Analysis of Design Concepts Used in Charity Resource Hub Website Design

Understandability and Discoverability

One of the key challenges of the current website is the lack of discoverability. Users may find it difficult to figure out how to navigate the site and access the resources they need. This is primarily due to inconsistent mapping and insufficient signifiers, which indicate where specific actions or information can be found. Improving discoverability through clear navigation menus and consistent labeling would enhance the user experience.

People-Centered Design

The website should prioritize usability and user satisfaction by adopting a people-centered design approach. Currently, we tried adding visual appeal and intuitive interaction that can improve user engagement. However, enhancing usability through familiar layouts and consistent interactions will make the platform more approachable. Following our empathy map can help understand user needs and tailor the interface accordingly.

Cognitive Processing and Feedback

The site needs to have better 'support' for users through feedback mechanisms, such as confirmation messages and progress indicators. Implementing the 7 Stages of Action Cycle—from goal formation to feedback—would ensure users receive relevant responses to their interactions, minimizing the "Gulf of Evaluation" (i.e., understanding what happened after an action).

Analysis of Design Concepts Used in Charity Resource Hub Website Design

High-Functionality Applications (HFAs)

Since the site targets a wide range of users, including charity organizers and volunteers, it should be a high-functionality application (HFA) with a low learning threshold and a high capability ceiling. This means creating intuitive entry points while offering advanced tools for experienced users. Maybe adding interactive guides or tutorials that could reduce the initial learning curve. But, this might be unnecessary, as the website is (or should be) fairly simple to navigate. We did add some external links that lead to tips on performing certain actions (grant writing, fundraising, planning an event. etc.).

Visual Design and Branding

Organized visual identity is crucial to creating a welcoming and professional atmosphere. Currently, our site tries to be consistent with color schemes and visual elements to make it appear coherent. Applying Gestalt principles—such as proximity, similarity, and symmetry—has helped organize content visually, making it easier to process. Using a consistent color palette and typography aligned with the organization's mission also helped establish stronger branding.

Addressing Constraints and Accessibility

To make the website universally accessible, it must address physical and cultural constraints. Physical constraints can include easy-to-click buttons and large text for better readability. Cultural constraints should ensure that the design respects diverse user perspectives, avoiding jargon and culturally specific references that could disengage some users.