to garden on the weekends while listening to music. A very outgoing person who recently relocated from Harlem, New York, to attend Stanford University and is majoring in MSW to work in social services. Dana aspires to run a non-profit homeless shelter dedicated to guiding young homeless persons on the road to independence.

Goals

- own a non-profit homeless shelter
- obtain her MSW degree
- help homeless people in shelters

Needs

- get more volunteer hours for her degree
- More social service interaction

Opportunities

- Intern at a non-profit organization that focuses on homeless shelters and rehabilitation

Barriers & Frusturations

- Busy traffic in in the area
- Hard to make new friends and connections
- Overpopulation of homeless people in the public
- finds it hard to find a non-profit in her area that focuses on helping the homeless

DEFINE



COMPETITOR ANALYSIS



Weakness

- website only
- some website a bit slow
- some informations are hard to find
Hard to find

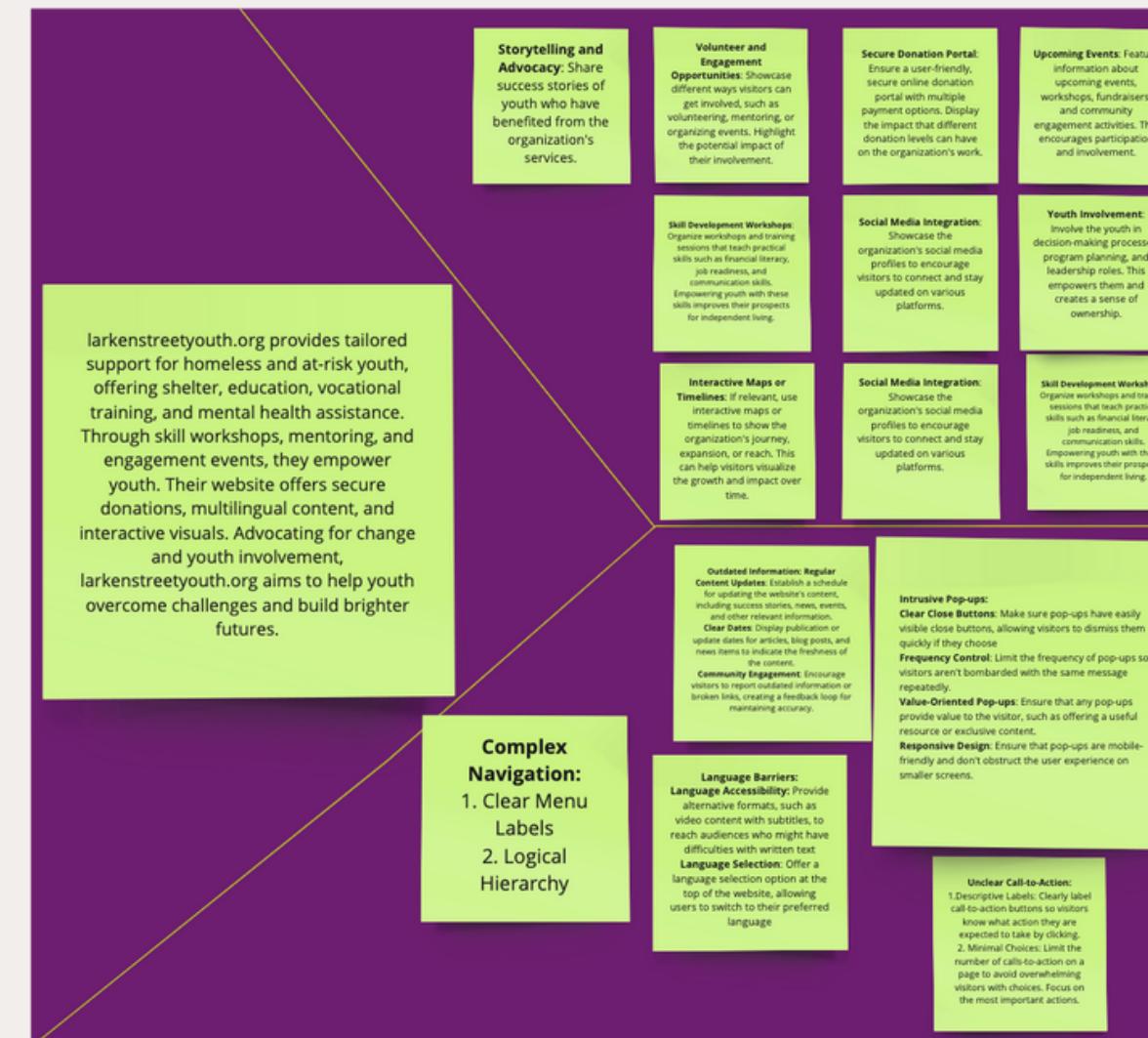
Strength

- Visually appealing
- Informative
- Easy to navigate
- Welcoming to the LGBTQ+ Homeless Community

VALUE PROPOSITION

PRODUCT & SERVICES

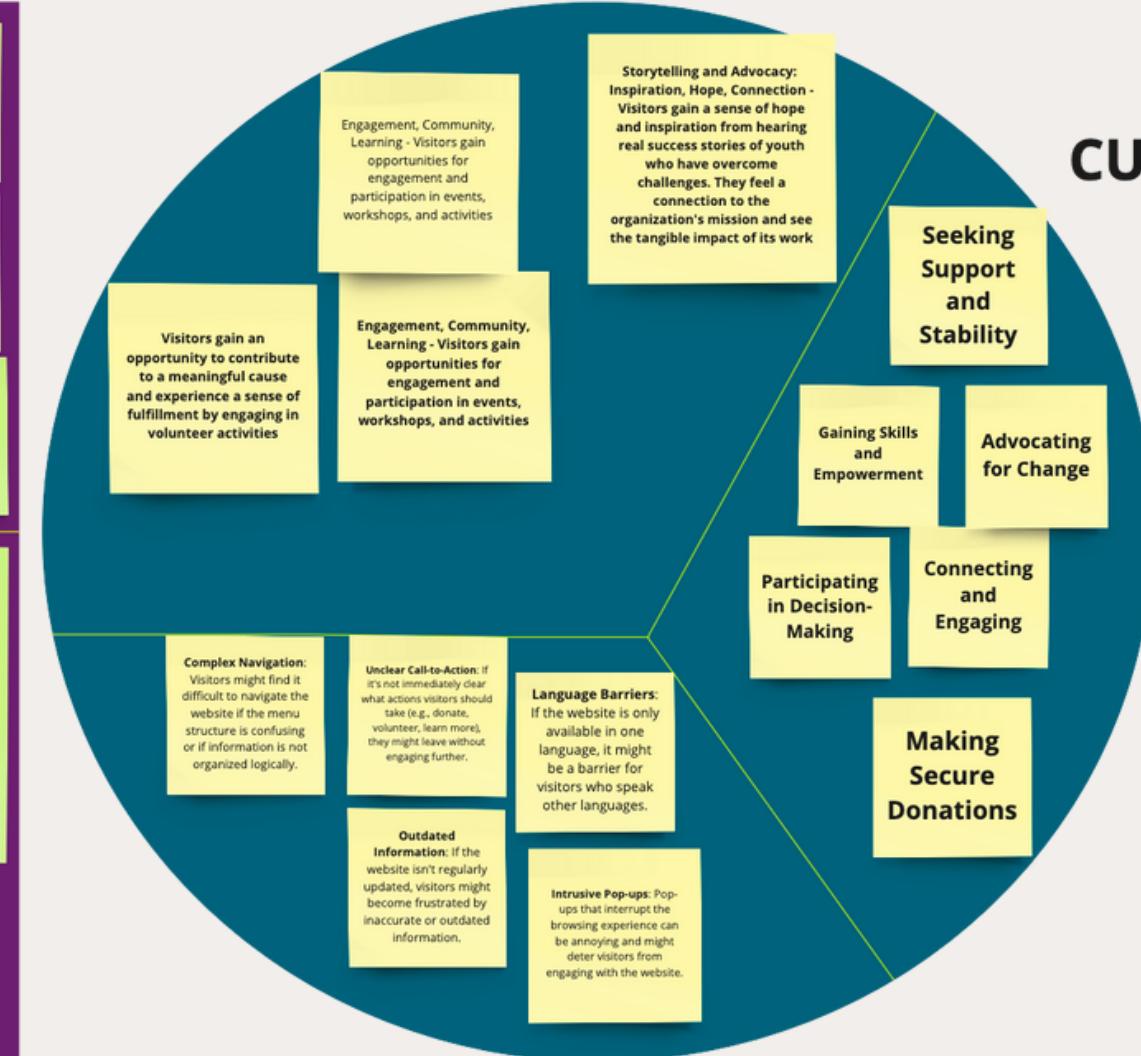
Include the list of functionalities that match with the Customer Jobs.



PAIN RELIEVERS

GAINS

CUSTOMER JOBS



STORYBOARD



Dana has recently moved from Harlem, NY to the Bay Area California to attend Stanford University.



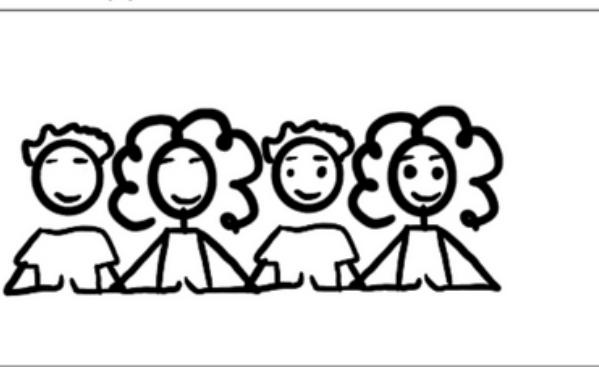
Dana needs a certain amount of volunteer hours to complete her degree and being new to the area she thinks group volunteer opportunities would be best.



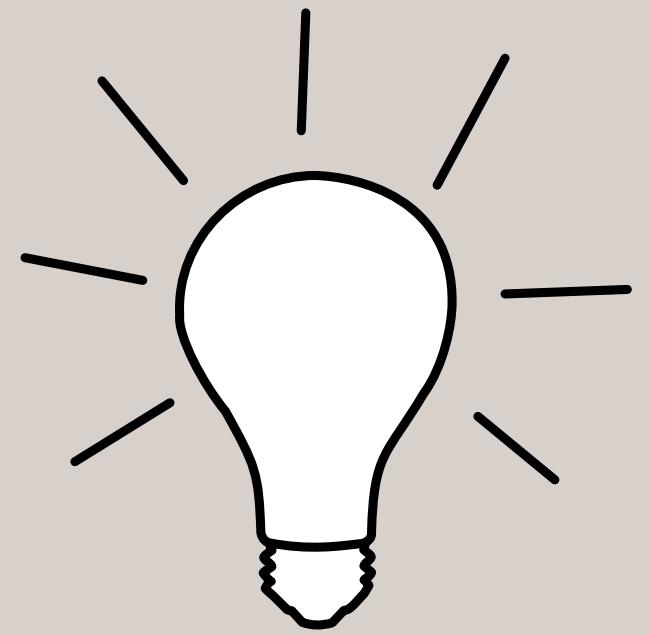
Coming from an area with over population Dana is no stranger to homelessness and tries to find non profit organizations with that as the focus.



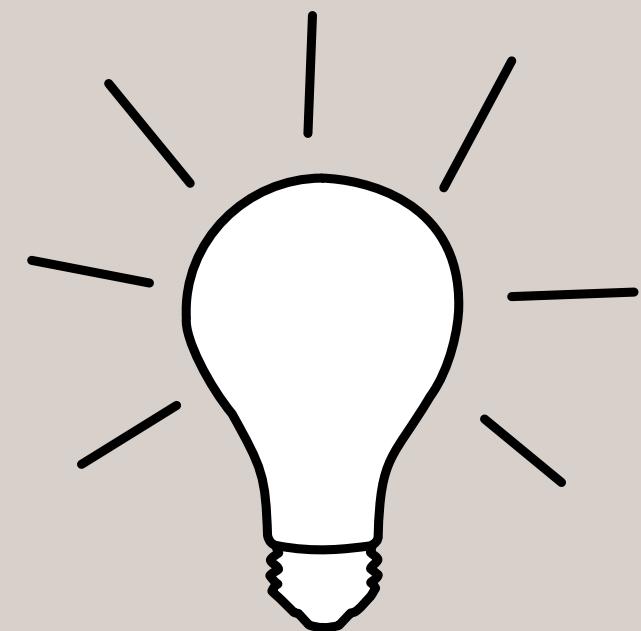
Dana comes across the Larkin Street Youth page and loves that she can help with the effect homelessness has on the younger population. She fills out the volunteer form for group events



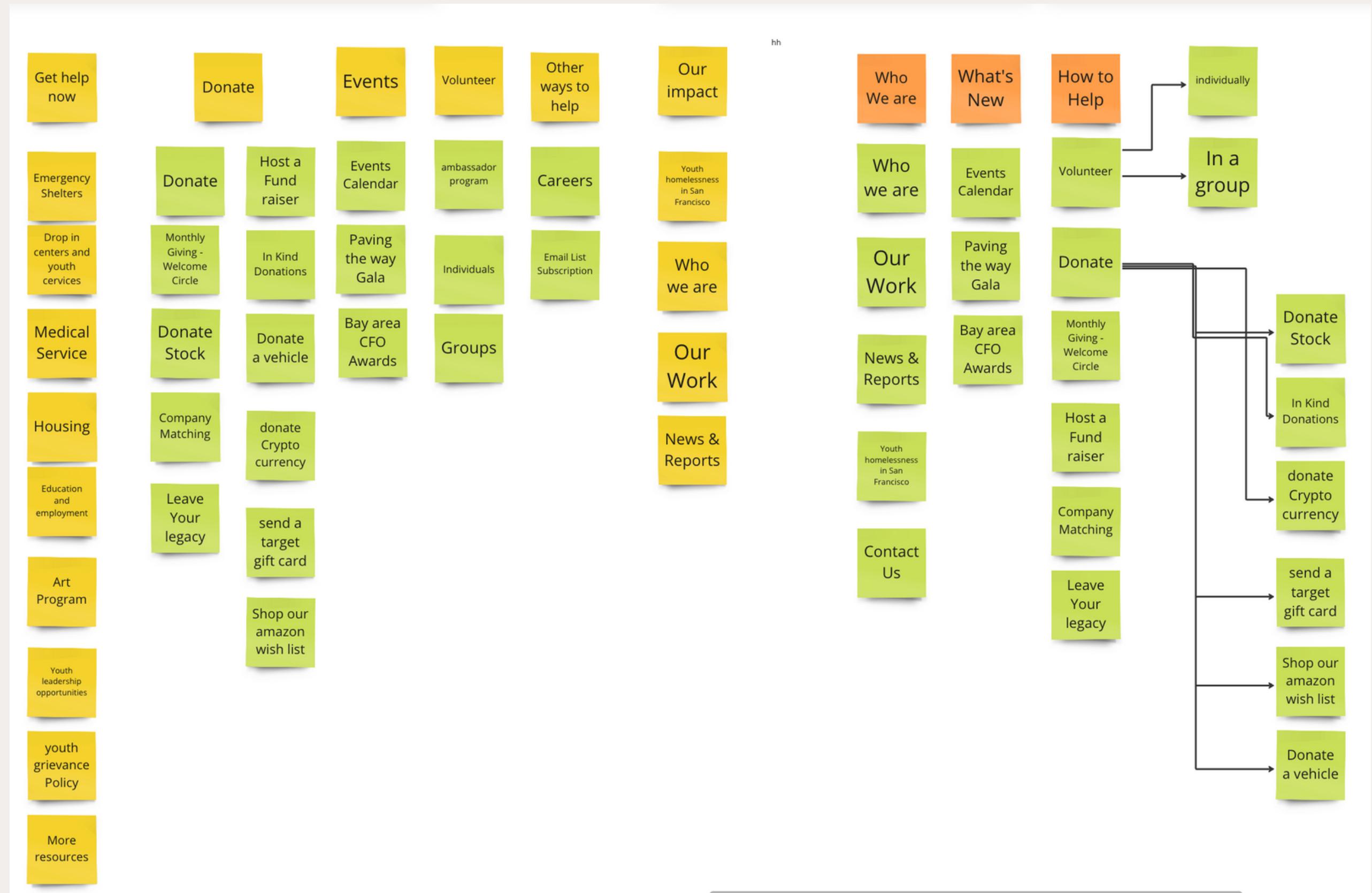
The non profit organization replies to Dana's requests and matches her with the perfect event. Dana was able to make a few friends and apply the volunteer hours to her degree.



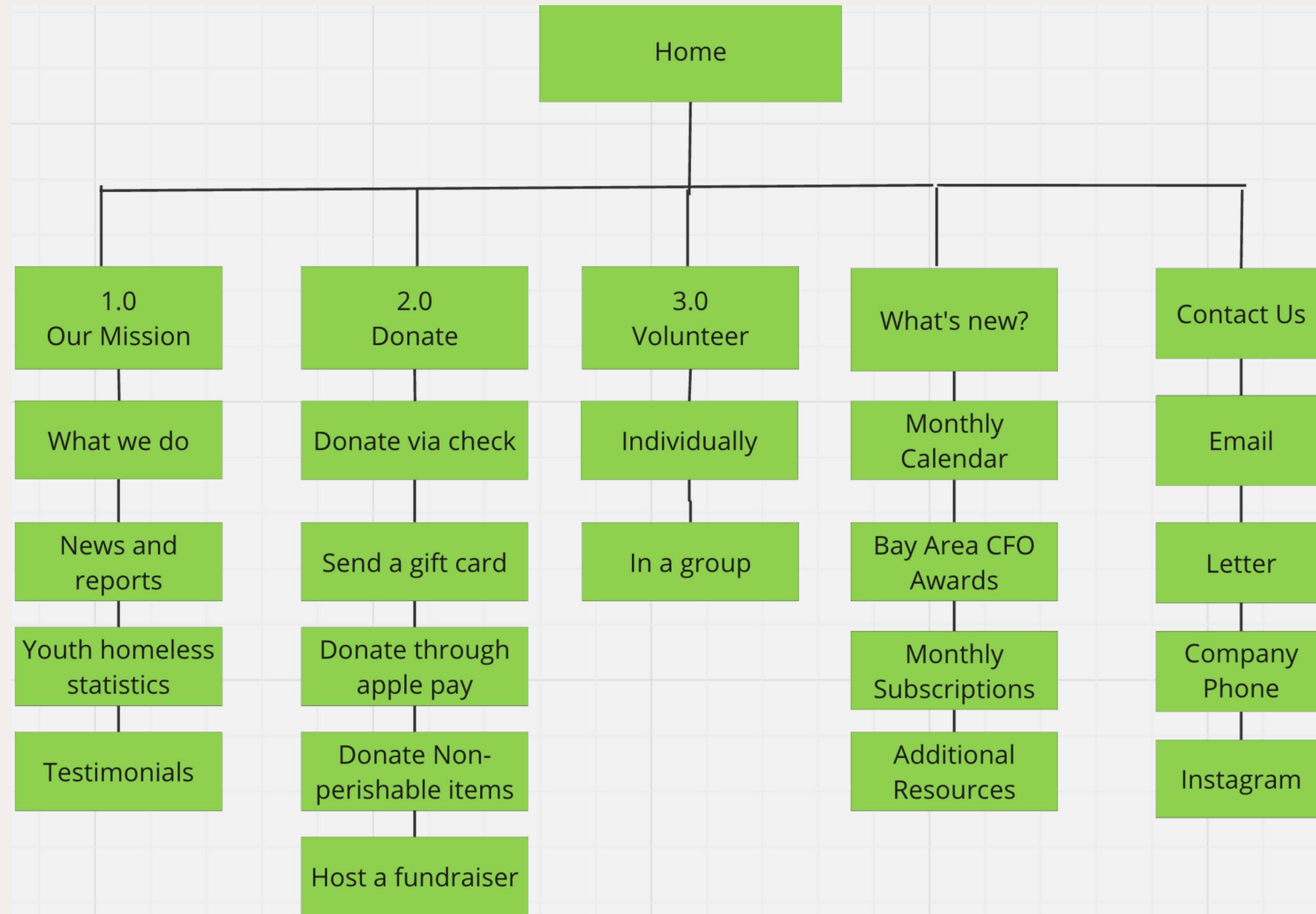
IDEATE



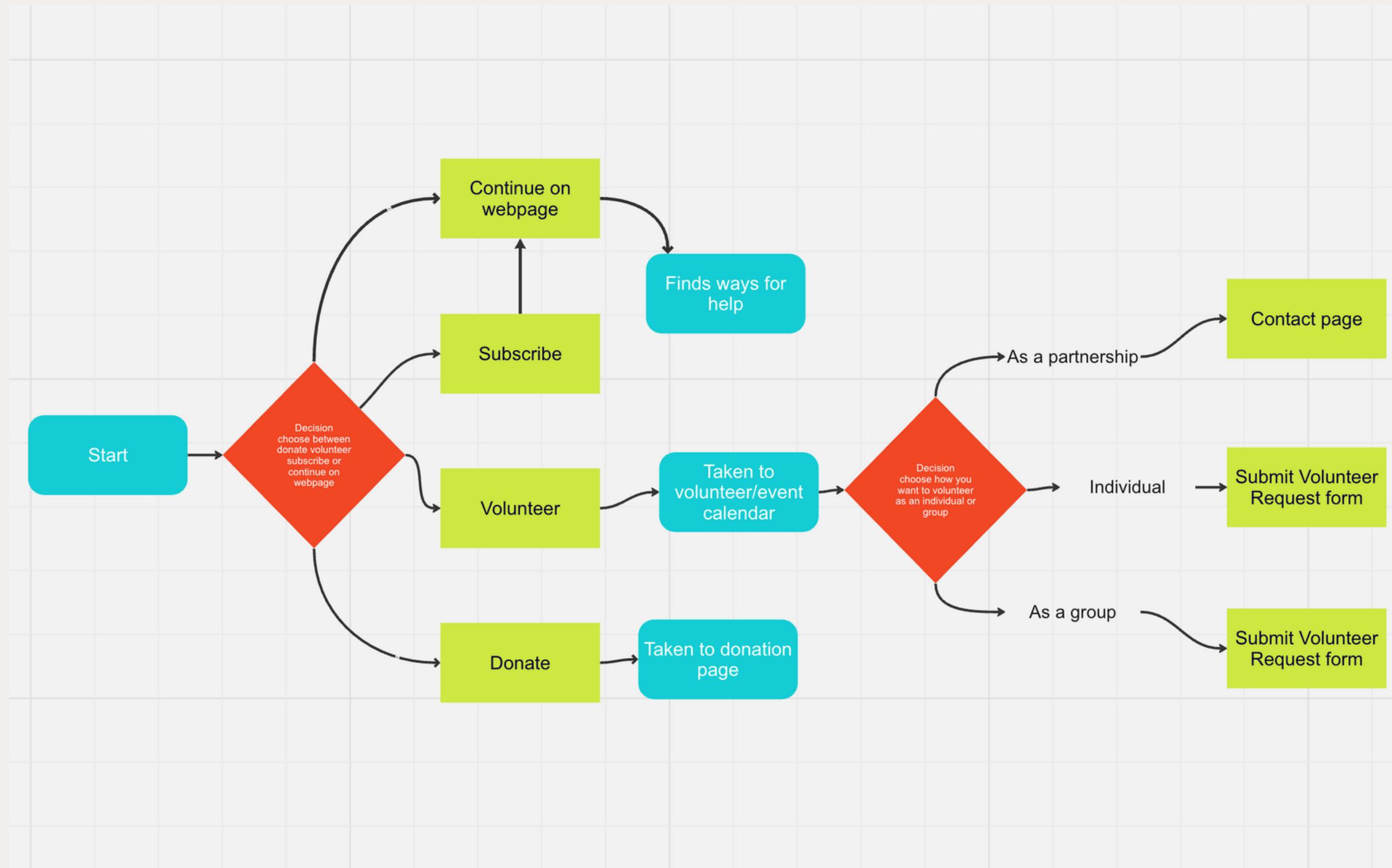
CARD SORTING



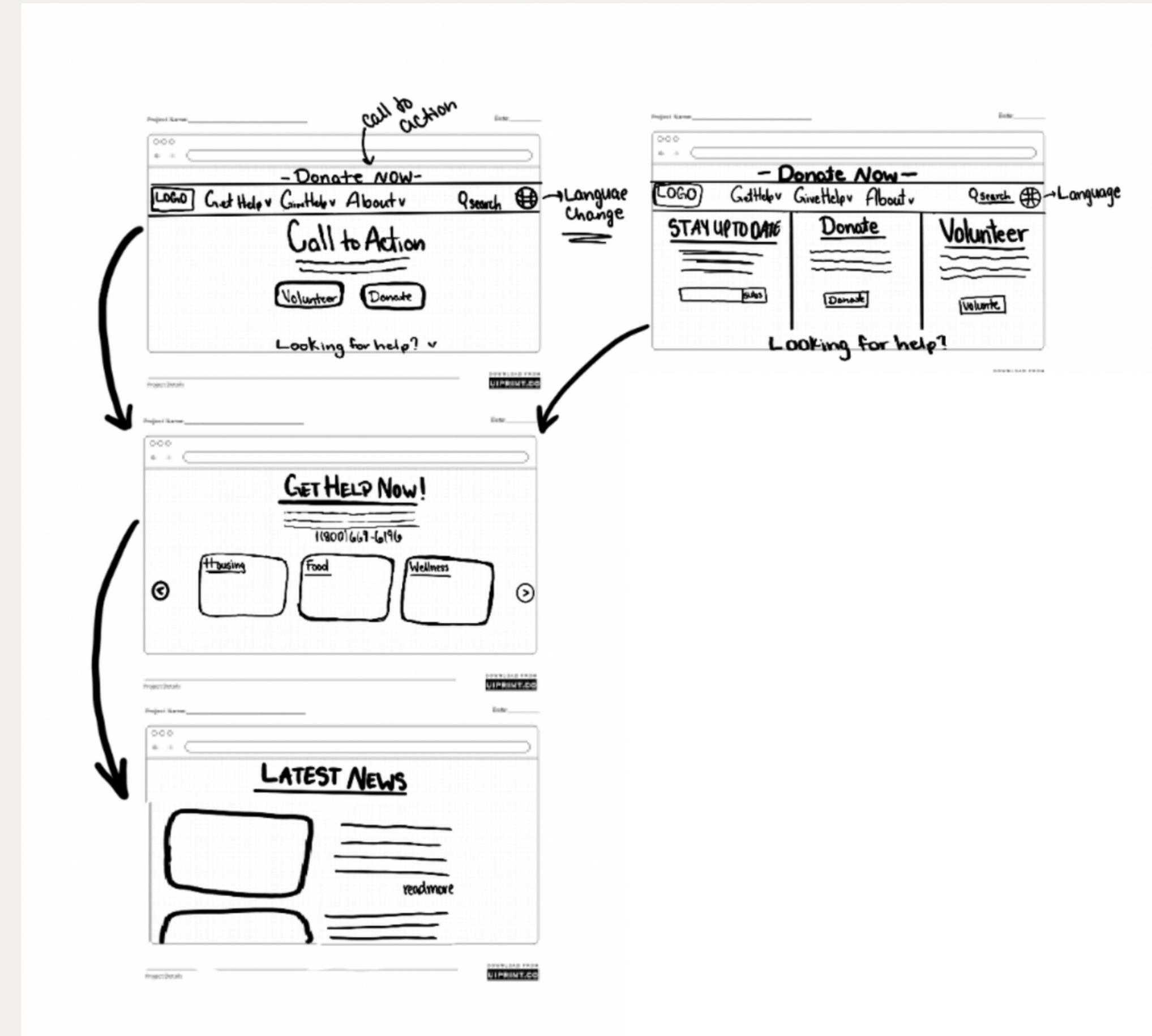
SITEMAP



USER FLOW



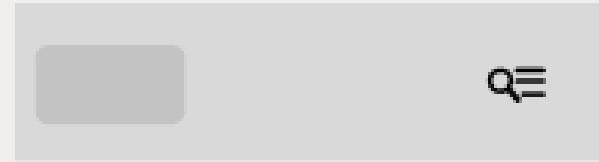
WIRE FRAME SKETCH



PROTOTYPE



LO-FI WIREFRAMES



PHOTO

Would you like to give back?

Lorem ipsum dolor sit amet consectetur. Quis elementum eros felis lectus. Bibendum sodales etiam dui neque nam tincidunt in. Adipiscing nisi suspendisse ornare maecenas montes est viverra eget orci.

Donate

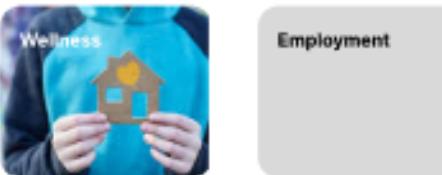
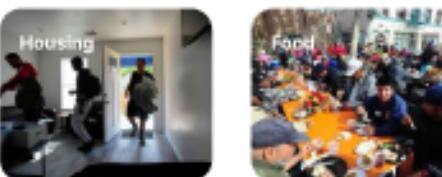
Volunteer

NEED IMMEDIATE HELP? ▾

Get Help Now !

Curabitur netus interdum metus ultricies varius scelerisque. Elementum vitae duis elit et amet. Lectus arcu nisi tortor nunc ultricies molestie sed diam.

1 (800) 669-6196



Education

PHOTO

Volunteer

Curabitur netus interdum metus ultricies varius scelerisque. Elementum vitae duis elit et amet. Lectus arcu nisi tortor nunc ultricies molestie sed diam.

Individual

PHOTO

Curabitur netus interdum metus ultricies varius scelerisque. Elementum vitae duis elit et amet. Lectus arcu nisi tortor nunc ultricies molestie sed diam.

Apply Now

Latest News

Curabitur netus interdum metus ultricies varius scelerisque. Elementum vitae duis elit et amet. Lectus arcu nisi tortor nunc ultricies molestie sed diam.



≡

PHOTO

Group

PHOTO

Curabitur netus interdum metus ultricies varius scelerisque. Elementum vitae duis elit et amet. Lectus arcu nisi tortor nunc ultricies molestie sed diam.

Apply Now

Partnership

PHOTO

Curabitur netus interdum metus ultricies varius scelerisque. Elementum vitae duis elit et amet. Lectus arcu nisi tortor nunc ultricies molestie sed diam.

Apply Now

Donations

Curabitur netus interdum metus ultricies varius scelerisque. Elementum vitae duis elit et amet. Lectus arcu nisi tortor nunc ultricies molestie sed diam.

ONE TIME MONTHLY

Donation Amount

\$25

\$50

\$100

\$200

Other

Testing

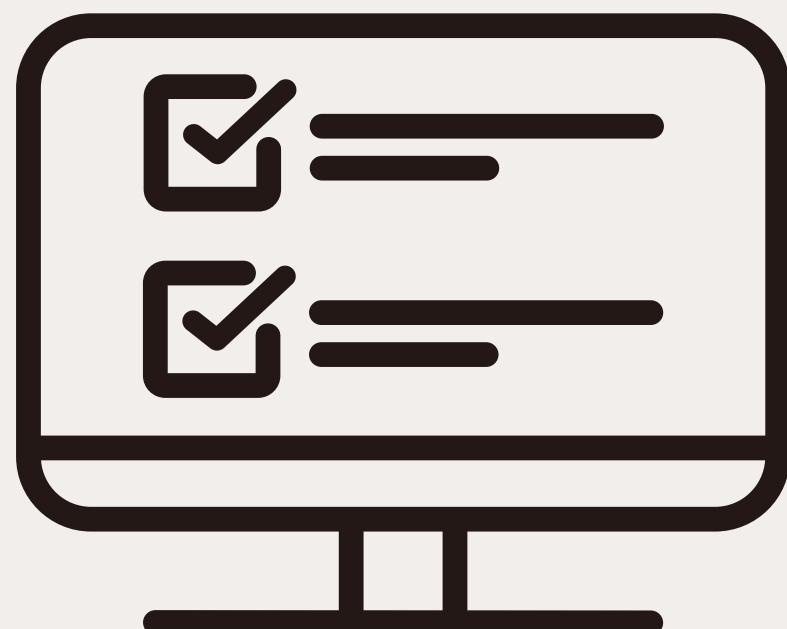
We asked 5 users to test out our prototype and give feedback.

We wanted to understand if users pain points were met in terms of navigation and easy of use.



Results

Users found the navigation to be fairly simple and easy to use. They were not fond of the lack of color and suggested something more eye catching would keep them interested.



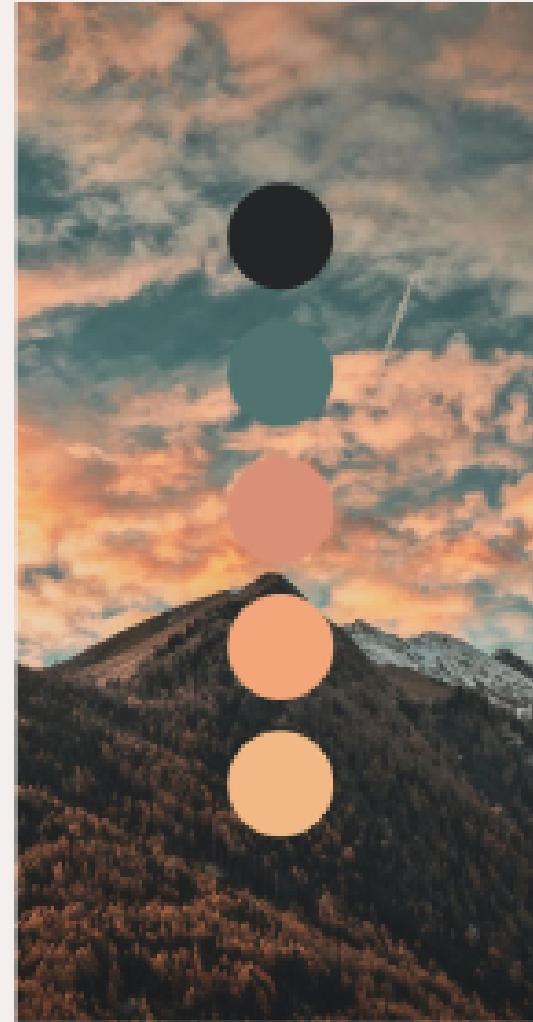
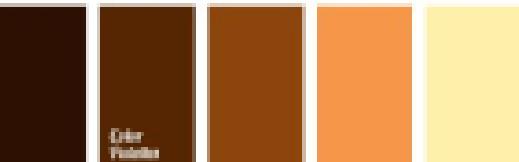
MOODBOARD

Color Palette

Developing a color palette

After researching, I discovered that orange symbolizes youth, while brown represents poverty. I'm considering using these two colors to align with our main goal

List some colors

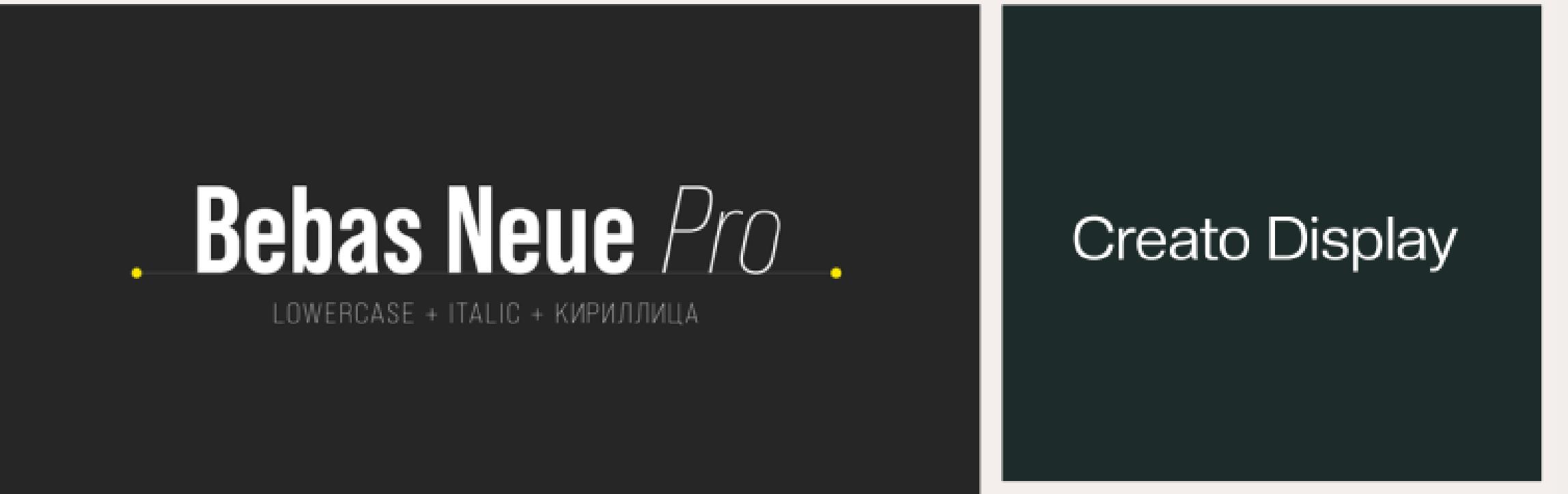


MOODBOARD CONTINUED...

Fonts

Selecting fonts

Personally, I'm quite taken with these fonts. Their intricate designs naturally complement the website layout. Additionally, it's worth mentioning that these fonts are available for free on Dfont.com



Caviar Dreams

HIGH FIDELITY WIRE FRAME 1ST ITERATION

LARKIN
STREET
YOUTH SERVICES

Search

Larkin Street helps eliminate barriers so young people can flourish

ABOUT US

Larkin Street Youth Services empowers San Francisco's youth beyond homelessness. We've assisted 78K+ young adults with housing, healthcare, and employment achieving a 90% success rate in securing stable homes.

Join our Mission to end homelessness. Get involved today!

LARKIN
STREET
YOUTH SERVICES

Search

Donate

Support our mission to provide services that inspires youth to move beyond the street making a donation today – every contribution brings us one step closer to empowering a brighter future

One Time Monthly

\$25

\$50

\$100

Get Help Now!

Getting help now is crucial for addressing challenges effectively. Delaying assistance can exacerbate issues and make solutions more complex. Whether it's personal, professional, or academic, seeking help promptly leads to better outcomes.

1 (800) 669-6196

HOUSING

Youth Access points
Emergency Shelter
Supportive Housing
View All

EDUCATION

GED Tutoring
College Success
Learning Centers
View All

WELLNESS

Medical Clinic
HIV Specialty Services
Case Management
View All

FOOD

EAT, DRINK & BE THANKFUL

Engagement & Community Center
Height Street Referral Center
View All

UI STYLE TILE

UI STYLE TILE: Title				DATE:												
UI STYLE DIRECTION <p>Since we're re-designing a website that focuses on youth homelessness, we thought it was important to add colors that had real representation. After research, we realized that the color orange youth symbolizes youth, and that the color brown represents poverty. So, we incorporated those colors in our website redesign, as well as shades of brick red and deep green. We wanted to create a website that would speak to our audience.</p> UI Style Adjectives <table><tr><td>Professional</td><td>Efficient</td></tr><tr><td>Informative</td><td>Detailed</td></tr></table> TYPOGRAPHY	Professional	Efficient	Informative	Detailed	BRAND LOGO <p>- LOGO ON WHITE - LOGO ON DARK</p>  ICONOGRAPHY  BUTTON STATES 	COLOR PALETTE <p>- BRAND COLORS</p>  <table><tr><td>#HEX</td><td>01765E</td><td>#HEX</td><td>DD3D25</td><td>#HEX</td><td>E8AAGE</td><td>#HEX</td><td>F3994B</td><td>#HEX</td></tr></table> <p>- PRIMARY INTERACTION COLOR - SECONDARY INTERACTION COLOR - COLOR GRADIENT</p>   GRAPHIC PATTERNS	#HEX	01765E	#HEX	DD3D25	#HEX	E8AAGE	#HEX	F3994B	#HEX	IMAGE SAMPLES  BUTTON STYLES 
Professional	Efficient															
Informative	Detailed															
#HEX	01765E	#HEX	DD3D25	#HEX	E8AAGE	#HEX	F3994B	#HEX								

FINAL ITERATION WIREFRAMES

The wireframes illustrate the final iteration of the Larkin Street Youth Services website's mobile interface. The pages include:

- About Us:** Features a banner about ending youth homelessness, followed by sections for "About Us" (with a mission statement), "Volunteer" (with a call to action to complete an online form), "Donate" (with a donation amount selector), and "Get Help Now!" (with a phone number and service categories like Housing, Food, Wellness, Education, Employment, and Partnerships).
- Volunteer:** Shows two volunteers wearing "VOTE" t-shirts, with a section for individual and group volunteering.
- Donate:** A donation amount selector with options from \$25 to \$200, plus an "Other Amount" field, payment method icons (Visa, Mastercard, Google Pay, Amex, Apple Pay, PayPal), and a "Partnerships" section.
- Contact Form:** A contact form for general inquiries, including fields for name, email, and message, and a "Contact Form" section.
- Uh Oh!**: A 404 page stating the webpage is under construction.

FINAL ITERATION WIREFRAMES

LARKIN STREET YOUTH SERVICES

Search

Ending Youth Homelessness
Larkin Street helps eliminate barriers so young people can flourish

ABOUT US

Larkin Street Youth Services empowers San Francisco's youth beyond homelessness. We've assisted 78K+ young adults with housing, healthcare, and employment achieving a 90% success rate in securing stable homes.

Join our Mission to end homelessness.
Get involved today!

Donate Volunteer

Get Help Now!

Getting help now is crucial for addressing challenges effectively. Delaying assistance can exacerbate issues and make solutions more complex. Whether it's personal, professional, or academic, seeking help promptly leads to better outcomes.

1 (800) 669-6196

LARKIN STREET YOUTH SERVICES

Search

Our Mission

To create a continuum of services that inspires youth to move beyond the street. We nurture potential, promote dignity and support bold steps by all.

As San Francisco's largest nonprofit provider for young people experiencing homelessness, we are supported by private donors including foundations, corporations, and individuals, as well as government funding. We're also part of the movement to end youth homelessness on a national scale through policy partnerships with national organizations and fellow nonprofits.

LARKIN STREET YOUTH SERVICES

Search

Need Help Now?

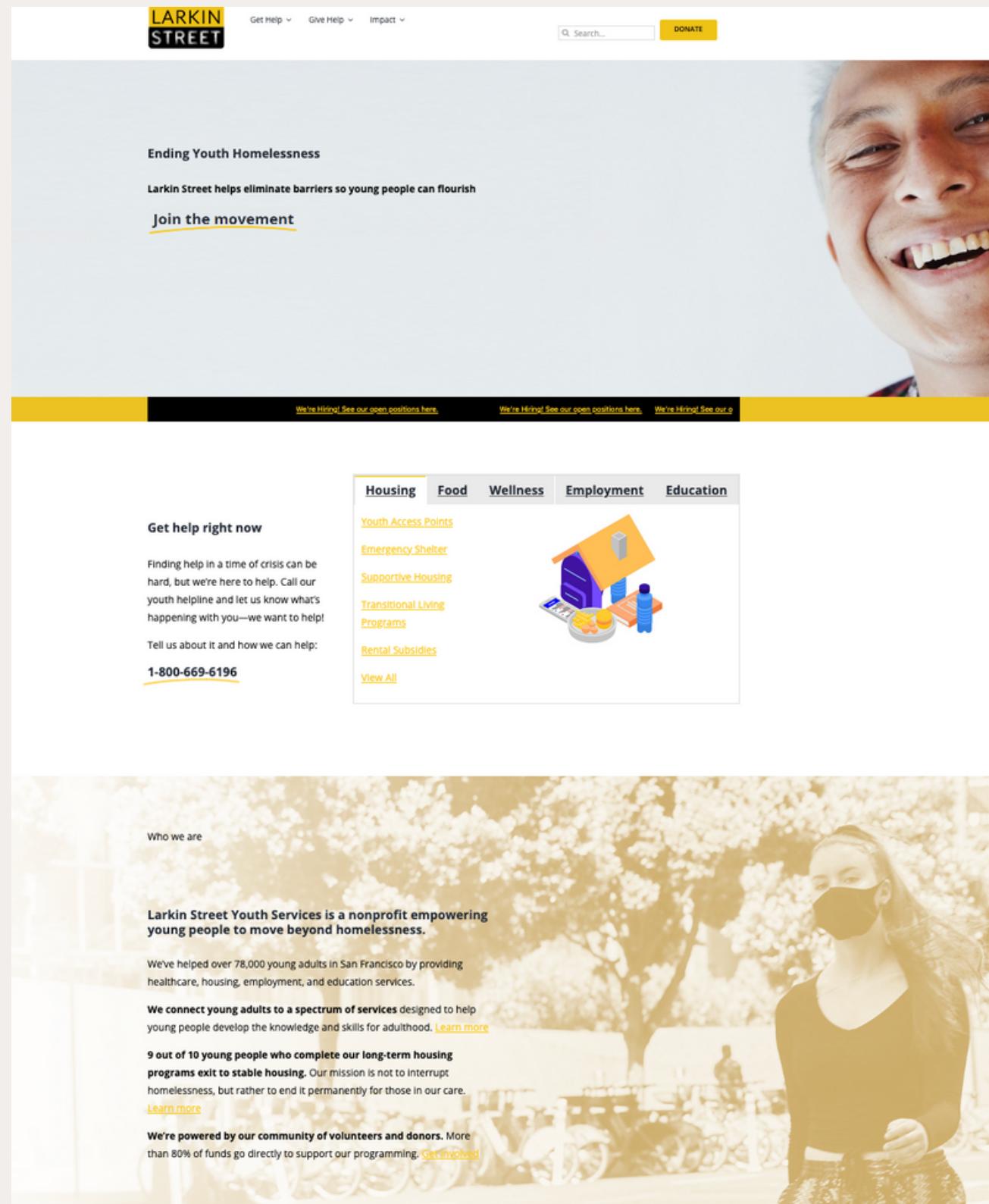
If you are a young person experiencing or at risk of homelessness, we are here 24/7 – please call (800) 669-6196

Main Service Hub and Administrative Offices:

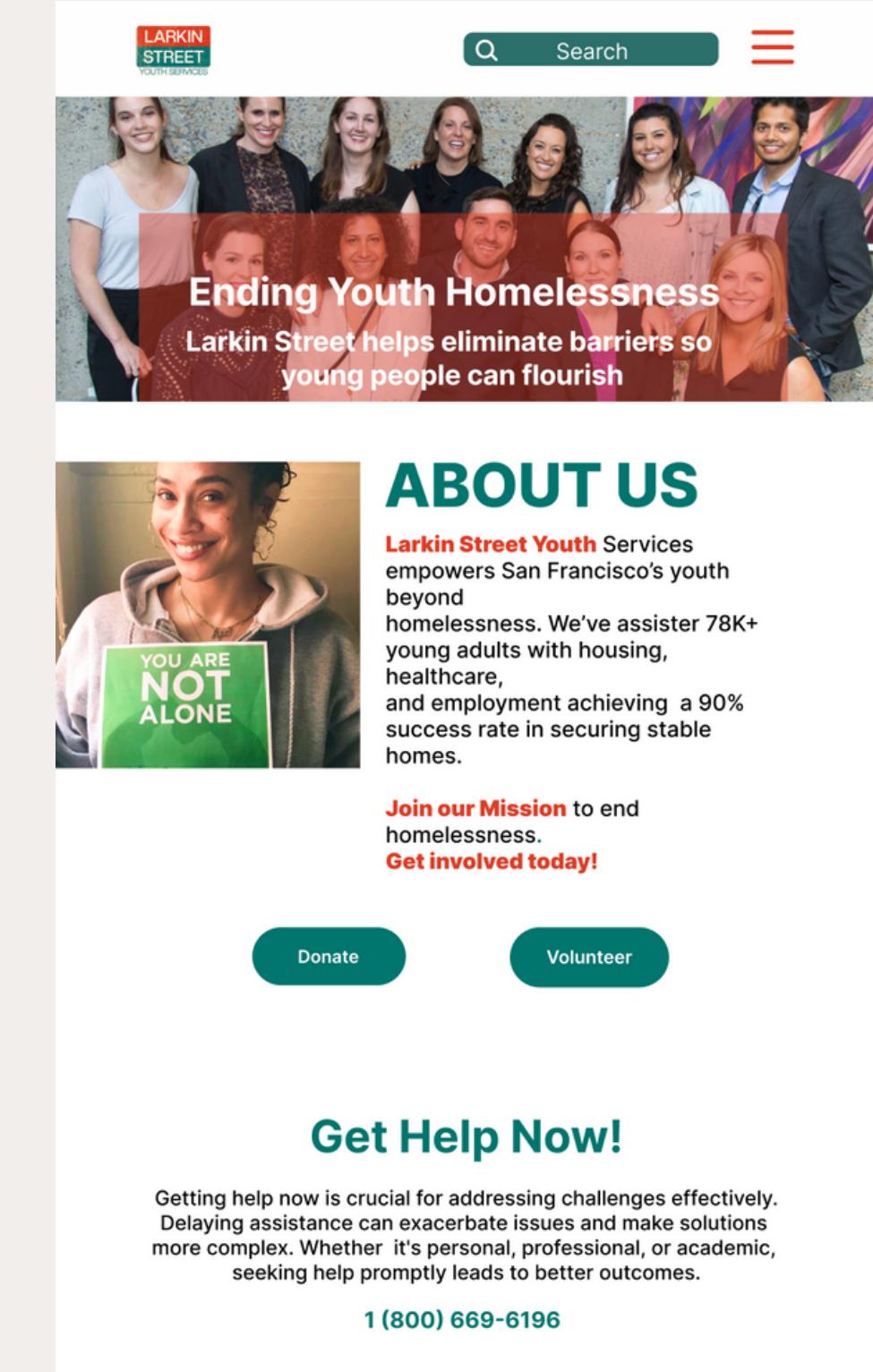
134 Golden Gate Avenue San Francisco, CA 94102
Phone: (415) 673-0911
Fax: (415) 749-3838
**If faxing health records or prescriptions, please use (415) 749-1032*

FOR GENERAL/NON-URGENT NEEDS,
PLEASE USE OUR ONLINE CONTACT FORM. ✓

BEFORE + AFTER DESIGN PROCESS



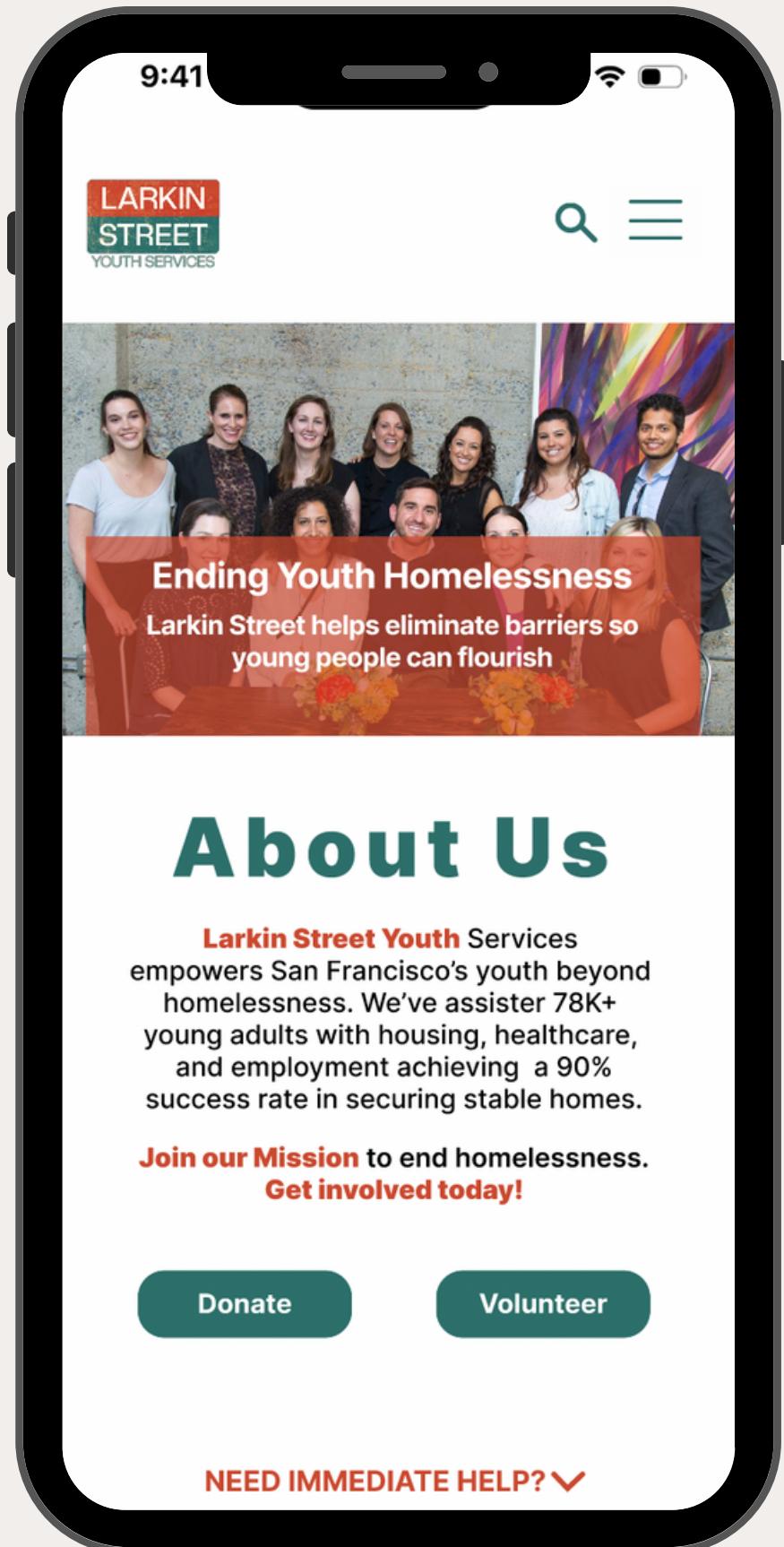
The website features a large, smiling portrait of a young person at the top. Below it, the Larkin Street logo is in a yellow box. A navigation bar includes 'Get Help', 'Give Help', 'Impact', a search bar, and a 'DONATE' button. The main headline reads 'Ending Youth Homelessness' with the tagline 'Larkin Street helps eliminate barriers so young people can flourish'. A call-to-action 'Join the movement' is underlined. A horizontal bar at the bottom links to 'We're Hiring! See our open positions here.' The footer contains sections for 'Who we are', 'Larkin Street Youth Services is a nonprofit empowering young people to move beyond homelessness.', and statistics about their impact.



The updated website has a more modern look with a dark header and a red search bar. The Larkin Street logo is smaller and in the top left. A hero section features a group photo of diverse young adults with the same headline and tagline. Below it, a woman's portrait with the text 'YOU ARE NOT ALONE' is shown. The 'ABOUT US' section is larger and more detailed, highlighting their success rate in securing stable homes. Call-to-action buttons for 'Donate' and 'Volunteer' are present. A prominent 'Get Help Now!' section at the bottom right urges users to seek help immediately.



The final iteration of the website is clean and visually appealing. It features a large 'Get Help Now!' header with a teal background. Below it, a paragraph explains the importance of timely help. A phone number '1 (800) 669-6196' is prominently displayed. The 'ABOUT US' section is integrated into this area. To the right, there are four colored boxes representing different services: 'Housing' (blue), 'Food' (orange), 'Wellness' (yellow), and 'Education' (green). Each box contains an icon and a brief description. At the bottom, a 'Latest News' section is visible.



[CLICK HERE TO VIEW OUR HIGH FIDELITY WIREFRAMES IN DETAIL.](#)

[CLICK HERE TO VIEW OUR HIGH FIDELITY WIREFRAMES IN DETAIL. \(DESKTOP\).](#)

KEY TAKEAWAYS



From this case study we came to understand that while users want a simplistic webpage they also need it to be on trend and allow them to complete their tasks quickly and efficiently. We are looking forward for more opportunities to add to our website in the near future.