

Website Experience Analysis

SPARK Foundation's website should provide clear information about its mission, build credibility, and encourage student and volunteer registration. By looking at how key users might experience the webpage, we can better understand it, in order to optimize it for their purpose. The following table identifies key user groups, their goals, and challenges they may face using the current website design:

User	Goal/Motivations	Pain Points (Current Site)
Volunteer	<ul style="list-style-type: none"> Learn about volunteer opportunities Sign up to receive volunteer updates Learn more about the programs and people they will be supporting Learn about what skills they can gain from it 	<ul style="list-style-type: none"> Volunteer portal not visible on landing page No information on volunteer requirements No up-to-date information regarding volunteer openings or context on the program, people, benefits and time commitment they will need to be involved in
Parent/ Guardian	<ul style="list-style-type: none"> Learn about what SPARK Foundation does Determine if it is safe for their children Understand exactly what their kids will learn Registering for camps 	<ul style="list-style-type: none"> Lack of testimonials from parents Lack of itineraries for events and programs Not knowing who the program mentors are Difficult to find and unstandardized registration Same video repeats on multiple pages Some grammatical errors may impact credibility
Teenager	<ul style="list-style-type: none"> Learn about SPARK Foundation's Program offerings Get excited about their upcoming workshop - a mix of fun, learning and community work! Want to become and feel more independent and mature, while making an impact <p>Register as the key decision maker, especially if they are older but usually have to have enough information to convince parents that these \$50 workshops are worth it</p>	<ul style="list-style-type: none"> Nothing specifically written to address a young audience's needs for both fun and learning No context on types of leaders/mentors, what an action planning kit is, types of community engagement resources, etc. (only a general description and 20 page document of questions) Generic description and video -> how does it differ from younger participants' program? Unsure of what each \$50 session looks like <p>Decision-maker is not informed enough to make a decision and convert as registrants</p>

Recommendations

- 1) Rework of the website architecture according to appendix to promote a smoother experience
- 2) Use Grammarly and the Flesch-Kincaid test to ensure written content is clear and free of errors
- 3) Ensure consistent fonts and colours throughout website with a brand/style guideline
- 4) Use small photos to reduce distraction when scrolling
- 5) Redirect from **campweempower.net** to a page explaining the name change to reduce confusion
- 6) Rename mega series camp to "camp we empower" to leverage mentions on other sites
- 7) Change pop-up email subscription requests to a static form
- 8) Provide more context on programs, volunteer opportunities and past events
- 9) Migrate website to Wix for better design, payment, and analytics – see slide deck for more info
- 10) Add testimonials from parents to gain credibility and buy-in from this key decision maker
- 11) Add an event calendar to showcase past experiences and attract registrants to later opportunities
- 12) Provide translated camp documents (ex. Punjabi, Chinese, etc.) to better reach audience