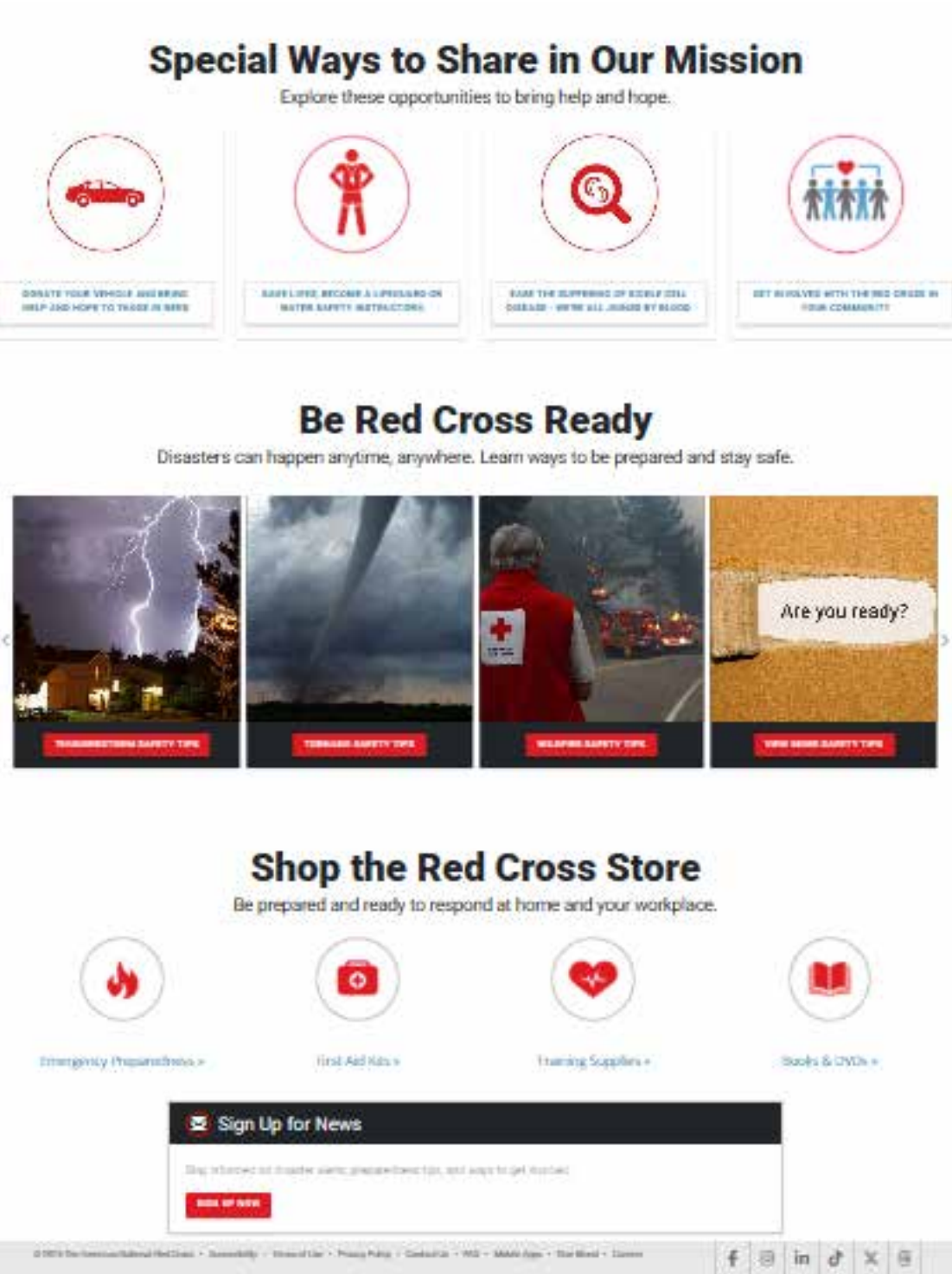
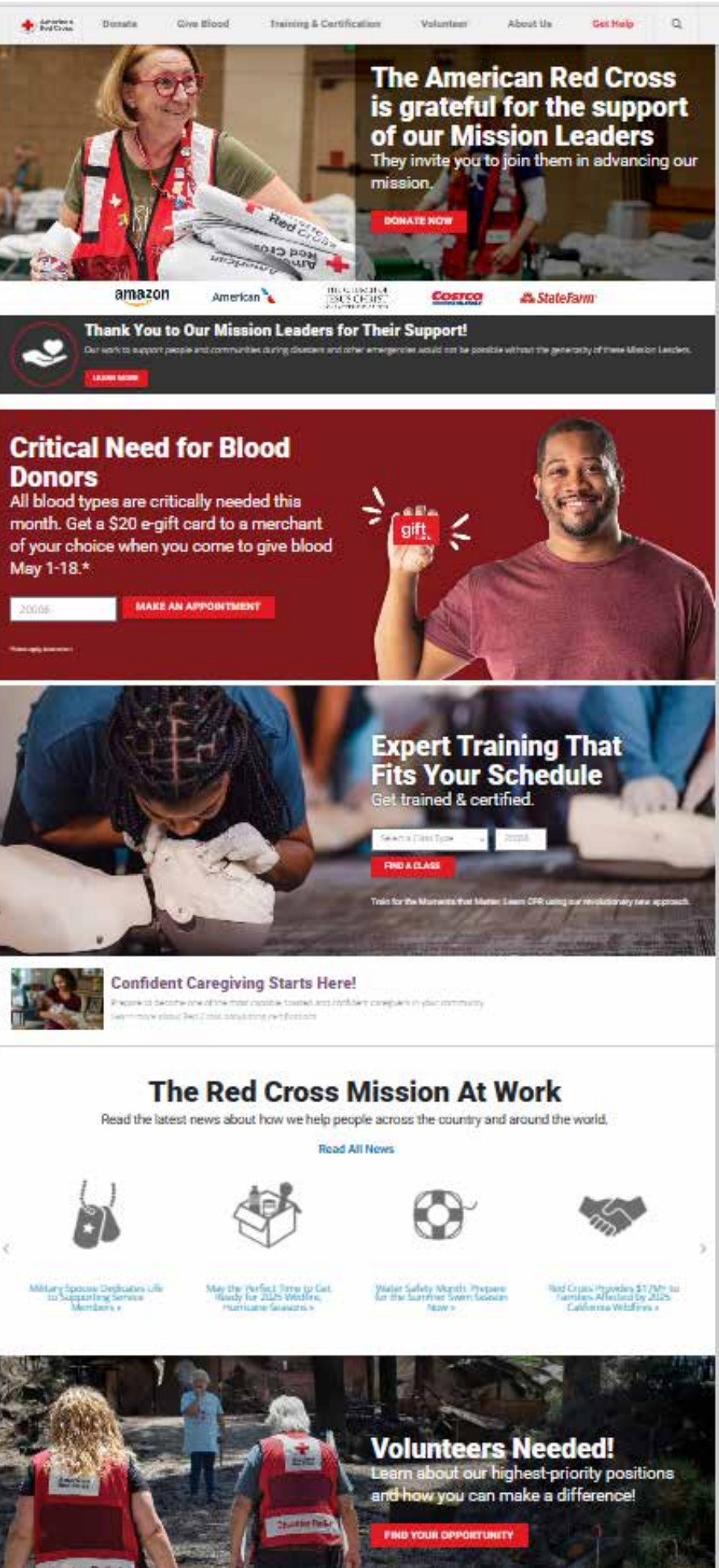


Case study

This case study aimed at improving user experience, accessibility, and resources navigation for individuals in disaster areas, since the **existing website** faced challenges in terms of **navigation, neglect of hierarchy information, accessibility, uncohesive and an overwhelming menu**. The redesign focuses on creating a more intuitive, user-friendly interface that facilitates quick access to critical information and support services.

Current Pain Points:

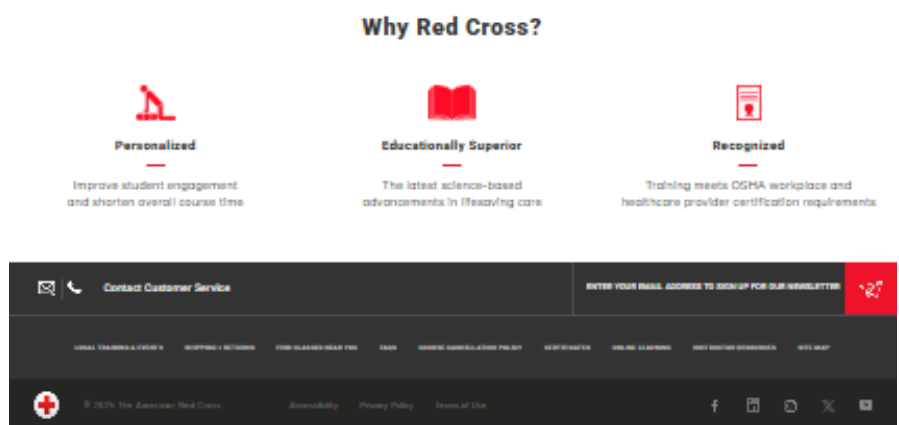
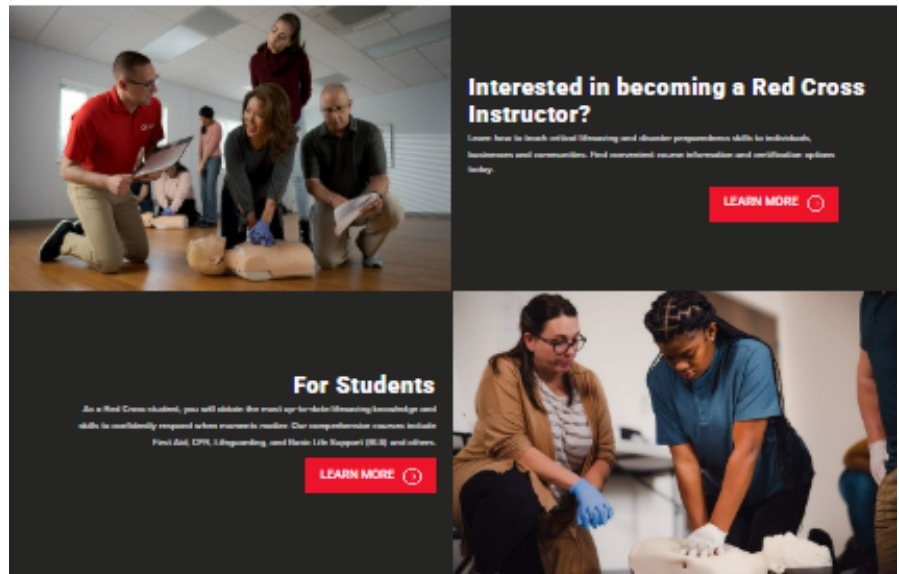
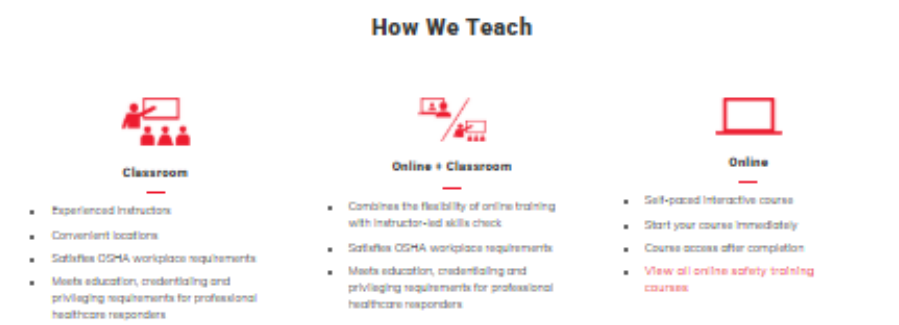
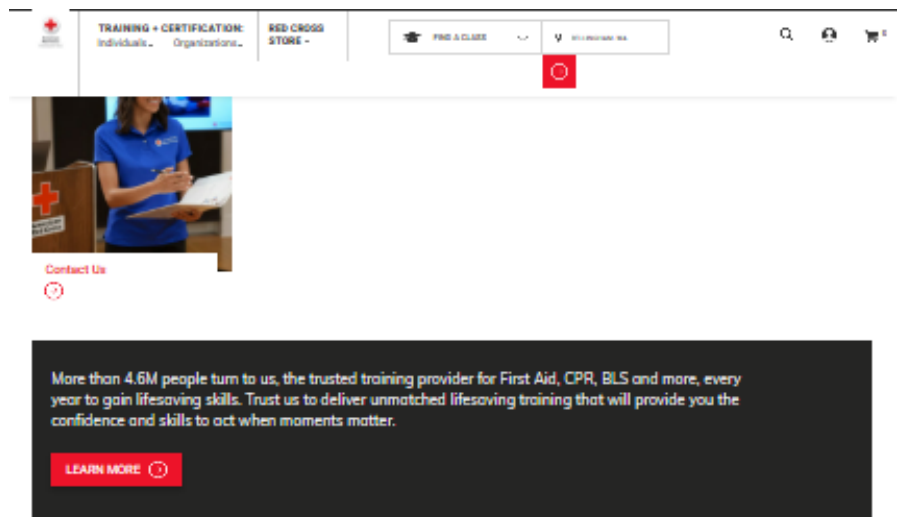
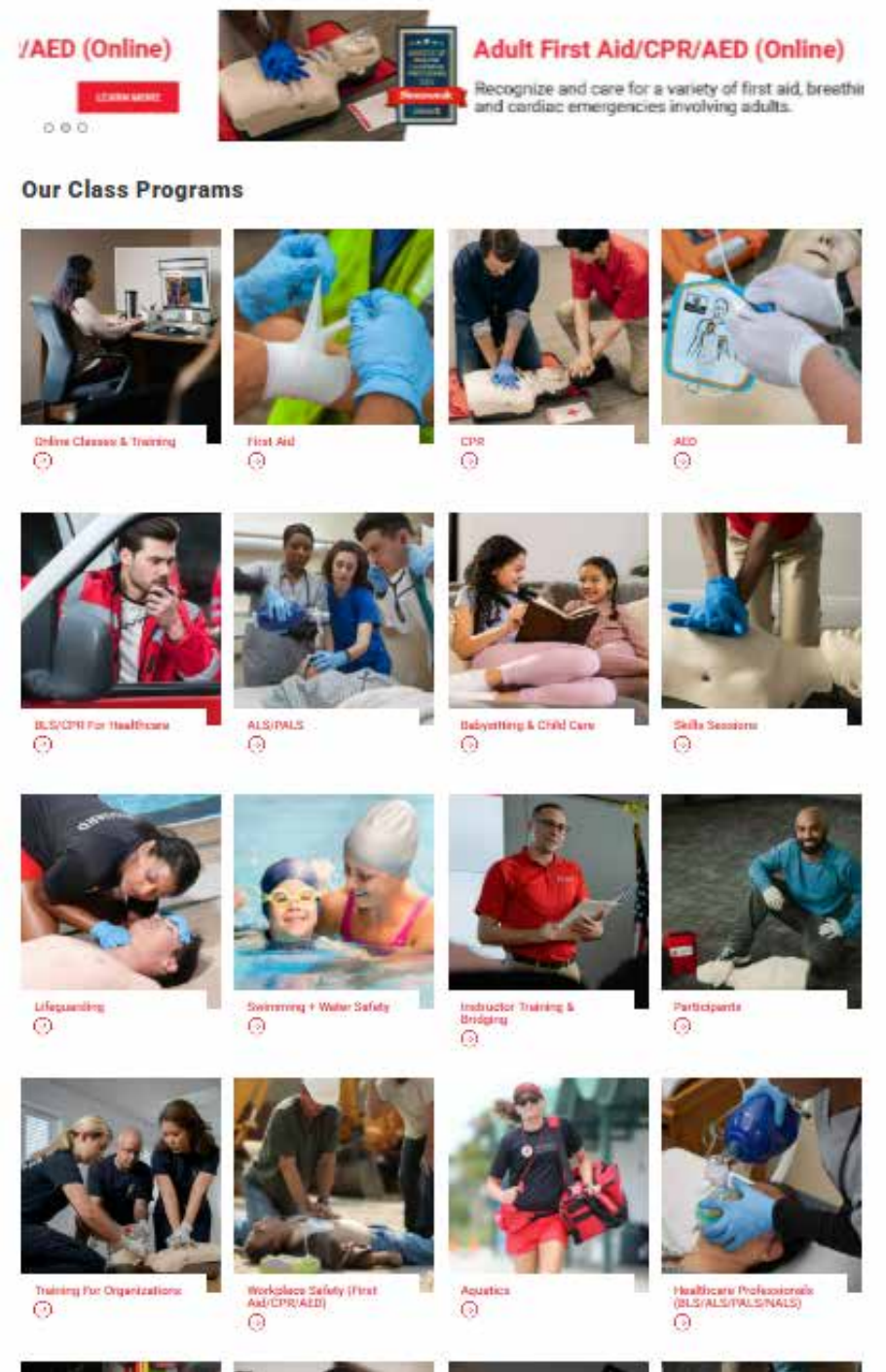
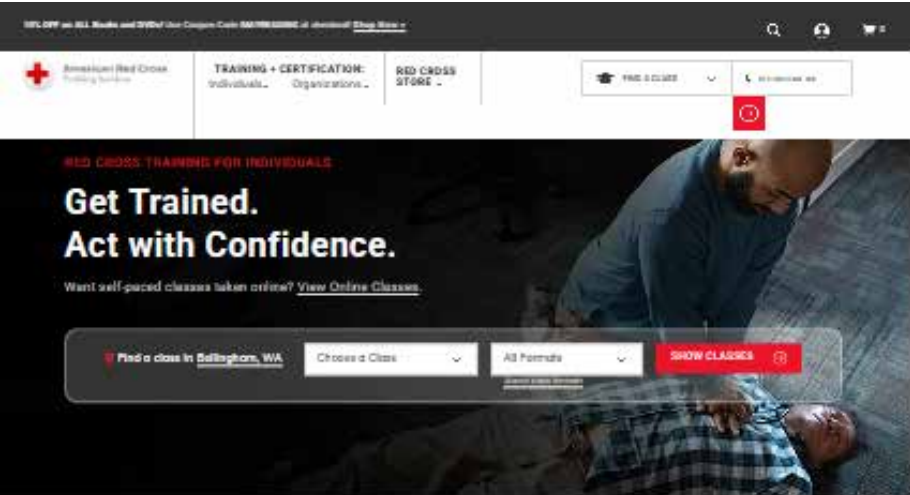


Home Page

- Lack of visual aesthetics
- The information hierarchy is not prioritized which important information on top.

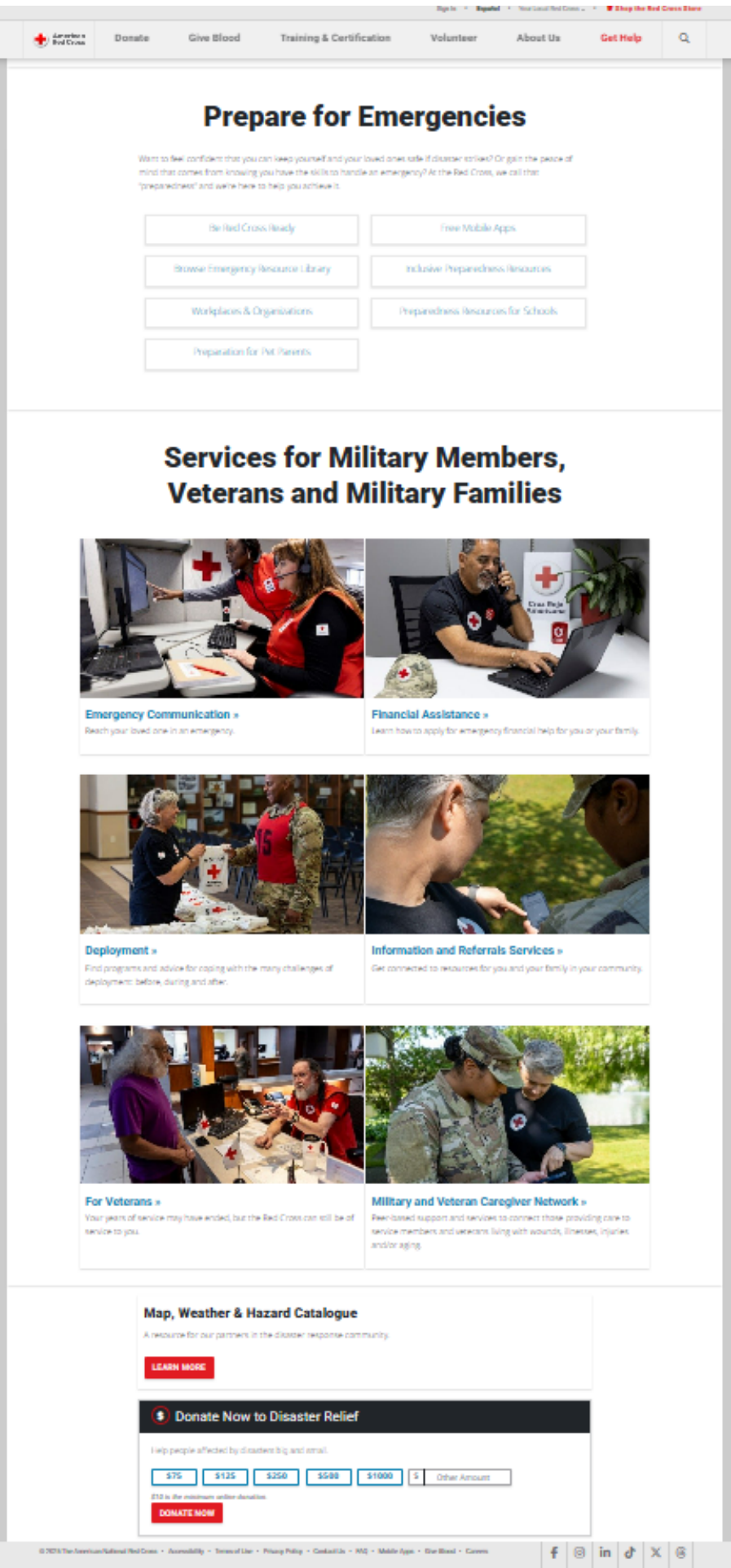
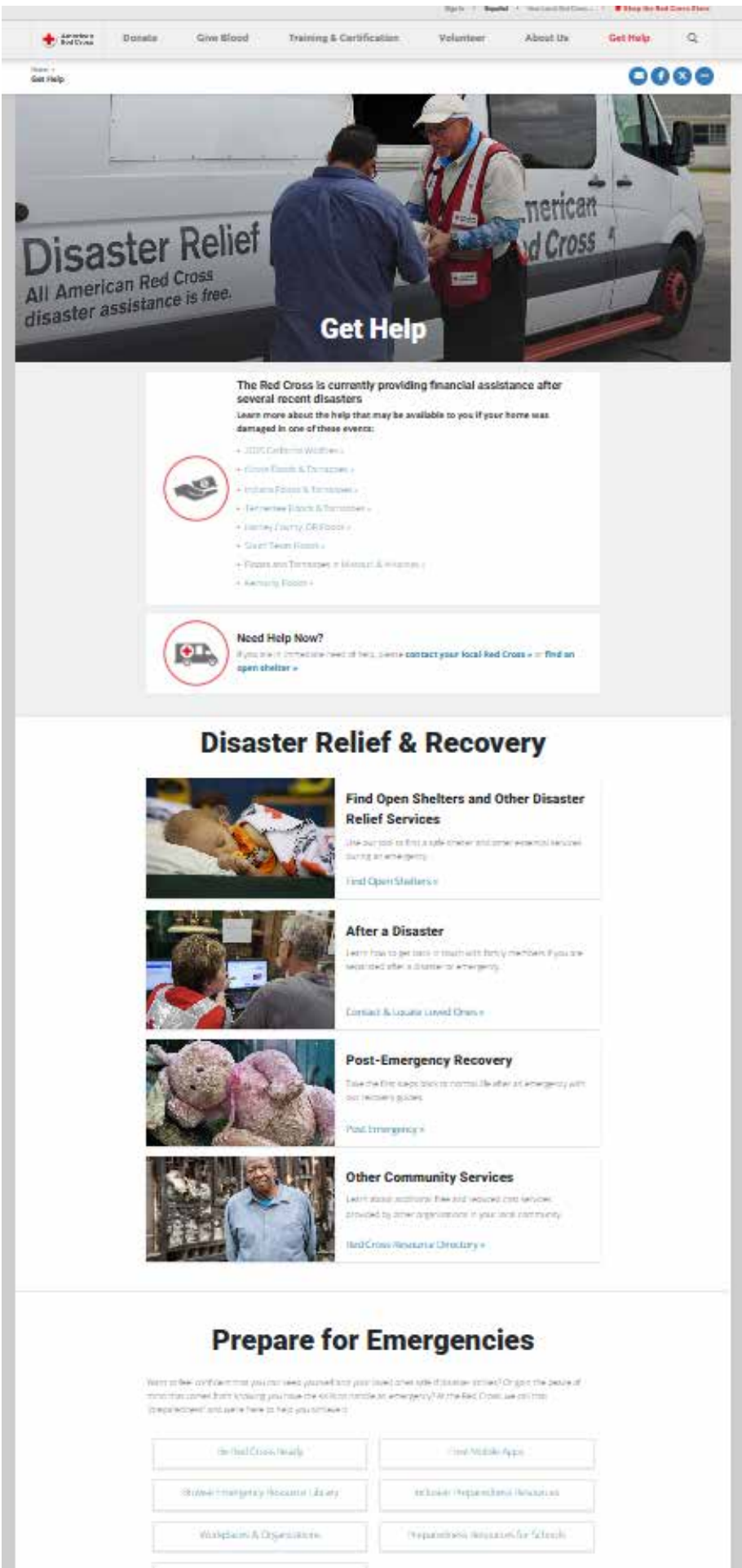
Trainning & Certificate Page

- Too many unnecessary menu, hard for navigation
- Same problem with the Home Page



Get Help Page

- The information hierarchy is not prioritized which important information on top.





Doctors Without Borders’ website:
They have a similiar choices of colors and theme for overall webdesign. They have a stronger storytelling and better navigation then the American Red Cross (ARC) because they are prioritizing to show What-Who-How about the brand. The websites also do a better job in listing differents features and news.



Competitor’s websites:
They also follow minimalism style and use visual storytelling here to encourage people to donate.



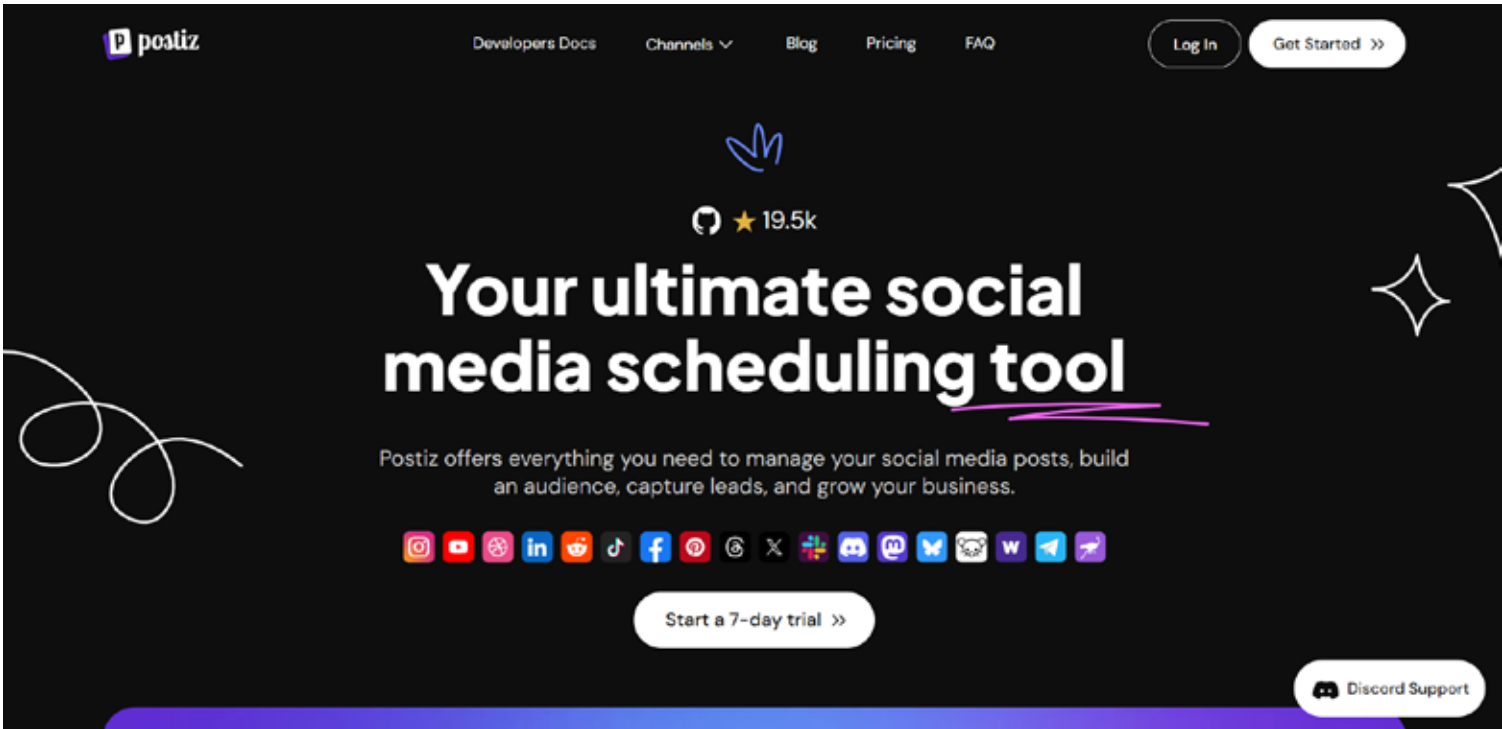
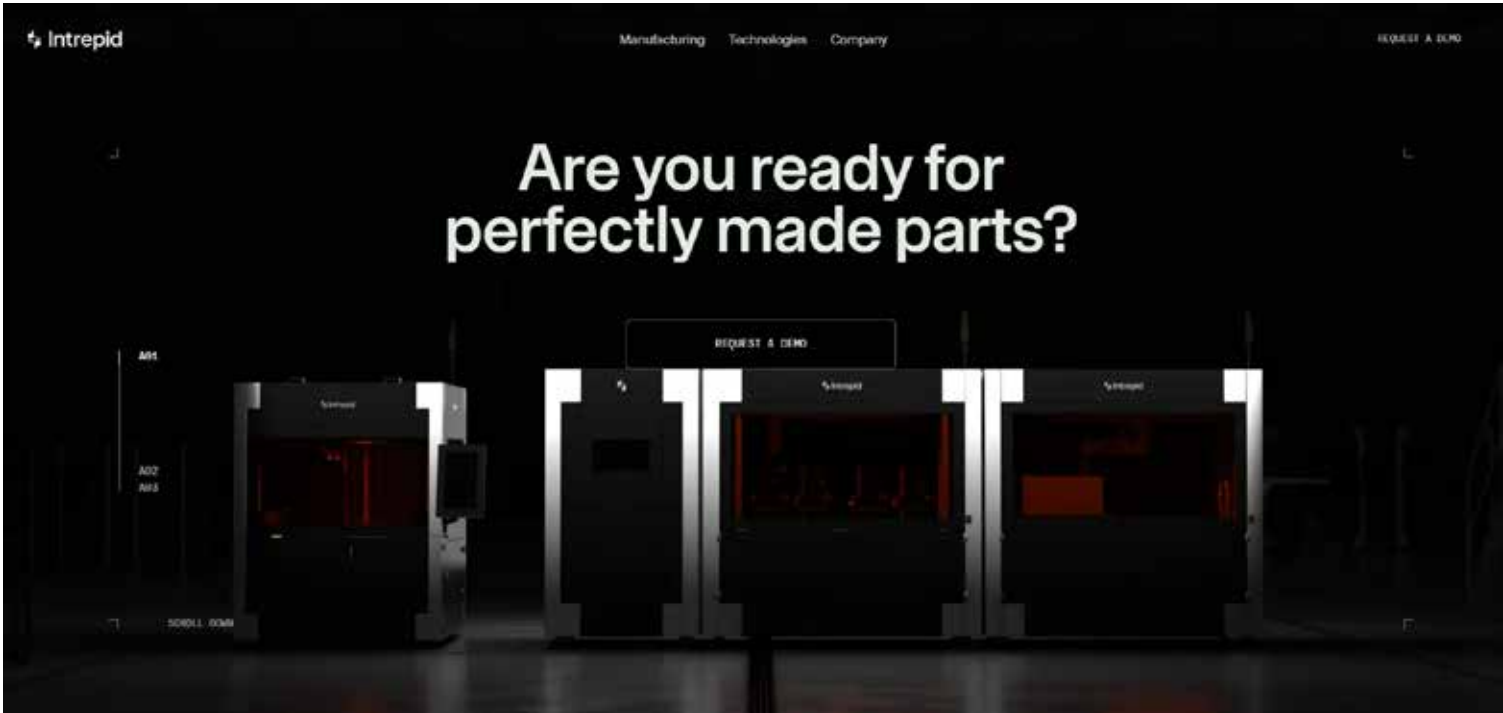
Unicef USA:
Another well-design website. They are prioritizing in visual storytelling and stories to hook users stay more in the websites. They also do a better job in explain themselves about how they used donation money.

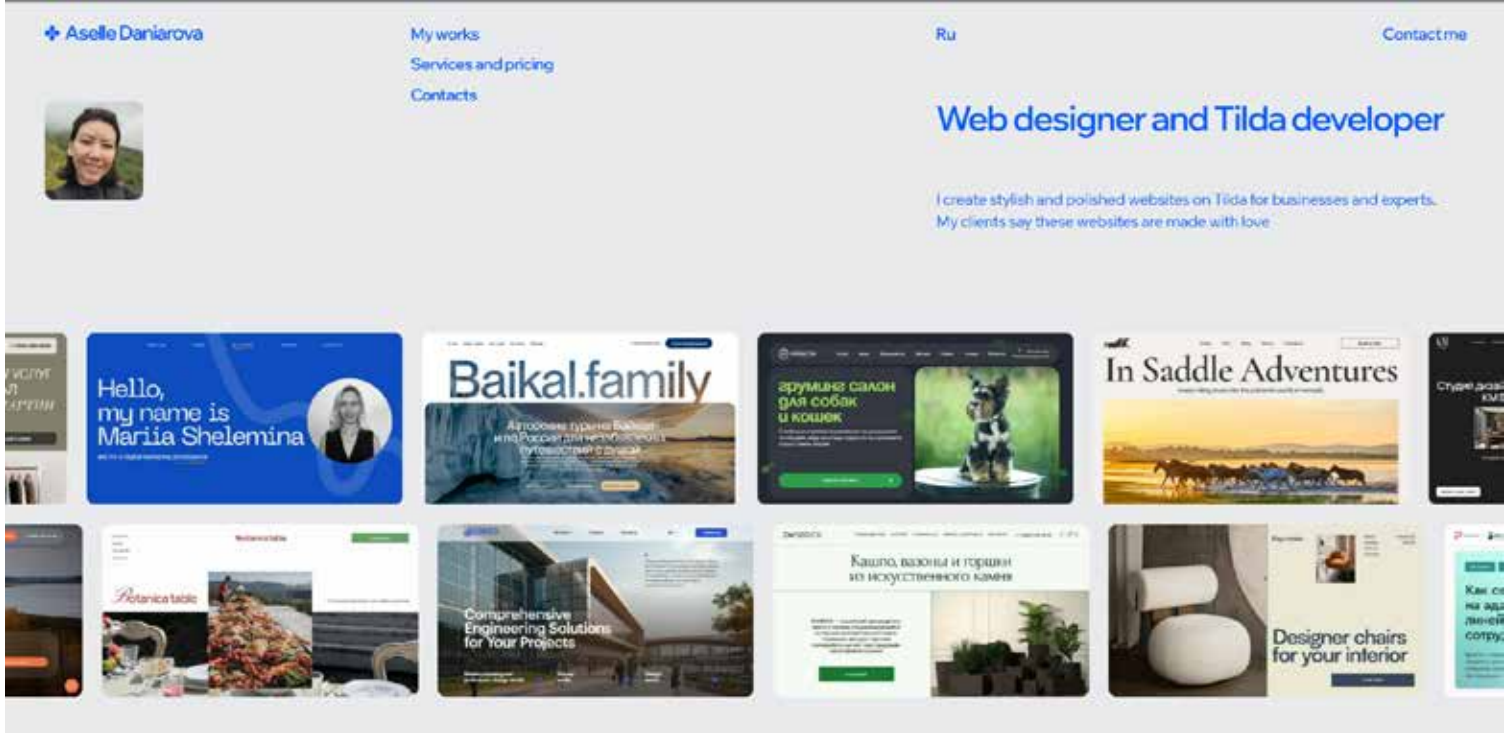
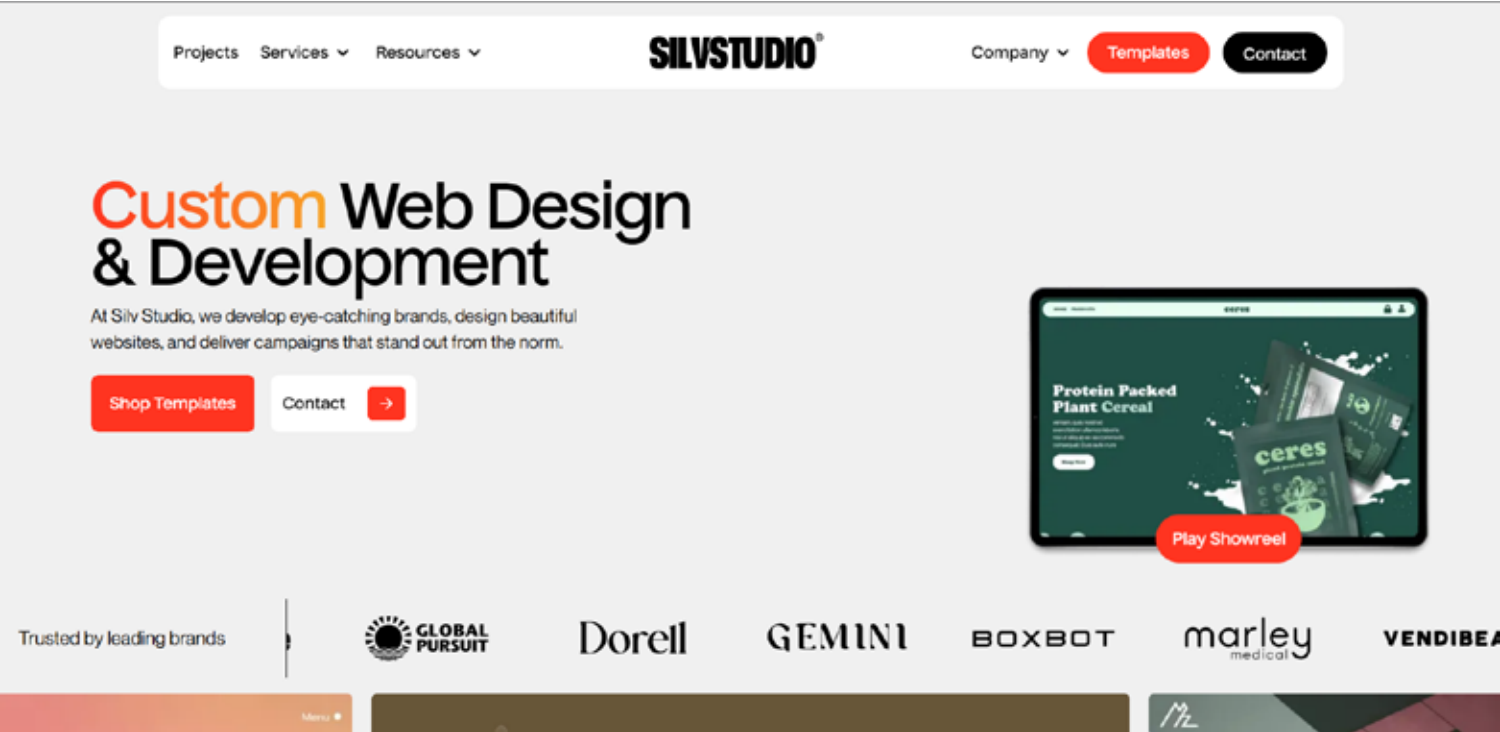


Competitor’s websites:
Minimalism style with visual storytelling, and also has a smaller navigation bar.

Competitor’s websites:
These are American Red Cross
Competitor’non-profit web design

Mood Board:





WEBSITE QUESTIONNAIRE

What **top 2 current** business goals do you want to achieve with the website? (*immediate needs*)

- **Reducing unnecessary features:** Several features can be forced into one, I believe that it will be better to navigate and less junky on the menu for viewers.
- Make **the brand definition** (what this brand is), **goals, and strategies straightforward for the viewer on the first page of websites.** (People know what the American Red Cross is about, but they still want to get to know the brand before donating their money.)

What **top 2 future** business goals do you want to achieve with your new website? (*long-term*)

- The current design is a bit out of date, so it sometimes shows unclear directions and is a bit hard to navigate. I believed that for a new updated design, we can **make the website simple and manageable for viewers to see what they are donating for.**
- There are several trainings and certificates on their websites, but it's a bit confusing for new viewers, so I hope that we can change several features and news **on this website since it should be the priority.**

What do you think your customers **first** want to see when they visit the website?

- They first will want to see: What is this website, and how can people donate to this non-profit brand?
- Also, for people who are willing to volunteer here, they will look for volunteering opportunities.
 - *It's also the same with the critical need for blood donors.*

Who are the different user groups that would be using this site? And for what reasons?

- The demographic can be huge:
 - may be teenagers, can perceive the issues, and are interested in helping those in more difficult situations. They may not be able to support financially, but can help with volunteer activities or are trained for emergencies
 - Older people (21+) have the financial ability to donate and/ or the time to participate in the organization's activities.

List any requirements or must-haves for the new website.

- The homepage must be for information about American Red Cross – There could be a sign for quick donation
- The navigation bar needs to be reduced; several features can be under a side main menu.
 - For example, you can click on Donate, and it can lead you to a website for donation, but there is no other option for you to look for any other kinds. Meanwhile, when you move the mouse to “Donate,” there are lists of features under. Why don’t we put them all in one for better convenience?
- The Get Help " button should be bigger and more in front than the donation.
- Volunteers needed should be more on top; idk why it’s at the bottom.
- The Training & Certificates sections need to be retouched a bit.

SCOT ANALYSIS

What are the current **strengths**? (List 3)

- **Strong brand Image:** The website reflects the organization's well-established reputation for humanitarian work, which helps attract donors, volunteers, and partnerships
- **The home bar and everything are really easy to navigate.**
- It showcases the **vast network** of dedicated volunteers and employees, highlighting the organization's ability to respond swiftly to emergencies

What are the current **challenges**? (List 3) *(Think about challenges more internally – things about your current site and its maintenance)*

- **There are too many things for navigation;** the website's navigation and layout are less intuitive, which can make it difficult to find specific information quickly.
- **There can be a lack of detailed information about specific programs and initiatives,** leaving users wanting more clarity
- **There seems to be a lack of detailed information about how donations are used,** which might affect public trust.

What are the current **opportunities**? (List 3)

- **Adding Interact elements** like live chat support, real-time assistance, and quick donation.
- **Improving transparency** about how donations are used can build greater trust and encourage more contributions
- **The site is designed to be accessible and easy to navigate**, making it simple for users to find information, donate, or get involved

What are the current **threats**? (List 3) *(think about threats more externally – things that can't be as controlled that the site comes up against)*

- The ER communications are a bit hidden; they should be shown more than hidden under another menu.
- Volunteer information is hidden and a bit unclear.
- The website has faced criticism for not providing detailed information about how donations are used; without more information on this, it can affect the public trust no matter how much we try to update technology for users' experience.

BRAND QUESTIONNAIRE

What three or four values do you want people to attribute to the representation of the organization?

- **Community services:** They are out there helping communities in lots of ways – like after disasters, with blood drives, teaching safety stuff, and supporting our military families.
- **Compassion:** helping people who are going through tough times. People who really care and want to show it
- **Integrity:** People who are super honest and open about everything they do.
- **Resilience:** They are good at bouncing back when things get crazy and helping communities get back on their feet.

List 4-6 personality traits for this organization (e.g. sophisticated, energetic, smart, techy, etc.)

- Compassionate, Reliable, Trustworthy, Dedicated

What existing brands represent a similar look and feel for what you envision for this website?
(*this can also be shown in your competitive analysis – point out here which ones they are.*)

- [Home | Doctors Without Borders - USA](#)
 - Both sites have clean and professional UX/UI design that emphasizes ease of navigation and accessibility.
 - Both sites use powerful images and videos to improve visual storytelling.
 - Both websites prominently feature donation options and calls to action.
- [Humanitarian Aid for Children in Crisis | UNICEF USA](#)
 - Both websites have donation options and calls to action.
 - Both websites provide extensive educational content about their missions, values, and specific programs.
 - Both organizations emphasize accessibility, ensuring their websites are usable by everyone, including individuals with disabilities
 - Both websites prioritize a user-centric approach, ensuring that visitors can easily navigate and find the information they need.
 - Both sites use strong visual elements.
- [Online Donation - Habitat for Humanity International](#)
- [WWF - Endangered Species Conservation | World Wildlife Fund](#)



Emily Lopez

- **Age:** 28
- **Gender:** Female
- **Location:** Suburban area in the United States
- **Education:** Bachelor's degree in Social Work

Household Income

- **Income Range:** \$40,000 – \$60,000 annually
- **Occupation:** Social Worker
- **Family Status:** Single, living with her parents

Technology & Skill

- **Comfortable using smartphones and computers** for browsing the internet, accessing information, and using apps.
- **Active on social media platforms** like Facebook and Instagram to stay connected with community and family.
- **Proficient in using online tools** for finding resources, making donations, and accessing support services.

Relationship

- **Strong connections with family**, prioritizes their safety and well-being.
- **Maintains relationships with neighbors and local community** members, often collaborates on community projects.
- **Relies on a network of friends, family, and community** organizations for support during emergencies.

Behavior & Habit

- **Occasionally volunteers** for community services and local disaster relief efforts.
- **Makes periodic donations** to charitable organizations, including the American Red Cross.
- **Prioritizes family health and safety**, actively seeks information on emergency preparedness.
- **Frequently searches for reliable resources and support** during emergencies.

Goals

- To quickly **find reliable resources and support for disaster** relief and recovery.
- To access **information on how to prepare** for and respond to emergencies.
- To **ensure the safety and well-being of her family** during and after a disaster.
- To **stay informed about local disaster** relief efforts and how to contribute.



Canssandra Grey

- Age: 70
- Gender: Female
- Location: Suburban area in the United States
- Education: High school diploma, some college courses

Household Income

- Income Range: \$50,000 – \$70,000 annually
- Occupation: Retired Nurse
- Family Status: Widowed, with two adult children and three grandchildren

Technology & Skill

- She is **comfortable** using smartphones and tablets for **basic tasks** such as browsing the internet, sending emails, and using social media.
- She **prefers user-friendly websites with clear navigation** and accessible information.
- **Open to learning new technologies**, especially those that can help with health and safety.

Behavior & Habit

- **Regularly attends health check-ups** and participates in wellness programs.
- **Actively volunteers** at local community centers and participates in charity events.
- **Frequently donates to various charitable organizations**, including the American Red Cross.
- **Keeps a well-stocked emergency kit** and stays informed about local disaster preparedness plans.

Relationship

- She **has a strong connections with children and grandchildren**, often spends time with them.
- She **maintains close relationships with neighbors and local community** members. She also relies on a network of friends and family for emotional and practical support.

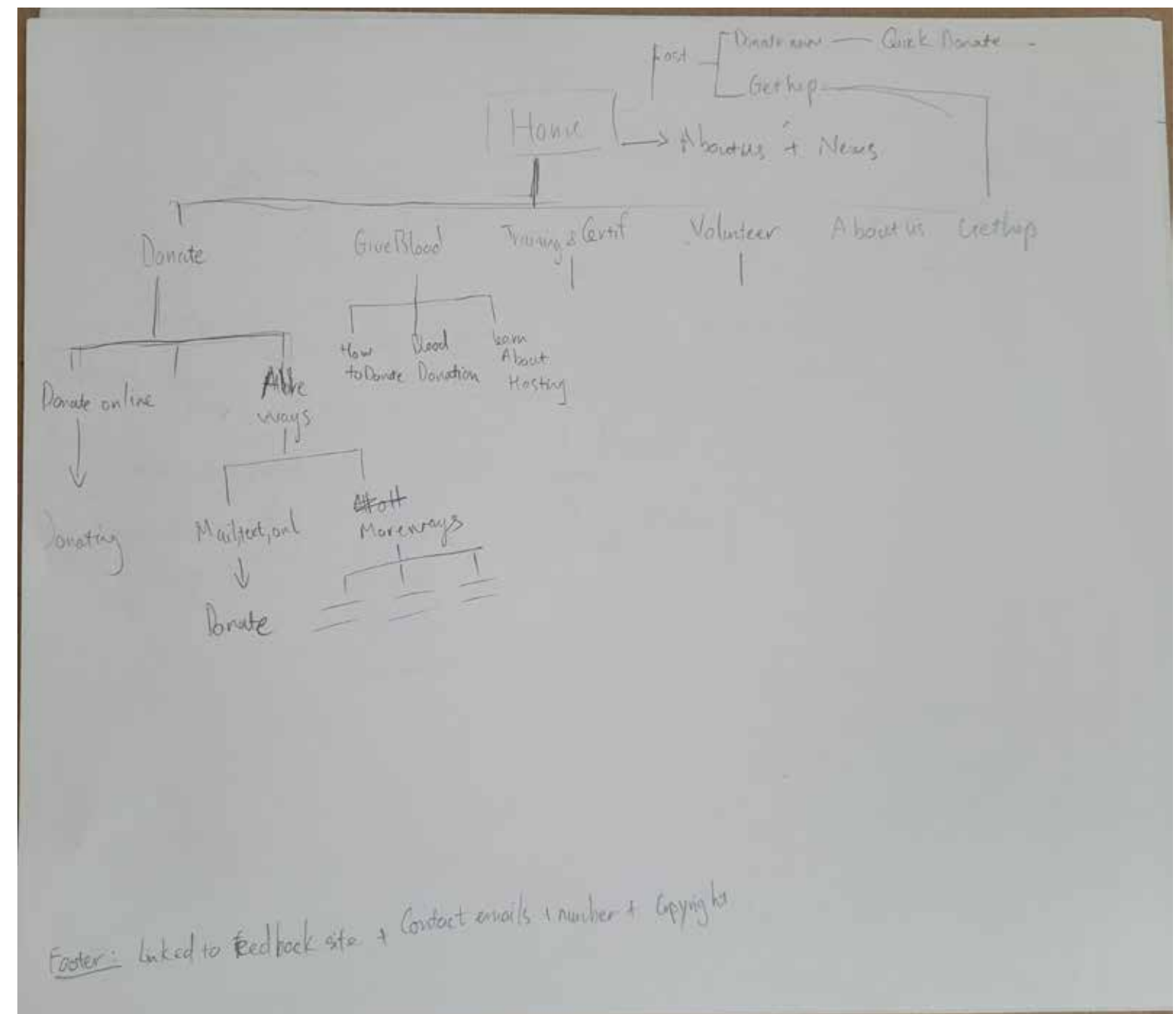
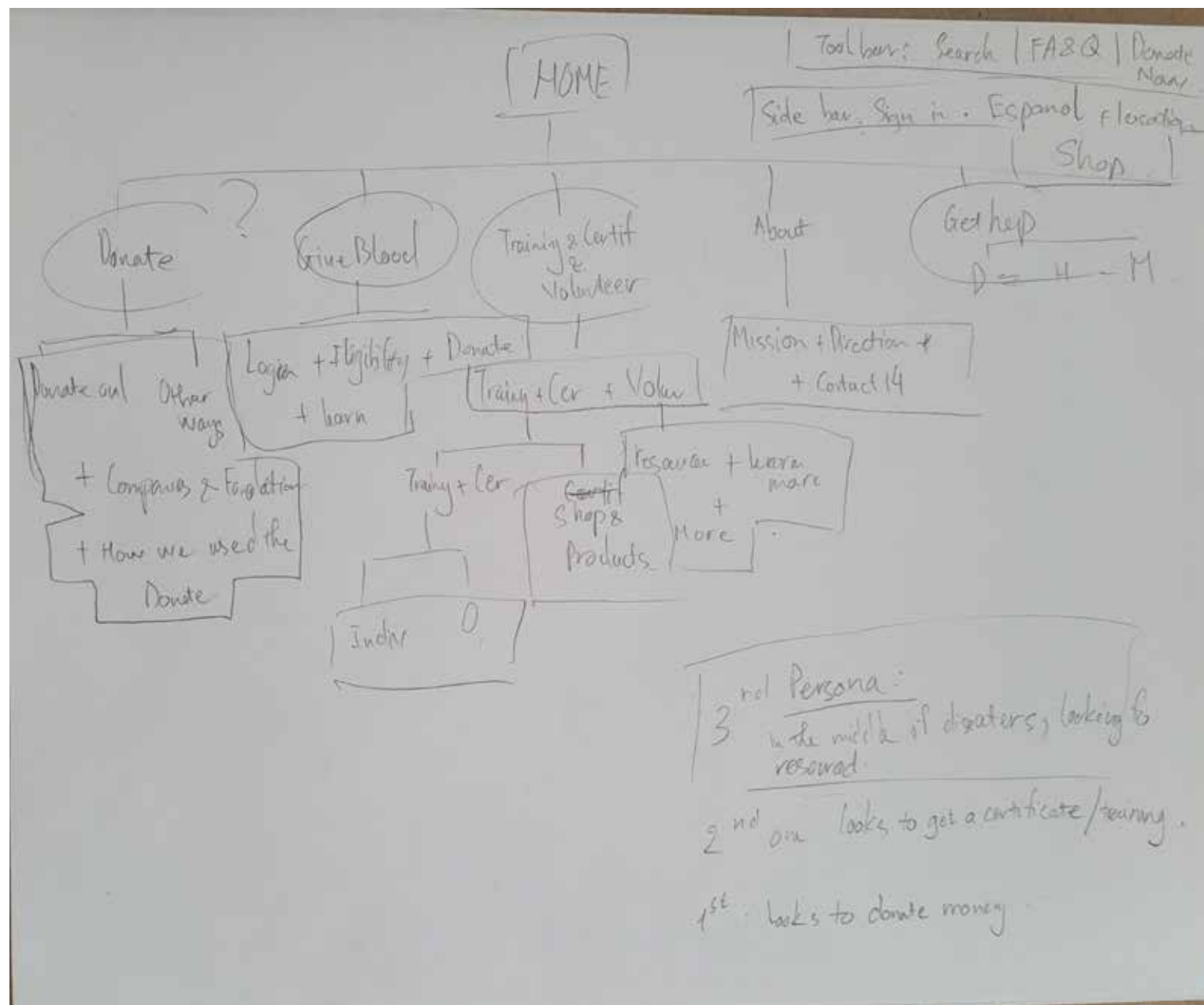
Goals

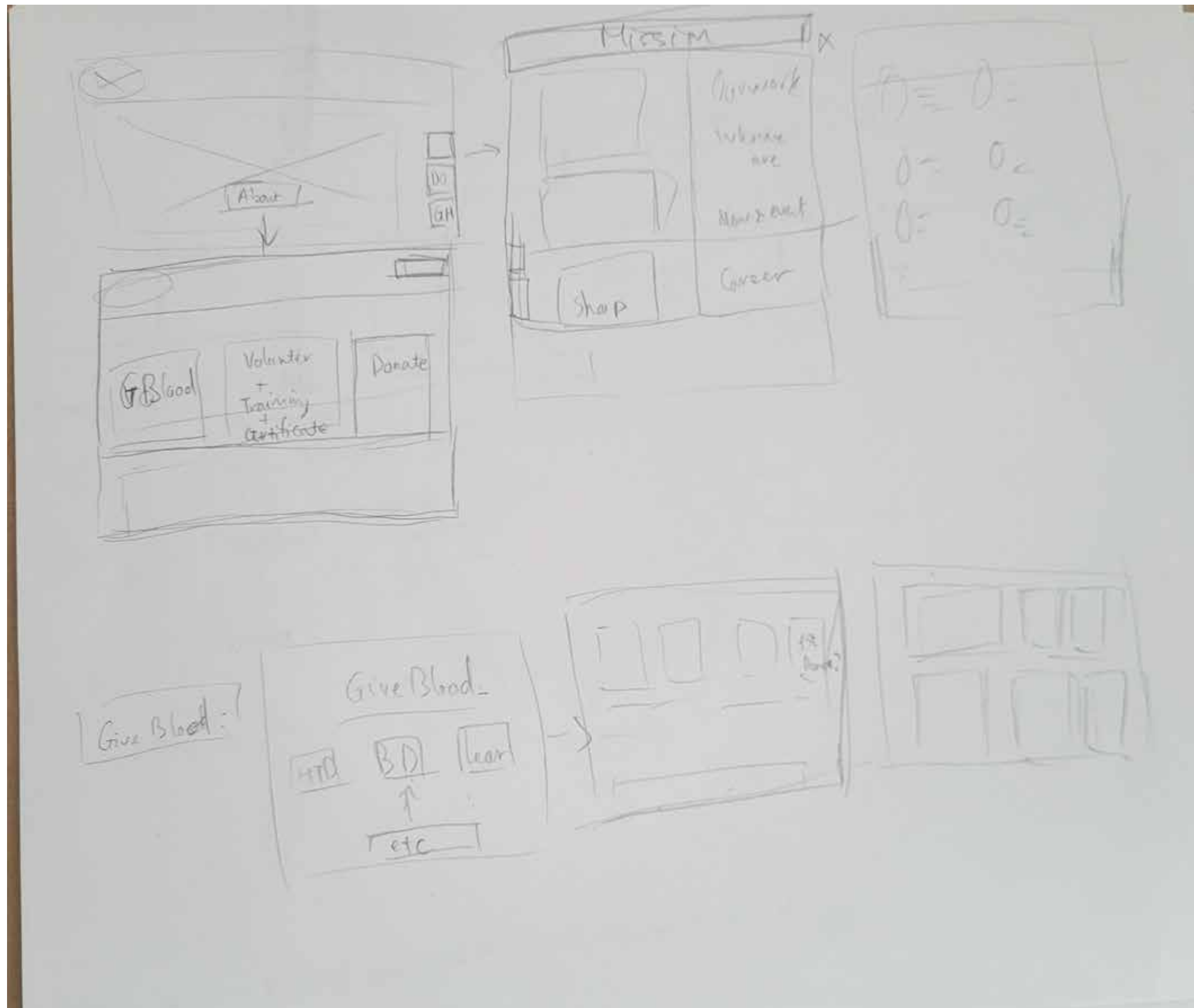
- To **find opportunities to volunteer and contribute** to community welfare.
- To **easily donate to causes she cares about**, especially disaster relief and health initiatives, and to be informed about how those donation money has been used

Objectives

- **Enhance User Experience:** Create a more intuitive and user-friendly interface.
- **Modernize Design:** Update the visual aesthetics to reflect a contemporary look and feel.
- **Improve Accessibility:** Ensure the website is accessible to all users, including those with disabilities.
- **Increase Engagement:** Encourage more visitors to engage with the content, sign up for training, volunteer, or seek help.

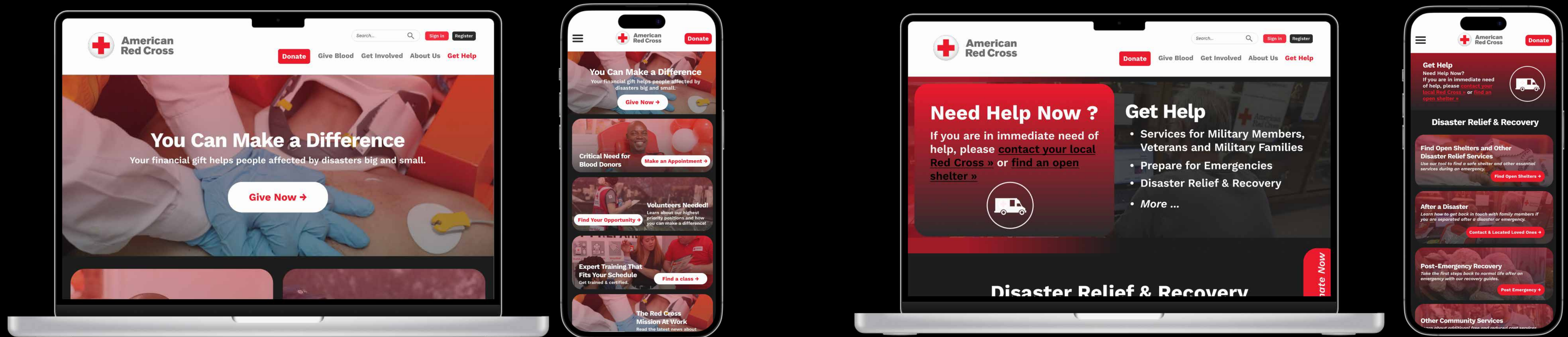
Sketching layout





**Sketching
layout (again)**

Design Highlights



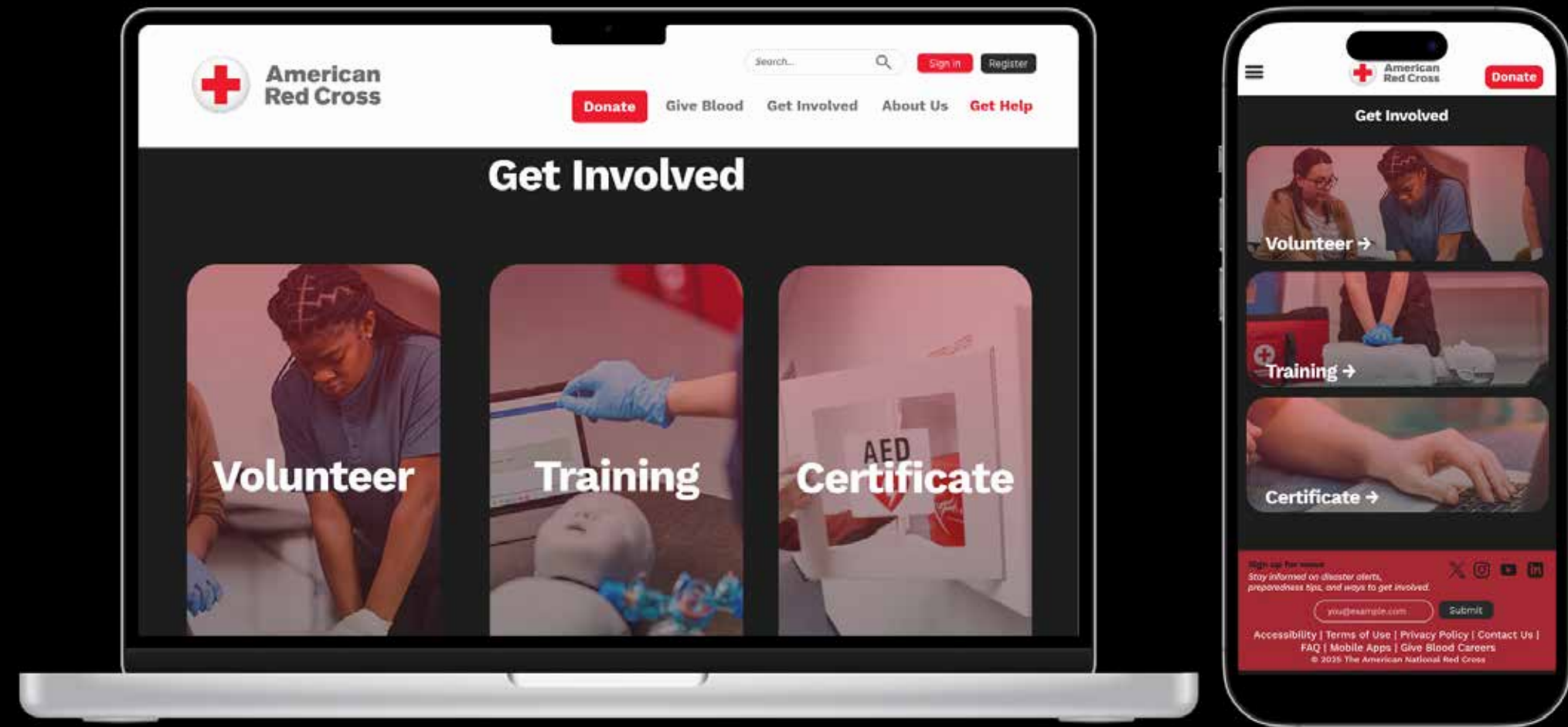
Home Page

- Modernized the layout with a clean, minimalist design.
- Enhanced navigation to make it easier for users to find information quickly.
- Added prominent call-to-action buttons to encourage donations and volunteer sign-ups.

Get Help Page

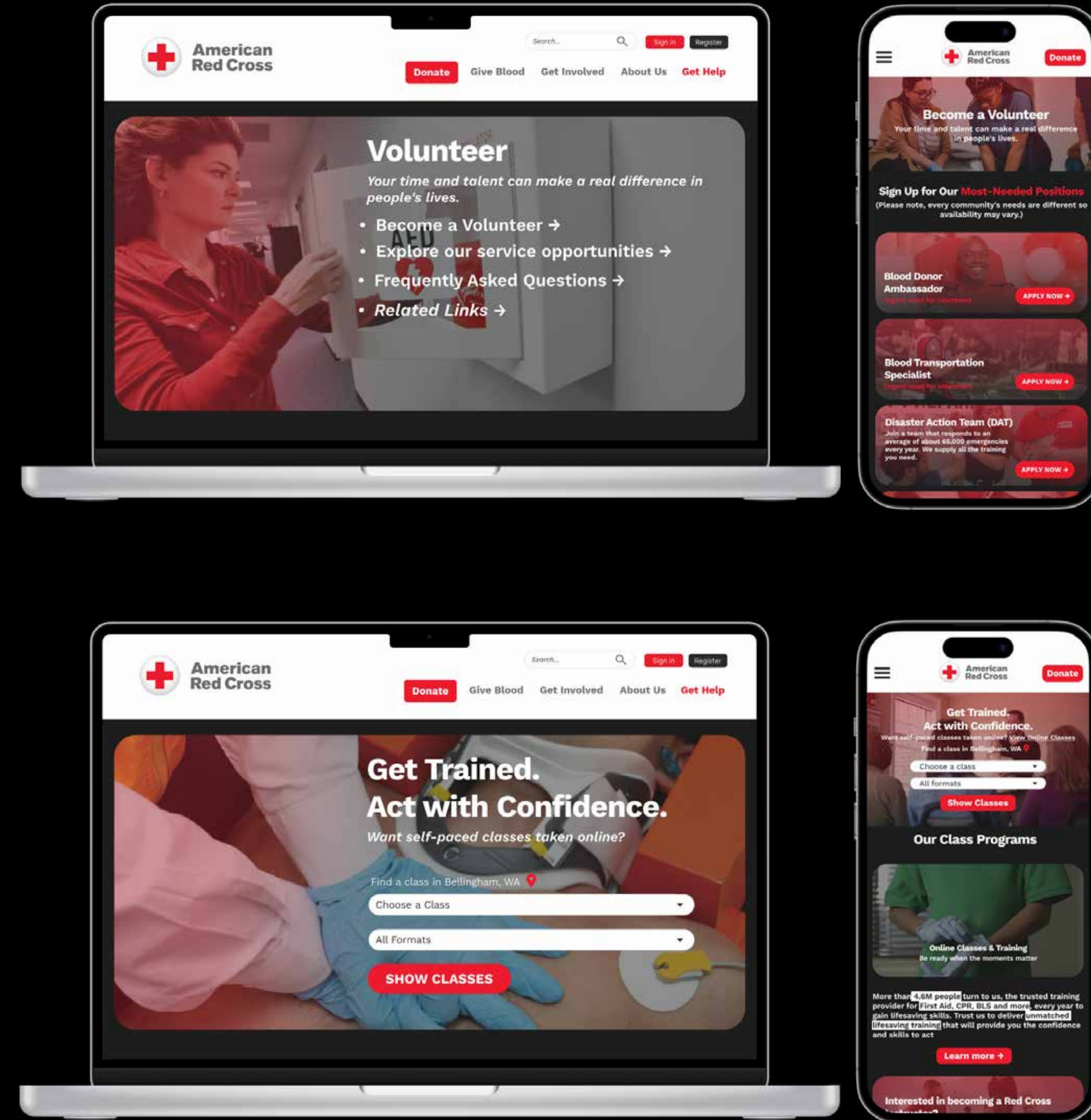
- Made it easier for users to find and access assistance.
- Organized resources by category for quick navigation.

Design Highlights

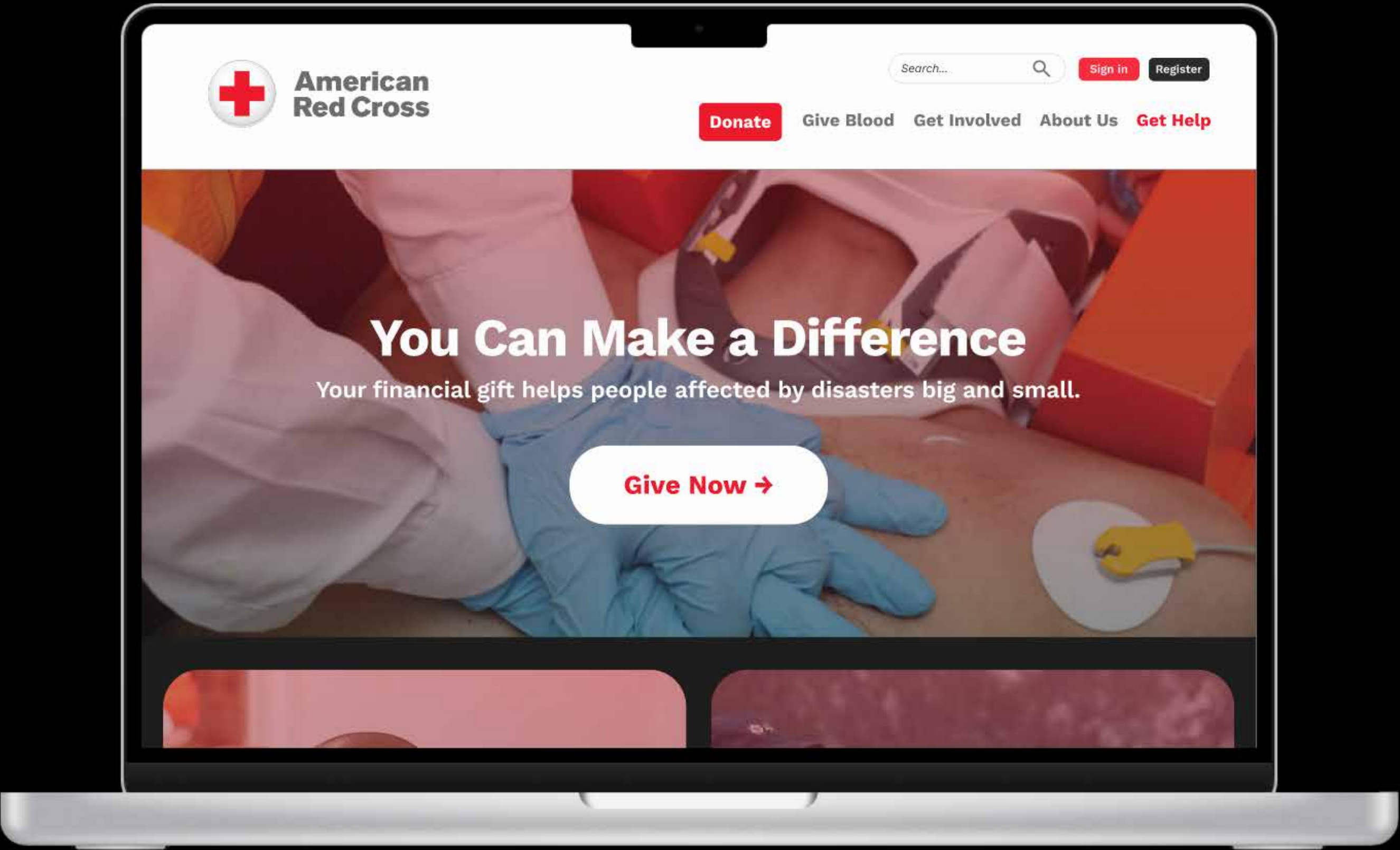


Get Involved Page

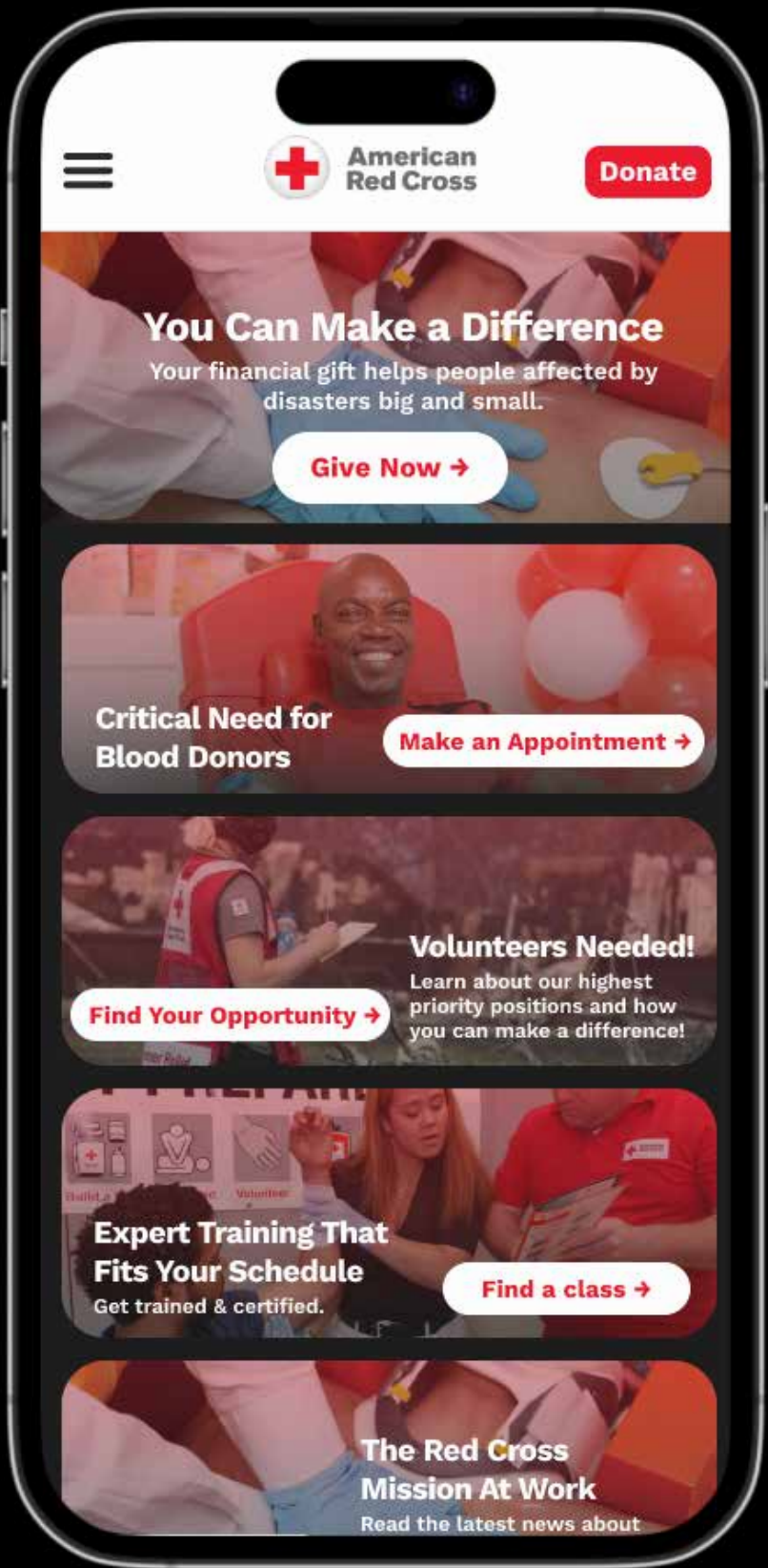
- Merging Volunteer, Training and Certificate pages into one big menu: **Get Involved**
- Created a more engaging and informative volunteer section.
- Highlighted volunteer stories and testimonials to inspire new volunteers.
- Streamlined the application process.
- Simplified the registration process for training courses.
- Included detailed course descriptions and schedules.
- Improved the visual hierarchy to highlight important information.



Final Prototype



Try out desktop Prototype here.



Try out mobile phone Proto-
type here.

Conclusion

The redesign of the American Red Cross website successfully achieved the objectives of enhancing user experience, modernizing the design, improving accessibility, and increasing engagement. The new design is not only visually appealing but also functional and user-friendly, ensuring that the American Red Cross can continue to effectively serve its mission.