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**Task 1 Case study: -**

**Topic: - Research and analysis for the development of an indoor goods contribution website for charities.**

I'm going to create a website that works as a charity for household chores. It will have several features, including the ability to donate online and provide door-to-door services for interested parties. This website's primary goal is to help those who are struggling to afford basic needs by offering charitable services, and by doing so, it also hopes to promote recycling and reuse of discarded goods by giving them to those in need. My goal is to draw visitors to this website, educate them on its purpose, and encourage them to participate.

* **"**Although home is where the heart is, it may also be a place of uncertainty and misery for individuals who are having difficulty making ends meet. I want to turn houses into homes one gift at a time through our website for the supply of indoor products**."**

According to the recent survey Published by Statista Research Department**, Dec 1, 2023,** convey that **“in August 2023, approximately 2.36 billion British pounds were spent in household goods stores across Great Britain”**[**[1]**](https://www.statista.com/statistics/287900/retail-sales-monetary-value-household-goods-stores-great-britain-monthly/)Upon that, according to the UK government **“Total UK WfH (Waste from Household) generation was 27.7 million tonnes in 2021, an increase of 2.4% from 2020 out of which WfH recycling rate (including IBA metal) was 44.6% in 2021**.” [[2]](https://www.gov.uk/government/statistics/uk-waste-data/uk-statistics-on-waste#waste-from-households-wfh)In conclusion, based on the information provided, managing household garbage may be difficult for several reasons, including population increase, recycling, waste reduction efforts, and more.

According to the research, the majority of charitable organizations that specialize in meeting indoor needs may concentrate on the idea of recycling and reusing waste materials, which reflects the mission of environmental protection. This is where websites come into play, providing a platform for organizations to improve their charitable work.

* **Why popularize the project with a website?**

**Having a website is crucial for several reasons which includes: -**

**visibility and awareness: -** a venue for nonprofits to present their goals, initiatives, and effects to a worldwide audience.   
**Contribution & Crowd funding: -** Charities may easily and securely collect online gifts thanks to websites.   
**Volunteer Recruitment: -**Organizations can publicize volunteer opportunities, solicit volunteers, and tell people about how to get involved on their websites.   
  
**Marketing as an Approach: -** Organizations can use their websites to advertise to individuals about their products and services, which increase

**Task -2 Background Research: -**

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| **Website** | **Design** | **Usability** | **Functionality** | **Legal Requirements** | **Accessibility** |
| **<https://www.toogoodtowaste.co.uk>** | visually appealing, creatively designed website with animations, a clean layout, and eye-catching images and videos. | User-friendly, mobile-responsive website offers easy access to key services like collections, volunteering, and house clearance. | Nonprofit selling used electronics & furniture. Search for & purchase items, and book collections, and learn about volunteering. | The website likely adheres to data protection standards (GDPR) and consumer protection laws (CRA) . | The font is ridable enough and the content is well structured with a video in the beginning. |
| [**https://anglodoorstepcollections.co.uk**](https://anglodoorstepcollections.co.uk) | A stripped-down website prioritizes functionality with a straightforward layout and minimal graphics. Well-organized content and clear icons enhance user experience. | Despite having a search bar, organized layout, and mobile friendliness, language clarity, navigation, and breadcrumbs should be considered. | focuses on **effortless decluttering.**  Pick up unwanted clothes and household items for free from your doorstep.  Donate proceeds from the items to charity. | The website likely adheres to data protection standards (GDPR) and privacy policy. | Sections and connections function well despite less content. Readable font, especially with images. |
| [**https://www.bhf.org.uk**](https://www.bhf.org.uk) | **British Heart Foundation.org.uk**: Visually appealing website with clear navigation, featuring eye-catching colors, and intriguing photos linked to relevant content. | User-friendly and well-structured website with integrated search, login, and easy-to-navigate homepage. | The comprehensive website offers information on heart and circulatory conditions, donations, events, support, shopping, and more. | The website likely adheres to data protection standards (GDPR) and privacy policy | The website is accessible thanks to its understandable material and easy-to-use navigation. Smart keyword selection facilitates speedy user searches. |
| **<https://www.sueryder.org>** | The website emphasizes simplicity with a basic design, minimal visuals, and straightforward presentation of text-heavy content in a standard blue-and-white color scheme. | The website seems user-friendly, providing a clear platform for browsing, purchasing, and engaging with services. | The website is user-friendly, offering online donations, shopping, shop locator, furniture collection booking, volunteering, and charity info. | The website likely adheres to data protection standards (GDPR) and consumer protection laws (CRA) . | Accessible through key points mentioned on the page and links are properly working to help users to reach there. |
| [**https://www.oxfam.org.uk**](https://www.oxfam.org.uk) | The website prioritizes clarity with a minimalist design and organized navigation for easy access to sub-topics. | The website emphasizes clarity with a minimalist design, using fewer colors and animations, and organized sections for easy navigation to sub-topics. | The Oxfam website offers donation options and key topic links. | The website likely adheres to data protection standards (GDPR) and consumer protection laws (CRA)**.** | **Increase zoom without the text spilling off the screen.**  Navigate most of the website using just a keyboard.  Interact with most of the website using a screen reader. |

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| [**https://reuse-network.org.uk**](https://reuse-network.org.uk) | * **Visually appealing design.** * **Centralized navigation.** * **Scannable content.** | The website's information density lacks a search bar, leading to clutter from scattered topics with numerous sub-links. | An appealing website with a clear reuse focus (donate, join, volunteer). Information spread across sections could be clearer. | | The website likely adheres to data protection standards (GDPR) and consumer protection laws (CRA)**.** | While it is usually avoided, text can always be found in the ALT tags for images.   In outdated browsers, our pages might not display as optimally as they should. |
| [**https://www.freecycle.org**](https://www.freecycle.org) | Freecycle.org: Clear purpose, user-friendly design, well-aligned elements, structured layout, detailed sub-links in the unique footer. | **Freecycle.org: Clear name, organized layout, well-aligned elements, user-friendly navigation.** | | Free item exchange  Local focus  Search function. | The website likely adheres to data protection standards (GDPR) and privacy policy | Insufficient information  Difficulty evaluating accessibility features |
| [**https://shareatdoorstep.com**](https://shareatdoorstep.com) | Color palette (orange, grey, white)  Crisp visuals  Well-organized sections | Crisp images  Clear, well-organized sections  Enhanced user navigation and engagement | | Doorstep pickup for items  Clothes and toys  Users schedule pickups online | The website likely adheres to data protection standards (GDPR) and privacy policy | Clear language, contrasting colors, mobile-friendliness, and structured content suggest potential accessibility features. |

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| **<https://www.redcross.org.uk>** | The website starts with an eye-catching video and donation section, followed by organized sections with distinct colors for a clear and structured layout. | British Red Cross website effectively communicates its mission, and clear navigation via concise statements, visuals, easy menus, and an accessibility page. | British Red Cross website informs about their work, facilitates engagement (volunteering, donations, resources), and includes search and accessibility tools. | The terms and conditions, cookies, and policies of this website are liked. | Subtitles & Transcripts:  Clear text for videos.  Screen Reader Navigation:  Organized headings.  Sitemap: Simplified navigation. |
| **+**  [**https://www.getridofit-donate.com**](https://www.getridofit-donate.com) | Similar design elements (image, animation) on the "Get help and donate" page; unique layout: split screen with image on one side, zig-zag text on the other. | User-friendly donation forms  Secure donation process | Accepts: Used household goods (clothing, furniture, toys).  Easy donation:  Schedule a collection through partner platforms like Neighbourly. | The website likely adheres to data protection standards (GDPR) and consumer protection laws (CRA). | lacks a dedicated website, hindering new users, with scattered information on partner platforms complicating details retrieval. |

* **Summary: -**
* **The most thing that is common on this website is the navigation of the above-mentioned websites as it is well structured with the fixed position at the center or the left side of the page. It seems like the most preferred way of designing to make your website more fascinating to the users. However, the way of designing pages and the creative way of distributing its content according to the topic attract the user to stick to the same page/ site. Amazing use of high-quality images that can convey the perspective of the website.**
* **To summarize, most of the content that I can use in more creative ways to build my website Is a page with a clear layout with proper content in it. Apart from that, my purpose is charity for household things, so I need to be more careful with the appropriate use of colors and images where needed and be more productive with the content, form accessibility, and well-structured design.**
* **Web-Page Design:**
* **Home Page: -**

I'll place my website's logo here so that visitors can quickly grasp the purpose of the page. Additionally, the message of the website and its purpose will be conveyed by my logo.

My navigation bar will appear after the header, creating a lovely visual impact. I'll include all of my buttons for the various pages, including the search bar, in it. Additionally, we'll design it in a way that will appeal to the user more by using color and other animations.

**A screenshot of a web page

Description automatically generated**

The middle section will include the information of my services that I can provide through this website and addresses the key points which provide more information with the help of providing sub-links in the content.

This section will have a container that I will construct with a background image that explains my purpose, a description of my charity, its salient qualities, and the contribution form.

**A screenshot of a website

Description automatically generated**

This section of my page will contain information on the charity activities I have planned and others I hope to organize in the future. It will also include a description of the events, along with links to registration forms.

I'll include the page footer, which is present on practically all websites, after the page. It contains the sub-links to our contact information, policies, and the major sections.

* **Donate Page: -**

Here, I'll start with my header to make it easy for users to navigate and hop to the other pages. In order to keep the page's design consistent, I will also use the same layout as my home website.

**A screenshot of a web page

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After providing a brief explanation of my donation page, I'll include a donate form that requests users' information and connects them with us so they can donate anything they'd like. Additionally, I'll provide the customer the option to "book a collection," which will allow us to schedule a time to pick up items from homes.

This is another form of registration for users if they want to help us by volunteering with us at various events and workshops. This is kind of similar form as the donation form.

**A screenshot of a web page

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Here, I'll place the same footer that appears on the main page for users who can reach the sub links or get in touch with us via different social media channels. If they would want to read it, they may also go to our terms and conditions and policies website.

* **About Us Page: -**

Here, I'll start with my header to make it easy for users to navigate and hop to the other pages. In order to keep the page's design consistent, I will also use the same layout as my home website.

**A screenshot of a website

Description automatically generated**

I'll include an overview of my website's purpose and some of my work's content below. Additionally, the image displayed in the figure will make it easier for visitors to grasp my website.

I'll follow that part with my mission statement, which explains why I created this website and what I hope users will take away from it.

I'll include information about our work and what we can do with this website here.

**A screenshot of a computer screen

Description automatically generated**

Here, I'll place the same footer that appears on the main page for users who can reach the sub links or get in touch with us via different social media channels. If they would want to read it, they may also go to our terms and conditions and policies website.

* **Navigation Bar: -**

**A diagram of a company

Description automatically generated**

**My navigation bar, which lists every page I intend to develop for my website, is explained in the diagram above. Here, I have opted for a straightforward navigation system that highlights key sites such as "About Us," "Contact Us," and so on, along with its content, which is organized into parts.**

* **Color Scheme: -**
* **Font and Background**

**A screenshot of a color palette

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I will choose this color collection because, in my opinion, it best matches the color of my backdrop and my typeface. I'll use **#290001 (rgb 41, 0, 1)** for the font, and **#C87941 (rgb 200, 121, 65)** for the background. Not only will it look better on my website, but there won't be any problems with text visibility.

* **Overall Review: -**