

HOPE Collaborative

UI Redesign Case Study

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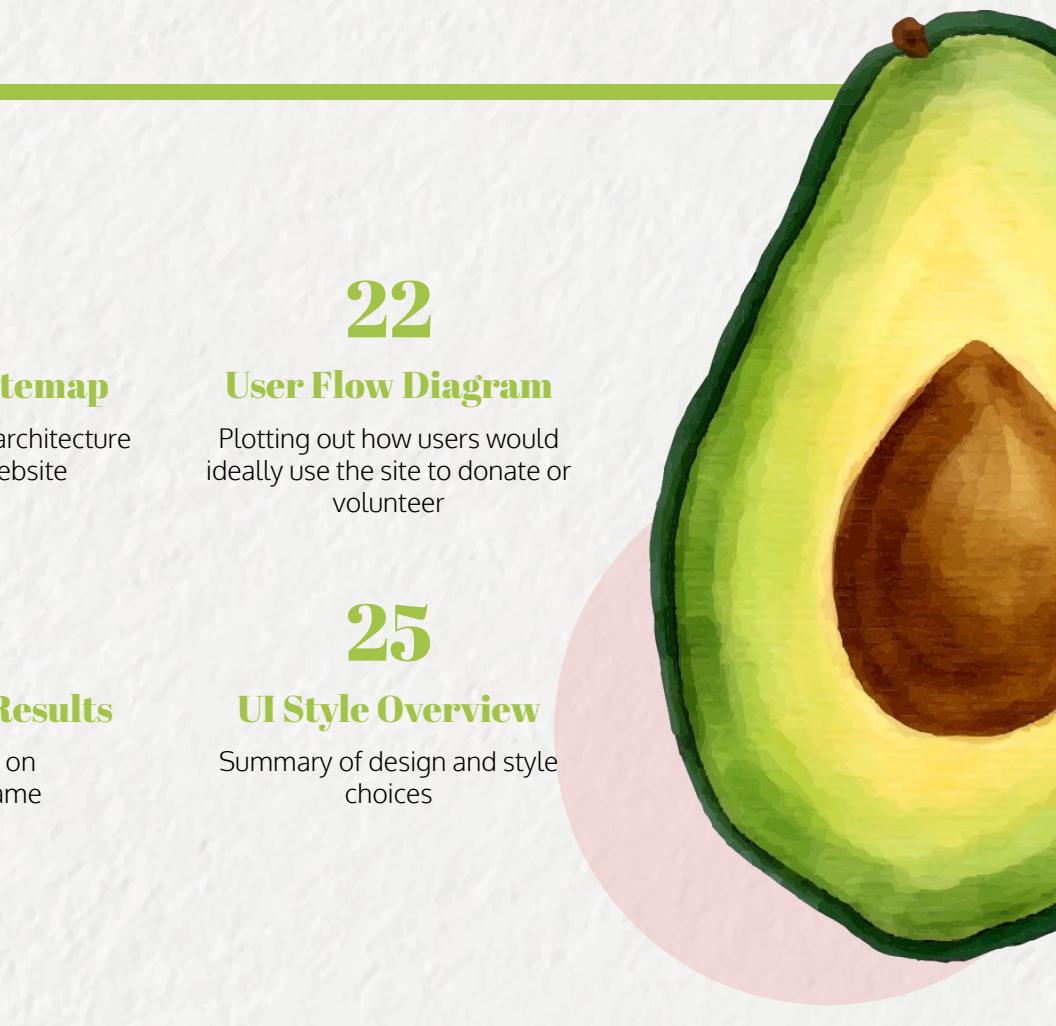


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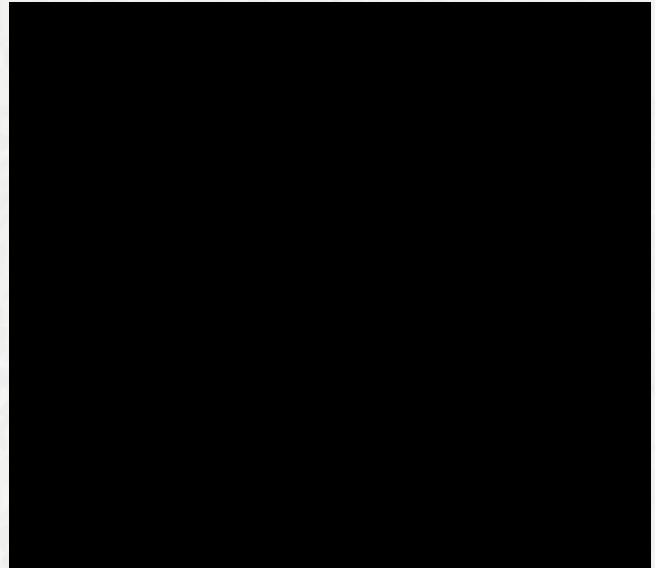


Overview

The Hope Collaborative, a non-profit organization, aims to bring organic and fresh produce to communities in Oakland with limited access and resources. The organization depends on the support of the community through donations and volunteering.

However, their current site design and information architecture does not make giving support easy. Surveys found that 100% of users would not follow through with a donation or volunteer because the information was too difficult to find and buried under multiple clicks.

This case study focuses on our redesign process of their website's homepage and two major user flows (volunteer and donation). Each slide details a step taken that influenced our design choices.



Constraints

4 Week Sprint

My Role

UX Researcher
UI & Interaction Designer

User Research

Stakeholder Contact ([link](#))

In an interview with Nakia Woods, Program Director of HOPE Collaborative, we discussed four main questions regarding the website:

- What is working well & what is not?
- Who is your expected audience ?
- What vibe or culture would you like to display?
- What is the goal of the website & what does success look like?

Key Quotes :

"Honestly, I just think our website isn't easy to navigate and also just isn't very cute to look at."

"Our website also is very clunky and outdated looking so a redesign that could bring us into 2021 would be dope!"

"I think the photos and some of the stories we have are the most shining area of the site, and the friendly open nature and the emphasis on community."

"We strive to build that long lasting team of individuals committed to making a change"



Heuristic & Usability Analysis [\(link\)](#)

To familiarize ourselves with the Hope Collaborative website, we completed a heuristic & usability analysis to begin empathizing with user:

- To step into the their minds when first moving through the Hope Collaborative's website
- To identify any usability and design issues
- To identify what practices work well on the website



Key Findings:

1. Important user tasks are buried within the navigation bar
2. Used language not familiar to new users with no explanation
3. Strong use of pathos through storytelling and imagery
4. Information hierarchy does not seem to follow any LATCH technique
5. Good use of a calendar to provide incoming users with future volunteer opportunities

Competitor Analysis ([link](#))

Having identified four non-profit competitors, we ran a S.W.O.T analysis focusing on their website's functionality and UI design practices.

DIRECT COMPETITORS

[Alameda Backyard Growers](#)

[Nourish California](#)

INDIRECT COMPETITORS

[Alameda County Community Food Bank](#)

[Fair Trade USA](#)

Key Findings:

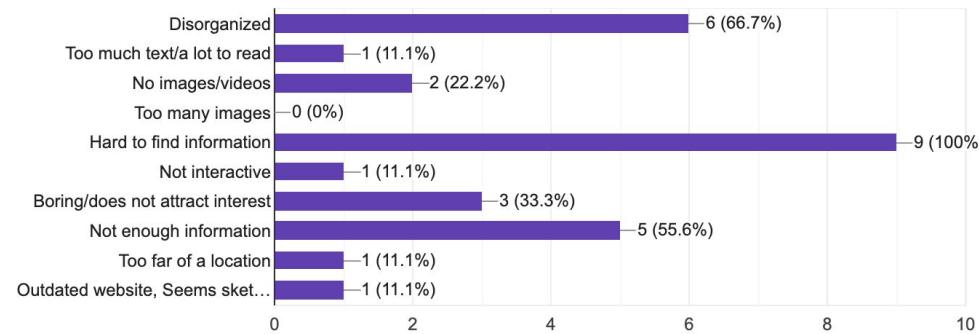
1. Donation and other call to action buttons are prominent on website landing screens
2. Majority gave information to how user's donations would be used and how volunteer hours would help the organization
3. Too much information on a page can draw away from the main task (donation or volunteer)
4. Strong and consistent UI gives website and organization more validity and trust from user

Survey (link)

We created a survey to gauge how users interact with non-profit organizations and their websites. The survey identifies common user behaviors and pain points as they navigate non-profit websites for volunteer and donation opportunities.

In regards to organizations' websites, what may deter you from volunteering or donating?
(Check all that apply)

9 responses



Survey Findings:

1. Most people say they prefer volunteering over donating.
2. People volunteer and donate at the rate at about one to five times a year (Thoughts and actions don't match)
3. People like donating through the website itself and are turned away when they have to leave the website to complete the transaction (fear of being scammed).
4. The biggest pain points people have when navigating a website to donate or volunteer are cluttered and disorganized information and a lack of relevant information.

Proto Persona [\(link\)](#)

Brianna Grater

Age: 31 years old

Profession: Community Manager

Location: Berkeley, CA



Personality

- enjoys volunteering work
- practices veganism
- goes to the local farmer's market
- bikes as their main mode of transportation
- enjoys camping and hiking
- used to do volunteer work with political campaigns, but is now disenchanted with "the system"

Goals/Needs

- Looking to be an engaged member in their community.
- Wants to donate to an organization of her choice on a regular basis.
- Needs to see the direct impact of her work to feel like donating is worth it.
- Needs to find volunteering opportunities easily or else gets discouraged.

Pain Points

- Capitalism
- no centralized resource available for local volunteering programs. The onus falls on the person to do their research for volunteering opportunities
- coordinating volunteering appointments can be complicated and time consuming
- when showing up to volunteer, Brianna is unsure/not prepared of their duties for the day
- wishes there was more orientation resources for the volunteers to learn more about the organization/project/cause
- Brianna finds many non-profit websites boring and loses interest easily

User Interviews [\(link\)](#)

We interviewed three user to gather further insight into how users engage with non-profit organizations.

The interview questions focused on user's

- personal volunteer and donation practices
- deterrences from volunteering or donating,
- their interpretations towards the Hope Collaborative's website,

Key Insight:

1. No interviewee could correctly identify Hope Collaborative's goal from the website
2. All interviewees volunteered for organizations or causes they had a personal connection to
3. Poor UI, functionality, or accessibility deters user engagements
4. Volunteering feels more impactful esp. If you can see how you are contributing to the cause - donation is easier and more likely
5. Security is first and foremost when making payments regardless of information provided



Affinity Diagram ([link](#))



User Persona ([link](#))



Kayleigh O'Keefe

19 years old

El Cerrito, CA

Student at Berkeley City
College

Favorite Brands

- New York Times Daily podcast
- Reductress
- Sunrise Movement
- Target
- Berkeley Bowl

Bio:

- Enjoys volunteering work, and would like to donate more if she were not financially constrained
- Practices veganism
- Goes to the local farmer's market
- Prefers to bike as her main method of transportaiton, but ends up having to drive to most places
- enjoys camping and hiking
- Raised to be distrustful of "the system," though will still vote for establishment politicans

Goals & Needs:

- Looking to be an engaged member in their community.
- Wants to donate to an organization of her choice on a regular basis.
- Needs to see the direct impact of her work to feel like donating is worth it.
- Needs to find volunteering opportunities easily or else gets discouraged.

Challenges:

- Capitalism
- There is no centralized resource available for local volunteering programs.
- Coordinating volunteering appointments can be complicated and time consuming
- Feels unprepared of their volunteering duties for the day
- Wishes there were more orientation resources for the volunteers to learn more about the organization/project/cause
- Non-profit websites are difficult to navigate through when trying to locate information she needs in order to volunteer or donate.

Key User Insight



People interested in contributing to their community need an easier way to discover volunteering or donating opportunities with outcomes that are transparent, impactful, and measurable because the volunteering or donating process can be discouraging for people when the steps are not clear or requires too much effort

Problem Statement

By redesigning the HOPE Collaborative website to make its donation and volunteering functions more straightforward for community-minded individuals, we will increase user engagement to help the organization achieve their mission and goals



Value Proposition

Organization's name: HOPE Collaborative

Defined offering: focuses on health equity

Target customer segment: looking for help from social justice- and equity-minded individuals, looking to aid communities of color

Problem/pain: Clunky and outdated UI that makes donating and volunteering difficult

Differentiation: Our redesign of HOPE'S Collaborative website will promote more users to volunteer and donate to their cause

Your proof point, secret sauce: We believe with a design with less friction and more understanding users grow empathy towards HOPE's mission, motivating them to interact with the organization. A seamless user experience that makes donating and volunteering easy will encourage more people to engage with the organization.

Our organization HOPE Collaborative focuses on health equity in efforts to help communities of color to solve the generational injustice that has given rise to racial and ethnic health inequities.

Our redesign of HOPE'S Collaborative website will promote more users to volunteer and donate to their cause. We believe with a design with less friction and more understanding users could grow empathy towards HOPE's mission, motivating them to interact with the organization.



Storyboard

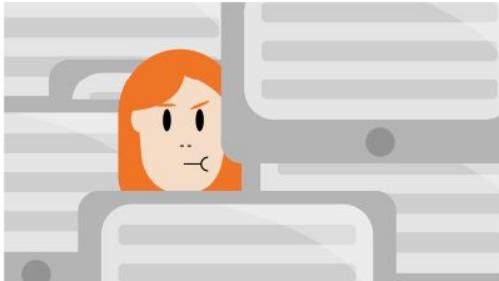


1. User wants to help



Kayleigh O'Connor, a lifelong East Bay resident, wants to give back to her community in some way and help.

2. User searches for ways to help



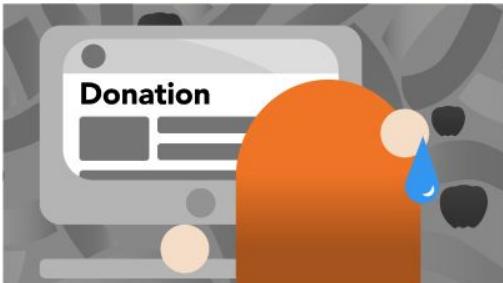
She begins her research and goes down a rabbit hole of different nonprofit organizations and various volunteer opportunities in the local community.

3. User finds passion



Passionate about the food deserts and scarcity that plague their community, Kayleigh begins searching for programs and organizations that set out to bring food to their community and those in need. She comes across HOPE Collaborative.

4. Trying to get involved



Looking through the website, she sees that she can easily donate to the organization. Because she is currently a student, her funds are limited, so she is not sure how else she can get involved.

5. User volunteers with HC



The website makes it really easy to learn about volunteering opportunities. This is perfect for Kayleigh, who wants to get involved and meet community members.

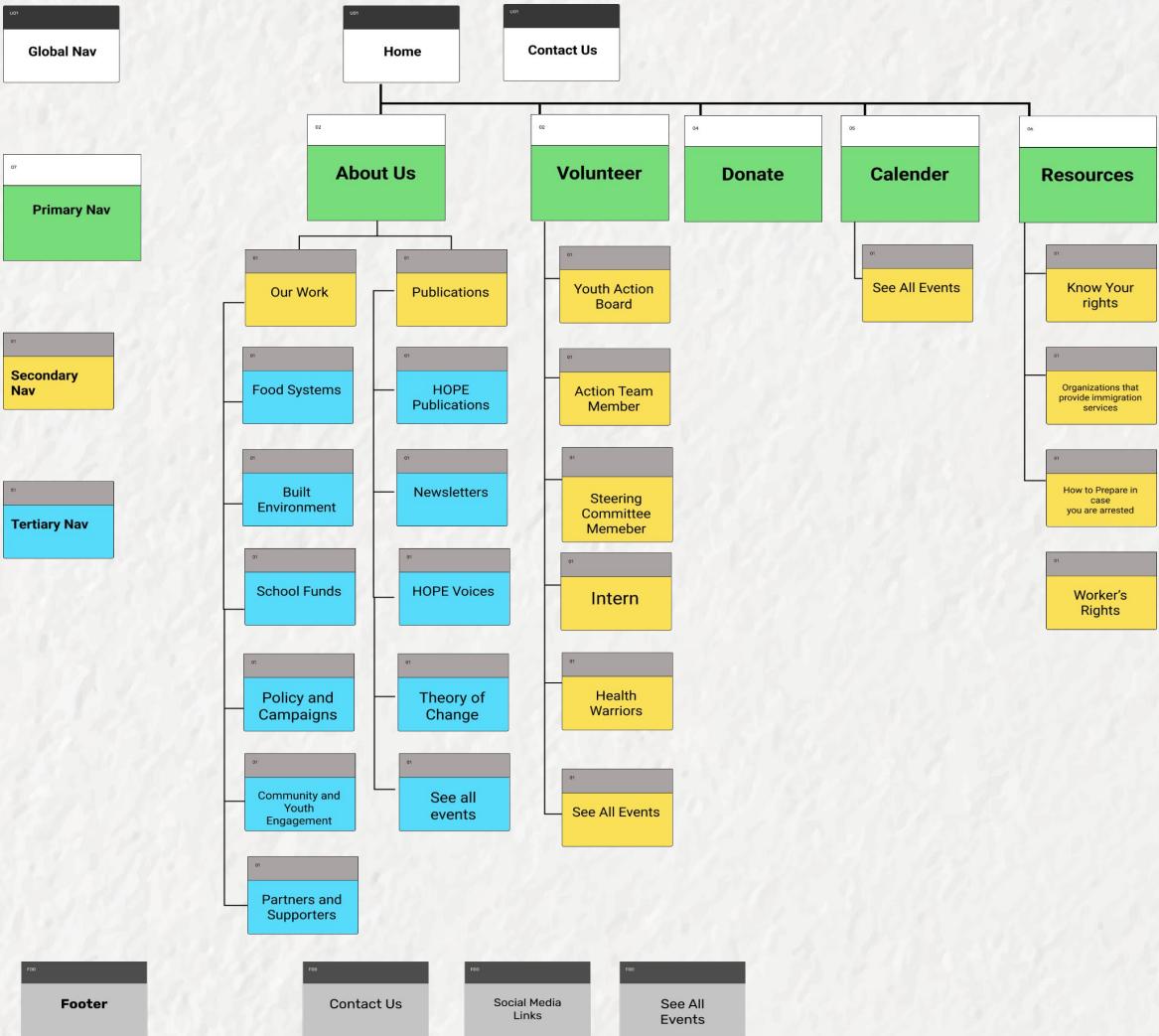
6. Determined to make a difference



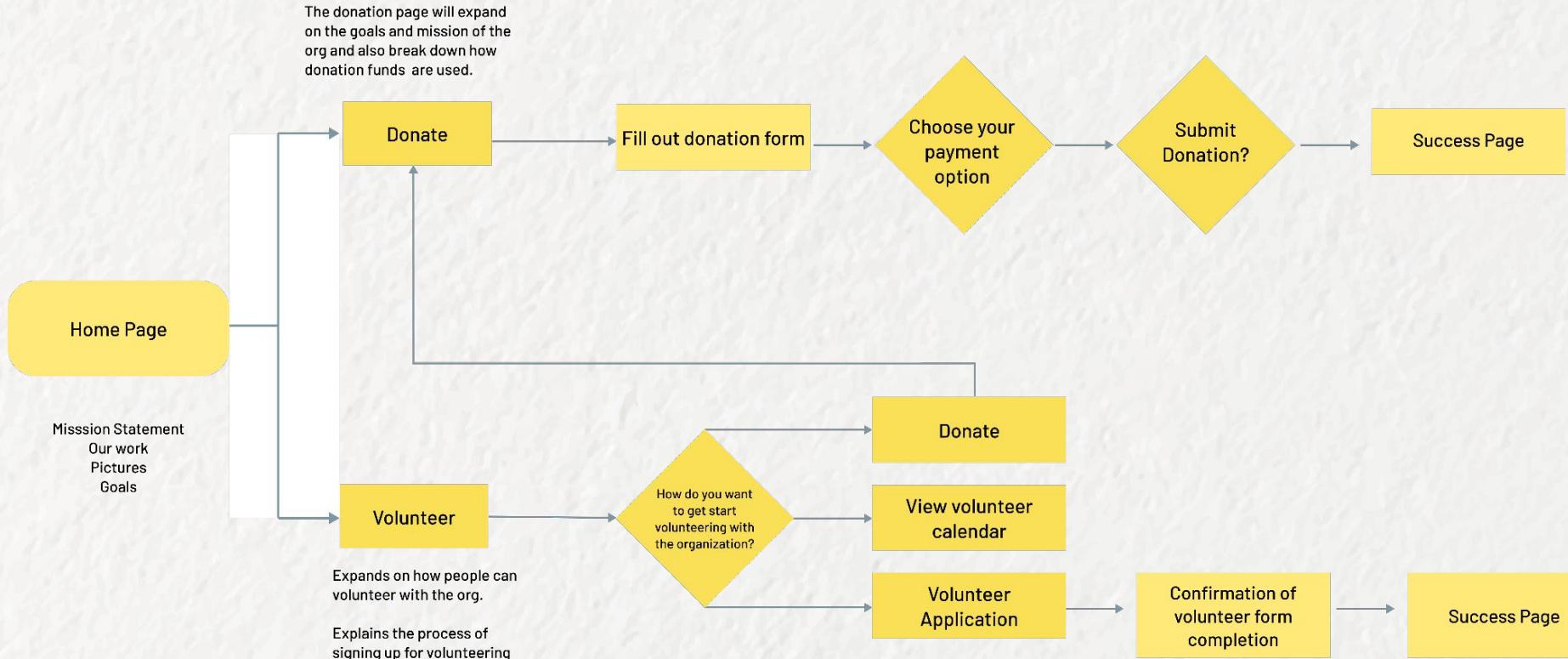
Kayleigh is excited and determined to make a difference, as she partners with local community leaders to solve the problems of food injustice in their shared community and place they call home.

Iteration & Testing

Redesigned SiteMap (Link)



User Flow Diagram



Lo-Fi Wireframes (Link)

Homepage

Who are we?

Our work

Donate Today!

Donation landing

Donate to Hope Collaborative

Your donation makes a difference

Donation Methods

Monthly Donation

One-Time Donation

Philanthropic Partnerships

Join the movement

Contact Us

See all events

Donation fill forms

Donation Form

Name *

Email *

Address *

Phone Number *

Payment Method

Credit/Debit card

Monthly

Paypal

One-Time

Card Number*

CVC Code*

Expiration Date*

Amount *

Submit

Donation Form

Name *

Email *

Address *

Phone Number *

Payment Method

Credit/Debit card

Monthly

Paypal

One-Time

Card Number*

CVC Code*

Expiration Date*

Amount *

Submit

Lo-fi Usability Test (Link)

The initial wireframes and design decisions were evaluated through usability testing

Users were asked to complete four tasks:

- Find volunteer information and opportunities
- Sign up for a volunteer event
- Find the donation homepage
- Complete a donation

Users' task completion speed, extra clicks, and general feedback were all noted and tracked

Key Findings:

1. 100% of user were able to complete each task with little to no error
2. Payment methods was limiting and did not follow common design practices
3. Some language was confusing or redundant
4. Users liked the donation and volunteer links being easily accessible from any page

These findings were taken into consideration and informed future iterations of our designs

UI Style Tile [\(link\)](#)

Based on interviews we identified what style choices and UI changes the stakeholder wanted and what users needed

Stakeholders:

- Friendly and welcoming nature
- Make user tasks flows easier to find and complete
- Keep the familiarity of the website with older user

Users:

- Build consistency (trustworthiness)
- Don't give information - tell a story
- Build intuitivity for new users

Style Choices:

1. Maintain similar color scheme with brighter background and accent colors to maintain familiarity while making the site more welcoming
2. Use pressed, focused, and hover button states to promote intuitiveness and consistency
3. Use similar images from current site with new images and information architecture to inform users of the Organization's goals from the first click
4. Use error commands and disabled button states to guide users in task flow completion

UI Style Guide [\(link\)](#)

UI STYLE DIRECTION

HOPE Collaborative's website is designed by its clean layout and easy-to-use features.

We want to make sure to balance concise copy with other visual elements, such as photos and dropdown elements, that create an interactive experience for the user.

TYPGRAPHY

- Kadwa typeface is for headlines, titles, and subtitles
- Raleway typeface is used for main content copy

H1 Headline

(Kadwa, Bold, 35pt)

H2 Subhead

(Kadwa, Bold, 28 pt)

Typography Body Copy (Raleway, Regular, 15 pt)

*RI Division of Motor Vehicles is currently open by reservation only. Walk-in's are not allowed.

Reservations are available for the Cranston, Woonsocket, Middletown, and Warwick offices. The Warren and Westerly Branches are temporarily closed until further notice.

UI STYLE ADJECTIVES

- Clean
- Inviting
- Organized
- Open
- Friendly

BRAND LOGO



ICONOGRAPHY



DESKTOP BUTTON STATES



COLOR PALLETTE



INTERACTION COLORS



IMAGE SAMPLES



BUTTON STYLES



GRAPHIC PATTERNS (OPTIONAL)



HOPE COLLABORATIVE'S HEALTHY CORNER STORE PROJECT

Fruits, vegetables, and
groceries sold here!



HOPE COLLABORATIVE'S HEALTHY CORNER STORE PROJECT

HOPE Collaborative is bringing fresh, healthy, and affordable groceries to your local corner store.
Learn more at [opencollective.com](#)



UI Grid

The HOPE Collaborative website is based around a 12 column grid system with a 20px gutter and a 150 margin on a desktop screen width of 1440px and at least a height of 1024px.



Color contrast

The contrast ratio of text and interactive elements in all places must meet level AA of the Web Content Accessibility Guidelines (WCAG 2.1).

Main colors



Link



Focus States



Error states



***Only use error messages as indication

Form Fields

Form fields will have a height of 59px and varying widths depending on the type of form field.

Main Inactive Form Field
Box Width Of 463px
Box Height Of 59px

Text

Error Form Field
Box Width Of 439px
Box Height Of 59px

Label

!

Dropdown Form Field
Box Width Of 439px
Box Height Of 59px

Dropdown

Buttons

These buttons will be used throughout the website in the main content areas for the home page, volunteer page, and donation page. The buttons have a round percentage of 13 px

Inactive:
White text with dark green fill

Submit

Hover:
Dark green text with muted yellow fill

Submit

Clicked:
Dark green text with gold fill

Submit

Navigation Design A/B Test ([Link](#))

Option A



Option B



Survey shared through usabilityhub found
88% of participants preferred Option A.

Mid/Hi-Fi Prototype

HOPE Collaborative

ABOUT US VOLUNTEER DONATE CALENDAR RESOURCES

CONTACT US

HOPE Collaborative

WORKING TOWARDS AN EQUITABLE FUTURE THROUGH FOOD

Who We Are

HOPE Collaborative is comprised of public agencies, community-based organizations, and Oakland residents.

Leadership bodies and individuals within the collaborative work together to pursue our vision of a healthier, more vibrant Oakland.

Learn More

Our Mission and Vision

Our mission is to advance racial, economic, and health equity in Oakland through community-driven food and neighborhood initiatives.

We envision a vibrant Oakland where historically marginalized communities shape their neighborhoods' future, have equitable opportunities for healthy food and safe community spaces, and build community wealth.

Help us meet our mission and vision by volunteering.

Volunteer

Homepage Changes

Removed redundant options from the global nav.

Revised the style of the global nav so that options were easily found and had similar priority to the primary navigation.

HOPE Collaborative

ABOUT US VOLUNTEER DONATE CALENDAR RESOURCES

CONTACT US

Volunteer with HOPE

HOPE is a collaborative group of public agencies, community-based organizations, and Oakland residents.

Leadership bodies and individuals within the collaborative group work together to pursue our vision of a healthier, more vibrant Oakland.

Volunteer

Volunteer Categories

Youth Action Board

Learn More

Action Team Member

Learn More

Volunteer Landing Changes

Revised the "Get Involved" button to show "Volunteer" to maintain copy consistency and clarity for the user's needs.

Prototype ([Link](#))

Food and Safe Community Spaces, Healthy People, Healthy Wealth.

Help us meet our mission and vision by volunteering.

[Volunteer](#)



Food Systems School Food Built Environment

[Learn More](#) [Learn More](#) [Learn More](#)

Final Thoughts

With the donation and volunteer user flow designs complete, we hope to move forward with the rest of the user task flows. Moving forward with the user research on the secondary task flows will give more insight into lesser known user frustrations, needs, and appeals

Next Steps:

- Complete LATCH, heuristic, & accessibility evaluation for the 'about' and 'our work' user flows
- Complete 2-3 user interviews on these two sections and begin ideation and testing
- Test a future dark/color accessible mode option for visual clarity and for users with visual impairments

Thanks !



Does anyone have any questions?
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