Design Enterprise Studio

Design Brief

Client details

Name of organisation: Housing Matters   **Name and email address of main contact person:** Alice Tibbert, admin@housingmatters.org.uk   **Organisation URL, social media (if relevant):** www.housingmatters.org.uk; Facebook: @hsngmttrs; Twitter: @hsngmttrs; LinkedIn: Housing Matters   **Preferred method of contact:** Email

Project title and summary

Our website: UX, UI and WordPress development project

Established in 1965, Housing Matters (formerly CHAS Bristol) provides free, specialist advice, support and advocacy for people in housing crisis in Bristol and surrounding communities, particularly where there are high levels of deprivation. **We believe housing is a human right.** And we fight tirelessly for everyone to have a safe, secure home and escape homelessness. Between January and December 2022, we helped over 1,750 people in almost 790 households – including 700 children.

Often people come to us feeling unsafe and overwhelmed because of domestic abuse, rent arrears, disrepair (including damp and mould), overcrowding, repossession orders and race-based hate crime.

We help people from many different backgrounds, and parents with young children make up over half of our clients. We support disabled people and their carers; refugees and asylum seekers; and people leaving care, prison or rehab with little support. Of our clientele, 60% are from an ethnic minority group, and 9/10 of our clients are fully or partially dependent on benefits – either solely or to top up their income/pension.

We rebranded as Housing Matters in February 2023. This included updating our website to reflect our new look and feel. We now want to focus on improving the UX and UI for our target audiences, especially our clients and prospective clients.

Lots of our clients experience varying levels of digital exclusion. As well, over a third don't speak English as a first language. Our website is primarily for prospective and current clients, many of whom are feeling desperate, having exhausted all of their other options of housing support. It's essential that our website is accessible, with minimal friction for when they're trying to access support.

Our website is also targeted at potential funders (e.g., Trusts, foundations and corporate funders), potential partners (e.g., other local charities/agencies, corporate partners) and potential individual supporters, so their user journeys should also be considered (e.g., accessing case studies and information on our vision, mission and values).

We would like our content, UI and UX to encourage individual people to donate. It's also important that the donation button is immediately conspicuous, leading to a smooth donation process.

Overall, we are happy with the content that we provide to our non-client audiences, so primarily we would like the project to focus on 1) overall UI, 2) user journeys for our client audiences, and 3) delineation of our journeys and content for our different audience types.

Project deliverables / provisional workflow

Overall goal: An accessible, on-brand, intuitive user interface for prospective clients, funders, partners and individual supporters, in turn improving their user experience, implemented into our existing WordPress environment.

Breakdown:

- For prospective/current clients to be able to easily access support in the form of our direct service/drop-ins /partnership projects or helpful resources (useful links, external support and our Housing Helpsheets).

- For potential funders and partners to be able to easily identify why our existence is necessary (e.g., through accessing our positive achievements, emotive case studies, unique "selling" point; our purpose, vision and mission statements) and how our organisation functions (e.g., through accessing our values, our Trustee board, our team).

- For potential individual supporters to be inspired to donate (e.g., through accessing our positive achievements and emotive case studies) via an immediately apparent and frictionless donation process.

- For the website to be search engine optimised.

- For the website to be mobile responsive.

Please note that if we are successful in securing a UWE partnership, we would measure uplift of our KPIs once the new site is rolled out, and whilst this will be out of the project window, we will make sure to feed back to the contributor/s so that they can see the success of their work.

Process/ tools/ methods

Main goal: Improved UI and UX for:
- Prospective and current clients
- Potential funders
- Potential partners
- Potential individual supporters

Main tools/platforms:

- WordPress and Figma. We would suggest that the contributor/s work in their own Figma environment, and when it comes to the development stage, we will provide full access to our WordPress environment.

Main methods to be applied during the project:

- User persona creation based on each segment of our target audience

- User journey mapping

- UI composition in Figma

- Development in WordPress

- Example page creation in WordPress (if resources don't permit all pages to be created, knowledge transfer could enable Housing Matters staff to complete this)

Assets provided: Logos, infographics, photographs, brand fonts, quote icons, text content etc; our brand guidelines, including our tone of voice guidelines; information and statistics to help contributor/s create user personas; WordPress environment.
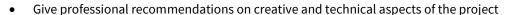

Client responsibilities

- Regular feedback to students on project (we recommend weekly or fortnightly)
- Timely access to project assets (e.g. logos, footage, text content, images, social media accounts)
- Clear copyright issues re project assets
- Provide a platform for storage of project assets (OneDrive /Google Docs/ web host)
- Attend milestone events (e.g. client pitch, work in progress presentation, hand-over)

Student responsibilities

- Maintain professional communication with the client and module staff
- Contribute to regular client meetings with project updates

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- Actively manage the scope and workflow of the project
- Adhere to professional guidelines for data and asset management
- Give professional recommendations on creative and technical aspects of the project

Studio Staff responsibilities

- Initiate and maintain project communication with clients and students
- Help to scope projects and initiate agreements (if required)
- Provide location and infrastructure for project work, as well as project milestones
- Support students with business, technical or creative expertise as required
- Gather feedback from clients and assess students

About the scope and schedule of Design Enterprise Studio projects:

The Design Enterprise Studio is a creative and technical unit, led by UWE Bristol Staff and populated by students in the final year of their BSc Digital Media Degree. They are assessed on their Design Enterprise Studio work but also on further modules. Therefore, all projects need to be suitably scoped as students can only input the equivalent of 20 working days into a Design Enterprise Studio project.

Important project milestones that involve the client in a more formal capacity include:

October – client pitch and start of the projects
Jan – interim presentation to client
March - end of project hand-in/hand-over

Any queries should be addressed to the studio leader Michaela Palmer at mic.palmer@uwe.ac.uk.