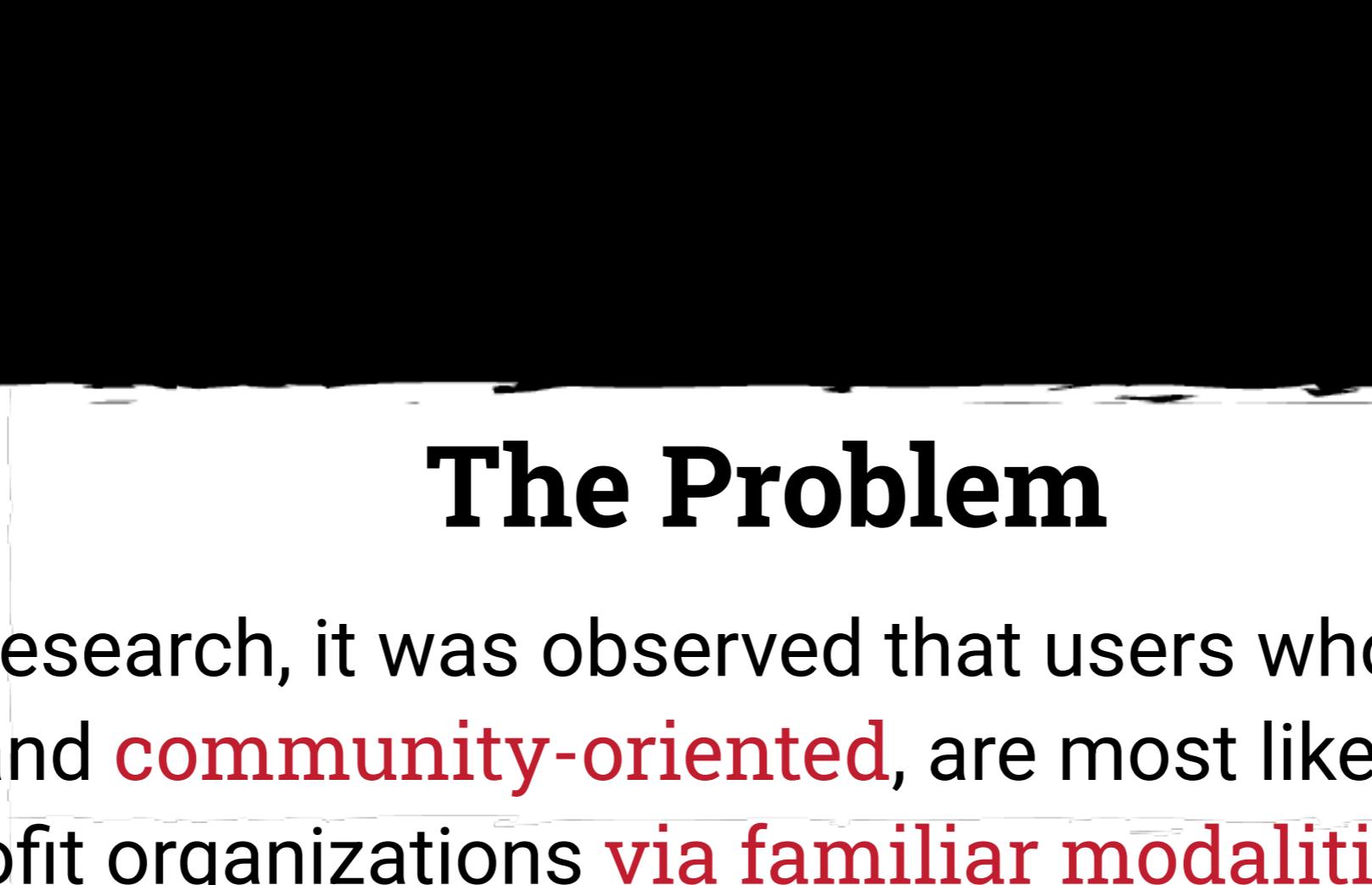


DON'T SHOOT PDX

Website Redesign for Local Nonprofit



DON'T SHOOT PORTLAND is a non-profit organization based in Portland, OR which advocates for social justice and civic participation.

My team was tasked with redesigning the existing web page to promote user interactions aligning with the organization's priorities and encouraging the community to participate beyond "liking" social media posts.

The Problem

Through research, it was observed that users who are **socially-motivated** and **community-oriented**, are most likely to engage with local non-profit organizations **via familiar modalities** such as social media. However, users struggle to **personally source valuable information** from said non-profit's sites, resulting in a lack of confidence that **demotivates user participation** in change-initiatives.

How might we help non-profit organizations to **amplify and clarify** their messaging in ways that **replicate familiar modalities** thus helping to inspire **confidence in and motivate users** to participate in change-based missions?

The User

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User Persona

Dax was born and raised in and around Portland. He works at a local food cart hub downtown and enjoys the city lifestyle. Dax likes to stay aware of social issues and has participated in protests and marches that have happened in the past two years. He wants to do more to help make a difference, but can get overwhelmed when trying to find ways to help out the communities he cares for, outside of financial donations.

Goals

- Find clear messaging about social issue updates through his mobile device
- Find ways to support local causes he believes in.
- Participate in initiatives in his community

Frustrations

- Continuous clicking through sites when looking for information
- Lack of clarity in large bodies of content. Obscured value.
- Outdated/irrelevant content

DAX JOSEPH

"Is drawn to nonpro websites that offer most important information at the home page"

"Attracted to clean and simple sites that are easy to navigate"

"Stays connected through email newsletters, and followship on social media"