

2020 Hack for a Cause

Adoptions Northwest, Inc.

SUMMARY

As part of our solution presented to Adoptions Northwest, Inc (herein known as 'ANI'), we are including this list of suggestions in order to make the most impact with the technologies currently in place. We have identified the key challenges ANI faces and have found these to be most efficient in regards to time, ease of use, and financial burden.

WEBSITE

Mobile Responsiveness

When viewed from a mobile device, the site navigation disappears. Unfortunately, Wix does not allow for changing templates easily (all content is removed when the template is changed and the website starts from scratch) and generally faces challenges when it comes to making fully responsive websites for all devices.

Wix suggests using "strips" to make full-width elements in the design and says that horizontal menus in the header should automatically adjust to screen width and create a hamburger menu on mobile devices. This will require some investigation into the menu element in the Wix editor, but should solve the menu accessibility. It may also be pertinent to note that the addition of telephone numbers and the donations image would also be best displayed on the bottom of the page in the footer, and moving these two items may assist with the mobile responsiveness of the navigation menu.

Here are a couple of resources to provide more information:

- <https://support.wix.com/en/article/request-responsive-sites>
- <https://support.wix.com/en/article/wix-editor-adding-a-site-menu>
- <https://support.wix.com/en/article/wix-editor-about-the-mobile-menu>
- <https://www.editorx.com/>

Contact

Most users are accustomed to finding a contact form when seeking more information or contact. Upon closer examination, ANI already has a contact form in place but it is buried in the current navigation. This is especially inaccessible for mobile-users, who do not see any menu at all. We suggest restructuring the navigation to keep the most pertinent links accessible in the top-most navigation while moving everything else to a menu in the footer of the page (ie. top menu includes only home, adoption, about, team, and contact). We have included a visual example in the desktop and mobile prototypes that were based on the current design.

Newsletters

ANI's mentioned that newsletters are created and sent out regularly via Constant Contacts, but there is no signup form currently on the website. We have included a visual of what this could look like in the prototypes, as well as a link to a Wix resource on how to add this feature.

- <https://support.wix.com/en/article/adding-and-setting-up-a-get-subscribers-form>

Interactivity

ANI's website already integrates a chat box for communication with prospective parents, but brings challenges as ANI currently has to be logged in on a desktop computer to access the messages and interact in real-time, otherwise the chat bot asks the user for their name and email address.

We suggest downloading the mobile Wix app to ANI's mobile device. This should provide access to instant notifications and the ability for ANI to maintain real-time communication when potential parents are seeking immediate access to more information. Settings are also available in the Wix editor to display "chat hours" to the user if ANI is only available for live chat Mon-Fri 9-5pm.

- <https://www.wix.com/app-market/wix-chat> (primary info)
- <https://apps.apple.com/app/wix/id1099748482> (iOS app)
- <https://support.wix.com/en/article/about-wix-chat> (more info)

DIGITAL FORMS

Adoption and Inspection forms have been in a word.doc format that required printing and filling out the documents with a pen before scanning and returning to ANI. This method of delivery can be inaccessible to mobile-only users. We have converted these forms into editable PDFs that can be filled out online, downloaded or printed, and emailed back to ANI as quickly as possible. An additional option is to upload the PDF to an online document service such as PDF Filler or DocuSign. We have an example of the Parent Application form hosted on PDF Filler below. This should make the forms more easily filled out by prospective parents.

- <https://pdf.ac/yOc4P>

WEB PRESENCE

In order to increase availability to ANI as a resource to families seeking permanence, a strong online presence is invaluable. We suggest getting ANI listed under the adoption resources on the state's website (listed below) with the other adoption and foster agencies, as well as increasing Facebook activity. If ANI wishes to utilize the free Google advertising provided for being a non-profit, it should increase web traffic and (hopefully) lead to more parents who otherwise are unable to adopt find the resources they need through ANI.

- <https://www.oregon.gov/dhs/CHILDREN/ADOPTION/Pages/resources.aspx>