



REDESIGN: ≡ NATIONAL VETERANS OUTREACH ≡

A study in transforming the website experience of a
local non-profit into a user-centered product



THE PROBLEM

Disabled veterans are struggling to obtain resources on finding a new career path, receiving housing assistance, and coexisting in civilian life.

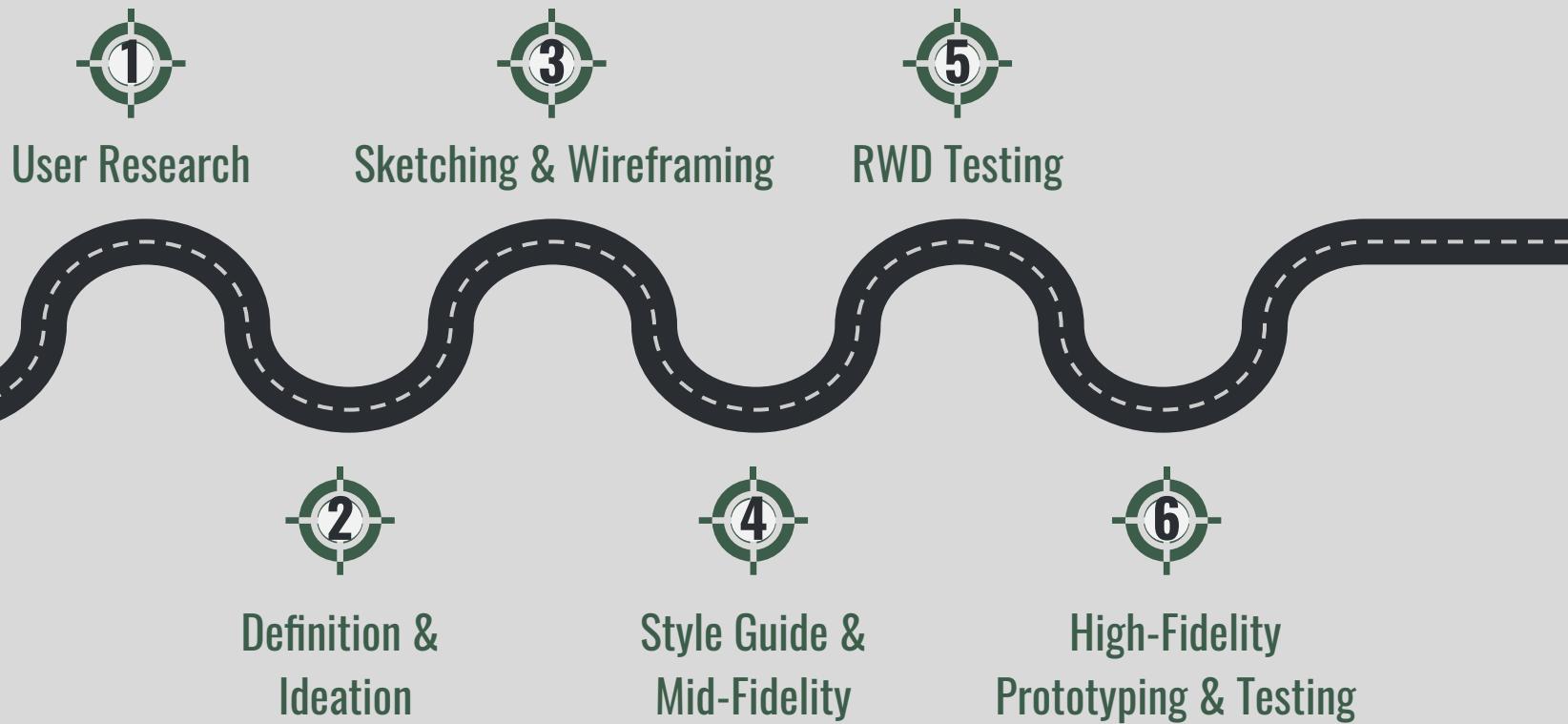


THE SOLUTION

Take the National Veterans Outreach content and reuse it to make a website design that encouraged veterans to find the services they needed.



DESIGN PROCESS



COMPETITOR ANALYSIS

Competitor Analysis		Feature Inventory									Usability	
Competitor Name	Platform	Price Point	Health care	Counseling	Housing Assistance	Employment	Education	Financial Assistance	Community Events	Desirable	UI/Ease of Use	
Soldiers' Angels	Website, responsive in mobile app	Free	✓	✓	✓	✓	✗	✓	✓	⚠	+	
			✓	✓	✓	✓	✓	✗	✓	⚠	⚠	
Hope for Warriors	Website, responsive in mobile app	Free	✓	✓	✓	✓	✓	✗	✓	⚠	⚠	
The American Legion	Website, responsive in mobile, Mobile app	\$40/Annually	✓	✓	✓	✓	✓	✓	✓	+	⚠	
Military.com	Website, Mobile app	Free	✓	✓	✗	✓	✓	✓	✗	⚠	⚠	

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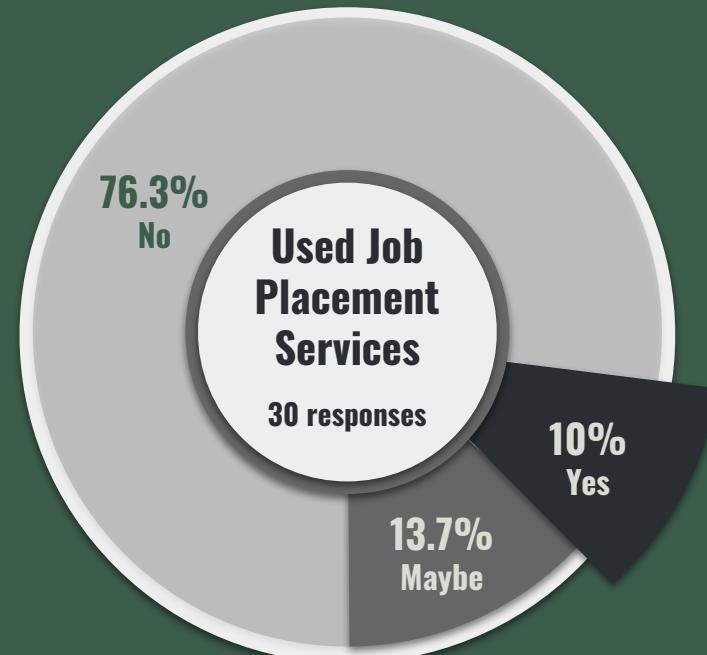
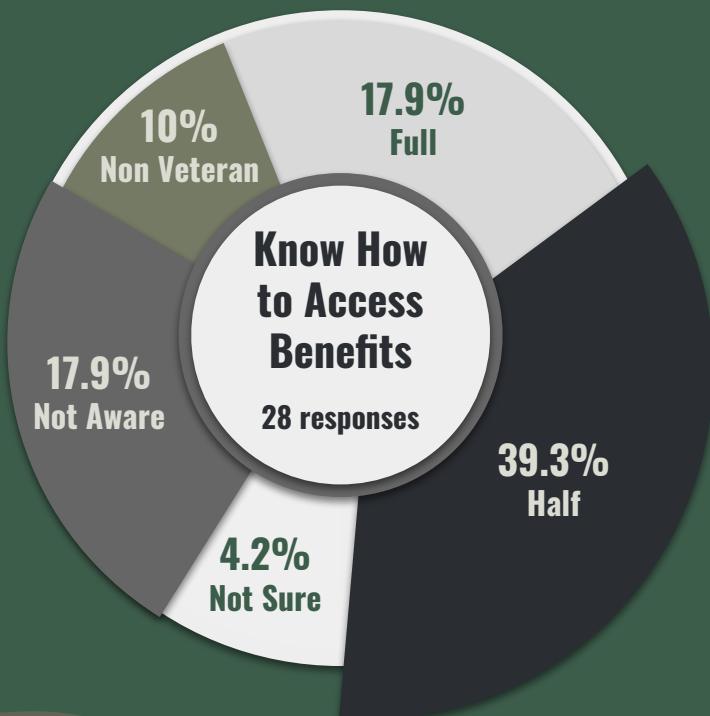
Done well

⚠

Needs improvement

miro

SURVEY ANALYSIS



USER INTERVIEWS



★ “People love and respect me for my service to our country, I am disabled, so now what?!”

- Angela, age 42



★ “Civilians don’t understand me and it’s keeping me from making connections and getting a job.”

- Robert, age 38



★ “There should be more veterans in civilian jobs. What we bring to the table is discipline and strong work ethics”.

- Andrea, age 55



RESEARCH CONCLUSIONS



Low-Skill Jobs



Skills Translation



Underemployment



Lack Clear Pathways

USER PERSONA



Daniel Johnson

"As a disabled veteran, I want an easier way to access my benefits because I don't want to overburden my family during my transition back into civilian life."

Age 35
Job Title Unemployed
Status Married, with two kids
Location San Antonio, TX

PERSONALITY

Introvert Extrovert

Analytical Creative

Busy Time rich

Messy Organized

Independent Team player

INFLUENCERS

What products or services are influencing



BEHAVIOR TRAITS

DISCIPLINED EMPATHETIC

CURIOS ANXIOUS

GOALS

Motivations to use our service

- Find a field of work I can advance in
- Learn how to manage my anxiety
- Getting my children the best education possible
- Feel independent again

NEEDS

Reasons to use our service

- Provide for my family
- Find health care assistance to reduce my chronic pain
- Understand my benefits and available resources
- To get a job

PAIN POINTS

How can our service help

- Red tapes
- Long wait times
- Having to depend on others to find my resources
- Not being tech-savvy
- Scared of not being accepted
- Complicated paperwork

INTERESTS

Interests that can influence decision

- Spending time with family
- Basketball
- Cooking
- Museums
- Traveling

STORYBOARD

1.
Daniel feels awful about his wife's stress



Daniel feels terrible, his wife has been working two jobs trying keep up with bills.

2.
Daniel discovers NVO JobMatch



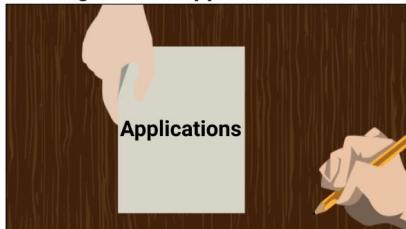
Daniel discovers the JobMatch assessment on the National Veterans Outreach website.

3.
He is excited about all his opportunities



The assessment test showed all the job openings that match his skillset.

4.
Daniel gets NVO application assistance



He then meets with his new case manager to assist with applications.

5.
He receives an official job offer!



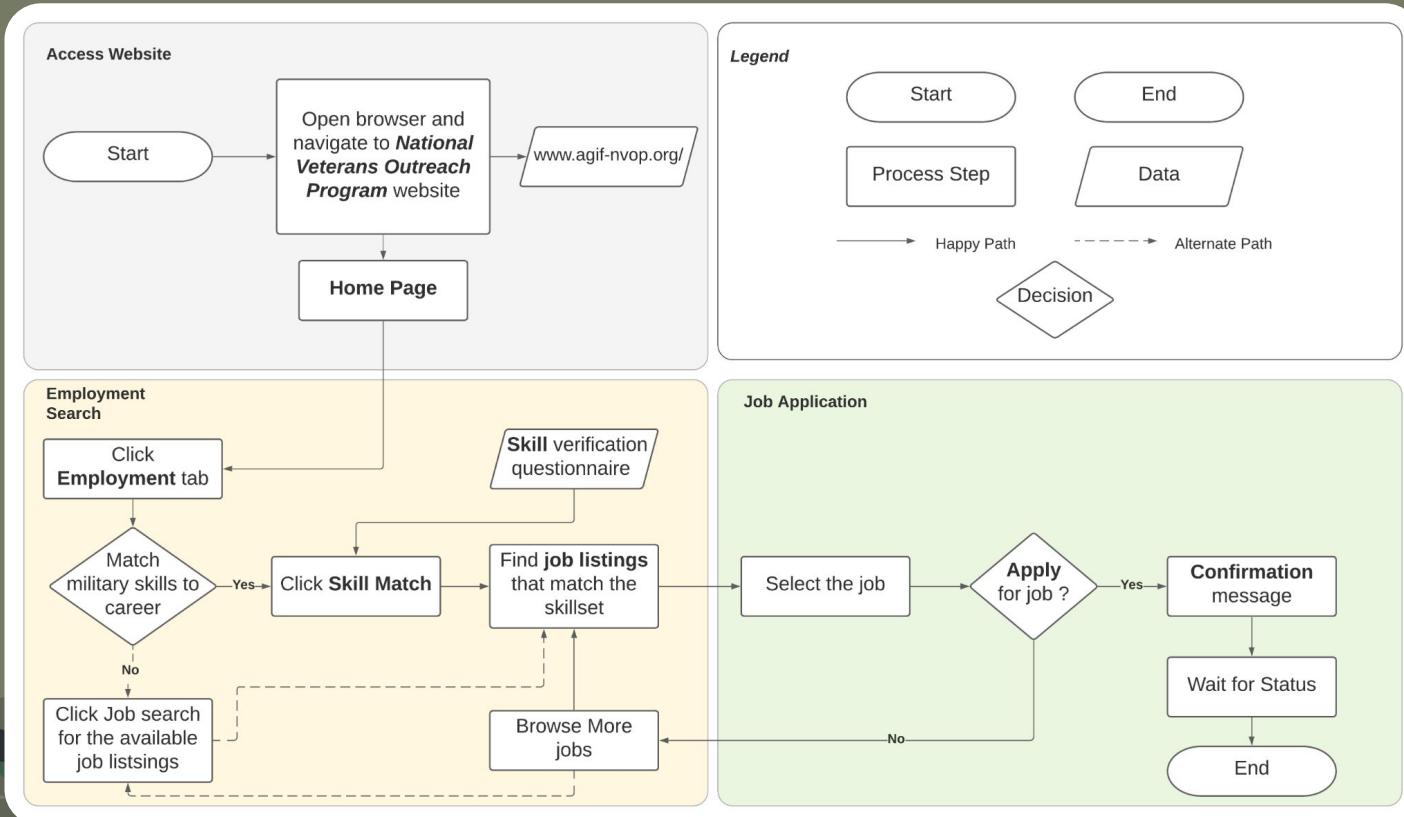
Daniel gets a message from National Veterans Outreach about the jobs he applied for.

6.
Daniel is elated provide for his family!

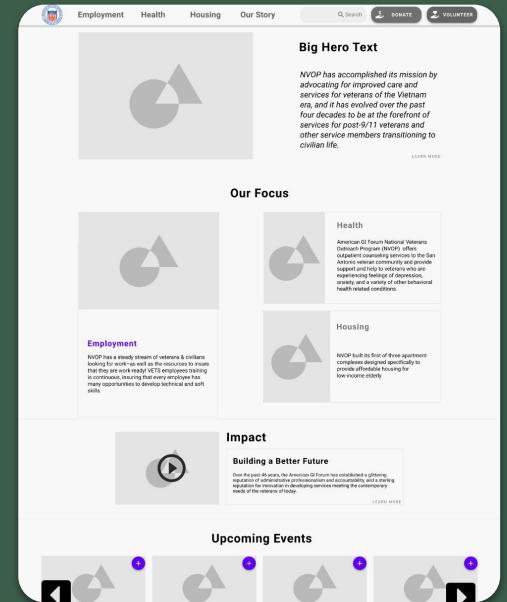
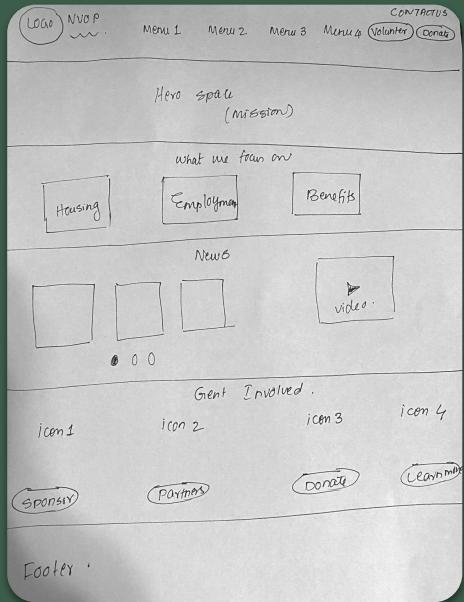


Daniel is thrilled, he feels confidence again, and now he can provide for his family!

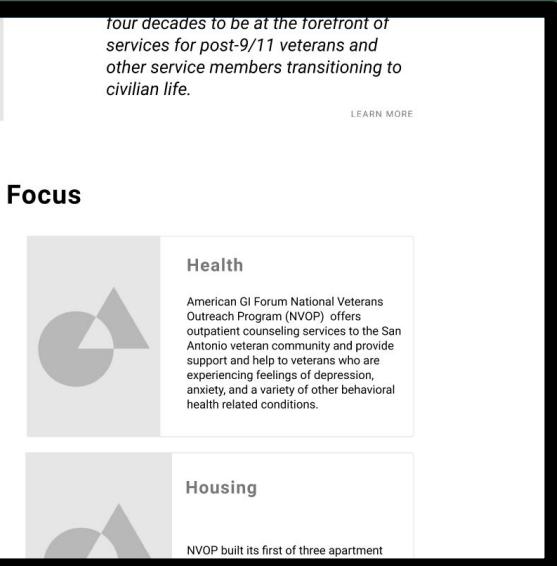
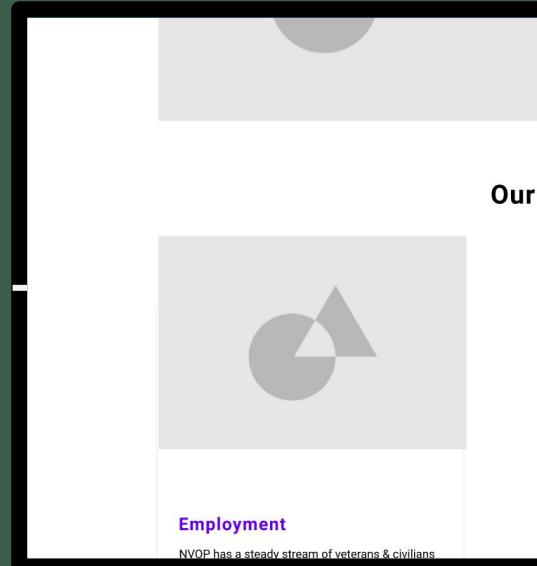
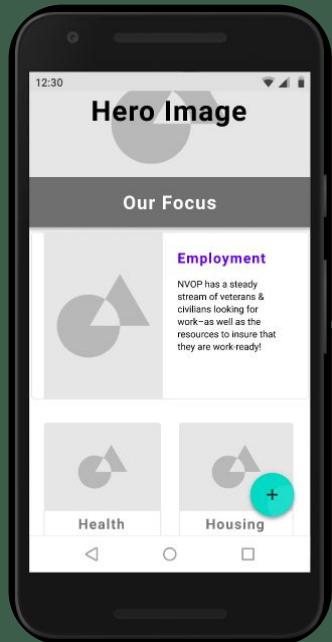
USER FLOW DIAGRAM



SKETCH/LOW-/MID-FIDELITY PROTOTYPE



RESPONSIVE WIREFRAMES



STYLE GUIDE

01. Colors

Brand Colors

Color name finder

Primary / Dark State Grey	Secondary / White (Ghost White)
#232323	#F7F7F7

Amazon #D785C
Steel Blue #E077B3
Molts #F6C6A7
White #FFFFFF

02. Typography

Font size

Name: Roboto

Typeface:

Heading 1
Heading 2
Heading 3
Heading 4
Heading 5
Heading 6

Line height and paragraph spacing: Minimally 1.1 x font size

Title gallery

Images used in titles for this website.

Image Title
Image Title

Buttons

Primary / Button Sample
Secondary / Button Sample
Tertiary / Button Sample
Text / Button Sample
Text / Secondary / Button Sample



USER TESTING PLAN

Task 1: Give feedback on the homepage experience

Goal/Output:	The wireframes provide a comprehensive experience.
Assumptions:	That they find the wireframe accessible. They don't go <u>for</u> the search bar.
Steps:	<ol style="list-style-type: none">1. User is taken to <u>wireframe</u>.2. User explores the wireframe.
Success Criteria:	The user is pleased with their experience navigating around the wireframe.
Scenario:	You want to explore the homepage design.



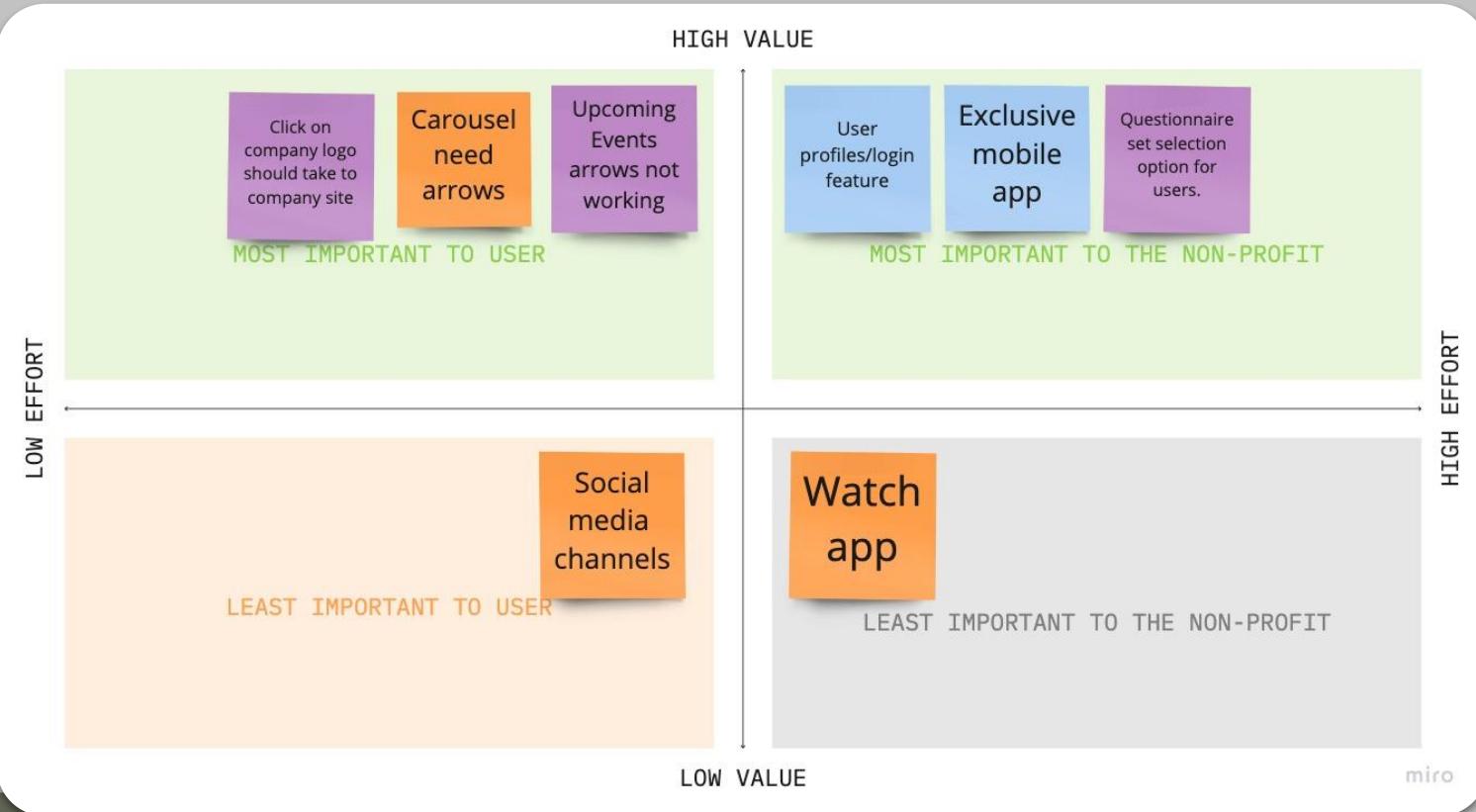
Task 2: Submit application for a job through the skill match service.

Goal/Output:	They reach the Submission success modal.
Assumptions:	They are impressed by the job selection. They feel that the skill match was accurate.
Steps:	<ol style="list-style-type: none">1. Open homepage.2. Go to <u>Employments</u> tab.3. Click on <u>Skill Match</u> button.4. Complete questionnaire.5. Find desired job in listing.

USER TESTING NOTES



USER TESTING



RESPONSIVE PROTOTYPES

NATIONAL VETERANS OUTREACH

Our Story Employment Health Housing Search

DONATE VOLUNTEER

We Serve

Veterans helping veterans

Our Focus

Employment

VETS employees training is continuous, insuring that every employee

Health Benefits

American GI Forum National Veterans Outreach offers outpatient counseling services to the San Antonio veteran community

CONCLUSION

- We wanted to take a website with a noble aim, and bring it into the modern day by implementing UI and responsive web design
- We learned the importance of user feedback over designer assumptions
- We're looking forward to further iterating our designs, including additional features such as
 - user profiles
 - exclusive mobile app
 - questionnaire selection



THANK YOU



Ingrid Devia
Project Manager
UX Researcher
UI Designer



Kristin Colyer
UX Researcher
UI Designer



Nathan Friedman
UX Researcher
UI Designer



Rajitha Girijadevi
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UI Designer

TOOLS: Miro, Figma, InVision, Slack, Zoom, Adobe XD, Trello, Google Suite