

# Web Design For A Non-Profit Organization - New Parents of Canada

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# Project overview



## The product:

New Parents of Canada is a non-profit organization for new parents and parents with young children. With local communities in most cities and provinces across Canada, NPC offers all kinds of support, including need-based supplies, free or low-cost therapy and counselling, and affordable parenting classes.



## Project duration:

April 2023 - May 2023

New Parents of Canada Org

EN FR ES DE MAN PA PR RU HOME ACCOUNT CLASSES RESOURCES VOLUNTEER DONATE ABOUT US

We are a non-profit organization dedicated to providing a safe and helpful place to all parents of Canada raising young children.

It is often said that it takes a village to raise a child, but unfortunately not everyone can easily access one. We aim to provide a strong community to help raise new generations of young Canadians.

We offer need-based aid, free to low-cost counseling, free medical consultations and more.

EMERGENCY CONTACTS:

**911** for emergencies requiring immediate attention

**811** for non-urgent health services

[Find other helplines by province here](#)

# Project overview



## The problem:

Being a new parent comes with a lot of responsibilities. It can often be overwhelming and time-consuming to look for and connect with places that offer resources and additional support.



## The goal:

Design a website for New Parents of Canada that provides a platform for new parents to engage with the local community and other parents quickly and easily.

# Project overview



## My role:

UX Designer and Researcher



## Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility and iterating on designs.

# Understanding the user

- User research
- Personas
- Problem statements

# User research: summary



I conducted interviews, identified pain points, created empathy maps and constructed personas to understand the target audience of users. One of the identified user groups was working parents with no prior experience or family in the area to help them.

From the research conducted, it was found that working professionals found it difficult to contact the local centres during the working hours (9-5). Emails were time-consuming due to similar circumstances.

# Persona 1: Jay & Lena

## Problem statement:

Jay and Lena are expectant first-time parents and busy professionals who need an easy and efficient way to get access to parenting resources because they do not have the time or access to additional support.



## Jay & Lena

**Age:** 29 & 31 respectively  
**Education:** Law school  
**Hometown:** Salt Spring Island  
**Family:** Each other; expecting a baby in six months  
**Occupation:** Lawyers

*“This is the scariest yet the most overwhelmingly exciting thing we’ve ever experienced. Seems like no matter how much we prepare, there’s still more to do!”*

## Goals

- Be prepared with both knowledge and supplies; everything a newborn needs
- Feel supported as new parents
- Have a community

## Frustrations

- Researching can be time-consuming and overwhelming
- Support centres have fixed daytime, weekday hours which can make communication over phone or email difficult for working professionals

Jay and Lena are newcomers to the metropolitan city after living on Vancouver Island for the last several years. They are excited to have established themselves as a nuclear family living close to their dream jobs, but also keenly miss having a community around to help them when things get too hectic. None of their parents are able to come help them out, and they don't yet have a strong circle of friends. They are both highly career-driven yet also strongly family-oriented; balancing the two has proved difficult at times which is why they need external resources to provide support and guidance on this new journey of parenthood.

## Persona 2: Alex

### Problem statement:

Alex is a new single parent with disabilities that restrict them from full-time work who needs an easy way to connect to the local community because they are in need of resources.



Alex

**Age:** 33  
**Education:** BA Psychology  
**Hometown:** Calgary  
**Family:** 6-month old child  
**Occupation:** Part-time administrative assistant

*"My child means everything to me! All I want is for them to have everything they need."*

### Goals

- Secure and happy upbringing of their child
- Feel knowledgeable and supported as a new parent

### Frustrations

- Travelling to multiple locations can be very difficult
- Looking for resources can be very time-consuming

Alex is a single parent of a six-month old child whose other parent is not in the picture. After parental leave ends, Alex is restricted from working full-time due to disabilities. They are supported by some government help, some family members and friends but are worried about being able to make ends meet. Their disability makes it difficult for them to travel a lot, which is why they want to easily access all the supports and resources they can get in one location.

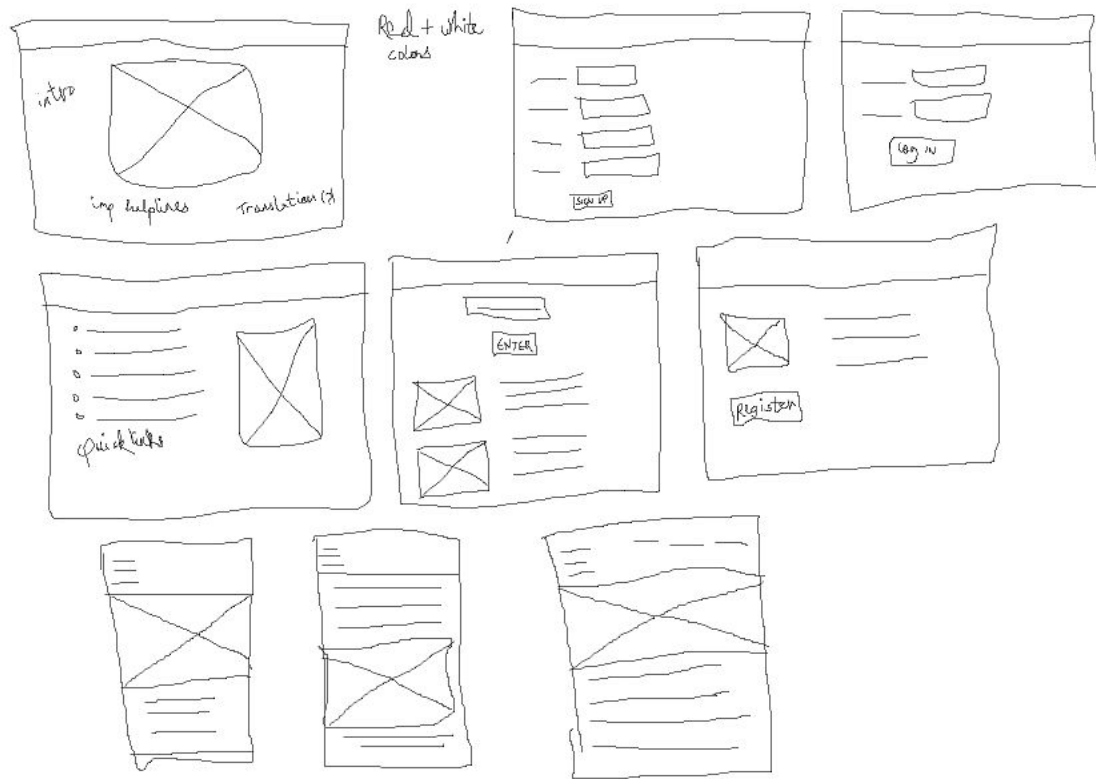




# Ideation

Initial design phase was sketching the designs by hand. I decided on a red and white colour scheme with black text to keep the look professional and similar to Canadian flag (as this is a Canadian non-profit).

I avoided using too much text without images or breaks to keep it easy to take in but also not lacking in being informative.

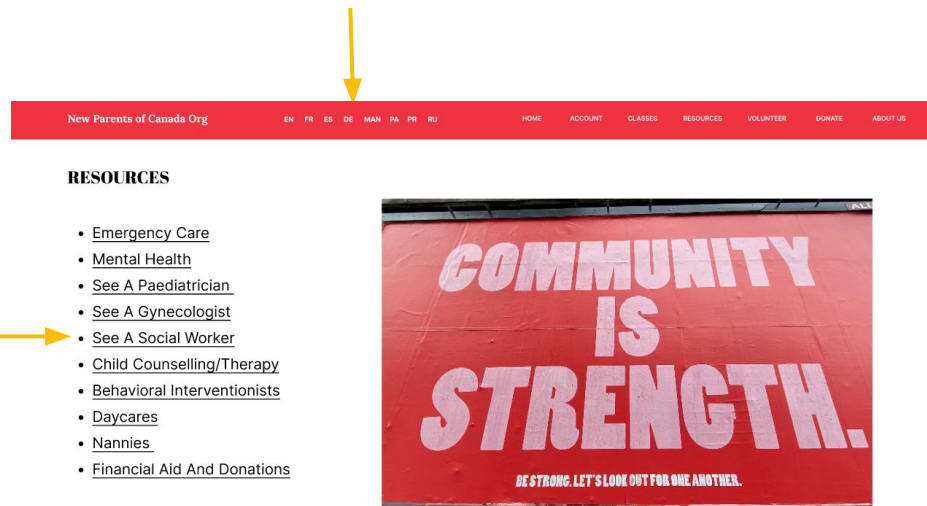


# Digital wireframes

I designed the website with **accessibility** and **comprehensiveness** at the forefront, as the goal is to help as many people as possible.

Useful links all  
in one place

Multiple  
languages

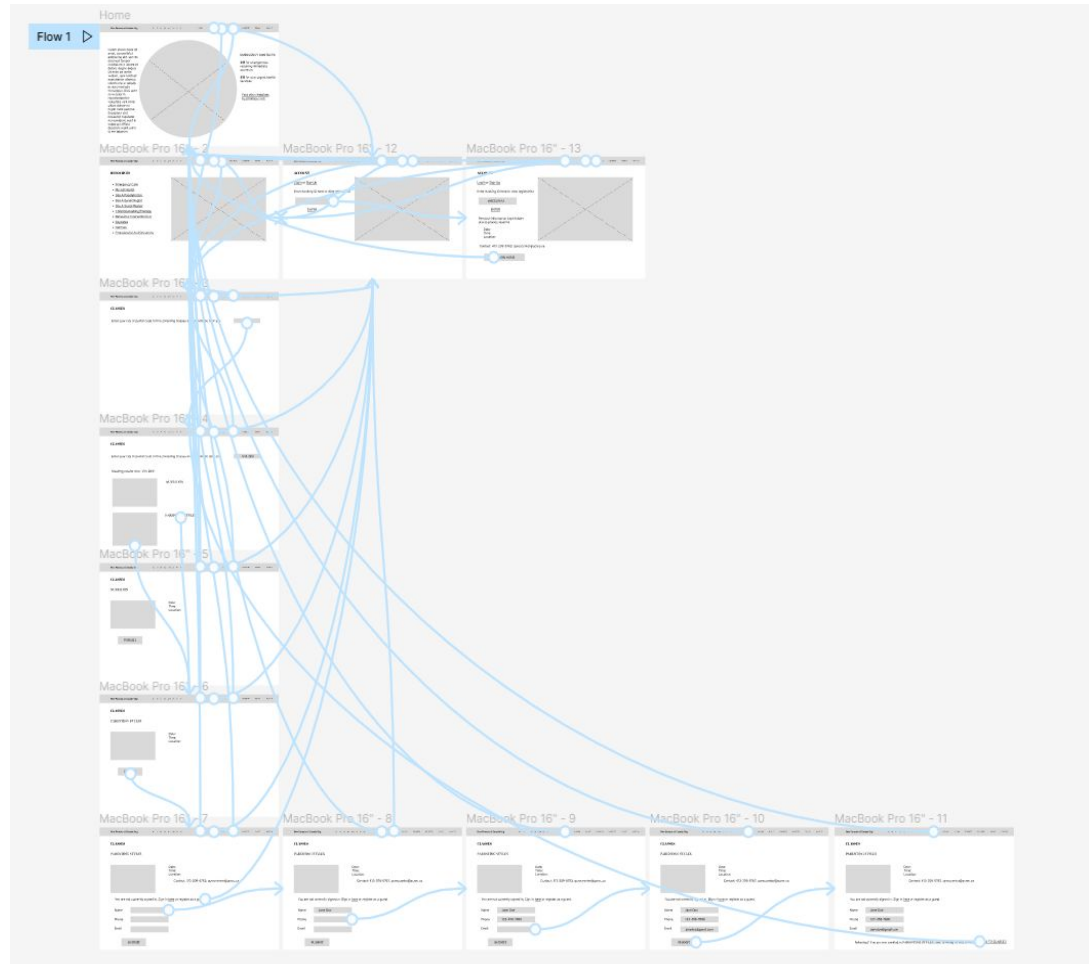


# Low-fidelity prototype

User flow: Booking a parenting class online.

This prototype would be used in a usability study in further user research.

<https://www.figma.com/file/Ynss99AihinznQSllcmF3U/NPC?type=design&node-id=0%3A1&t=02MjvzTb2ldVEh2e-1>



# Usability study: parameters



## Study type:

Unmoderated usability study



## Location:

Canada, remote



## Participants:

7 participants



## Length:

30-60 minutes

# Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

**Users want the  
process to be quick**

Many users expressed wanting the ability to reserve as a guest rather than signing up

2

**Users want a record  
of the booking  
online**

Many users expressed wanting to see the confirmed booking online

3

**Users want contact  
information easily  
accessible**

Many users had difficulties finding the contact info for the places offering the classes

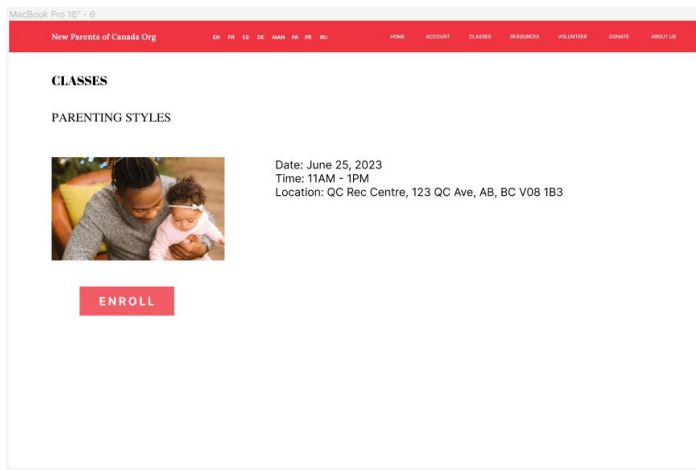
## Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

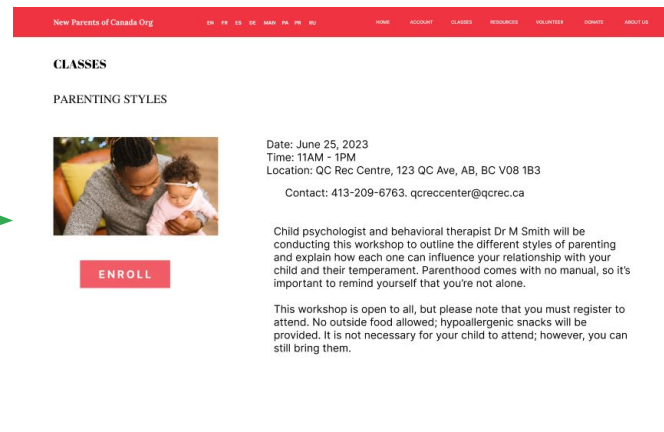
# Mockups

## Before usability study

Many users had difficulties with finding the contact information for the host centres, and also expressed frustration with little details provided. The design was modified to make the description more informative and also include the required contact information.



## After usability study



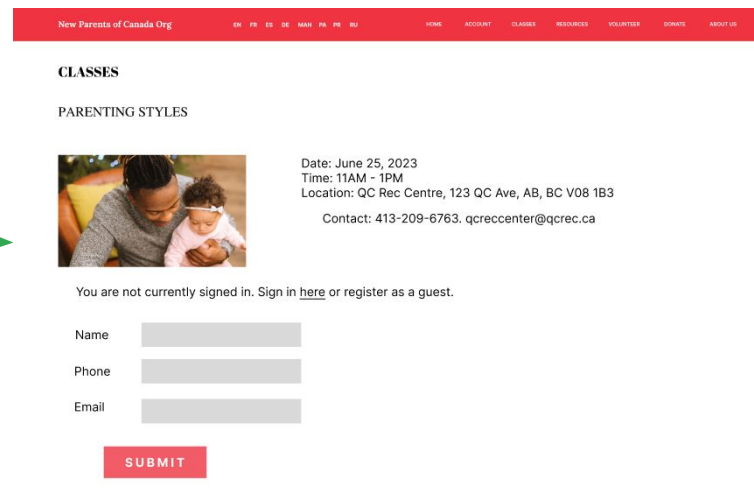
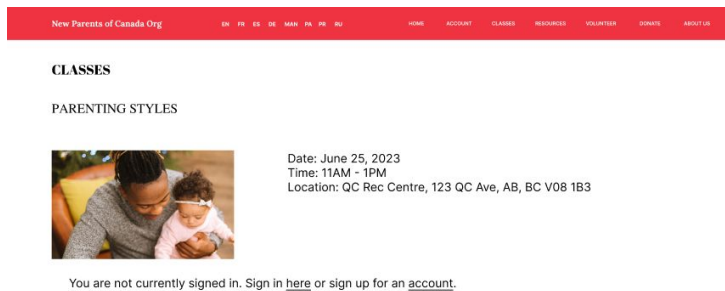


# Mockups

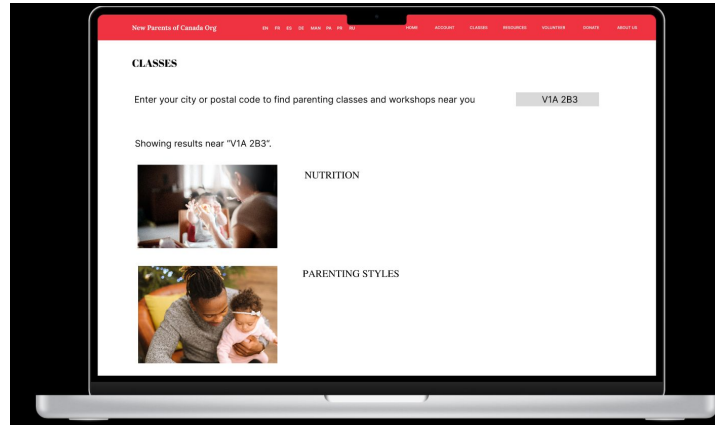
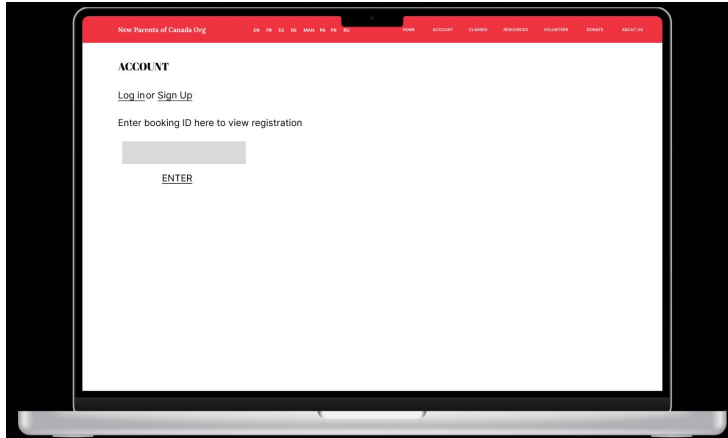
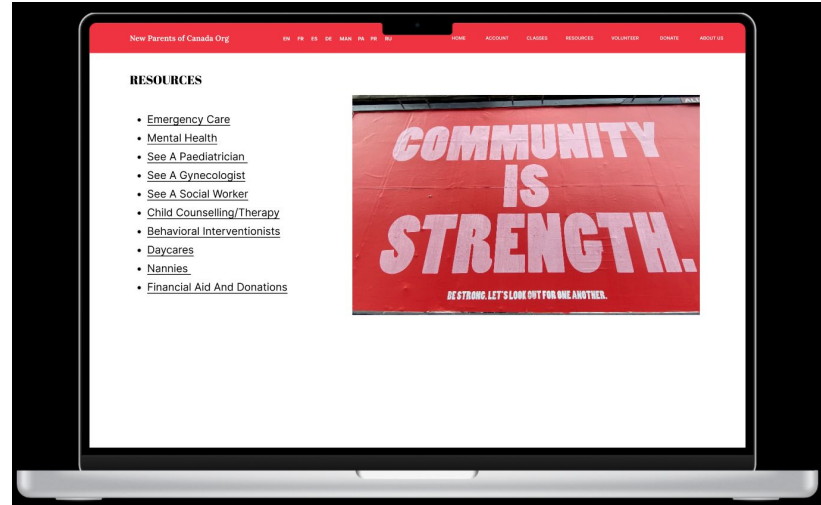
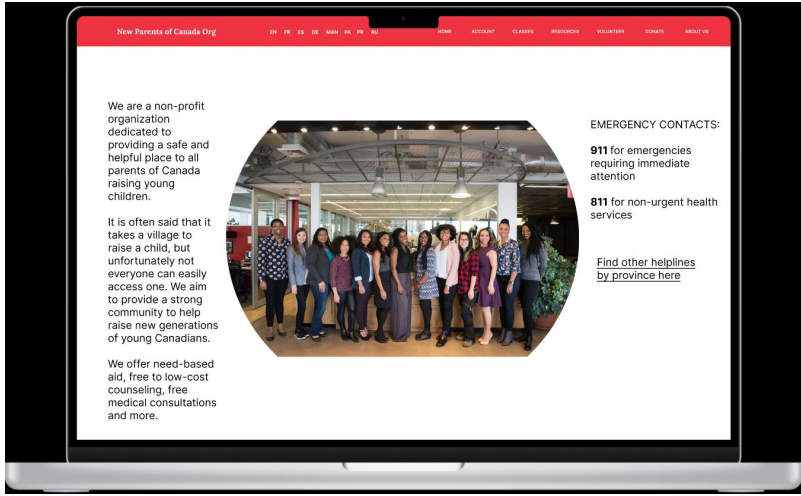
Before usability study

After usability study

Many users disliked having to create an account so the design was modified to include the option to enroll in a class as a guest

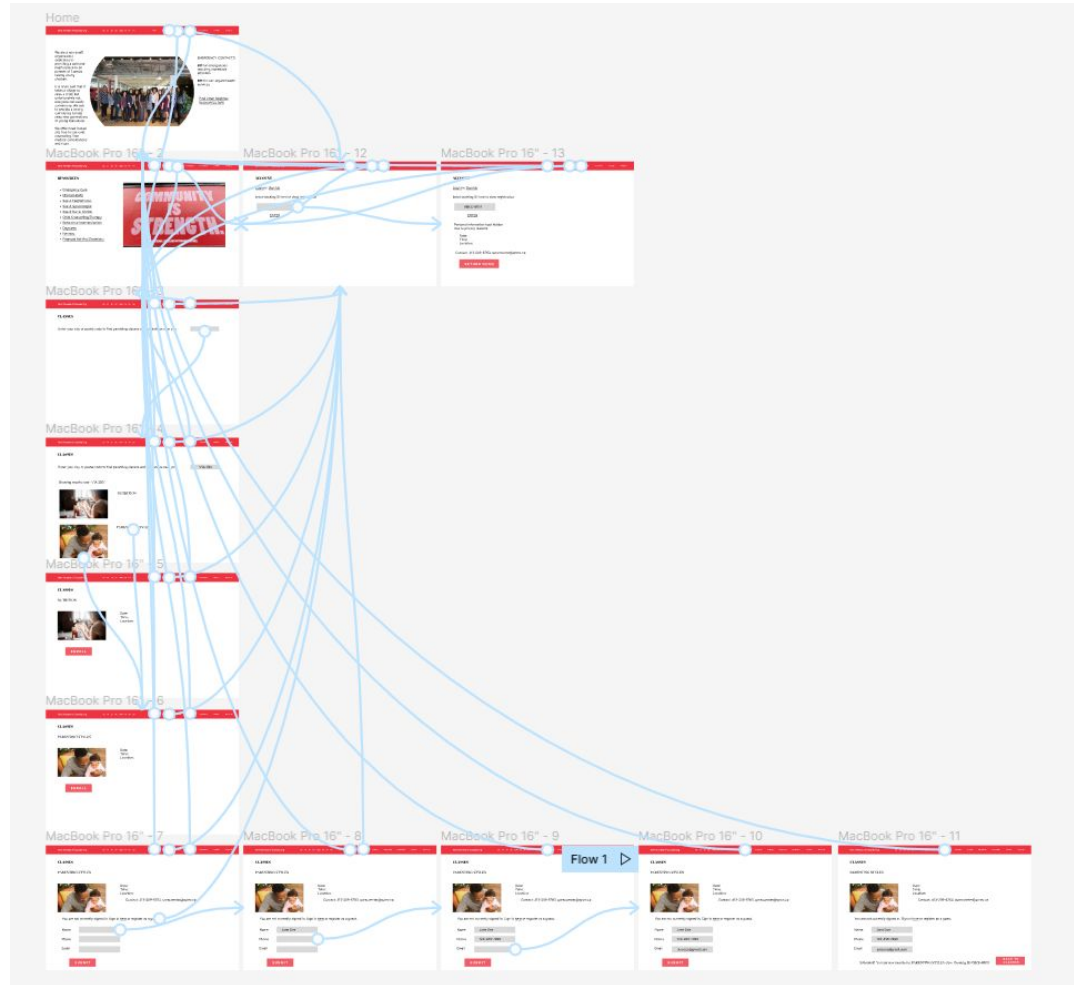


# Mockups



# High-fidelity prototype

<https://www.figma.com/proto/Ynss99AihinznQSIlcmF3U/NPC?type=design&node-id=49-3&scaling=scale-down&page-id=49%3A2&starting-point-node-id=49%3A3&show-prototyping-sidebar=1>



# Accessibility considerations

1

There are translations offered in multiple languages

2

Contrasting colour scheme helps people with visual disabilities

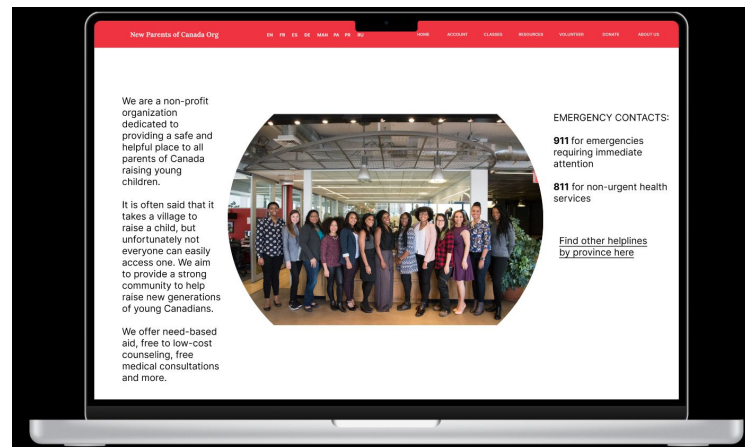
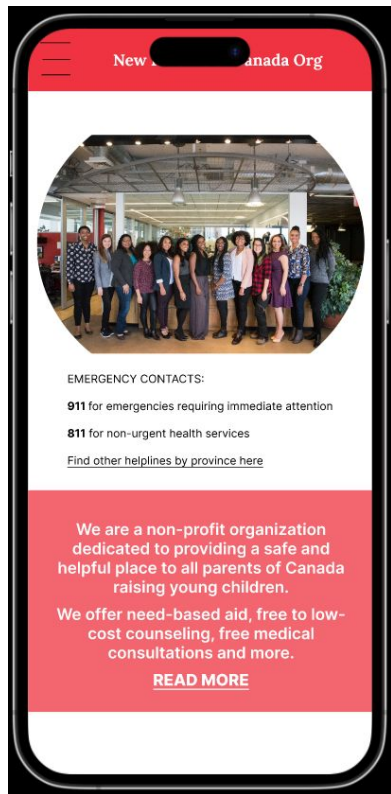
3

Important helplines and crisis management information accessible on the homepage.

# Responsive Design

- Information architecture
- Responsive design

# Responsive designs



# Going forward

- Takeaways
- Next steps

# Takeaways



## Impact:

Users find it easier to book parenting classes online now.

Users also have a multitude of resources available quickly and easily on the website.



## What I learned:

I learned a lot about the cause and as a designer. It was reinforced to me how important user research and iteration is.



# Next steps

1

Incorporate P1 and P2 insights into the design - ability to cancel or modify bookings online and online payments (where applicable)

2

Conduct another round of usability studies to determine if the issues brought up earlier have been fixed.

3

Conduct more user research to identify more areas of need and/or improvement

# Let's connect!



Thank you for your time reviewing my work on the New Parents of Canada website! If you'd like to see more or get in touch, my contact information is provided below.

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