

A photograph showing several healthcare workers, likely doctors or nurses, gathered around a patient. They are looking down at a document, possibly a medical chart or X-ray film. The scene is set in a clinical environment with warm lighting.

Doctors for Global Health

Team Members:

Owen Smith - UX Researcher and Designer

Brandon Pennington - UX Researcher and Designer

Devin Arch - UX Researcher and Designer

Emily Tseng - UX Researcher and Designer

Project Overview

Doctors for Global Health (DGH) is a private, not-for-profit organization **promoting health, education, art and other human rights** throughout the world. Our goal was to redesign the DGH website to reflect its mission and user needs as defined through user research.

Client Needs

- Doctors for Global Health needs volunteers, highly skilled or not.
- They rely upon donations to help pay for materials.
- They need to ensure a steady flow of membership.
- They need an outlet to distribute news and updates about their work.

promoting health and human rights with those who have no voice

Doctors for Global Health

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Liberation Medicine at American Public Health Association Meeting Nov 5th 2019



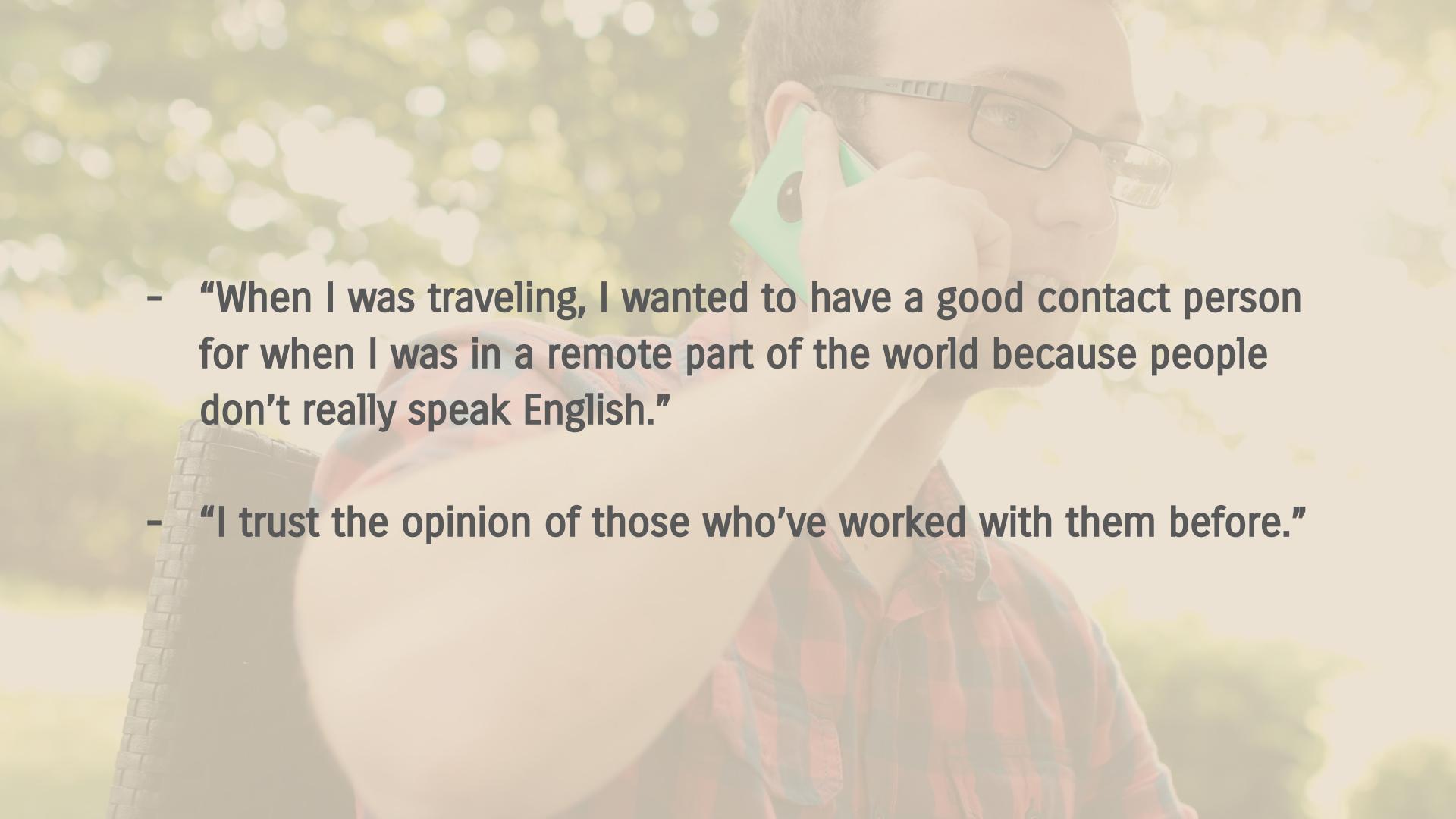
DGH members with author Todd Miller at the Arizona Mexico border

At the recent American Public Health Association meeting in Philadelphia in early November, DGH members Jen Kasper, Shamsher Samra, Lanny Smith, Chanelle Diaz, and Matt Anderson gave a presentation at the Social Medicine Caucus, entitled "Liberation Medicine: Strategies for health worker activism from the border to immigrant detention centers, the exam room and the classroom".

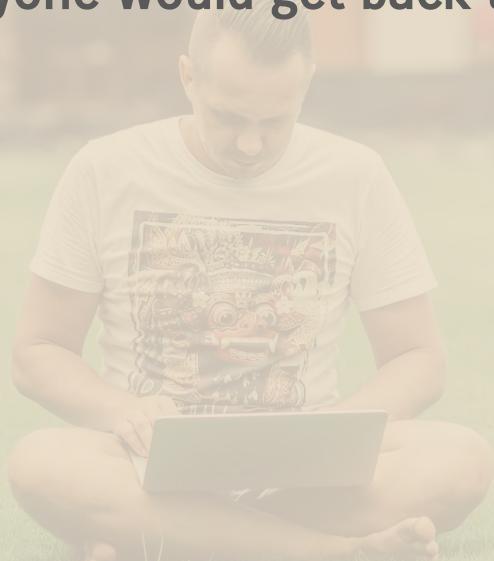
During the presentation, participants learned about the theory and values of

User Interviews

- “I look for non-profits that actually engage with the community outside their office, and I want to see their members engaged with what the organization is doing.”
- “I wanted somewhere to get really good clinical experience. You’re not doing it for money, you’re doing the work for great experience and value down the road.”
- “The main thing for me when choosing a non-profit to support is where the money is going. Before I donate I will check how they use their money on charity navigator.”

- 
- A photograph of a man with dark hair and glasses, wearing a red and black plaid shirt. He is holding a bright green smartphone to his right ear, looking slightly upwards and to the side. The background is a blurred outdoor scene with green foliage.
- “When I was traveling, I wanted to have a good contact person for when I was in a remote part of the world because people don’t really speak English.”
 - “I trust the opinion of those who’ve worked with them before.”

- “I find that nonprofit websites can be kind of overwhelming”
- “I was unsure if anyone would get back to me.”





User Persona

RAY THOMAS

Adventurer • Intelligent • Social Activist

Ray is a dentist by trade but has recently taken interest in traveling with an organization to countries to help and educate local communities about health and wellness. He wants to serve by providing services in his field and knowledge. He is attracted to smaller grassroots programs that work in local communities.

“Today is the beginning of the rest of my life.”

AGE: 27

WORK: Dentist

SINGLE

PERSONALITY TRAITS:



GOALS:

- Gain volunteering experience and enjoy his passion at the same time
- Impress mentors
- Have different kind of clinical experience
- Work with a smaller organization fighting for a good cause
- Immerse themselves in the community and culture

NEEDS:

- Financial details and where the money is allocated for organization
- Other people's experiences with organization and find a local contact
- Support from organization and transparency of details
- How to apply to go abroad

FRUSTRATIONS/PAIN POINTS:

- Lack of organization contact
- Lack of information on website
- Too hard to find correct information
- Organizations that feel “too corporate”
- Trusting organization

The Problem

- Doctor of Global Health's website was designed 1998. Their user interface is out-of-date, is not responsive, and has poor information architecture.

Poor IA

[home](#)

[our work](#)

[overview](#)

[Chiapas, Mexico](#)

[Estancia, El Salvador](#)

[Europe](#)

[Oaxaca, Mexico](#)

[Santa Marta, El
Salvador](#)

[Uganda](#)

[United States](#)



The screenshot shows a vertical website layout. At the top is a header with the text "Doctors for Global Health" and a globe logo. Below the header is a sidebar menu with a blue border around it, containing links: home, our work, about us, get involved, DGH field blog, news & events, Reporter, advocacy, and FAQ. To the right of the sidebar is the main content area, which includes a search bar, social media links for Facebook and Twitter, and a contact email address: dghinfo@dghonline.org. The main content also features several images: a couple smiling, two people in a field, and a group of people. Text in the main content area includes "promoting", "Doctors for Global Health", "Chiapas, Mexico", "Estancia, El Salvador", "Europe", "Oaxaca, Mexico", "Santa Marta, El Salvador", "Uganda", "United States", "DGH members", and "At the recent American Meeting Nov 5".

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Non-responsive UI



Doctors for Global He



Liberation Medicine at American Meeting Nov 5th 2019



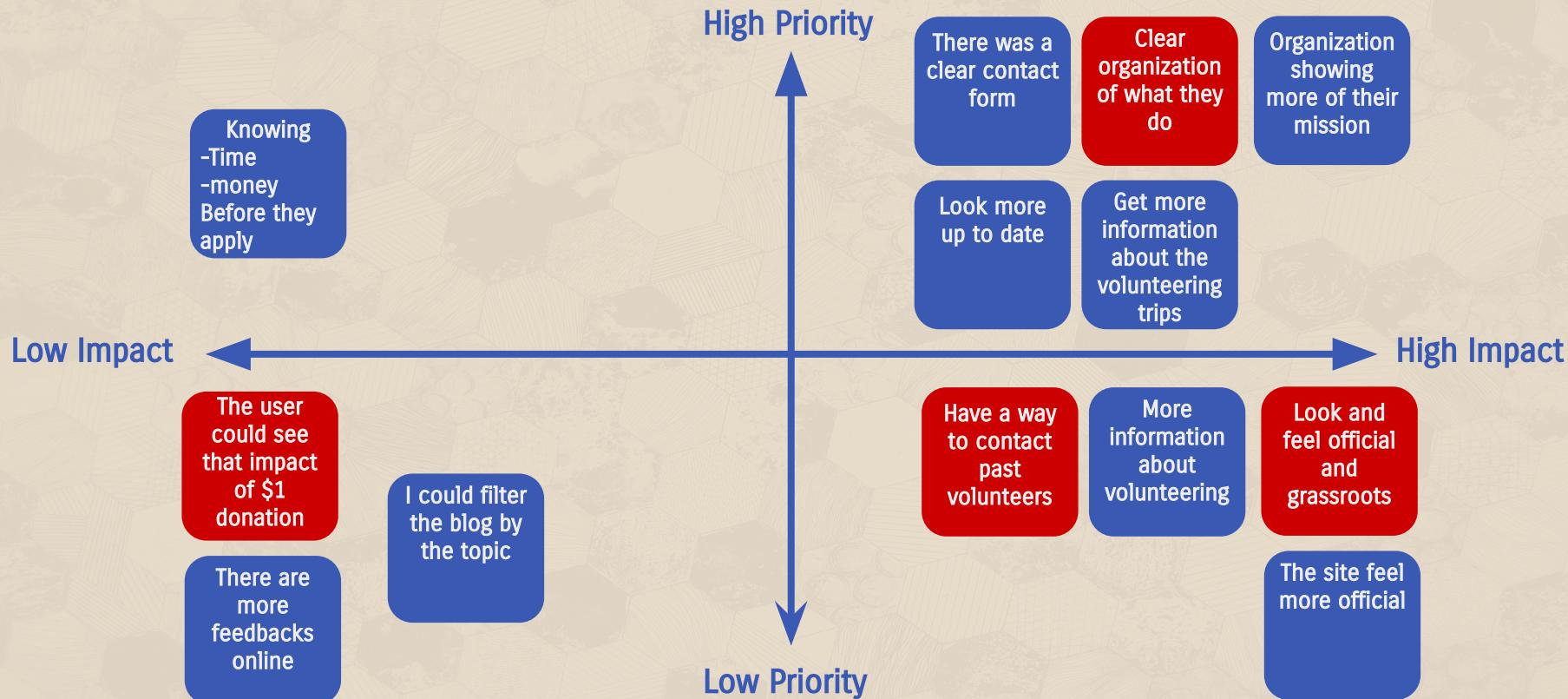
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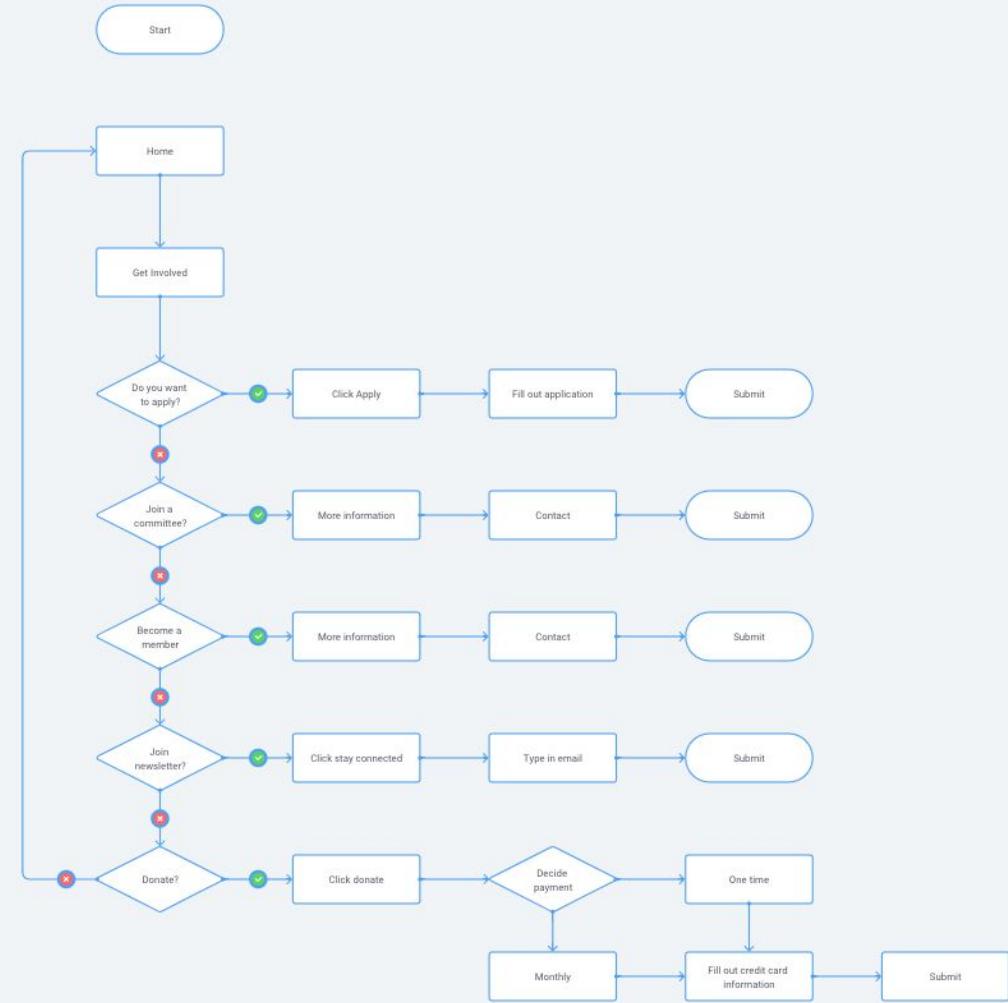
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<https://www.dgthonline.org>

Feature Prioritization



User flow



Wireframing



Wireframe usability testing

- Users navigated to “get involved” to find “volunteer” and “donate”.
- Would like a receipt at the end of donating for tax purposes
- Volunteer page description was too wordy and had more than 40 characters per line



UI Style Guide

LOGO



Doctors for Global Health

LOGO MARK



LOGO ALTERNATIVE

Doctors for Global Health

COLORS

#016665

#CEB36C

#FFDC85

#FFE49E

#3959B3

#85A5FF

FONTS

Headline
Gotham Narrow Black

Sub-Head
Gotham Narrow Book

Body Copy
Gotham Narrow Book

The quick brown fox jumped over the lazy brown dog.

The quick brown dog jumped over the lazy brown dog.

The quick brown dog jumped over the lazy brown dog.

Med/High Fidelity Prototype

The screenshot shows the homepage of the Doctors for Global Health (DGH) website. At the top, there is a navigation bar with links for "About Us", "Get Involved", "Locations", "News and Events", "FAQ", and "Contact Us". A "DONATE" button is also present. A search bar is located at the top right. The main content area features a photograph of three medical professionals in blue scrubs looking at a computer screen together. Overlaid on this image is a dark callout box containing the text: "Liberation Medicine at American Public Health Association Meeting Nov. 5th 2019 Read More". In the top left corner of the main image, the DGH logo is visible. Below the image, the question "Who are we?" is displayed in large, bold, black font. A descriptive paragraph follows: "Doctors for Global Health (DGH) is a private, not-for-profit organization promoting health, education, art and other human rights throughout the world."

Med/High Fidelity Usability Testing

- Make buttons uniform (size, all caps vs lowercase)
- Color adjustments on calls to action -shift from yellow to blue
- Make text box stand out more on hero image
- Make opacity of background lower to make words more readable
- Sponsorships/partnerships on homepage
- Description of lower banner icons

High Fidelity Final Version

The screenshot shows the homepage of the Doctors for Global Health website. At the top, there is a navigation bar with links for About Us, Get Involved, Locations, News and Events, Contact Us, and a DONATE button. To the left of the navigation is the organization's logo, which is a stylized caduceus (a staff with two snakes entwined and wings at the top). To the right is a search bar with a magnifying glass icon. The main visual is a photograph of several people, some wearing medical scrubs, in what appears to be a clinical or field setting. Overlaid on this image is a large, bold, dark grey text that reads: "PROMOTING HEALTH AND HUMAN RIGHTS WITH THOSE WHO HAVE NO VOICE". Below this main section, there is a white footer area containing the question "Who are we?" in a large, bold, dark grey font. At the very bottom, there is a small, centered text block that reads: "Doctors for Global Health (DGH) is a private, not-for-profit organization promoting health, education, art and other human rights throughout the world".

Doctors for Global Health

About Us Get Involved Locations News and Events Contact Us DONATE

Search

PROMOTING HEALTH AND
HUMAN RIGHTS WITH
THOSE WHO HAVE NO VOICE

Who are we?

Doctors for Global Health (DGH) is a private, not-for-profit organization promoting health, education, art and other human rights throughout the world

Moving forward

- How can we create opportunities for communities interesting in receiving help from Doctors for Global Health?
- How can we increase fundraising?
- How can we do a better job of storytelling on the website?