



# Caring in Bristol (Desktop)



Figure 1 - Home Page Header

## Pros

- Initial animation is nice
- Nav bar scrolls with page
- Overlay on nav bar as it scrolls
- Interactive page is a nice idea
- Video is nice idea
- Nav bar being underlined when hovering over is nice
- Donation is straightforward and stays on their page
- Side bar on the homepage that can give extra information is nice

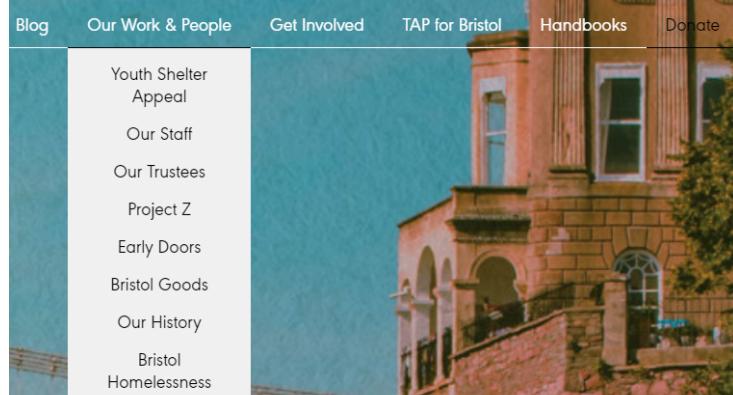


Figure 2 - Nav Bar When Working Correctly

## Cons

- Image in headers are not nice and can make nav bar hard to read
- Not very clear what page you are on
- Text needs breaking up - with a lot going on it can be hard to read
- Purpose of interactive page isn't clear and hard to navigate
- Lots of pages can be intimidating and actually harder to find information
- Company logos could be made into a grid or a big collective image rather than a list
- External links take you to a new page in the same tab
- Donation could have a bigger call to action
- The purpose of the site is not clear as to what they offer

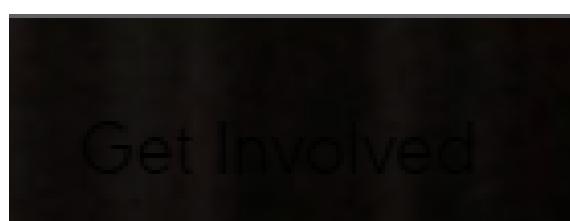


Figure 2 - Nav Bar Being Hard to Read

## Solving homelessness: Together



Figure 3 - Donations Page

- Not suitable for anyone who doesn't have English as a first language
- Not very accessible and missing a button to scroll to top
- Getting back to home page is not clear
- Lower resolution images.



Figure 4 - Blog Page and Responsive Interaction

# Caring in Bristol (Mobile)



## Pros

- Hierarchy of drop down menu is good with donate being at the top
- Images in header work well and are nice
- Subheading & heading are nicely layed out
- As a mobile site the page works well
- Alignment of text is consistent and well spaced - easy to read

The screenshot shows the mobile version of the Caring in Bristol website. The header features a large blue circle with a white hand and heart icon. Below the header is a vertical navigation bar with options like "Homeless & Need Help?" and "Aged 16 - 25 & need help?". The main content area has a dark blue background with white text about becoming a corporate partner. A side panel on the right lists various locations in Bristol.

Figure 5 - Header on Home Page With Side Panel

## Become a Corporate Partner

Are you a business or organisation passionate about helping people experiencing homelessness affect positive changes in their lives? Join us.

Figure 6 - Heading and Subheading Working as Intended

## Cons

- Initial image on home page isn't great
- No button to take to the top
- Drop down bar takes up whole screen and can be very overwhelming due to too many options
- Side bar for more info wouldn't close
- Easy to forget what page you are on
- Not easy to navigate to the home-page
- Some images are cut off due to being too big
- Inconsistency in image sizing in headers
- Blog page isn't great has a lot of scrolling but is nicer than the desktop
- Purpose of site is unclear



- Donate
- Handbooks
- TAP for Bristol
- Get Involved
- Volunteer this Christmas
- Volunteering
- Become a Corporate Partner
- Community Partnerships
- Sponsor a Room
- Career Opportunities
- Care.Climb.Kilimanjaro
- Our Work & People
- Youth Shelter Appeal
- Our Staff
- Our Trustees
- Project Z
- Early Doors
- Bristol Goods
- Our History
- Bristol Homelessness
- Blog
- Contact Us



Figure 7 - Drop Down Menu



Website and Mobile Analysis

# Homepage

The Logomark is well-fitted, the sense of dominance in compared to the navigation bar shows substance.

Obvious Indication of a Dropdown Menu with its Use of Boxing.

Clean and Visual Presentation for Website's Region.

Donate Button is evident. In the context of their colour scheme the red can also emulate a sense of significance.

Relevant, High-Resolution Image.

Additional Donate Button, exists almost dramatically in the middle of the page, hard to miss.

Clear Margins, well-spaced. Clear sense of hierarchy.

Strong Contrast with the banner, indicates a change in focus.

The screenshot shows the homepage of the Shelter website. At the top left is the Shelter logo, a red stylized roof shape above the word "SHELTER". To the right is a navigation bar with links for "Housing advice", "ENGLAND SCOTLAND", "Search", and a magnifying glass icon. Below the navigation is a large image of a young girl looking directly at the camera. To the right of the image is a text block: "131,000 children are wishing for a home this Christmas" followed by a smaller paragraph about the issue. Below this is another "Donate" button. A dark horizontal banner across the middle contains the text "HOME IS EVERYTHING" and a smaller paragraph about the organization's mission. At the bottom, a white footer bar has the text "Got a housing problem?"

# Housing Advice

A clear inspiration for the Housing Matters "About Us" page. Where this page succeeds lies within the margins and spacing; everything is compact and within equal spacing which showcases an easy-to-interpret but also sophisticated visual for its information. Take the bullet points for each hyperlink underneath the heading, a clean way of demonstrating the list of subcategories.

However, both pages serve different purposes. Where the Housing Matters Page is directly afflicted with educating the user on the charity itself; on the contrary with the Shelter's Page, the purpose lies in supplying aid for their clients. In Shelter's context, this is efficient and delivers its intention clearly. Hyperlinks are obvious and direct.

In Addition, within this context, a search bar is a direct aid allowing users to find what they want instantly.

## Housing advice

Search our housing advice

### Find advice by topic

- [Homelessness](#)
- [Private renting](#)
- [Eviction](#)
- [Tenancy deposits](#)
- [Repairs](#)
- [Benefits and money problems](#)
- [Council housing](#)
- [Mortgage repossession](#)

### Popular articles

#### [Council help if you're homeless](#)

The council must help if you're homeless or threatened with homelessness in eight weeks

#### [Get on the housing register](#)

Follow these steps to apply for a council or housing association home

# Get Help

Using a Card Container to introduce the page with a relevant heading.

Consistent Banner location and resolution. Friendly, Welcoming and Relevant Image. Makes good use of the white space.

Obvious and Relevant Icon Choices, match the description.

Categorised into Three Separate Boxes highlighting the main forms for communication.

Relatively Small but still interpretable section, directs user to another page.

Find out where to get the right advice

Emergency helpline

Use our helpline if you:

- are homeless
- have nowhere to stay tonight
- are worried about losing your home in the next two months
- are at risk of harm or abuse in your home

Talk to us

Online housing advice

Use our online advice if you:

- want a quick answer
- want to find out your housing rights
- want to find out your next steps

Find your answer

Webchat

Use our online chat if you:

- can't find what you need on our housing advice pages
- need help to take your next step
- don't want to call us

Chat online

Local services

Find out more about [local Shelter services](#).

Contact us

Get help

Media Centre

Get involved

Support us

Donate

About Shelter

What we do

How we make a difference

Preferences

Supporter FAQs

Disclaimer and copyright



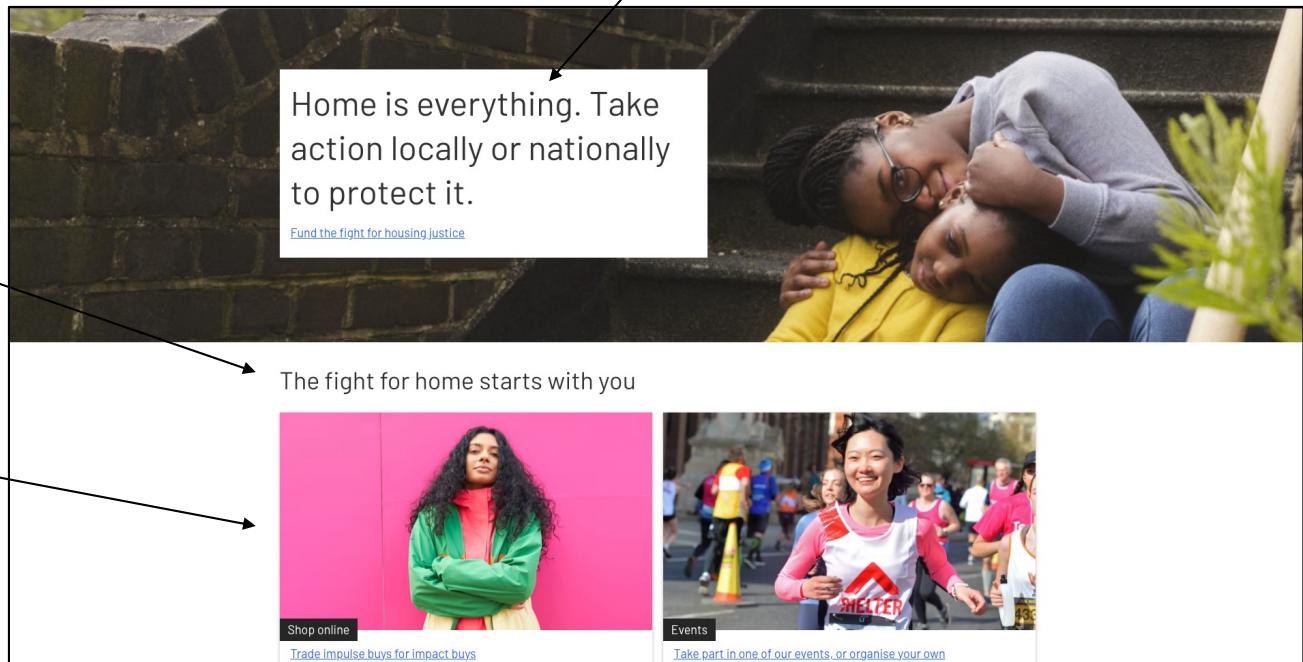
# Support Us

Consistent with the Banner location and resolution is eminent. Makes good use of the white space.

Direct and Potent Heading, leaves the ball in the viewer's court.

Containers which operate side-by-side which include boxy headings accompanied with relevant and even motivational imagery. Tied off with a hyperlink beneath.

Card Container utilising the placement to indicate a heading relevant to the page. Presented with strong content.



# What We Do

Relevant, High-Resolution Image.



Clear Margins, well-spaced. Clear sense of hierarchy.

## What we do

Home is a human right. It's our foundation and it's where we thrive. Yet, every day millions of people are being devastated by the housing emergency.

We exist to defend the right to a safe home. Because home is everything.

The Shade Change can hierarchically visualise the importance of each section. Especially when it gets directly more personal as it progresses.

### Got a housing problem? We can help:

#### Locally

Our advice and support services offer one-to-one, personalised help with housing issues and homelessness.

#### Online

On our website, find expert information about everything from reclaiming your deposit to applying as homeless, or speak to an adviser over webchat.

#### Over the phone

Our free emergency helpline is open 365 days a year to answer calls from anyone struggling with a housing issue or homelessness.

#### Legal

Our solicitors provide free legal advice and attend court to help people who've lost their homes or are facing eviction.

If you need to talk to someone, we'll do our best to help.

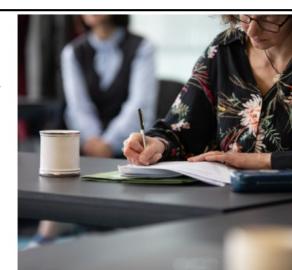
[Get Help](#)

### Campaigning for housing justice

This is well formatted, but some padding around the content because it can come across as rather squashed between the other sections.

# Professionals

Relevant, High-Resolution Image.



## Professional resources

Training, advice, and resources for professionals

**Legal**  
The essential online guide to law for housing and debt professionals  
[Go to Shelter Legal](#)

**Practical resources**  
Caseworker tools, guides, factsheets, templates  
[Use our resources](#)

**Advice for professionals**  
Our expert advisers can help with your housing or debt questions.  
[Get in touch](#)

**Training and events**  
Housing, homelessness, benefits, and professional skills  
[Book training and events](#)

**News and updates**  
Legal articles and expert commentary  
[Read the latest updates](#)

**Consultancy services**  
Mystery shopping, quality audits, and systems change  
[Improve your services](#)

Each container's placement is centered and consistent, with a demonstratable differential between heading and subheading.

Obvious and Successful "Call-To-Action," the red within their colour scheme emphasises this more.

# Footer

Although the navigation headings are all included within this footer, they're scattered around under different categories. However, it's common for a footer to include all this information.

Transparency and Knowledge of Accessibility. However, they don't include a translate option any on website (although this could depend on their own analytics.)

Logomark accompanied by their slogan. Visually Represented.

Icons representing their social media, aligned admirably in the centre.

Relevant and Informative documentation, including copyright and additional data.

Contact us	Get involved	About Shelter	Preferences
Get help	Support us	What we do	Supporter FAQs
Media Centre	Donate	How we make a difference	Disclaimer and copyright
Supporter and corporate contacts	Campaign	Our strategy	Privacy
Shop finder	Volunteer	Modern Slavery Statement	Cookies
	Jobs	How we spend your money	Accessibility
	Training	Our people	



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Charity number: 263710 (England and Wales), SC002327 (Scotland). Company number: 01038133  
88 Old Street, London, EC1V 9HU  
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# Mobile View

Logomark becomes Text, folds successfully.

The Donation Button becomes its own section. Ahead of the Hamburger Navigation, shifts Importance.

**SHELTER** **Donate** **Menu**

131,000 children are wishing for a home this Christmas

This Christmas morning over 131,000 children will wake up without a place to call home. The highest number on record.

This is an outrage.

But it doesn't have to be this way.

**Donate**

The Hamburger Navigation Bar opens with clear indication that it's in use.

**SHELTER** **Menu X**

Search

Housing advice | Topics ▾

Get help

Support us

Shop

What we do

Professionals

Donate

ENGLAND SCOTLAND

**Banner drops the Card Container.**

**Emergency helpline**

Use our helpline if you:

- are homeless
- have nowhere to stay tonight
- are worried about losing your home in the next two months
- are at risk of harm or abuse in your home

**Talk to us**

Strong Padding, each container stacks on-top of themselves in a vertical pattern.

# Overview **SHELTER**

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## Pros

- Professional and Sophisticated Formatting.
- Content Quality is High.
- User-Friendly Navigation System.
- Consistent Theme throughout the Site.
- Search Functionality.
- Content is all Responsive, folds soundly.

## Cons

- Some Headings could Benefit from some Padding.
- Lack of Potential Accessibility Features.

# **talking money**

**advice, support & information**

**Partner Website/Mobile Analysis**

# Home Page

The **navigation bar** is separated from the main page through colour

The logo/name is in bold, is easy to see and stands out on the page

The **accessibility** buttons are easily located (Dark mode, Text size)

The **accessibility** buttons are easily located (Dark mode, Text size)

**Sliding background** page, can watch through with buttons

**talking money**  
advice, support & information



MAIL@TALKINGMONEY.ORG.UK



SELECT LANGUAGE

Home

Help Me

About Us

Get Involved

Get Involved

Vacancies

Volunteer

Become a Trustee

Partner with us

Contact Us

DONATE

## Building Financially Resilient Communities

Using a Whole Person, Whole Community Approach, Talking Money, St Pauls Advice Centre, and AdviceUK are working with communities in Bristol to deal with money worries in ways that suit the complexity of people's lives

FIND OUT MORE

All **clickable buttons** are made clear with a pink box

**Text** is slightly hard to read on top of the background image

The **background image** clears a lot of white space and looks clean

The **donate button** is Clear and stands out in contrasting colour

**Drop down bar** is in a clickable colour, and stands out on the page

# Help Me Page

Headings are clear and stand out, they are consistent on the page

For information regarding contacting us for advice please see our [contact page](#).

## Help me manage my money

All of our services are free and independent. We help with all aspects of money management including:

- Creating and managing a budget
- Increasing income
- Applying to charities for grants for furniture and white goods
- Reducing expenditure through price comparisons and switching suppliers
- Applying for help with your water bill
- Setting up and accessing bank accounts
- Managing money online

## Help me with my debt problem

All of our Money Advisers hold the Certificate in Money Advice Practice and are qualified Debt Relief Order Intermediaries. We offer advice, support and information with:

- Creating a budget to help break the cycle of debt
- Negotiating payments with creditors
- Insolvency options
- Understanding your legal rights

## What do I need to do?

We want to help you find the best solution possible to your debt. If you can, please ensure these documents are accessible during our appointment:

Clickable **text** is highlighted in pink and is easily recognisable



The **images** are far away from the text, and hard to associate with what's being said



A lot of **white space** on the page between the text and images

# Our Story Page

The **text** is clear and consistent on the page, and easy to read on plain background. It fits well next to the illustration

**White space** is used to separate the details from each other

## 1990 – 2000

In the beginning, volunteers were trained to deliver advice sessions, and a small office space was secured at the Elmgrove Centre in Redland, later relocating to a small shop front premises in the heart of Easton. Community outreach sessions were also established in Knowle West and Lawrence Weston.

Between 1996 and 2009, Nick Park CBE (of Aardman Animations), supported BDAC as patron, providing invaluable support and contributing to the charity's significant growth. In the late 1990s, BDAC achieved Legal Aid Franchise status, providing welcome financial security and the opportunity for further expansion, including community outreach sessions in Easton, St Pauls and Lockleaze.



1990  
– 2000

## 2000 – 2010

In 2001, the charity relocated to the top floor of the Sofa Project building on West Street, in the Old Market area of Bristol. In 2006, major funding was secured from the 'Financial Inclusion Fund' and BDAC became the lead agency for a partnership of 7 charity's delivering free face-to-face debt advice in Bristol, North Somerset and Gloucester. Soon after, the Energy Advice Project was launched through funding from the EDF Energy Trust, and a subsequent expansion was made possible through funding from British Gas Energy Trust.

During this period, BDAC expanded its work to include preventive services in addition to free debt advice; developing financial capability work and setting up the 'Futures Room' to help clients maximise their income and manage budgets. Consequently, BDAC was jointly appointed with Bristol CAB as Lead Agency for the Wessex Financial Capability Forum.

**Illustrations** stand out on the page with the green colour, they look neat and fit well alongside the text

The **heading** is consistent across the page and looks professional

# Our Trustees Page

The page **heading** is hard to read due to the text on the banner.

The page **banner** removes a lot of white space and makes the page less bland

**Paragraphs** are consistent and easy to follow with the correct person

Can easily tell which **image** is related to which name



**Our Trustees**

**Neil Holliday**  
Chair of Trustees

Neil has been a dedicated trustee of Talking Money since 2014 and became the Chair of the Board in 2015. Before giving his time to our charity he was a highly skilled actuary with over 35 years' finance experience. His financial

**Richard Ascroft**  
Trustee

Richard is a practising barrister specialising in insolvency and commercial law. He has extensive knowledge and experience of corporate governance and wrote the Debt Relief section of a leading textbook on

**Collin Salandy**  
Trustee

Collin is a recent MBA graduate specialising in leadership and organisational culture. He would like to contribute especially by helping to hone our strategy and better serve our clients. His experience spans IT, sales, healthcare and

# Contact Us Page

The **address** is clear, visible and easy to find

**Talking Money,**  
**1 Hide Market,**  
**West Street,**  
**St Philips,**  
**Bristol,**  
**BS2 0BH**

**Phone:** 01179 543990 or 0800 1214511

**Email:** mail@talkingmoney.org.uk

**Phone and email address** is easy to locate on the page, clickable link to go straight to email

## Getting in touch

There is no drop-in service at our office so all enquiries should be made by phone.

We aim to open our advice phone line to new enquiries between 10.00am and 12.00pm every Tuesday and we are reviewing this on a weekly basis. Our telephone number is 01179 543990 or 0800 1214511. We will continue to keep our website up to date with any future changes. For general enquiries please contact [mail@talkingmoney.org.uk](mailto:mail@talkingmoney.org.uk)

If you are unable to get through to us or need urgent advice then you can find details of other agencies that might be able to help [here](#).

## For existing clients

You can contact your adviser using their email address or the telephone number included in their email signature, found at the bottom of all correspondence emails. You can also contact us using the details above and we can put you in touch.

Clear **details** on how to get in touch also for existing clients



[CLICK HERE FOR LARGER \(GOOGLE\) MAP](#)

The **map** is useful and can help some people find their location straight away

Option to view the **map on google** in a larger more detailed form

Large amounts of **white space** on the page

# Donate Page

Steps displaying to the user what stage they are on of the donation process

The logo remains on the page, so you know you are still on the company's site

The option to donate weekly, monthly, quarterly etc... is useful for users

The screenshot shows a donation page for Talking Money. At the top, there is a navigation bar with the Talking Money logo and a progress bar showing six steps: Select, Details, Message, Gift Aid, Pay, and Complete, with 'Select' being the current step. Below this, the main title is 'Make a donation to Talking Money'. A note states: 'We trust Enthuse to handle the processing of our online payments. You will see their name mentioned on this form and in the address bar.' The page then asks 'How often would you like to give?' with a dropdown menu set to 'Monthly'. It features a lock icon indicating security. The next section, 'Now choose how much.', lists four donation amounts with descriptions:

- £5 Monthly – could help families access additional money they're entitled to so they don't need to rely on foodbanks
- £10 Monthly – could help a person who has been made redundant get the advice and support needed to keep their home
- £20 Monthly – could help us listen to and support someone struggling with their mental health due to financial worries
- £50 Monthly – could help someone with a lifelong disability access the financial support they need to regain their independence

At the bottom, there is a link 'Or enter how much' followed by a 'Monthly' button.

The map is useful and can help some people find their location straight away

Gives the donor an indication of what their money will be going towards

# Footer

Sliding Tab to display their different funders could be centralised more and white space removed

## Our Funders



Institute of Money Advisers®  
Assuring quality in the money advice profession



National Benevolent Charity  
Improving lives since 1812



Garfield Weston  
FOUNDATION

## Legal

Privacy Policy  
Complaints Policy  
Safeguarding Policy  
Environmental Policy  
Cookie Policy  
Feedback

## Find Us

Talking Money  
1 Hide Market  
West Street  
St Philips  
Bristol  
BS2 0BH

## Newsletter

If you would like to hear more about Talking Money, sign up to our newsletter.

First Name  
Email  
 I have read and agree to the terms & conditions

SIGN UP

## Associations



Legal policies are always available with easy access at the bottom of each page

Newsletter allows users to sign up easily and is convenient

Headings are consistent with relevant icons for quick association to text

Associations can be viewed easily and are also discreet

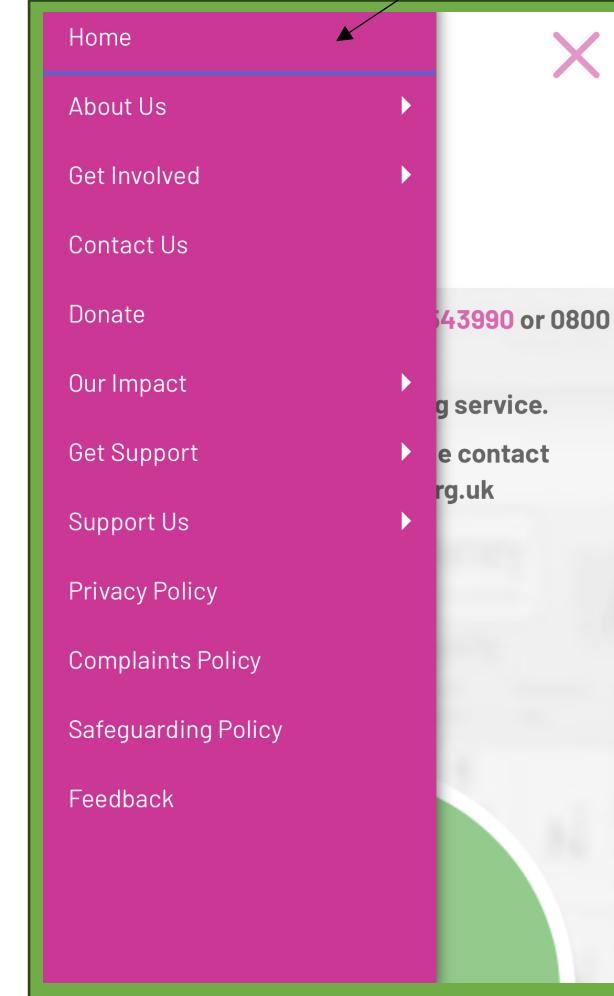
# Mobile View

**Key and accessibility features are easy to find at the top of the page and fit well**

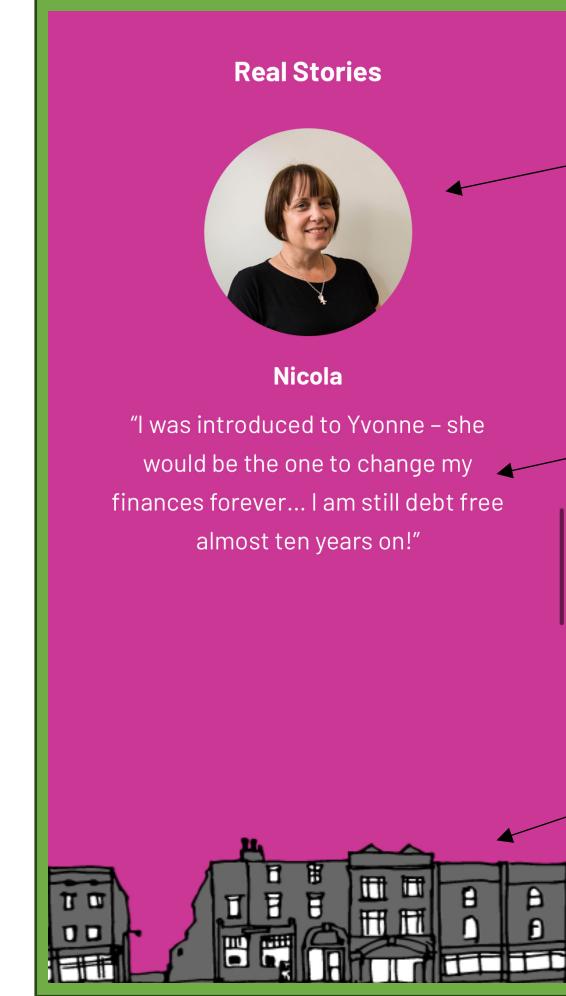


**Clickable buttons are large and highlighted in pink**

The **tab** is easy to locate and visible



**Pull out tab** is easy to navigate, listing the sections clearly



**Images** are smaller allowing text to fit below

**Text** is easy to read on the pink background

**Illustrations** Fit well into the bottom of the screen

Background image fits into the mobile view

# Mobile View

Text is easy to read with the more important information in bold

**How can we help?**

→ We provide free, independent, specialist money advice to individuals and their families. This includes debt, energy debt, benefits and income maximisation advice.

We aim to open our advice phone line to new enquiries between 10.00 am and 12.00 pm every Tuesday and we are reviewing this on a weekly basis.

There is no drop-in service at our office so all enquiries should be made by phone.

Our telephone number is **01179 543990** or **0800 1214511**.

We offer a free interpreting service.

For general enquires please contact [mail@talkingmoney.org.uk](mailto:mail@talkingmoney.org.uk)

Headings are clear and simple



Tamra Mannin  
Co-Chief Executive [maternity cover] / Partnerships Manager

I joined Talking Money as a volunteer Money Advice Caseworker back in 1998 and became a paid member of staff in 2001. In 2012 I was appointed to the role of Money Advice Manager responsible for the delivery of our money and benefits service, and following an organisational review moved into the position of Partnerships Manager in 2019. I enjoy connecting and working with other organisations who are passionate about supporting vulnerable people in our community so that we may maximise our help and effectiveness for those that need it most. I also continue to take a lead on the delivery

The **image** is the correct size and clearly linked to the following name and text



**Real stories**



**Our awards**

Images are too large and take up most of the screen (should be smaller)

Grey background allows the black text to be readable

The **text** fits into the screen well

# Overview



## Pros

- The website has a clear colour scheme with contrasting green and pink accent colours
- Slidable sections to view more content
- The nav bar is simple and easy to navigate
- The text is in a consistent theme throughout the site, key information is highlighted in bold
- Clickable content and links are highlighted with the pink accent colour
- Most images and illustrations fit well on the page with the correct sizing

## Cons

- Some areas of the website have large areas of white space, which can look unprofessional
- On mobile view, some images take up the whole screen and are hard to view
- Text is hard to read when there is a background image
- Some text boxes spill over the intended area looking messy