



Plan International Redesign

Erica Wang





Project Overview:

The Problem: Several website errors including a convoluted donation page with excessive options, inconsistent page navigation, and a cumbersome dropdown menu made it difficult to align with the nonprofit's goals.

The Solution: By implementing intuitive design solutions, I streamlined the donation process, clarified navigation pathways, and simplified menu interactions, resulting in a more user-friendly and accessible website experience.

My Role: User Experience & Interface Design, User Research

Tools Used: Figma, Trello

Time Frame: 4 weeks

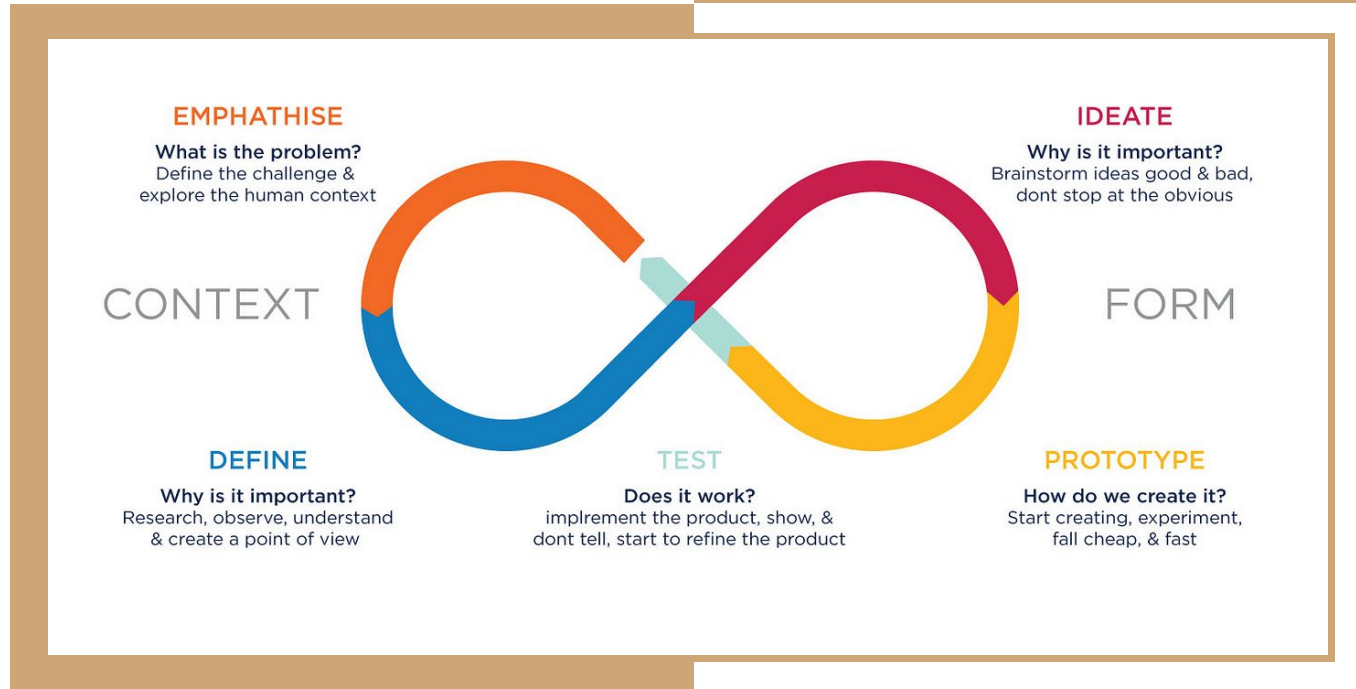
What Is Plan International?

Plan International is dedicated to breaking the cycle of poverty by focusing on the empowerment of young girls in vulnerable communities and emergency situations worldwide.

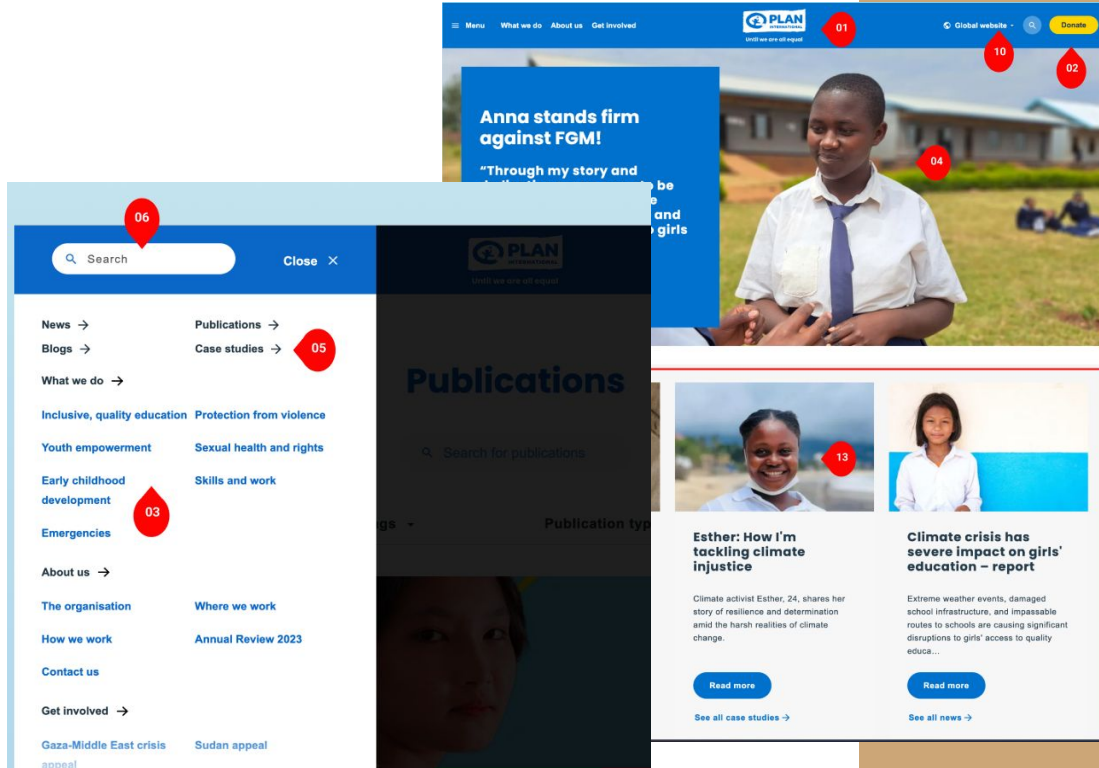
Through comprehensive education, healthcare, and protection programs, they strive to unlock the vast potential of every girl, ensuring they have the opportunities to learn, lead, decide, and thrive.



UX Design Process







Heuristic Evaluation



1. Move logo to the left of the screen
2. Make donation button more noticable
3. Dropdown menu too cluttered and overwhelming
4. Personalized story is a nice touch/allows user to empathize
5. Arrows look weird
6. Search bar in menu is useful
7. Needs constraints

Competitor Analysis

	Feature Analysis	Competitive Advantage	Weakness	General Notes
	<ul style="list-style-type: none"> -High contrast option -Drop down menu -Easy navigation for finding current events 	<ul style="list-style-type: none"> -Intuitive navigation, featuring a comprehensive menu for easy access to key sections like programs, emergencies, and stories 	<ul style="list-style-type: none"> -Share button obstructs a portion of the screen -Join UNICEF button is at the bottom of the home page 	<ul style="list-style-type: none"> -Overall solid website -Good pictures
	<ul style="list-style-type: none"> -Educational resources and training materials -Orange graphic that guides you through the website 	<ul style="list-style-type: none"> -Interactive map of all the locations -Multi language support for broader accessibility 	<ul style="list-style-type: none"> -Search bar covers the whole page when you click it -Graphics seem random -News/events pages do not have images. 	<ul style="list-style-type: none"> -Great use of spacing and graphics to guide you through the page
	<ul style="list-style-type: none"> -Training/certification options -Live chat option -Red cross store 	<ul style="list-style-type: none"> -Donation opportunities are very prominent on page -Easy to sign up for volunteer work/training events 	<ul style="list-style-type: none"> -Drop down menus could use some constraints (too much information) -Hover states could use some consistency 	<ul style="list-style-type: none"> -Overall good website -Some minor issues with organization/standardization
	<ul style="list-style-type: none"> -Email newsletter -Current events/news 	<ul style="list-style-type: none"> -Transparency: information available on how they're using your donations 	<ul style="list-style-type: none"> -Top nav arrows don't open the way you expect -Pictures are bad quality 	<ul style="list-style-type: none"> -Too much repetition -Organization seems haphazard, not logical

User Interviews

Positives

Sign Up Problems



Navigation Issues



Case Studies



Problems with Donation Page



What Stood Out



Problems with Menu



User Storyboard



Nadia's co-worker informs her about the earthquake crisis in Syria currently affecting many children and young girls



She feels for these children and wonders if there is a way she can help



Nadia finds Plan International while searching the web for information. She is able to read up on the Syrian earthquake crisis as well as browses the other donation/contribution options.



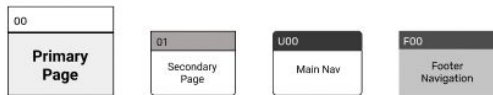
Nadia is thrilled that she can donate to the Syrian earthquake crisis as well as sponsor a young girl in Sudan.

Definition

Problem Statement - Plan International aims to enhance the lives of young girls in vulnerable communities and emergency sites through philanthropy and volunteer engagement. How might we use our website to create persuasive calls for aid to better reach more volunteers and donors, and simplify the donation process to be as seamless as possible.

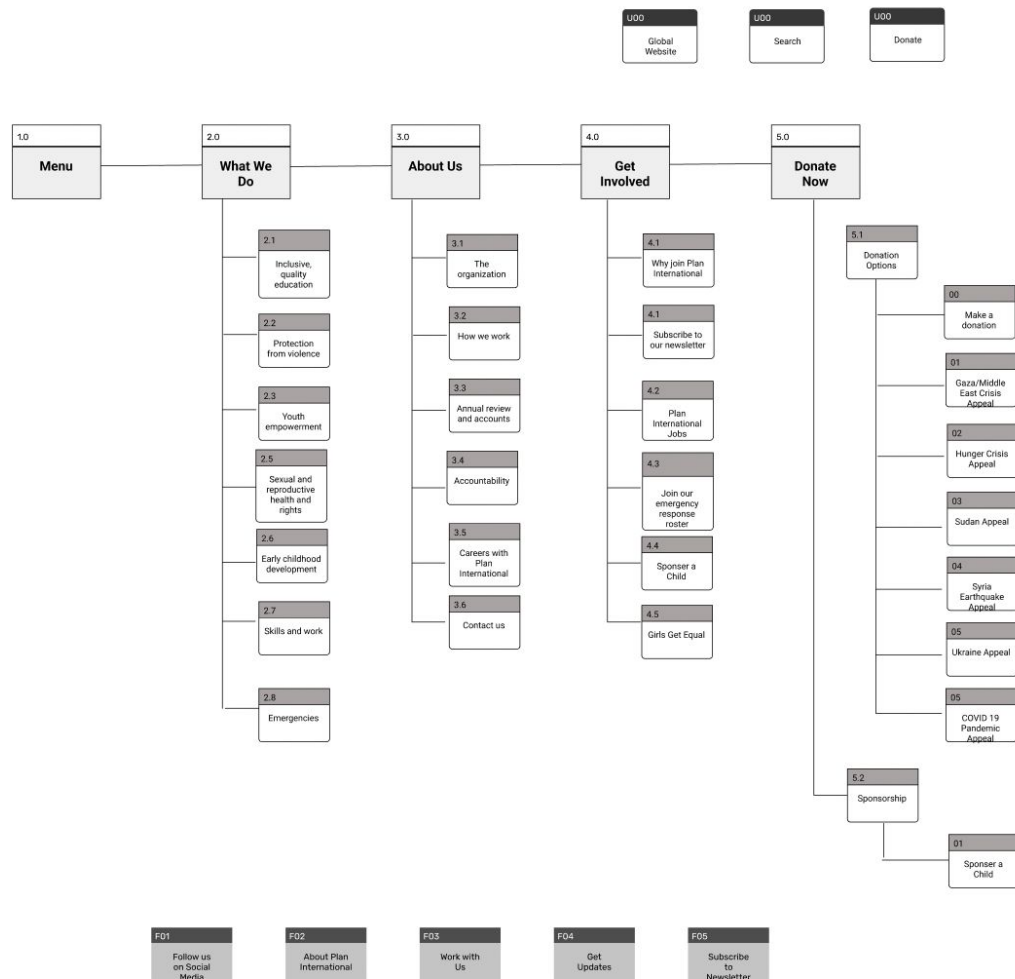
Value Proposition Statement - “Empowering Young Girls, Transforming Futures”

Site Map

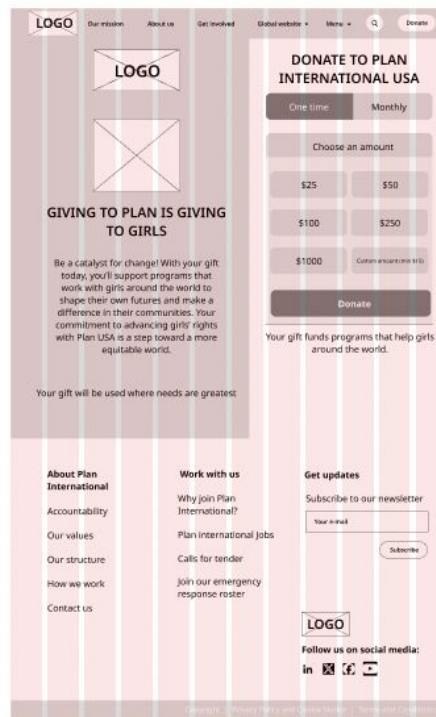
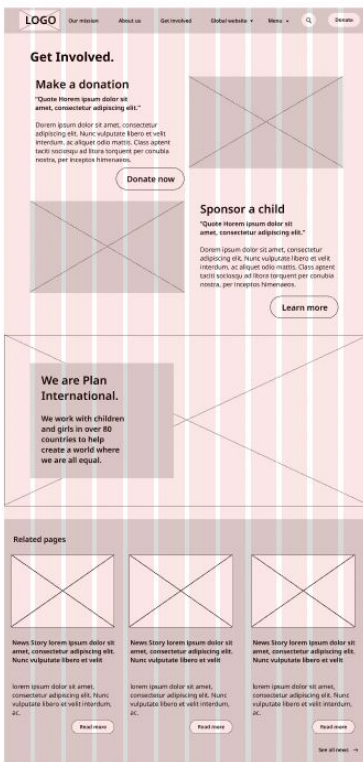


PRIORITIES

- Clear language
- Logical placement organization of pathways
- Fast and easy navigation of information and news



Early Development + Wireframes



User Feedback

"The website feels too large, it takes forever to scroll down the screen."

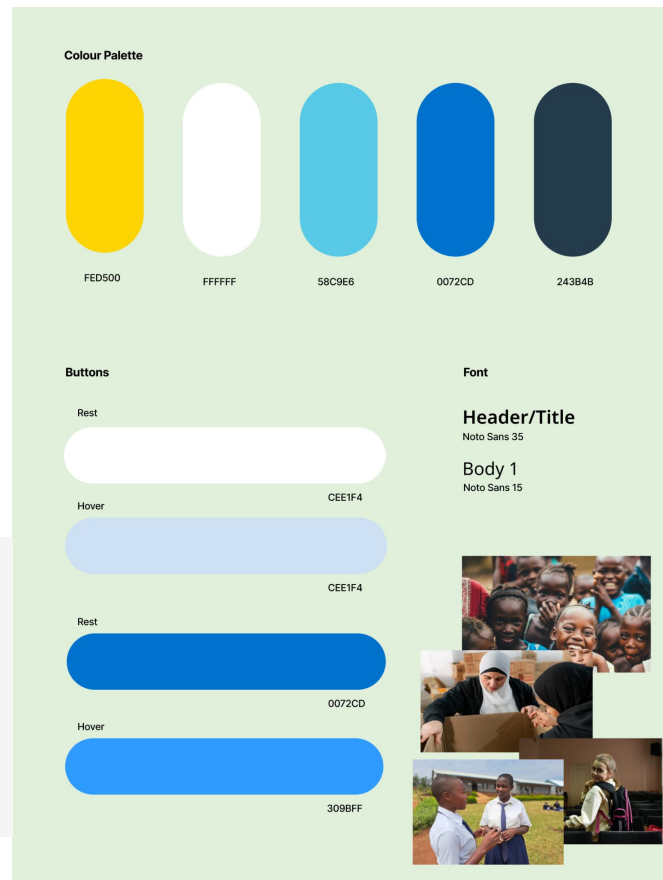
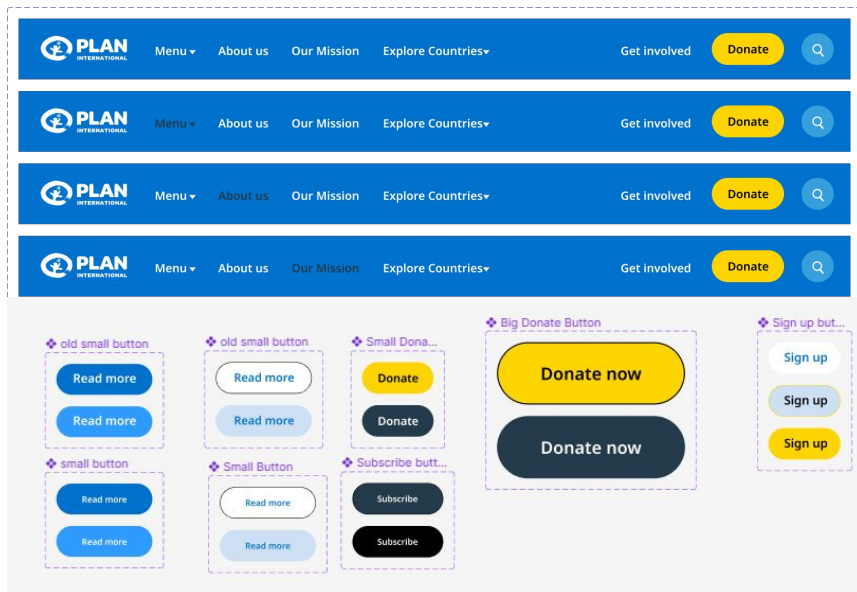
"I like how the drop down arrow expands to show your options!"

"Adding another way to indicate you can click, maybe a highlight or underline, would be nice?"

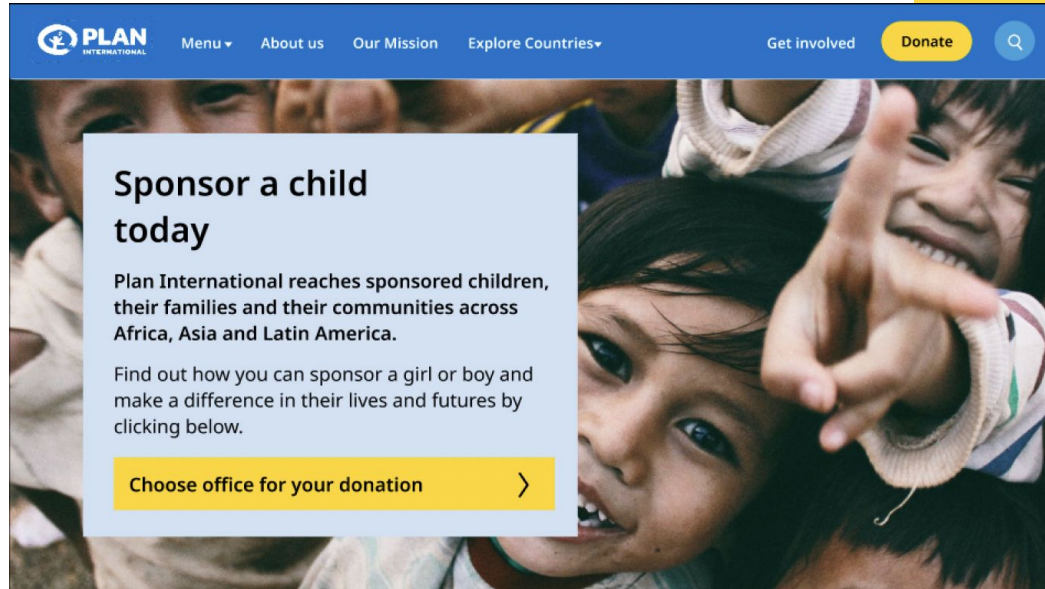
"I wish the donation options were laid out so you could see all of them before donating."



Style Tile



High Definition Prototype



[Click here for prototype](#)

Success Metrics

For the redesign:

As far as driving traffic to the donation page, there was an **83.33% increase in donation button clicks.**

In highlighting the mission statement, there was a **100% increase of user views.**

Furthermore, we saw a **66.67% increase in menu clicks.**



What's Next

Establish Contact

Mobile Development

Mobile Testing

