



Hands On Orlando

Jenee Williams · Khris Velasquez · Derron DeJesus · Rahila Sohail

Project Overview

Problem:

Hands On Orlando is a local organization built to help local and global charities share volunteer opportunities with the Orlando community. With the rising need for users to give back comes the struggle to have knowledge of where to sign up and quick access to that information while also making the site visually and physically responsive.

Solution:

Our solution to this will be to make our website redesign a comfortable experience for our newer users as well as have better visual representation for what volunteering options are available and how a user can get involved and sign up for the cause of their choice.

User Interface Analysis & Research

Redlining & Annotations

Our research started with redlining & annotations of a few pages across the HOO site to understand what needed to be changed but also elements we would keep of the original design. The overwhelming amount of blue across the entire site makes it challenging for users with accessibility issues & although the information is useful its very wordy making it overwhelming. We did however love the logo and found it to be a good representation of the brand.

The screenshot shows the Hands On Orlando website with several annotations:

- Logo:** A circular logo for "HANDS ON ORLANDO VOLUNTEER CENTRAL" with a yellow hand icon, highlighted by a red box and numbered 5.
- Title:** "Hands On Orlando" in large white text, highlighted by a red box and numbered 3.
- Header Navigation:** "Home", "Donate", "Volunteer", "Local Businesses", "Hands On Park", "Corporate Volunteering", "Blog", and "More", highlighted by a red box and numbered 2.
- Welcome Text:** "Welcome to Hands On Orlando and thank you for visiting our site. We help individuals and families find Hands On volunteer opportunities in Orlando and across Central Florida. This includes helping people find court ordered community service hours.", highlighted by a red box and numbered 4.
- Community Service Hours:** "We engage local businesses and help them activate their employee volunteer programs to give back to our community. We are also leaders in managing corporate volunteering and team building service projects.", highlighted by a red box and numbered 4.
- Hands On Park:** "Our work now includes Hands On Park, a 15 acre lake front environmental learning lab and community building hub. This park will help educate students across Central Florida about our natural environment and teach them how to live more sustainably together, learn and grow together.", highlighted by a red box and numbered 4.
- Contact Form:** A form titled "Questions about Hands On Orlando?" with fields for "Email *", "Subject *", and "Your message", highlighted by a red box and numbered 6.
- Send Button:** A blue "Send" button within the contact form, highlighted by a red box and numbered 6.
- Image:** A photograph of a grassy field with trees in the background, labeled "Hands On Park", highlighted by a red box and numbered 8.
- Corporate Volunteering:** A photograph of two people working in a garden, labeled "Corporate Volunteering & Team Building", highlighted by a red box and numbered 8.
- Address:** "Hands On Orlando, Inc.
1850 Lee Road, #220
Winter Park, FL 32789", highlighted by a red box and numbered 7.
- Social Media:** Icons for Facebook, Instagram, Twitter, and YouTube, highlighted by a red box and numbered 7.
- Phone Number:** "407.740.8652", highlighted by a red box and numbered 7.
- Page Footer:** "Corporate Volunteering | Volunteer Projects near me | Corporate Team Building", highlighted by a red box and numbered 7.

User Persona



"My passion is bringing peace of mind to those who need it most"

Julian B. Boolean

Age/Identifying Gender

23/Male



Location

Brooklyn, NY



Occupation

Construction Worker at family owned business



Family Status

Single/No Kids

Bio

- Actively engaged in volunteering through work programs
- Looking to build a diverse resume
- Has large intentions to give back as much as possible
- Actively pursuing a role in an organization that tackles community issues

Goals

- Looking to easily apply through for volunteer work and see their options
- Wants to be able to share this experience with employers to have others lend a helping hand.
- Needs a site that provides information/examples on what a day of volunteering entails
- Wants firm accessibility to information for volunteers who are older

Pains

- Finds it difficult to access site when there's no mobile implementation.
- too much information in certain parts
- Harsh color contrasts work against readability of site
- Finding specific information on the site wasn't straight forward

Motivations

(For Finding Volunteer Opportunities)

Read Reviews/Testimonies

See Who's Making The Biggest Impact

See What's Popular

Check for Location

Check Brand Reputation/Recognition

Devices

(% of Use When Researching Skincare)



iPhone

50%



Tablet

0%



Macbook

50%

Half of his research is done on the phone at home or work

Never uses tablet to find volunteer Opportunities

Half of the time he does in-depth research on his laptop

Storyboard

Julian starts working with his dad's company.



Julian works for his dad's construction company & wants to find ways to build their brand and make an impact locally

Looking for volunteer work.



He begins looking for possible volunteer opportunities to provide a positive impact for the community and boost workforce engagement.

Why cant I find anything??



After hours searching he's unable to find anything locally that can handle the size of the project they're looking to take on.

Wow, whats HOO!?



Julian stumbles on Hands On Orlando's websites.

They seem to really be making an impact!



He is amazed by the impact they have been making & decides to reach out to setup an opportunity for his dad's company to help out.

Coming together to make a difference.



They were able to bond over giving back by helping rebuild a community center. This helped boost their image and attract new talent eager to be apart of such an impactful team.

Usability Testing Plan

Testing Task:

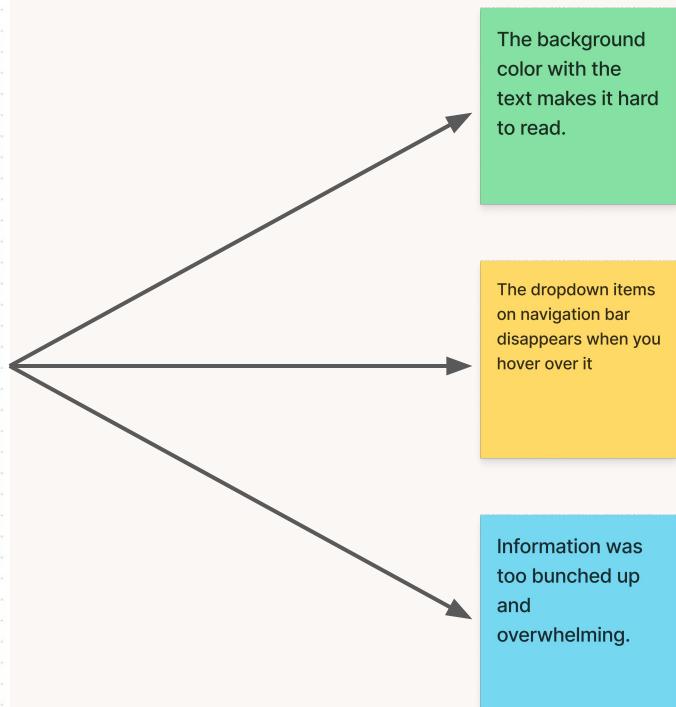
- #1- Find the 'About HOO' tab.
- #2- Find the 'Scholars in Service' tab.
- #3- Find the 'how to support hands on park.'
- #4- Ask a question about volunteer opportunities.



“What would a user need to know about this organization - using the website as a resource - to become inspired in taking action as a volunteer or a business wanting to partner?”

Affinity Diagram

Functionality				
thought the 'About HOO' tab had valid information but seems like it didn't need to be its own section ikchristopher	Found 'About HOO', Would like to see that information intergrated somewhere more visible ikchristopher	Took a little bit of time to find the "about", thought it should be one of the main tabs in navigation Jenee Williams	found 'Scholars in service' tab, thought all volunteering (corporate and local) shoudl be put under one tab ikchristopher	Found 'Scholars in service' tab. Loved the information in the tab. explained very clearly what its all about. Seemed too done up like a power point example. ikchristopher
Hard to find About HOO page Jenee Williams	Blog section of website inactive, only one post and didnt find the search function there to be necessary at all ikchristopher	Felt scholars in service could be redone a little differently, information on top of those colors makes it a little challenging to read. Jenee Williams	Had some trouble finding section for supporting Hands On Park. Thought the information would be more necessary at the top of the page. ikchristopher	'Support Hand On Park' was harder to find, lots of information to look through and didnt seem like it should be there at the very bottom of page ikchristopher
About HOO can be adjusted in the Home button Rahila Sohail	Scholars in Service part was easy to find Rahila Sohail	Was able to locate Scholars in service pretty easy Jenee Williams	Support hands on park section took time to find as it was on the bottom of the page Rahila Sohail	Hands on park was easy to find, good information but very overwhelming with the amount of color Jenee Williams
Wasn't really sure where to go on the site. Derron DeJesus	Finding information on the site was difficult. Derron DeJesus	Took a long time on each task to find everything Derron DeJesus	Liked how you could find most of the pages from the home page Derron DeJesus	The information is there but not easy to find Rahila Sohail

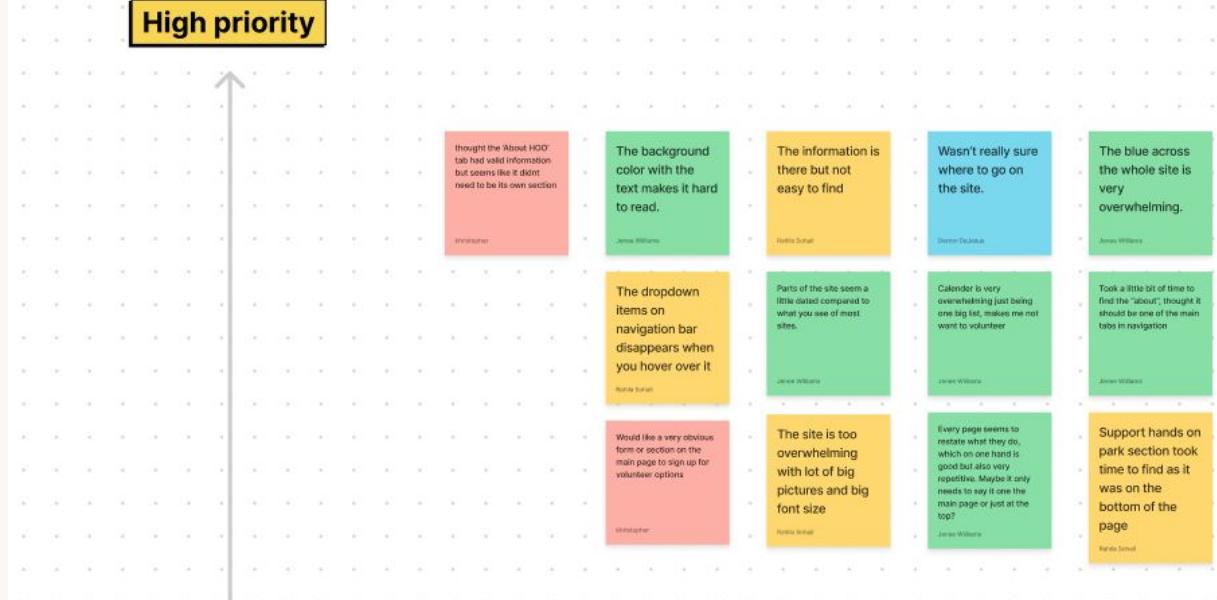


Feature Prioritization Matrix

Prioritization Matrix

Features that we deemed as low complexity yet high impact seemed to mostly center around the UI of the site and improving top & bottom navigation.

Key Features To Improve:
Top & Bottom Navigation
Volunteer Calendar
Donation Page



Ideation

Design Inspiration



A collection of UI design kit components including Buttons, Typography, Text Fields, and a payment section for PayPal.



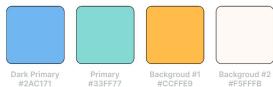
A screenshot of the Second Harvest Food Bank website's donation page, showing a "DONATE" button, a dropdown for gift amount, and a "Shop" and "Attend an Event" button.



UI Style Guide

Colors

Main colors



Neutrals



Negative



Warning



Typography

Fonts Used: Open Sans for Logo, and Lato for content

H1 Logo Heading

H2 Main Heading

H3 Secondary Title

H4 Paragraph Heading

H5 Input Title

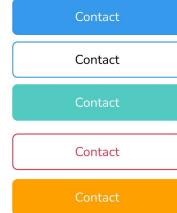
Body Text

Input Prompt

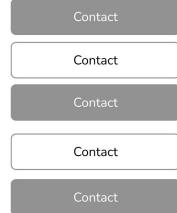
Buttons

Main Buttons

Active



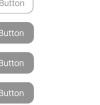
Disabled



Active



Disabled



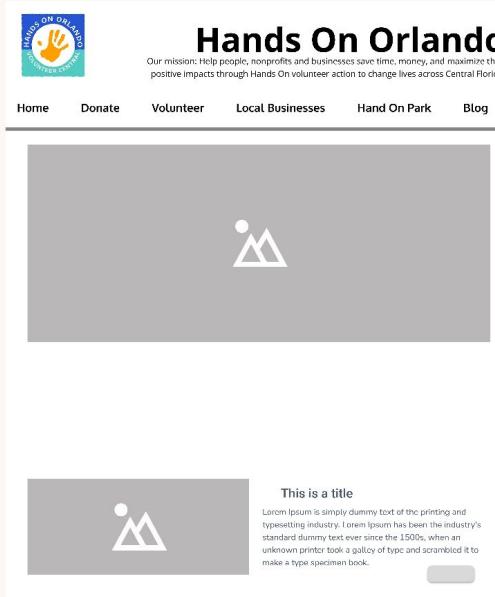
Text Fields

Logo



Prototyping

Homepage & Navigation Wireframes



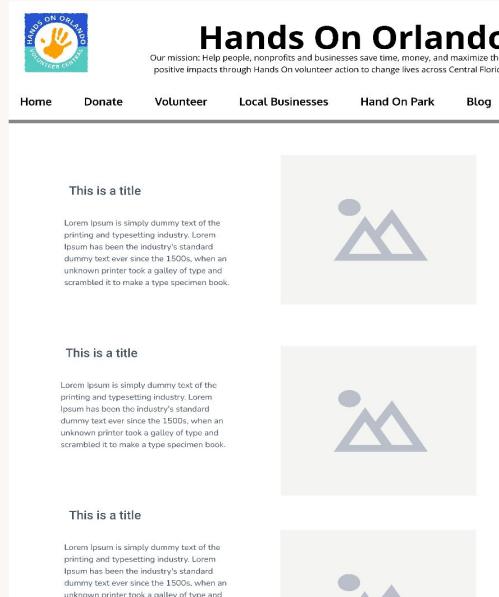
Hands On Orlando
Our mission: Help people, nonprofits and businesses save time, money, and maximize their positive impacts through Hands On volunteer action to change lives across Central Florida.

Home Donate Volunteer Local Businesses Hand On Park Blog

This is a title
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

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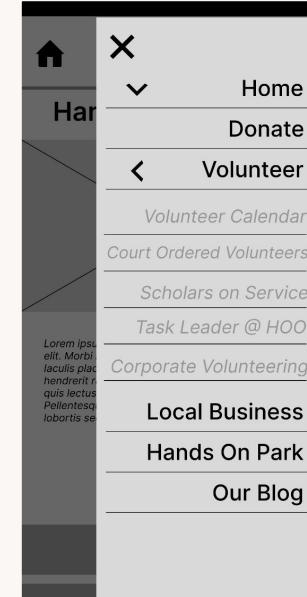
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Home Donate Volunteer Local Businesses Hand On Park Blog

Volunteer Calendar

The Hands On Orlando Volunteer Calendar places all available Hands On volunteer opportunities with our nonprofit partners in one easy to use and convenient place. These referral projects are managed by our nonprofit partners and we provide the information to help get involved.

August 2022

Clickable Mid-Fidelity Prototype & Testing Results

Usability testing during this phase showed us some changes that were minor, such as bringing down logos or icon to fit within prototype frames & making sure frames were properly prototype. And more major changes included making text easier to view and trimming down information to make a little less overwhelming.



Hands On Orlando

Homepage UI Mockup

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Home Donate Volunteer Local Businesses Hand On Park Blog

Hands On Orlando

Our mission: Help people, nonprofits and businesses save time, money, and maximize their positive impacts through Hands On volunteer action to change lives across Central Florida.

Home Donate **Volunteer** Local Businesses Hand On Park Blog

Volunteer Calendar
Court Ordered Volunteers
Scholars on Service
Task Leader @ HOO
Corporate Volunteering

Volunteer Opportunities
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Send

Hands On Park

Local Businesses

Corporate Volunteering and Team Building

Send

Local Businesses
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Send

Questions? Contact Us!

Hands On Orlando

Volunteer

Home

Donate

Volunteer

Volunteer Calendar
Court Ordered Volunteers
Scholars on Service
Task Leader @ HOO
Corporate Volunteering

Local Business

Hands On Park

Our Blog

The Hand On Orlando website is a place where you can find opportunities to volunteer, donate, or support local businesses. We also offer corporate volunteering and team building services. If you have any questions, please don't hesitate to contact us.

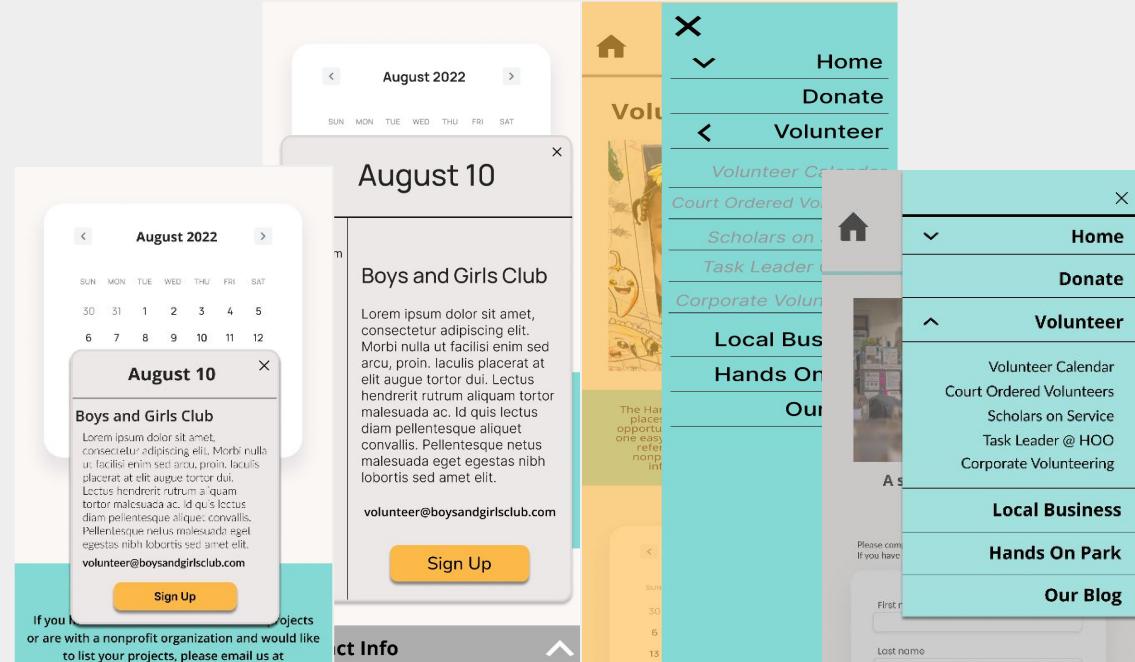
Clickable High-Fidelity Prototype



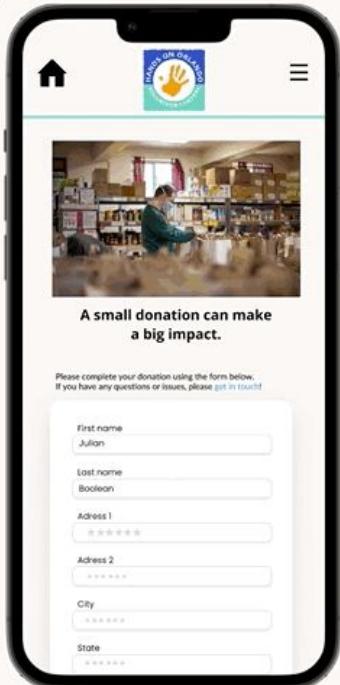
[Link to Desktop](#)

Clickable High-Fidelity Prototype Testing Results

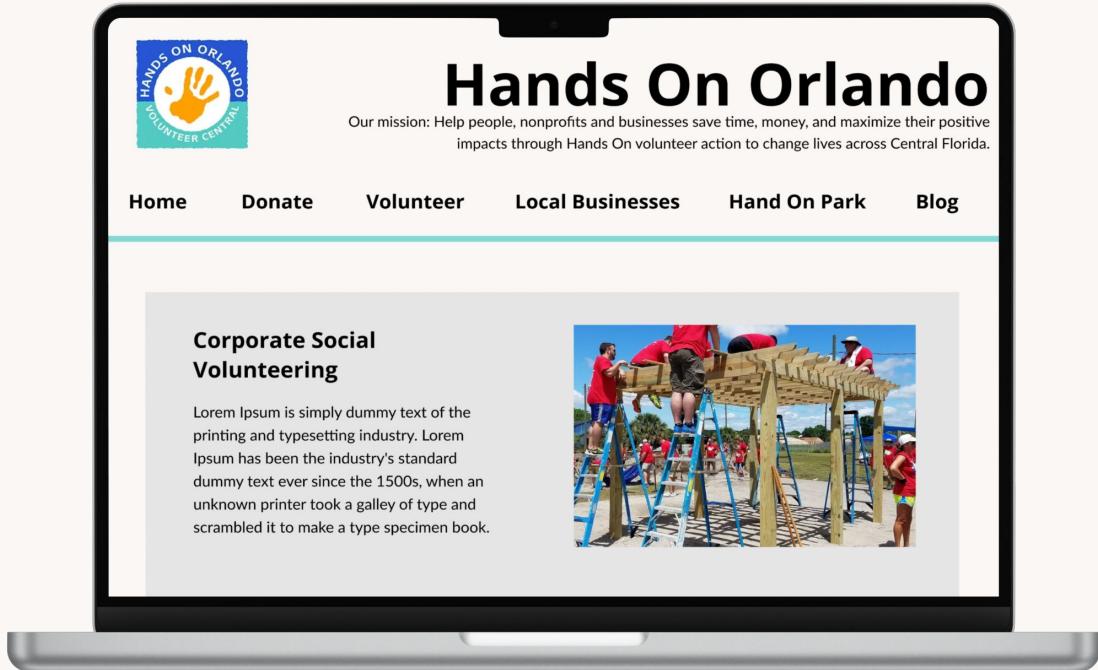
After implementing in our UI style guide we performed more rounds of usability testing to further iterations on our prototype. Updates were made to navigation drop down menus as we were still running into accessibility issues and we cleaned up other elements within our redesign to ensure it was a bit smoother.



Desktop & Mobile Final Prototype

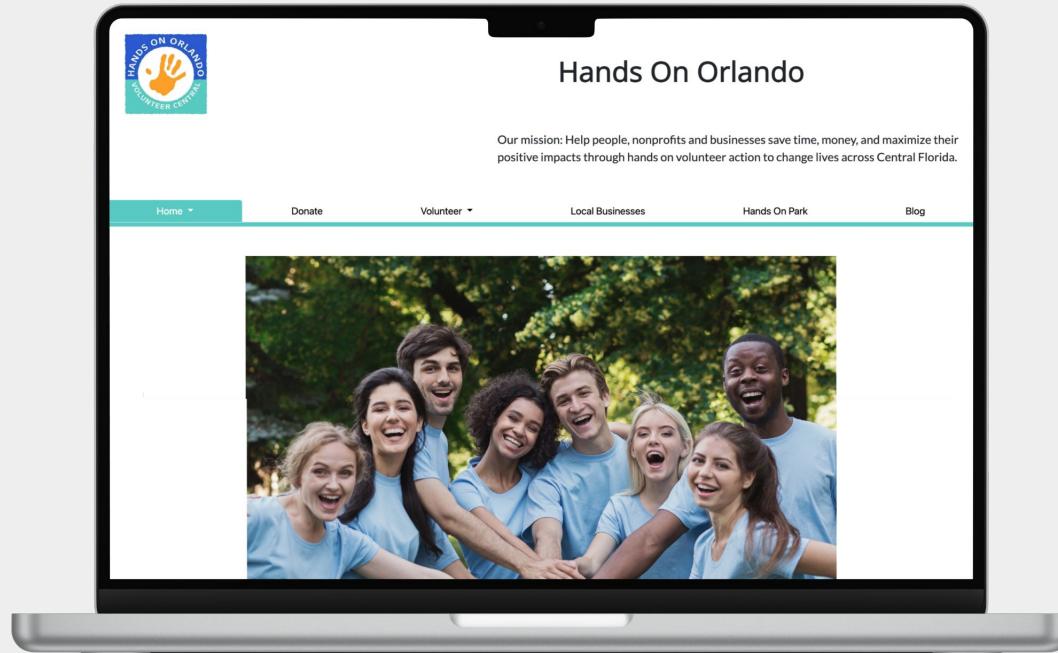


[Link to Mobile](#)



[Link to Desktop](#)

FE High-Fidelity Webpage



[Link To View Webpage](#)

Conclusion

Upon initially viewing the website, it was apparent that there were issues with how information was presented and that it might be negatively impacting the organization. Through our research we were able to solidify our first concerns of accessibility issues, but also discovered that how the information was displayed made the majority of users question the legitimacy of the organization. Although the information was found to be useful, it lacked even the basic UI components to make it user friendly and functional. We redesigned the website in a way that made it straight to the point but also included enough information to help users stay informed on what the organization is up to and how easy it is to join them in making an impact. In the future we would like to further our redesign across additional pages within the site, and hopefully through contact with the organization see similar updates made on their end as well.