

# Children's Book Project

PROCESS DOCUMENTATION

## Table of Contents

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Creative Brief. . . . .	3
Competitive Analysis. . . . .	4
Personas . . . . .	6
Scenario . . . . .	9
Site Map . . . . .	10
Low Fidelity Wireframes . . .	11
Style Tile . . . . .	13
Style Guide . . . . .	14
Redesign . . . . .	15

# Creative Brief

## Overview

The Children's Book Project, a nonprofit founded in January 1992, helps disadvantaged children learn to read by providing books and other resources to children directly or through schools, shelters, and daycare and community centers.

## Audience

### Clients (Obtain Books)

Schools  
Clinics  
Shelters  
Higher level of authority  
Teachers (elementary school)

### Book Donors

Companies  
Employees (ex. gene tech)

### General Public

Money Donations

### Recruiting Volunteers

## Social Goals

Donations from the public  
Visibility in the Bay Area  
Get people involved

## Business Goals

Increase the number of donors for the project. The success will be measured by Google Analytics and the amount of donations.

# Competitive Analysis

	<b>First Book</b> firstbook.org	<b>Ferst Foundation</b> ferstfoundation.org	<b>Room to Read</b> roomtoread.org	<b>Easy Bay Children's Book Project</b> eastbaychildrensbookproject.org	<b>Kids Need to Read</b> kidsneedtoread.org
<b>Content</b>					
Events	N	Y	N	N	Y
FAQ	Y	N	Y	Y	Y
Blog	N	N	Y	Y	N
Donate	Y	Y	Y	Y	Y
About	Y	Y	Y	Y	Y
Volunteer	Y	Y	N	N	Y
<b>Features</b>					
Social Media	Y	N	Y	Y	Y
Donate Money	Y	Y	Y	Y	Y
Map	N	N	N	Y	N
Newsletter	Y	Y	N	N	Y
Member Area	Y	N	Y	N	N

# Competitive Analysis

## First Book Project

**PROS** First book project has a very dynamic and colorful website. They seem to manage most of the donation online. They are community based with a lot of social media and extensive description about themselves.

**CONS** Design and UX wise the website is far from perfect. The design is not consistent on every page and the information on how to get the books is confusing. Also the menus on the landing page don't make a lot of sense because they appear to be repeated twice but the one on the header are actually different section.

## Ferst Foundation

**PROS** This website has an indicator that tells you which page you're on. It has great visuals including a slide show, letting the viewer know what role the organization plays in the community. It also has a news announcement section that keep viewers up-to-date.

**CONS** Clicking on the logo doesn't connect you back to the homepage. The site generates pop ups that can be frustrating. When navigating around the site, some glitches occur, for example, when hovering over the images on "In their Words," the mouse turns into a question mark.

## Room to Read

**PROS** The website is organized really well. The user can navigate to the things they are looking for. The "Donate" button is very clear and will not be missed by the user.

**CONS** The homepage does not really describe the organization so there is no introduction to what the organization is about when you land on their website.

## East Bay Children's Book Project

**PROS** The website is organized and the menu is clear. The website has more imagery. The "donate" button is on the landing page, is one of the first things we see.

**CONS** There are some repeated information throughout the website. Design wise there is also a lot of improvement that could be done. The hierarchy of info on the menu doesn't seem to make much sense.

## Kids Need to Read

**PROS** All important info is on the homepage, including social media links. Buttons are clear and easy to spot.

**CONS** Text heavy and lacking hierarchy. Website looks dated with big margins and type treatment on the banner. There is no color consistency.



## Sabina Vázquez Centeno

Age: 43

Status: Single mother

Location: San Francisco, Mission District

Occupation: Hotel housekeeping

Income: \$26,000

### Technology

Internet + + - - -

Mobile App + - - - -

Software + - - - -

Social Network + + + + -

### Tech preferences

Browser: Google Chrome

Mobile device: iPhone 4s

OS: Windows

Favorite website: YouTube

### Bio

Sabina is raising her 11 year old daughter (Jasmine) by herself while living with her grandparents in the Mission district. Her typical day starts at 6 am to cook breakfast to get Jasmine ready for school at Buena Vista Horace Mann K-8 Community School and ends at 5pm. Her commute to work takes about 2 hours everyday and tries to work overtime when the opportunity presents itself. Her parents help pick up Jasmine from the after school program if Sabina is ever running late. Determined to provide Jasmine with the best in life, Sabina wants to reach out to different communities and ask for donations.

# Persona 1

### Goals

- To know if there is a way to specifically help get books to the school her daughter is currently enrolled in.
- To get updates on upcoming activities or events and ways she can help.
- To know if there are any other people interested in starting/volunteering for a book drive (contact info).

### Frustrations

- Can't sign up for newsletter.
- Hard to find other sources of contact besides a phone number.
- Advice, brochures and sample fliers would be helpful to see without calling.

# Persona 2



## Suzanne Darcy

Age: 65

Occupation Retired/ President of the Friends of San Francisco Library

Salary: 65 000/year

### Technology

Internet + + + - -

Mobile App + + - - -

Software + + - - -

Social Network + + + + -

### Tech preferences

Browser: Chrome

Mobile device: Samsung galaxy S2

Operating System: Windows 10

Favorite website: National Geographic Kid

### Bio

Created 15 years ago, the friends of San Francisco Library is a non profit dedicated to support San Francisco library system but also create educational and charity program around books. For Suzanne has been organizing on-site book collect by parent who are bringing the kids to the program or for the employee to bring book. Also she organize book drive once a year. Every six month she takes all the collected books and gives them to the children book project so the book can be redistributed to other charity.

### Goals

- Knowing hours and location to drop books.
- Knowing what kind of book need to be collected in priority.
- Organized joint event with the children book project.

### Frustrations

- Difficulty to find information.
- Website to complicated to navigate.
- Too much information.



## James Dean

Age: 61  
Status: Married  
Occupation: Middle School Teacher  
Income: \$52,000  
Location: San Francisco, California

### Technology

Internet + + - - -  
Mobile App + + - - -  
Software + + + - -  
Social Network + + - - -

### Tech preferences

Browser: Google Chrome  
Mobile device: iPhone 5s  
OS: Windows  
Favorite website: MSN

### Bio

James teaches English at Martin Luther King Jr Academic Middle School in San Francisco. He loves to read books after he gets off from work. He believes that reading can help someone to be a better person, and extend their knowledge. Thus, he wants his students to read more books not only from the school, but also elsewhere.

## Persona 3

### Goal

- To know where he can pick up the books.
- To know the hours he can pick up the books.
- To know if the organization can do drop-offs to his school.
- To know what kinds of books they offer to his children.

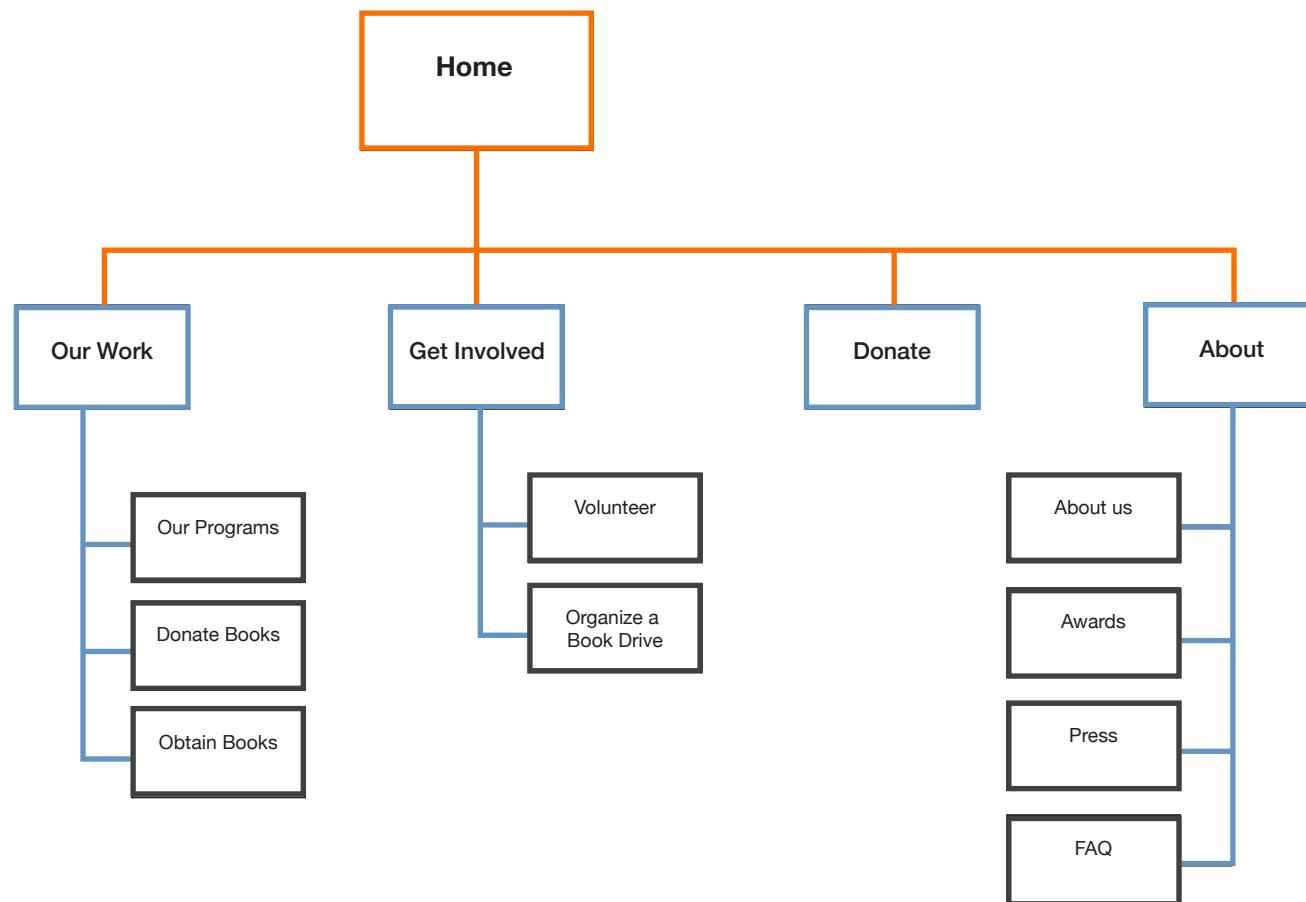
### Frustrations

The computer is not working at home.  
Wants to know if the website is mobile friendly.

## James' Scenario

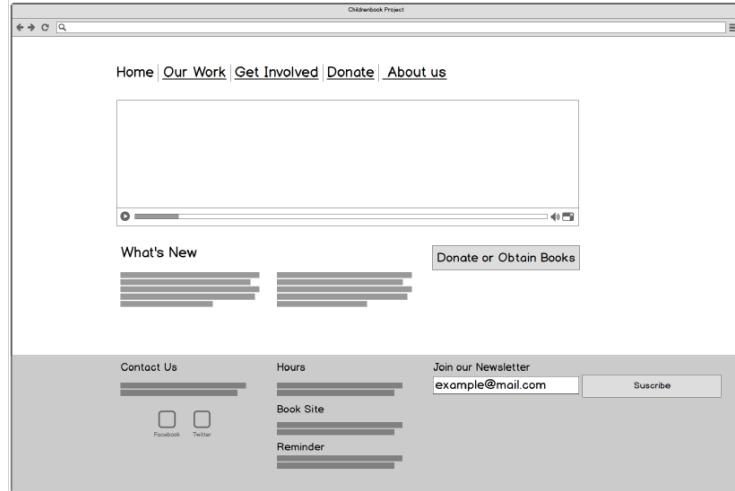
James is 61 years old middle school English teacher. He loves to read and also wants his students to read too, so he looks for websites that organizations donate books to children. One of his friend recommends Children's Book project to James, so he goes to Children's Book Project website. He spends a little time searching and browsing the entire website, and finds that he can pick up books from the organization. Thus, James clicks on "pick up books", and it bring him to another page. So he reads some details about where he can pick up books. Although he has the address where he can pick up books, he still doesn't have the hours of organization, so he continues to search and browse the website. He finds that their hours are on the bottom of the page, and he reads more details about hours operation. Finally, James successful finds out their locations that he can pick up, and hours when they open.

# Site Map

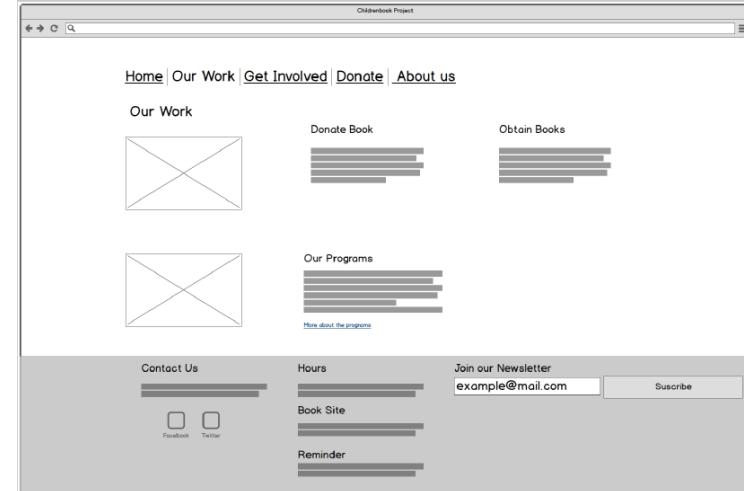


# Low Fidelity Wireframe

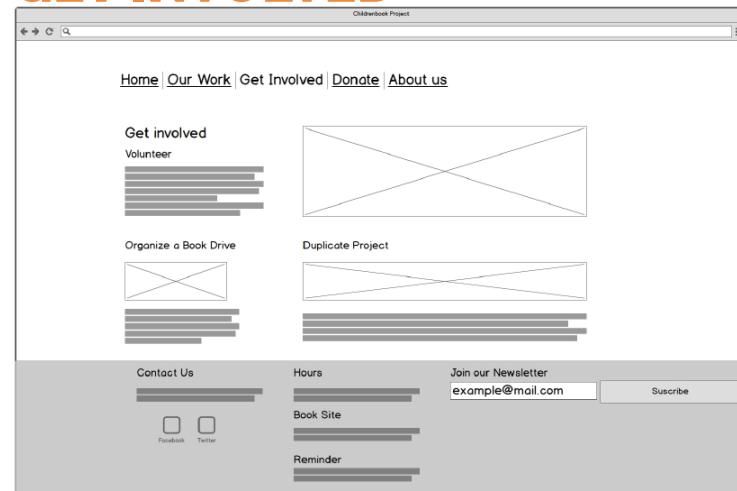
## HOME



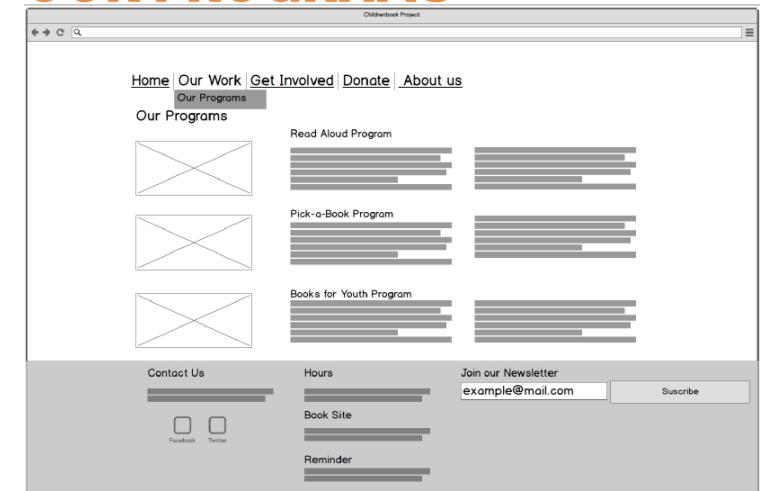
## OUR WORK



## GET INVOLVED

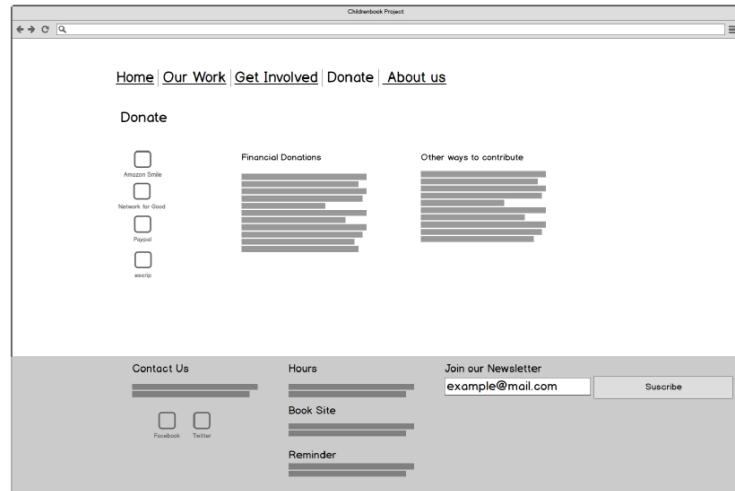


## OUR PROGRAMS

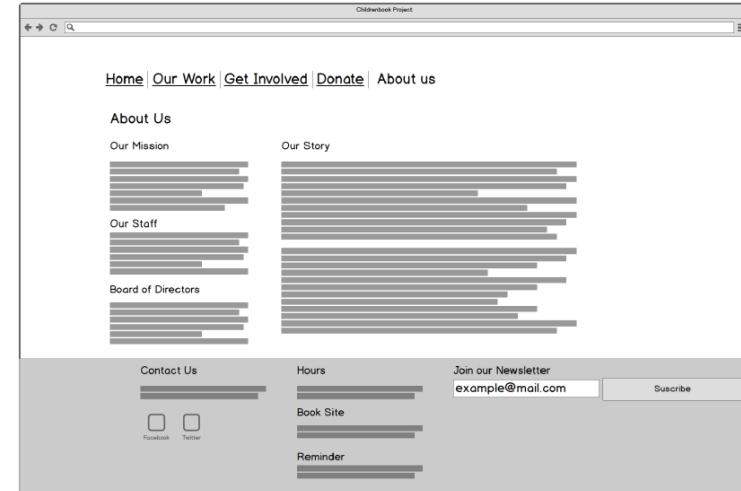


# Low Fidelity Wireframe

## DONATE



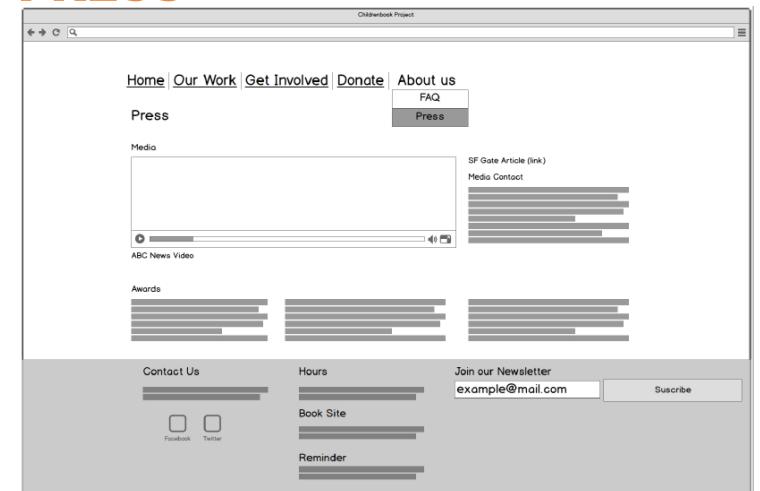
## ABOUT US



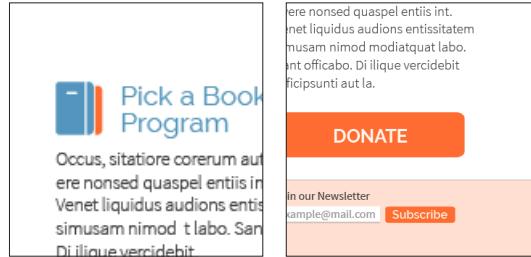
## FAQ



## PRESS



# Style Tile



This is a text link

Text Link

LEARN MORE

Button



Navigation

## Possible Header

Raleway Extra Bold

## Possible Subhead

Raleway Regular

Invellaut reri oditata dolori ommos di aut la vende cusdae molorro quam sitiore henem. Itae. Tium, qui voloreicabo. Aboresed molescipitat ut aute sitibea volore mi, omnimi, ipiendent laborisqui aut ea sum nimir praestibe remporio modi blabore riorepe poribusto blam, ullamusa vent qui disque nihiliq uissim archicabore cusa vere nos eratis es dolore rent mos est quam valoratis et minto mincia dolupta conet quam, quis et harum que veriam inciend ian dae num coritisitia sitate pore volorecusam, comimusame doloriam ant audae vitis et quam iur aut facimpore non sedi tattiaeperia none doluptur? **ommos di aut**

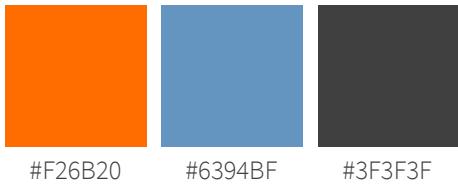
Source Sans Pro Light

Accessible      *Playful*

Care      Support

# Style Guide

## COLOR PALETTE



#F26B20

#6394BF

#3F3F3F

## NAVIGATION



Home

Raleway Bold  
Static #6394BF

Home

Raleway Bold  
Hover #6394BF

## TYPOGRAPHY

## Header 1

Raleway Extra Bold / #F26B20

## Header 2

Raleway Extra Bold / #3F3F3F

## Header 3

Raleway Extra Bold / #3F3F3F

## Header 4

Raleway Regular / #6394BF

## Header 5

Raleway Regular / #3F3F3F

## Header 6

Raleway Regular / #3F3F3F

Fugia commolupic torro temolecum enissi blam quia audandessin cus ut lantoritam voluptat imaio maionet quas ant, estrumqui blaceatis ulles eos sum sum fugia quo tem volent ad quat omnissitat et ma vel ipsam illa qui dollam, volumenest, occus sequas ea qui omnihitati vidunto voluptaquo vel imet pro officid usciist rumqui oditas eatur.

Source Sans Pro Light / #3F3F3F

# Redesign

## HOME

### Children's Book Project

Bringing Books to Children Who Need Them

**Home**  
[What's New](#)  
[More Information](#)  
[Request Books](#)  
[Directions](#)  
[How to Obtain Books](#)  
[Programs](#)  
[Organize a Book Drive](#)  
[Contribute](#)  
[Duplicate the Project](#)  
[About Us](#)  
[Newsletters](#)  
[Contact Us](#)  
[Sitemap](#)

**NEWS | APRIL 2016**  
**INVITATION:** To organizations who serve children and their families: we invite you to come and replenish your libraries in your schools, public health centers, daycare centers, homeless shelters, etc. with free, new and gently-used, high quality books.

**REMINDERS:** Thank you in advance for not bringing children to the book site – no children under 18 years of age, please, per the SFUSD Insurance policy. Also, we are open to organizations (and their staff) that serve children and their families, but not to individuals.

**MEDIA:** ABC News and the Children's Book Project. [Click here to view the ABC news video.](#)

**Our Mission**  
 The Children's Book Project was founded to help build libraries by providing free, new and gently used books to children who need them. Since 1990, we have given away over 4 million books to help people build home and disaster libraries.

**Home** | **Our Work** | **Get Involved** | **Donate** | **About**

**What's new**  
 We invite you to come and replenish your libraries in your schools, public health centers, daycare centers, homeless shelters, etc. with free, new and gently-used, high quality books.

**Donate Books**  
**Obtain Books**

## OUR PROGRAMS

### Children's Book Project

Bringing Books to Children Who Need Them

**Home**  
[What's New](#)  
[More Information](#)  
[Request Books](#)  
[Directions](#)  
[How to Obtain Books](#)  
**Programs**  
[Organize a Book Drive](#)  
[Contribute](#)  
[Duplicate the Project](#)  
[About Us](#)  
[Newsletters](#)  
[Contact Us](#)  
[Sitemap](#)

**Read Aloud Program**  
*If you get them to read, you can get them to be scholars. - Paul Langan, Author Bluford Series*  
*If we could get parents to read to their preschool children even just fifteen minutes a day, we would revolutionize the schools. - Helen Love, Former Superintendent Chicago Schools*  
*The single most important activity for building a knowledge... for eventual success in reading is reading aloud to young children. - The National Commission on Reading*

**But how can you read to your child if you don't have any books?**  
 A large number of Bay Area children do not have books or other literature written for children in their homes and live with parents who are not accustomed to using libraries. These children enter school severely less prepared to learn than many of their peers.  
 An ongoing goal of our project is to work with other organizations to encourage parents to read to their children. Through our Read Aloud Program we have given thousands of books to programs that are actively promoting reading aloud and need children's books to give to families who cannot afford to buy them. As part of our Read Aloud Program, in 1998 we initiated a coalition of San Francisco organizations.

Our Read Aloud Coalition meets regularly to discuss parent training methods and to exchange information, including places where parents are encouraged to go to learn to read. We also choose titles of books for Children's Book Project to purchase. (The Children's Book Project does not receive enough donated books written for infants and toddlers, multicultural books or books written in Spanish or Chinese to meet the needs of the many hundreds of families served each month by our Read Aloud Coalition.) All of the participants work directly with families with very young children and most make regular home visits.

At the end of our Coalition meetings, Children's Book Project provides both new and used books for the participants to select and give to families. During home visits, the caseworkers and nurses stress to parents the importance of sharing books with their children and give them suggestions on ways to do this. They then give the parents books to read. The pediatricians give books to parents during office visits. Books are also given to parents during parenting workshops.

Presently ten organizations, in addition to Children's Book Project, participate in our Read Aloud Coalition. Seven of these organizations are located in San Francisco – Asian/Pacific Family Support Program, East Regional Center (with services in San Bruno and Marin), Homeless Pregnancy Program, Teenage Pregnancy and Parenting Project (TAPP) and YES! City Urban Agency (working at Senior and Youth Community Developers). The two remaining organizations are Berkeley Public Health and Unity Council Healthy Start in Oakland.

The feedback we receive about our Read Aloud Program has been very gratifying. Parents are reading the books to their children. Many parents, a great deal of whom are teenagers, have said that reading aloud has also helped their own reading skills. Participants in our Read Aloud Coalition tell us that having books to give as gifts helps to build a trusting relationship between their clients and themselves. The hosts also appreciate an excuse to come to workshops.

**Home** | **Our Work** | **Get Involved** | **Donate** | **About**

**Our Programs**

**Read Aloud Program**  
 A large number of Bay Area children do not have books or other literature written for children in their homes and live with parents who are not accustomed to using libraries. These children enter school severely less prepared to learn than many of their peers. An ongoing goal of our project is to work with other organizations to encourage parents to read to their children. Through our Read Aloud Program we have given thousands of books to programs that are actively promoting reading aloud and need children's books to give to families who cannot afford to buy them. As part of our Read Aloud Program, in 1998 we initiated a coalition of San Francisco Bay Area organizations that are particularly concerned with encouraging parents to read to their very young children.

Our Read Aloud Coalition meets regularly to discuss parent training methods and to exchange information, including places where parents are able to go to learn to read. We also choose titles of books for Children's Book Project to purchase. (The Children's Book Project does not receive enough donated books written for infants and toddlers.

# Redesign

## DONATE

### Children's Book Project

Bringing Books to Children Who Need Them



[Search this site](#)

**Contribute**

**Financial Donations**

Your contribution will help us to continue to put books in the hands of children who need them. Financial donations can be mailed to:

**Children's Book Project  
3433 21st Street  
San Francisco CA 94110**

The Children's Book Project is a tax-exempt, nonprofit organization. Your contribution is tax deductible as allowed by law. Our federal tax identification number is 94-3229734.

Shop on Amazon's AmazonSmile site and Amazon donates .5% of your purchase to the Children's Book Project. No charge to you. AmazonSmile is the same Amazon you know—just with more registered charities receive AmazonSmile donations. [Click here to link to AmazonSmile](#).

**Book Donations**

We need brand new and gently-used books for children of all ages. If you live in the San Francisco Bay Area and have books to donate, please call us at 415 665-6315 to find out a drop off location near you. Books must be clean and in good condition for delivery. Please note: We don't take textbooks, encyclopedias, or old library records.

Books can be SHIPPED OFF to our [mailing address](#):

**Children's Book Project  
3433 21st Street  
San Francisco CA 94110**

Books can be DROPPED OFF at the [book site](#):

**Children's Book Project  
1360 43rd Avenue, Room #105 (Francis Scott Key Annex (not school))  
SF, CA 94122**

For smaller donations (less than 100) books can also be DROPPED OFF at the following locations that collect for us:

**SAN FRANCISCO:**

 Children's Book Project

[Home](#) [Our Work](#) [Get Involved](#) [Donate](#) [About](#)

**Donate**









[Click on one of these to donate](#)

**Financial Donations**

Your contribution will help us to continue to put books in the hands of children who need them.

Financial donations can be mailed to:

**Children's Book Project  
3433 21st Street  
San Francisco CA 94110**

Our account number is #110.

Make purchases at any Cole Hardware store and 10% of the total will be donated to the Children's Book Project. They have stores at 956 Cole Street | 415 773 2653 and 70 4th Street | 415 777 4400. Our account number is \*455.

**Other ways to contribute**

Donate your used clothing, furniture and other items to:

**Community Thrift Store  
623 Valencia Street  
San Francisco, CA 94110  
415 861 4910**

## ABOUT US

### Children's Book Project

Bringing Books to Children Who Need Them



[Search this site](#)

**About Us**

**Telephone, E-mail, Location**

415 665 6315, office@childrensbookproject.org, Book Site (for GPS purposes): 1360 43rd Avenue, SF, CA; Mailing Address: 2422 21st Street, SF, CA 94110.

**REMINDERS:**

- Thank you in advance for not bringing children to the book site. No children under 10 years of age, please.
- We are open to organizations (and their staff) that serve children and their families, but not to individuals.

**Board of Directors**

Risa Schwartz, President and CEO  
Annelise Goldberg, Treasurer  
Sarah Dorrance, Secretary  
Vicci Pollio, Director Emeritus, Founder  
Lou Ann Gosselin  
Owen Linderholm  
Agnes Lord  
Tara O'Day  
Sandra Spence

**Media Contact**

Agnes Lord: [agnes@lord-family.net](mailto:agnes@lord-family.net)

**Media**

ABC News:  
[SF Gals, Jon Carroll Column](#)

**Awards**

On February 7, 2011, the San Francisco Youth Commission passed a resolution commanding the invaluable work of the Children's Book Project in increasing literacy and creative language arts among developing the intellect and social and emotional intelligence of San Francisco's youth.

The Children's Book Project was awarded the 2007 National Philanthropy Day Vineyards Award by the Association of Fundraising Professionals and Northern California Grantmakers. Each year, National leadership, generosity and commitment towards advancing philanthropy. The Vineyards Award is presented to a local nonprofit organization that "tells in the vineyards of philanthropy," serving the u

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[About Us](#)

[Awards](#)

[Press](#)

[FAQ](#)

**About us**

**Our Mission**

The Children's Book Project was founded to help build literacy by providing free, new and gently used books to children who need them. Since 1992, we have given away over 2 million books to help people build home and classroom libraries.

**Our Staff**

Melanie Mickelson, Site Manager  
Eric Singleton, Book Hauler

**Board of Directors**

Risa Schwartz, President and CEO  
Annelise Goldberg, Treasurer  
Sarah Dorrance, Secretary  
Vicci Pollio, Director Emeritus, Founder

We collect new and gently used children's books for children of all ages - infants to teenagers. After the books are collected,