

# Hands On Orlando Redesign Website Case Study

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**Project Name:** Hands On Orlando Redesign

**Project Description:** Create a responsive website redesign of a non-profit of our group choosing & a coded responsive webpage.

**Team Members:** Jenee Williams, Khris Velasquez, Derron DeJesus, Rahila Sohail

**Tools Used:** Figma, InVision, Pinterest, Trello, Google Survey, Mockup Generator

## Project Overview:


**The 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.

**The 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.

## Research:

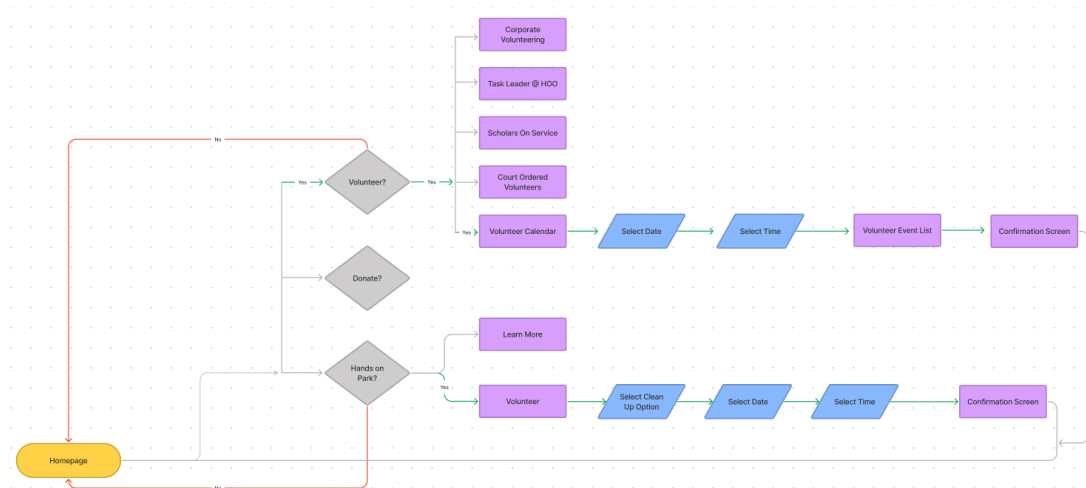
For User interface analysis & research we created a proto persona based on who we felt would be looking to volunteer, conducted interviews, and redlining and annotation of a few pages throughout the site.

## User Persona:

	<p><b>"My passion is bringing peace of mind to those who need it most"</b></p>	<p><b>Goals</b></p> <ul style="list-style-type: none"> <li>Looking to easily apply through for volunteer work and see their options</li> <li>Wants to be able to share this experience with employers to have others lend a helping hand.</li> <li>Needs a site that provides information/ examples on what a day of volunteering entails</li> <li>Wants firm accesibility to information for volunteers who are older</li> </ul>	<p><b>Pains</b></p> <ul style="list-style-type: none"> <li>Finds it difficult to access site when theres no mobile implementation.</li> <li>too much information in certain parts</li> <li>Harsh color contrasts work against readability of site</li> <li>Finding specific information on the site wasn't straight forward</li> </ul>
<p><b>Julian B. Boolean</b></p> <p>Age/Identifying Gender <b>23/Male</b></p> <p>Location <b>Brooklyn, NY</b></p> <p>Family Status <b>Single/No Kids</b></p> <p>Occupation <b>Construction Worker at family owned buisness</b></p>	<p><b>Bio</b></p> <ul style="list-style-type: none"> <li>Actively engaged in volunteering through work programs</li> <li>Looking to build a diverse resume</li> <li>Has large intentions to give back as much as possible</li> <li>Actively pursuing a role in an organization that tackles community issues</li> </ul>	<p><b>Motivations</b></p> <p>(For Finding Volunteer Opportunities)</p> <p>Read Reviews/Testimonies</p> <p>See Whos Making The Biggest Impact</p> <p>See What's Popular</p> <p>Check for Location</p> <p>Check Brand Reputation/Recognition</p>	<p><b>Devices</b></p> <p>(% of Use When Researching Skincare)</p> <p>iPhone 50%</p> <p>Tablet 0%</p> <p>Macbook 50%</p> <p>Half of his research is done on the phone at home or work</p> <p>Never uses tablet to find volunteer Opportunities</p> <p>Half of the time he does in-depth research on his laptop</p>

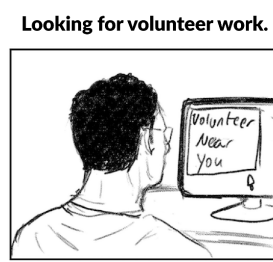
## User Flow + Storyboard:

We created a user flow, where we showed one particular user flow of a user, making a donation and also finding a volunteer opportunity via the volunteer calendar. For the storyboard we based it on our user persona Julian. He recently started working for his dad's construction business and is looking for a way to get them involved within the community and also have the rest of the work crew participate in some team bonding.





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



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



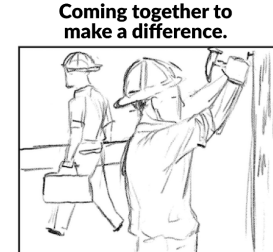
After hours searching he's unable to find anything locally that can handle the size of the project they're looking to take on.



Julian stumbles on Hands On Orlando's websites.



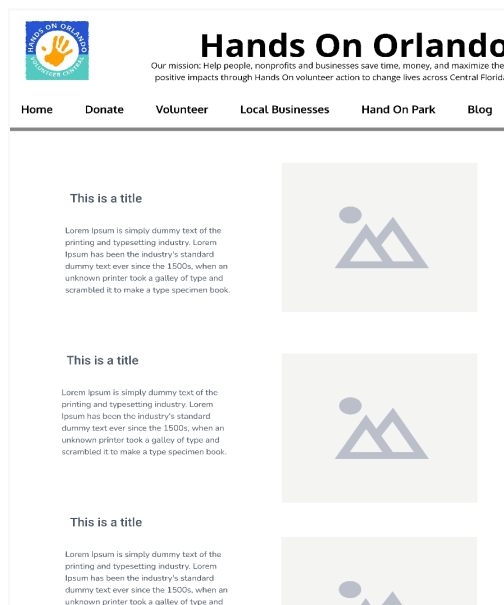
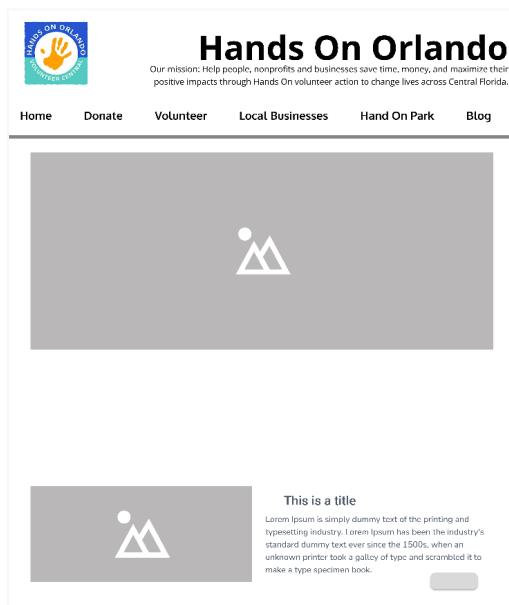
He is amazed by the impact they have been making & decides to reach out to setup an opportunity for his dad's company to help out.

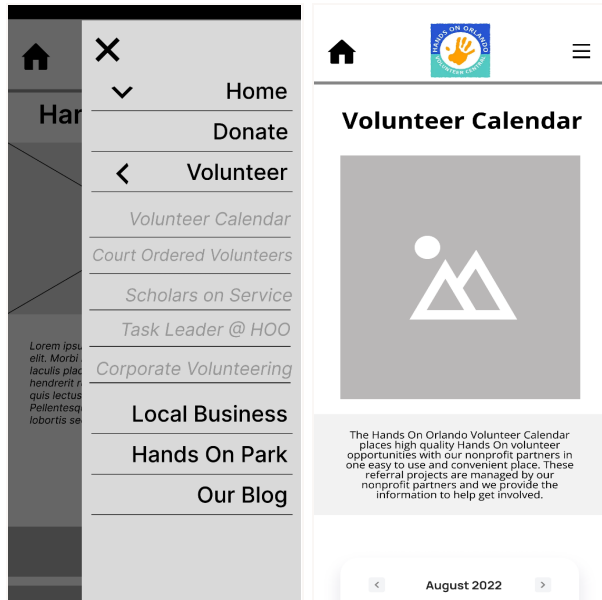


They were able to bond over giving back by helping rebuild a community center. This helped boost their image and attract new talent eager to be apart of such an impactful team.

## UI Wireframes (RWD):

These are the highlighted sections from the wireframe , we have the homepage, corporate volunteer opportunities, mobile navigation, and mobile homepage.





Usability Testing for Mid-Fidelity:

## 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.



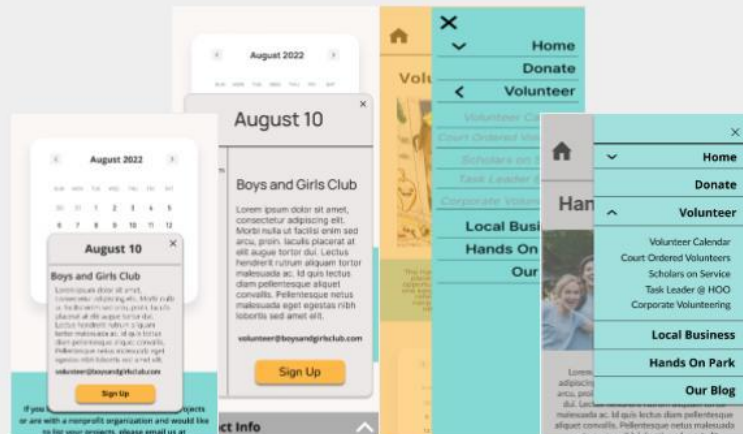
[Link To Desktop](#)

[Link To Mobile](#)

## Usability Testing for High-Fidelity:

# 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.



## Final High-Fidelity Prototype:

# Desktop & Mobile Final Prototype



[Link to Mobile](#)

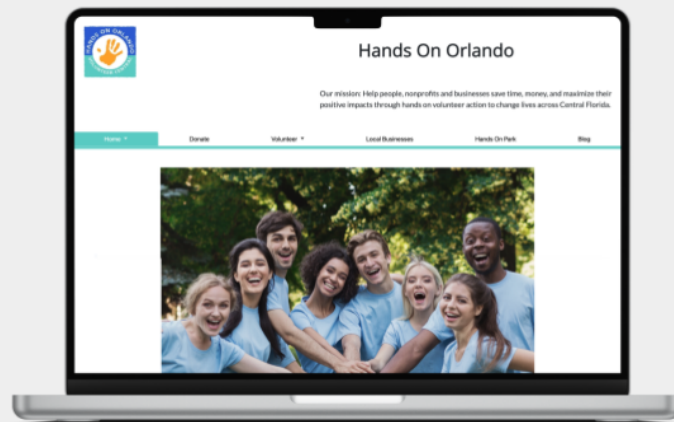


[Link to Desktop](#)

Final FE High-Fidelity Webpage:

## FE High-Fidelity Webpage

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[Link To View Webpage](#)

20

### Summary:

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 organizations. 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 them see similar updates made on their end as well.

