



## Website Redesign

## Case Study

Elliot Fogarty

Design 360

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# The Client

Habitat for Humanity provides the valuable service of building houses for low income families so that they have a place to live. They also have many stores that allow people to buy cheap, second hand furniture and home goods. The site is used by individuals looking to be helped by their services as well as volunteers and people looking to donate to the organization.

# The Problem

The site currently is somewhat usable but not easy to navigate quickly and has great deal of redundancy in the elements that it includes. The design of the site, while not bad is quite dated and clearly could use a new look. It also combines text alignments and full spread items with constrained ones in a unintelligible way. The site also lacks structure around many of its elements and doesn't effectively group items together in a logical way. The nav of the site is surprisingly good but still not perfect and could use some cleaning up.

## Habitat For Humanity Site Redesign

Background      Solution      Process      Outcome

### Goals

- Make the website clearer and easier to navigate it
- make the ability to donate and volunteer more obvious and easier for the user
- Rebrand the look of the site to be more modern and clean
- Change the layout of the site so that it is simpler and more cohesive
- Make the Nav more intuitive
- Reorganize the site map so the nav is easier to understand

### Strategy

The goal of the site is to get people who want to access services information about that, allow people to donate and/or volunteer for the organization and lastly provide information about the organization in general and in its local context in Seattle and the surrounding area.

The main goal of redesigning this site is to make it more navigable and immediately intuitive as well as modern and pretty. To achieve this several things need to happen:

- Reorder the organization of the site to be more intuitive and easy to understand.
- Design the site from the ground up to be consistent in its style and organization.
- Rebrand some elements of the site like the colors and general shapes of the site.

### Strengths

- The brand and logo is strong and recognizable
- good content/photography
- moderately well designed site just old
- lacks spice or intrigue

### Opportunities

- to create a site that is interesting and valuable for a very good organization
- allow people to donate to Habitat for Humanity more easily
- to connect volunteers and interested parties with events

### Challenges

- Listing events
- information hierarchy
- consolidating the information and opportunities

### Threats

- Other organizations poaching volunteers
- getting lost among the hundreds or thousands of seattle nonprofits
- Losing customers due to bad site navigation

## Habitat For Humanity Site Redesign

Background

Solution

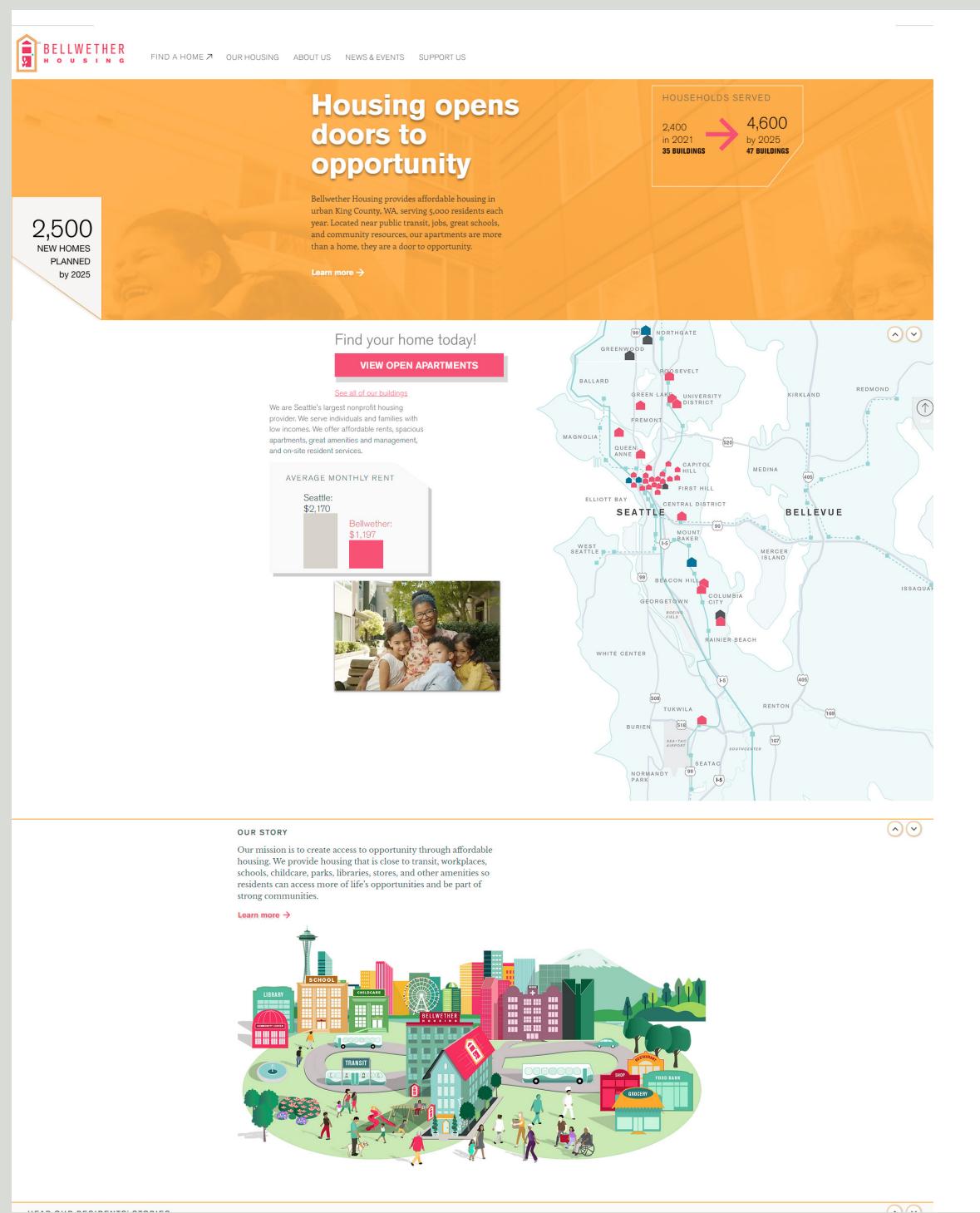
Process

Outcome

# Competition Research

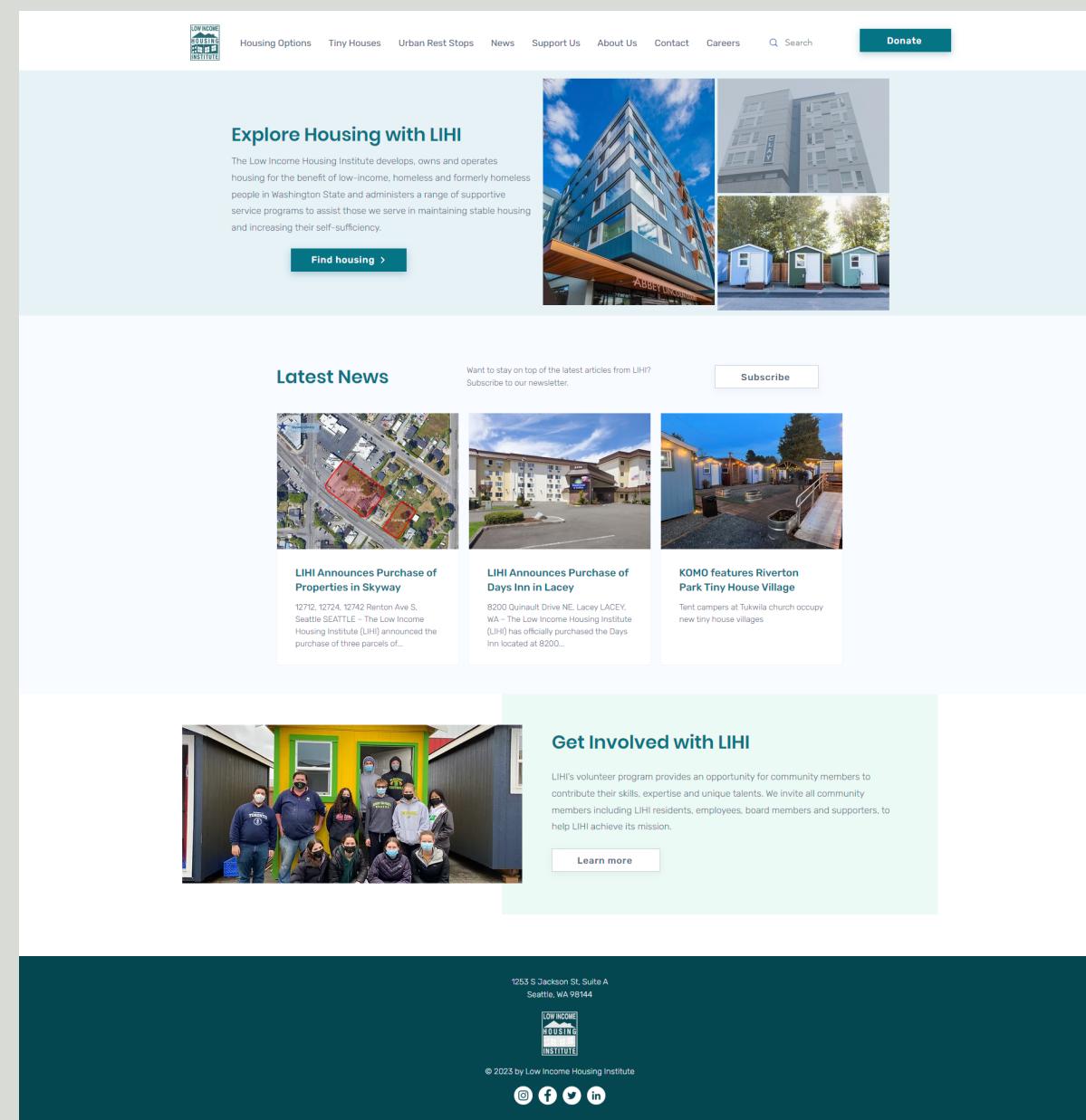
## Bellwether Housing

Generic but modern looking site  
Un-unified brand, colors font  
Simple logo but not very recognizable  
Bad web design



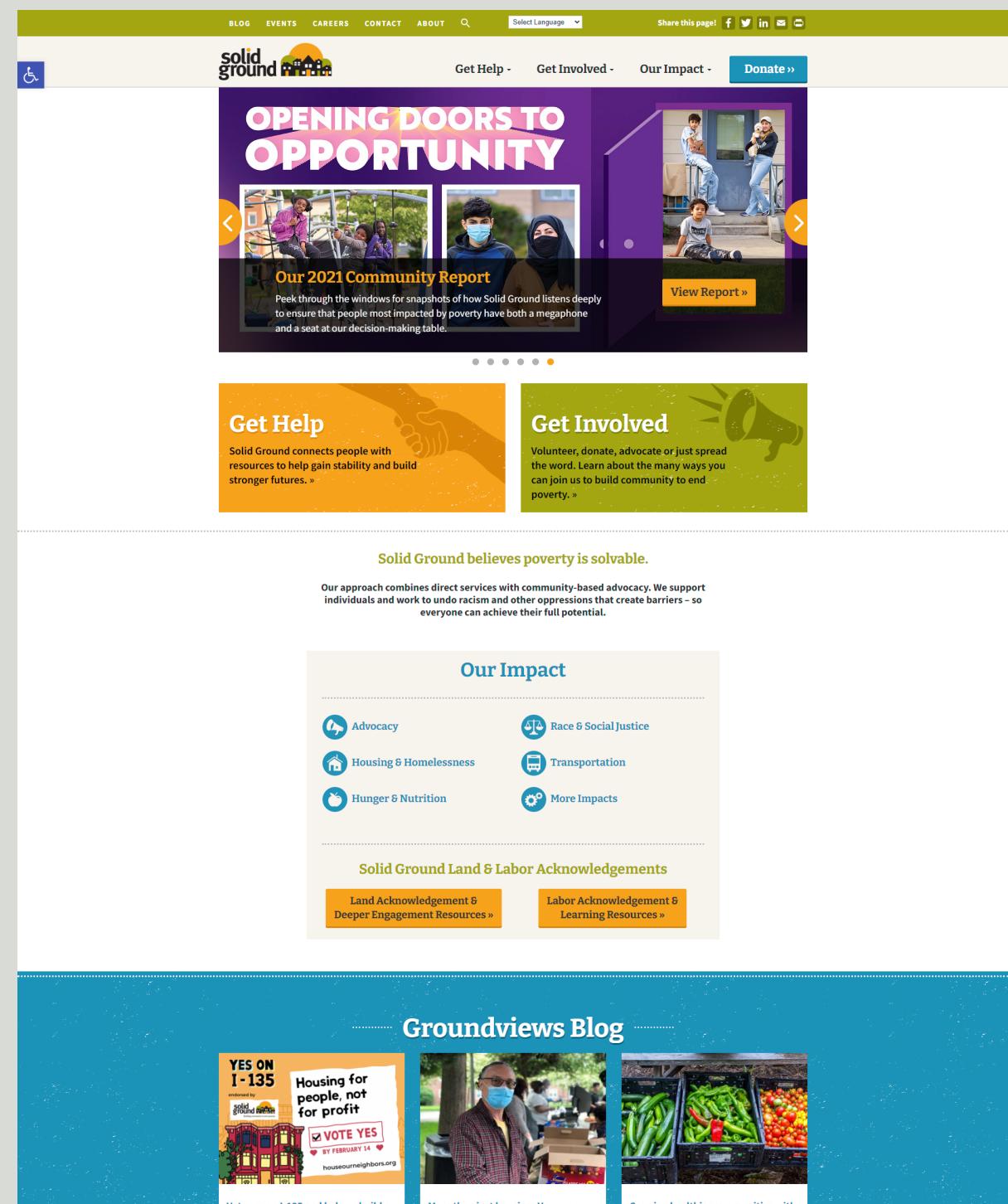
## Seattle Housing Authority

Older looking site  
Weak brand  
Disorganized site  
Most important things at top  
Fonts all over the place



## Solid Ground

Dated looking site  
Badly organized  
Good font unification for the most part but truly bad choice of colors  
Simple logo but doesn't say solid ground



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# Competition Research

## Goodwill

Great branding  
No online shopping ability  
Difficult to donate  
Very generic look

The Goodwill website features a prominent video testimonial about job opportunities. Below it, a section highlights career counseling services with statistics: "NEARLY 2 Million PEOPLE", "123,196 PEOPLE", and "24,452 PEOPLE". A "Find your next job" section shows two people at a desk. The overall design is clean but lacks a strong visual identity.

## Value Village

Important things clustered on home page  
Busy  
Good brand and solid colors and fonts  
Donate tab very obvious

The Value Village website has a dark blue header and a large central banner with a woman in a plaid jacket. Below it is a grid of small circular icons. A red "JOIN NOW" button is visible. A promotional box offers a "\$5 coupon on clothing and accessories with each \$30+ gift card purchase." The layout is cluttered and visually busy.

## Salvation Army

Solid, identifiable brand  
Good nav  
Donate very obvious  
Solid web design

The Salvation Army website has a dark background with a woman in uniform. It features a "Stories of Love" section with three images. Below it are several service categories: Disaster Relief, Holiday Giving, LGBTQ+ Support, Homeless Shelters, Food Pantries, Rent and Utility Assistance, Rehabilitation, Life Skills to Escape Poverty, Job Training, After School Programs, Spiritual Healing, Services for the Aging, and Help for Domestic Abuse. The design is professional and clearly organized.

## Target Audience

The target audience of the Habitat site is people who want to donate, volunteer, or find services from them.

- The average person who is volunteering for them is likely someone who has a strong connection to the cause and extra time that they can spend on volunteering.
- The average person seeking assistance from Habitat is likely a family who wants to find a low priced home or someone who currently is not housed. There is also a large portion of people who are looking for assistance with repairing severe issues with their home but can't afford to
- The average person donating likely has a good amount of extra income, a connection to the cause. They likely live in a city where homelessness and poverty is a major issue and they want to help

## Personas

**Sam Young**

Sam works at a local family owned pizza restaurant as a cook. He grew up poor and his family always struggled with housing. He cares a lot about helping people and likes to donate as much as he can and volunteer when he has time.

**Steve Steinberger**

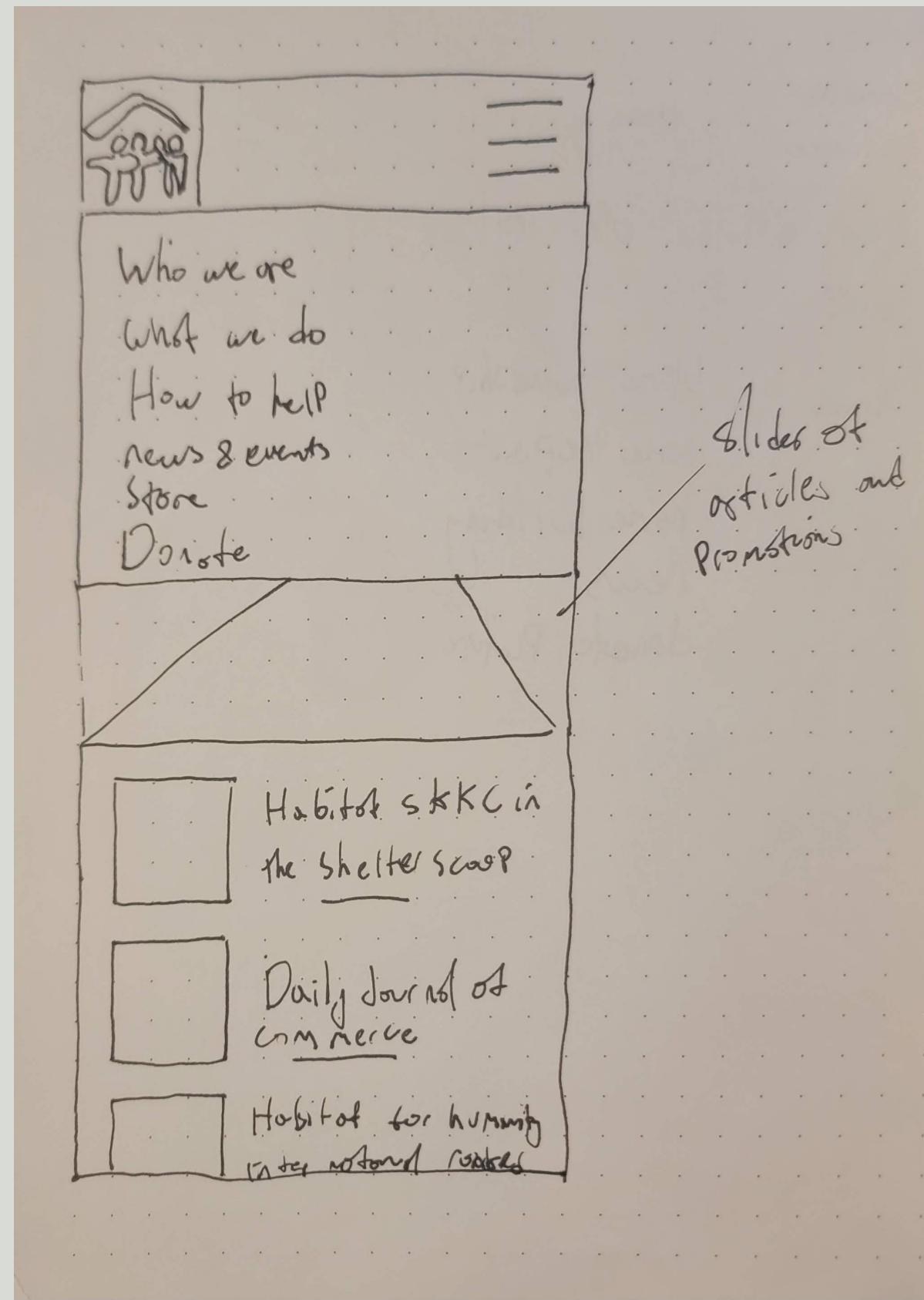
Steve is currently homeless but he went on the habitat for humanity site on a library computer and is now emailing with a representative to find him a place to live soon

**Jessica Balmer**

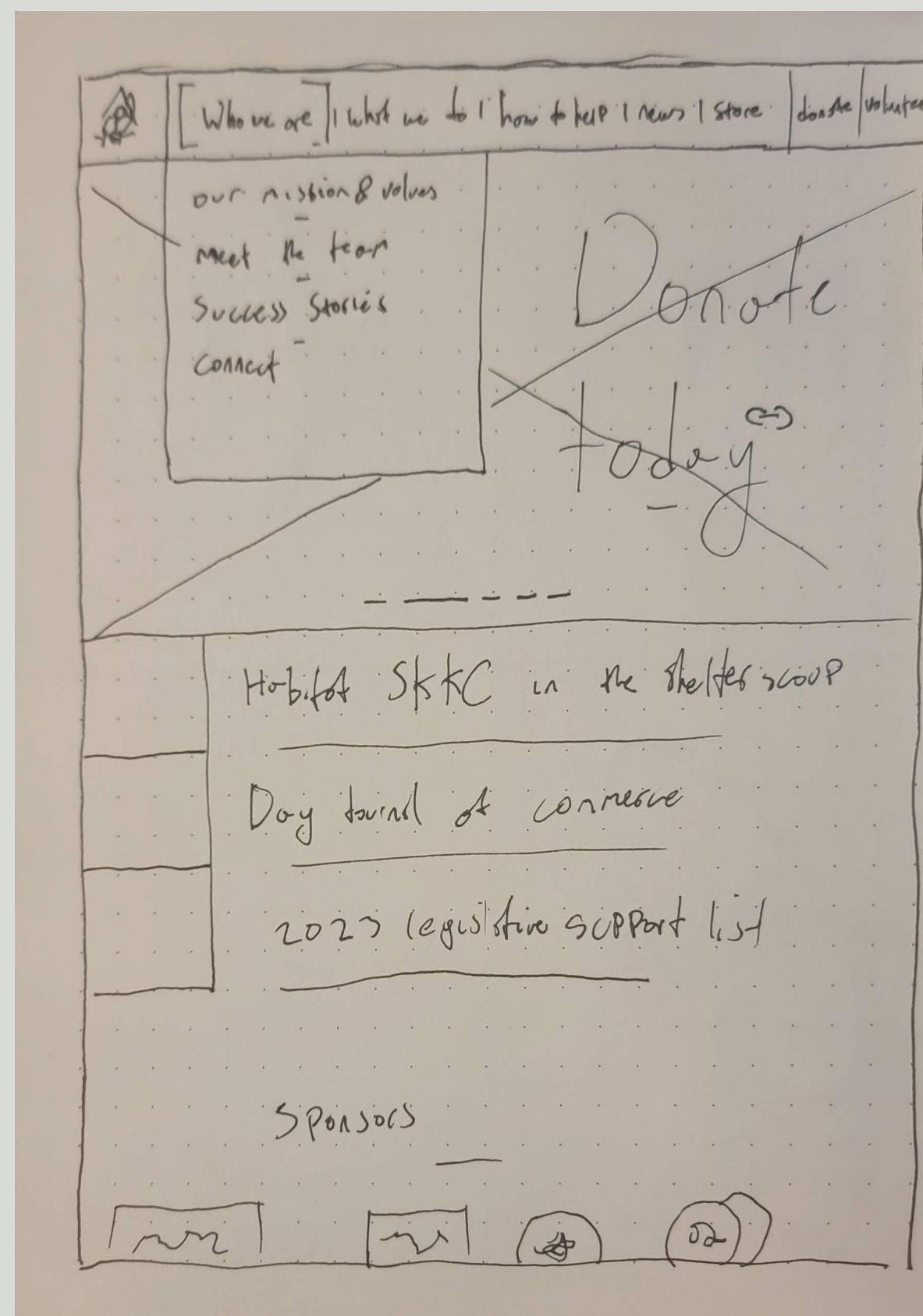
Jessica works as a lawyer and makes a good living so she likes to donate to organizations she believes in when she can. She found Habitat for Humanity and has been donating what she can every month for the last two years

# Sketches

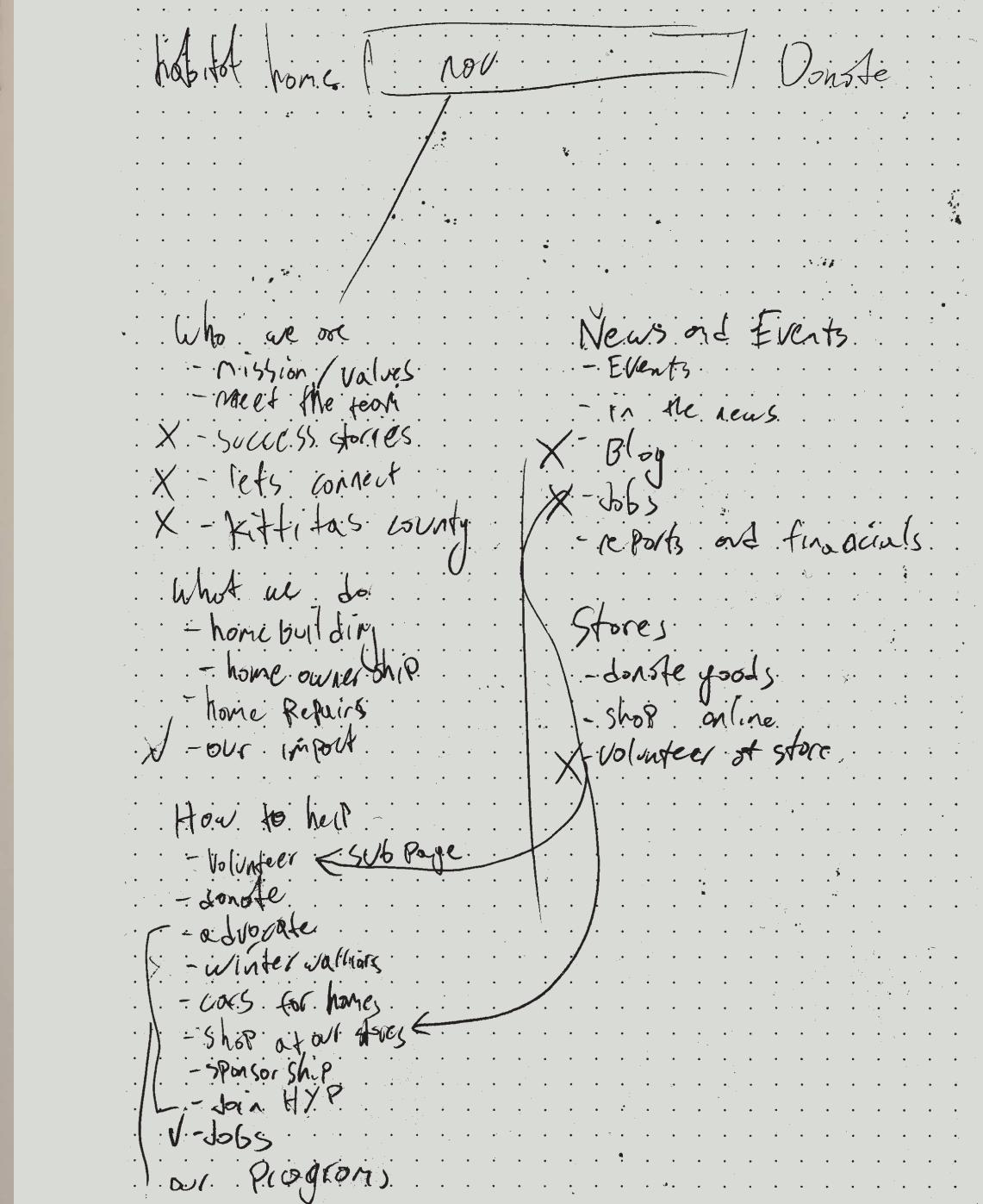
## Mobile Site



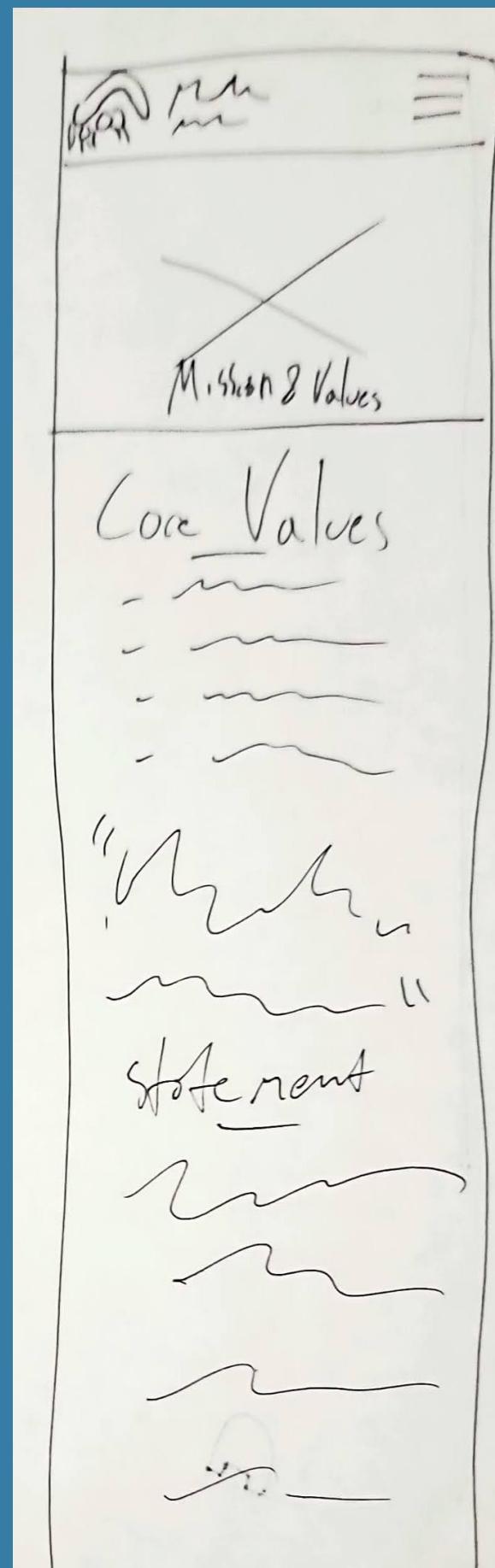
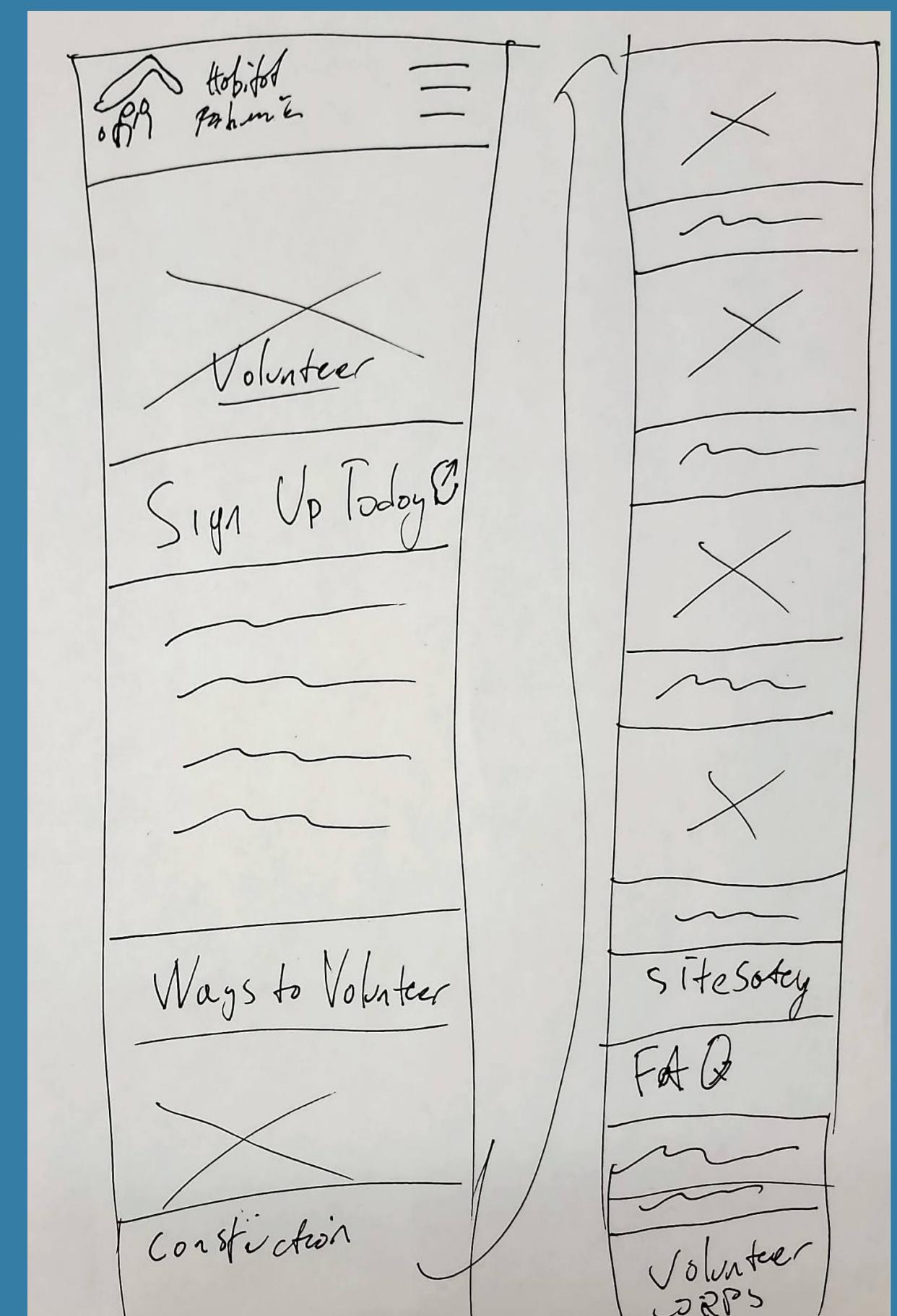
## Desktop Site



# Site Map

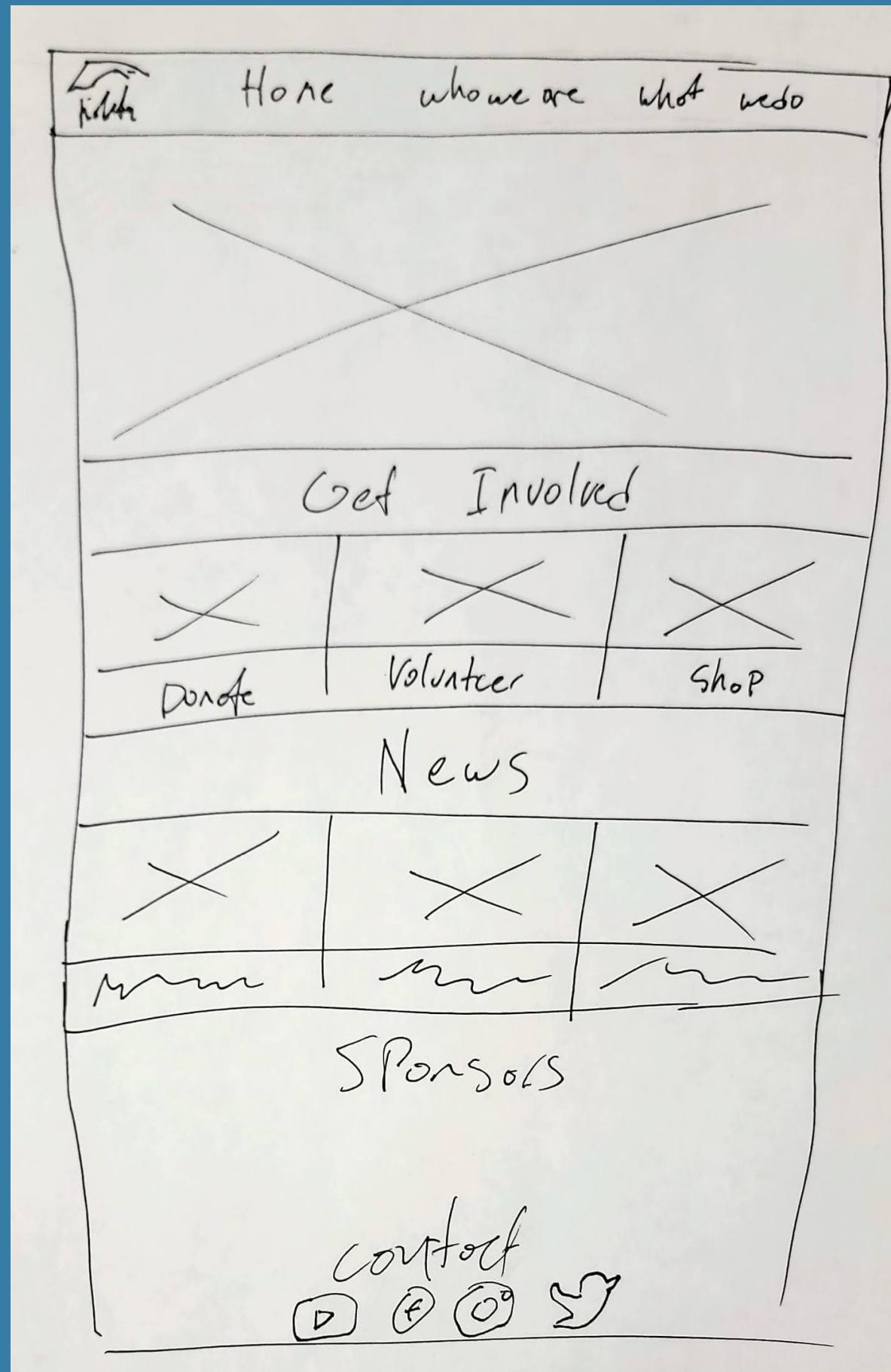


## Wireframes - Mobile Site

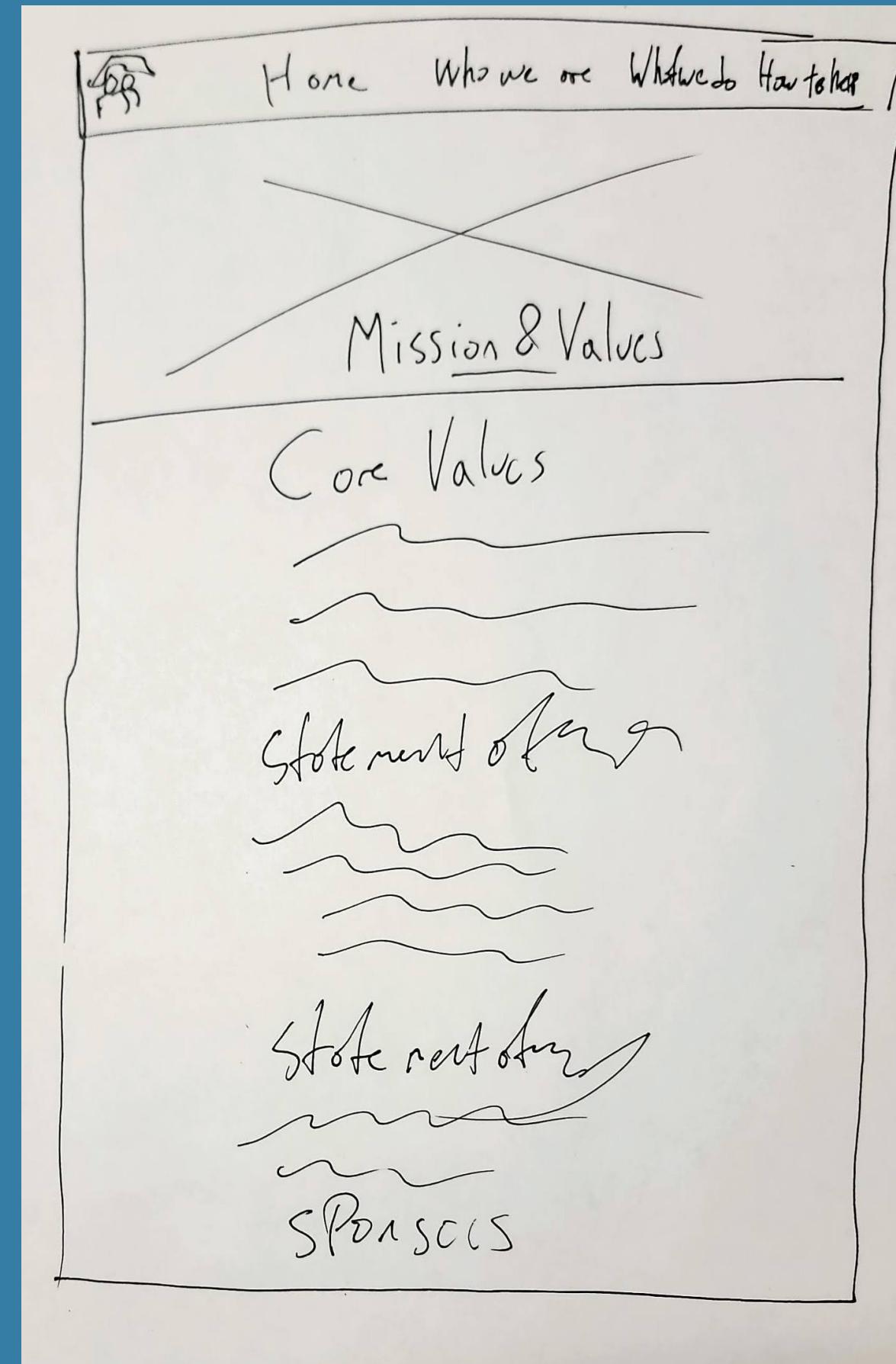
**Home Page****Mission & Values Page****Volunteer Page**

# Wireframes Desktop Site

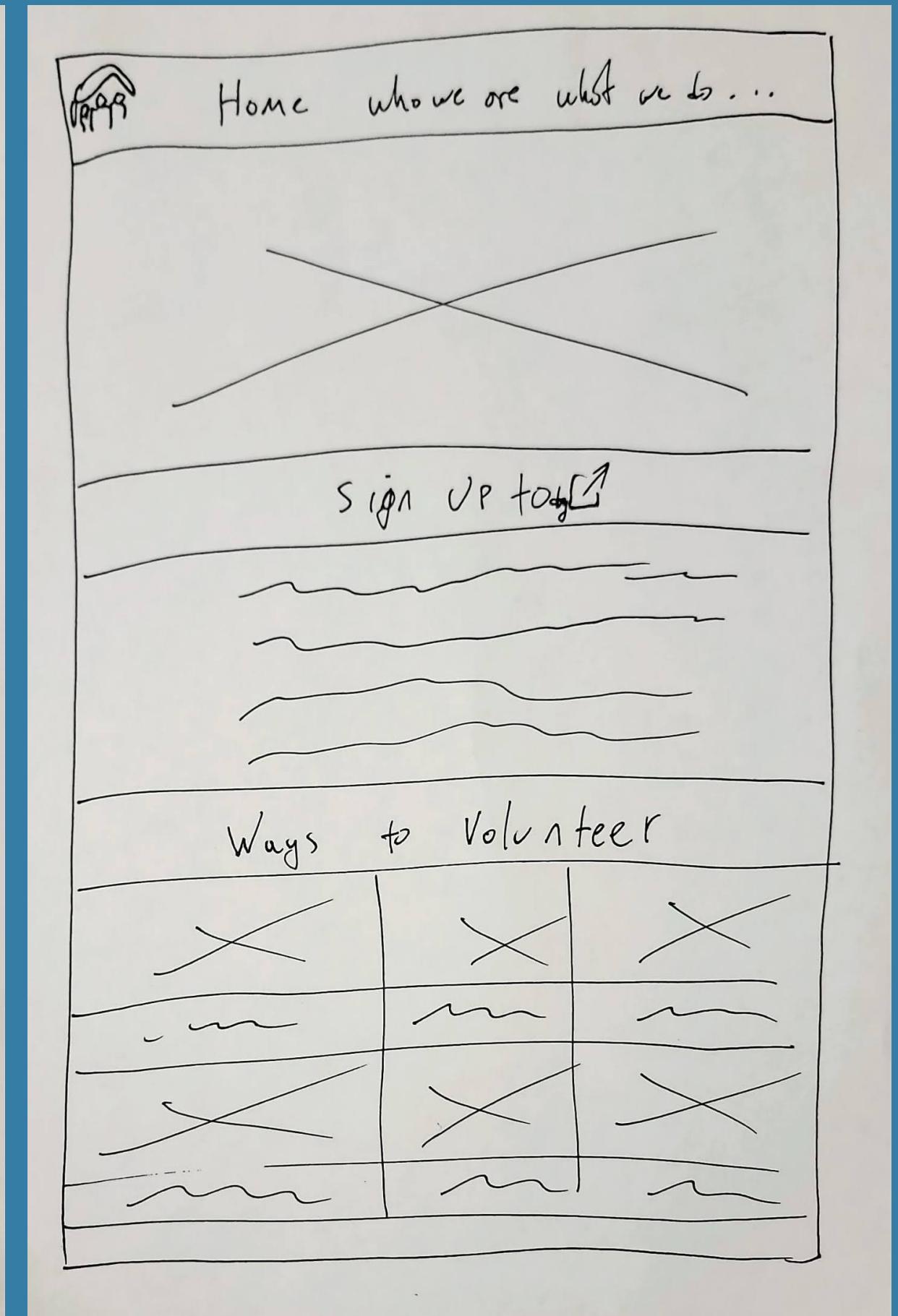
Home Page



Mission &amp; Values Page



Volunteer Page



## Habitat For Humanity Site Redesign

### Background

### Solution

### Process

### Outcome

# Usability Testing

In the brief usability testing that I conducted, very few problems were found, the users navigated the site quickly and easily. The task that took the most time was the sponsors which is not something that is dire for the site. Users did have some issues with the nav and so I increased the size of the button padding to make the dropdowns show up more easily.

**USABILITY TESTING**

- Determine what the website is about.
- Create 3 tasks for the user to perform:

Go sign up to Volunteer	165
Go to mission & Values	195
find <del>sponsors</del> Sponsors	295

- Allow the user to explore the website
- Rate your experience below (3 is highest):

	RATING	COMMENTS
Site load time is reasonable	(3) 2 1	
Font size/spacing is easy to read	(3) 2 1	
Logo is prominently placed	(3) 2 1	
Homepage is digestible in 5 seconds	(3) 2 1	
Clear path to important information	(3) 2 1	
Clear path to the "tasks"	(3) 2 1	
Main navigation is easily identifiable	(3) 2 1	
Navigation is clear and concise	(3) 2 1	
Navigation is consistent	(3) 2 1	
Major headings are clear & descriptive	(3) 2 1	
Styles + colors are consistent	(3) 2 1	
URLs and page titles are explanatory	(3) 2 1	
Overall website was easy to understand	(3) 2 1	
Website is error free on all viewports	(3) 2 1	

**USABILITY TESTING**

- Determine what the website is about.
- Create 3 tasks for the user to perform:

Go to Volunteer Sign Up	155
Go to Mission and Values	145
find SPONSORS	195

- Allow the user to explore the website
- Rate your experience below (3 is highest):

	RATING	COMMENTS
Site load time is reasonable	(3) 2 1	
Font size/spacing is easy to read	(3) 2 1	
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**USABILITY TESTING**

- Determine what the website is about.
- Create 3 tasks for the user to perform:

Go to volunteer page	185
find the Mission and values	195
find the Sponsors	255

- Allow the user to explore the website
- Rate your experience below (3 is highest):

	RATING	COMMENTS
Site load time is reasonable	(3) 2 1	
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# Outcome

## Home

**Habitat for Humanity®  
Seattle-King & Kittitas Counties**

**Give the Gift of Home**

**Get Involved**

**Donate**

## Mission & Values

**Habitat for Humanity®  
Seattle-King & Kittitas Counties**

**Mission & Values**

**Core Values**

- We will lead with service
- We respect all people
- We build community
- We deliver results

**"The vision of all Habitat for Humanity organizations around the world is "a world where everyone has a decent place to live."**

## Volunteer

**Habitat for Humanity®  
Seattle-King & Kittitas Counties**

**Volunteer**

**Sign Up Today!**

By volunteering with Habitat SKKC, you can be a part of the change you want to see in your community. We offer several opportunities to build or repair homes with families, in addition to volunteer opportunities at our local Habitat Stores, on committees and in our offices. You can even invite your friends and family to join us.

Home sponsors can receive special priority when scheduling team building opportunities. Learn

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# Outcome

## Home

## Mission & Values

## Volunteer

## FAQs & Orientations

- Do you verify court-ordered community service hours?
- I've never held a hammer in my life, can I still work onsite?
- How old do I have to be to volunteer on site?
- Are there volunteer orientation sessions? Do I need to attend?
- What is a typical volunteer day schedule?
- How far in advance do I need to schedule a group build day?
- How do I sign up to volunteer for Construction or the Habitat Stores?
- Can I come late or leave early?
- What should I wear?
- What should I bring?
- It's raining! What do I do?
- What about lunch?
- I have to cancel! What do I do?
- How can I become a regular volunteer?
- Are there other ways to volunteer that aren't construction?
- How can I get answers to other questions or give my feedback?

## Reflection

I believe that I was generally successful in remaking the Habitat for Humanity Seattle site but if I were to do it again I believe that more time in the previsualization and the usability testing areas would have benefited me and made the building process easier. I got much better at using Figma and successfully implemented variants of buttons for my nav. I think that not having just taken design 310 made this project a bit harder, the people who just did it last quarter seem to have more handle on the rhythm of the research portion of the project. I wish that we had more time for in class critiques and more soft deadlines to keep people on track, myself included. I got quite behind at many points and wished that there was more incentive to get things done in order and more communication about where we should be along the process. It seemed like class time was somewhat wasted on lab time rather than discussing what we were doing.