

Website Redesign Proposal

Doris Goedeke Scholarship Foundation

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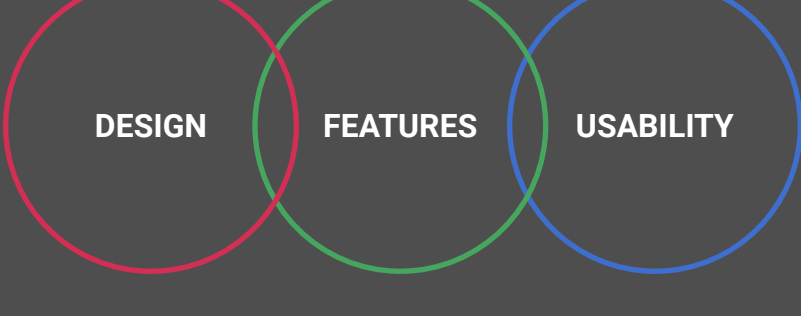
This document aims to highlight some of the changes I believe are necessary in order for DGSF to maintain a professional web appearance. The current design is aging and lacks a professional tone that would benefit DGSF, especially being a non-profit that relies heavily on public donations. Improving the visual design and functionality could increase incoming donations, and therefore provide financial assistance for more students.

Does design really matter?

Absolutely! The products, services, and tools we use daily are carefully designed to create an experience we can enjoy or are attracted to; websites are no different. A user enjoying the experience they have on a website can make them more likely to continue using the service, or in the case of DGSF, make donations or at least feel more confident about their donations. As a non-profit, it is clear that DGSF's purpose is not to be profitable, but rather to help improve the educational experiences young Hispanic youth have access to. We want to ensure that the people who visit the DGSF website feel that the organization is trustworthy, legitimate, and reliable. Think of design as a rhetorical technique, in which you can convey your purpose and identity without many words. Good design has the ability to convey those qualities, while bad design has the potential to deter applicants and donations. I believe the current DGSF leans into the "bad design" category, in part because in the context of 2017 it does not look professional, and offers minimal functionality.

I've grown as designer and programmer, through my passion projects and formal education in relevant subject matter. My goal is to transform the DGSF website into one that makes it easy for applicants to apply online, and for donors to feel confident about the organization's integrity and their donations.

How can the website be improved?



- Design a more appealing and professional interface.
- Add useful features such as a digital application form.
- Increase usability such as the a spanish translation toggle.

The New Design

- Major design changes
- New feature
- Improved usability

New Logo
Sleek, modern, & minimal

Bold Header
A large image with a statistic is a good way to draw people in

Apply or Donate
Quickly access the application form or the PayPal interface for donations

See winners
Click through a list of previous recipients, with the ordered from most recent to oldest

Founder Info
Read about the founders and the organization's story

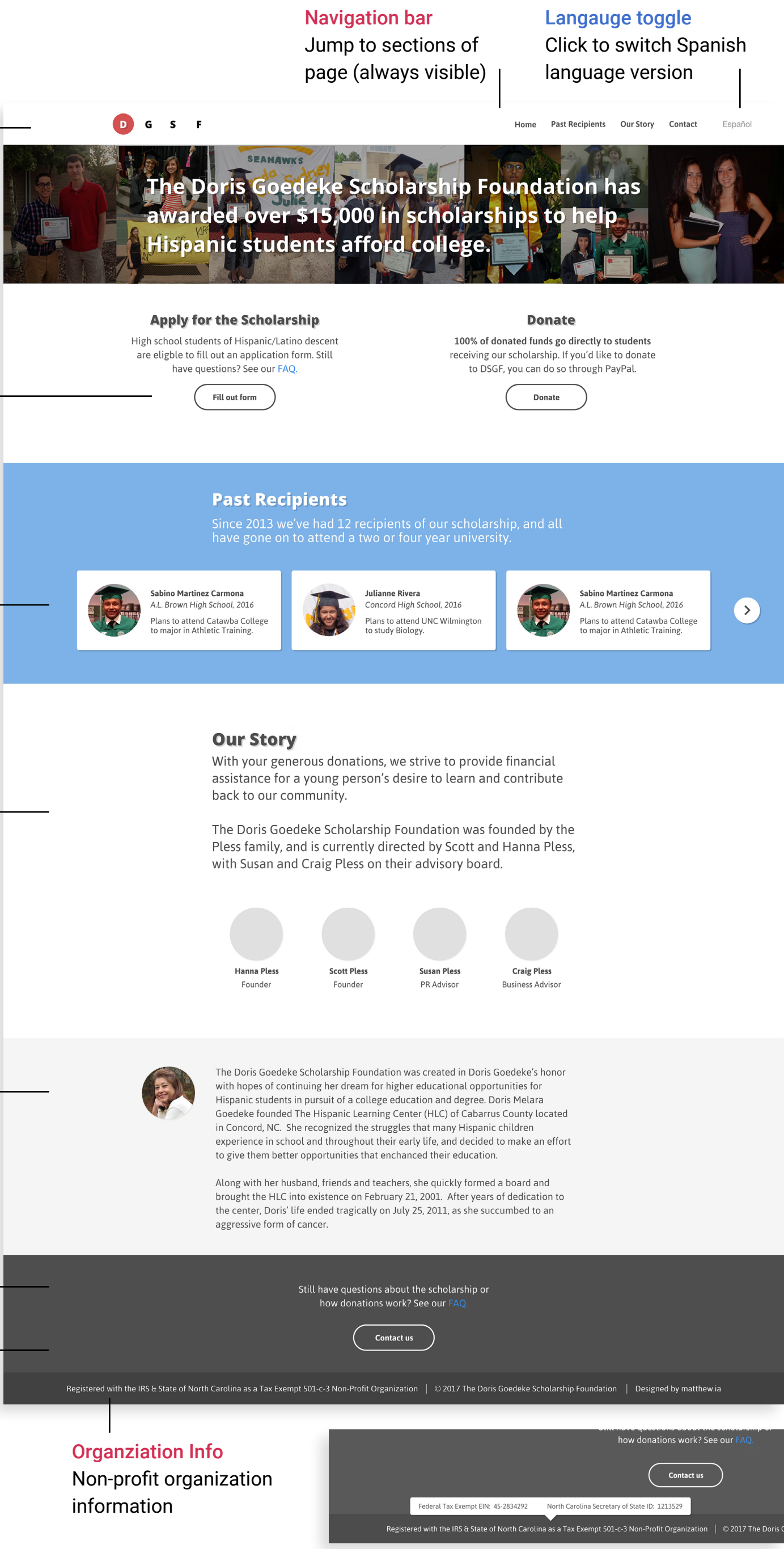
Doris Goedeke Note
Read about Doris and her aspirations and accomplishments

Link to FAQ
Frequently asked questions page that can help users get help quick

Contact
A button to access a contact form that would automatically send an email to the DGSF email account

Organization Info
Non-profit organization information

On hover or click, a small dialog box will appear with additional important info



Style Guide

New fonts for the headers and body text to improve readability.

A simple rebranded logo that takes some inspiration from the original, but is cohesive with the rest of the website's design. Incohesive design elements can be distracting, or take away from the message that is being conveyed.

Buttons for actions, such as making a donation or applying online. When the user hovers a button, the raised effect is removed, emulating the idea of pressing a button, further suggesting an action is available.

Open Sans Extrabold

Header

Asap Regular

Body

