

**WINTER 2021 (NOVEMBER 2021 - APRIL 2022)**

# **Develop for Good**

## **Marketing Site**

Exploring the looks and feels of website concepts within the educational, nonprofit, and design agency sectors.

## CREDITS

# Meet the Team

DESIGN LEAD/PM

**Amanda Lo**

DESIGN

**Amanda Kim**

DESIGN

**Eva Yan**

DESIGN

**Katrina Martel**

CLIENT

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## INTRODUCTION

# Project Overview

DFG encompasses 3 industries:

1. Educational programs
2. Nonprofits
3. Design agencies

We decided to take on this project because:

1. No one has done a competitive or visual analysis of these industries for DFG
2. We have have a huge opportunity to redefine the visual and strategic aesthetic of DFG
3. This aligns with DFG's larger 2022 strategic push to transform its image from a college-run organization into a respected and successful business

How did we move forward with carrying out this project?

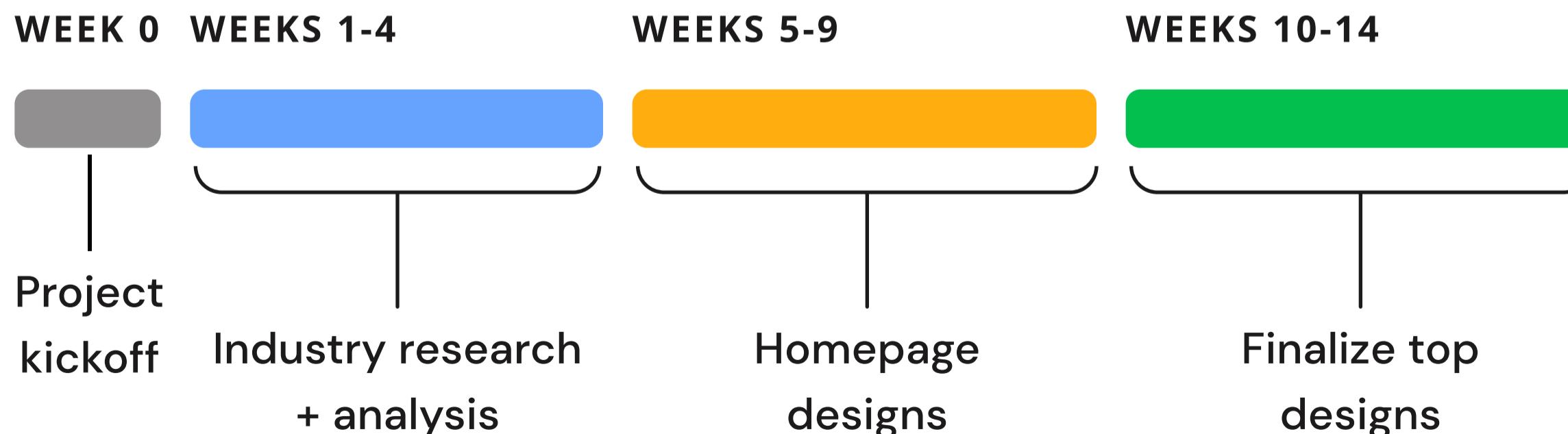
## OVERVIEW

# Structure

3 design volunteers worked to audit those 3 industries and propose different look & feel design concepts over a 14-week period.

Work was organized within our:

1. Figma File
2. Notion
3. Roadmap Document
4. Monday



**EDUCATION**

# Educational Programs

## EDUCATION

# Industry Research

- Compared and contrasted popular education sectors and grouping them into subsectors:
  - a. Bootcamps (ex. Designlab, Springboard, Hack Reactor)
  - b. Traditional Colleges (ex. University of California, Oregon State University)
  - c. Mass Open Online Course (ex. Coursera, Udemy, Udacity)
- Methodology:
  - Capturing screenshots and seeing content flow of the web.

## EDUCATION

# Industry Research

**BOOTCAMPS**

Bootcamps are a way to learn fast to prepare people for entry-level tech jobs. These bootcamps have been successful, as there are students who can testify that it worked for them.

Surprisingly, some traditional colleges have started, or partnered with accelerated programs, to stay competitive.

**TRADITIONAL COLLEGE**

A large majority of people have attended public/private traditional colleges. What is it that makes students want to attend them?

Interest lies for cost, reputation, or location, traditional colleges are often known for frustrating navigations and unnecessary content on their homepage. Remember seeing those "a letter from our president" section in the first page?

**ONLINE COURSES**

Since then, the pandemic has forced social institutions to move online/learning, thus the boom of online learning.

Similar to bootcamps, online learning has shown significant growth, especially since the COVID outbreaks.

## EDUCATION

# Industry Research: Quick Insights

### Bootcamps

- Focus on selling service/product.
- Overall look and feel: young and professional due to effective images of successful & professional students.

### Colleges

- Focus on encouraging people to join their community.
- Overall look and feel: inviting and open due to usage of large visuals of their campus and students.

### Mass Open Online Course

- Focus on selling service/product.
- Overall look and feel: light and not overbearing with minimal visuals because their need to showcase 1,000s of their products.

## EDUCATION

# Component Overview

### Bootcamps

- Light visuals.
- Blue and green often used.
- Professional tone.
- Most layouts are traditional with a modern/edgy touch.

### Colleges

- Visuals based on their mascot colors.
- Most layouts are traditional with some non-traditional assets (ex. large hero image, CTA nested below hero section).

### Mass Open Online Course

- Light visuals.
- Most colors used are toned down because the video image previews are the main focus.

## EDUCATION

# Component Breakdown & Analysis

**Visual and interface of each subsectors:**

### Bootcamps

- UI elements are traditional with a touch of playfulness (ex. slight rounded edge).
- Social proof shown immediately after hero section.

### Traditional Colleges

- Use of large hero image (or looped videos).
- CTA locations are non-traditional.
- Statistics on student body or community.

### Open Online Courses

- A lot of video/class previews (similar to YouTube).
- Featured/top rated videos were highlighted.

## EDUCATION

# Develop for Good's Current Design

DFG's current site to see what contents were laid out and how they presented it.

### Contents Consist of:

- Statistics
- Connections
- Project Spotlight
- How it Works
- Get Involved (3 ways)



### Designing and coding for social impact

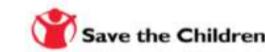
Develop for Good enables the next generation of technology leaders to commit their skills for social good and accelerate the digital transformation of the nonprofit sector.

[Our projects](#)

Our volunteers are a diverse group from a wide-range of universities

80+	1000+	260+	2/3	80k+	\$3.7m
nonprofit partners	student volunteers	unique universities	of our volunteers are women	hours volunteered	in development costs saved

Develop for Good has connected emerging technology leaders with nonprofits all over the world



We specialize in designing and building websites and mobile apps that help nonprofits achieve their goals



**New Client Application**  
A multidisciplinary, international team of students designed and developed a mobile app to connect low-income families to tech devices

**1Day Sooner data visualizations**  
At the peak of COVID-19, a team of students across the country raced to combat the spread of the virus through tech and data

**Terra Firma website redesign**  
Develop for Good student volunteers designed to enhance the role of medicine & mental health in legal services for America's immigrant youth

## EDUCATION

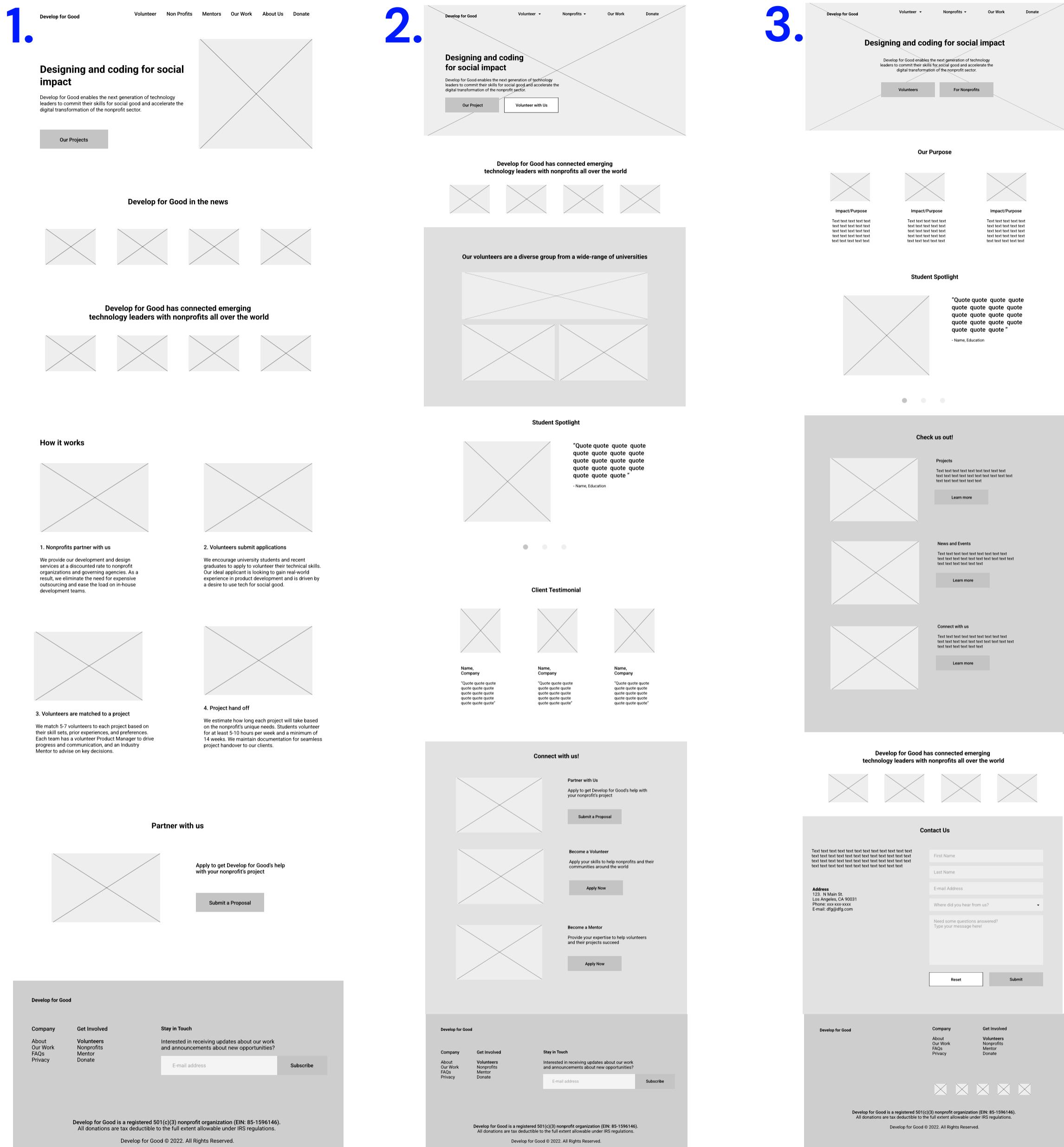
# Wireframing

From left to right:

**Concept #1: Inspired by content arrangement to present to their audience.**

**Concept #2: Inspired by how using success stories to provide value and evoke trustworthiness to its users.**

**Concept #3: Inspired by the idea of using more graphics/ visuals to improve flow.**

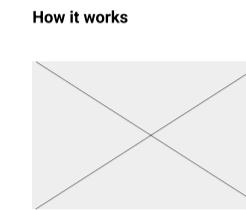


# Wireframe Feedbacks

## From Concept #1:

- “How it Works” section gap is a bit awkward.

1.



How it works



1. Nonprofits partner with us  
We provide our development and design services at a discounted rate to nonprofit organizations and governing agencies. As a result, we eliminate the need for expensive outsourcing and ease the load on in-house development teams.



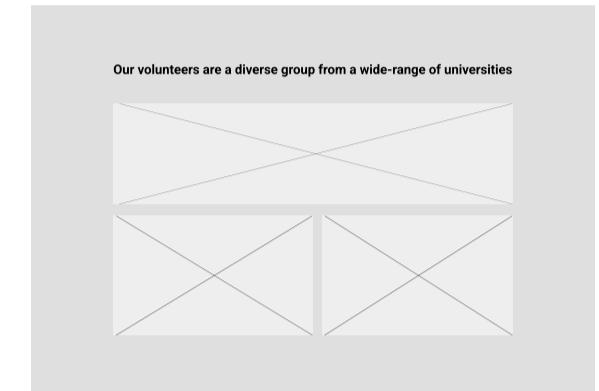
2. Volunteers submit applications  
We encourage university students and recent graduates to apply to volunteer their technical skills. Our ideal applicant is looking to gain real-world experience in product development and is driven by a desire to use tech for social good.



3. Volunteers are matched to a project  
We match 5-7 volunteers to each project based on their skill sets, prior experiences, and preferences. Each team has a volunteer Product Manager to drive progress and communication, and an Industry Mentor to advise on key decisions.

4. Project hand off  
We estimate how long each project will take based on the nonprofit's unique needs. Students volunteer for at least 5-10 hours per week and a minimum of 14 weeks. We maintain documentation for seamless project handover to our clients.

2.



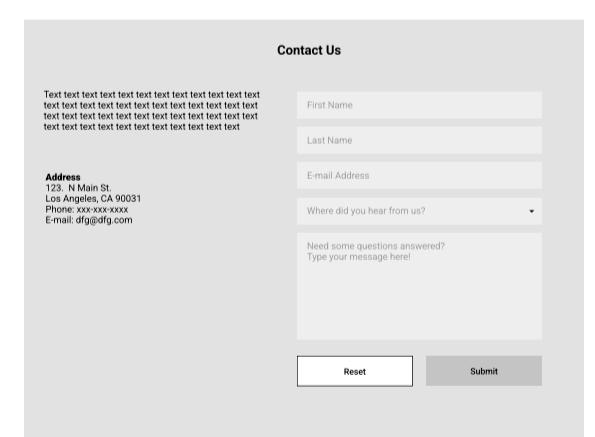
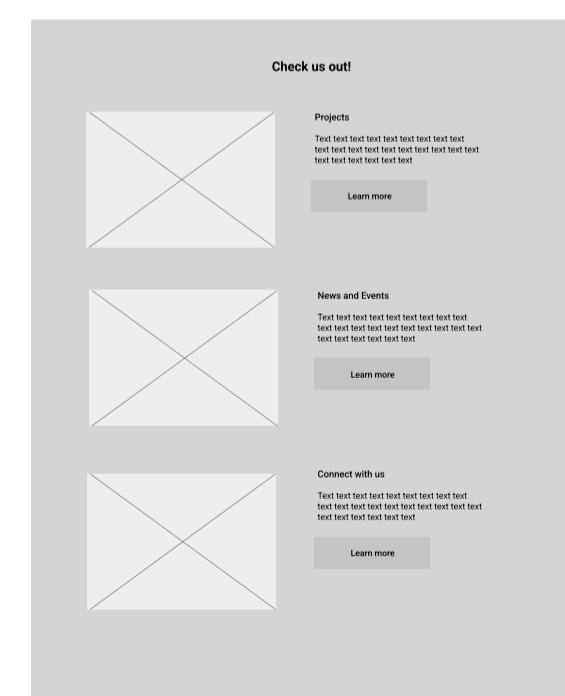
## From Concept #2:

- Data visualization/organization is a great idea to implement.

## From Concept #3:

- Sections divided by color is effective as it adds more color to the site.
- “Contact Us” section could be taken out due to operation situation.

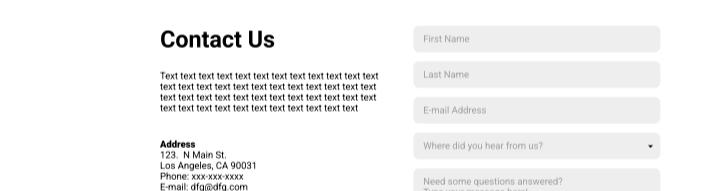
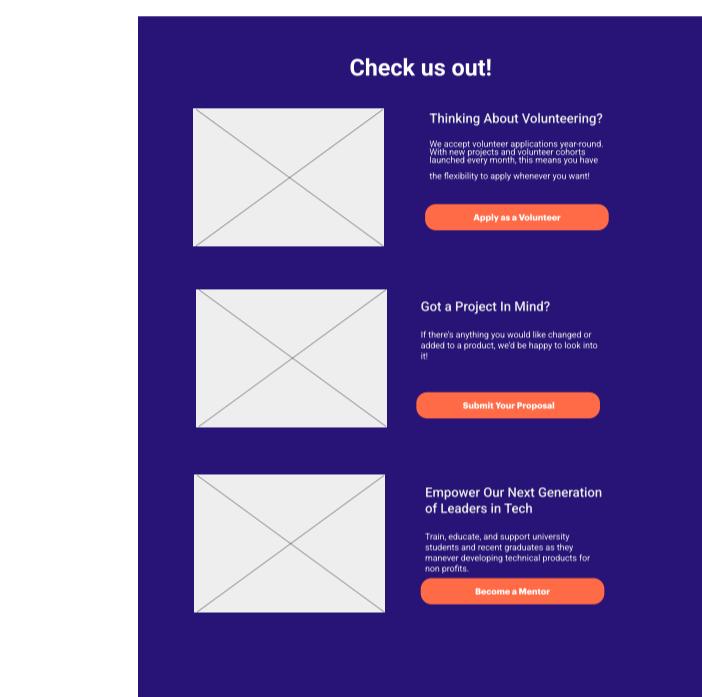
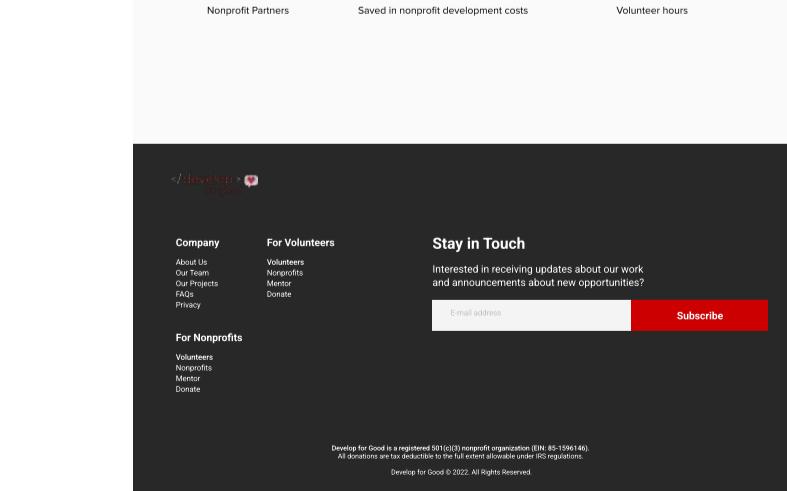
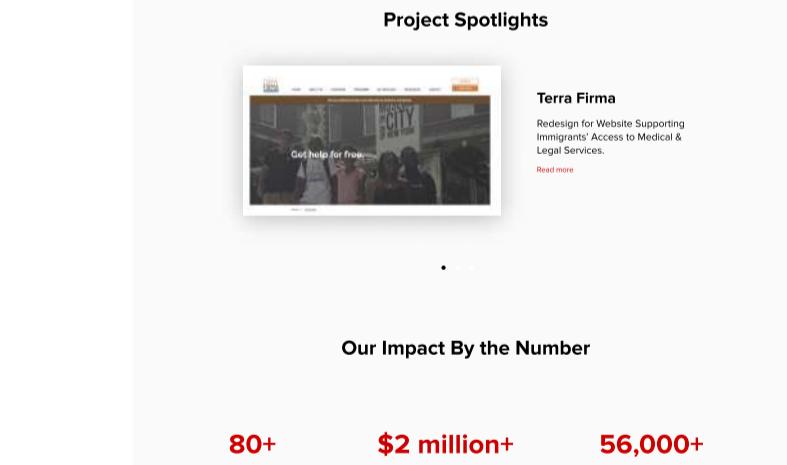
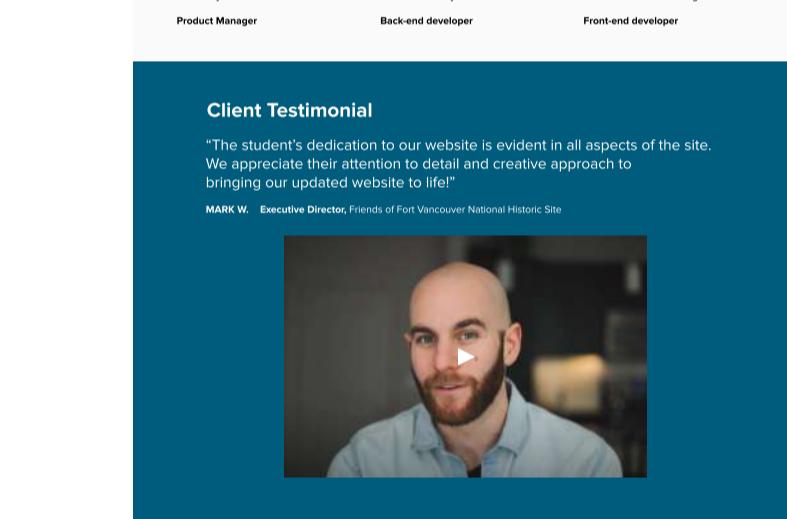
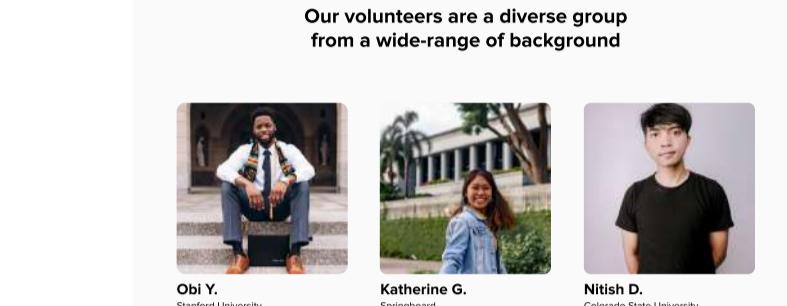
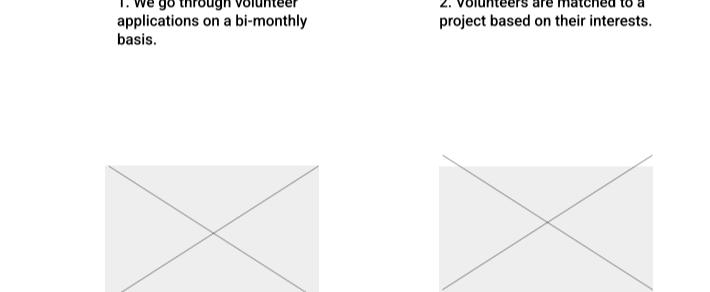
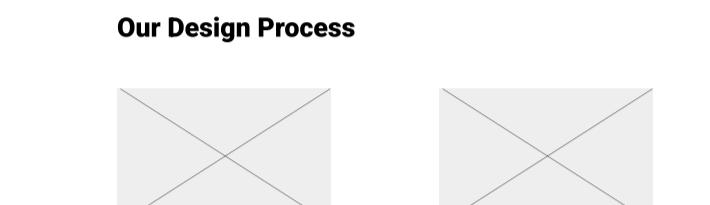
3.



## EDUCATION

# Mid-fi Mockups

Wireframes were conceptualized further to get a clearer visual direction.

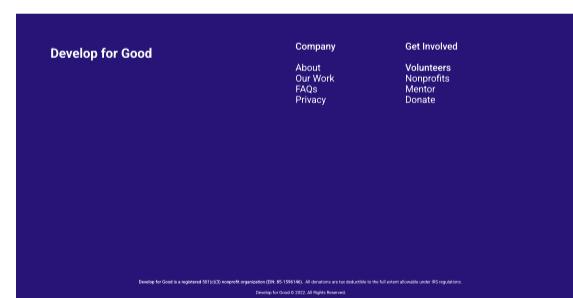
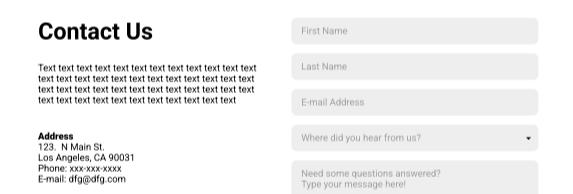
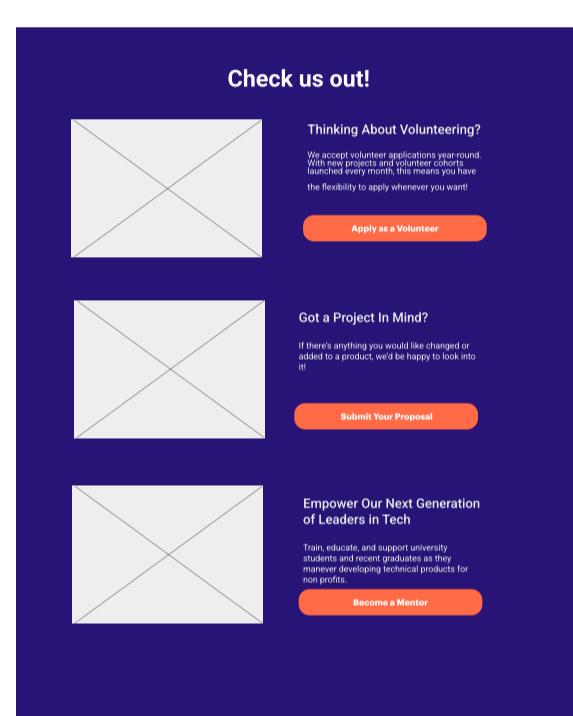


## EDUCATION

# Mockups Feedbacks

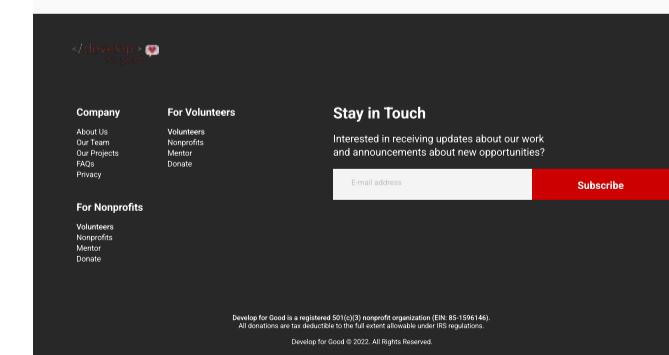
### From Concept #1:

- The circular graphic behind the man makes the student pop out.



### From Concept #2:

- Hero image doesn't match the overall feel of the contents below.
- Showing a sample of our volunteer is a great idea as it matches DFG's values.
- Margins and padding needs to be adjusted.



### From Concept #3:

- “... FedEx colors.” – Ryan Scott

## EDUCATION

# Ryan S. and Amanda L.'s Direction

After exploring different designs, Ryan S. and Amanda L. provided extra guidance on the final mockup.

**"I want to see a landing page that makes me go 'this design looks like it was inspired by the sector you're working on."**

## EDUCATION

# Revisiting the Education Sector

### Images

- Bootcamps: Images of their [students](#) & instructor.
- Traditional Colleges: Large visual of their school, environment, and/or [students](#).

### Colors

- Bootcamps: Cool colors (blues and greens).
- Traditional Colleges: Varies; by their mascot/branding.
- Background: [White background to support visuals](#).

### Content

- Bootcamps: Classes offered, Mentor/Instructor background, [Affiliation](#), [Success Stories](#)
- Traditional Colleges: Schedule a Tour, [College News](#), Events, [Student Statistics](#)

## NONPROFITS

# Final High Fidelity Mockups

- 3 mockups were conceptualized after revisiting the education sector:

## NONPROFITS

# Concept 1: College Inspired

- Inspired by traditional colleges & universities that focuses their website for students to apply and be a part of their community.
- Design Direction: Big visuals with colors from their mascot to draw attention. Contents are built in geometric shapes; particularly squares and rectangles.

The screenshot shows the homepage of 'Develop for Good'. At the top, there's a blue navigation bar with links like 'Develop for Good', 'Volunteer', 'Non Profits', 'Our Work', 'About Us', and 'Donate'. Below the header is a large blue banner with the text 'Designing and Developing for Social Impact.' and a photo of people working. A 'Volunteer with Us!' section follows, with a sub-section for 'How We Create Social Impact' featuring profiles of Jacob S., Gabby C., Janine B., and Eduardo E. Each profile includes a photo, name, title, and a brief description. Below this is a 'Our Volunteers' section with statistics: 1,000+ student volunteers, 80k+ hours volunteered, 1/3 are first-generation or low-income students, 2/3 are women or non-binary, 77% studies computer science or design, and 260+ unique universities and bootcamps. Further down are sections for 'We connect with emerging technology leaders with nonprofits all over the world' (listing Smithsonian Institution, Boston Children's Hospital, EDF Energy, THE WORLD BANK, Save the Children, and World Health Organization) and 'Our Impact by the Numbers' (showing \$4.2m in development costs saved, 100k+ hours volunteered, 1,000+ student volunteers, and 95+ non-profit partners). The bottom of the page has sections for 'Partner with Us!', 'Develop for Good', and a 'Stay in Touch' newsletter sign-up.

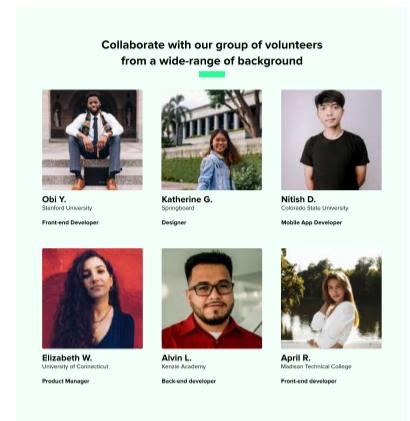
## NONPROFITS

# Concept 2: Bootcamp Inspired

- Inspired by bootcamps that focuses on their (75%) services and (25%) students.
- Design Direction: Traditional layouts with modern elements to it; (ex. large visuals, bright colors). Contents have less body texts to improve scanability.



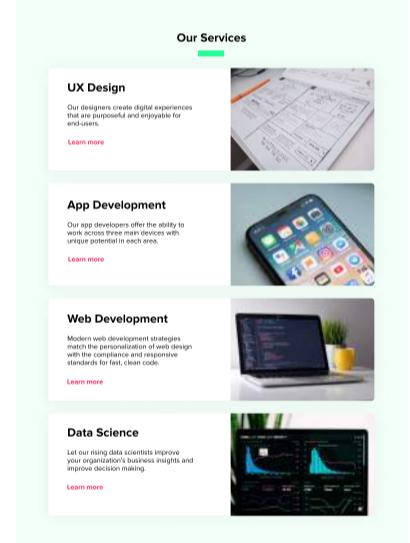
We connect with technology leaders from all over the world.



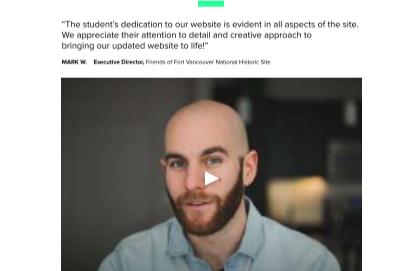
### Project Spotlights



Terra Firma Redesign for Website Supporting Immigrants Access to Medical & Legal Services

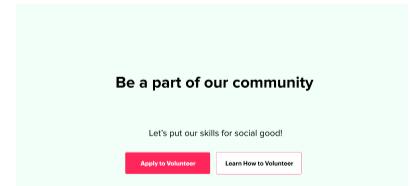


### Client Testimonial



"The student's dedication to our website is evident in all aspects of the site. We appreciate their attention to detail and creative approach to bringing our mission to life!"

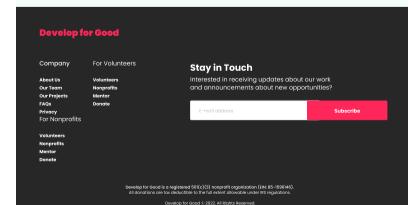
MARK W. Executive Director, Friends of Fort Vancouver National Historic Site



### Be a part of our community

Let's put our skills for social good!

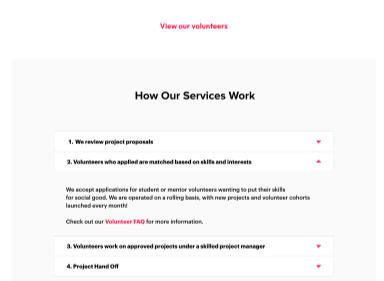
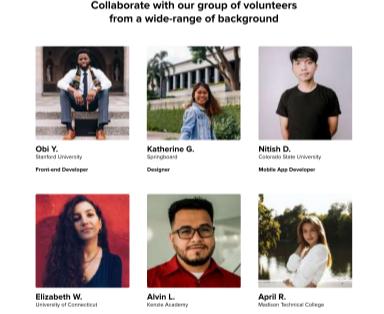
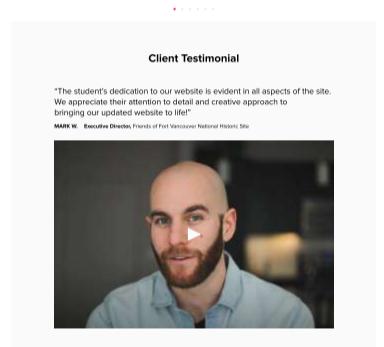
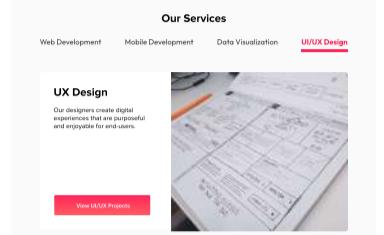
Apply to Volunteer Learn How to Volunteer



## NONPROFITS

# Concept 3

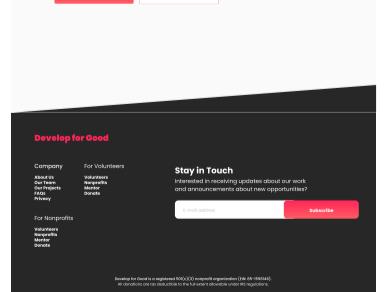
- Inspired by elements from Eva & Katrina.
- Elements from Eva: Gradient UI (button) & subnavigation on services DFG offers.
- Elements from Katrina: Edgy divider and collapsible boxes (accordion).



View our volunteers



We connect with technology leaders from all over the world.



# Reflection

## What I've Learned

- Working with other designers and receiving rounds of feedback solidified my interest in interaction design.
- Learning by working on a project is different than learning from school.
- Conceptualizing dark UI design is difficult!

## What We Could Have Done

- It would be great if there was some way to test our designs from the perspective of other volunteers and/or volunteer organizations to gain insights.

**EDUCATION**

Questions?

**NONPROFITS**

# **Nonprofits**

## NONPROFITS

# Industry Research

- o Compared and contrasted current non-profits across the following metrics:

1. Traditional/Conservative vs. Edgy
2. Global vs. Local
3. Service Oriented vs. Fundraising Oriented

"Conservative"		"Edgy"	
Service Oriented	Fundraising Oriented	Service Oriented	Fundraising Oriented
			
<b>Global:</b> Commonalities: <ul style="list-style-type: none"><li>Large primary color schemes or color palettes are used.</li><li>Minimalist designs.</li><li>Large text blocks often dominate the page.</li></ul>	<b>Global:</b> Commonalities: <ul style="list-style-type: none"><li>Use of more vibrant colors and bold text.</li><li>Complex designs.</li><li>Large text blocks often dominate the page.</li></ul>	<b>Local:</b> Commonalities: <ul style="list-style-type: none"><li>Small primary color schemes or color palettes are used.</li><li>Minimalist designs.</li><li>Large text blocks often dominate the page.</li></ul>	<b>Local:</b> Commonalities: <ul style="list-style-type: none"><li>Use of more vibrant colors and bold text.</li><li>Complex designs.</li><li>Large text blocks often dominate the page.</li></ul>

- o Methodology:

- a. Browsing non-profits, capturing screenshots, then grouping them among the metrics.
- b. Factors examined to categorize: Use of colour and component organization.

- o Insights gained:

1. Colours greatly impact the look and feel of a website.
  - Darker colour schemes gave a more serious feel.
  - Lighter colour schemes (yellows, blues, and green) felt more youthful and welcoming.
2. Compared to the design agencies, non-profits tended to not be as 'edgy' (remaining more on the conservative/traditional side). However, they used more illustrations than the educational sectors, making them feel less conservative.

# Component Breakdown and Analysis

***Disclaimer:*** Due to the small sample size, and selectivity of screenshots, this is not an exhaustive analysis. Rather, it's a starting point to identify some of the "majority" components present within non-profits.

Aware of my own biases and plausible faults of subjectivity when auditing, I quantified the presence of components in each screenshot to identify the top ten most common.

o Summary from the Analysis: In comparison to the Design Agency and Educational sectors, non-profits tended to focus more on:

1. **Representing stakeholders** (how to volunteer, donate, etc).
2. **Use icons** to capture the user's attention to represent statistics.
3. **List sponsors/partners** by dedicating a section of the website to displaying the partner/sponsor's logo.

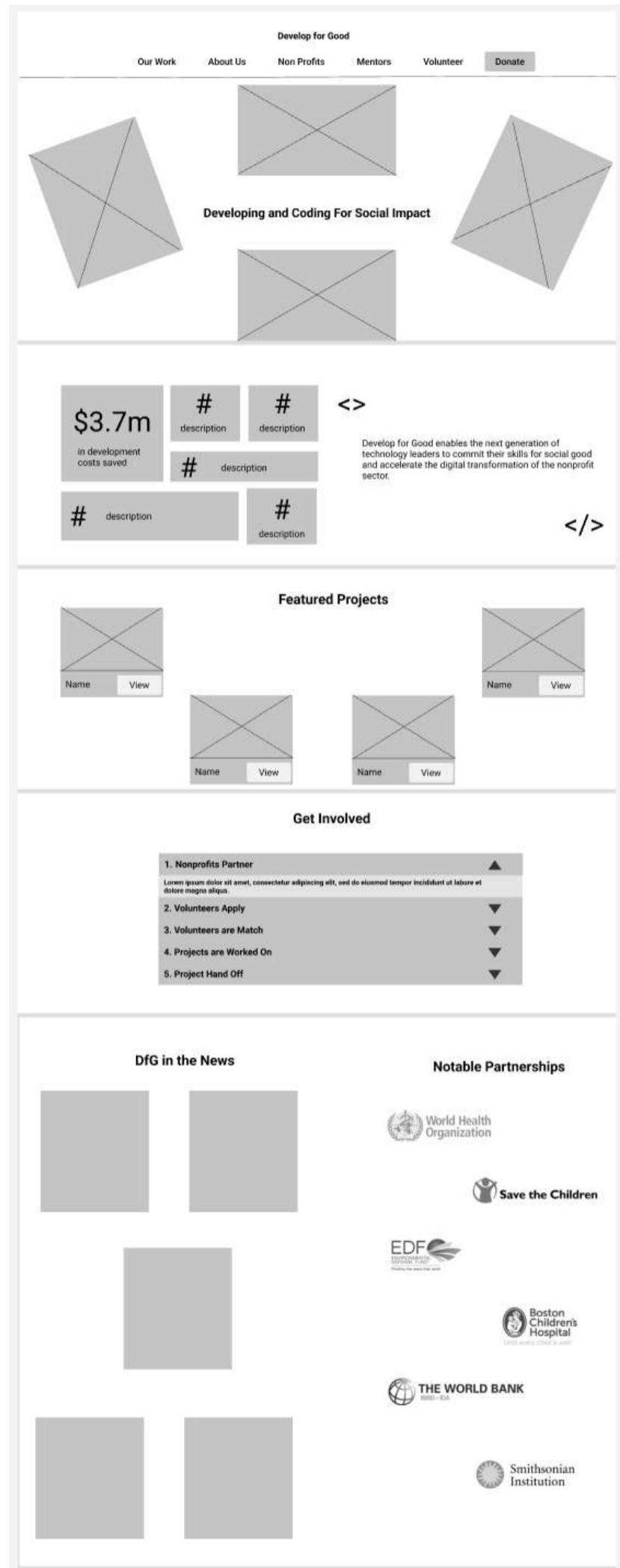
## NONPROFITS

# Wireframing

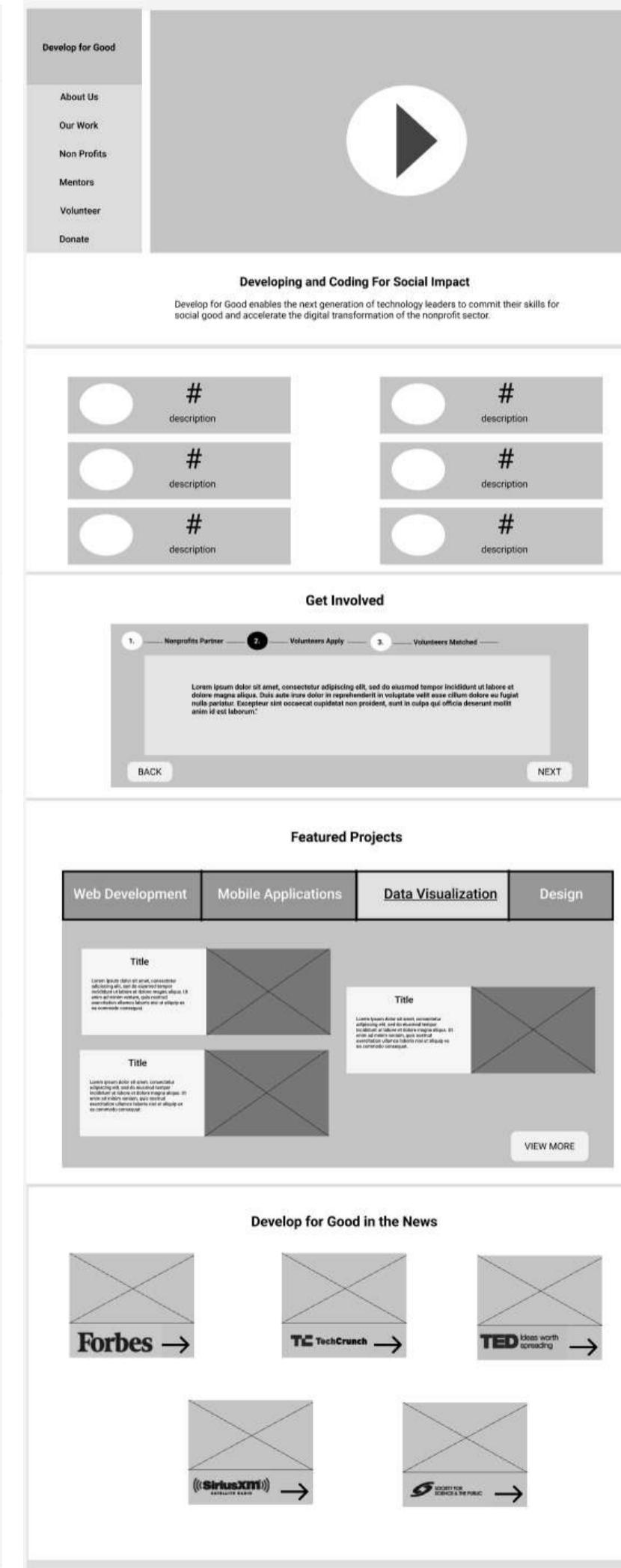
- In an attempt to not be “black boxed” into the majority, I began the design process with creating three concepts that were less traditional.

o Although accordions, quilted images, and tabular representations are commonly used components, they weren’t as prevalent in the non-profits, thus prompting their use.

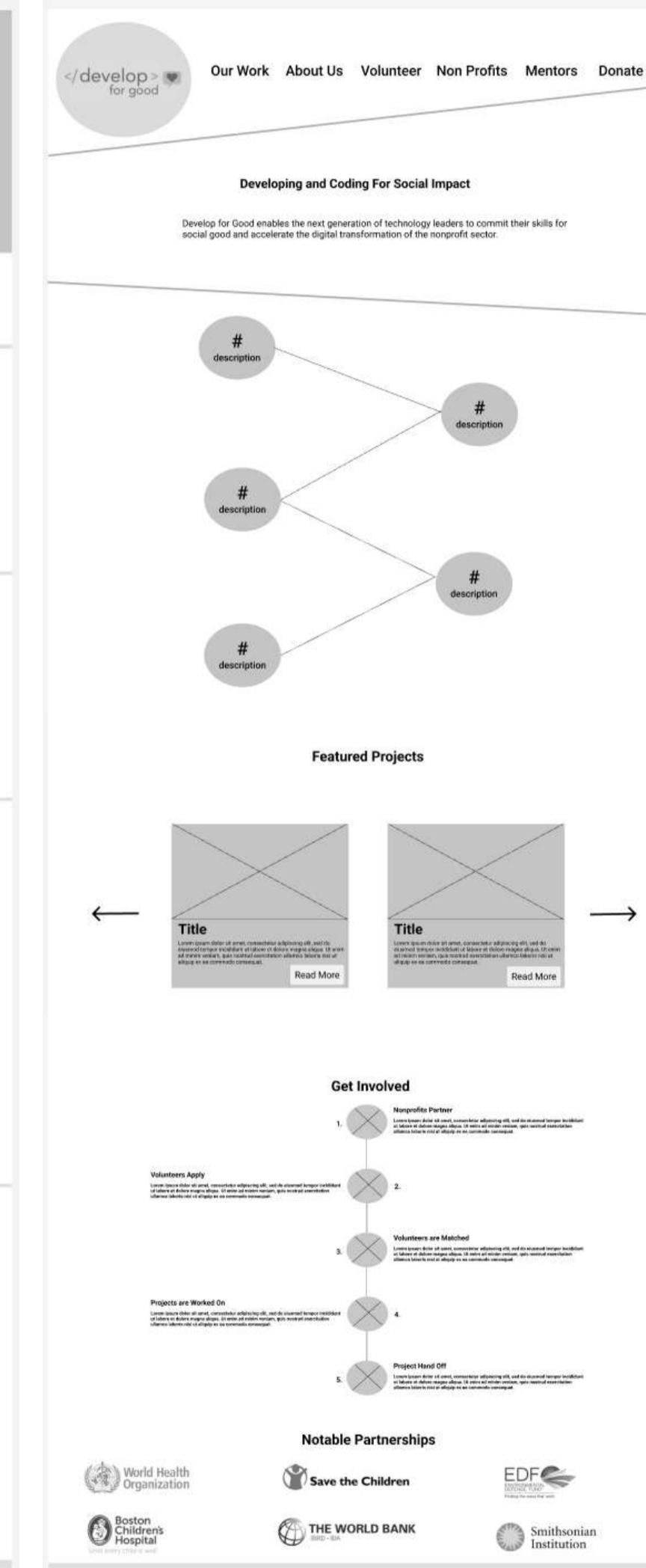
1.



2.



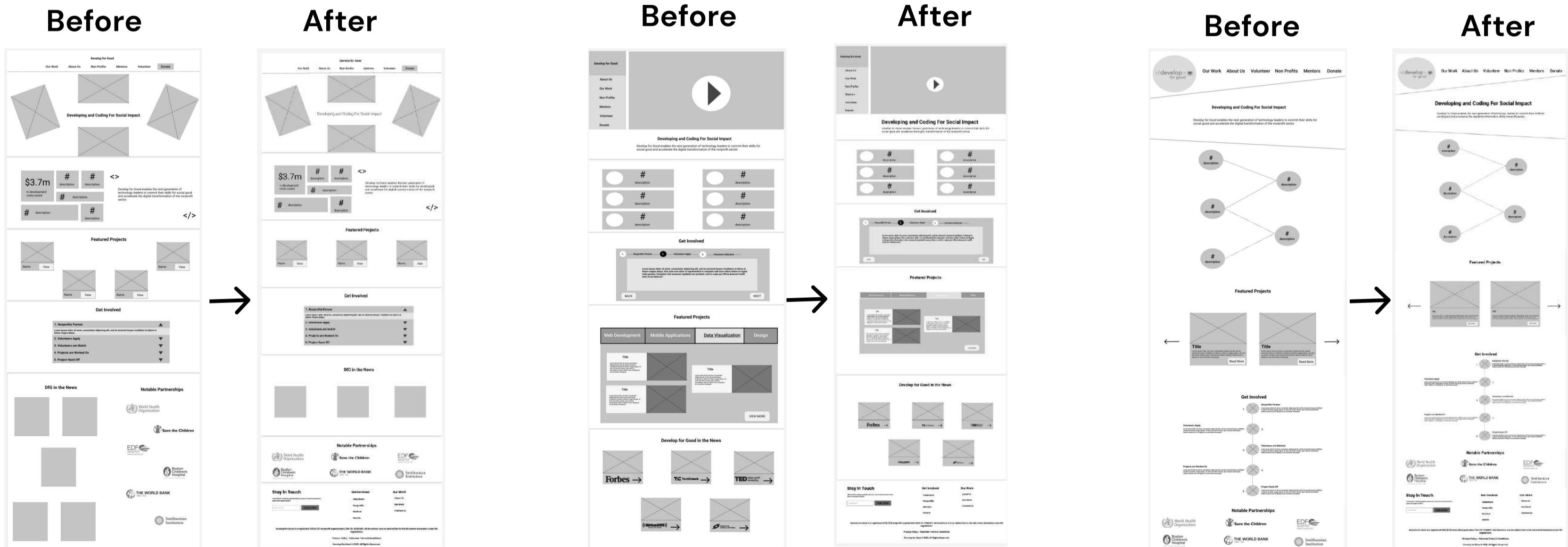
3.



## NONPROFITS

# Wireframing Adjustments

- From the first iteration, adjustments were made to the component organization for ease of readability, paying additional attention to the hierarchy of elements.



## NONPROFITS

# Low/Mid Fidelity Prototypes

I sampled the current Develop for Good website to assist in populating information.

### - Feedback:

- o After the first iteration of designs, the use of colour could be toned down.
- o In addition, some components (such as the tabs, and inconsistent alignment) hindered the user's experience.



## NONPROFITS

# Concept One Adjustments

Before

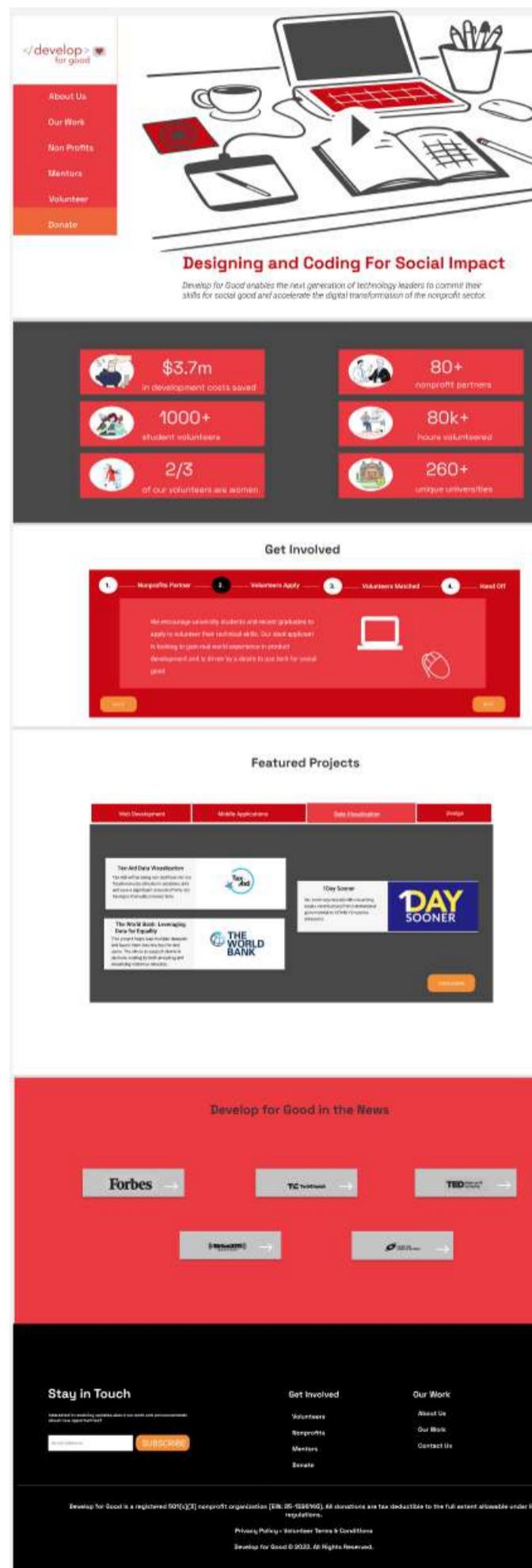


After

# NONPROFITS

# Concept Two Adjustments

# Before



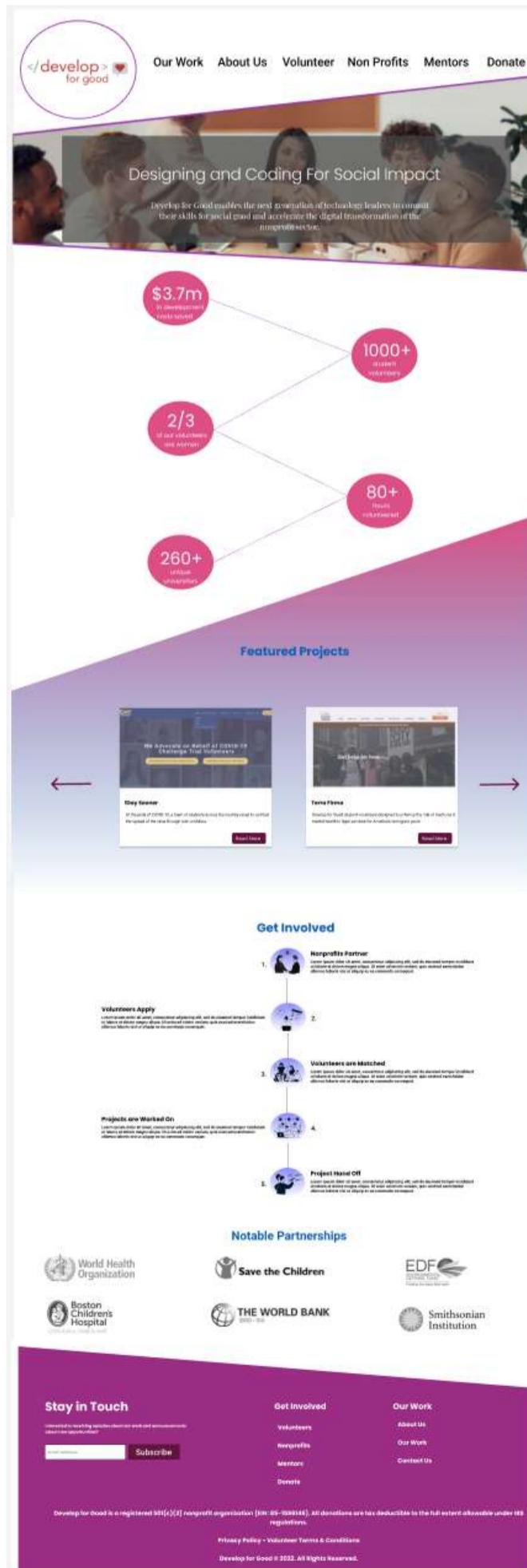
# After



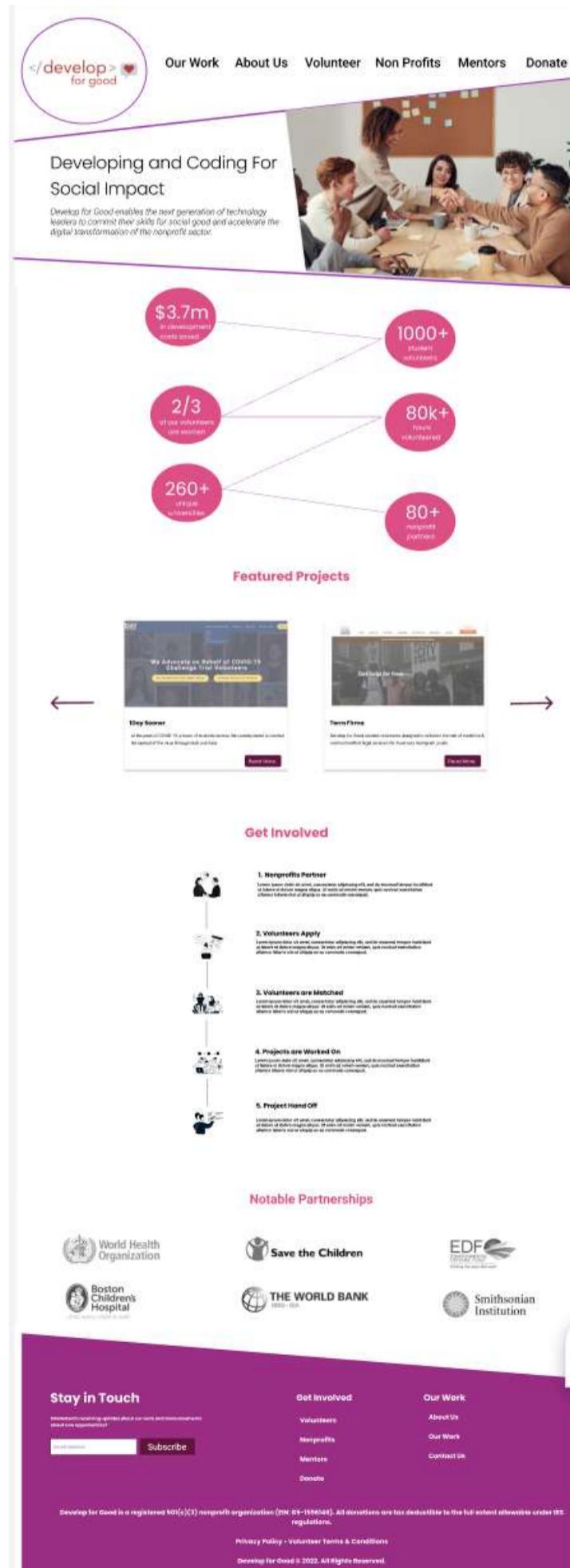
## NONPROFITS

# Concept Three Adjustments

**Before**



**After**



## NONPROFITS

# High Fidelity Prototypes

After trying three designs that weren't "dead-ringers" of non-profits, a fourth concept was created, which more closely aligned with non-profits



## NONPROFITS

# Final High Fidelity Prototypes

1.

The homepage features a large banner with the text "Designing and Coding For Social Impact". Below it, a section titled "What We Do" explains the organization's mission to develop technology leaders for social good. It includes sections for "Partners" and "Volunteers". A "Our Work" section highlights projects like "They Started", "Terra Firma", and "CARE". The "Our Impact" section shows statistics such as \$3.7m in development costs saved, 1000+ student volunteers, and 2/3 of volunteers being women. A "Get Involved" section lists "Partner", "Give", and "Volunteer" options. A "Notable Partnerships" section lists World Health Organization, Save the Children, EDF, Boston Children's Hospital, THE WORLD BANK, and Smithsonian Institution. The footer contains "Stay in Touch" and "Get Involved" sections.

2.

The site has a header with "Develop for Good" and navigation links for "Our Work", "About Us", "Non Profits", "Mentors", "Volunteer", and "Donate". The main content area features a "Designing and Coding For Social Impact" section with a graphic of people working together. It displays various statistics: \$3.7m in development costs saved, 1000+ student volunteers, 2/3 of volunteers being women, 80+ nonprofit partners, 80k+ hours volunteered, and 260+ unique universities. A "Featured Projects" section shows "Breakthetide", "Terra Firma", and "10day Sooner". A "Get Involved" section provides a step-by-step process: 1. Nonprofits Partner, 2. Volunteers Apply, 3. Volunteers are Matched, 4. Projects are Worked On, and 5. Project Hand Off. A "DFQ in the News" section includes links to Forbes, TEC Networks, and TEDxStanford. A "Notable Partnerships" section lists the same organizations as the first prototype. The footer is identical to the first prototype.

3.

This version of the website features a purple header bar above the main content area. The main content and footer are identical to the second prototype, including the "Designing and Coding For Social Impact" section, "Featured Projects", "Get Involved" steps, news links, and "Notable Partnerships". The purple header is the primary visual difference.

KATRINA

# Reflection

– Having dabbled in the theory of UX Design, I was seeking practical experience. I therefore went into this project with limited design projects of my own.

- o A pro: I was excited to try new things, that were quite untraditional.
- o A “con”: I needed quite a bit of guidance to make sure the designs weren’t too ambitious, where it would hinder the user’s experience.
  - Industry standards exist for a reason – they’re tried and true.

NOTE: The word “con” is used loosely since it’s not a negative. This is where a lot of growth occurred, and where lots of value was gained.

– Working with two other designers fostered a community, where we could provide constructive feedback to help each other out.

- o Seeing their designs provided further inspiration and motivation.

**NONPROFITS**

**Q & A**

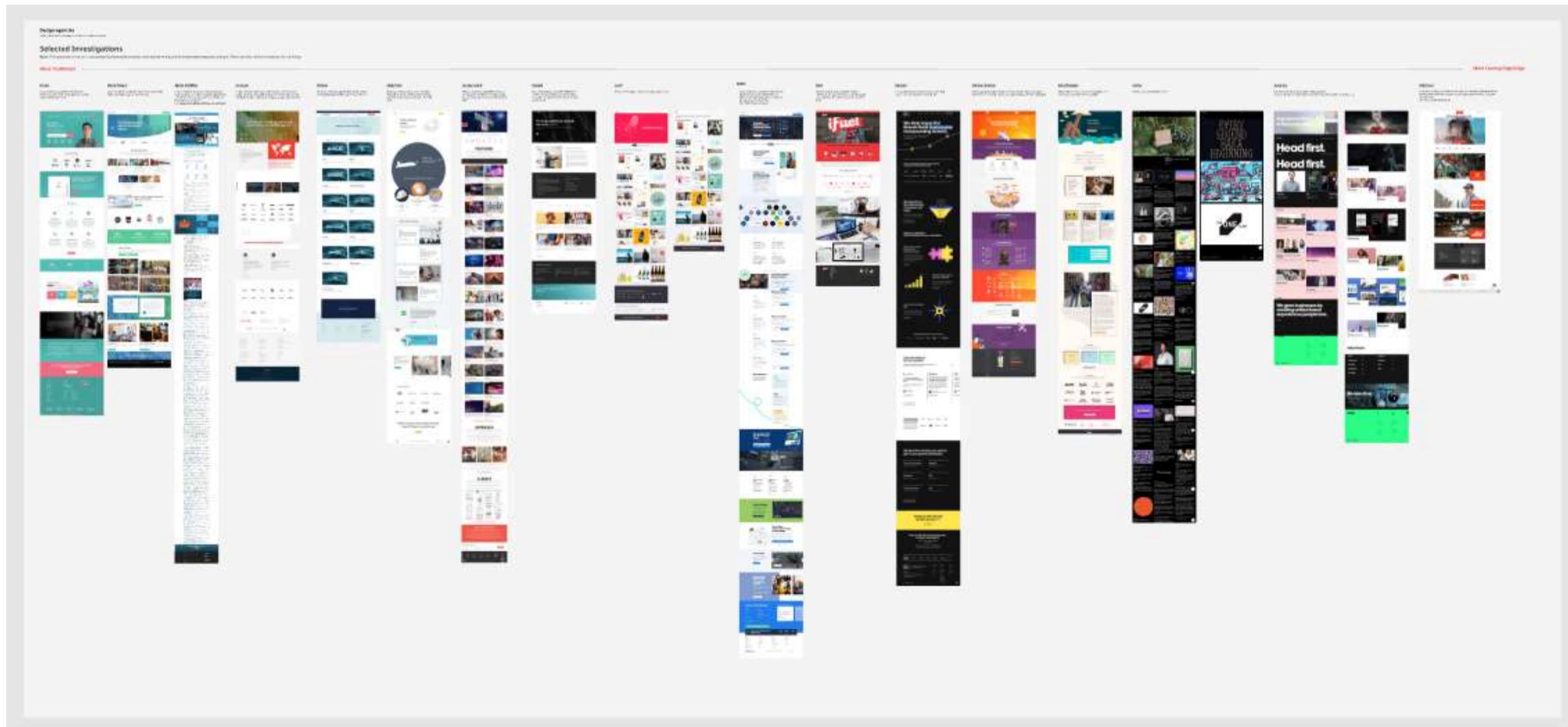
**DESIGN AGENCIES**

# Design Agencies

## DESIGN AGENCIES

# Industry Research

- Compared and contrasted 17 different digital agencies along a self-defined spectrum of cutting-edge vs. traditional.
- Methodology:
  - Capturing screenshots and seeing content flow of the web.
- Develop for Good seems to fall somewhere in the middle of this range.



## DESIGN AGENCIES

# Component Breakdown and Analysis

Unique components that Design Agencies seemed to focus on in particular were:

- a. **Services (What can we offer?)**
  - i. Service card with icon and description (eg. "Branding," "UI Design")
  
- b. **Connections and Trust (How do we get you to partner with us?)**
  - i. Grid of company partner logos
  - ii. Testimonial section
  - iii. Statistics cards with icon and numbers
  - iv. Portfolio cards (featured projects) on homepage

Additionally, there were 3 popular trends among the **heros** for the Design Agencies audited:

- Geometric, abstract background
- Real-life photography
- Customized illustration

## DESIGN AGENCIES

# Wireframing

3 different wireframes were created:

- Each wireframe experiments with different placement and flows for popular components of design agencies.

Wireframe 1

Wireframe 2

Wireframe 3

## DESIGN AGENCIES

*creation in time order*

# Hi-fi Heros

Different hero section concepts were designed in hi-fidelity to explore each of the 3 wireframe concepts.

By designing the hero first, we could better identify the style for the rest of the page.

Not all of these were fleshed out, but they helped explore different directions I wanted to take.

### Concept from Wireframe 1



### Concept from Wireframe 2



### Concept from Wireframe 3 (version A)



### Concept from Wireframe 3 (version B)



→ new influences

## DESIGN AGENCIES

# Hi-Fi Design #1

This hi-fi page was conceptualized based on the wireframe concept #2.

## Original Design

The screenshot shows the homepage of the 'develop for good' website. At the top, there's a navigation bar with links to 'About Us', 'Services', 'Our Work', 'Volunteers', 'Mentors', and a prominent red 'Contact Us' button. Below the navigation is a large banner featuring a group of diverse people and the text 'A Design Agency Dedicated to Nonprofits'. A subtext below the banner reads: 'Develop for Good enables the next generation of technology leaders to accelerate the digital transformation of the nonprofit sector.' Below the banner is a section titled 'Our Services' with four categories: 'Web Development', 'Mobile Development', 'Data Visualization', and 'UI/UX Design'. Each category has a brief description and a testimonial from a user like 'John Doe'. Below this is a 'Our Featured Work' section displaying five thumbnail images of different website designs. At the bottom of the page is a large orange call-to-action box with the text 'Let us help transform your nonprofit in the digital age' and a 'Contact Us' button. The footer contains links to 'About Us', 'Services', 'Our Work', 'Volunteers', 'Mentors', and social media icons for LinkedIn, GitHub, and Follow Us.

## Revised Design\*

The screenshot shows the revised design of the 'develop for good' website. The layout is similar to the original, with a red 'Contact Us' button at the top. The 'Our Trusted Partners' section has been updated with logos for various organizations. The 'Our Services' section now includes a testimonial from 'John Doe' with a quote: 'Utilizing user experience investigation with data analytics, user research + interviewing, user flow diagramming, prototyping, and CMS...'. The 'Our Featured Work' section has been simplified, showing only two thumbnail images per row. The footer has been updated with a red background and a new call-to-action: 'Let us help transform your nonprofit in the digital age'. The footer also includes links to 'About Us', 'Services', 'Our Work', 'Volunteers', 'Mentors', and social media icons for LinkedIn, GitHub, and Follow Us.

## DESIGN AGENCIES

# Hi-Fi Designs #2

This hi-fi page was conceptualized based on the wireframe concept #3 (version A).

## Original Design

The original design features a top navigation bar with links for Work, Services, About, Blog, and Volunteers, along with a Contact button. The main header reads "A Design Agency Dedicated to Nonprofits" with a sub-copy about empowering the digital transformation of the nonprofit sector. Below this is a "Explore" button. The next section shows a world map with colored regions representing "Worldwide Projects" (80+ nonprofits, 1000+ client websites). Following this are five service cards: "What We Do" (designed to help nonprofits achieve their goals), "Web Development" (for nonprofits of all sizes), "Mobile Development" (tailored to nonprofits), "UI/UX Design" (for nonprofits of all sizes), and "Data Analysis" (for nonprofits of all sizes). A central callout "Explore our full offering of services here" with a "View Services" button is positioned above a photo of people working on a large whiteboard. Below this are sections for "New Client Application" (two phones showing app screens) and "Interested in our past projects? View our case studies here" (with a "View Case Studies" button). A testimonial section for AARP and the World Health Organization follows, each with a quote and photo. At the bottom is a large orange call-to-action button "Let us help transform your nonprofit in the digital age" with a "Contact Us" button, and a footer with links for Work, Services, About, Blog, and Volunteers.

## Revised Design

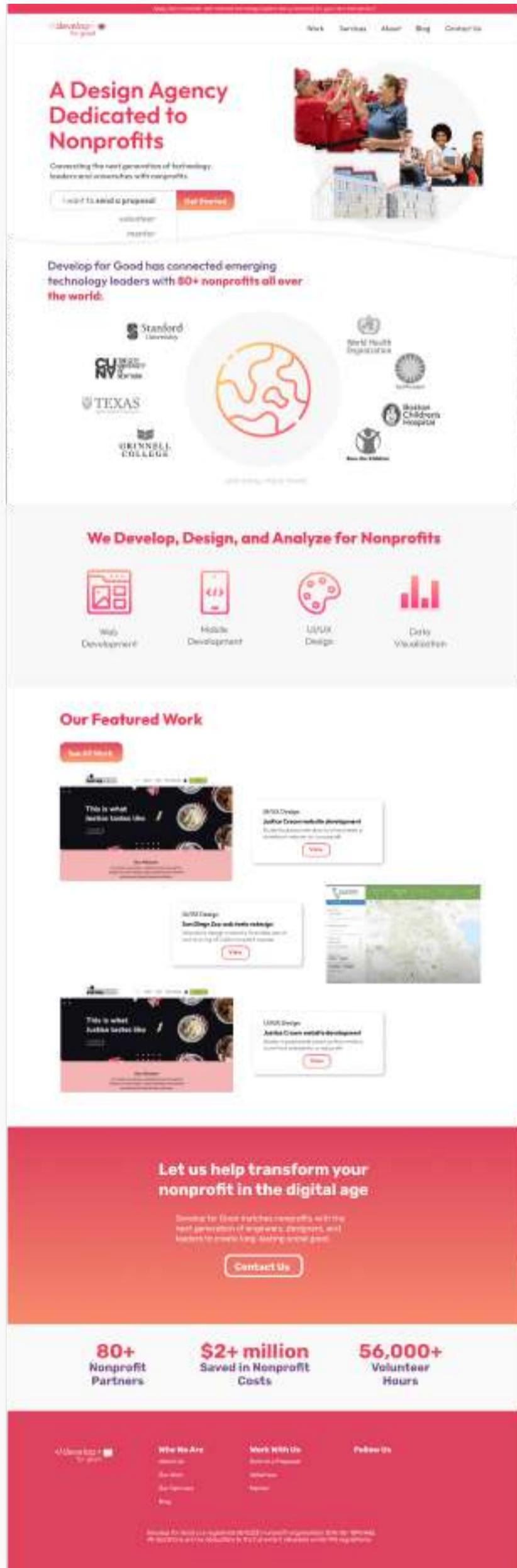
The revised design is very similar to the original but includes several changes. The "What We Do" card now includes a note about being responsive and mobile-ready. The "Mobile Development" card notes over 80 successful partnerships with both large and small nonprofits. The "Case Studies" section has been renamed "View Case Studies" and includes a link to "See what our clients have to say". The testimonial section for the World Health Organization has been updated with a new quote and photo. The footer has been simplified with fewer links.

## DESIGN AGENCIES

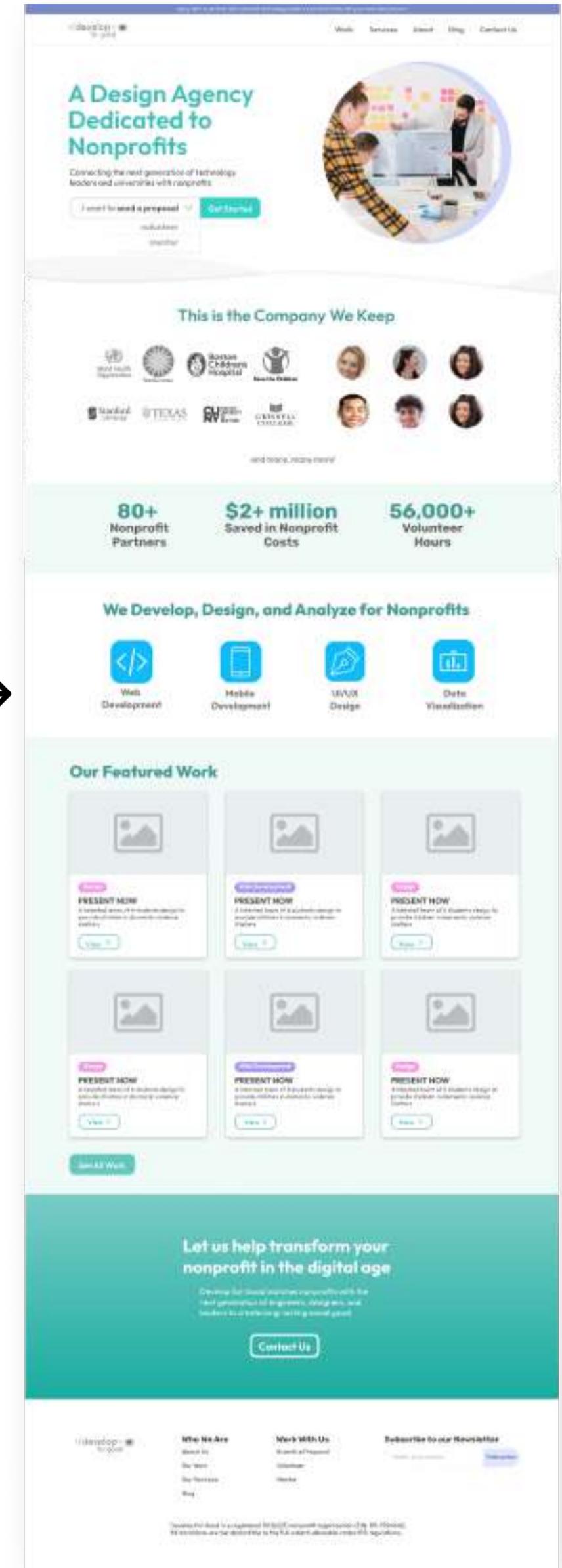
# Hi-Fi Design #3

This hi-fi page was a second page conceptualized based on the wireframe concept #3 (version B).

Original Design\*



Revised Design\*

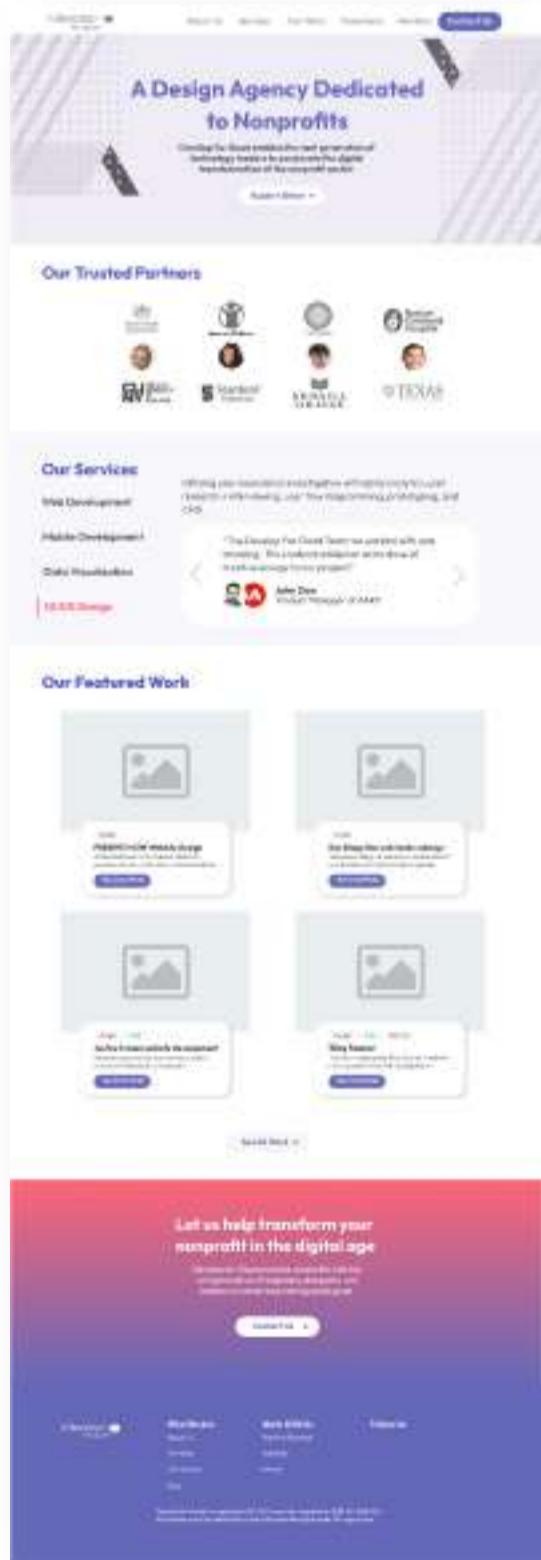


## DESIGN AGENCIES

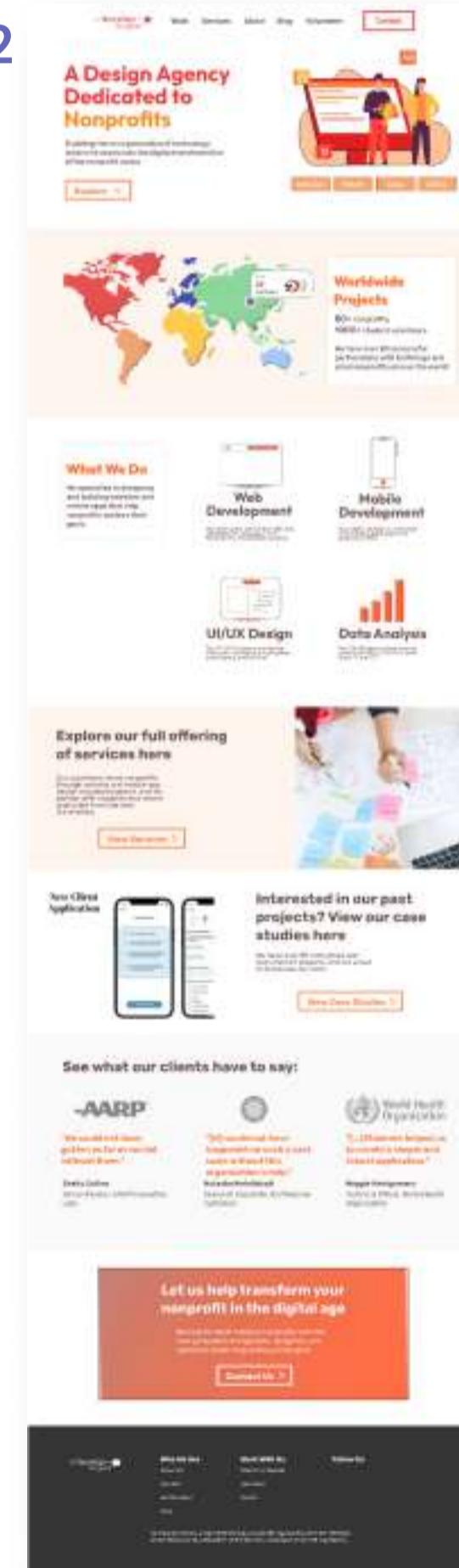
# Overview of Final Hi-Fi Designs

This is an overview of the 3 finalized hi-fi designs for design agencies.

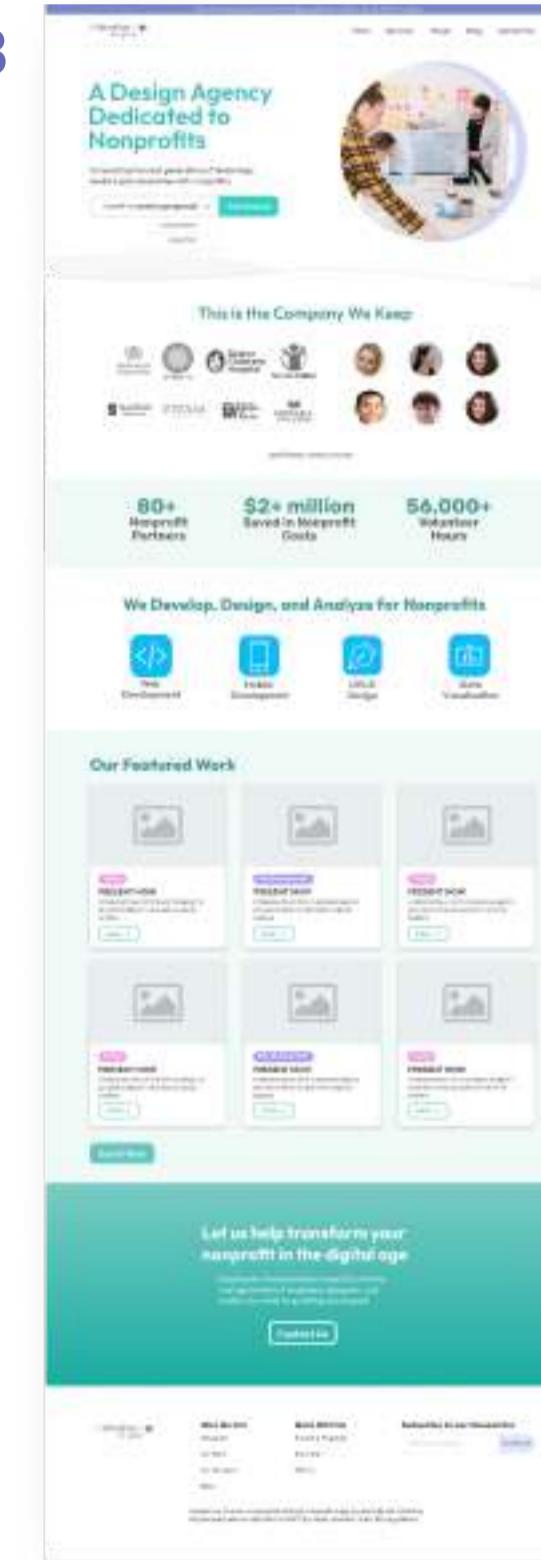
Design 1



Design 2



Design 3



## DESIGN AGENCIES

# Personal Reflection

### Challenges

- New experience working on a project where the client was not myself or a group of peers, but an organization with their own needs and goals.
- Learning to ask the right questions to guide your own designs is a skill in itself
- Card design
- Focusing on UI/UX as distinct from other forms of art

### Learnings

- I learned a lot about working within a group of designers and iterating based on both constructive feedback and others' work
- Working in a team helped inspire me in my designs as well

**DESIGN AGENCIES**

# Questions

# Next Steps

1. Clarifying DfG's mission for enhanced direction of designs.
  - o Could be done by identifying the type of user (volunteers/students vs. organizations) who frequents the website most often, and what they interact with the most.
    - o Depending on whether this aligns with the vision, the direction of the designs could then be streamlined.
2. Gaining additional feedback by testing designs.