

# Backpack Buddies

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# Project Overview

## Problem:

Small, nonprofit organizations don't usually have time or skill sets to develop clear websites to promote their mission and gain volunteers and donations.

## Solution:

A simple redesign will help to make the website more understandable with clearer verbiage and better placement of buttons.

## Tools:

We're using Trello, Zoom, Figma, Miro, and G-Suite for this project.



# *Stakeholder Contact*

We took initiative and **made contact** with April Anderson, the woman who runs Backpack Buddies, and tried to set up a meeting with her. She **referred us** to the woman who set up the website and we are waiting to hear from them.

# Proto-Persona



## Joseph Anderson

- 34 yrs. old.
- Marketing Manager
- Newnan, GA
- 2 kids in elementary school

### Bio

Joseph has two elementary school kids and knows some of his kids' friends go hungry on the weekends. He tries to help where he can, but he doesn't know who all needs help. He wants to find a program he can volunteer with to help the kids get fed over the weekends.

### Goal

- ★ Volunteer with non profit org that serves food to underprivileged children on weekends.

### Need/Expectation

- ★ Multiple ways to help

### Motivation

- ★ To give back to the community

### Influence

- ★ His kids

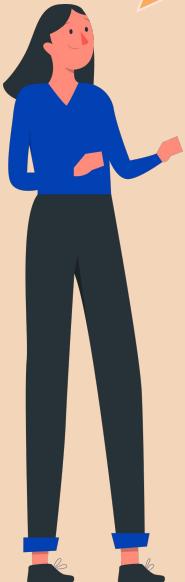
### Pain Point/Frustration

- ★ Frustrated with the inequality he sees in his community and wants to do something about it.

# Interview Insights

**Ansley:**

"It's hard to sign up for events...I'd rather be able to just go to an event."



**Asheera:**

"There's more detailed information on events on Instagram than the site."



**Meredith:**

"I find more places to volunteer with by word of mouth."



# Interview Insights



75%

of users spend time **volunteering** and enjoy the process, but they rarely use the websites.



98%

- of those users said they find ways to **volunteer** through **word of mouth or social media**.



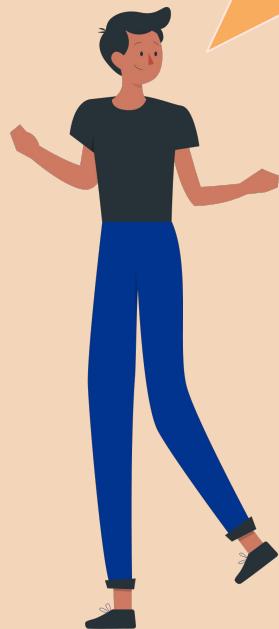
66%

- of those users said that it's hard to find ways to help financially and/or with their time on the sites.

# usability insights

**Sodiq:**

"Donate button  
should be globally  
accessible."



**Avery:**

"When I'm thinking of  
events for nonprofits,  
I immediately think of  
volunteer."



**Jessica:**

"I'm not sure about  
the 'give'."



# usability insights



98%



75%

- struggled **with the word “give”** for donations
- found having a **second “Give”** underneath the first was odd
- **didn’t initially look at “Who We Are” for “About Us”**
- noted that there should be a **“Donate” button globally accessible** throughout the site

# Competitor Analysis

Onboarding Competitive Analysis	Feature Analysis	Competitive Advantage	Strengths	Weakness	Customer Reviews
<b>DIRECT COMPETITORS</b>					
<b>Atlanta Community Food Bank</b> <a href="https://www.acfb.org/">https://www.acfb.org/</a>					
Organization that focuses on feeding families in the metro Atlanta area	Fundraising: Start your own fundraiser; Volunteering: Individual, Group, Court-Mandated Service;	Have a hunger education program, has a neat virtual tour option on website	They donate to whole communities and don't have a specific focus on children	Yelp, 5 Stars: Had a wonderful experience helping out here. It's amazing to see how much food they collect and how little food is needed to make a huge difference. I appreciate that they think about food combining and providing filling foods. I have volunteered here twice and plan to continue to help this cause out whenever I can.	
One Roof Ecumenical Alliance Outreach <a href="https://oneroofoutreach.org">https://oneroofoutreach.org</a>	Offers multiple services for individuals experiencing homelessness and poverty, including shelter, meals, case management, and job training.	The focus on individualized support can differentiate them from other organizations and help them better address the unique needs of each client.	-Has a strong and dedicated team of staff and volunteers. -Has strong partnerships with other organizations and businesses in the community to provide additional support and resources to clients.	-Relies heavily on donations and grants for funding, which can be unpredictable and may limit the organization's ability to expand its services. -May not have the resources to provide long-term solutions to homelessness and poverty, which can be a complex and ongoing issue. -May face challenges in attracting and retaining qualified staff and volunteers	Google had a 4.5/5 with 84 reviews. They liked how nice the people in the organization were and they really helped them out
<b>INDIRECT COMPETITORS</b>					
Bridging the Gap <a href="https://www.btgcommunity.org/">https://www.btgcommunity.org/</a>	Nonprofit organization based in Coweta County, Georgia. Provides food, clothing, and household goods to people who are struggling in the community.	BTG supplies 300-500 families with food, Shower and laundry facilities, Case Management and referral services, a clothing closet, and Household Goods	Summer Lunch Program: Bridging the Gap is partnered with Coweta County School System, first responders, churches, and community volunteers to serve over 28,800 lunches in the summer.	Measuring the impact and effectiveness of nonprofit programs can be difficult and expensive, which can make it challenging to demonstrate the value of the organization's work to donors and supporters.	"This is an awesome organization that does so much for the community in so many ways! If you can help in any way it will definitely be rewarding. Take the time to learn more about them. Such a blessing." "These people are so wonderful, friendly, helpful and supportive."
AO Mission <a href="https://www.fbcnewnan.org/ministries/missions/ao-mission-center/">https://www.fbcnewnan.org/ministries/missions/ao-mission-center/</a>	Church that has many missions, with one of them handing out food and clothing to their community	Church members that attend regularly and word of mouth with church members	Churchgoers cast a wide net and help anyone in need of food and clothing	Hard to recruit new members that don't go to the church. The website doesn't give many opportunities to do anything unless you're attending or interacting with the church	Had a 4.9 on Google about the church itself. Seems like a friendly church that cares for its community

# Heuristic Evaluation

The website **overall isn't bad**,  
the problem is a few **key pieces** that are **confusing to users**.

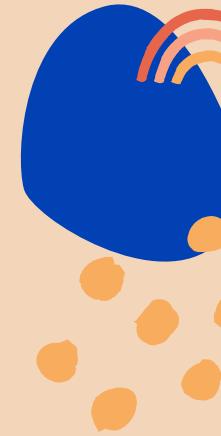
For example, **finding the donate button takes too long to think about**.

*Appearance:* 21/24

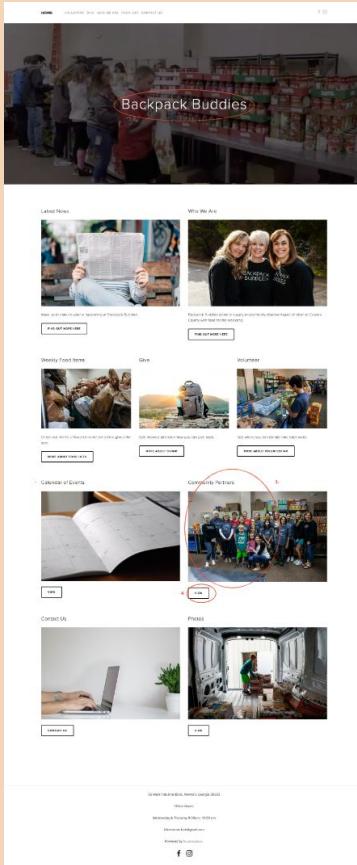
*Content:* 15/24

*Navigation:* 12/15

*Efficiency:* 23/24



# Heuristic Evaluation: Desktop



## Home

1. Navigations: 'Give' menu is confusing for Donations. Can be placed globally as a button so user does not have to navigate. 'Who we are' and 'contact us' can be part of 'About Us'.
2. Hero image is big and not clear about who they are.
3. Title is not matching with picture. Title cannot be clickable. Title, pic, description and button, are not grouped in proper structure and the size of the cards varies from one another. Communities can be represented better with logos etc displayed.
4. View button is not clear on what is CTA.
5. Lots of white space at the end of the page. Footer section is aligned center causing an eye strain.
6. Gray color text is hard to read.
7. Missing contents

# Heuristic Evaluation: Mobile



## Home

1. Title, picture, description and button, are not grouped properly. Horizontal padding needs to be increased.
2. Gray color text is hard to read. Font size needs to be increased.
3. Pictures are not tied to the titles.
4. Events could be represented better.



## Navigation

5. Principle of Hierarchy not followed in Menu because it is center aligned.



## Volunteer page

6. Every elements on this page is aligned in center and hard to read.  
Buttons are of different sizes.

# Meet our user: Sidney Love

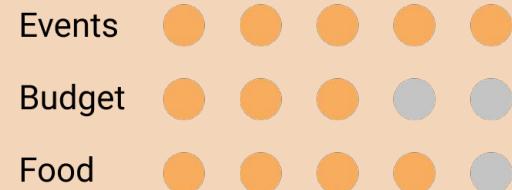


Sidney is a 34-year-old, married, Marketing Manager with a strong passion for community service, particularly in the area of supporting children. She firmly believes that every child deserves a chance to thrive and reach their full potential, regardless of their background or circumstances.

## GOALS

- Volunteer in non profit organization.
- Connect with local non profit organization.
- Help underprivileged children obtain nutrition they need.

## Volunteering Priorities



## PAIN POINTS

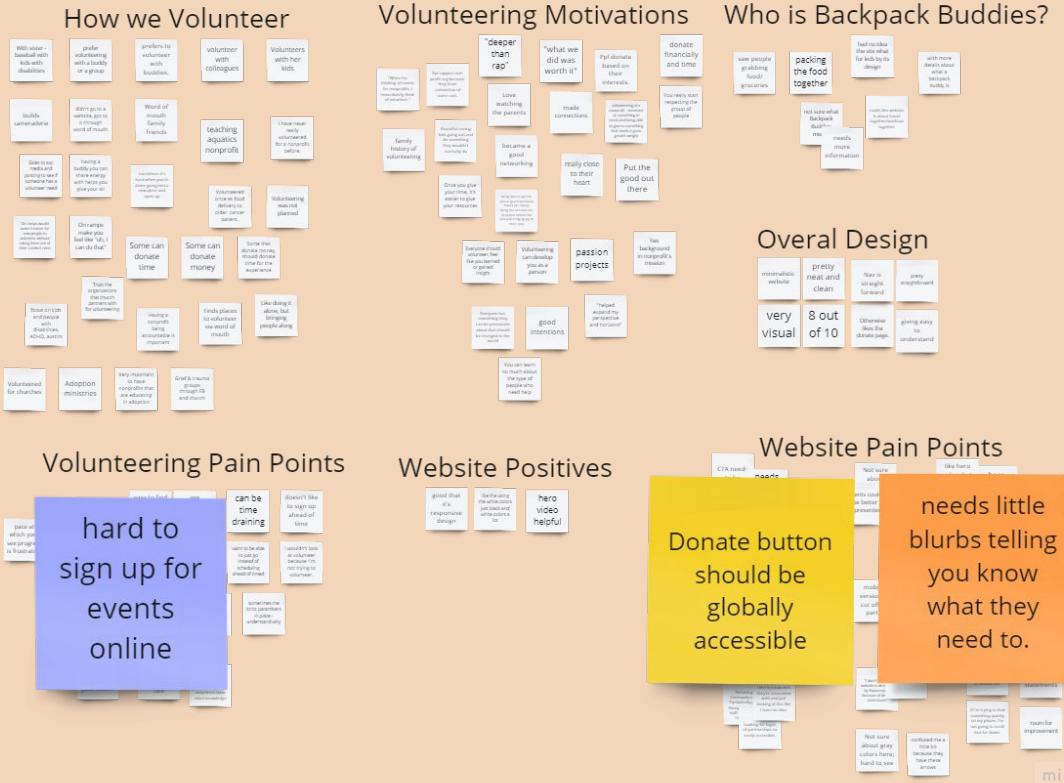
- Events aren't always listed or are outdated.
- Can be unclear on how much time is asked of volunteers.
- Non-profit websites can be difficult to navigate.



## Miro Board

# Affinity Diagram

After gathering all the data, we created an affinity diagram to **organize the information and identify patterns**. By categorizing the data, we were able to **determine common problems** that our users face and **isolate the main points that require our attention**.



# I like, I wish, What if...

Once we identified **recurring or important insights**, we **dot-voted** and **determined** these insights were **most important to move forward with.**

## I Like



## I Wish

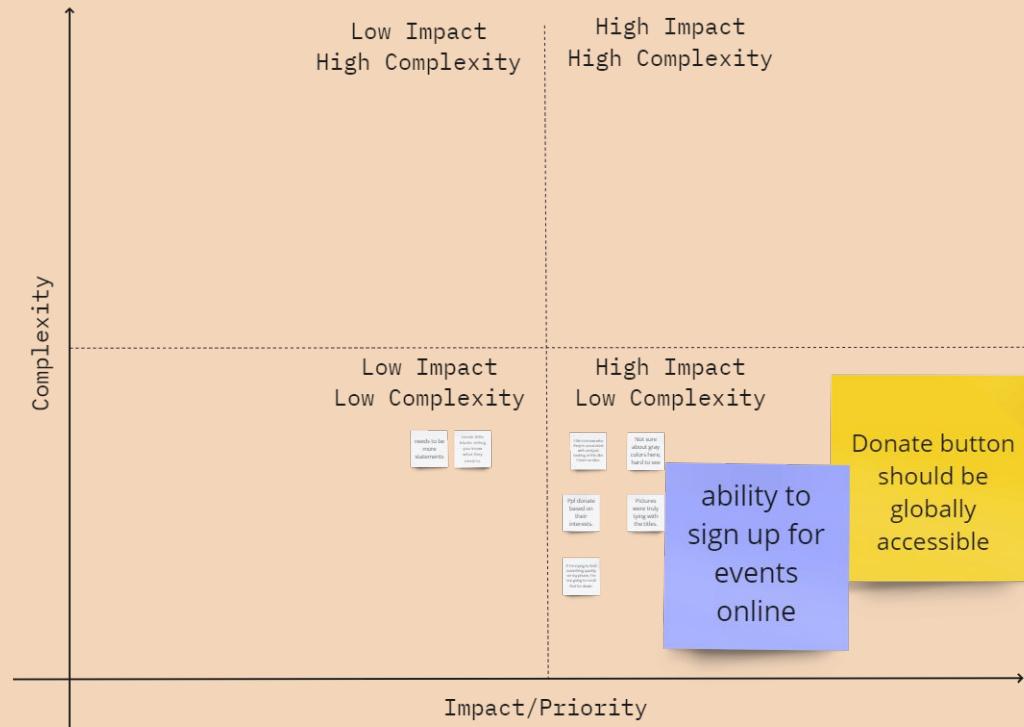


## What If



# Feature Prioritization Matrix

With our important insights determined, we created a **feature prioritization matrix** to see what we **could implement** that was also a **priority** for the **business and/or the user**.



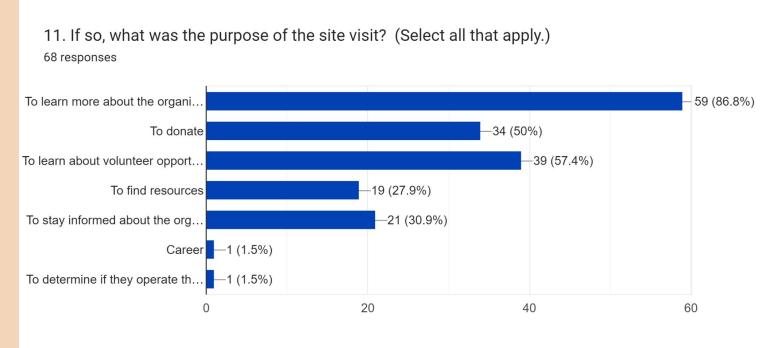
# Survey Results

Through our **81** results we found that **64%** of volunteers find events via **person to person**. **Schools/other similar organizations** were at **53%** and **websites** are down at **30%** of use by volunteers. And the **older** a person was, the **more likely** they were to find opportunities through **person to person**.

- Users like Sidney would be more likely to find volunteer opportunities from community members than a website.

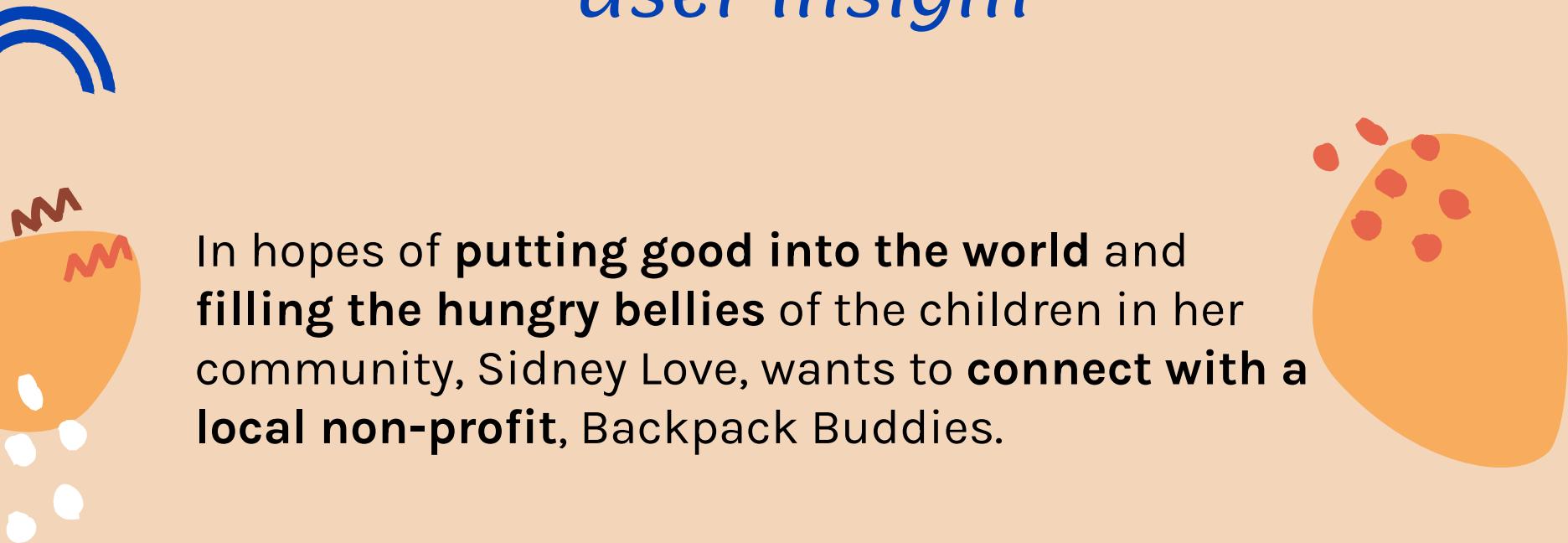
We also learned that **86%** of surveyors that visited nonprofit sites were visiting to learn more about the organization and its mission. Only **57%** of those were visiting to find volunteer opportunities and **50%** were visiting to donate.

- Sidney, and other users like her, would visit a nonprofit site more to learn about the organization and its mission rather than to find volunteer opportunities or a way to donate.



# User Insight

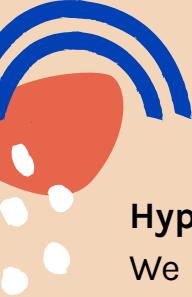
In hopes of **putting good into the world** and **filling the hungry bellies** of the children in her community, Sidney Love, wants to **connect with a local non-profit**, Backpack Buddies.



# *Problem Statement*

Sidney Love needs to **connect with an organization** in order to make sure **kids have food on the weekend.**





# ux Hypothesis

## Hypothesis:

We believe making the **verbiage clearer by changing some of the words to more commonly used phrases** and **reorganizing the donation button** for potential volunteers, like Sidney, will achieve **more web traffic** and an **increase in donations and volunteers**.

## Experiments:

We will test that by:

Conducting usability tests of the **verbiage for "About Us"**.

Conducting usability tests of the **ability to donate on the site**.

Conducting usability tests of the **ability to sign up to volunteer**.

## Validation:

We will know the hypothesis is **valid if by 04/03/23 we get:**

**3 usability tests with 75-100% accuracy performance of the tasks presented.**

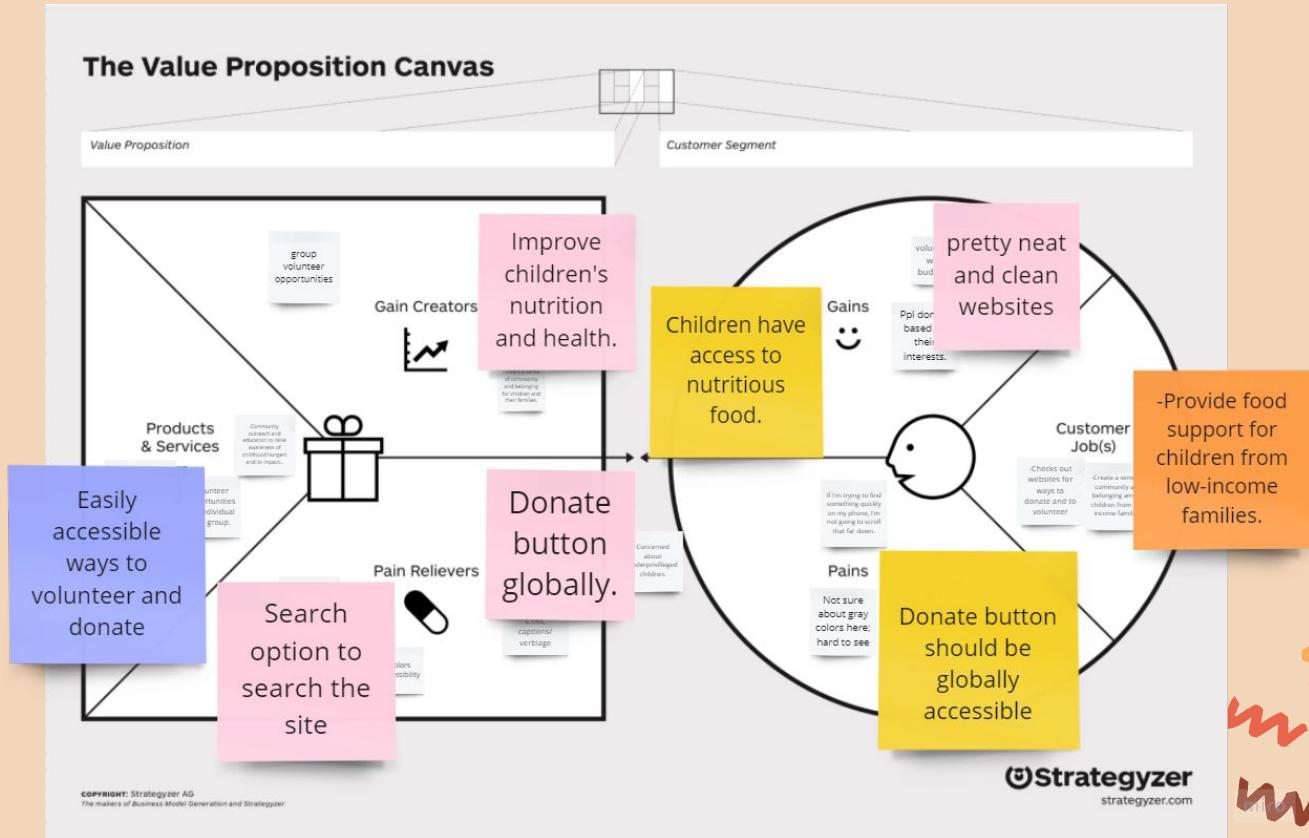
**Positive feedback and clear understanding of the tasks presented.**



# Value Proposition Canvas

We analyzed our data and determined the user's **jobs, pains, and gains**, as well as the nonprofit's potential to **improve or address** them.

This enabled us to create a statement that **showcases** the **value** of the redesign to **users and the nonprofit**.





# *Value Proposition*

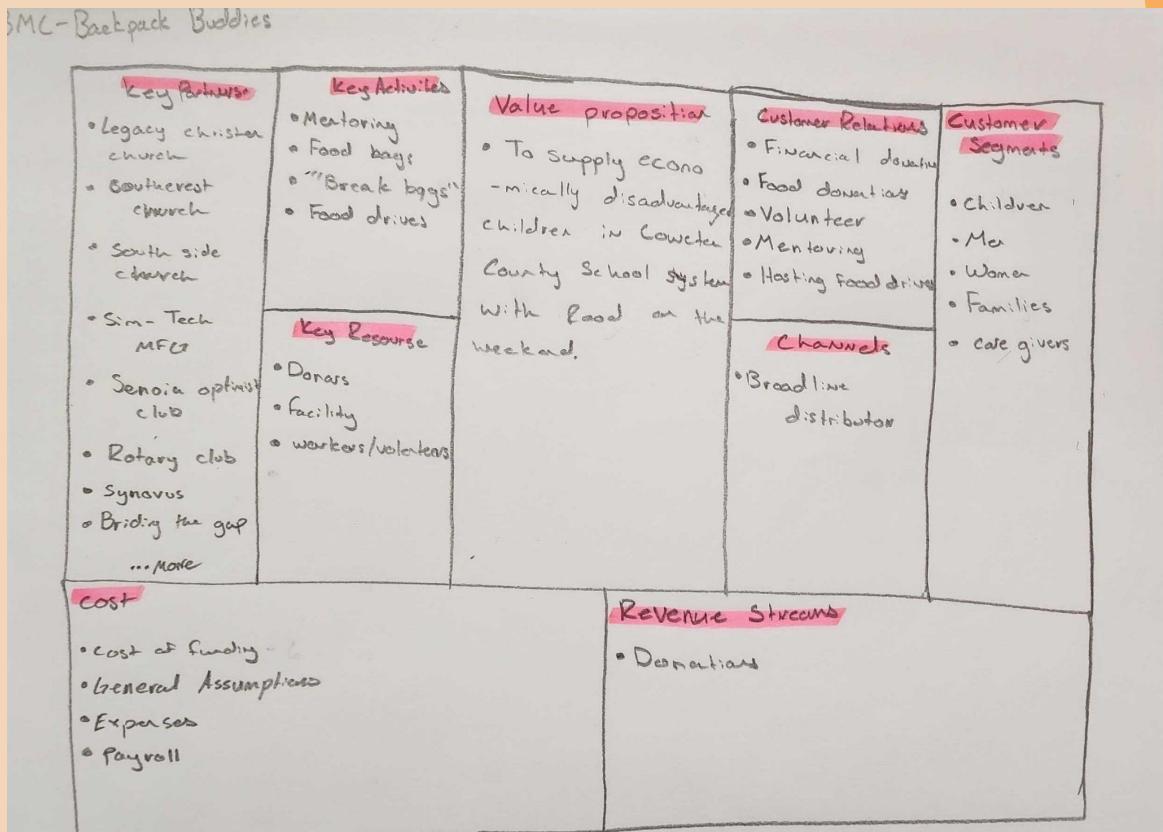
We're **redesigning** Backpack Buddies website to **help potential volunteers**, like Sidney, to **provide** as many **kids with the food they need** when school isn't in session.

What makes this different is **clearer** and **more defined navigation** and **landing pages**.



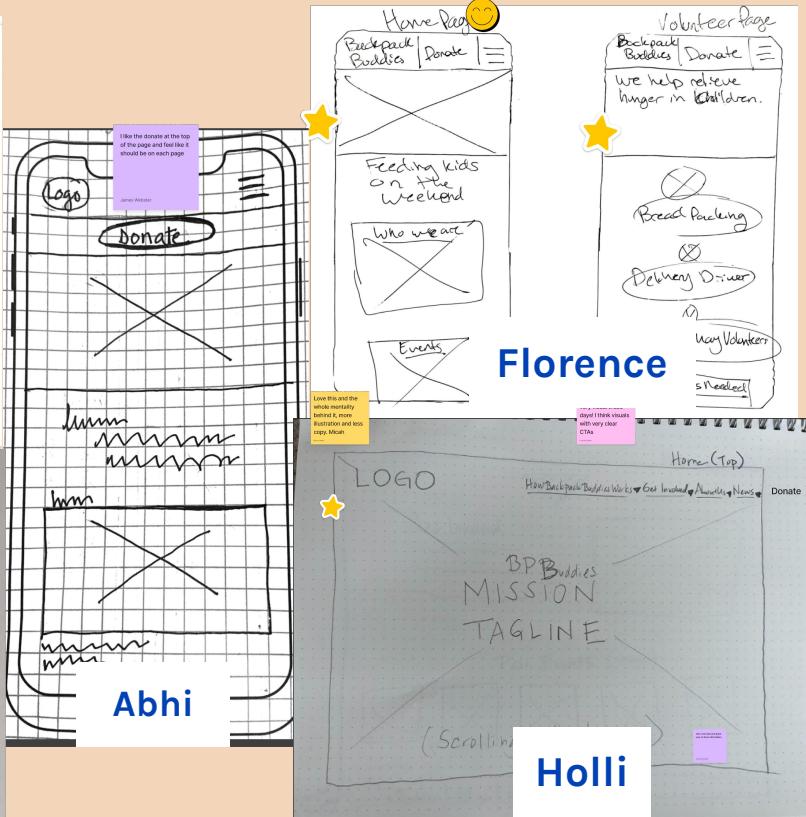
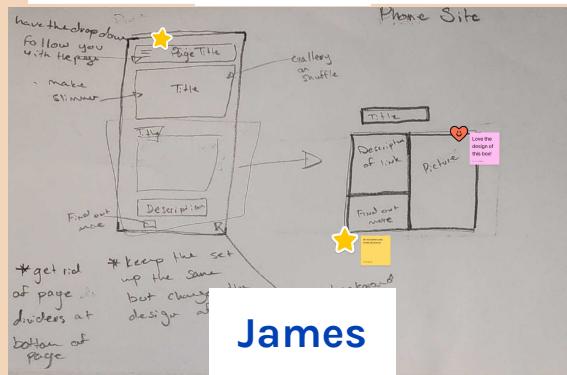
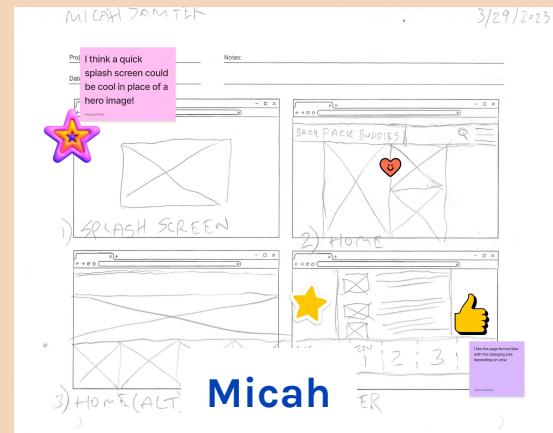
# Business Model Canvas

The BMC helps us understand Backpack Buddies' needs and values better in order to create a product that will be beneficial to them as well as the users like Sidney.

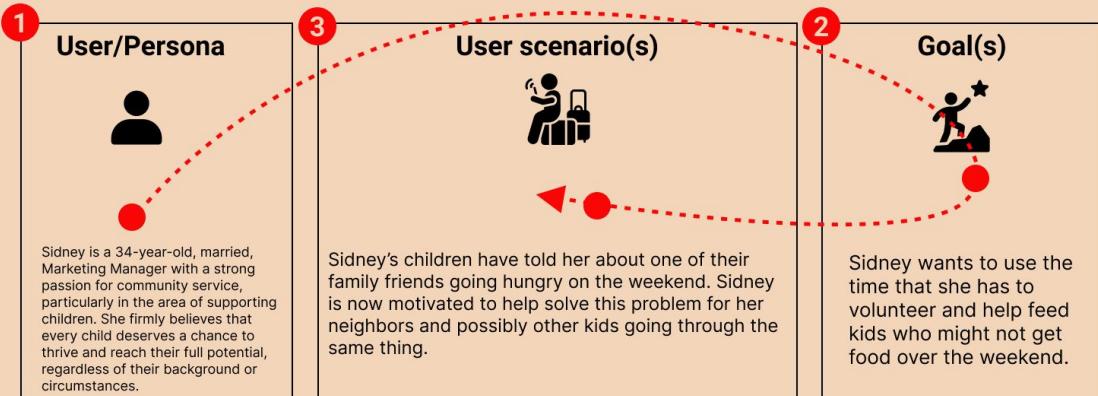


# Sketches

We each created sketches and shared them in FigJam so we could all **vote** on the parts we liked. We used pieces from everyone's sketches in the Mid-Fi and some translated all the way to the final Hi-Fi.



# User Scenario



**4 Risks / Emotion(s)**

Eager to get involved in community, Confused on where to start, Worried about her community, Might run into issues with her availability, Frustrated that there isn't more awareness to the issue at hand,

**Scenario phases**

B

**Phase 1**  
Children tell Sidney about the problem.

**Phase 2**  
Sidney talks with husband about solutions.

**Phase 3**  
Sidney looks into possible solutions like Backpack Buddies

**etc.**  
Sidney is able to pick a time out on their website and volunteers her time.

# Storyboard

James created a **Storyboard** to visually portray Sidney's story and showcase her needs.

Rough Draft



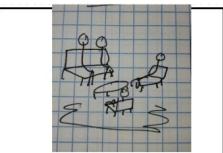
One Friday after school Sidney's kids come home from school and tell her about their family friend's son who is saving his Friday lunches to eat over the weekend because they don't have food at their house.



That night Sidney talks with her husband about this problem and how she would love to get involved. She doesn't know where to start and doesn't know who might be able to help.



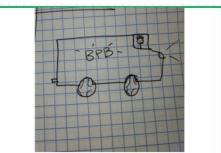
The next morning Sidney's husband remembers that his company makes donations to a program call Backpack Buddies that helps solve the very issue that these kids were facing.



Sidney invites the family friends over for dinner and bring up this program.



The family friends end up looking into signing up for this program. Sidney looks through their website to find opportunities during times that work with her schedule.



The family friends are able to register for Backpack Buddies and Sidney is able to volunteer her time while managing her schedule like she wanted.

Final Story Board



One Friday after school Sidney and her 2 kids walk home from school and tell her about their family friend's son who is saving his Friday lunches to eat over the weekend because they don't have food at their house.



That night Sidney talks with her husband about this problem and how she would love to get involved. She doesn't know where to start and doesn't know who might be able to help.



The next morning Sidney's husband remembers that his company makes donations to a program call Backpack Buddies that helps solve the very issue that these kids were facing.



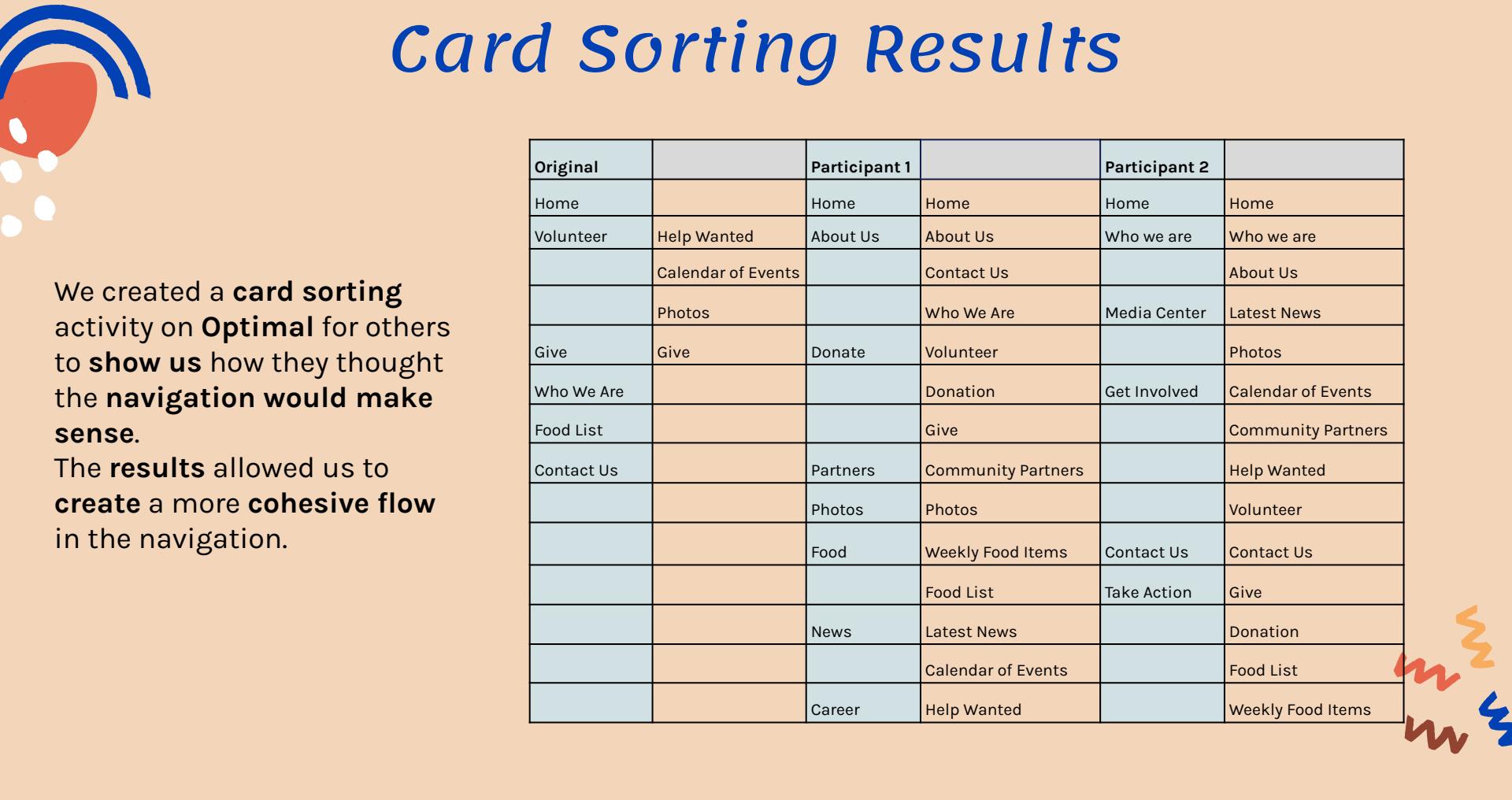
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The family friends end up looking into signing up for this program. Sidney looks through their website to find opportunities during times that work with her schedule.



The family friends are able to register for Backpack Buddies and Sidney is able to volunteer her time while managing her schedule like she wanted.



# Card Sorting Results

We created a **card sorting** activity on **Optimal** for others to **show us** how they thought the **navigation would make sense**.  
The **results** allowed us to create a more **cohesive flow** in the navigation.

Original		Participant 1		Participant 2	
Home		Home	Home	Home	Home
Volunteer	Help Wanted	About Us	About Us	Who we are	Who we are
	Calendar of Events		Contact Us		About Us
	Photos		Who We Are	Media Center	Latest News
Give	Give	Donate	Volunteer		Photos
Who We Are			Donation	Get Involved	Calendar of Events
Food List			Give		Community Partners
Contact Us		Partners	Community Partners		Help Wanted
		Photos	Photos		Volunteer
		Food	Weekly Food Items	Contact Us	Contact Us
			Food List	Take Action	Give
		News	Latest News		Donation
			Calendar of Events		Food List
		Career	Help Wanted		Weekly Food Items

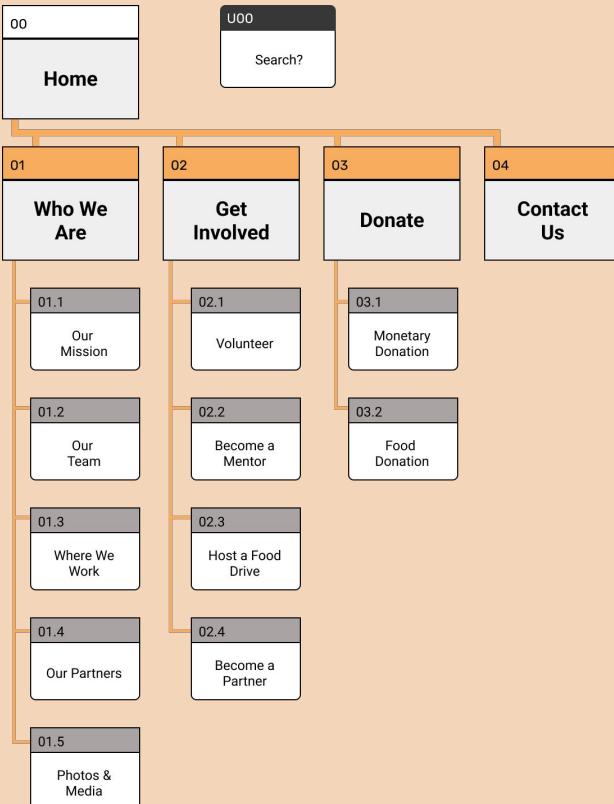
# Card Sorting Redesign

This was the **final result** of the **feedback** we got on the **card sorting activity**.

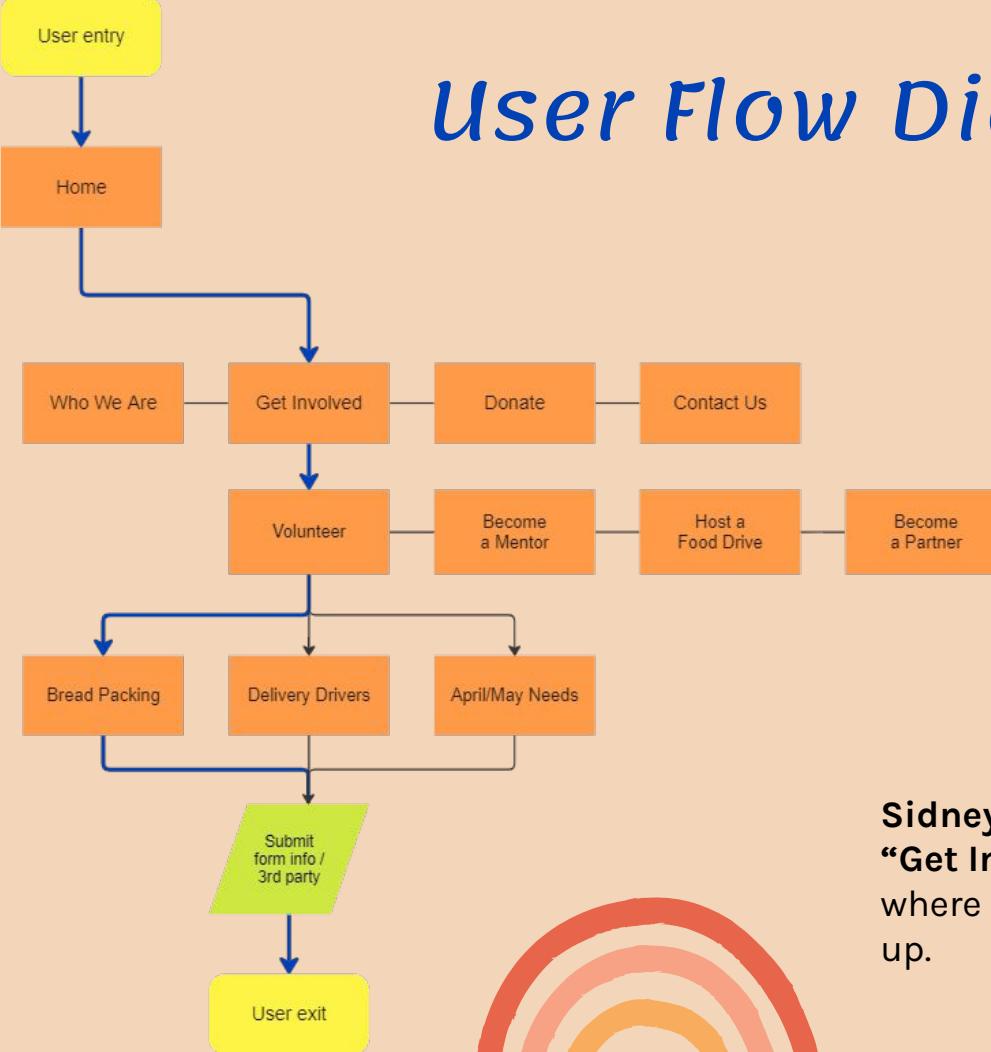
Redesigned		Existing Menu which are renamed.
Home		
About Us	Who We Are	
	Contact Us	
Get Involved	Calendar of Events	
	Volunteer	Help Wanted
	Donation	
	Weekly Food Items	Give
	Community Partners	Food List
Media Center	Latest News	
	Photos	

# Site Map

We created a **site map** to help us **stay consistent** when working with the **navigation**.



# User Flow Diagram



## KEY:

<span style="background-color: yellow; border-radius: 5px; padding: 2px 5px;"></span>	<b>Terminator</b>	<span style="background-color: orange; border-radius: 5px; padding: 2px 5px;"></span>	<b>Process</b>
<span style="background-color: cyan; border-radius: 50%; padding: 2px 5px;"></span>	<b>Decision</b>	<span style="background-color: lightgreen; border-radius: 5px; padding: 2px 5px;"></span>	<b>Input/Output</b>

Sidney's flow!

Sidney wants to **volunteer**, so she would go to the “Get Involved” page and click on “Volunteer” where she would **choose “Bread Packing”** and sign up.

# Desktop Wireframes

We took pieces of everyone's sketches to create our mid-fi wireframes

**Backpack Buddies**



**Home** **Donate** **Get Involved** **Who We Are** **Contact Us**

**Donate** **About us** **Volunteer**

Donate to Backpack Buddies on Giving Tuesday to restore school supplies and feed hungry Coweta County students. [Donate now!](#)

Backpack Buddies feeds 1,450 disadvantaged children on weekdays and holidays in Coweta County schools, aiming to expand year-round. [Learn more!](#)

Volunteers are needed to help pack Break Bags for Spring Break at the office on March 27th from 11:30-2:15pm. [Sign up here!](#)

**Find out more!**

**Community partners** **Weekly food** **Latest news** **Lorem ipsum**

Who we serve Elementary Schools Middle Schools High Schools And more! See our partners [list](#)

Backpack Buddies needs food and monetary donations to feed hungry children, drop off on Wed/Fri.

Volunteers wanted to help pack Break Bags on March 27th from 11:30-2:15pm. Unloading and packing bread are required.

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

**Row 1** **Row 2**

**B** Back Pack Buddies 2488 1st Ferry Rd suite 350, Dunwoody, GA 30338 (404) 465-4050 

[Email Us](#)

**Get Involved ^**

**Volunteer** **Become a Mentor** **Host a Food Drive** **Become a Partner**

**Backpack Buddies**

**Home** **Donate** **Get Involved** **Who We Are** **Contact Us**

We help relieve hunger, which will improve grades, health, school attendance and self esteem.

**Delivery Drivers**

We need volunteers to help deliver Break Bags on Tuesdays, March 28th from 9:00am-10:00am. Volunteers will drive to our office (96 W Peachtree St NE, Atlanta, GA 30309) and unload large truck beds. Each driver will be given directions to each school and we will help load bags onto the truck bed. We will need to be delivered by noon on the day of pick up.

[Sign up](#)

**April/May**

Thank you for your interest in volunteering to help us at Backpack Buddies! We will be packing bags in the evenings just before during April and May. We have many people who are interested in helping us because of our volunteers. In order to allow more people the opportunity to volunteer, please choose to more than 1 date to sign up to volunteer.

[Sign up](#)

**Bread Packing**

We need volunteers who can help us unload a truck with bread and help us pack it into bags. Once the bread is all unloaded, we will put all of the bags into a large truck ready for our Break Bag. We will meet at our office at 95 W Peachtree Street from 11:30-2:30.

[Sign up](#)

**More Opportunities**

**Image 1** **Image 2** **Image 3**

Host a Food Drive Volunteer openings Mentors still needed

**Row 1**

**B** Back Pack Buddies 2488 1st Ferry Rd suite 350, Dunwoody, GA 30338 (404) 465-4050 

[Email Us](#)

# Mobile Wireframes

Backpack Buddies

☰

Home

Donate

Get Involved

Who We Are

Contact Us

Donation Form

Backpack Buddies is in need of end-of-the-year contributions on Giving Tuesday to restock shelves and provide essential items to students. Your financial donations are tax-deductible and will help feed hungry kids in Coweta county on weekends.

Backpack Buddies is in need of end-of-the-year contributions on Giving Tuesday to restock shelves and provide essential items to students. Your financial donations are tax-deductible and will help feed hungry kids in Coweta county on weekends.

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Backpack Buddies

☰

Home

Donate

Get Involved

Who We Are

Contact Us

Backpack Buddies

☰

Home

Donate

Get Involved

Who We Are

Contact Us

Volunteer

Become a Mentor

Host a Food Drive

Become a Partner

Backpack Buddies

☰

Home

Donate

Get Involved

Who We Are

Contact Us

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# Mid-fidelity Prototype Testing

**Task 1:** Please start the donation process.

**Task 2:** Can you find information on helping by packing bread.

**Task 3:** Can you find their community partner list?

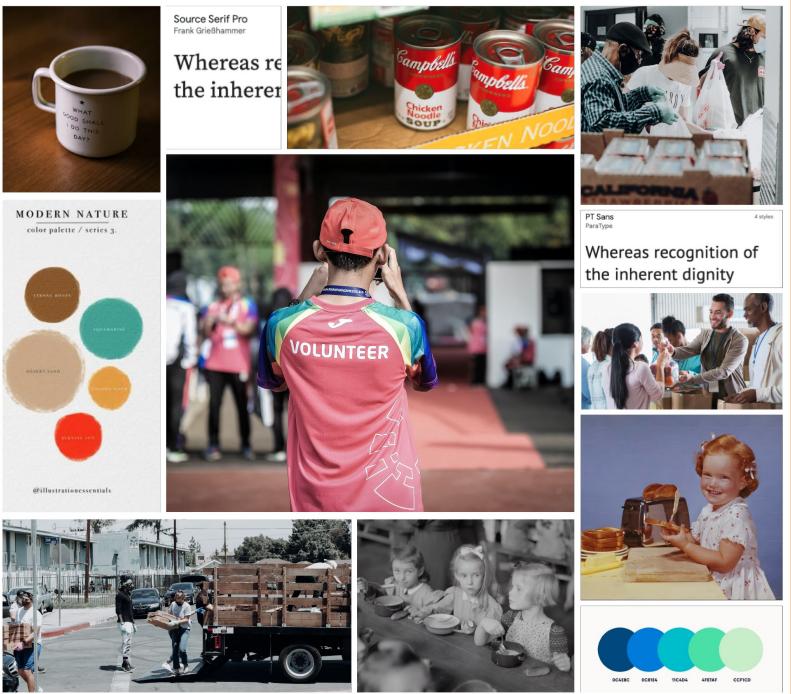
**Task 4:** Can you give feedback on this entire page?

**Task 5:** How would you go about volunteering?

**Task 6:** Can you give any feedback on the volunteer page?

# Moodboard

We all added colors, fonts, and some UI elements to a Figma Board and used it to create a style guide.



Lilita One  
Juan Montoreano

Varela Round  
Joe Prince

**Backpack Buddies**

The Backpack Buddies program is essential to help relieve hunger, which in turn will improve grades, health, school attendance and self-esteem in these children.

Button Component Example

# ui Style Guide

We worked **together** to create a **guide** to help us **stay consistent** when **creating** the **wireframes** and **prototype**.



1. Logo
2. Color Palette
3. Typography
4. Iconography
5. Imagery
6. UI Element



## Logo Guidelines:

Logo consists of text and images. It can have a dark gray background with text.

Font used: Inter  
Background color: #312E2E



# Social Media Rules

**1. Consistency:** Maintaining consistency in design elements such as color scheme, typography, and layout across all social media platforms will help users recognize your brand and build trust.

- Throughout our Figma design we stuck with a color scheme of 111039, 2E2C87, 312E2E, ED5F30, F2F2F2, FFA100. For typography we stuck with Lato and Monsterrat. For our layout it remained the same having our navigation at the top of the page and a footer giving the same information on each page.

**2. Simplicity:** Keep the design simple and easy to understand. Don't overcomplicate the user interface with too many elements or information.

- After multiple user tests with the same consistent answers, we have deduced that our interface is simplified and promotes a smooth user journey.

**3. Accessibility:** Design for all users, including those with disabilities. Ensure that the design is easy to navigate and understand, with proper color contrast and accessible fonts.

- Using Accessible Web and Coolors.co to test our accessibility I can comfortably say that our sight is 100 percent accessible.

**4. Responsiveness:** Ensure that the design is optimized for all devices, including mobile phones, tablets, and desktops.

- Our site is responsive for mobile and computer users.

**5. User engagement:** Design social media content that encourages user engagement, such as likes, shares, and comments.

- Because this is a well-established nonprofit, we have included their non-profit social media (Instagram and Facebook) into our design.

**6. Branding:** Use the branding elements consistently across all social media platforms, such as logos and colors.

- Because Backpack Buddies did not have a "set in stone" brand logo we took it upon ourselves to create one for them. With our prototypes you will see the logo evident, however that is not the nonprofits official logo. The same goes for their colors, as they do not necessarily use a specific color scheme.

**7. Call-to-action:** Include clear call-to-action buttons or links to encourage users to take action, such as visiting a website or purchasing a product.

- We have included a donation and volunteer option present on the website's home page. They also have options to learn about each opportunity through their own page which can be located through the navigation bar.

**8. Visual hierarchy:** Use visual hierarchy to emphasize important information and guide users' attention to the most important parts of the content.

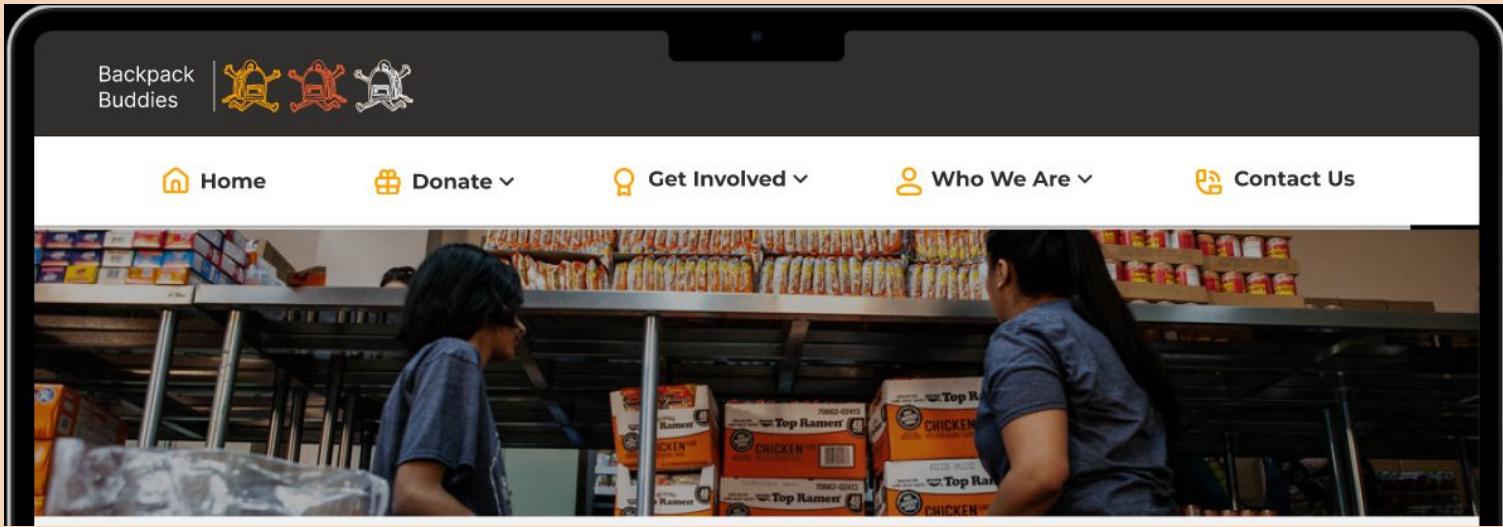
- Looking through our prototypes it is safe to believe that we have organized the information on each page allowing users to find high priority information and a description of each easily.

**9. Loading time:** Optimize the design to minimize loading time, which can impact user experience and retention.

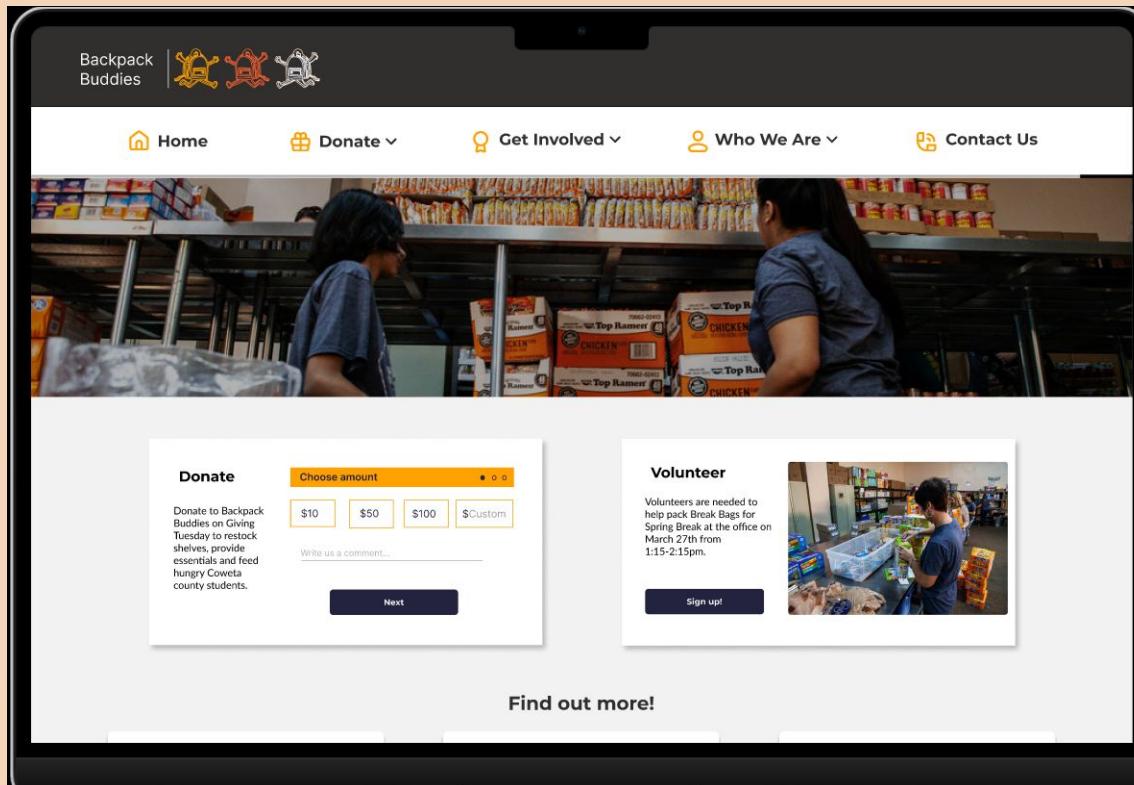
- Most of the highly sought-after information can be found on the home page limiting the amount of travel our users have to take. If information a user cannot find on the home page our nav bar allows for clear and easy access limiting the guessing of how many different pages, they have to visit.



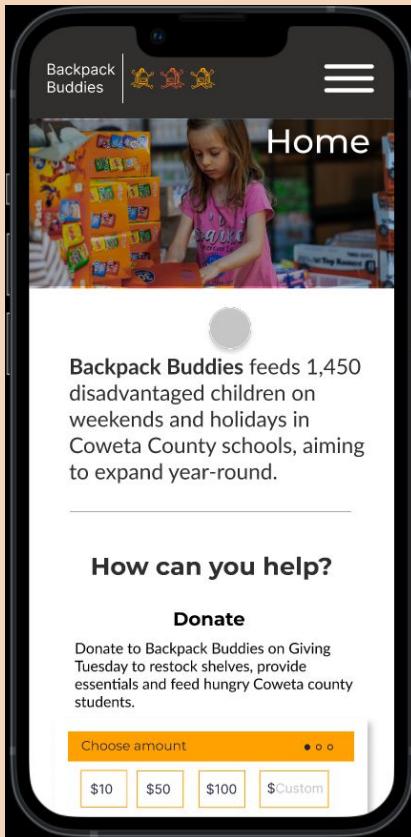
# UI Animations



# Hi-Fi Clickable Prototype: Desktop



# Hi-Fi Clickable Prototype: Mobile

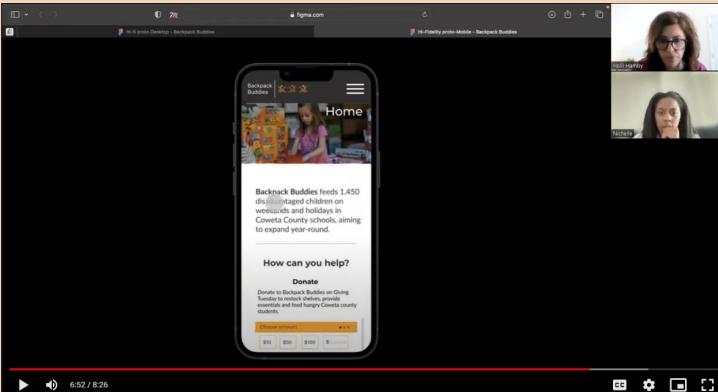
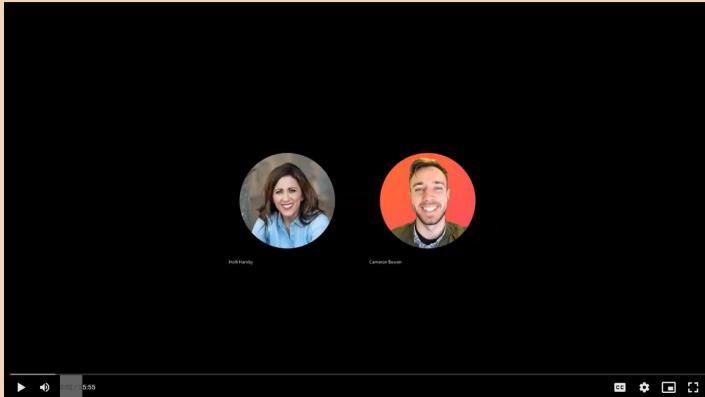




Usability Videos

Usability Questions

# User Testing Videos



# Hi-Fi Final Design: Desktop

After the usability testing,  
we **aligned the logo, nav  
bar, and the footer.**

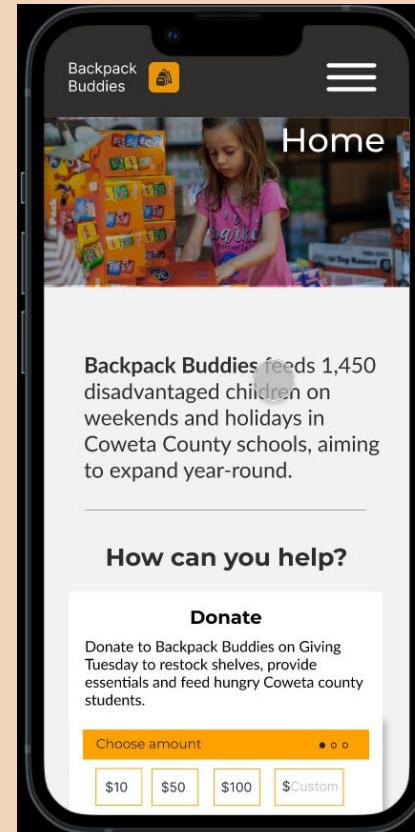
We also **changed the logo**  
to be **more recognizable.**

The image shows a desktop prototype of the Backpack Buddies website. At the top, there is a navigation bar with links for Home, Donate, Get Involved, Who We Are, and Contact Us. Below the navigation bar is a large photograph of two volunteers in a food pantry restocking shelves. On the left side of the page, there is a "Donate" section with a "Choose amount" dropdown set to \$0.00 and buttons for \$10, \$50, \$100, and \$Custom. There is also a text input field for comments and a "Next" button. On the right side, there is a "Volunteer" section with text about needed volunteers for Spring Break and a "Sign up!" button next to a small photo of a volunteer. At the bottom center, there is a "Find out more!" button.

# Hi-Fi Final Design: Mobile

We implemented the **same changes** to the mobile that we did the desktop.

We also made the **cards stacked** instead of a carousel, it made more sense.





# *Next Steps*

- We want to put more **accessibility features** into the site. Features like:
  - The ability to **change the size of the text**
  - The ability to **change the font to an easier one to read for dyslexia**
  - The ability to **change the colors to higher contrast**

## *Final Thoughts*

This was an **amazing experience** and everyone really **came together to produce** a **product that we're all proud of**. Although **collaborating** presented its **challenges**, we **tackled them head-on** by **communicating effectively** and **actively listening** to each other, resulting in a **cohesive end product**.

