Bright Mind Enrichment and Schooling

ABOUT BRIGHT MIND:

Bright Mind offers resources to low-income and homeless youth and adults that are otherwise not easily accessible. This helps them gain the social, emotional and academic skills they need to be successful in their lives.

In addition, Bright Mind is composed of volunteers that help the organization operate. Volunteers are able to help with a variety of jobs, including leadership and management roles, web design, and video editing. Volunteers are able to gain experience that they can use and apply to a job or career.

USER OF WEBSITE:

The biggest user right now of Bright Mind's website are potential volunteers who want to help.

-Craig Kaufman, Executive Director of Bright Mind

One Volunteer - College Student

Angela is attending Jacksonville University in Jacksonville, Florida, majoring in nursing.

Frustration for High Tuition

She struggles a bit with paying her school tuition; she is currently looking for nurse pediatric nursing jobs that has decent pay.

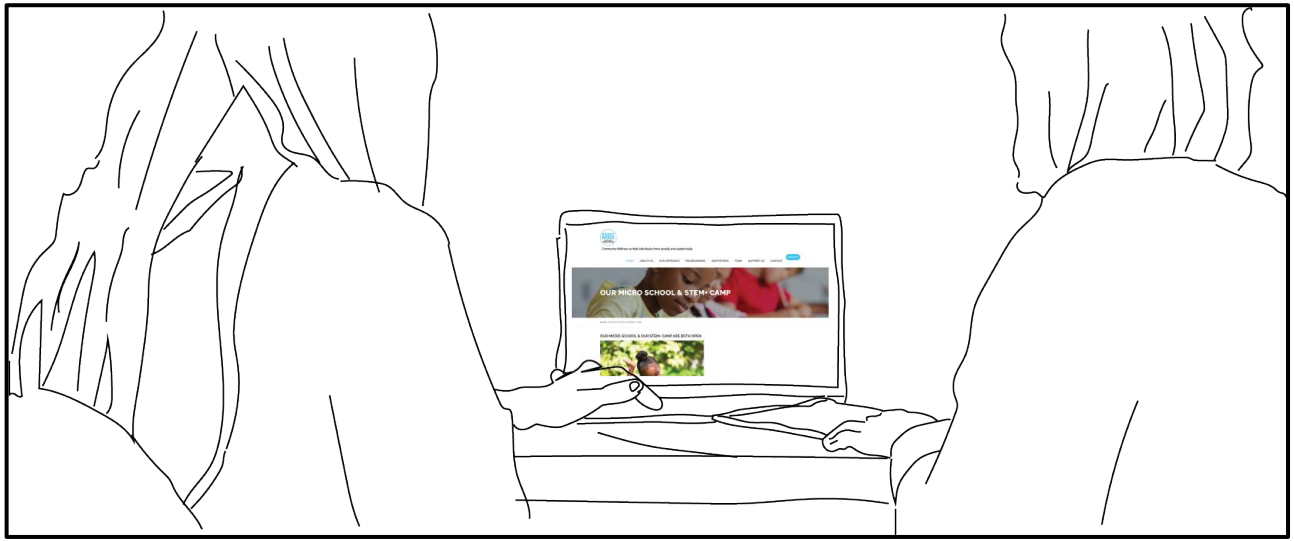
Bombing Job Interviews

Angela has trouble acing interviews because she does not have enough experience working with kids.

Finding Bright Mind Website

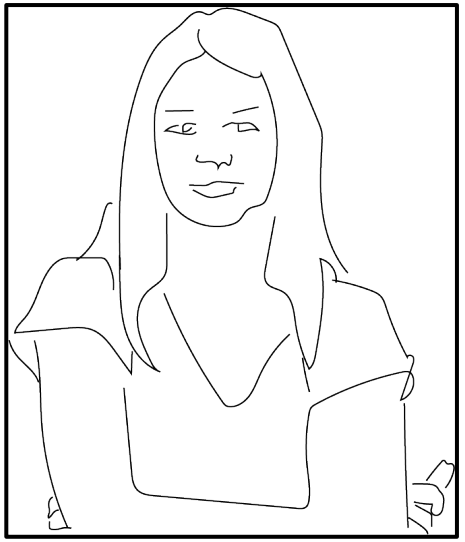
A friend of hers recommended that she checks out Bright Mind Enrichment and Schooling website.

Discovery of Micro School



Bright Mind has a micro-school and a Stem+ Camp that can help give her the experience she needs with helping children.

Volunteer at Bright Mind



Angela is now volunteering at Bright Mind's micro-school as a teacher gaining the experience she needs with children.

STYLE TILE:

UI STYLE TILE : Bright Mind Enrichment and Schooling

Date: June 1, 2021

UI STYLE DIRECTION

Bright Mind offers resources to low-income and homeless youth and adults that are otherwise not easily accessible. This helps them gain the social, emotional and academic skills they need to be successful in their lives.
Bright Mind website has a lot of alignment issues. My group wants to help them look more professional by fixing those things so they can attract more volunteers to their website.

UI Style Adjectives

Clean Technological
Simple Accessible Crisp

Typography

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam

Headline (Cantata One 33 pt)

Display: Josefin Slab
ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklm nopqrstuvwxyz 0123456789 (@#$%^&*())

Cantata One: Cantata One
ABCDEFGHIJKLMN OPQRSTUVWXYZA Áabcdefghijklmno pqrstuvwxyzáéíóú&12 3456789(0£€.,!?)

Body: Open Sans
ABCDEFGHIJKLMNOP QRSTUVWXYZÁÉÍÓÚ abcdefghijklmnopqrs tuvwxyzáéíóú&12345678 90¢£¥€(0£€.,!?)

Typography Body Copy

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren,

(Open Sans Reg 16 pt)

BRAND LOGOs and Color Palette

BRIGHT MIND COMMUNITY WELLNESS

STREET CARE

Button Styles

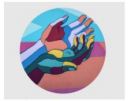
CONTACT US

Donate with Card

DONATE

Image Header

Graphic Patterns



Iconography

Well-Being
A holistic approach to help individuals focus and thrive in their communities

Tenacity
Inspiring individuals to achieve their goals

Curiosity
Through exploratory activities

Creativity
Incorporating the arts, solving problems in new and exciting ways

DEMOGRAPHICS:

“Street Care demographics tend to be older than college students; some tend to complement a full-time job or complement a part-time job, maybe 30s 40s. While Bright Mind aims for nursery school-age kids and kindergarten kids, their activities may include farm outreach activities to help kids who need special attention.” - Patrick Volunteer at Bright Mind

Survey: *https://forms.gle/Aja4Fyco7hajUcxo9*

VALUE PROPOSITION:

Improving Bright Mind Enrichment and Schooling website alignment would increase professionalism, catch new website user eyes,
and drive new users to the website.

Heuristic Evaluation: https://drive.google.com/file/d/1UahWk2YaHmGh_MWOdHIGAVdUZe9BZzx6/view?usp=sharing

PROTO-PERSONA:

Angela Brown

Age: 21
Gender: Female
Occupation: College Student
Location: Jacksonville, FL
Marital Status: Single
Archetype: The Jester

bio:
Angela is attending Jacksonville University in Jacksonville, Florida, majoring in nursing. She struggles a bit with paying her school tuition; she is currently looking for nurse pediatric nursing jobs that pay okay. Angela has trouble acing interviews because of not having enough experience with working with kids. A friend of hers recommends she checks out the Bright Mind Enrichment and Schooling website. They have a micro-school and a Stem+ Camp that are currently open in Jacksonville, Florida; they can help give her the experience she needs with helping children.

goals:
Angela's goal is to get a full-time job as a pediatric nurse and to pay her student loans off as soon as possible after graduation.

pain points:
Angela's pain point is getting a decent job that pays well because school tuition is horrible.

Empathy Map: https://miro.com/app/board/o9J_lEzqhFk=/

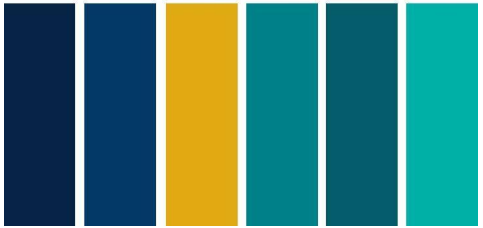
TESTIMONY FROM ONE VOLUNTEER:

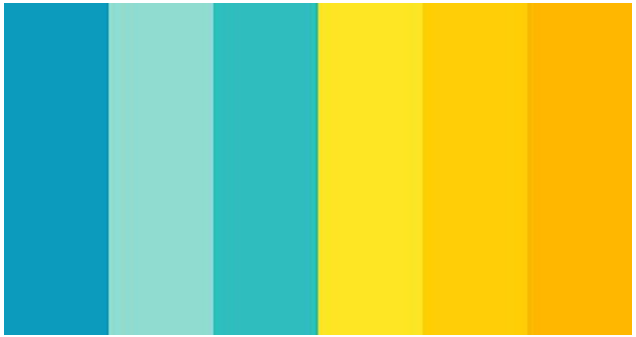
ONE USER A VOLUNTEER FOR THE NONPROFIT SAYS:

"I want to live up to the label of *Philanthropreneur* and I formed my production company this May for the purpose of helping those in need. Thanks to the opportunity from Bright Mind, I was able to secure commercial clients with the videos I created for Street Care and was able to donate over $1,000 of my revenue this year towards resources for Street Care. Plus I volunteered about 110 hours for Street Care and Bright Mind. I hope to help more as I grow my business."

—Ryan "Snacks" Miller, Street Care National Co-Spokesperson
(https://streetcare.us/testimonials/)

COLOR SCHEME:





INITIAL USER TESTING RESULTS:

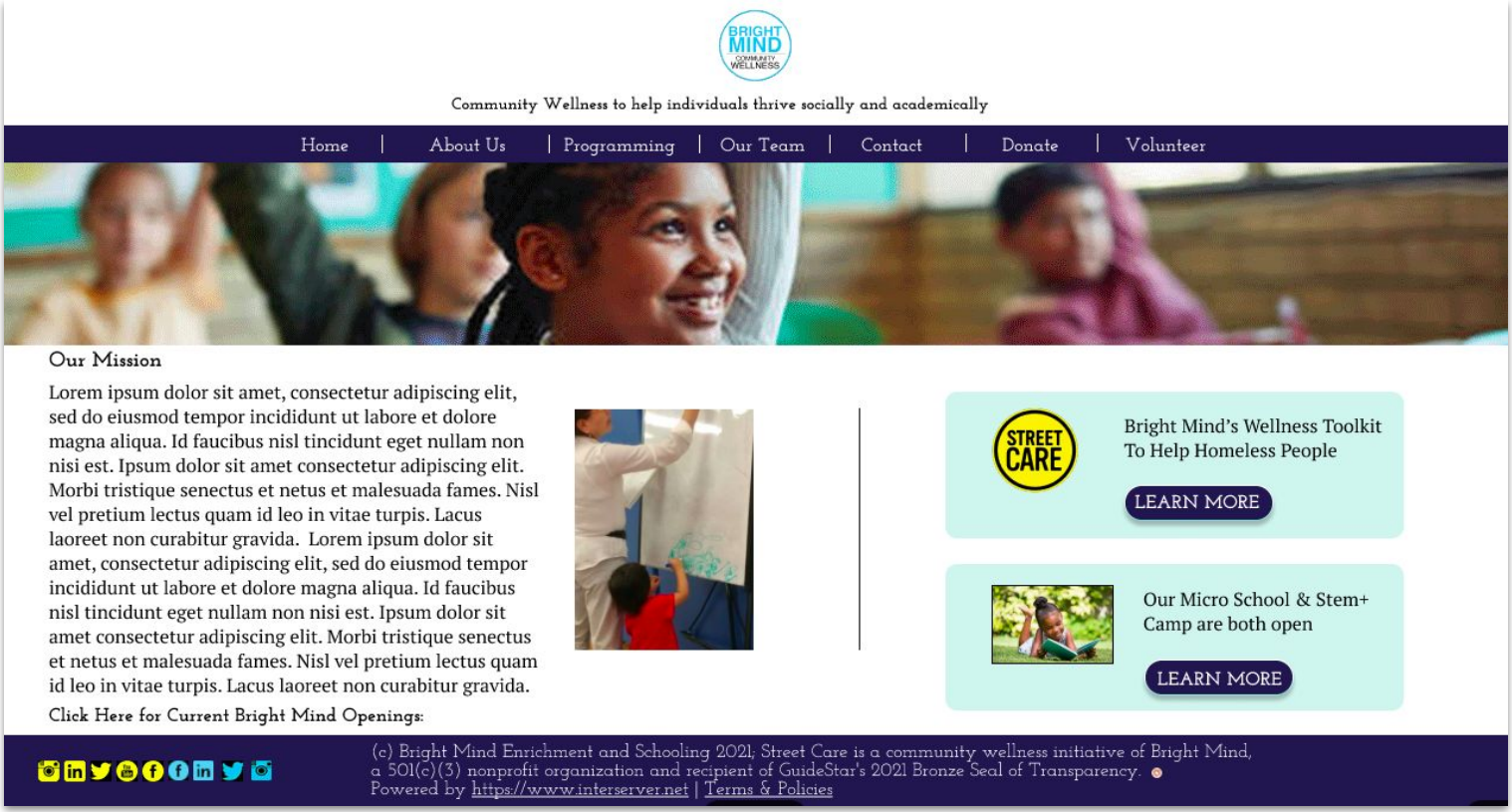
Navigation is unclear
- Interactions don’t take you where you expect to go

Inconsistencies with layout and grid

Social icons are confusing
- Street Care and Bright Mind have social icons on the Bright Mind website footer

Typography and hierarchy are not consistent

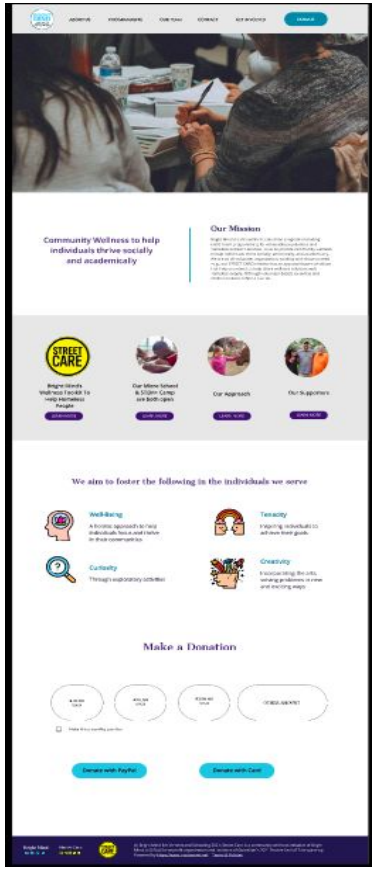
LO-FI PROTOTYPE:



Low-Fidelity Prototype:
https://www.figma.com/proto/O2QGzqZcNVBrGZSuhUozXH/mobile-Team-Bright-Mind?node-id=2%3A40&scaling=min-zoom&page-id=0%3A

ITERATING PROTOTYPE:

Homepage Iteration:



Our Team Iteration:

Our Team Bios Iteration:

About Us Iteration:

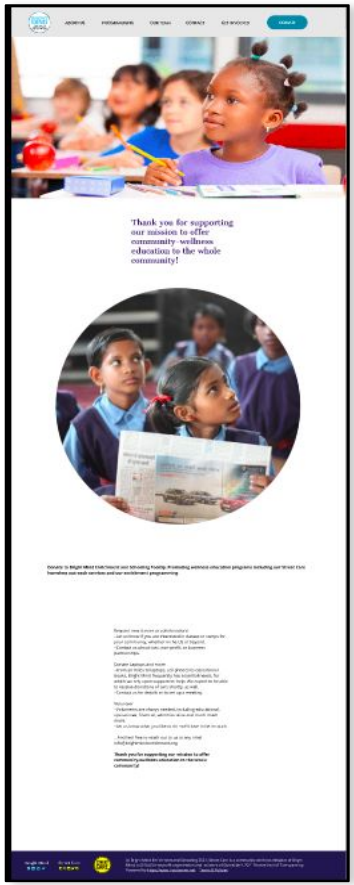
Question: Is there any part of our group projects layout design that could bring into the Bright Mind website that would be a great addition?

Answer: He likes how the user can hover over a section in the footer to get to the social media instead of an extensively long list on the footer and how every area divide; it seems more compact and easier to get to instead of scrolling down one page.

Patrick - Volunteer at Bright Mind

FINAL PROTOTYPE:

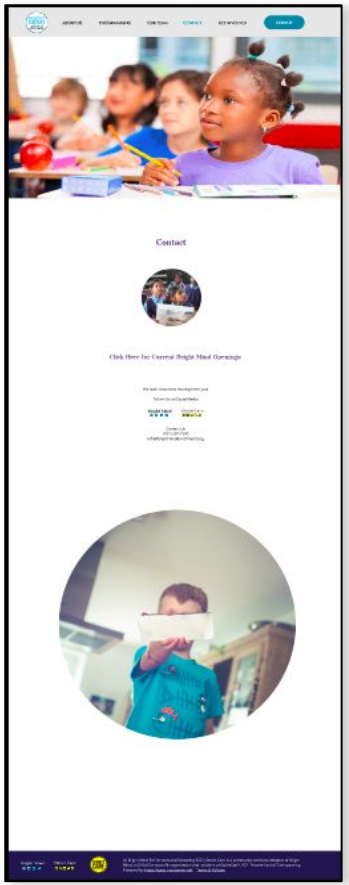
Thank You Page:



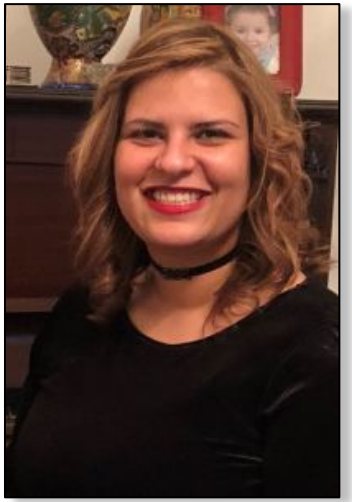
Programming Page:

Get Involved Page:

Contact Page:



USER PERSONA:



Susan

- Volunteer Graphic Designer at Bright Mind Enrichment and Schooling
- Experienced Freelance Graphic Designer

Eager to learn new things

Motivated to meet deadlines

Demographic

40 years-old

Consistent

Creative

deadline-oriented

Tenacious

Behavior Actions

Needs	Pain Points
Full-Time Job Needed as a Designer	Needs to feed 3 children

PROTOTYPE DESIGN LINKS:

Miro Link - Card Sorting/Site Map: https://miro.com/app/board/o9J_lEzqhFk=/

Lo-FI- Prototype Link:
https://www.figma.com/proto/O2QGzqZcNVBrGZSuhUozXH/mobile-Team-Bright-Mind?node-id=2%3A40&scaling=min-zoom&page-id=0%3A

Final Prototype:
https://www.figma.com/proto/BZrkk3He8m7U8qiOeKEkvH/Untitled?scaling=scale-down-width&page-id=0%3A1&node-id=54%3A107