Martina Diaz

ThursdayJun 13 at 6:36am
Manage Discussion Entry

- **Introduction -** For my final project, I decided to create a website for a non-profit organization that my sisters and I created called Team Koka. Currently, we use social media as our only platform to inform people in our island community of what Team Koka is and the different events we host throughout the year. I wanted to find other non-profit organization websites so I could see the type of information they included on their sites. This gave me a better idea of the type of information I could include on mine. The first website I chose is https://www.autismspeaks.org/ (Links to an external site.)Links to an external site. and the second website I chose is https://www.rmhc.org/ (Links to an external site.)Links to an external site. (the website for the Ronald McDonald House Charities.
- **Similiarities -** Both websites use blue (a cool color) and a white background. They both use lots of visuals. The pictures are clear and defined. The pictures are of families and/or children. The "donate" buttons are both located on the right side of the home page. Both websites are fairly easy to navigate through. They have the same sub-sections: About Us, Events, How to Get Involve, How to Donate, Contact Information, How to Get More Information, etc.
- **Differences -** When you first open the AS website, a picture of a man is the first thing you see, along with a headline. This is the first thing that caught my eye. On the RMHC website, you see a picture of the family, with the RMHC logo (this is the first thing that caught my eye. There is a button that you can click on to donate to the organization. The tabs for AS website are at the top of the page, and for RMHC, they are located towards the middle of the page. The length of the initial AS page is somewhat lengthy, with many pictures and links to other parts of the website. The RMHC home page is shorter and uses more visuals, animations, and pictures.

- **Identification of the strengths and weaknesses of each site.**
- Autism Speaks
  - o Strengths - The website uses lots of visuals with pictures that are clear and defined. The designer used colors (blue and white) to divide the home page into sections, making it easier to see where they start and end. When you mouse over the tabs on the top, you get other sub-sections, making it easy to navigate. All the links work well. When you go to other sub-sections, you are able to go back to the homepage. The sub-sub-sections are divided into categories making them very user-friendly.
  - o Weaknesses - The home page is somewhat lengthy, and you have to scroll to get other information. There is a great inspirational quote located at the bottom of the page, which would look better on the very top. The tabs at the top of the page make it look like every other website. There are two sections for tabs, which may be confusing for some users.
- RMHC -
  - o Strengths - The home page is short so users won't have to scroll so much to get to the information. The main tabs are located in the middle of the page, but when you scroll past the navigation link, it automatically goes to the top of the page. There's a blue and white graphic in the middle of the page that catches your attention. This graphic provides information and is a useful way to let users know what they do without writing it out in

detail. The "donate" button follows you alongside the page as you scroll. There is a search button on the homepage.

- o Weaknesses - Because there are some slideshows within the site, it does take longer to load than the AS website. The navigation link seems sensitive so its easy to move away from the tabs you want.
- **Use Cases** - People in our community could use our website to get information on our organization (who we are, what we do, community events, donors and sponsors). Many times we get questions about whether or not we are a 501 3c non-profit, and this would be a great website for us to refer people to. The second use case would be to get involve by contacting us. We would have that information readily available on the website.

 Reply Reply to Comment

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Collapse SubdiscussionAmy Baker

Amy Baker

ThursdayJun 13 at 4:31pm

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Hi Martina!

I am very interested in your project. My son is in a non-profit sports organization and I have recently taken over as their webmaster, so have been muddling through making improvements to their website!

I, too, think the images you see when first arriving on each of the websites are very eye-catching. Even though I know autism touches the lives of many that vary in age, I wonder why they chose that picture as the first thing people see. I really like the way RMH did theirs - a slideshow with a variety of pictures to spark interest. I think the AS site could improve by changing their picture or making it a slideshow or collage - to show the faces of autism.

I also agree that the homepage should be more of a "landing spot" and not something you have to navigate around too much. It should really be a brief introduction to let you know where you have landed, and then you would use the tabs to go from there. I like the simplicity of the RMH homepage much better.

On the AS site, I like that the tabs are right at the top. On the RMH homepage, you have to scroll down. Although that's not hard to do, I think in a website you want to make it as easy as possible for your visitors to navigate so they stay as long as possible and don't get frustrated.

Since these sites are for non-profit organizations and rely on donations, I really like that the "donate" button stays put non matter where you go on either site. This is something I will consider for our non-profit page.

I can't wait to see what you come up with and will look forward to your ideas in hopes I can borrow some of them as well! This is a wonderful idea! I hope it gets you lots more traffic to your organization!

 Reply Reply to Comment

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Collapse SubdiscussionSarah Mead

Sarah Mead

ThursdayJun 13 at 7:25pm

Manage Discussion Entry

Hi Martina!

I think this is an awesome idea! I can't wait to see your finished website.

As I looked at the two sites, I immediately noticed the similarities in the visual aspects of each site. They both use blue, white and grey to keep the site pleasing to the eye. They also both use many pictures. The "donate" button is in the top right corner on both sites as well. You can tell this is a priority to both organizations. The websites are organized and easy to navigate.

The one difference that jumped out at me was the RMCH slide show in the middle/bottom portion of the page. This was disruptive and made it more distracting when navigating. The AS site's homepage was much longer than RMCH and I had to scroll down to get more information. It makes you wonder if some users might miss important information if there is too much scrolling.

After evaluating my two websites and looking at others with a critical eye, I've realized the importance of keeping the homepage simple and easy to navigate. The tabs with sub categories make it easy on the user.

Gook luck on your site!

Sarah

Edited by [Sarah Mead](#) on Jun 13 at 7:40pm