

Website Optimization Project for NGO in Canada

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Introduction

Our client is an integral part of a global medical charity that has been at the forefront of providing life-changing cleft lip and palate surgeries and comprehensive dental care in low- and middle-income countries for over four decades. Their mission has transformed countless lives by offering critical medical interventions and support to underserved communities worldwide.

The objective of this project is to address identified challenges within their current website and optimize the online experience for five key user groups: **donors, prospects, corporates, students** and **medical volunteers**. These challenges include navigation issues, lack of transparency, and limited engagement features, all of which can impact the organization's ability to connect with its audience effectively.



Figure 1. Children after cleft surgery



Figure 2. Medical check for children with cleft

Objective of the Project

In this project, we adopted a user-oriented approach to analyze and address the challenges faced by our client's website. Dividing into two small groups, we focused on understanding the unique concerns of the key user groups. By examining their experiences as they navigate the website, we endeavored to distill the key information they seek and provide tailored short-, mid-, and long-term recommendations aimed at enhancing user engagement and overall experience.

Additionally, we conducted a comprehensive security assessment to identify potential vulnerabilities on the website. This ensures that our client can maintain a secure online presence, protecting sensitive user data while fostering trust among users.

We also worked on improving search engine optimization (SEO) strategies to increase the website's visibility, attract higher traffic, and deliver a better user experience. By optimizing content and technical aspects of the website, we aim to achieve higher conversion rates and support our client in amplifying their reach and impact globally.

Methods and Materials

We utilized a **User Experience Journey Map** to analyze website interactions, identify pain points, and propose improvements. **Wireframes** visually demonstrated implementation strategies, while **flowcharts** detailed enhancements to the client's automated email workflows. Using **SEO Clarity**, we assessed the website's performance to boost visibility, user experience, and traffic.

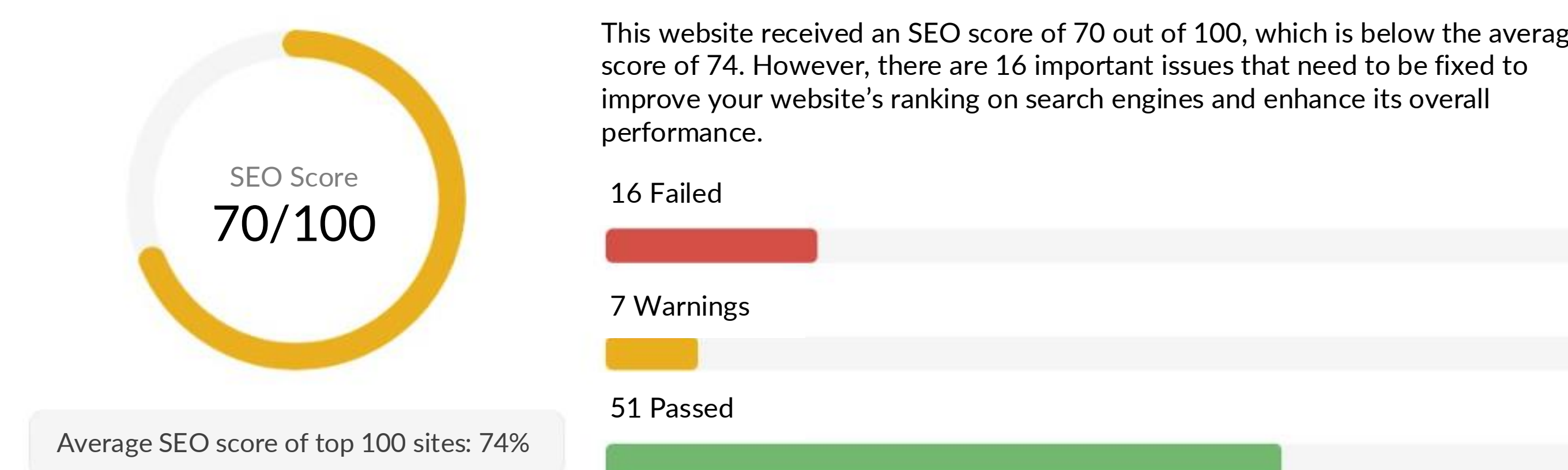


Figure 3. SEO Score for client's website

To ensure alignment, we conducted a **virtual mid-phase update meeting** during weeks 7 and 8, sharing our progress and gathering feedback. The project concluded with a **final presentation**, showcasing key insights and deliverables, supported by regular updates via emails, bi-weekly reports, and Zoom meetings.

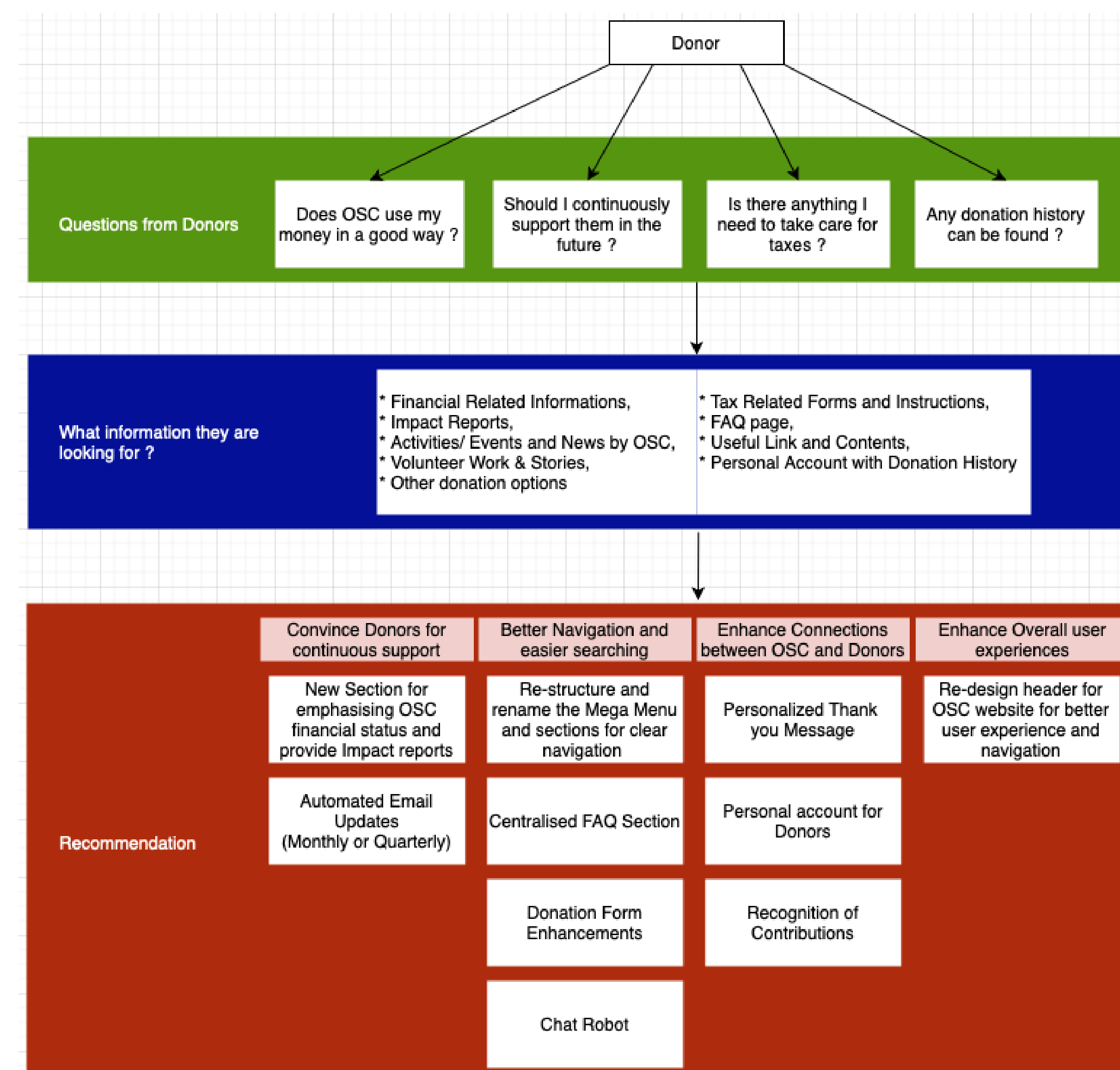


Figure 4. User Experience Journey Map

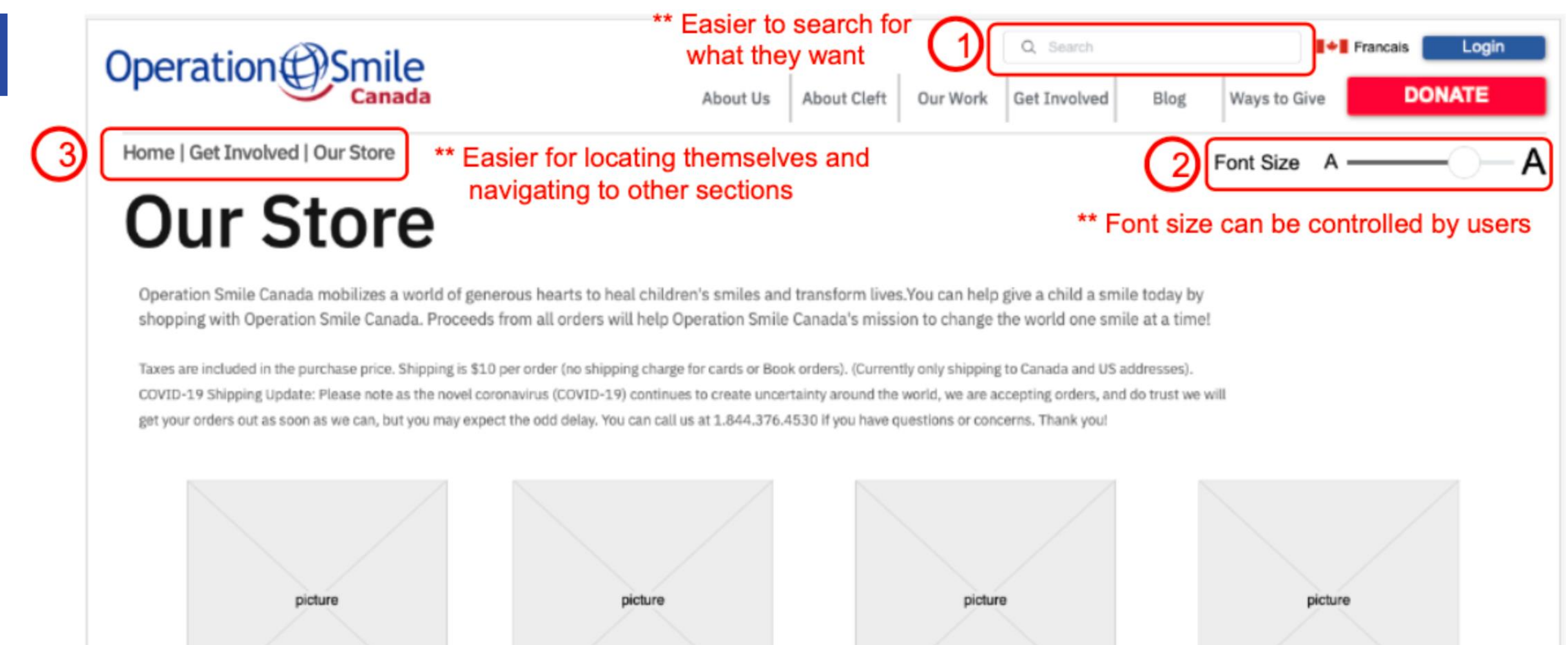


Figure 5. One of the wireframe created by us for illustrating our suggestions

Results

We have made a total of **26 recommendations**, categorized by level of criticalness:

- 12 Short-Term Recommendations: Address immediate needs.
- 8 Mid-Term Recommendations: Focus on medium-priority enhancements.
- 6 Long-Term Recommendations: Aim for sustained improvements.

In addition, we provided 7 security recommendations to address potential vulnerabilities and ensure a robust online presence. We also prepared an **SEO report**, which evaluates the current SEO performance and outlines actionable strategies for improving visibility, traffic, and user engagement in the future.

Conclusion and learnings

This project has been an enriching experience, allowing us to develop both technical and soft skills.

Technical Skills: We gained deeper knowledge in cybersecurity, including identifying and addressing website vulnerabilities. Additionally, our work on search engine optimization (SEO) enhanced our understanding of improving visibility, traffic, and user engagement for websites.

Soft Skills: We strengthened our communication abilities, both in interacting with clients and collaborating within our team. Managing project timelines, schedules, and deliverables also honed our project management and organizational skills.

Through this project, we applied the concepts and techniques learned in previous courses, including user-oriented design, data analysis, and digital marketing strategies. By integrating these skills into a real-world context, we were able to produce actionable recommendations and insights that align with the client's goals, demonstrating the practical value of our academic foundation.

Contact

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