Assessment

# What ideas are being conveyed in this design?

Balancing joy, happiness, and hope with the opposing moods. Current design uses bright color scheme that evokes the feeling of hope and happiness. Some of the imagery, particularly on the home page in black and white and sepia gives the sense of lacking.

# What is working?

Current design clearly calls the user to the three most important goals of the site. Color scheme mostly evokes the desired emotions and feelings. Slight changes might be needed.

# What is not working?

Overall visual design is chopped, not cohesive and overall doesn’t make one want to explore the site or what the organization does.

# Using the UX wheel, what is strong?

Functionality – there are lots of things that the site CAN accomplish. (Sponsor, Give, Write Your Child, Speakers)

Usability – it’s definitely usable, however the lack of visual design makes one not WANT to use it.

Content Strategy – Good at maintaining the most important calls to action throughout the site.

# What is weak in the UX wheel?

Information Architecture – organization of content is ok, but could use some contemplation as to how things fit together

Visual Design – very weak. Overall needs a really big facelift

Typography – Okay. Simple, but could probably convey more

User Interface – Nothing really connects with the user

# What kind of brand essence is being conveyed by the site? Is it different than the actual brand?

Youthful, fun, light.

Slightly, not sure. Ministry does have weight but provides hope

# What target audience is being targeted?

People who care. Mostly adults 20 and over. People who already have a stable income.

# List features. Which ones are effective? Which ones are not? Which ones are distracting?

Give now (good feature, but unengaging, doesn’t build trust or make user feel that they are actually giving to a great cause.)

Write your child (good goal, but not effective in the way it gets done, not fun or engaging to do

Request speakers (not effective) (?????)

Search & Sponsor Children (main goal but could be much more effective in how)

Sign up for newsletter (not effective) (possibly distracting from the main purpose)

**Main take away. Site is not engaging or attractive. Functionally serves its purpose, but little more.**