

Comprehensive Creative Technologies Project: Digital Transformation: Bridging Gaps For Local Charities

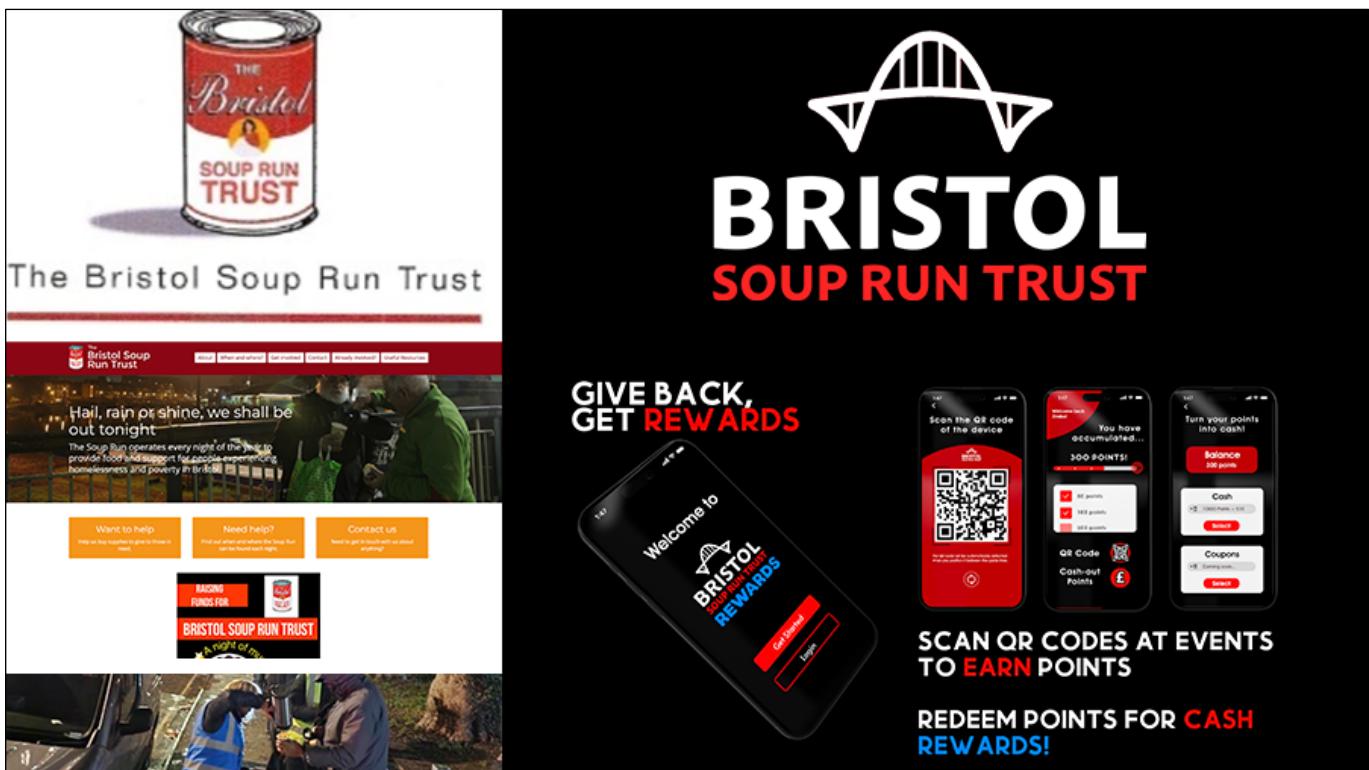
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Abstract

The project aims to rebrand a digitally outdated local charity in Bristol to better engage and connect with the student demographic through a modern, user-centric website and mobile app design. By conducting user research and leveraging UX/UI principles, the aim is to create a fresh identity that resonates with students' values and preferences, ultimately increasing their involvement with the charity's social causes.

Keywords: Modern Identity, User Experience, User Interface, Figma, HTML, CSS, JavaScript

How to access the project

Website:

<https://mikeyj100.github.io/BSRT/>

Mobile App Prototype:

<https://www.figma.com/proto/d5dMnG7z4SseS5p1yZQZRa/BSR-APP?type=design&node-id=502-19981&t=CWZpKYbpCH4jv84G-1&scaling=scale-down&page-id=502%3A19909&starting-point-node-id=502%3A19981&mode=design>

1. Introduction

This project explores revamping a local charity in Bristol aiming to attract more students. Understanding the impact of changes and the use of psychology in design to use these advancements to boost engagement and achieve measurable outcomes.

Being a designer who enjoys creating visually appealing elements there was excitement regarding this project. The interest went beyond aesthetics; there is opportunities in connecting with students, as they're known for their enthusiasm for social causes and willingness to volunteer.

By conducting user research and seeking feedback from students directly there is an aim to develop a new identity that resonated with their values and preferences. By building a bridge between the charity and the influential student community there is a future where increased awareness, volunteer opportunities, fundraising efforts and partnerships with universities would come together to rejuvenate the organisations mission.

While emphasising building relationships with students there is an understanding of the importance of maintaining support, from the charity's existing non student supporters.

It is important that the structure of a new website and a mobile application needs to establish uniform branding whilst sticking to established UX/UI principles across these digital platforms.

The key deliverables consist of:

- New and updated website
- Mobile app prototype

Project objectives consist of:

- To create a fresh, modern brand identity for the local charity that appeals to and resonates with the students demographic's values and preferences.
- To apply contemporary UX/UI principles and best practices to deliver an optimal user experience across the charity's digital platforms (website and mobile app).

- To facilitate better connections between students and the charity through the design of a website and mobile app incorporating user-centric features and functionality.

The chosen charity for this project is Bristol Soup Run Trust. The Bristol Soup Run Trust organises an outreach program for the homeless in the heart of Bristol. Every evening they offer food, drinks and essential supplies to those in need including individuals and others facing challenges on the streets of Bristol.

Some of the individuals they assist may be without shelter for the night while others may have some form of accommodation. People visit the Soup Run for reasons such as hunger, loneliness seeking companionship or advice. Regardless of the reason, for their visit the volunteers do not pass judgment. Their mission is to offer food, drinks, sleeping bags, socks, toiletries, guidance if required and most importantly. A smile and a listening ear.

2. Research questions

- 1.What motivates students to get involved with and support charitable organisations?
- 2.What are the current perceptions and awareness levels of Bristol Soup Run Trust among the student community in Bristol?
- 3.What digital channels and platforms are most effective for reaching and connecting with students?
- 4.How do students prefer to engage with and interact with charitable organisations (e.g. volunteering, fundraising etc.)?
- 5.What design elements, visual styles and branding approaches resonate most with the student demographic?
- 6.What features and functionalities would students find most useful in a website and mobile app for engaging with the charity?
- 7.Are there any successful examples of charities or organisations that have effectively

rebranded and targeted the student demographic?

8. How can the rebranding efforts strike a balance between appealing to students while maintaining the charity's existing supporter base?

9. What are the potential limitations that may hinder student engagement, and how can these be addressed through the rebranding strategy?

10. Are there any specific cultural or social trends among the student demographic that could influence the digital platform design?

Engaging in research based on these questions can offer perspectives to guide the rebranding efforts and guarantee that the fresh identity and online platforms effectively connect with and captivate the student body.

3. Literature review

Rebranding has garnered attention in marketing and design literature with many studies delving into its reasons, approaches and results. According to Muzellec and Lambkin (2006) rebranding encompasses a spectrum of changes ranging from visual tweaks to complete identity transformations, all aimed at reshaping how stakeholders perceive a brand. They suggest that rebranding can be sparked by factors, such as shifts in the market landscape, changes in consumer preferences, or the necessity to distance the brand from negative connotations.

Rebranding can serve as an effective tool for breathing new life into an organisations' image attracting fresh supporters and boosting engagement (Hankinson, 2001). This holds relevance with the Bristol Soup Run Trust due to revamping the charity's image to effectively reach out to and engage the student demographic—a group that may hold distinct values, preferences and communication styles compared to the charity's current supporters.

Merrilees and Miller (2008) present a model for rebranding that underscores the importance of grasping the fundamental values and mission of the organisation engaging stakeholders in the process and maintaining consistency across all interactions. They suggest that a successful rebranding approach should be rooted in an understanding of the brands essence and its target audience. This entails conducting research to uncover the brands strengths, weaknesses, opportunities and threats as well as the requirements, preferences and perceptions of the target audience. In relation to the project this

framework emphasises the importance of conducting user research to gain insights into how the student target audience perceives things what they need and what motivates them. It also stresses involving students in both research and design phases to cultivate a feeling of ownership during the rebranding process. By including students in these stages, it can ensure that the revamped identity and communication strategies resonate with their values and choices ultimately enhancing engagement.

The role of emotions in branding has been widely recognised in the literature. Thomson, MacInnis, and Park (2005) argue that emotional attachment to a brand can lead to increased loyalty, advocacy, and willingness to invest resources. They suggest that creating strong emotional bonds with consumers can result in a more stable and profitable customer base. This is because emotionally attached consumers are more likely to forgive brand failures, resist competitive offers, and spread positive word-of-mouth. In the context of this project, creating an emotional bond with supporters is particularly crucial, as it can motivate them to contribute time, money, and skills to the cause.

Venable et al. (2005) argue that charitable organisations should focus on building brand personalities that evoke emotions such as compassion, empathy, and inspiration, as these can drive supporter engagement and commitment. The interviews conducted for this project revealed that some students want to understand the human impact of homelessness and the importance of community support. One student expressed, "Hearing personal stories from people who have experienced homelessness would make me feel more connected to the cause." Incorporating real-life experiences and testimonials from individuals who have benefited from the Bristol Soup Run Trust's services aligns with Venable et al.'s (2005) findings and directly addresses the needs and preferences of the student audience. By highlighting the human impact of homelessness through these personal stories, it can definitely inspire some students to take action and contribute to the cause.

Gotsi and Andriopoulos (2007) highlight the importance of organisations consistently assessing their brand image to ensure it resonates with the intended audience. They suggest that involving stakeholders during rebranding helps pinpoint issues and ensures a seamless transition to the new brand identity. This can be accomplished through means like focus groups, surveys and user testing. By conducting user tests on the existing website and gathering feedback on the updated version this actively engages the student base in the rebranding journey ensuring that the new site

aligns with their needs and expectations. This iterative design and testing approach can result in an user focused and captivating online presence, essential, for attracting and retaining student supporters. This theory was applied vigorously throughout the creation of the more so the website than the mobile app, (see **Appendix K** for user testing results on the original Bristol Soup Run Trust Website). This helped achieve a better understanding of student preferences in terms of design elements which ultimately influenced many changes that were made.

The application of UX/UI principles in rebranding has gained significant attention in recent years, as organisations recognise the importance of creating engaging and intuitive digital experiences for their users. Garrett (2010) defines user experience (UX) as the overall experience a user has when interacting with a product or service, encompassing aspects such as usability, accessibility, and emotional impact. User interface (UI), on the other hand, refers to the visual and interactive elements that facilitate this experience. In the context of rebranding, incorporating UX/UI principles can help ensure that the rebranded website and mobile app, effectively meet the needs and expectations of the target audience.

Leading on from this, Norman (2013) argues that good UX/UI design should be user-centered, focusing on understanding the users' goals, needs, and behaviours. This involves conducting user research, creating user personas, and developing user journeys to guide the design process. (See **Appendix I**). For this project, applying these principles means gathering insights from student users through methods such as surveys, interviews, and usability testing. By understanding their motivations, pain points, and preferences, a website and mobile app rebrand is more likely to achieve a seamless, intuitive, and engaging experience tailored to their needs.

The visual appearance of the redesigned digital interfaces plays a vital role in shaping a positive user experience. According to Lidwell, Holden and Butler (2010) design principles like uniformity, structure and simplicity are key in crafting user interfaces. Keeping elements consistent such as colour palettes, fonts and other visual elements contributes to a unified and easily recognisable brand image across all digital platforms. Prioritising structure and simplicity, in organising information and navigation ensures that users can swiftly locate details and accomplish their intended tasks. Implementing these principles for this project involves developing a pleasing and coherent design language that mirrors the charity's updated

identity while ensuring that both the website and mobile app are user friendly and easy to navigate.

Accessibility is crucial to ensure that digital interfaces are user-friendly for people with diverse abilities and disabilities. The Web Content Accessibility Guidelines (WCAG) provide principles and methods to make web content accessible, such as using clear headings, ensuring adequate colour contrast, and making interactive elements easily distinguishable (W3C, 2018). Implementing text highlighting and hover effects can enhance accessibility and user experience. When a user hovers over or focuses on a clickable element, changing its appearance provides a clear visual cue that the element is interactive. This is particularly beneficial for users with visual impairments, as it helps them identify and interact with clickable elements more easily. Adhering to WCAG guidelines for contrast ratios ensures that text and background colours are readable for users with low vision or colour blindness. By integrating these guidelines and implementing text highlighting and hover effects, into the redesigned website specifically can create an accessible and inclusive experience for all users, demonstrating the charity's commitment to inclusivity and expanding its reach.

By conducting thorough user research, establishing an emotional bond with the target audience, involving them in the rebranding process through user testing, and creating user-centric digital platforms, creates a strong foundation for a successful rebranding attempt. Moreover, by incorporating UX/UI principles such as user-centered design, visual consistency, responsiveness, and accessibility, can create a compelling and inclusive digital experience that effectively engages and resonates with student supporters. Ultimately, this approach to rebranding can help revitalise the charity's image, increase student engagement, and support the organisation's mission of serving the homeless community in Bristol.

4. Research methods and Ethics

During the user research phase of the project for the Bristol Soup Run Trust, upholding ethical and privacy standards was paramount. All participating students signed a consent form provided by the University of the West of England (UWE), which followed the university's guidelines, ensuring participants were fully informed about the research's purpose, their rights, and data usage.

Questionnaires on Microsoft Forms were used to explore students' limitations, motivations, and engagement with charities. (See **Appendix E**). The findings, such as lack of time and awareness of opportunities, guided the rebranding plan and communication channels tailored to the student population.

Figure 1, 2 and 3 showcases the survey results, highlighting the main limitations, motivations and preferred forms of engagement, respectively, helping to understand the needs and preferences of the student audience.

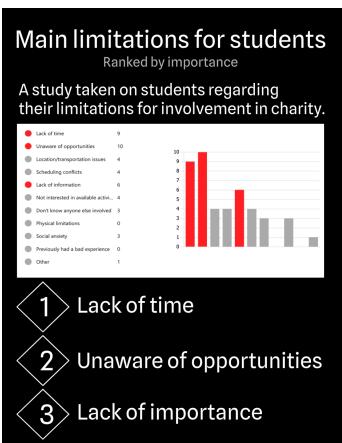


Figure 1: Results from student survey (main limitations)

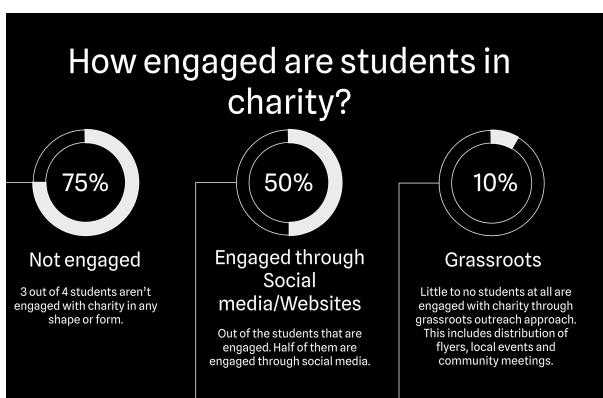


Figure 2: Results from student survey (current engagement)



Figure 3: Results from student survey (motivations for greater involvement)

In addition to Microsoft form surveys, in-person interviews were conducted to get more raw and honest answers from students. This provided stories of people's connections to homelessness (See **Appendix D**), serving as tools for crafting compelling content that showcases the charity's impact, educates audiences and shapes the user experience of the website and app. Establishing an emotional bond through user research creates a powerful foundation, ensuring that the messaging, design, and strategy effectively connect with and inspire the student audience.

User testing identified issues and areas for improvement, guiding the redesign process to cater to user preferences and needs. Gathering insights on desired features and functionality focused the project on building a user-centric platform that promotes engagement and usability. This iterative approach ensures the updated website meets the needs of the student audience while furthering the charity's mission.

The user research informed the design, development, and communication strategy, enabling targeted messaging and content that resonates with the student demographic. The stories shared by interviewees can be woven into the charity's narrative, creating a relatable brand identity that inspires action and contribution, aligning with Venable et al.'s (2005) findings on building brand personalities that evoke emotions to drive supporter engagement and commitment. By leveraging the insights gained from the research, the project can create a cohesive and impactful communication plan that not only informs but also inspires action and support for the charity's cause.

In conclusion, the user research conducted played a crucial role in shaping its direction and success. By upholding ethical standards, employing various research methods, and gathering valuable insights, the project developed a user-centric approach that addresses the needs, preferences, and motivations of the student audience. The findings informed the design, development, and communication strategies, ensuring the rebranded website, app, and overall brand identity resonates with and inspires students to support the charity's mission of combating homelessness in Bristol.

5. Practice ~2500 words

5.1. Transforming User Research into a User-Centric Website and Mobile App Prototype

The practice phase focused on transforming user research insights and persona development into

a user-centric website and mobile app prototype for the Bristol Soup Run Trust. The objective was to create a modern brand identity that resonates with the student demographic while staying true to the charity's mission and values.

Three student personas were created: a busy student, a social student, and a student with limited financial resources. These personas provided insights into the unique challenges, motivations, and expectations of each student type, allowing for a more targeted design approach.

The busy student persona influenced the decision to consolidate the website's content into a single, cohesive scrolling page, minimising navigation complexity. The social student persona and the student with no money persona influenced the gamification element within the mobile app of the QR code system and reward structure, offering incentives that align with the financial constraints and motivations of this persona.

By leveraging these personas throughout the design process, a website and mobile app prototype that effectively addresses the diverse needs and preferences of the student demographic was created. This persona-driven approach contributed to the creation of a more engaging, inclusive, and impactful digital presence for the Bristol Soup Run Trust.

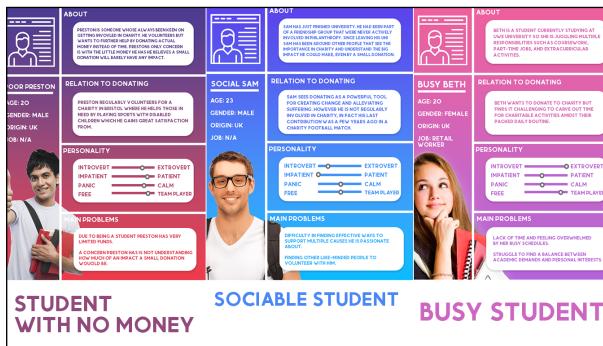


Figure 4: User Personas

Or see ([Appendix I](#): for enlarged versions)

5.2. Leveraging Contrast, Dark Themes, and User-Centred Design

To better engage students, the redesign process was firmly rooted in a thorough understanding and application of established UX/UI principles and theories, ensuring an effective, user-friendly experience that prioritises the needs, preferences, and expectations of the target audience. The strategic implementation of a minimalistic colour scheme, consisting of red, white, and black, along with a symmetrical layout and an overall clean, modern aesthetic, embodies the fundamental principles of simplicity

and visual hierarchy. This design approach was chosen to appeal to the student demographic, who are often drawn to sleek, contemporary designs that are easy to navigate and visually engaging.

Renowned designer and theorist John Maeda, in his influential book "The Laws of Simplicity," emphasises the power of simplicity in design, arguing that it helps users focus on the essential message and core functionality by minimising distractions and cognitive overload. By consciously streamlining the colour palette and eliminating the clashing orange hues found in the original Bristol Soup Run Trust website design, the revamped website achieves a visually appealing and harmonious aesthetic that allows student users to fully immerse themselves in the content and engage with the calls-to-action buttons effortlessly.

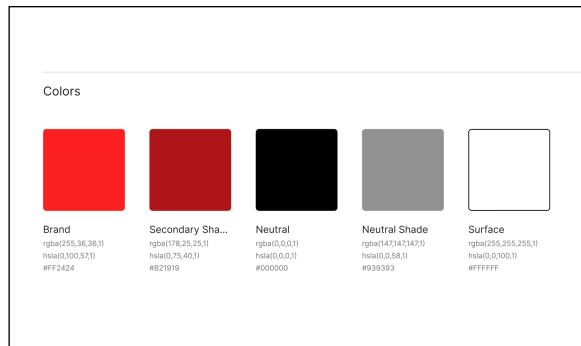


Figure 5: Updated Colour Palette

The deliberate choice to implement a dark theme not only aligns seamlessly with the preferences and aesthetic sensibilities of the student demographic but also leverages the principle of contrast to create a striking visual impact. Dark themes have become increasingly popular among younger audiences, as they provide a modern, sophisticated look and feel. Steve Krug, a respected UX designer and author of the influential book "Don't Make Me Think," underscores the crucial role of contrast in guiding users' attention and ensuring that key elements stand out from the surrounding context. By employing a dark background that creates a bold juxtaposition against the crisp white text and vibrant red accents, the redesigned website achieves optimal readability and places a strong emphasis on the prominence of critical information and actionable elements, making it intuitive for student users to navigate and interact with the content.

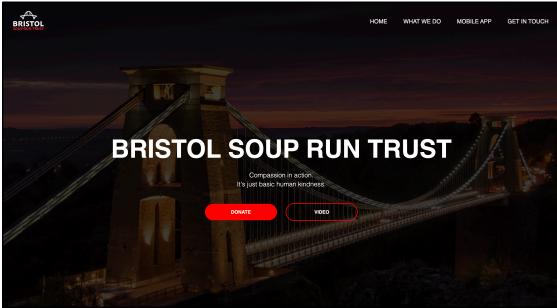


Figure 6: Updated Landing Page

```
.banner {
  width: 100%;
  height: 100vh;
  background-image: linear-gradient(rgba(0, 0, 0, 0.75), rgba(0, 0, 0, 0.75)),
    url(bridge2.jpeg);
  background-size: cover;
  background-position: center;
  position: relative;
}
```

Figure 7: Code snippet for achieving a dark theme

5.3. Memorable Logo Design and Interactivity

The redesigned logo, a crucial element of the charity's visual identity, adheres to the principle of memorability and brand recognition, as highlighted by Alina Wheeler in her seminal work "Designing Brand Identity." A memorable logo serves as a powerful catalyst for creating a strong, lasting impression on users, fostering an emotional connection and building trust in the brand. The new logo's simple yet impactful design ensures easy recognition and recall, contributing to the charity's overall brand presence and helping to establish a consistent, cohesive identity across all platforms. This is particularly important when targeting the student demographic, as a memorable and recognisable logo can help the charity stand out in a crowded market and create a lasting impression on potential student supporters.

Throughout the website, interactive elements and visually engaging content sections are strategically incorporated to enhance user engagement and create a captivating, immersive experience. This approach aligns seamlessly with the principle of the aesthetic-usability effect, as explored in the research conducted by Masaaki Kurosu and Kaori Kashimura. Their findings suggest that aesthetically pleasing designs are perceived as more usable, user-friendly, and emotionally satisfying, leading to increased user satisfaction and engagement. By thoughtfully

integrating dynamic hover effects, visually appealing rounded images, and informative, well-structured content, the redesigned website creates an inviting, enjoyable, and intellectually stimulating user experience that encourages student users to actively explore, discover, and interact with the charity's information and initiatives.



Figure 8: Logo Redesign

5.4. Single Scrolling Page

To further cater to the student audience, the strategic decision to consolidate the website's content into a single, cohesive scrolling page aligns perfectly with the principle of user-centered design, a cornerstone of effective UX.

This approach was chosen based on the observation that students often prefer seamless, uninterrupted browsing experiences that allow them to quickly access the information they need without navigating through multiple pages or complex menu structures. Don Norman, a pioneering figure in the field of user experience and author of the groundbreaking book "The Design of Everyday Things," passionately advocates for a design approach that places the needs, goals, and expectations of the target audience at the forefront of every decision. By simplifying the navigation structure and offering a seamless, fluid browsing experience, the revamped website caters to the preferences and behaviours of both new and returning student visitors, enabling them to access information and engage with the charity's content in a manner that feels natural, intuitive, and frictionless.

```
<div class="banner">
<!---- ... -->
</div>

<div class="banner2" id="banner2">
<!---- ... -->
</div>

<div class="banner4" id="banner4">
<!---- ... -->
</div>
```

Figure 9: CSS Code for singular Scrolling Page

```

navLinks.forEach(Link => {
  link.addEventListener('click', function(e) {
    e.preventDefault();
    const targetId = this.getAttribute('href');
    const targetSection = document.querySelector(targetId);
    if (targetSection) {
      targetSection.scrollIntoView({ behavior: 'smooth' });
    }
  });
});

```

Figure 10: Javascript Code for singular Scrolling Page

5.5. Gamification and Incentivising Student Participation through the Mobile App

To further engage and incentivise student participation, the mobile app prototype is crucial to enhance the overall rebranding user experience. The app's core feature revolves around an innovative QR code system that empowers users to actively participate in events and accumulate points through a simple, seamless process of having their code scanned by event organisers. These points serve as a valuable currency, redeemable for tangible cash rewards, providing a compelling incentive for consistent, ongoing participation. This gamification element draws inspiration from the principle of motivation and reward, as articulated by renowned gamification expert Yu-kai Chou in his influential Octalysis framework. By offering a clear, achievable path to earning rewards and fostering a sense of progress and accomplishment, the app effectively motivates student users to actively engage with the charity's events and initiatives, cultivating a strong sense of community, purpose, and commitment.

The gamification aspect of the mobile app plays a significant role in driving user engagement and long-term retention, particularly among the student demographic who are often drawn to interactive, rewarding experiences. By incorporating elements of competition, achievement, and social interaction, the app taps into the intrinsic motivations of the student demographic, encouraging them to actively participate in the charity's initiatives and events. The app embeds a point milestone system, which creates a sense of progress and accomplishment, fuelling a desire to continue engaging with the app and the charity's activities. As student users attend more events and scan their QR codes, they experience a gratifying sense of advancement and contribution to the cause, fostering a deeper emotional connection with the charity and its mission.

To further enhance the gamification experience and cater to the student demographic's competitive nature, in the future, the mobile app could incorporate leaderboards and achievement badges, allowing users to compare their progress and accomplishments with their peers. This feature not only encourages friendly competition but also creates a sense of community and belonging among student users, as they work together towards a common goal of supporting the charity's mission. By providing a platform for users to showcase their achievements and contributions, the app reinforces the value of their participation and encourages them to continue engaging with the charity's initiatives. This social dimension of gamification taps into the fundamental human desire for connection, recognition, and belonging, creating a vibrant and engaging ecosystem where student users feel valued and motivated to continue their involvement with the charity.

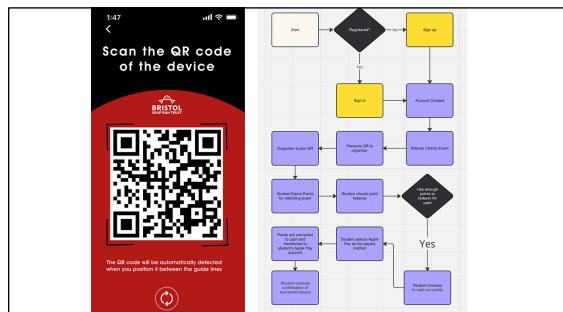


Figure 11: Qr Code, Gamification flow chart

5.6. Seamless Brand Experience and Usability

The mobile app's design language and user experience are meticulously crafted to align with the same UX/UI principles that underpin the website, ensuring a seamless, cohesive brand experience across all digital platforms. The clean, intuitive interface and logical, easy-to-follow navigation structure adheres to the principle of learnability, as emphasised by usability expert Jakob Nielsen. By designing an app that is easy to understand, navigate, and interact with, student users are more likely to adopt it as a regular tool for engagement, maximising its impact and value in supporting the charity's mission.

As said earlier, to make sure the mobile app is popular and used often by students, their opinions and feedback were collected at different points while creating the app. By including students in the design process, the charity learned important information about what students like, how they act, and what they expect from the app. This allowed changes and improvements to the app's features and how it

works based on what the students said. This approach of focusing on the users not only makes the app better and easier to use but also helps students feel more connected and invested in the app because their thoughts and ideas were listened to and used while making it.

5.7. Development Process

The development process of the website and mobile app was a meticulous, iterative endeavour, leveraging the power of HTML, CSS, and JavaScript to breathe life into the carefully crafted designs. The code was written in a clear and organised way, following the best methods used by professionals in the field. This makes it easy for other developers to read, understand, as well as allowing the software to handle increased usage and functionality without problems.

Throughout the development phase, rigorous testing and quality assurance measures were implemented to identify and address any potential usability issues, bugs, or performance imitations. Regular user feedback sessions and iterative refinements were conducted to ensure that the final product met the highest standards of user experience. Accessibility guidelines and Web Content Accessibility Guidelines (WCAG) standards were strictly adhered to, ensuring that the website and mobile app were fully inclusive and could be used by individuals with diverse abilities and needs, including students with disabilities.

The choice of typography plays a crucial role in the overall user experience and visual appeal of the website and mobile app, particularly when targeting the student demographic. The selection of modern web-friendly fonts, such as Open Sans and Roboto, aligns with the principles of readability and accessibility. As discussed by typography expert Robert Bringhurst in his influential book "The Elements of Typographic Style," the choice of typeface can significantly impact the ease of reading, comprehension, and emotional response of users. By opting for clean, sans-serif fonts that are popular among younger audiences, the redesigned website and mobile app ensures that the content is easily scannable and readable.

To further optimise the typography for the student demographic, it was important to carefully consider factors such as font size, line spacing, and text contrast. By ensuring that the text is large enough to be easily readable on smaller screens, while also maintaining a comfortable line spacing and contrast against the background, the website and mobile app provide a pleasant and strain-free reading experience for student users. This attention to typographic detail not only enhances the aesthetic appeal of

the digital platforms but also demonstrates a commitment to accessibility and user-centered design.

5.8. Effective use of White Space

The strategic use of white space, or negative space, is another essential aspect of the redesigned website and mobile app's visual composition, particularly when catering to the student demographic's preference for clean, uncluttered designs. As emphasised by designer and author Mark Boulton in his book "A Practical Guide to Designing for the Web," the thoughtful use of white space can improve the clarity, focus, and overall aesthetics of a design. By incorporating white space between elements, the redesigned website and mobile app create a sense of breathing room, allowing the content to stand out and guiding users' attention to the most critical information and calls-to-action. This approach not only enhances the visual appeal but also contributes to a more pleasant and intuitive user experience, making it easier for student users to navigate and engage with the charity's content and initiatives. (It's important to note that the term "white space" doesn't necessarily mean the area has to be white).

In addition to the aesthetic benefits, the strategic use of white space also plays a crucial role in improving the readability and comprehension of the website and mobile app's content. By providing adequate spacing between paragraphs, headings, and other design elements, the digital platforms creates a visual hierarchy that helps student users quickly scan and understand the information presented. This is particularly important for the student demographic, who often have limited time and attention spans, and require content that is easily digestible and navigable.

To further enhance the user experience and cater to the student demographic's tech-savvy nature, the website incorporates subtle animations and micro-interactions. These design elements, such as smooth scrolling, hover effects, and loading animations, add a layer of polish and interactivity to the digital platforms, creating a more engaging and dynamic experience for student users. By leveraging the power of CSS and JavaScript, these animations and micro-interactions are implemented in a way that is both visually appealing and performant, ensuring that the website and mobile app stay efficient across a range of devices and network conditions.

5.9. Conclusion of Practises

The redesigned website and mobile app showcases the charity's mission and initiatives in a visually appealing and engaging manner whilst prioritising the needs and expectations of the student demographic. Through the strategic use of colour, typography, white space, and interactive elements, the digital platforms create an immersive and enjoyable user experience that encourages exploration, discovery, and action. Moreover, this project demonstrates a strong commitment to accessibility and inclusivity, ensuring that all students, regardless of their abilities or technological constraints, can easily engage with the charity's digital platforms.

The rebranded digital presence and engagement strategies will continue to play a vital role in this journey, serving as powerful tools for education, inspiration, and action. By leveraging the power of user-centered design, gamification, and accessibility, the Bristol Soup Run Trust can effectively mobilise the student community to become active supporters and advocates for the cause of ending homelessness in Bristol.

6. Discussion of outcomes ~1500

6.1. Achieving Project Goals

Due to this only being a prototype there was not an effective way to measure an increase in user engagement. However reaching out to an event organiser for the Bristol Soup Run Trust they were very happy and impressed by the new design. In addition to this, we sent out a form to students asking which website they prefer, and luckily the new and improved version was the favourite.

This project successfully met its main goals. It created a new, modern brand identity that connects with students, applied current UX/UI principles to provide a great user experience, and made it easier for students to engage with the charity through user-focused design. The redesigned website and mobile app effectively showcases the charity's mission and activities in an interesting and visually appealing way, while prioritising the needs and preferences of the student audience.

6.2. Overcoming Technical Difficulties

During the website development process, I faced various technical challenges that required creative problem-solving and a willingness to experiment with different coding approaches. One of the main difficulties was ensuring that the layout and design maintained symmetry and

visual balance throughout the entire site. This demanded extensive trial and error, I had to continuously adjust the code for sections and containers to achieve the desired responsiveness and my aesthetic approval.

The lack of specific online resources, such as tutorials or videos, that could guide me on exactly how to position and style particular elements added to the complexity of the task. As a result, a significant portion of the development time was spent experimenting with CSS properties, like flexbox and grid systems, to create the perfect layout.

Integrating features like a dynamic event booking system also presented technical hurdles, had to delve into server-side programming languages which unfortunately was not able to be achieved. The scarcity of comprehensive online resources addressing these specific challenges meant that I had to invest time in researching best practices, studying documentation, and testing various implementation strategies.

Despite these obstacles, I persevered and successfully delivered a visually stunning, symmetrical, and user-friendly website. Valuable lessons learnt about adaptability, resourcefulness, and the importance of embracing challenges as opportunities for growth and innovation.

6.3. Balancing UX Principles and Technical Limitations

Applying UX principles while working within the limitations of the chosen technology was a delicate balance. The process of making design changes and then testing their impact on the overall user experience required constant refinement. At times, sticking to best practices like simplicity, consistency, and accessibility meant revisiting and reworking code to ensure a seamless integration between the front-end design and the underlying technical structure.

By finding a balance between UX principles and technical feasibility, the project successfully delivered an intuitive and engaging user experience without compromising the website's performance or stability.

6.4. Opportunities for Future Improvements

While the current version of the rebranded website and mobile app successfully meets the project's goals, there are opportunities for future improvements that could further enhance the user experience and functionality. One potential improvement is the integration of a booking system, which would allow students to easily reserve spots for volunteering or participating in charity events.

Although attempts were made to add this feature during the development process, technical challenges prevented its successful integration. With more time and resources, this functionality could be revisited and smoothly incorporated into the platform. Another valuable addition would be an upcoming events section, providing students with a central place to discover and participate in the charity's latest initiatives and activities.

6.5. Reflections on the Iterative Design Process

The iterative nature of the design process played a crucial role in the project's success, allowing for continuous refinement and improvement based on user feedback and testing results. By actively seeking input from the student audience and incorporating their insights into each iteration, the final design effectively addresses their needs and preferences.

The constant cycle of designing, testing, and refining led to a deep understanding of the target users and enabled the creation of a tailored, user-centric experience. This iterative approach also helped identify and resolve usability issues, ensuring that the final product met high standards of accessibility and ease of use.

6.6. Lessons Learned and Future Applications

The project provided valuable insights and lessons that can be applied to future digital transformation initiatives in the charity sector. The success of the user-centered design approach highlights the importance of understanding and prioritising the needs and preferences of the target audience when developing digital solutions.

The challenges faced during the development process emphasise the need for flexibility, adaptability, and a willingness to experiment with different approaches to overcome technical obstacles. Moreover, the project demonstrates the power of iterative design in creating engaging and impactful user experiences that drive engagement and support for charitable causes. These lessons can serve as guiding principles for future projects, ensuring that digital transformation efforts in the charity sector remain focused on delivering meaningful value to both the organisation and its stakeholders.

7. Conclusion and recommendations 400

The project has been an incredibly rewarding and enriching experience, showcasing the transformative power of digital design and the importance of user-centered approaches in driving social impact. Through this project, I have had the opportunity to demonstrate my ability to digitally transform a brand, breathing

new life into its identity and creating a compelling, modern presence that resonates deeply with the student demographic.

Central to the success of this project was the invaluable insights gathered from the focus group, which played a crucial role in tailoring the application of UX/UI principles to meet the specific needs, preferences, and aspirations of the student audience. By actively engaging with students, listening to their perspectives, and incorporating their feedback into the design process, I was able to create a user experience that not only captivates and engages but also fosters a deep sense of connection and empathy with the charity's mission.

Throughout every step of this journey, from the initial research and conceptualisation to the final implementation and refinement, I found myself thoroughly enjoying the process of creating and designing that seamlessly blends aesthetics, functionality, and social purpose. The opportunity to leverage my skills and passion for design to make a tangible difference in the lives of those affected by homelessness has been an immensely gratifying experience, reaffirming my commitment to using digital design as a tool for positive change.

As I reflect on the outcomes of this project, I am filled with a sense of pride and accomplishment, knowing that the rebranded digital platforms have the potential if used by the charity, to mobilise the student community, raise awareness about the pressing issues surrounding homelessness, and ultimately contribute to the Bristol Soup Run Trust's noble mission of supporting those in need. The successful application of UX/UI principles, the creation of an engaging and intuitive user experience, and the facilitation of deeper, more meaningful connections between students and the charity all stand as testaments to the power of user-centered design and the importance of empathy in driving social impact.

Looking ahead, I wholeheartedly recommend that the Bristol Soup Run Trust continues to build upon the foundations laid by this project, actively engaging with the student community, gathering ongoing feedback, and iteratively refining its digital presence to ensure it remains relevant, impactful, and responsive to the evolving needs of its audience. By staying committed to the principles of user-centered design, fostering a culture of continuous improvement, and harnessing the passion and energy of the student community, the charity can look forward to a future of increased awareness, stronger partnerships, and more meaningful social change.

In conclusion, this project has been an incredible testament to the transformative potential of digital design and the power of user-centered approaches in driving social impact. As I move forward in my own journey as a designer, I will carry with me the valuable lessons learned, the joy of creating meaningful experiences, and the belief in my ability of design to make a positive difference in the world.

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The original website:

<https://www.bristolsoupruntrust.org.uk/>

Appendix A: Project Log

Project Log

Date: [20/09/23]

Task: Project initiation and planning

Description: Defined project objectives, scope, and deliverables. Created a project timeline and identified key milestones.

Date: [5/10/23]

Task: User research and data collection

Description: Conducted surveys, interviews, and focus groups with students to gather insights on their motivations, preferences, and engagement with charities.

Date: [29/10/23]

Task: Persona development

Description: Created three student personas based on user research findings: the busy student, the social student, and the student with limited financial resources. Documented their goals, challenges, and preferences to guide the design process.

Date: [16/11/23]

Task: Brand identity redesign

Description: Developed a new colour palette, logo, and typography for the charity's brand identity. Ensured the new visual elements aligned with the preferences and expectations of the student demographic.

Date: [12/12/23]

Task: Website redesign and development

Description: Created wireframes and high-fidelity mockups for the new website. Implemented the designs using HTML, CSS, and JavaScript, following responsive design principles and accessibility guidelines. Conducted usability testing and iterations based on user feedback.

Date: [29/12/23]

Task: Mobile app prototype development

Description: Designed and developed a mobile app prototype featuring a QR code system and gamification elements to incentivise student participation. Conducted user testing and gathered feedback for further improvements.

Date: [11/1/24]

Task: Content creation and optimisation

Description: Developed engaging, informative, and accessible content for the website and mobile app.

Date: [28/1/24]

Task: Finished Website and Mobile App Prototype

Description: Conducted comprehensive testing to identify and resolve any technical issues or bugs.

Date: [18/02/24]

Task: Report

Description: 7000 word written report of the whole project

Date: [25/04/24]

Task: Hand in project



Appendix B: Project Timeline

Project Timeline

[20/09/23] Project initiation and planning

- Define project objectives, scope, and deliverables
- Create a project timeline and identify key milestones

Duration: 1 week

[5/10/23 - 12/10/23] User research and data collection

- Conduct surveys, interviews, and focus groups with students
- Gather insights on their motivations, preferences, and engagement with charities

Duration: 1 week

[29/10/23 - 5/11/23] Persona development

- Create three student personas based on user research findings
- Document their goals, challenges, and preferences to guide the design process

Duration: 1 week

[16/11/23] Brand identity redesign

- Develop a new colour palette, logo, and typography for the charity's brand identity
- Ensure the new visual elements align with the preferences and expectations of the student demographic

Duration: 1 day

[12/12/23 - 26/12/23] Website redesign and development

- Create wireframes and high-fidelity mockups for the new website
- Implement the designs using HTML, CSS, and JavaScript
- Conduct responsive design principles and accessibility guidelines

Duration: 2 weeks

[29/12/23 - 10/1/24] Mobile app prototype development

- Design and develop a mobile app prototype featuring a QR code system and gamification elements
- Conduct user testing and gather feedback for further improvements

Duration: 2 weeks

[11/1/24 - 28/1/24] Content creation and optimisation

- Develop engaging, informative, and accessible content for the website and mobile app

Duration: 2 weeks

[28/1/24] Finished Website and Mobile App Prototype

- Conduct comprehensive testing to identify and resolve any technical issues or bugs

Duration: 1 day

[18/02/24] Task Report

- Write a 7000 word report of the whole project

Duration: 2 weeks

[25/04/24] Hand in project

Duration: 1 day

MICHAEL JAMES



Appendix C: Ethics



University of the
West of England

UWE BSc Digital Media

Participant Information Sheet

Student Researcher:	Michael James
Student Number:	21009187
Project Title:	Rebranding a local charity
Research Type:	Interview

Consent Form

This consent form will have been given to you with the Participant Information Sheet. Please ensure that you have read and understood the information contained in the Participant Information Sheet and asked any questions before you sign this form. If you have any questions please contact a member of the research team, whose details are set out on the Participant Information Sheet

If you are happy to take part in this interview surrounding rebranding a local charity please sign and date the form. You will be given a copy to keep for your records.

- I have read and understood the information in the Participant Information Sheet which I have been given to read before asked to sign this form;
- I have been given the opportunity to ask questions about the study;
- I have had my questions answered satisfactorily by the research team;
- I agree that anonymised quotes may be used in the final Report of this study;
- I understand that my participation is voluntary and that I am free to withdraw at any time until the data has been anonymised, without giving a reason;
- I agree to take part in the research

Name (Printed).....

Signature..... Date.....



University of the
West of England

UWE BSc Digital Media Information Sheet

Student Researcher:	Michael James
Student Number:	21009187
Project Title:	Rebranding a local charity
Research Type:	Interview

Project Aims

My name is Michael James, I am a final year student on BSc Digital Media at the University of the West of England. The aim of my final project is rebrand a local charity to better engage the student audience. My research is looking to find out what limitations, motivations and current engagement students have with charity.

Participant requirements

I am hoping to reveal design requirements for my project via survey responses and user testing. I am looking to gather responses from students aged between 18-24 years old and of any gender.

The survey will be conducted using Microsoft Forms, and participants' contributions will be anonymised. If referenced in later reports, participants will be referred to as 'Respondent A' etc. The survey should take roughly 5-10 minutes to complete.

I will then invite a group of students later in the project to carry out usability testing of the redesigned website and mobile app prototype. This will be achieved through observation of users' interactions and discussing their thoughts on design and usability. I hope this will give me design insights and ensure my website and app are easy to use. These sessions should last for around 30 minutes, and I intend to take notes. Anonymity of participants will be kept as outlined before. These will be carried out at The University of the West of England, Frenchay Campus.



University of the
West of England

Interview Questions – Michael James

Introduction:

Hi there my name is Michael and welcome to this interview about students sustainable food choices. For context, Sustainable Diets are **those diets with low environmental impacts that contribute to food and nutrition security and to healthy life for present and future generations**. Reference: <https://www.hsph.harvard.edu/nutritionsource/sustainability/>

- Are you currently involved with any charitable organisations? If so, which ones and in what capacity?
- What motivates you to engage with charities, such as volunteering, donating, or spreading awareness?
- Are there any limitations or barriers that prevent you from getting more involved with charities?
- How do you typically learn about charitable causes or organisations? (e.g., social media, word of mouth, university events)
- Have you heard of the Bristol Soup Run Trust before? If so, what are your thoughts on their current branding and online presence?
- What features or content would you find most useful or engaging in a charity's website or mobile app?
- Would you be more likely to engage with a charity that has a modern, user-friendly digital presence tailored to students?
- From this interview, would you consider getting more involved with local charities, particularly those supporting the homeless community?

Thank you so much for your time that's all the questions I have for you today, thank you for participating I appreciate the help, and enjoy the rest of your day.

Appendix D: Interview Answers

Participant A:

1. Yes, I volunteer at a local animal shelter once a month.
2. I feel a sense of fulfilment when I contribute to causes I care about, like animal welfare.
3. Time constraints due to my studies and part-time job can make it challenging to commit to regular volunteering.
4. I usually learn about charities through social media posts shared by friends or influencers I follow.
5. I haven't heard of the Bristol Soup Run Trust before.
6. I would find a calendar of upcoming events and volunteer opportunities helpful, as well as stories showcasing the impact of the charity's work.
7. Definitely! A well-designed website and mobile app would make it easier for me to learn about and engage with a charity.
8. Yes, this interview has made me more aware of the importance of supporting local charities, especially those helping the homeless.

Participant B:

1. Not currently, but I have participated in a few fundraising events for cancer research in the past.
2. Seeing the direct impact of my contributions and knowing that I'm making a difference in people's lives.
3. Sometimes I'm unsure about the legitimacy of certain charities or how my donations will be used.
4. I often learn about charities through university events and email newsletters.
5. I've seen their donation bins around campus but don't know much about their work.
6. I would appreciate a transparent breakdown of how donations are allocated and the ability to donate directly through the website or app.
7. Yes, a modern digital presence would make the charity feel more relatable and accessible to students.
8. Absolutely, I'm inspired to research more about local homeless charities and find ways to get involved.

Participant C:

1. I regularly donate to a global education charity but haven't volunteered locally.
2. I believe everyone deserves access to basic necessities and opportunities, so I'm motivated to support charities working towards that goal.
3. I'm not always aware of local charities or how to get involved with their work.
4. I typically learn about charities through word of mouth from friends and family.
5. I haven't heard of the Bristol Soup Run Trust.
6. I would find a mobile app with push notifications about urgent needs or donation drives helpful, as well as a feature to connect with other student volunteers.
7. Yes, a user-friendly digital platform would make it more convenient for me to engage with a charity and stay updated on their initiatives.
8. This interview has definitely piqued my interest in exploring local charities and finding ways to contribute to the homeless community in Bristol.

Participant D:

1. I volunteer at a local food bank every other weekend.
2. I'm passionate about addressing food insecurity and believe that everyone should have access to nutritious meals.
3. Sometimes the volunteer schedules don't align with my availability, making it difficult to commit consistently.
4. I usually learn about charities through flyers and posters on campus bulletin boards.
5. I've heard the name before but don't know much about what they do.
6. I would find a blog with informative articles about homelessness and the charity's approach to addressing it very useful.
7. Yes, a modern and engaging digital presence would definitely make me more likely to interact with and support a charity.
8. This conversation has reinforced my commitment to volunteering and inspired me to learn more about the Bristol Soup Run Trust's work.

Participant E:

1. I've participated in a few one-off fundraising events for various charities but haven't committed to any long-term.
2. I'm motivated by the opportunity to make a tangible difference in my local community.
3. I'm often hesitant to get involved because I'm not sure if I have the necessary skills or experience to contribute effectively.
4. I mostly learn about charities through student society presentations and events.
5. I've seen their volunteers distributing food and supplies in the city centre but don't know the details of their organisation.
6. I would appreciate a user-friendly platform that allows me to sign up for volunteer shifts and track my impact over time.
7. Definitely! A well-designed digital presence would make the charity feel more approachable and relevant to my interests.
8. Yes, this interview has made me realise that there are many ways to get involved and support local charities, even with limited time or experience.

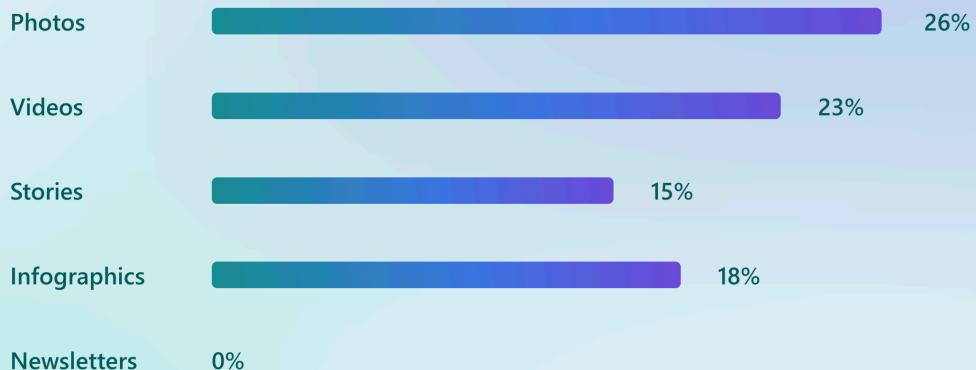
Participant F:

1. I regularly donate to a few national charities focused on mental health and environmental conservation.
2. I'm driven by a sense of social responsibility and a desire to create positive change in the world.
3. I find it challenging to navigate the vast number of charities and determine which ones align with my values and priorities.
4. I often discover charities through social media campaigns and targeted ads.
5. I haven't come across the Bristol Soup Run Trust before.
6. I would find a mobile app with personalised recommendations for local charities and volunteer opportunities based on my interests very helpful.
7. A modern and user-friendly digital platform would definitely make me more likely to engage with and support a charity, as it would demonstrate their commitment to connecting with younger supporters.
8. This interview has sparked my curiosity about local charities supporting the homeless community and encouraged me to explore ways to get more involved in my area.

Appendix E: Microsoft Form Results



Appealing content types



Likelihood to volunteer

40%
Neutral

40%
Likely

13%
Extremely unlikely

6%
Unlikely

Preferred volunteer activities

40%
Fundraising

26%
Community service

20%
Events

13%
..

Frequency of checking charity website/social media

66%
Rarely

20%
Never

13%
..

Attendance at events

73%
No

26%
Yes

Limitations for involvement



Appendix F: HTML Format Code with comments

```
⑨ index.html > ⑩ html > ⑪ body > ⑫ div#banner2.banner2 > ⑬ div#container.container > ⑭ form
1   <!DOCTYPE html>
2   <html lang="en">
3     <head>
4       <meta charset="UTF-8">
5       <meta name="viewport" content="width=device-width,initial-scale=1.0">
6       <title>BSR Trust</title>
7       <link rel="stylesheet" href="style.css"> <!-- Linking external CSS file -->
8     </head>
9     <body>
10    <div class="banner">
11      <div class="navbar">
12        
13        <ul>
14          <li><a href="#index.html">Home</a></li> <!-- Navigation links -->
15          <li><a href="#banner2">What we do</a></li>
16          <li><a href="#banner4">MOBILE APP</a></li>
17          <li><a href="#container">Get in touch</a></li>
18        </ul>
19      </div>
20
21      <div class="content">
22        <h1>BRISTOL SOUP RUN TRUST</h1>
23        <p>Compassion in action. <br> It's just basic human kindness.</p>
24        <div>
25          <a href="https://www.peoplesfundraising.com/donation/Bristol-Soup-Run-Trust"><button type="button"><span></span>DONATE</button></a> <!-- Donation button -->
26          <a href="https://www.youtube.com/watch?v=-BxWVjXSSo"><button type="button"><span></span>VIDEO</button></a> <!-- Video button -->
27        </div>
28      </div>
29    </div>
```

```
31  <div class="banner2" id="banner2">
32    <div class="content-wrapper">
33      <div class="content-sections">
34        <div class="content2">
35          <h1>What we do</h1>
36          <p>The Bristol Soup Run Trust coordinates a homeless outreach service in Bristol city centre, every night of the year. Our teams provide <b>food</b>, <b>drink</b> and other <b>essentials</b> to those in need. We also offer a range of services including <b>shelter</b>, <b>medical support</b> and <b>psychological support</b>. We work closely with local partners to ensure that our teams have access to the resources they need to carry out their work. We are always looking for new volunteers and supporters to help us continue our important work. If you would like to get involved, please visit our website or contact us directly. We welcome all enquiries and look forward to hearing from you soon.</p>
37
38        <div class="content3">
39          <h1>How we operate</h1>
40          <p>Bristol Soup Run Trust is a <b>federation</b> of around twenty teams who operate the soup run. Some groups are large and well-resourced, <b>often church-based</b>, others are smaller and more grassroots. We work together to share resources and expertise, and to support each other in our work. We believe that by working together, we can achieve more for the people we serve. We are always looking for new members to join our federation and to help us continue our important work. If you would like to get involved, please visit our website or contact us directly. We welcome all enquiries and look forward to hearing from you soon.</p>
41
42        
43      </div>
44
45      <div class="content-wrapper">
46        <div class="rounded-image">
47          <div class="map-carousel">
48            <div class="map-container active">
49              <iframe src="https://www.google.com/maps/embed?pb=!1m18!1m12!1m3!1d2486.1701258132594!2d-2.598442684115374!3d51.45469462221345!2m3!1f0!2f0!3f0!3m2!1i1024!2i768!4f13.1!3m1!1s0" style="width: 100%; height: 100%; border: none;">
50            </div>
51            <div class="map-container">
52              <div class="rounded-image">
53                <div class="map-carousel">
54                  <div class="map-container active">
55                    <iframe src="https://www.google.com/maps/embed?pb=!1m18!1m12!1m3!1d2486.1701258132594!2d-2.598442684115374!3d51.45469462221345!2m3!1f0!2f0!3f0!3m2!1i1024!2i768!4f13.1!3m1!1s0" style="width: 100%; height: 100%; border: none;">
56                  </div>
57                  <div class="map-container">
58                    <iframe src="https://www.google.com/maps/embed?pb=!1m18!1m12!1m3!1d2486.7354044871376!2d-2.5939055841156505!3d51.44779177957547!2m3!1f0!2f0!3f0!3m2!1i1024!2i768!4f13.1!3m1!1s0" style="width: 100%; height: 100%; border: none;">
59                  </div>
60                </div>
61                <button class="map-toggle-btn">View St Mary's</button>
62              </div>
63            <div class="content-sections">
64              <div class="content4">
65                <h1>Who we help</h1>
66                <p>While some of the people we serve are <b>homeless</b> and will <b>sleep outside</b> that night, others may have <b>accommodation of some kind</b>. People turn up at the door regardless of their circumstances, and we do our best to provide them with what they need. We work closely with local partners to ensure that our teams have access to the resources they need to carry out their work. We believe that by working together, we can achieve more for the people we serve. We are always looking for new members to join our federation and to help us continue our important work. If you would like to get involved, please visit our website or contact us directly. We welcome all enquiries and look forward to hearing from you soon.</p>
67
68              <div class="content5">
69                <h1>When and Where?</h1>
70                <p><b>Pip 'n' Jay</b> - 21:15 to 21:45 - Tower Hill, the wall surrounding the grounds of Pip 'n' Jay. BS2 0ET</p>
71                <p><b>St. Mary's Redcliffe Church</b> - 21:45 to 22:15 - St. Mary's Redcliffe Church, along the wall on Pump Lane. BS1 6RA</p>
72
73              </div>
74            </div>
75          </div>
76        </div>
```

```
77
78     <div class="banner4" id="banner4">
79         <div class="content10">
80             </div>
81     </div>
82
83
84     <div class="container" id="container">
85         <h2>Contact Us</h2>
86         <form>
87             <div class="form-group">
88                 <label for="name">Name:</label>
89                 <input type="text" id="name" name="name" required>
90             </div>
91
92             <div class="form-group">
93                 <label for="email">Email:</label>
94                 <input type="email" id="email" name="email" required>
95             </div>
96
97             <div class="form-group">
98                 <label for="subject">Subject:</label>
99                 <input type="text" id="subject" name="subject" required>
100            </div>
101
102            <div class="form-group">
103                <label for="message">Message:</label>
104                <textarea id="message" name="message" required></textarea>
105            </div>
106
107            <button type="submit">Send</button>
108        </form>
109    </div>
110    <script src="script.js"></script>
111
112
113
114    </body>
115 </html>
```

Appendix G: CSS Styling

```
# style.css > ...
1  /* Reset styles for all elements */
2  * {
3    margin: 0;
4    padding: 0;
5    font-family: sans-serif;
6  }
7
8  /* Styling for the banner section */
9  .banner {
10   width: 100%;
11   height: 100vh;
12   background-image: linear-gradient(rgba(0, 0, 0, 0.75), rgba(0, 0, 0, 0.75)),
13   url(bridge2.jpeg);
14   background-size: cover;
15   background-position: center;
16   position: relative;
17 }
18
19 /* Styling for the navbar */
20 .navbar {
21   width: 85%;
22   margin: auto;
23   padding: 35px 0;
24   display: flex;
25   align-items: center;
26   justify-content: space-between;
27 }
28
29 /* Styling for the logo */
30 .logo {
31   width: 120px;
32   cursor: pointer;
33 }
34
35 /* Styling for the navbar list items */
36 .navbar ul li {
37   list-style: none;
38   display: inline-block;
39   margin: 0 20px;
40   position: relative;
41 }
42
43 /* Styling for the navbar links */
44 .navbar ul li a {
45   text-decoration: none;
46   color: #fff;
47   text-transform: uppercase;
48 }
49
50 /* Styling for the underline effect on navbar links */
51 .navbar ul li::after {
52   content: "";
53   height: 3px;
54   width: 0;
55   background: #ff0000;
56   position: absolute;
```

```
# style.css > ...
51  .navbar ul li::after {
52    position: absolute;
53    left: 0;
54    bottom: -10px;
55    transition: 0.5s;
56  }
57
58  /* Styling for the underline effect on navbar links when hovered */
59  .navbar ul li:hover::after{
60    width: 100%;
61  }
62
63  /* Styling for the content section */
64  .content{
65    width: 100%;
66    position: absolute;
67    top: 50%;
68    transform: translateY(-50%);
69    text-align: center;
70    color: ■#fff;
71  }
72
73
74  /* Styling for the heading in the content section */
75  .content h1{
76    font-size: 70px;
77    margin-top: 80px;
78  }
79
80
81  /* Styling for the paragraph in the content section */
82  .content p{
83    margin: 20px auto;
84    font-weight: 100;
85    line-height: 25px;
86    font-size: 18px;
87  }
88
89
90  /* Styling for the button */
91  button{
92    width: 200px;
93    padding: 15px 0;
94    text-align: center;
95    margin: 20px 10px;
96    border-radius: 25px;
97    font-weight: bold;
98    border: 2px solid ■#ff0000;
99    background: transparent;
100   color: ■#fff;
101   cursor: pointer;
102   position: relative;
103   overflow: hidden;
104 }
105
106
107  /* Styling for the span inside the button */
108  span{
109    background: ■#ff0000;
110    height: 100%;
```

```
# style.css > ...
108  span{
111    width: 0;
112    border-radius: 25px;
113    position: absolute;
114    left: 0;
115    bottom: 0;
116    z-index: -1;
117    transition: 0.5s;
118  }
119
120 /* Styling for the span inside the button when hovered */
121 button:hover span{
122   width: 100%;
123 }
124
125 /* Styling for the button when hovered */
126 button:hover{
127   border: none;
128 }
129
130 /* Styling for the second banner section */
131 .banner2 {
132   width: 100%;
133   min-height: 100vh;
134   background-color: #000;
135   position: relative;
136 }
137
138 /* Styling for the content wrapper */
139 .content-wrapper {
140   display: flex;
141   justify-content: space-between;
142   position: relative;
143   padding: 20px;
144   margin-bottom: 40px;
145 }
146
147 /* Styling for the content sections */
148 .content-sections {
149   flex: 1;
150 }
151
152 /* Styling for the first content section */
153 .content-sections:first-child {
154   padding-right: 20px;
155 }
156
157 /* Styling for the last content section */
158 .content-sections:last-child {
159   padding-left: 20px;
160   text-align: right;
161 }
162
163 /* Styling for the rounded image */
164 .rounded-image {
165   width: 50%;
```

```
# style.css > ...
164  .rounded-image {
165    width: 50%;
166    max-width: 800px;
167    height: 600px;
168    border-radius: 20px;
169    margin-top: 20px;
170    margin-left: 20px;
171    overflow: hidden;
172    position: relative;
173  }
174
175 /* Styling for the map carousel */
176 .map-carousel {
177   width: 100%;
178   height: 100%;
179   position: relative;
180 }
181
182 /* Styling for the map container */
183 .map-container {
184   width: 100%;
185   height: 100%;
186   position: absolute;
187   opacity: 0;
188   transition: opacity 0.5s ease;
189 }
190
191 /* Styling for the active map container */
192 .map-container.active {
193   opacity: 1;
194 }
195
196 /* Styling for the map */
197 .map {
198   width: 100%;
199   height: 100%;
200   border: none;
201 }
202
203 /* Styling for the map toggle button */
204 .map-toggle-btn {
205   position: absolute;
206   bottom: 10px;
207   left: 50%;
208   transform: translateX(-50%);
209   padding: 10px 20px;
210   background-color: #ff0000;
211   color: #fff;
212   border: none;
213   border-radius: 4px;
214   font-size: 16px;
215   cursor: pointer;
216 }
217
218 /* Styling for the content sections 2 to 5 */
219 .content2.
```

```
# style.css > ...
220     .content3,
221     .content4,
222     .content5 {
223         color: ■#ffff;
224         margin-bottom: 40px;
225         width: 80%;
226         margin-left: auto;
227         margin-right: auto;
228     }
229
230 /* Styling for the heading in content sections 2 to 5 */
231     .content2 h1,
232     .content3 h1,
233     .content4 h1,
234     .content5 h1 {
235         font-size: 50px;
236         margin-top: 0;
237         position: relative;
238         display: inline-block;
239         padding: 10px 20px;
240         background-color: □rgba(0, 0, 0, 0.5);
241         border-radius: 10px;
242     }
243
244 /* Styling for the underline effect on headings in content sections 2 to 5 */
245     .content2 h1::after,
246     .content3 h1::after,
247     .content4 h1::after,
248     .content5 h1::after {
249         content: "";
250         position: absolute;
251         left: 0;
252         bottom: 5px;
253         width: 100%;
254         height: 6px;
255         background-color: ■#ff0000;
256     }
257
258 /* Styling for the paragraph in content sections 2 to 5 */
259     .content2 p,
260     .content3 p,
261     .content4 p,
262     .content5 p {
263         margin: 20px auto;
264         font-weight: 100;
265         line-height: 25px;
266         font-size: 18px;
267         padding: 10px 20px;
268         background-color: □rgba(128, 128, 128, 0.2);
269         border-radius: 10px;
270         transition: background-color 0.3s ease, transform 0.3s ease, padding 0.3s ease;
271     }
272
273 /* Styling for the paragraph in content sections 2 to 5 when hovered */
274     .content2 p:hover,
275     .content3 p:hover,
```

```
# style.css > ...
275   .content3 p:hover,
276   .content4 p:hover,
277   .content5 p:hover {
278     background-color: ■rgba(255, 0, 0, 0.9);
279     padding: 15px;
280   }
281
282 /* Styling for the fourth banner section */
283 .banner4 {
284   width: 100%;
285   height: 100vh;
286   background-image: url("mu.png");
287   background-size: contain;
288   background-position: center;
289   background-repeat: no-repeat;
290   position: relative;
291 }
292
293 /* Styling for the body */
294 body {
295   margin: 0;
296   padding: 0;
297   background-color: □#000000;
298 }
299
300 /* Styling for the container */
301 .container {
302   max-width: 600px;
303   margin: 0 auto;
304   padding: 40px;
305   background-color: □#000000;
306   border-radius: 8px;
307   box-shadow: none;
308 }
309
310 /* Styling for the heading 2 */
311 h2 {
312   text-align: center;
313   margin-bottom: 30px;
314   color: ■#ffff;
315   font-size: 28px;
316   font-weight: bold;
317 }
318
319 /* Styling for the form group */
320 .form-group {
321   margin-bottom: 25px;
322 }
323
324 /* Styling for the label */
325 label {
326   display: block;
327   font-weight: bold;
328   margin-bottom: 8px;
329   color: ■#ccc;
330   font-size: 16px;
```

```
# style.css > ...
325  label {
326    font-size: 16px;
327  }
328
329  /* Styling for the input fields and textarea */
330  input[type="text"],
331  input[type="email"],
332  textarea {
333    width: 100%;
334    padding: 14px;
335    border: 1px solid #272727;
336    border-radius: 4px;
337    background-color: #353434;
338    transition: border-color 0.3s ease, background-color 0.3s ease;
339    font-size: 16px;
340    color: #fff;
341  }
342
343
344
345
346
347  /* Styling for the input fields and textarea when focused */
348  input[type="text"]:focus,
349  input[type="email"]:focus,
350  textarea:focus {
351    outline: none;
352    border-color: #ff0000;
353    background-color: #000000;
354    box-shadow: 0 0 5px rgba(255, 0, 0, 0.3);
355  }
356
357  /* Styling for the textarea */
358  textarea {
359    height: 150px;
360    resize: vertical;
361  }
362
363  /* Styling for the submit button */
364  button[type="submit"] {
365    display: block;
366    width: 100%;
367    padding: 14px;
368    background-color: #ff0000;
369    color: white;
370    border: none;
371    border-radius: 4px;
372    cursor: pointer;
373    font-size: 18px;
374    font-weight: bold;
375    text-transform: uppercase;
376    transition: background-color 0.3s ease, transform 0.3s ease;
377  }
378
379  /* Styling for the submit button when hovered */
380  button[type="submit"]:hover {
381    background-color: #cc0000;
382    transform: translateY(-2px);
383  }
384
385  /* Styling for the submit button when focused */
386  button[type="submit"]:focus {
387    outline: none;
388    box-shadow: 0 0 5px rgba(255, 0, 0, 0.5);
```

```
# style.css > ...
378
379  /* Styling for the submit button when hovered */
380  button[type="submit"]:hover {
381    background-color: #cc0000;
382    transform: translateY(-2px);
383  }
384
385  /* Styling for the submit button when focused */
386  button[type="submit"]:focus {
387    outline: none;
388    box-shadow: 0 0 5px rgba(255, 0, 0, 0.5);
```

Appendix H: JavaScript code for animation

```
js script.js > ⚏ document.addEventListener('DOMContentLoaded') callback > ⚏ mapToggleBtn.addEventListener('click') callback
1  document.addEventListener('DOMContentLoaded', function() {
2    // Get all the navigation links
3    const navLinks = document.querySelectorAll('.navbar ul li a');
4    // Get all the sections
5    const sections = document.querySelectorAll('.banner, .banner2, .banner3');
6
7    // Add click event listener to each navigation link
8    navLinks.forEach(link => {
9      link.addEventListener('click', function(e) {
10        e.preventDefault();
11        // Get the target section id from the link's href attribute
12        const targetId = this.getAttribute('href');
13        const targetSection = document.querySelector(targetId);
14        if (targetSection) {
15          // Scroll to the target section smoothly
16          targetSection.scrollIntoView({ behavior: 'smooth' });
17        }
18      });
19    });
20
21    // Add scroll event listener to the window
22    window.addEventListener('scroll', function() {
23      const scrollPosition = window.scrollY;
24      // Check each section's position and update the active navigation link
25      sections.forEach(section => {
26        const sectionTop = section.offsetTop;
27        const sectionHeight = section.offsetHeight;
28        const sectionId = section.getAttribute('id');
29        if (scrollPosition >= sectionTop && scrollPosition < sectionTop + sectionHeight) {
30          navLinks.forEach(link => {
31            link.classList.remove('active');
32            if (link.getAttribute('href') === `#${sectionId}`) {
33              link.classList.add('active');
34            }
35          });
36        }
37      });
38    });
39  });
40
41  document.addEventListener('DOMContentLoaded', function() {
42    // Get all the map containers
43    const mapContainers = document.querySelectorAll('.map-container');
44    // Get the map toggle button
45    const mapToggleBtn = document.querySelector('.map-toggle-btn');
46
47    // Add click event listener to the map toggle button
48    mapToggleBtn.addEventListener('click', function() {
49      // Toggle the active class on each map container
50      mapContainers.forEach(function(container) {
51        container.classList.toggle('active');
52      });
53
54      // Updates the text content of the map toggle button
55      if (mapContainers[0].classList.contains('active')) {
56        mapToggleBtn.textContent = 'View St Mary\'s';|
```

Appendix I: User Personas

ABOUT

BETH IS A STUDENT CURRENTLY STUDYING AT UWE UNIVERSITY SO SHE IS JUGGLING MULTIPLE RESPONSIBILITIES SUCH AS COURSEWORK, PART-TIME JOBS, AND EXTRACURRICULAR ACTIVITIES.

BUSY BETH

AGE: 20
GENDER: FEMALE
ORIGIN: UK
JOB: RETAIL WORKER

RELATION TO DONATING

BETH WANTS TO DONATE TO CHARITY BUT FINDS IT CHALLENGING TO CARVE OUT TIME FOR CHARITABLE ACTIVITIES AMIDST THEIR PACKED DAILY ROUTINE.

PERSONALITY

INTROVERT	<input type="range"/>	EXTROVERT
IMPATIENT	<input type="range"/>	PATIENT
PANIC	<input type="range"/>	CALM
FREE	<input type="range"/>	TEAM PLAYER

MAIN PROBLEMS

LACK OF TIME AND FEELING OVERWHELMED BY HER BUSY SCHEDULES.
STRUGGLE TO FIND A BALANCE BETWEEN ACADEMIC DEMANDS AND PERSONAL INTERESTS.



ABOUT

SAM HAS JUST FINISHED UNIVERSITY. HE HAD BEEN PART OF A FRIENDSHIP GROUP THAT WERE NEVER ACTIVELY INVOLVED IN PHILANTHROPY. SINCE LEAVING HIS UNI SAM HAS BEEN AROUND OTHER PEOPLE THAT SEE THE IMPORTANCE IN CHARITY AND UNDERSTAND THE BIG IMPACT HE COULD MAKE, EVEN BY A SMALL DONATION.

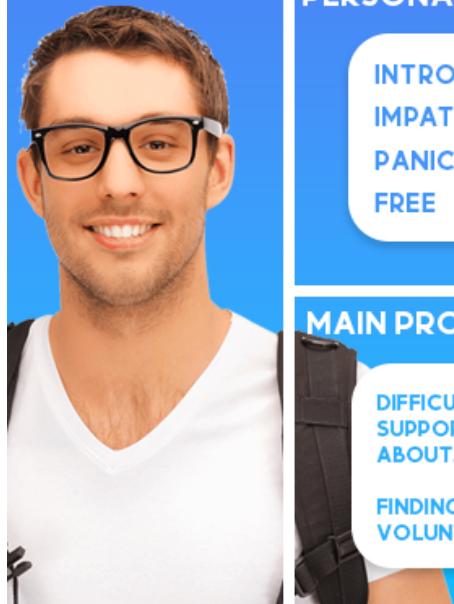
SOCIAL SAM

AGE: 23

GENDER: MALE

ORIGIN: UK

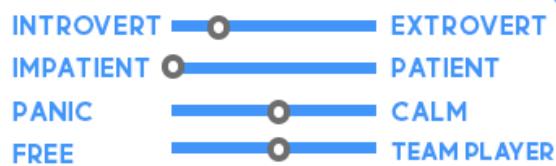
JOB: N/A



RELATION TO DONATING

SAM SEES DONATING AS A POWERFUL TOOL FOR CREATING CHANGE AND ALLEVIATING SUFFERING. HOWEVER HE IS NOT REGULARLY INVOLVED IN CHARITY, IN FACT HIS LAST CONTRIBUTION WAS A FEW YEARS AGO IN A CHARITY FOOTBALL MATCH.

PERSONALITY



MAIN PROBLEMS

DIFFICULTY IN FINDING EFFECTIVE WAYS TO SUPPORT MULTIPLE CAUSES HE IS PASSIONATE ABOUT.

FINDING OTHER LIKE-MINDED PEOPLE TO VOLUNTEER WITH HIM.



ABOUT

PRESTON IS SOMEONE WHOSE ALWAYS BEEN KEEN ON GETTING INVOLVED IN CHARITY. HE VOLUNTEERS BUT WANTS TO FURTHER HELP BY DONATING ACTUAL MONEY INSTEAD OF TIME. PRESTON'S ONLY CONCERN IS WITH THE LITTLE MONEY HE HAS AS HE BELIEVES A SMALL DONATION WILL BARELY HAVE ANY IMPACT.

POOR PRESTON

AGE: 20

GENDER: MALE

ORIGIN: UK

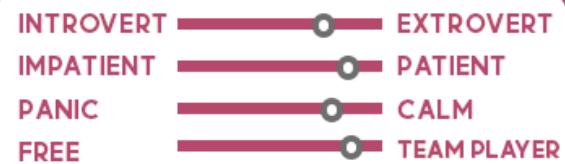
JOB: N/A



RELATION TO DONATING

PRESTON REGULARLY VOLUNTEERS FOR A CHARITY IN BRISTOL WHERE HE HELPS THOSE IN NEED BY PLAYING SPORTS WITH DISABLED CHILDREN WHICH HE GAINS GREAT SATISFACTION FROM.

PERSONALITY



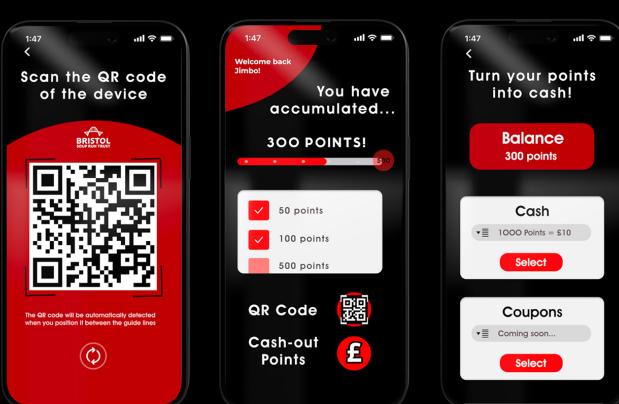
MAIN PROBLEMS

DUE TO BEING A STUDENT PRESTON HAS VERY LIMITED FUNDS.

A CONCERN PRESTON HAS IS NOT UNDERSTANDING HOW MUCH OF AN IMPACT A SMALL DONATION WOULD BE.

Appendix J: Mobile App Prototype Promo Poster

**GIVE BACK,
GET REWARDS**



**SCAN QR CODES AT EVENTS
TO EARN POINTS**

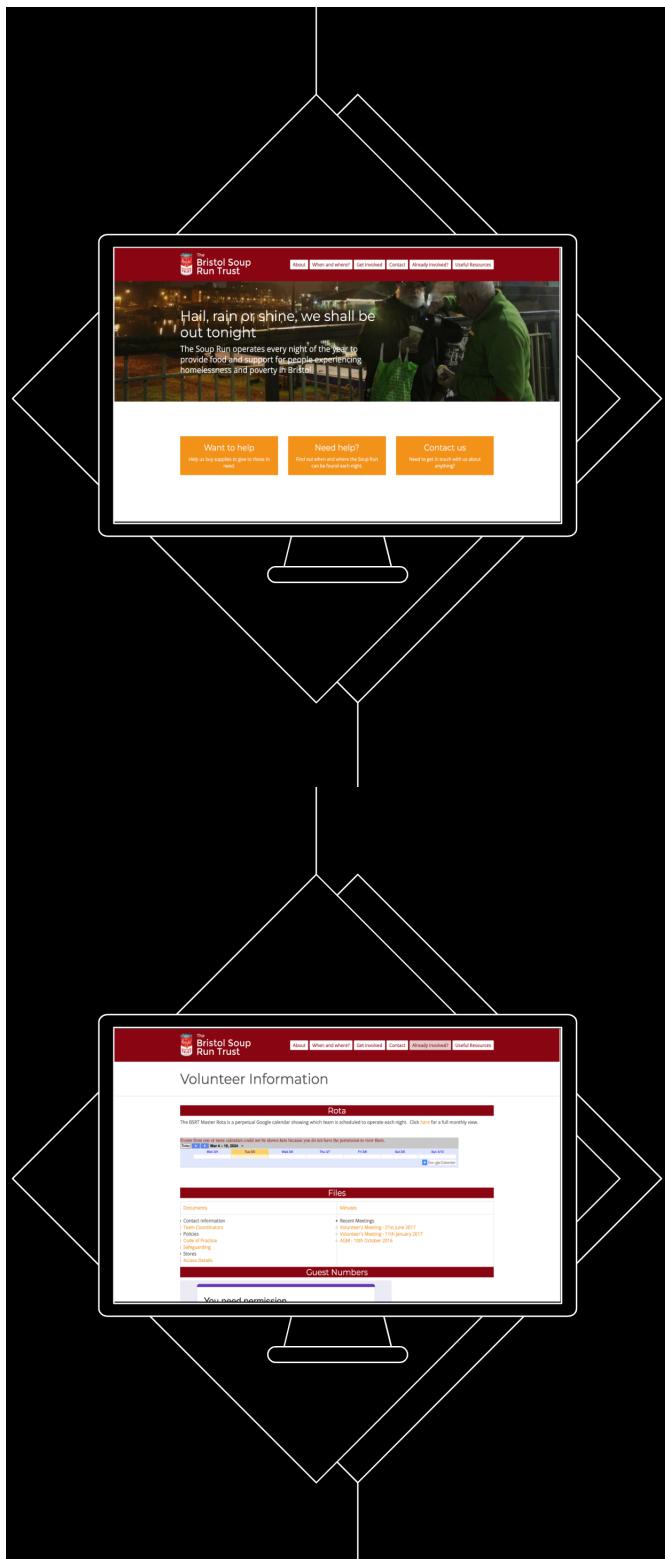
**REDEEM POINTS FOR CASH
REWARDS!**

**DOWNLOAD NOW
START MAKING A DIFFERENCE**

 Download on the App Store

 Download on the Google Play

Appendix K: User testing of original website (Bristol Soup Run Trust)



Website Observation Test: Notes 1

- Unappealing nav bar
- Huge border
- Old fashioned buttons
- 'About page' can be combined with 'When and where'
- 'Get involved' can be combined with 'Contact'
- Unclear it is a charity

Website Observation Test: Notes 2

- Change HTML code to improve accessibility
- Performance issues
- Links aren't typically orange which could be difficult for the user to understand
- Broken links on useful resources tab
- Already involved page is messy and the rota is confusing