

Lila Jensen

Spring 2025



Digital DSGN 2

Website Redesign

THE BREIF

Redesign the website of a non-profit or cultural institution, with freedom on brand identity redesign.

Focus on updating usability, information architecture, and visual design.

Final deliverable is a multi-screen Figma prototype for desktop/mobile.

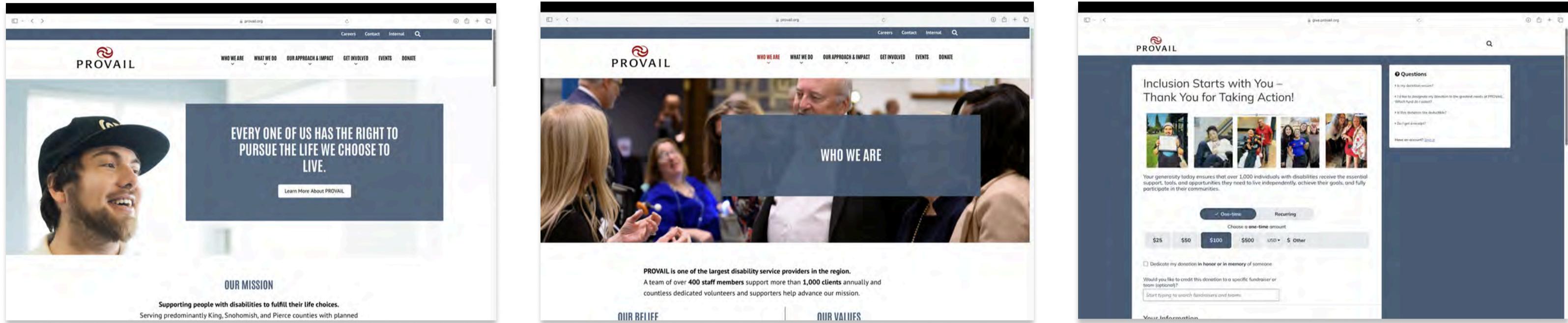
THE CLIENT

PROVAIL is one of the largest disability service providers in the region.

They provide services such as helping individuals with disabilities get and maintain jobs, get access to mobility and communication technology, and to overall live more fulfilled and independent lives

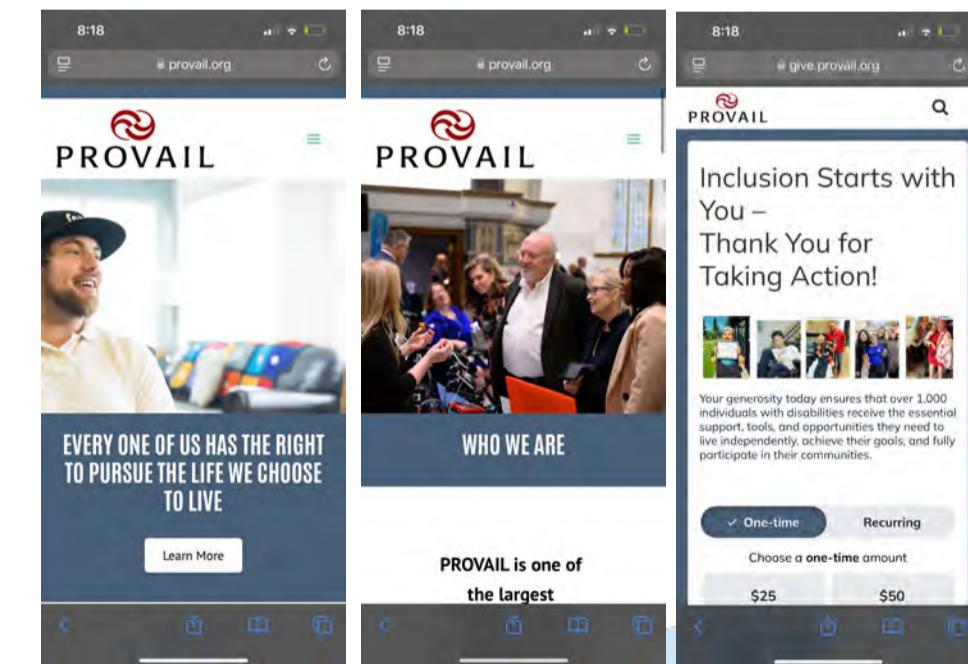
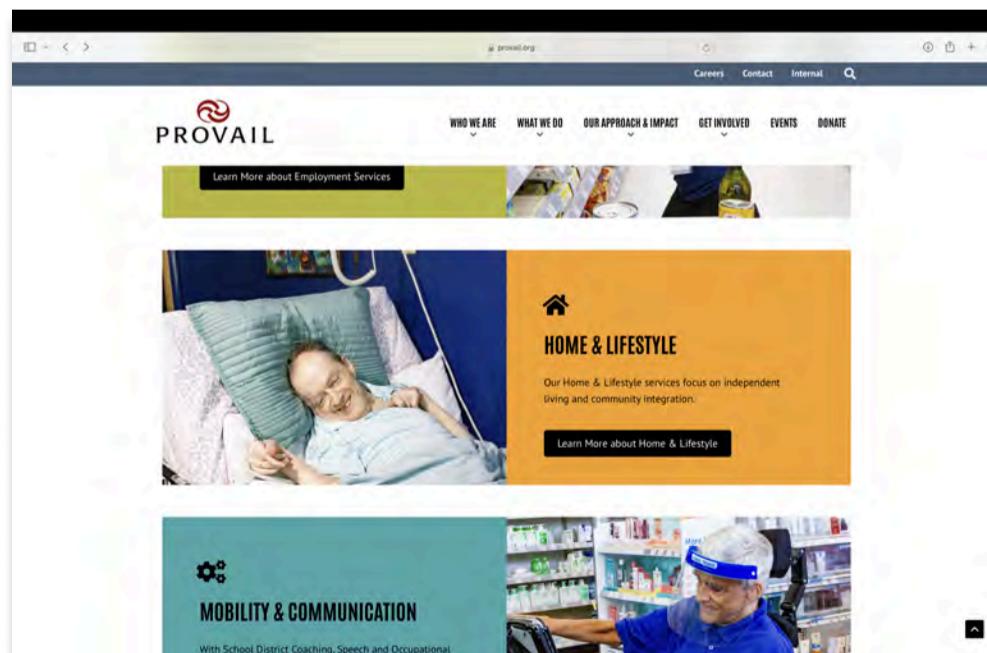
Overview

CURRENT SITE

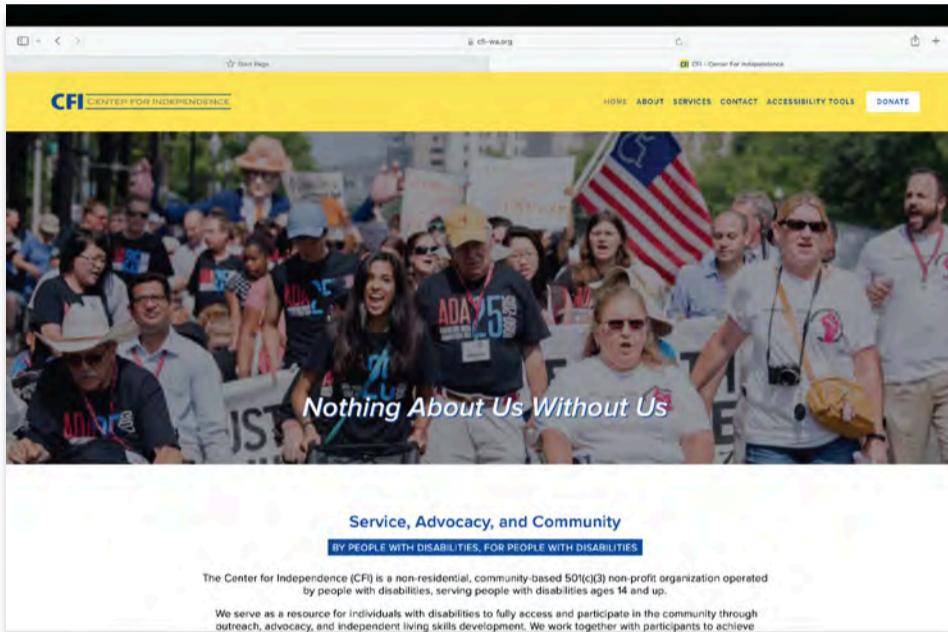


PROVAIL's current site's issues mainly have to do with repetitive content, slapped together design, outdated or confusing color pallet, and generally not having much of a clear brand.

The mobile site has only been modified slightly, and could use revisiting. Proportions are confusing in places.

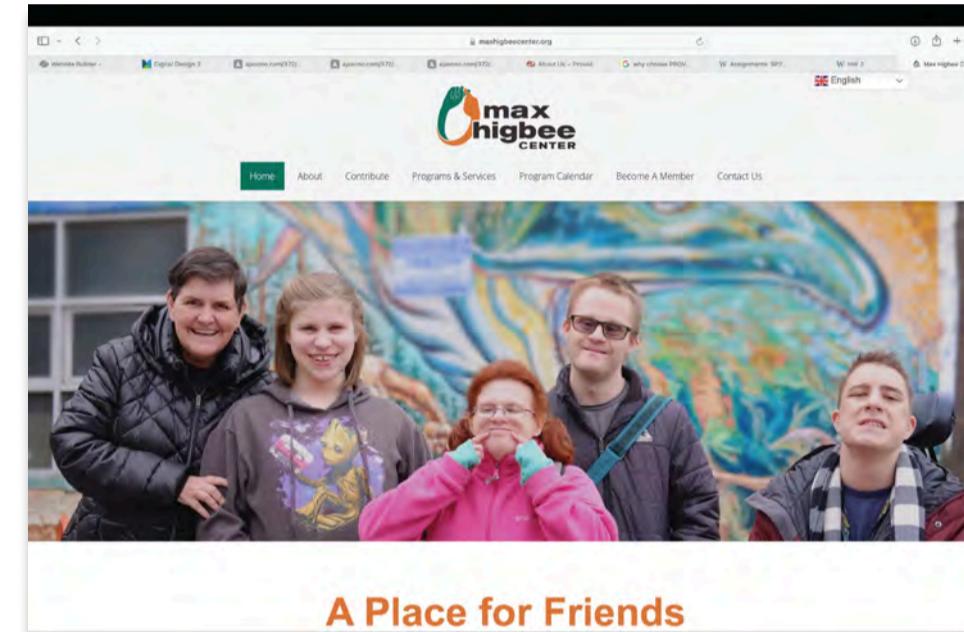


COMPETITOR ANALYSIS



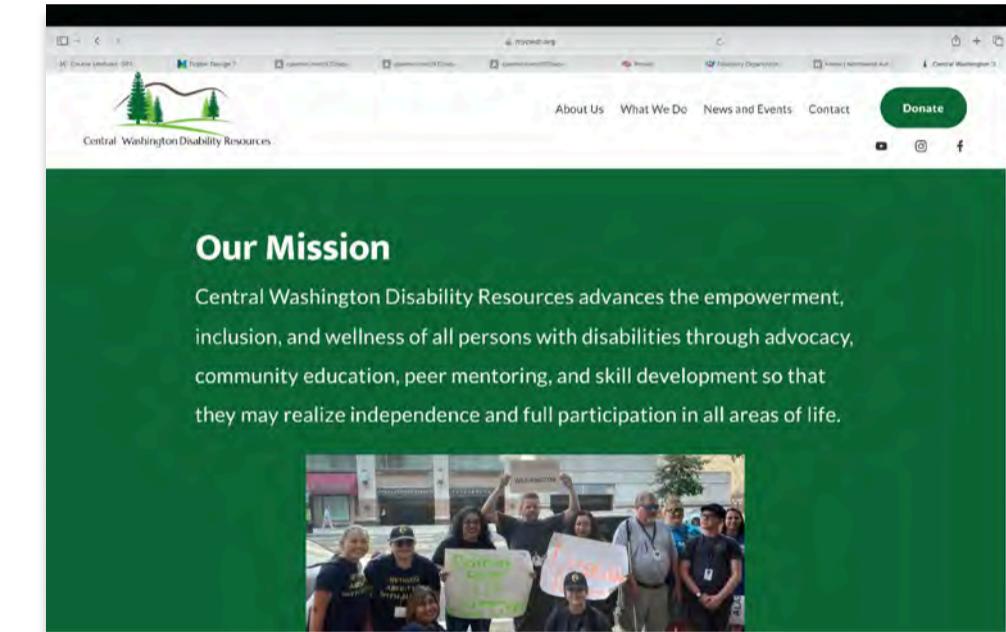
CENTER FOR INDEPENDENCE

Similar to PROVAIL, one of the CFI's main missions is independence, however their site is not very accessible nor appealing. It appears pretty unbranded and the design leans more amateur.



MAX HIGBEE CENTER

This site is a bit more modern. they consistently use their color pallet of green, white, and orange, and they employ a nice hierarchy. the site is a bit simple, but this also makes it easier to navigate and more accessible



CENTRAL WASHINGTON DISABILITY RESOURCES

The CWDR site has a clear color pallet but the actual use of it and styling of the website lacks originality. Size of type is better, but the layout is boring.

Research: Participant Personas



Phillip Brewer

ABOUT



27



GED



Seattle WA



Male



Looking



Cerebral palsy

Friendly

encouraging

Energetic

Helpful

Happy

Trusting

Motivations

Phillip loves people, conversation, and being given a task to help get something done. He wants a job so he can continue to get healthy movement while also getting interaction through the day and helping others.

Needs

- Physical mobility aids
- Limb braces
- Large buttons and text

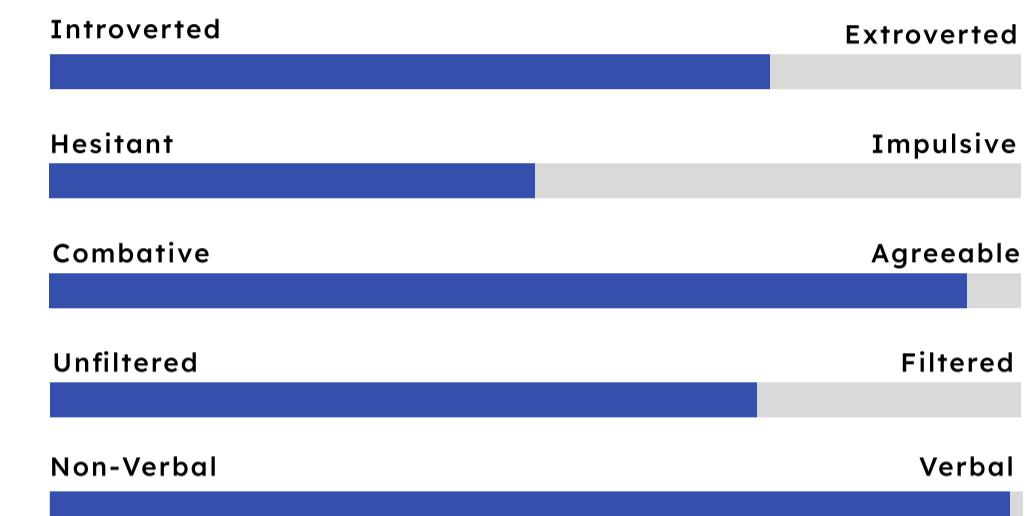
Challenges

- Mild difficulty speaking
- Physical difficulties that come with cerebral palsy

Goals

- Wants to make some of his own money
- Wants to make friends
- Wants to be helpful and part of the community

Personality



Skills & Needs

Internet



Physical Needs (high= needs most help)



Mental Needs (high= needs most help)



Independence (high= very independent)



PERSONA #1

Research: Participant Personas



Carmen Cho

ABOUT



23



BA



Shoreline WA



Female



Library Assist.



Autism & Anxiety

Blunt

Creative

Observant

Discreet

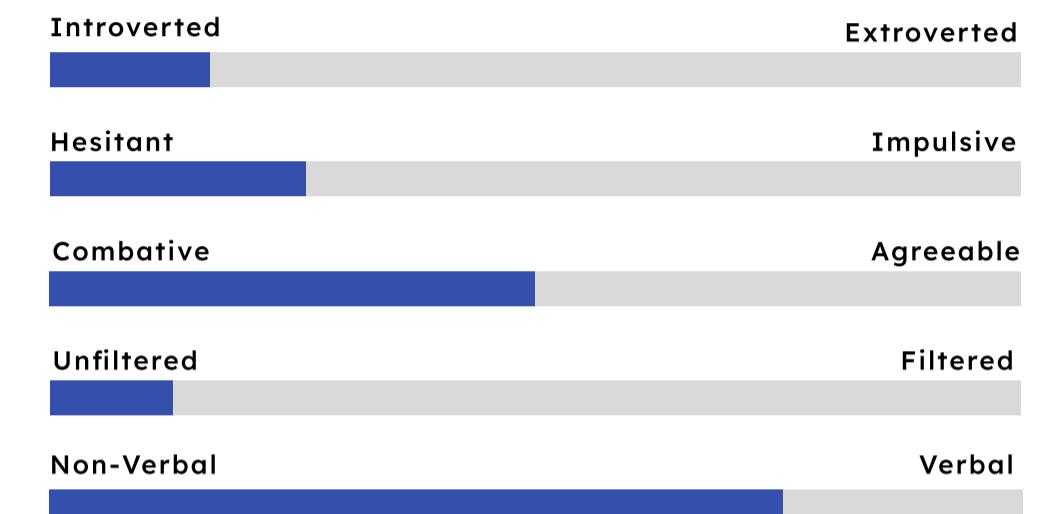
Curious

Cautious

Motivations

Carmen likes to have a job now that she has graduated. She wants to work somewhere where she can learn and not have to interact with too many people at once. She enjoys working as a librarian assistant because of the environment but can struggle with people asking her too many things at once.

Personality



Needs

- Sensory processing tools
- Headphones

Challenges

- Bluntness
- Social anxiety
- Hyper sensitive to noise

Goals

- Make money and be independent
- Have fun at job
- Minimal interactions/not constant interaction

Skills & Needs

Internet



Physical Needs (high= needs most help)



Mental Needs (high= needs most help)



Independence (high= very independent)



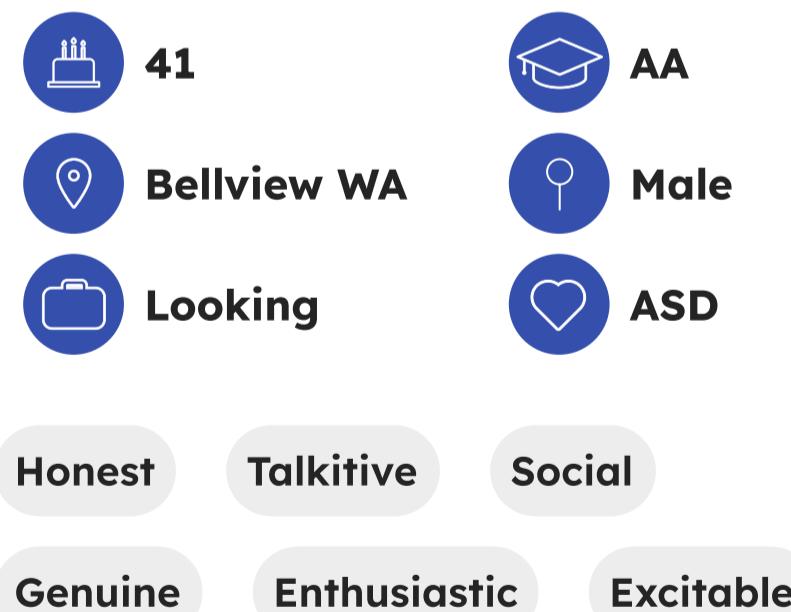
PERSONA #2

Research: Participant Personas



Greg Ayad

ABOUT



Motivations

Greg wants to work in an office so he can stick to a clear and consistent routine. He likes suits and dressing sharp and hopes to make friends at a job where people feel the same.

Needs

- Consistency
- Predictability
- Clear Boundaries

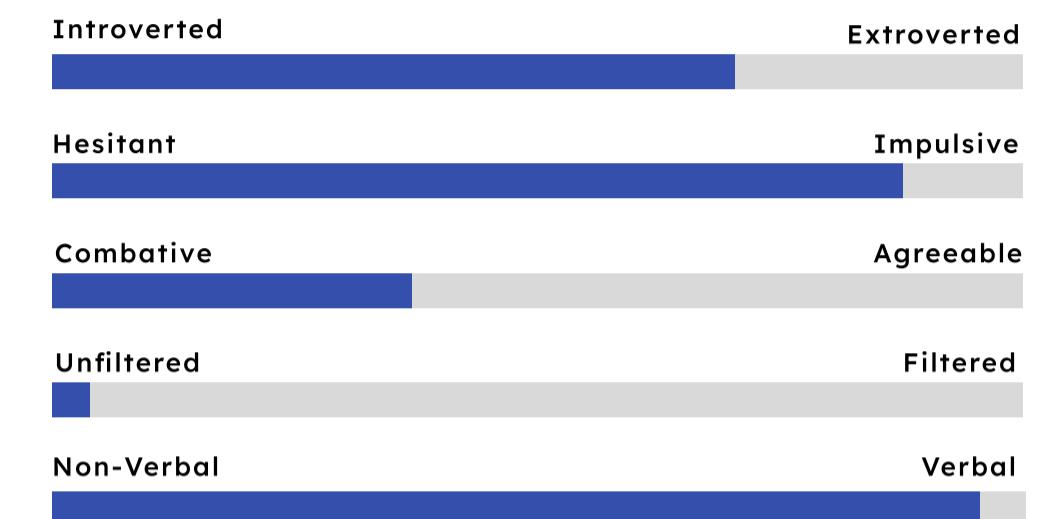
Challenges

- Boundaries
- Oversharing
- Body language

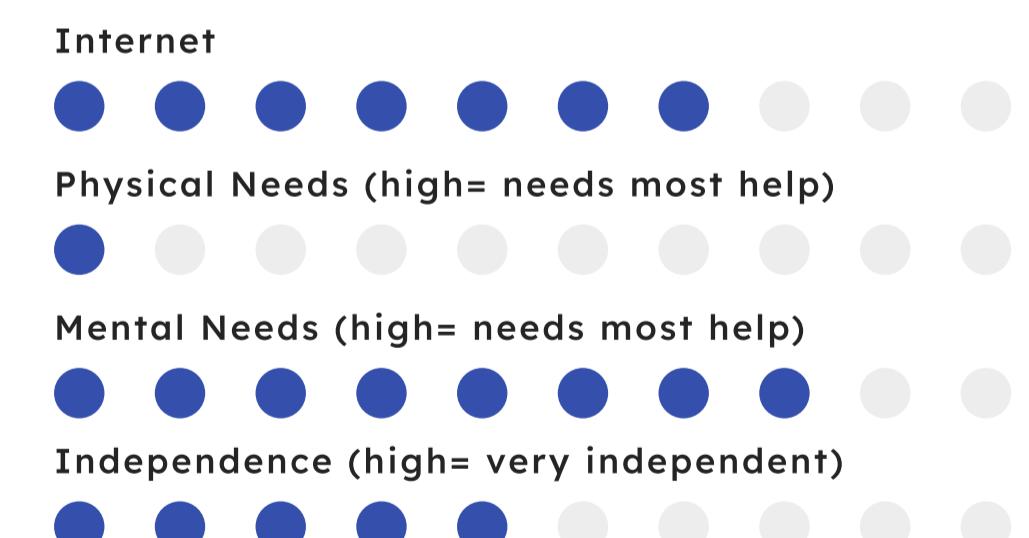
Goals

- Have somewhere to go during the day and something to do
- Get better at social interaction day to day

Personality



Skills & Needs



PERSONA #3

Research: Participant Personas



Allison Brayard

ABOUT

36	BA
Edmonds WA	Female
Publisher	Bilateral Blindness
Empathetic	Introspective
Social	
Determined	Focused
	Kind

Motivations

Allison is a publisher and loves to read and write. She loves to help other blind individuals find a love for writing just like she did.

Needs

- Braille
- Screen Readers
- Guide dog (bailey)

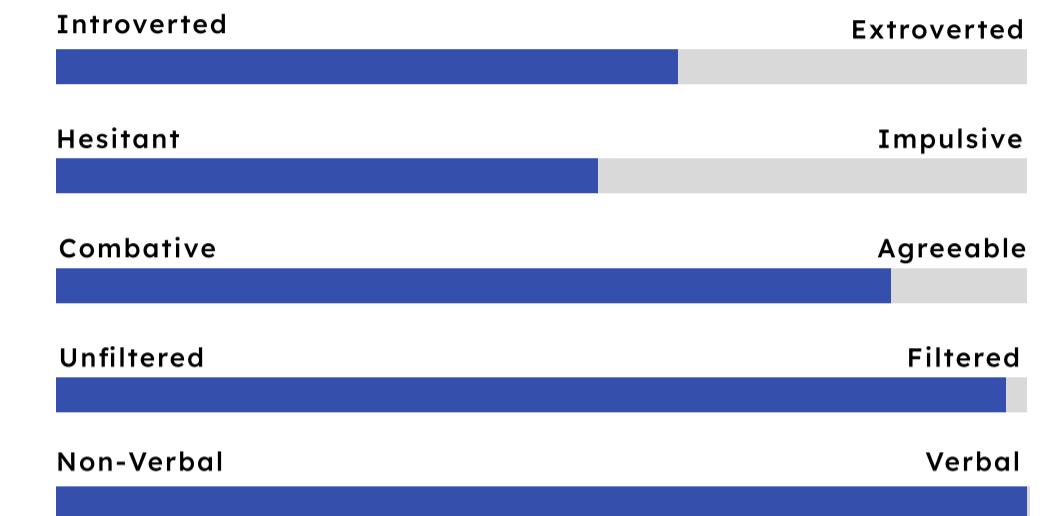
Challenges

- New spaces
- Accessibility
- Content Accessibility

Goals

- Have somewhere to go during the day and something to do
- Get better at social interaction day to day

Personality



Skills & Needs



PERSONA #4

Research: Participant Personas



Kurt Henning

ABOUT



28



GED



W. Seattle, WA



Male



Receptionist



Down Syndrome

Empathetic

Happy

Social

Passionate

Eager

Kind

Motivations

Kurt loves working as a receptionist alongside his coworkers. He really likes working on a computer and greeting people when they come in. He loves making people smile and making friends.

Needs

- Boundaries
- Help staying on task

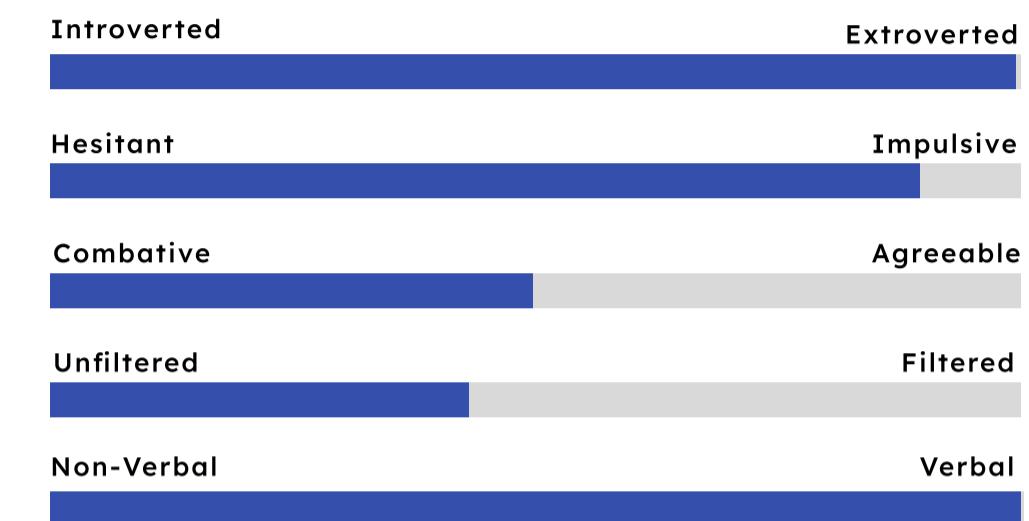
Challenges

- Knowing when to end a conversation
- Getting distracted by his desk toys
- independence

Goals

- Improve reading body language
- Stay on task
- Promote independence

Personality



Skills & Needs

Internet



Physical Needs (high= needs most help)



Mental Needs (high= needs most help)



Independence (high= very independent)



PERSONA #5

Research: Donar Persona



Debbie Monta

ABOUT



37



PHD



Seattle WA



Female



(Donor)



Empathetic

Motivated

Social

Generous

Driven

Caring

Motivations

Debbie has a PHD in behavioral neuroscience, as well as an older brother who has a moderate to severe developmental disorder. She is a regular donor to nonprofits that help people with disabilities live more fruitful lives, and wants to donate to provail as well.

Needs

- Simplicity
- Efficiency
- Low Stress

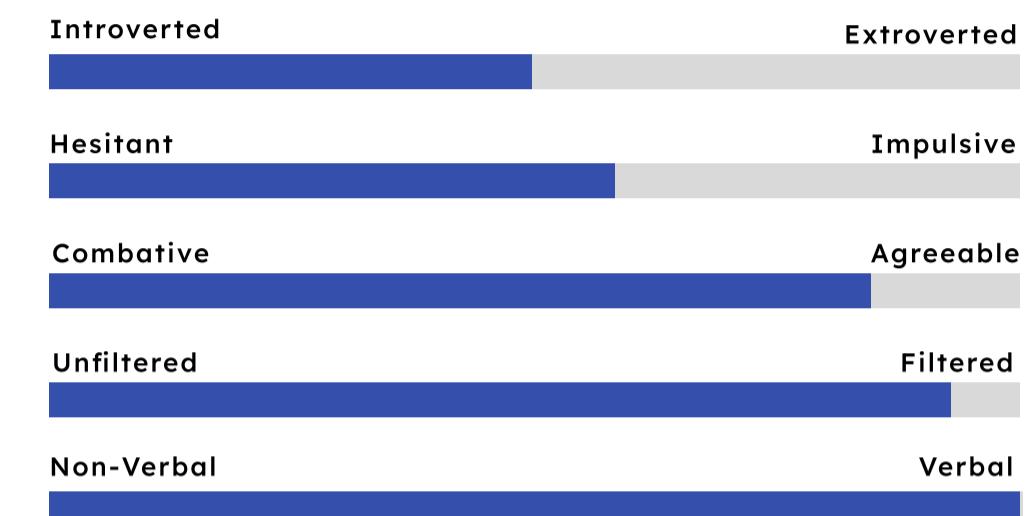
Challenges

- Busy schedule
- Impatience with hard to use interfaces

Goals

- Donate to provail
- Donate regularly

Personality



Skills & Needs

Internet



Physical Needs (high= needs most help)



Mental Needs (high= needs most help)



Independence (high= very independent)



PERSONA #6

Research: Guardian Personas



Dorothy Cadwell

ABOUT



62



MA



W. Seattle, WA



Female



(guardian)



(son has MD)

Sweet

Hopeful

Nervous

Curious

Gentle

Polite

Motivations

Dorthy has an adult son with MD (Muscular dystrophy). She is retiring and would like him to have a better community and maybe even a job so she can see him gain some independence and she can get a break.

Needs

- Clear communication
- Tech help
- Support

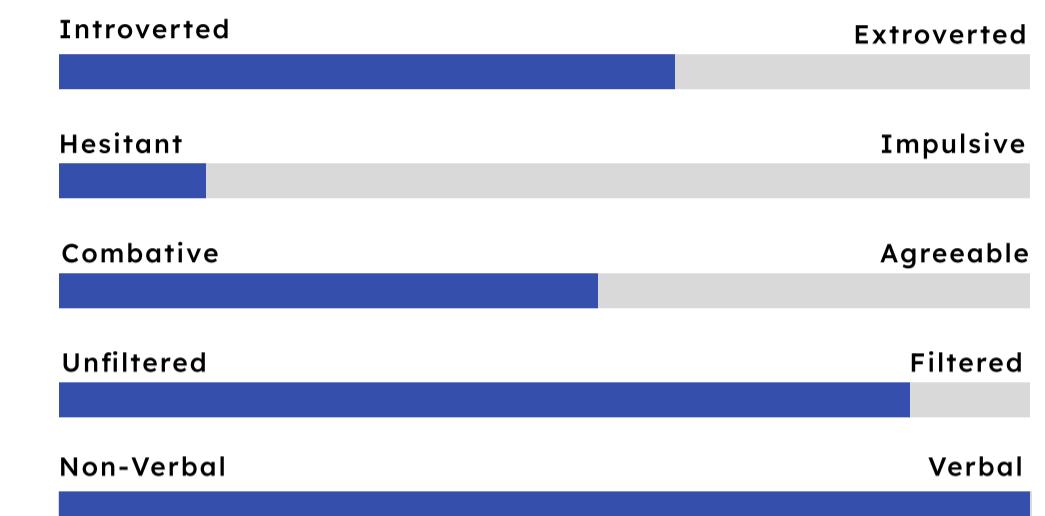
Challenges

- Worrying
- Fear for sons safety
- Helicoptering

Goals

- Take a step back so her son can get help
- see her son thrive
- have Provail take things off her plate

Personality



Skills & Needs

Internet



Physical Needs (high= needs most help)



Mental Needs (high= needs most help)



Independence (high= very independent)



PERSONA #7

Research: Guardian Personas



Lewis McDonald

ABOUT



58



BA



Renton WA



Male



(Guardian)



(Daughter w/Downs)

Worried

Organized

Quiet

Cooperative

Loving

Straight Forward

Motivations

Lewis has a young adult daughter with down's (Down Syndrome). She always talks about missing having friends since she finished high school, and Lewis would like her to find some community outside of the home where she can make friends and practice social skills.

Personality



Needs

- Simplicity
- Encouragement
- Clarity

Challenges

- Not very tech savvy
- Introverted

Goals

- See his daughter thrive
- Have some time with his wife
- Worry about his daughter less

Skills & Needs

Internet



Physical Needs (high= needs most help)



Mental Needs (high= needs most help)



Independence (high= very independent)



PERSONA #8

Research: Guardian Personas



Sandra Vaughan

ABOUT



56



BS



Bothell WA



Female



(Guardian)



(Husband w/ TBI)

Stressed

Stoic

Strong

Open-Minded

Perceptive

Principled

Motivations

Sandra's husband suffered a TBI (traumatic brain injury) in a car accident that left him with limited communication and bed-bound until recently. He now ready to take back some of his freedom, which will give Sandra a break from constant care giving.

Needs

- Prevail to help take things off her plate
- Care for husband
- Communication tools/assistive technology

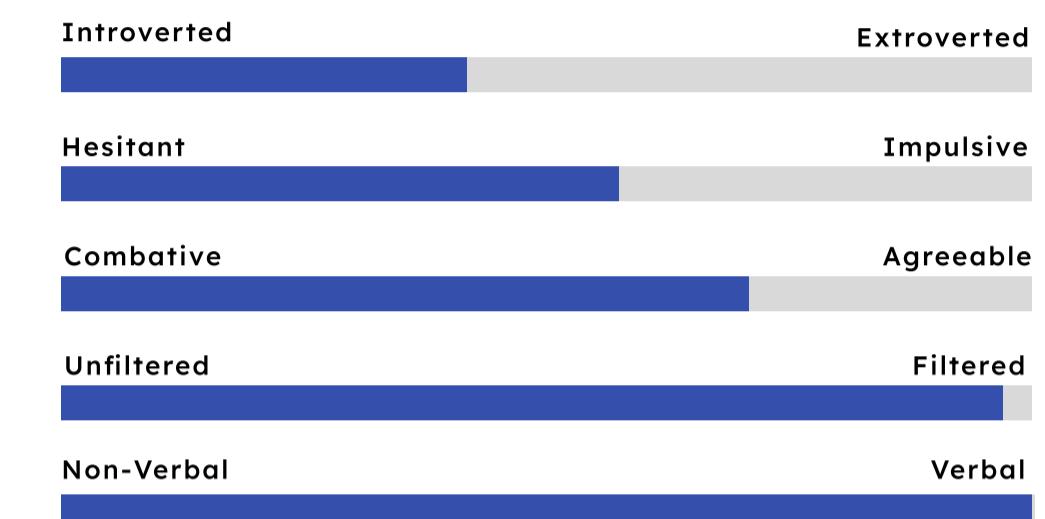
Challenges

- Communication
- financial struggles

Goals

- Get her husband assistive technology
- Get help around the house
- Helping her husband gain back some independence

Personality



Skills & Needs

Internet



Physical Needs (high= needs most help)



Mental Needs (high= needs most help)



Independence (high= very independent)



PERSONA #9

Research: Guardian Personas



Heather Whyte

ABOUT



49



MA



Bainbridge WA



Female



(Guardian)



(Aunt with genetic defect)

Warm-Hearted

Charming

Strong

Open-Minded

Self-Critical

Logical

Motivations

Heather's father recently passed away leaving her guardianship of her aunt who was born with several genetic defects that impacted her development. Heather is a mother of two and cannot handle her aunt and her kids all at once, but wants her aunt to find support and community.

Needs

- Prevail to help take things off her plate
- Home care for aunt
- Community for aunt
- Communication tools/assistive technology

Challenges

- Overwhelm
- Not very tech savvy

Goals

- See her aunt spend less time cooped up
- Get her aunt a community
- Make it easier for her aunt to communicate

Personality



Skills & Needs

Internet



Physical Needs (high= needs most help)



Mental Needs (high= needs most help)



Independence (high= very independent)



PERSONA #10

Research: Staff Personas



Faye Kim

ABOUT



32



Bellview WA



(Works for provail)



BS



Female



(n/a)

Helpful

Confident

Professional

Enthusiastic

Driven

Straight Forward

Motivations

Faye works on more of the management side of employees but truly values making all tools that are available to clients to work as effectively as they can.

Needs

- Efficiency
- Interest

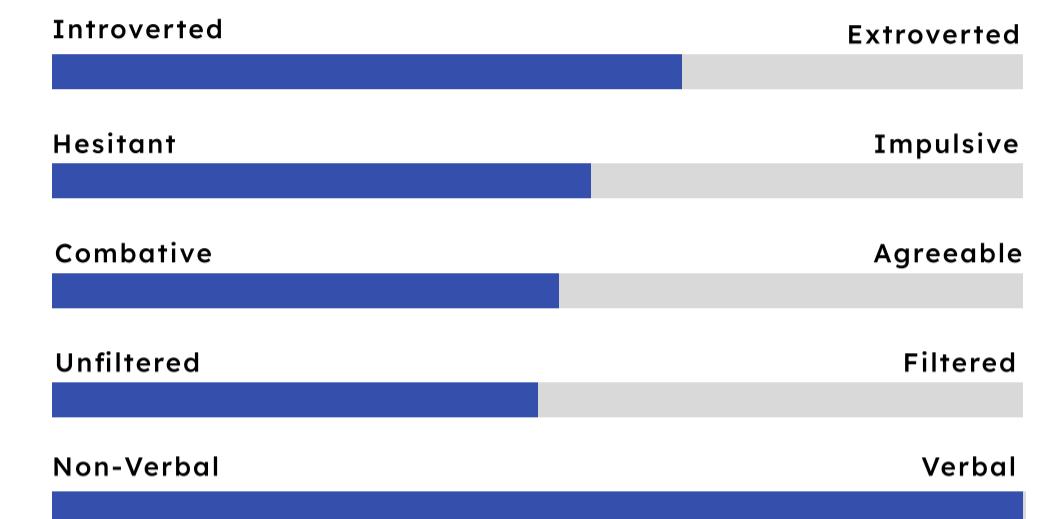
Challenges

- May forget challenges faced by older guardians and donors

Goals

- Get more people to find and use the website
- Clarity that the website is for users, guardians, anyone!
- Ease of use

Personality



Skills & Needs

Internet



Physical Needs (high= needs most help)



Mental Needs (high= needs most help)



Independence (high= very independent)



PERSONA #11

Research: Staff Personas



Nikolas Pearson

ABOUT



26



Kirkland WA



(Works for provail)



BA



Male



(n/a)

Positive

Accommodating

Friendly

Enthusiastic

Driven

Straight Forward

Motivations

Nikolas has worked for provail for three years. He loves his job helping people, but he wishes the website was a bit more cheery and inviting.

Needs

- Positivity
- Clarity

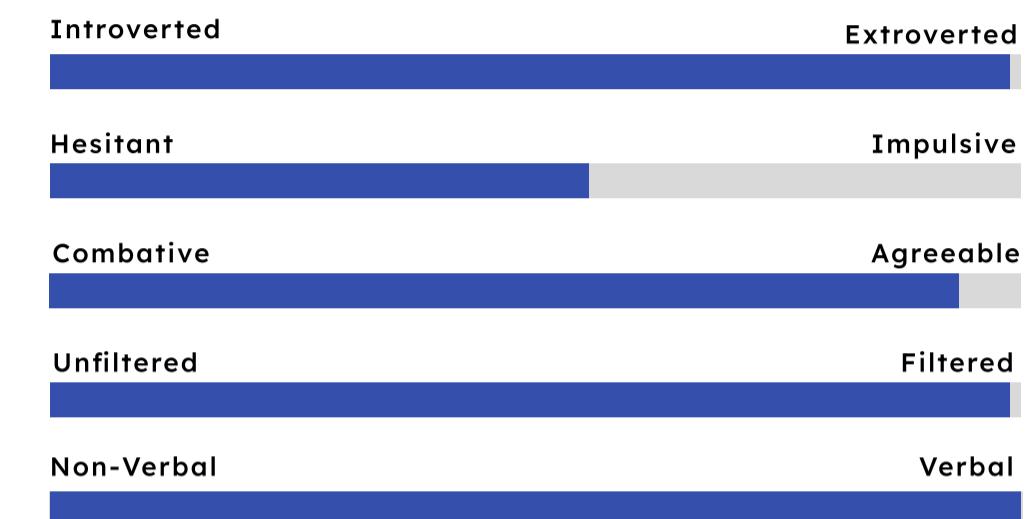
Challenges

- He can find the website frustrating especially after a day of writing incident reports

Goals

- See the website improve for himself and his coworkers
- See the website improve for participants and guardians

Personality



Skills & Needs

Internet



Physical Needs (high= needs most help)



Mental Needs (high= needs most help)



Independence (high= very independent)



PERSONA #12

INTERFACE GOALS:

Clean UI: Obvious hierarchy, visual simplicity, and purposeful formatting to prevent overwhelm

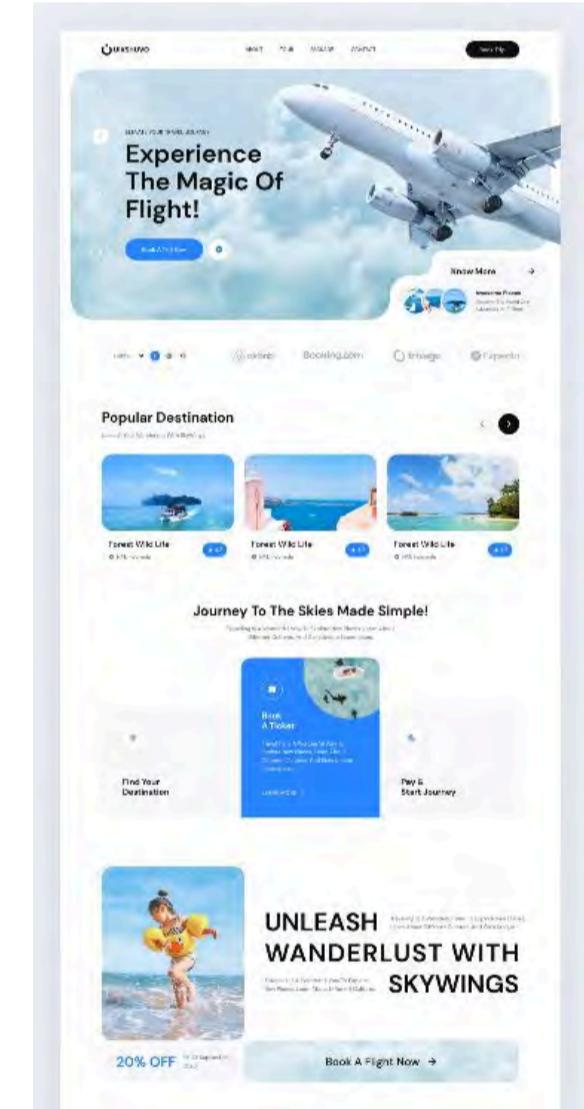
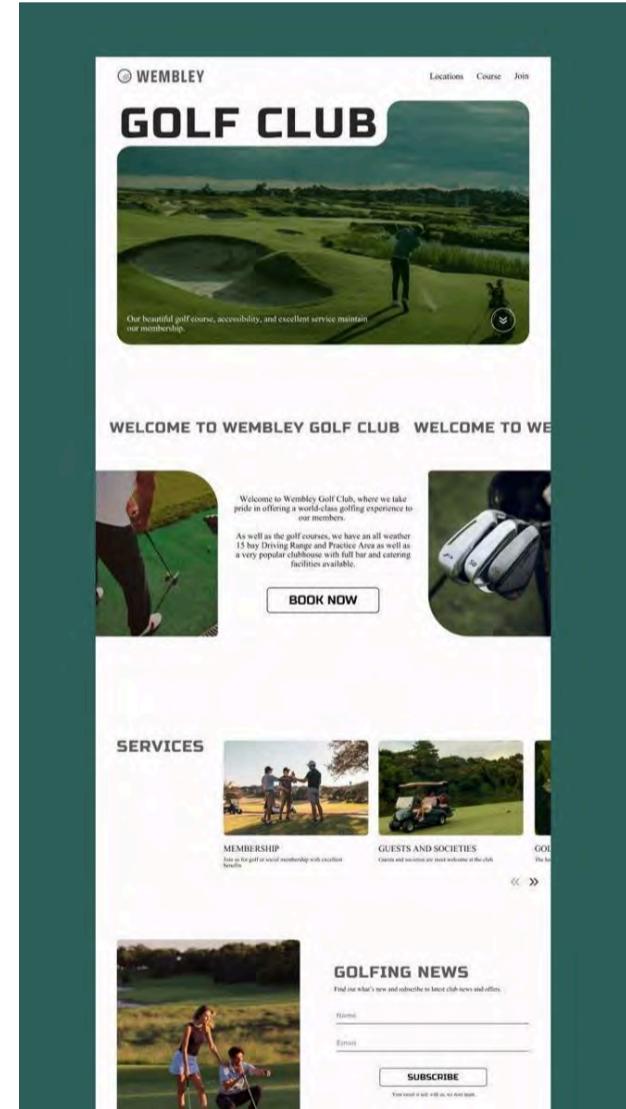
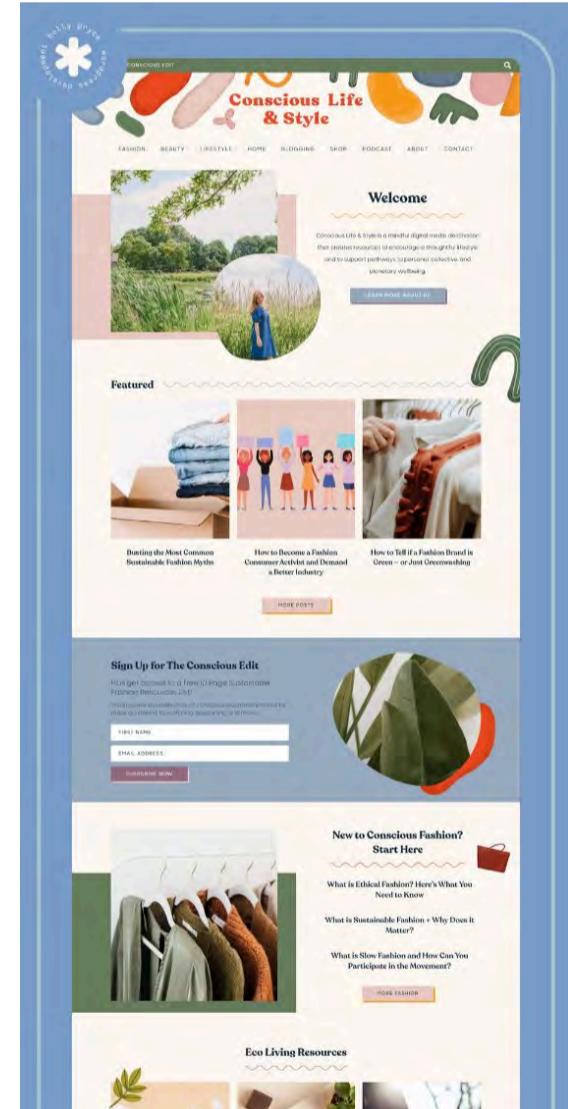
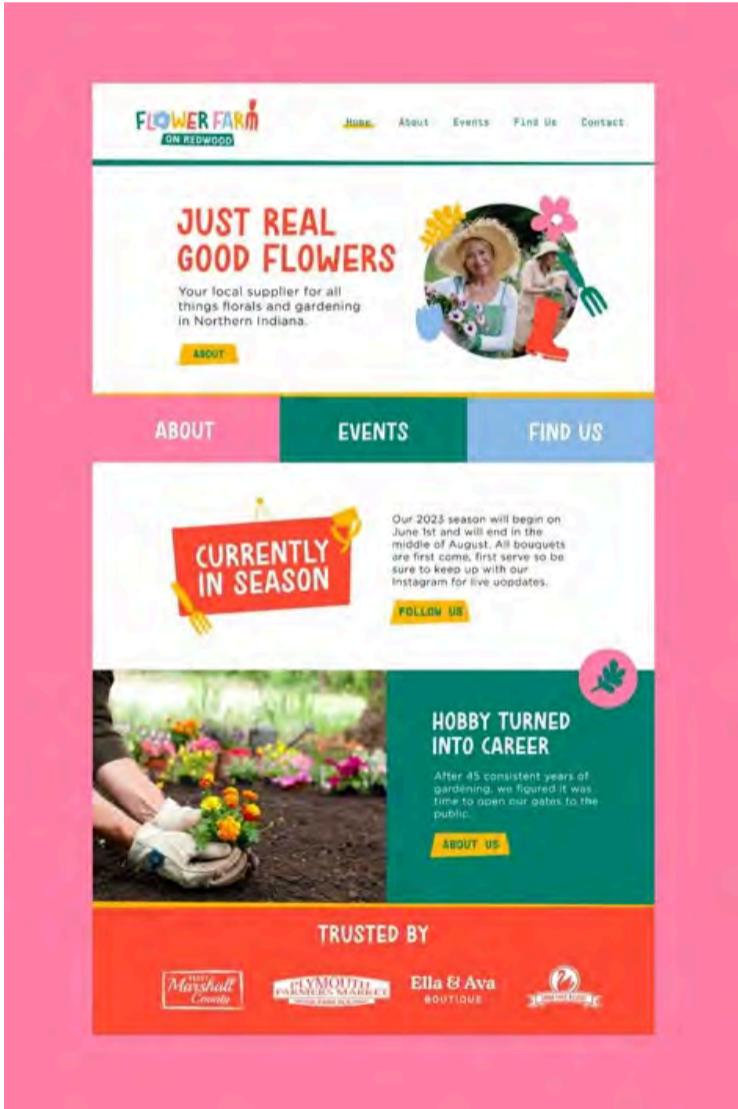
Simplify: Many components are repeated across the site making it confusing and disorienting, simplifying ensures a smooth user experience and happier clients

BRAND GOALS:

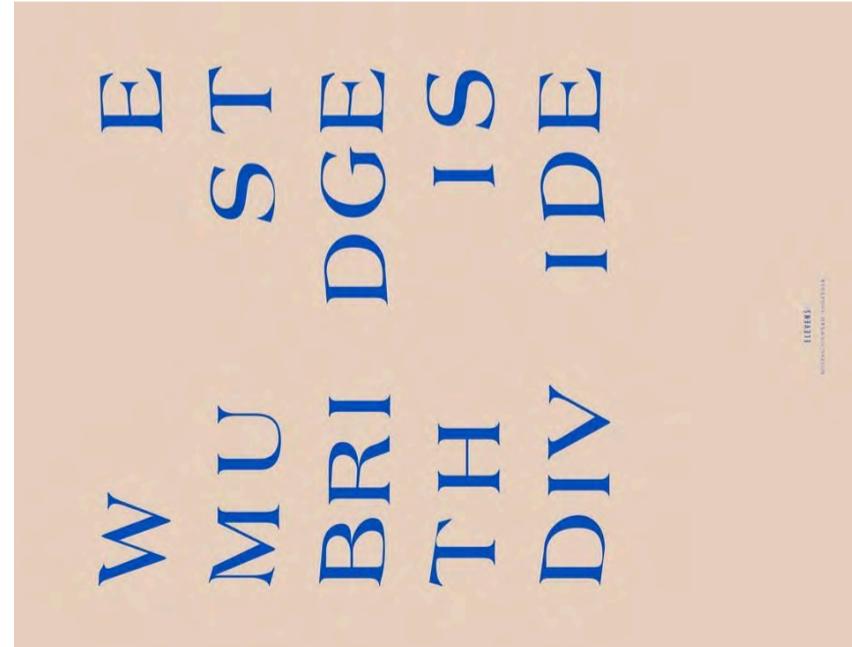
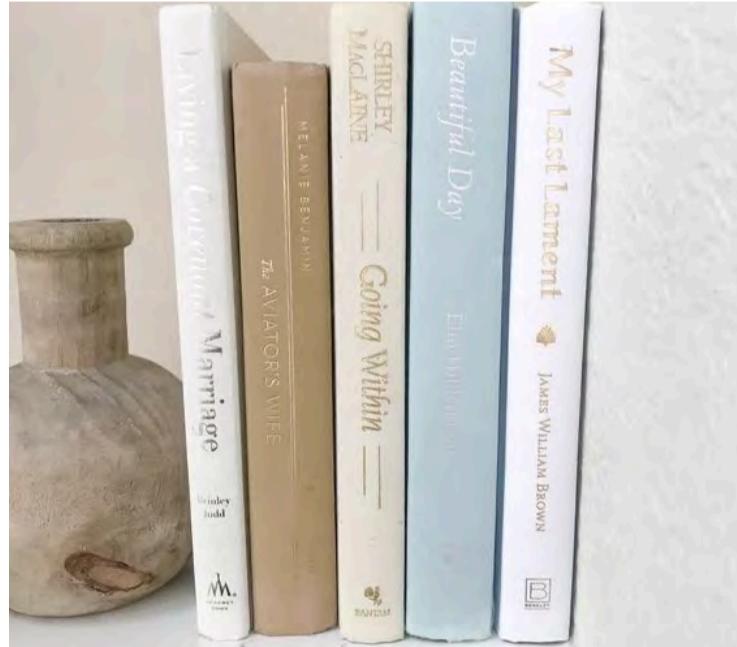
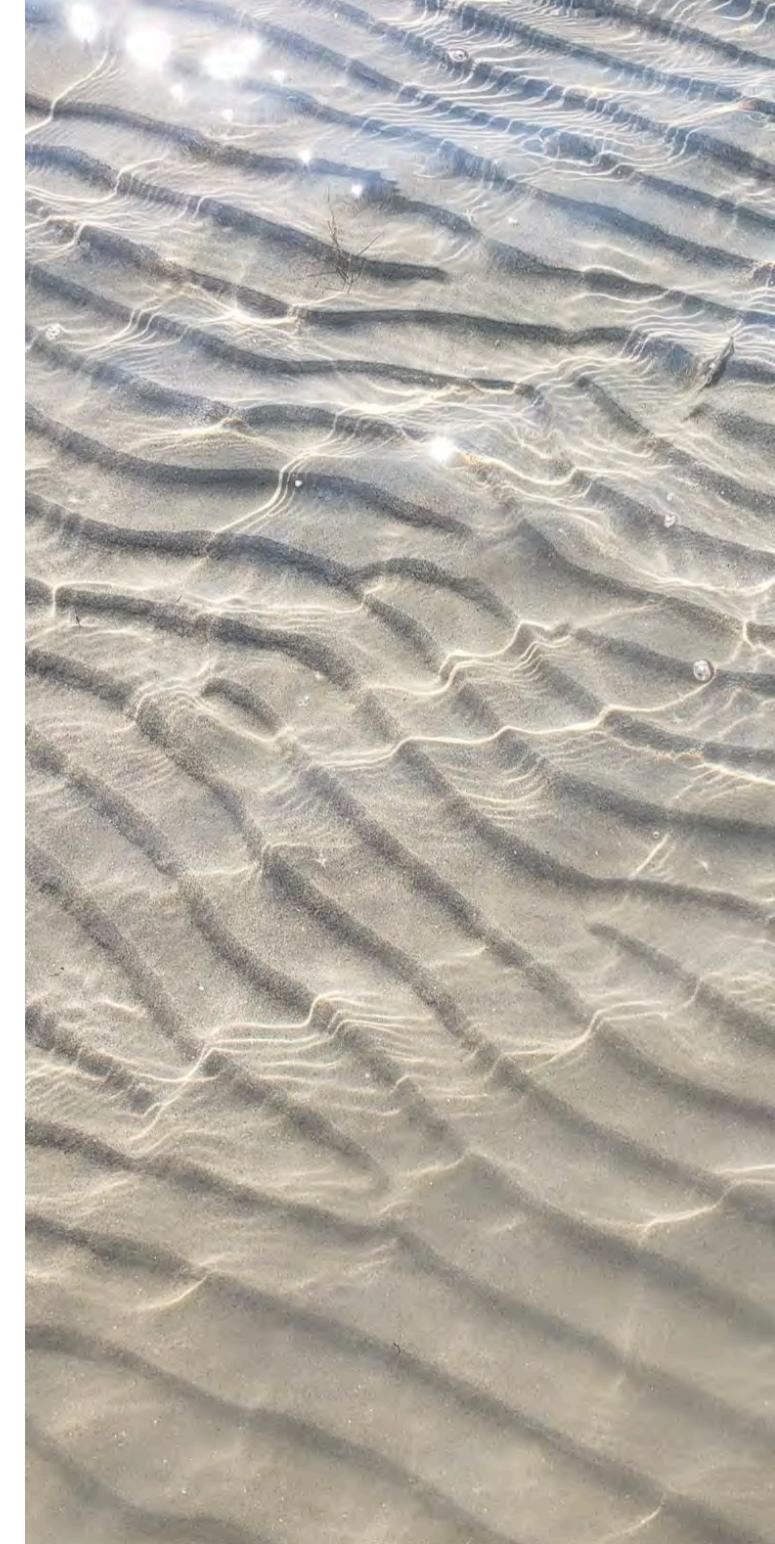
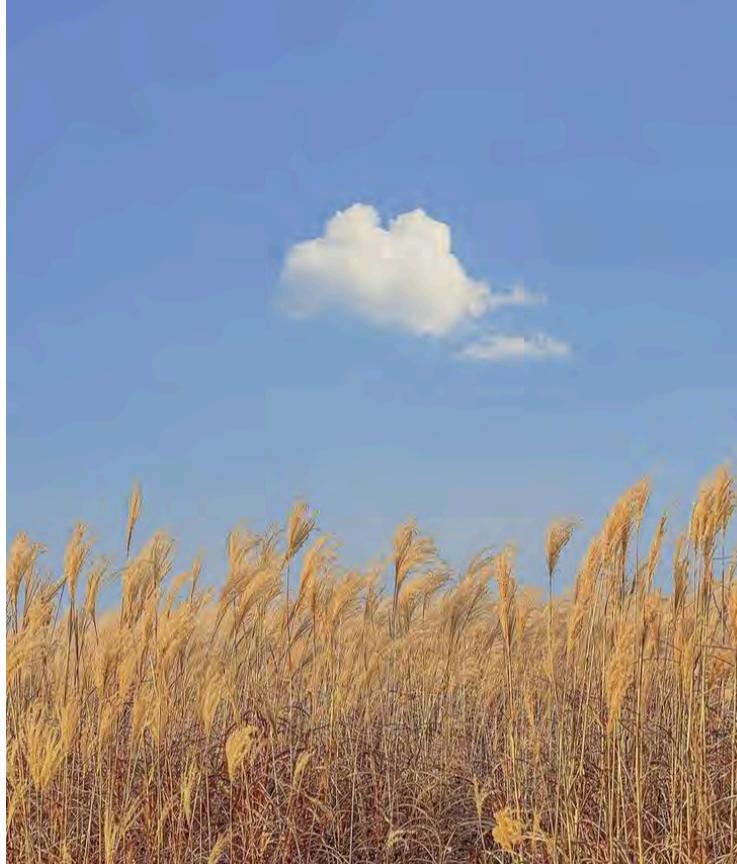
Revised Color Pallet: A more thought out color scheme will make the site more inviting and better represent the brand

Highlight Community: Photos of client base, employees, etc make for an inviting familiar feel

UI INSPIRATION



MOODBOARD

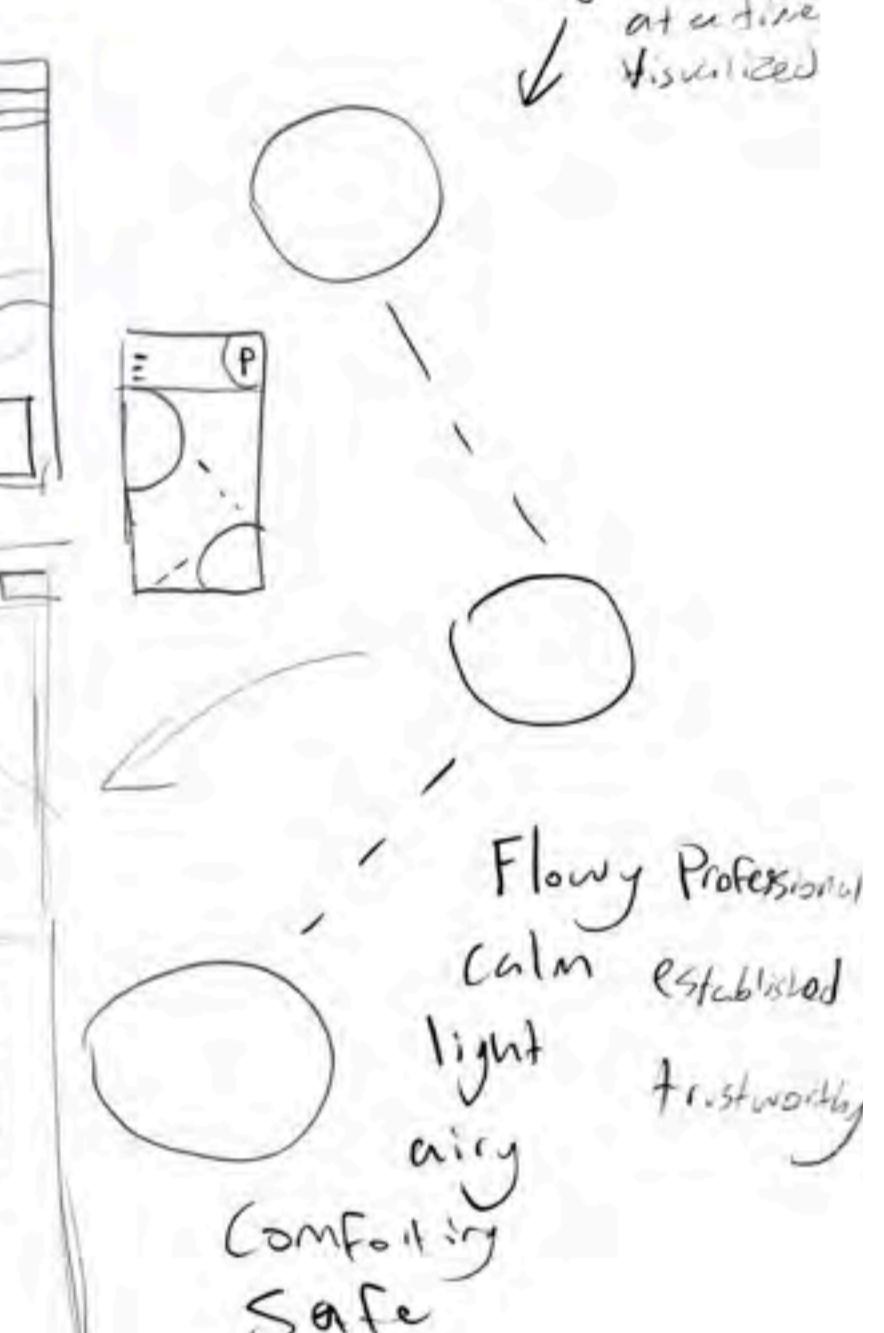
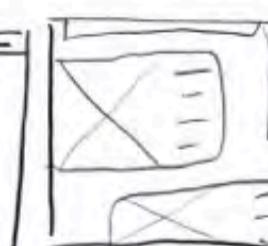
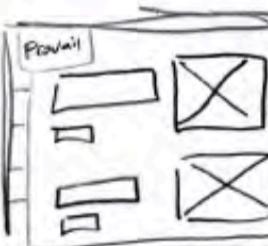


LOW-FI WIREFRAMES

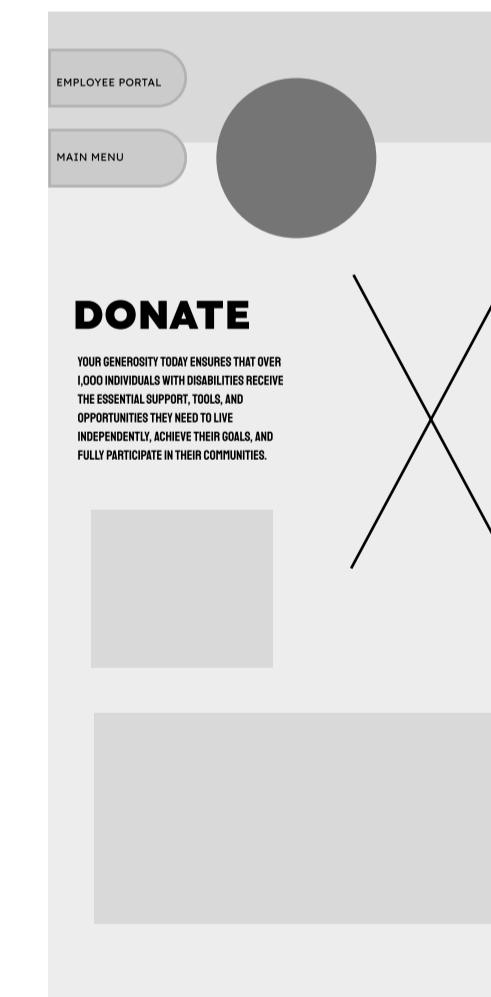
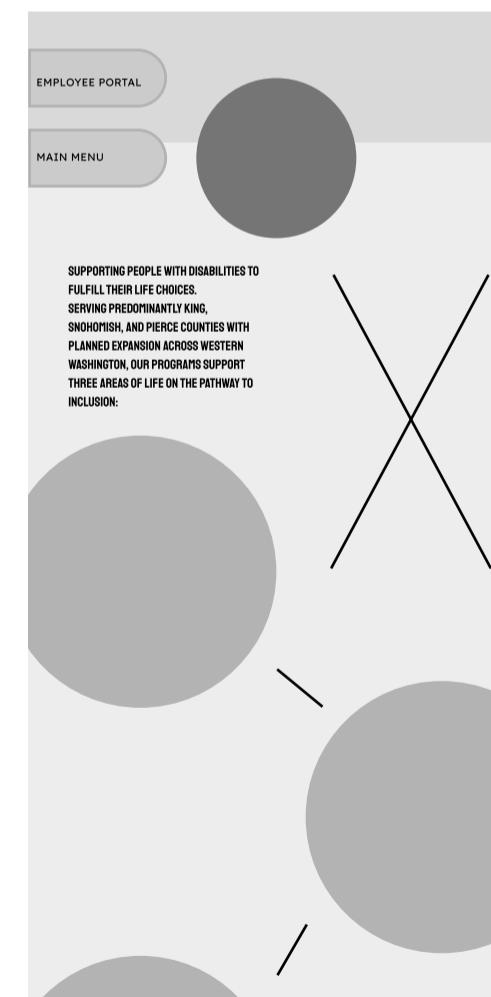
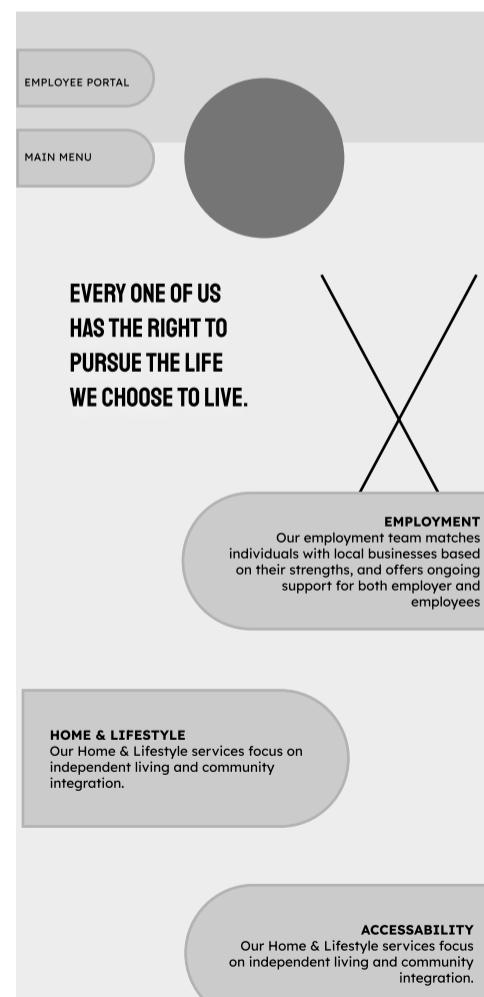
Website Sketches



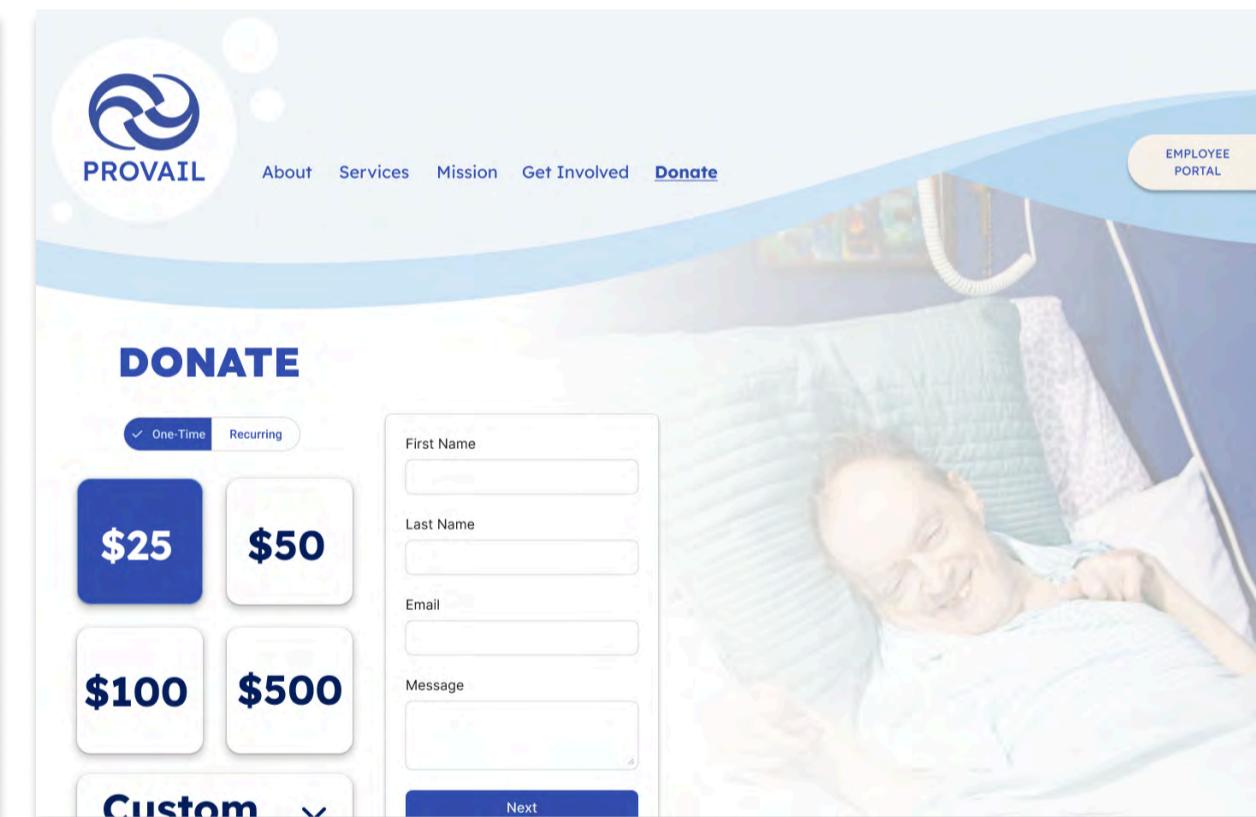
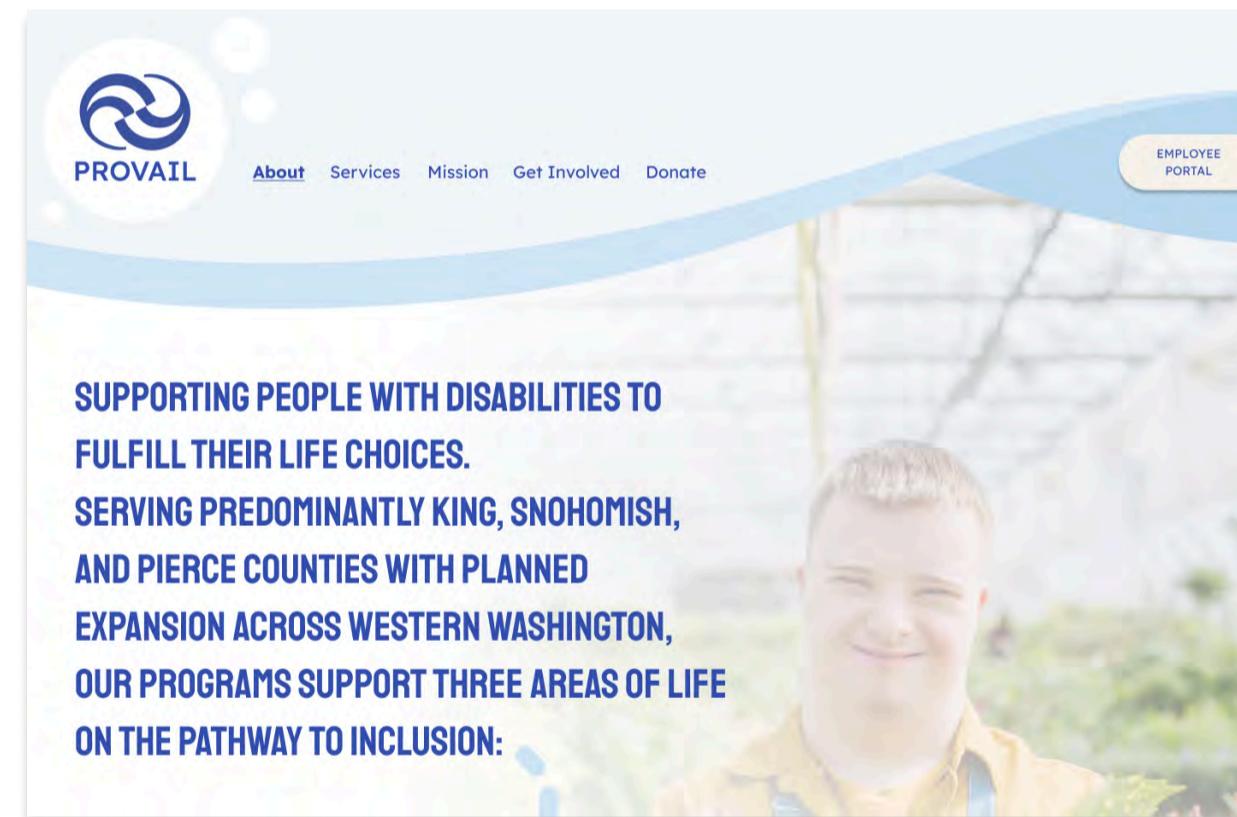
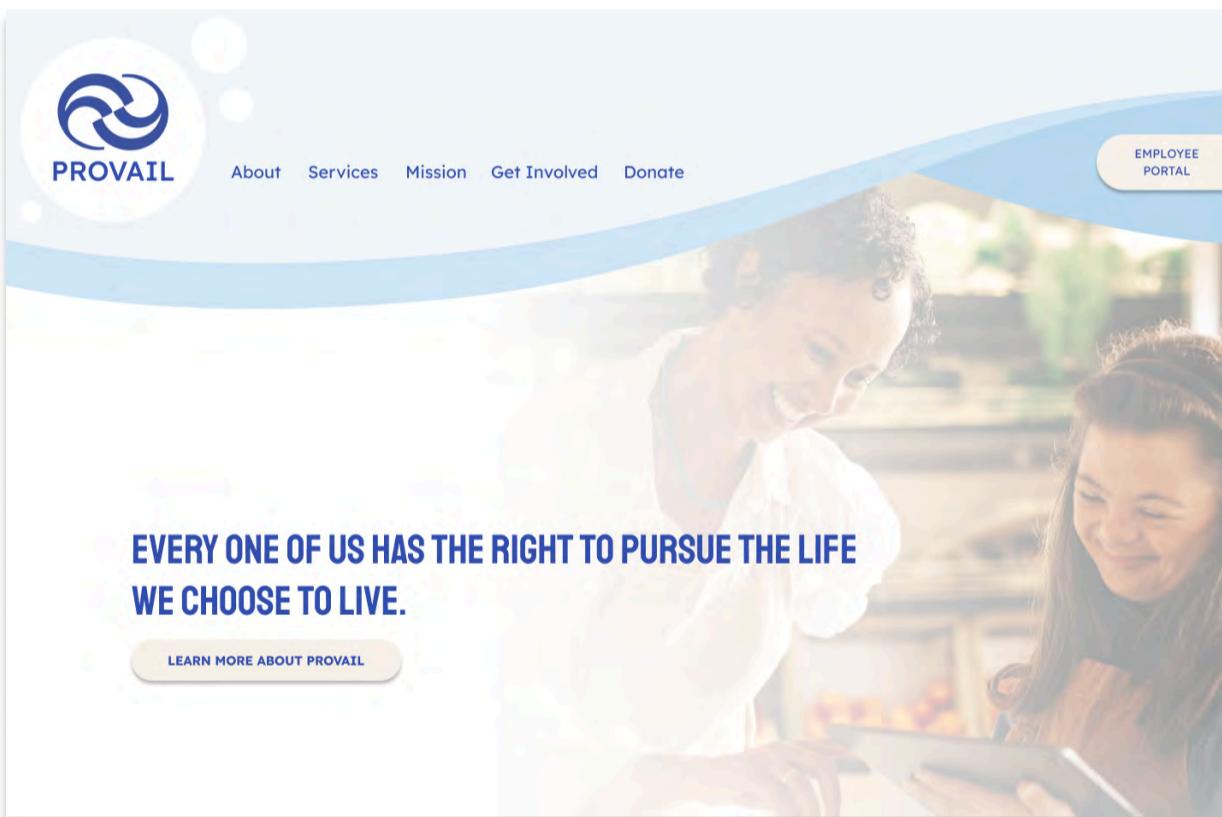
PROvail



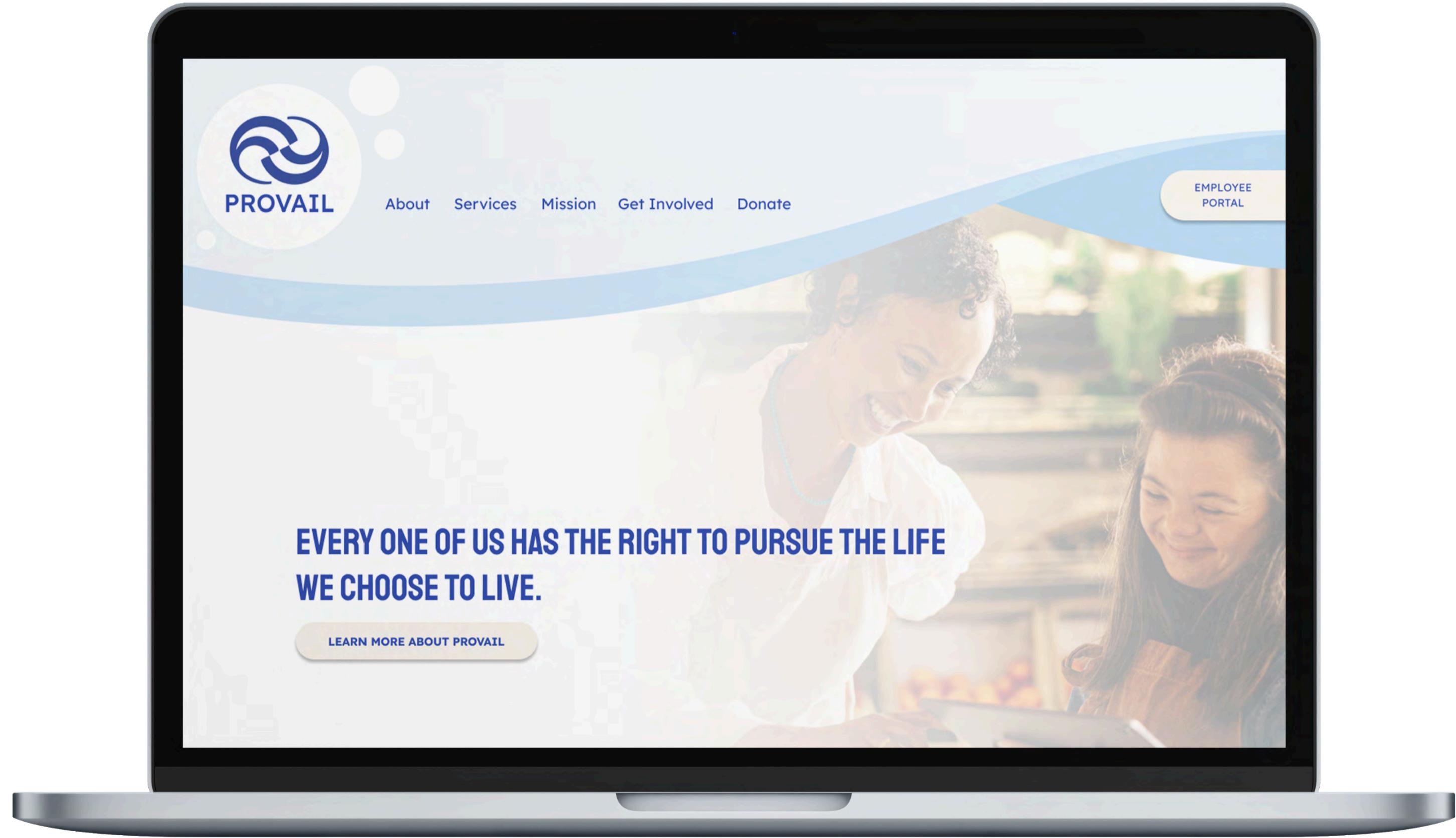
MID-FI WIREFRAMES



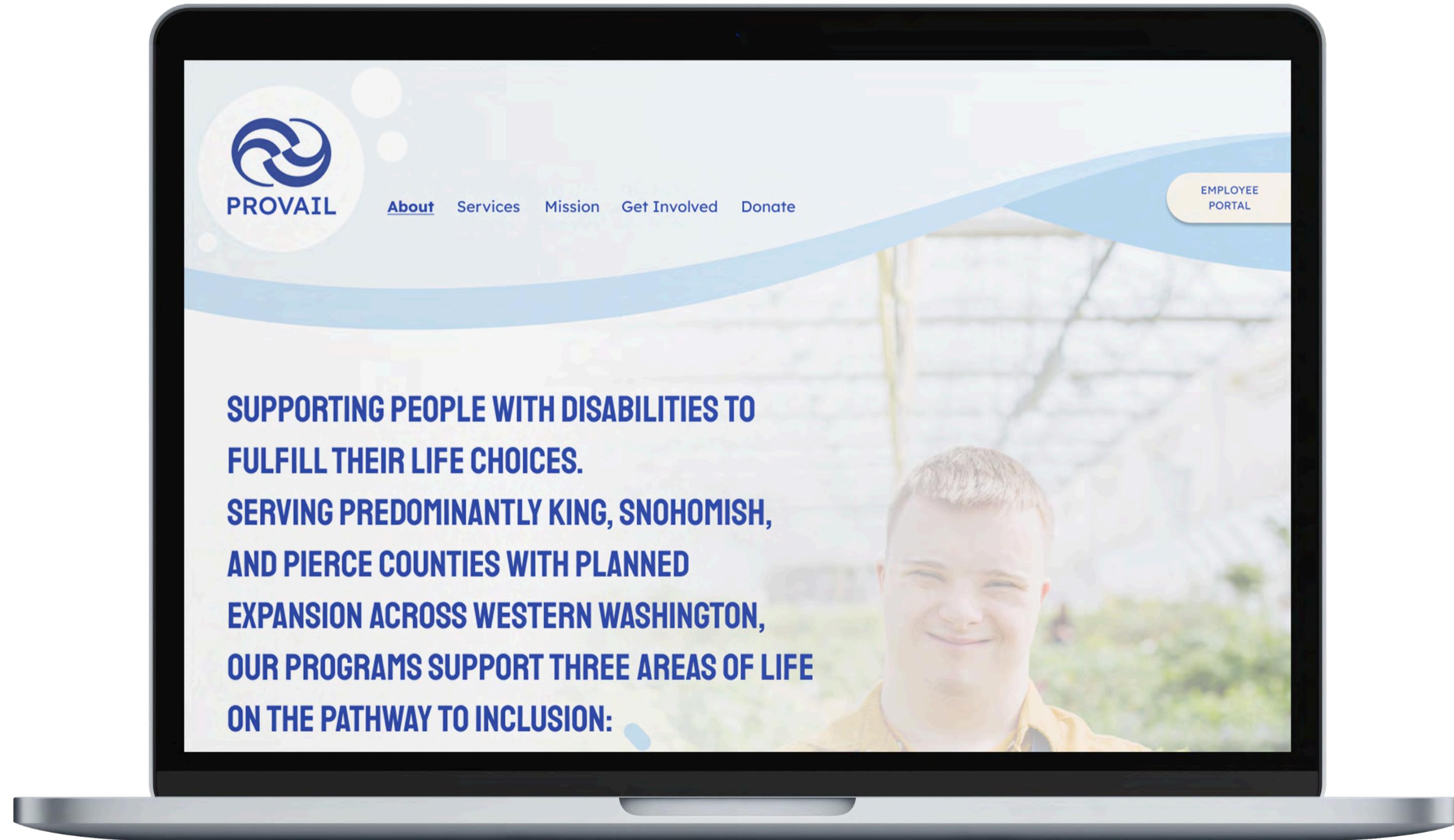
HI-FI WIREFRAMES



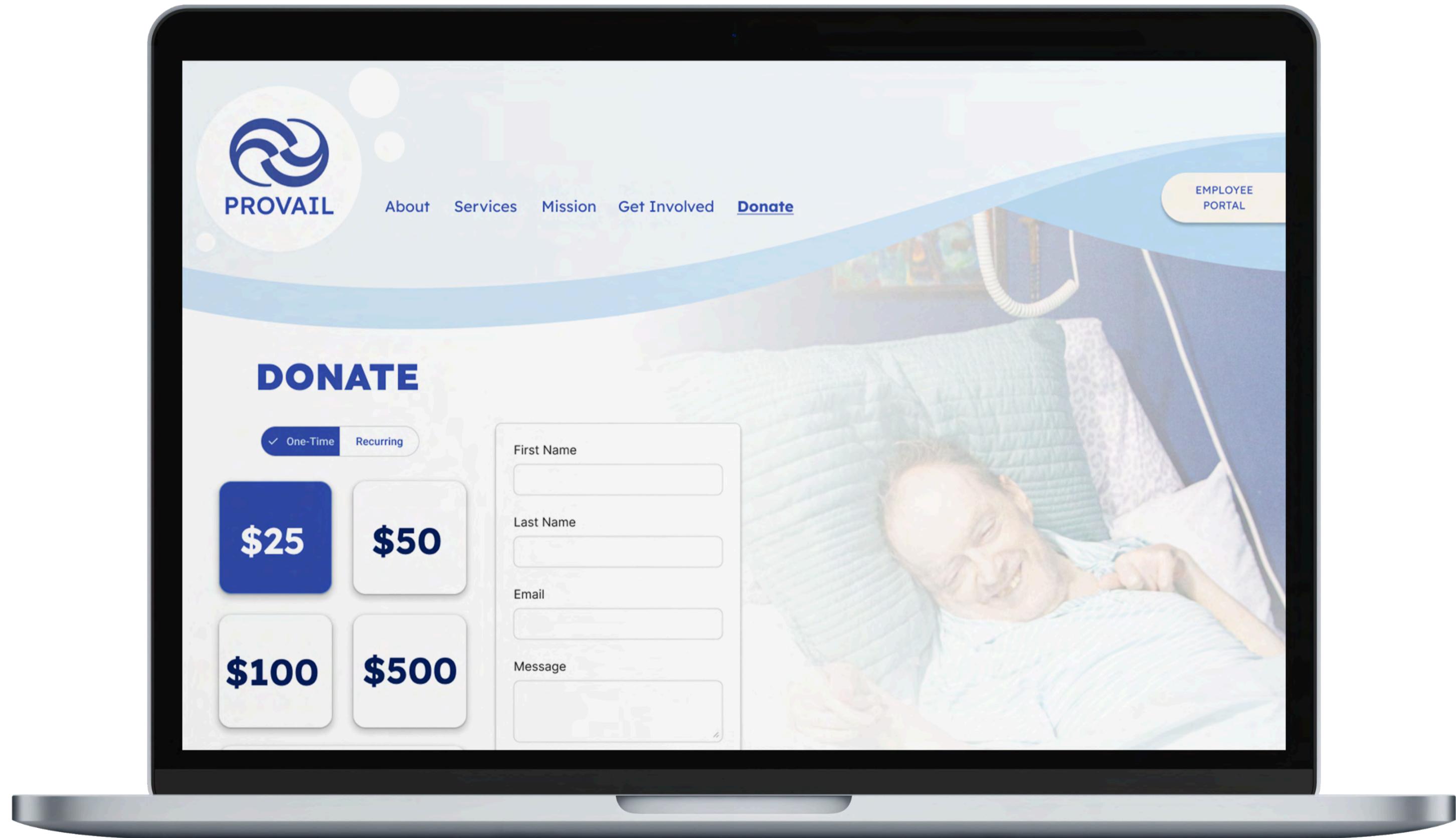
Final Screens: Home



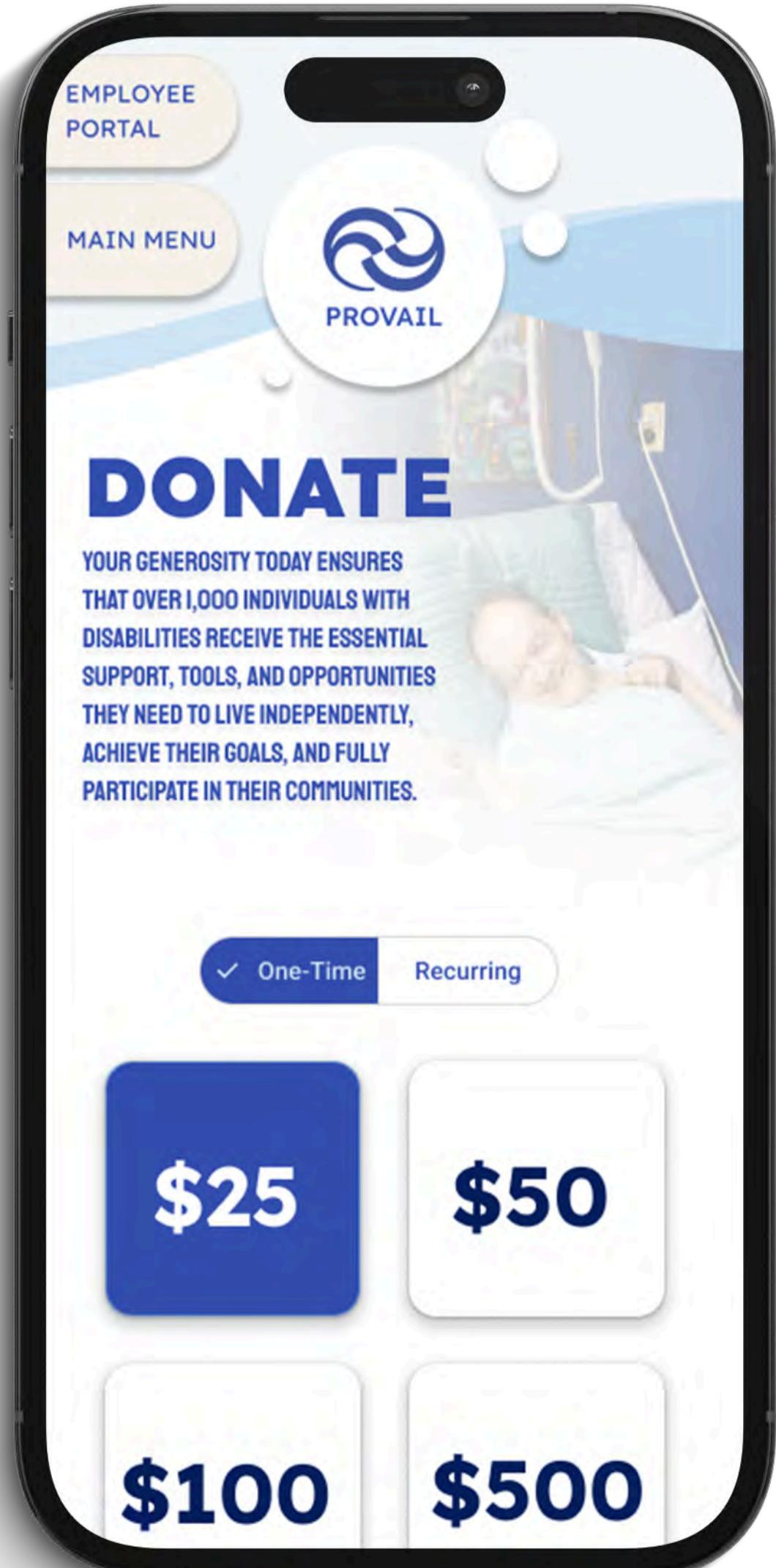
Final Screens: About



Final Screens: Donate



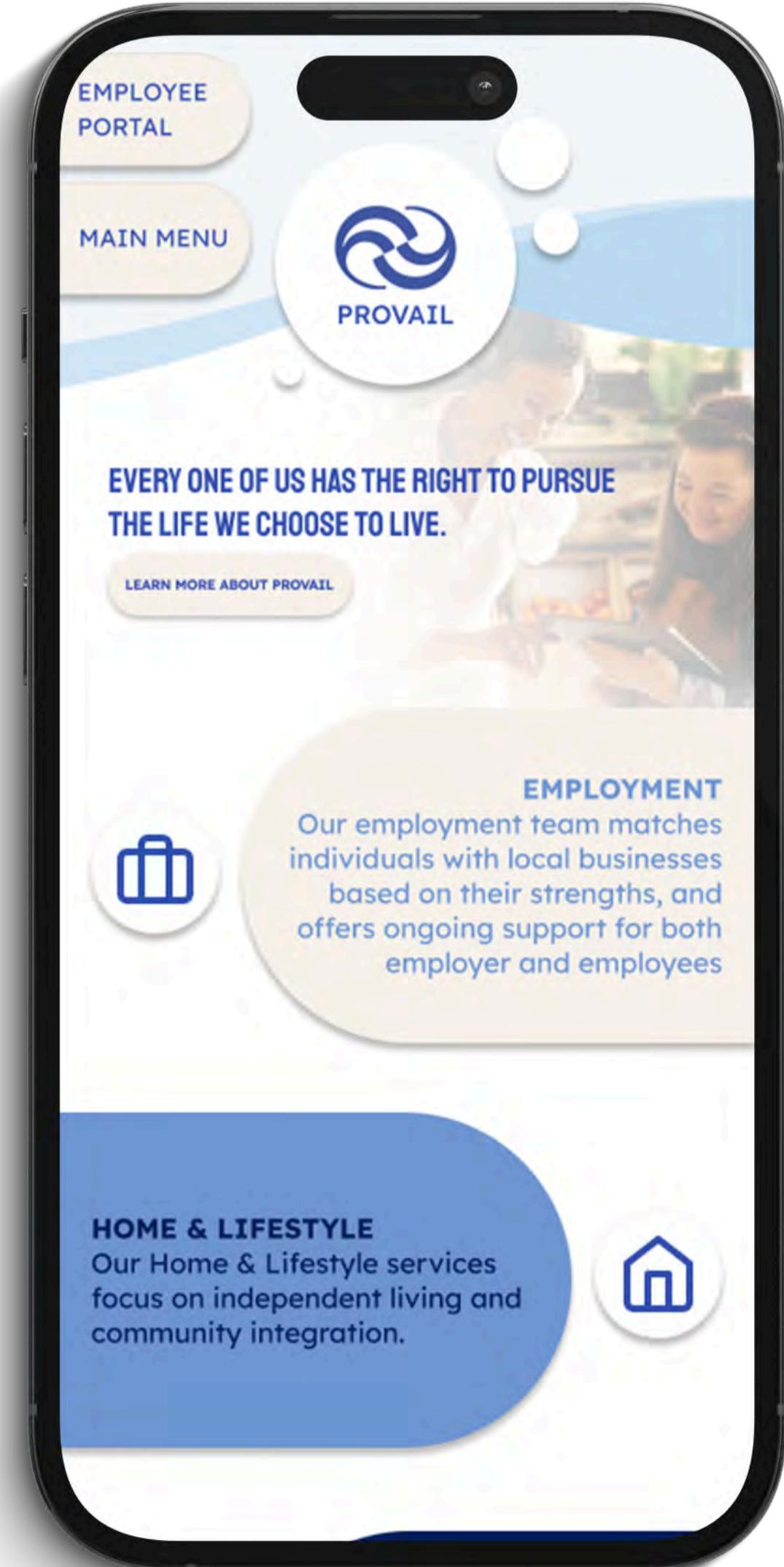
Final Screens: Home



Final Screens: About



Final Screens: Donate



Prototype Links

DESKTOP

<https://www.figma.com/proto/52P2f4iDyOPM6Ea317hQ77/Coding-website-prevail-redesign?node-id=17-214&p=f&t=R50WFGFphJaT3Shr-1&scaling=scale-down&content-scaling=fixed&page-id=1%3A2&starting-point-node-id=17%3A214>

MOBILE

<https://www.figma.com/proto/52P2f4iDyOPM6Ea317hQ77/Coding-website-prevail-redesign?node-id=57-41&p=f&t=SiHxrnOpTOOfRaal-1&scaling=scale-down&content-scaling=fixed&page-id=54%3A5&starting-point-node-id=57%3A41>



THANK YOU!