Audience

60% | **80%**

Public

People coming to the site looking for assistance and information about the Healing Center.

"I've heard about the Healing Center, what is it exactly? What services do they have? Can they help me and my family? When are they open? Where are they located? How will I get there?"

30% | 15%

Volunteers

People coming to the Healing Center searching for opportunities to serve.

"I'm familiar with the Healing Center and would like to find out more information about serving opportunities. I'm not sure exactly how my background and skills might translate to a volunteering role."

10% | 5%

Partners

Companies, organizations and individuals looking to contribute, donate.

"I'm interested in dontating money to Healing Center. I want to make sure my money goes to a good cause. What is their reputation here in the city?"

Goals

Direct / Message

Why Healing Center of Cincinnati? Why does it exist? What purpose?

Direct / Navigation

Guide people to find the information they need. They shouldn't have to search through content. The path should be strategically laid out for them.
skype.com

Concise

Present information in a clear, concise manner.

Usability

50% of traffic, coming from mobile. Design must be simpified to work effectively in mobile.

Information hub

Questions should have an answer. Opportunities should be presented.

Keep in mind

Webpage

People want information, they want it quickly. Frustration in site navigation usually leads to a bounce.

Attention Span

While there may be many areas of emphasis, selectivity is important.
Sliders have a 1% click rate.
People are progressivly engaging with the site, they are seeking / not absorbing.

Scope

If everything is important, nothing is important.
Determining importance and commiting to a consice message is important.

Feel	Perception
Hope	Reputable
Bright	Knowledgable
Uplifting	
Open	Kind
Friendly	Warm
Life	
	Efficient
Energy	
Non-judging	Effective
Renewal	
Compassion	Helpful

What is working

Identity

Sense of place, location, scale of center are quickly seen.

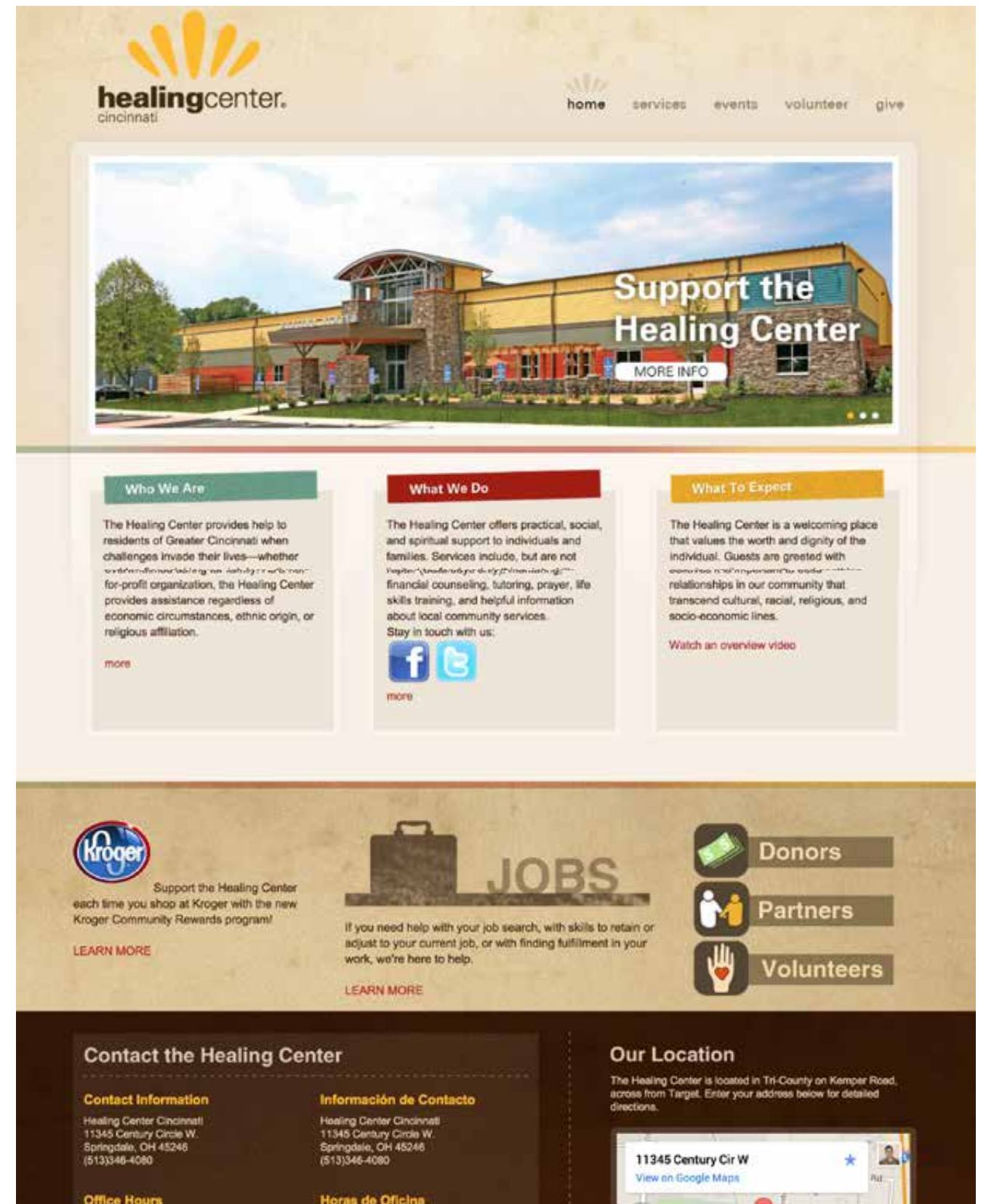Logo is prominant / quiet space around logo is effective for "pop-out".

Navigation

Consistently located, easy to find.

There is an organization structure apparent on the home page. Specific categories and grouping make sense.

Needs Addressed

Location is clear, I have a good idea of what the Healing Center is and what they do.

Assessing the current site

Room for improvement

Identity

Site does not reflect architecture, clean, open modern feel of building. The connection between the center, look and feel connection is lost. Branding is inconsistant.

Who/What/Where is too wordy/ abstract. Could be more direct.

Non-Directing

Scan of page is required before settling on navigation links at top to continue search.
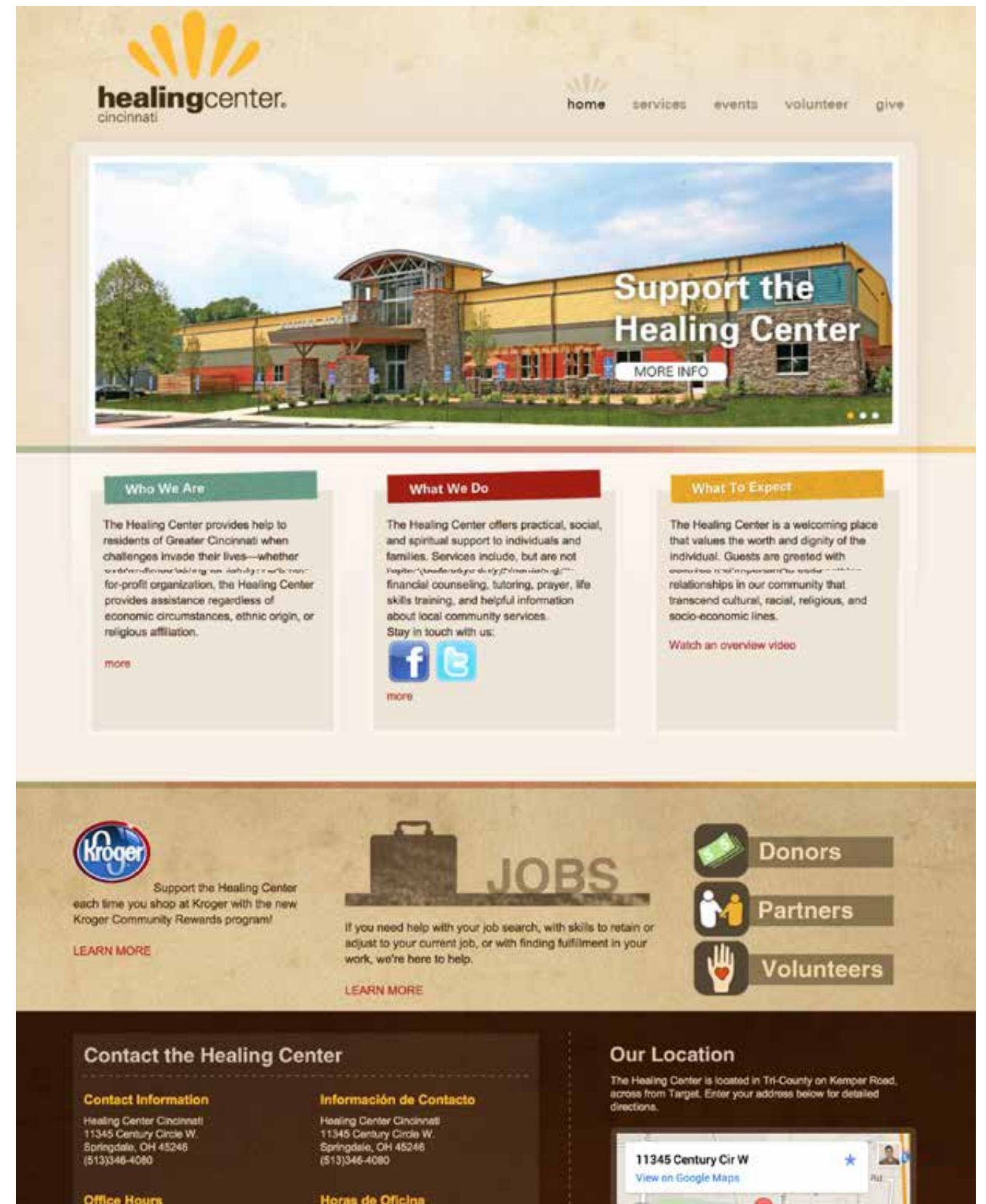
Distracting Elements

Colored bar, framed border, tilted headers all add distracting elements user must scan through.

Human Element

Smiling faces, eye contact missing.

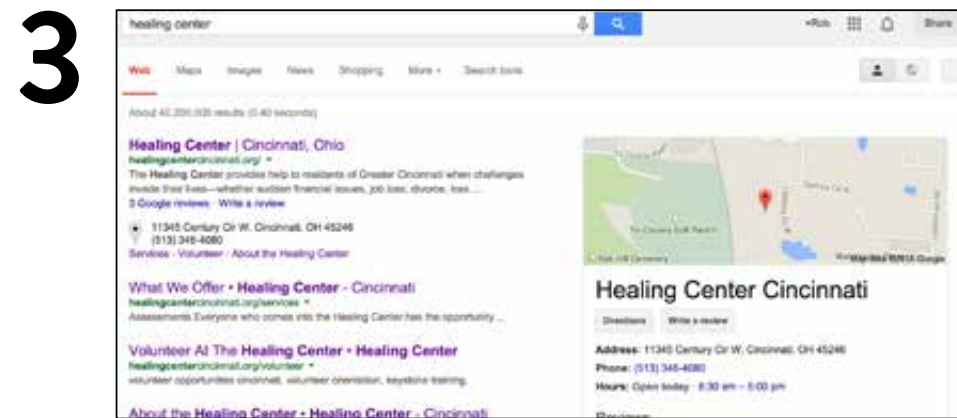### Engaging

Missing the hook. What draws people in?

Consider a first time user

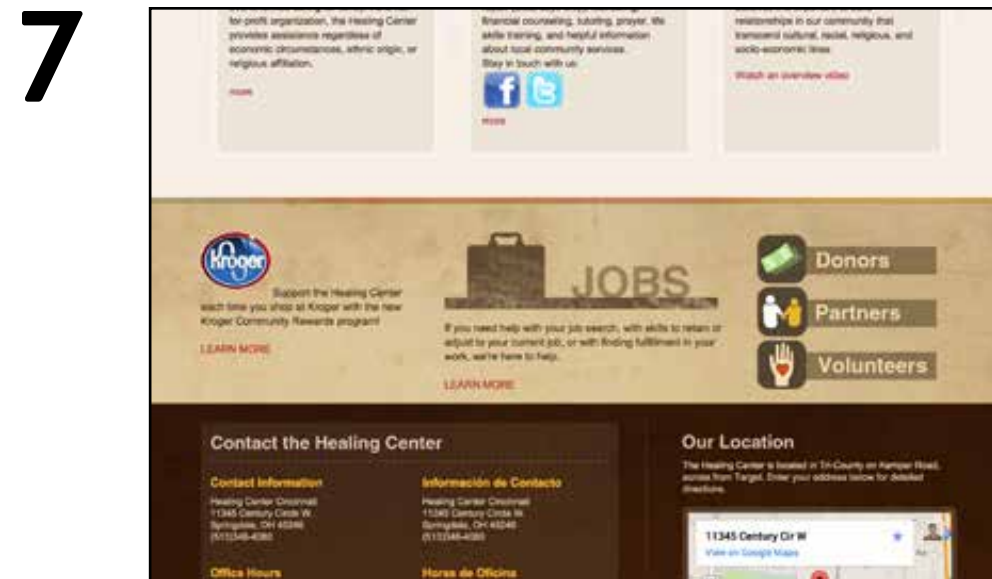**1** "My family really needs groceries and I just can't stretch the food stamps far enough."

2 "I've heard of a place called the Healing Center offering groceries, maybe they can help me out?"

3

4 "That must be it, click."

5

6 "OK, this is definitely it....."

7

8 "Kroger, maybe that's it." *Support the Healing Center each time you shop at Kroger with the new Kroger Community Rewards program!* **Oh, no that's for people shopping at Kroger's..**
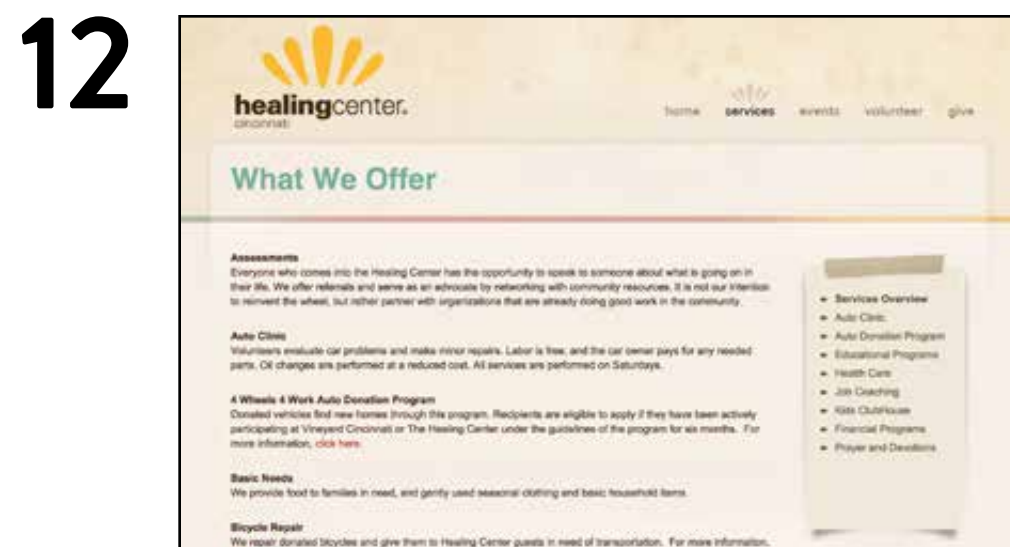
9 "I do see time hours and the location, which I did see on google...I wonder if they give groceries out during those hours or specific hours...it might be easiest to just call that number."

10 "Maybe I missed it, I'll look at the top again"

11 "Services and Events...it's probably services. Click"

12

13 "Woah, they do a lot more than just give food out. I still don't see anything about food though. Maybe it actually an event." Click

14 "Oh, there's even more! Maybe they can offer me help than just food....but I still don't see it." Maybe this isn't the right place? I did see that Krogers logo though..it has to be

15 "I'll just call. That'll be easier."

A simple exercise

1

Organized Complexity
Corporate
Dated

2

Sleek, Clean
Organized
Directed

3

Clean
Organized
Directed

4

Engaging
Clear Vision
Organized

5

Clean
Organized
Directed

6

Too Much
Shouting for attention
Organized Complexity

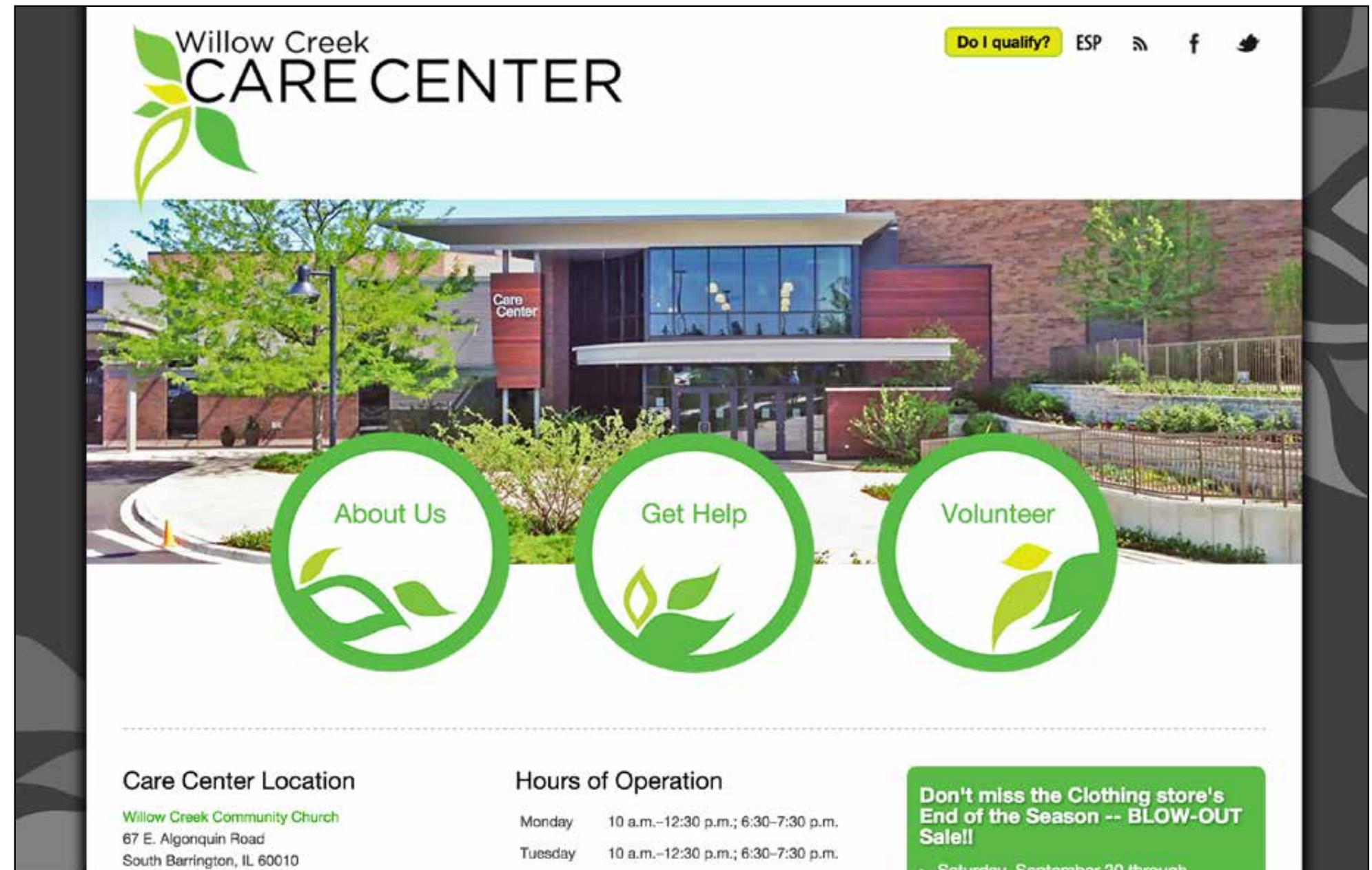**7**

Too Much
Everything is important
Organized Complexity

Directing

Within a fraction of a second I have a sense of the building, where to click for help, where to click for volunteering.

A glance down I see hours and location. No need to search. They anticipated my inquiry, here it is.

Directing

Inquiry is anticipated. They appreciate my time, no digging, no weeding through other content to get to the core.

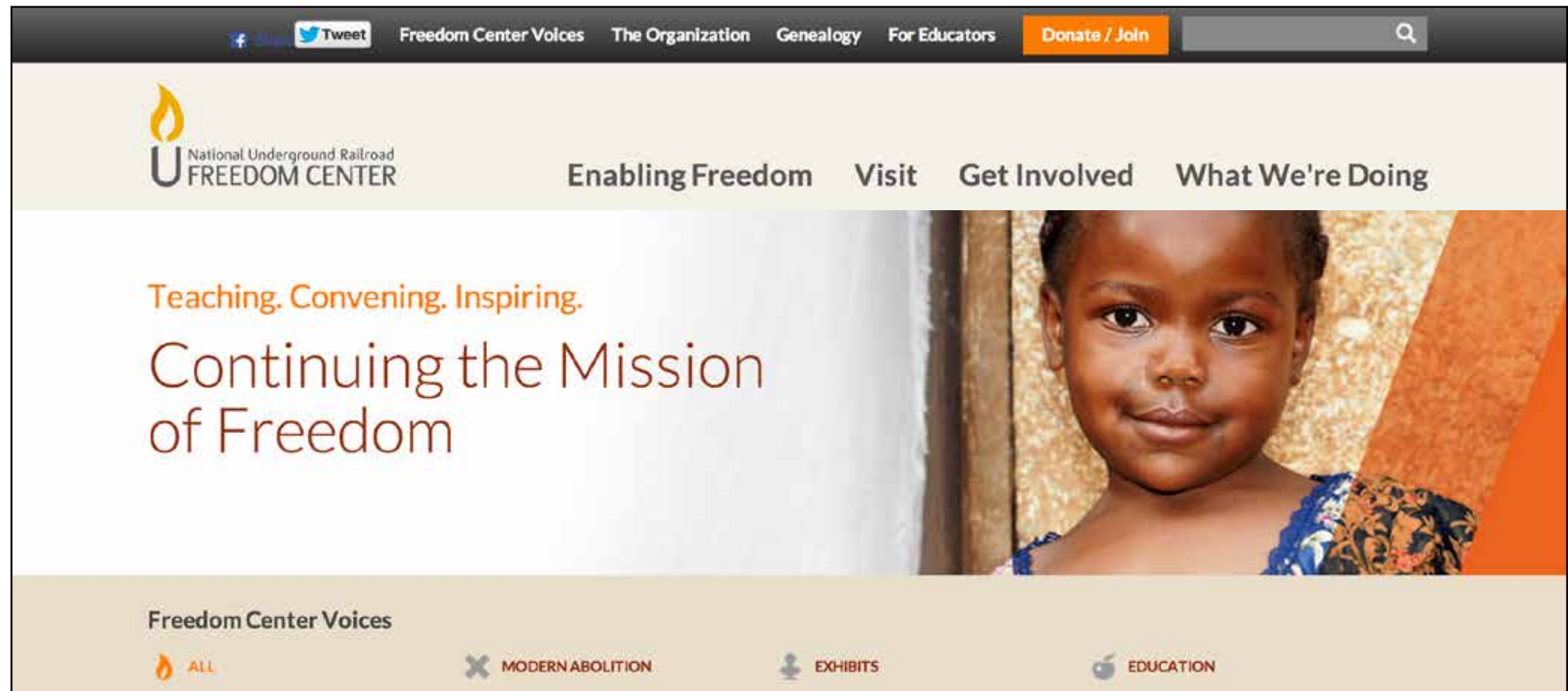## Identity

Quick, concise, action words.

Engaging

Where do you look first? The smiling girl.

Empathy and human elemant are instantly connected.
I'm drawn into the site, there is a clear anchor.
Now I can peruse their more complex navigation.

How have sites with similar "problems" found working solutions.

Engaging

Where do you look first? There is definitely an "anchor" image.

Directing

Although they have 7 items of navigation, someone carefuly weighed the importance of each.
There are 3 blocks of elements working here.

Block 1:

| SPECIES | PLACES | THREATS | OUR WORK |

Block 2:

DONATE › ADOPT ›
Search

Block 3:

ABOUT US   HOW TO HELP

Room for improvement?

Directing

Where does your eye land? Nowhere really it scand the page detecting various elements looking for a place to rest.

The Volunteer/ Donate / Learn grouping is a nice way of directing visitors and anticipating inquiries but it's overshadowed.

Donating must be important since it's in two places. Instead of reducing elements to place emphasis on "donate" they've added elements, added complexity to the site.

Navigation

Volunteer/ Donate / Learn is a great concept and nicely executed in their specific context but in the context of the overall site there are many competing elements.

8 Navigation menu items on top of the site. There's no good rule of thumb number wise, but it's a lot. This site has a lot of complexity and it's evident.

Room for improvement?

Directing

Look here! Over here! No, over here!
So many elements all competing for attention. Similar to Times Square. Instead of chosing a few items to promote and guide users selectivley we've decided it's all important choose your own adventure.

Navigation

There's a lot, 7 items of main navigation. Navigation in the slider, "I'm New" navigation button. Location navigation above the logo.... and there's more below the fold!

Distracting

The heavy background and vivid t-mobile esque colors with high contrast white on black is adding quite a bit of complexity. "I'm new" button is just another voice shouting to be noticed. Instead of quieting the overall site and placing emphasis on only a few parts a shouting vivid magenta was necessary to be noticed.
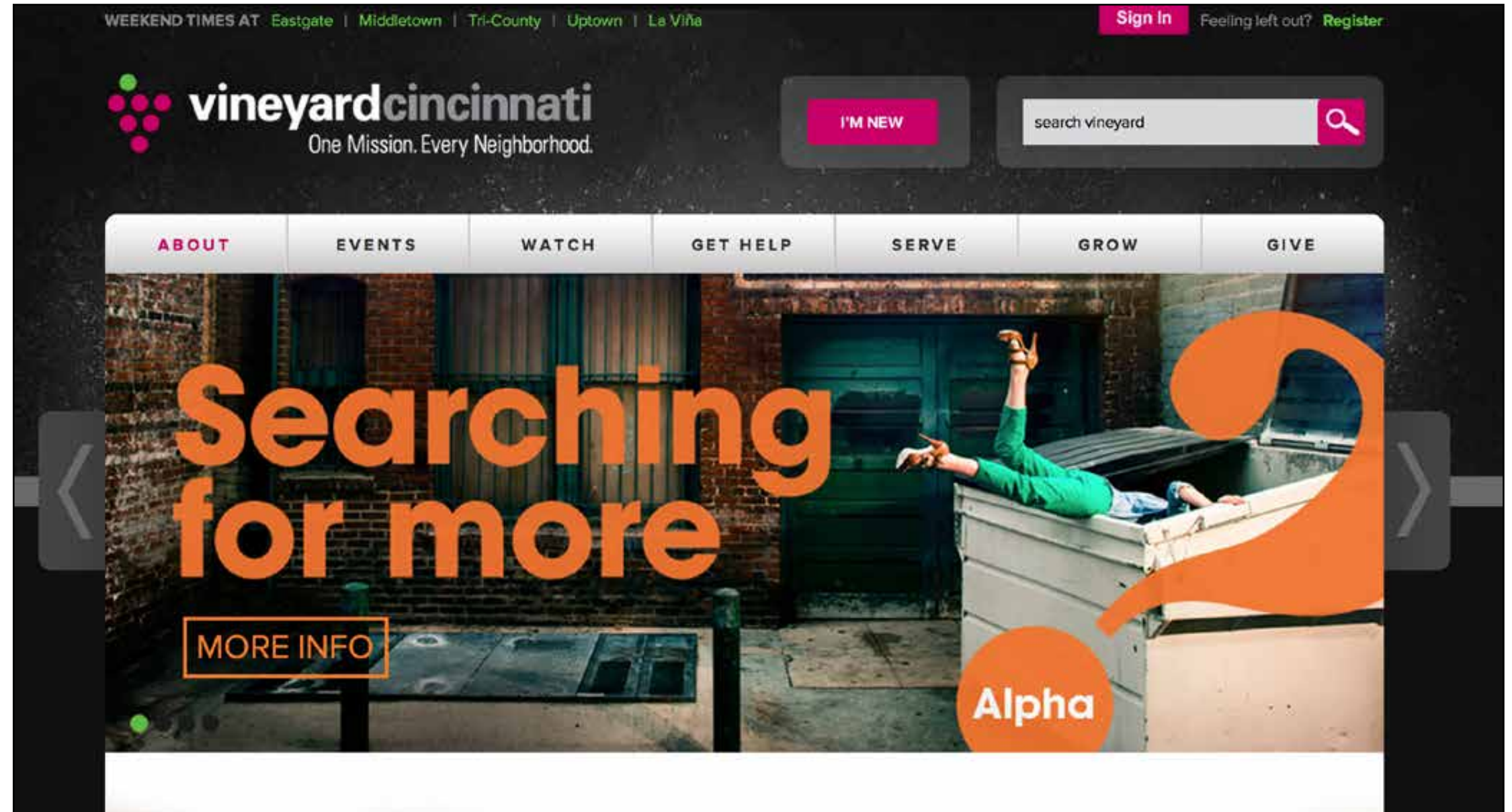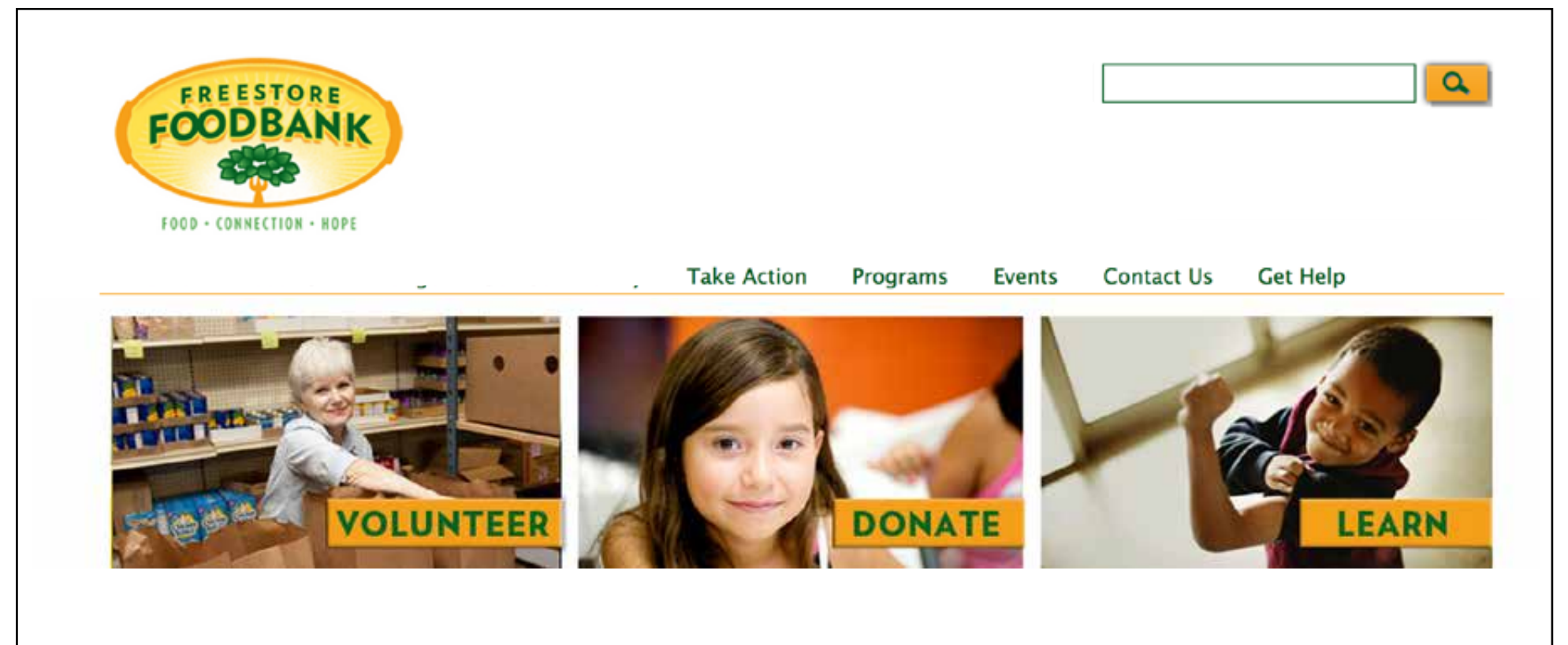
Things to consider

What's the cost/benefit of these icons... they add complexity to the site and most likely don't get used much

The Freedom Center has an amazing building.
What is the impact of the site now?
Is this site as engaging as it was?
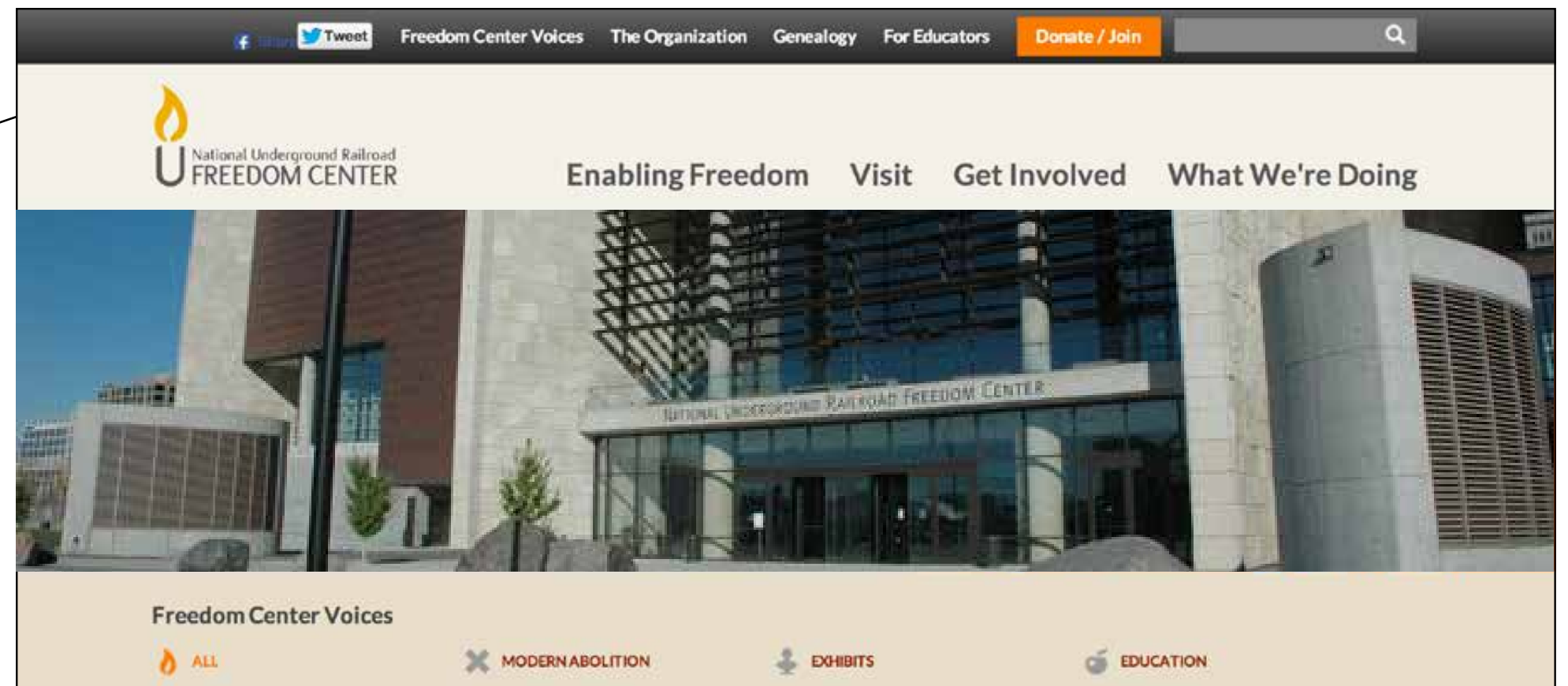
Well, that's not so complicated. I came to the site to learn about volunteering, there it is. Click

Things to consider

The Vineyard has so many branches and groups, classes etc. complexity comes with the territory. Not necessrily, Saddleback has greatly simplified their navigation, and they're a larger church.
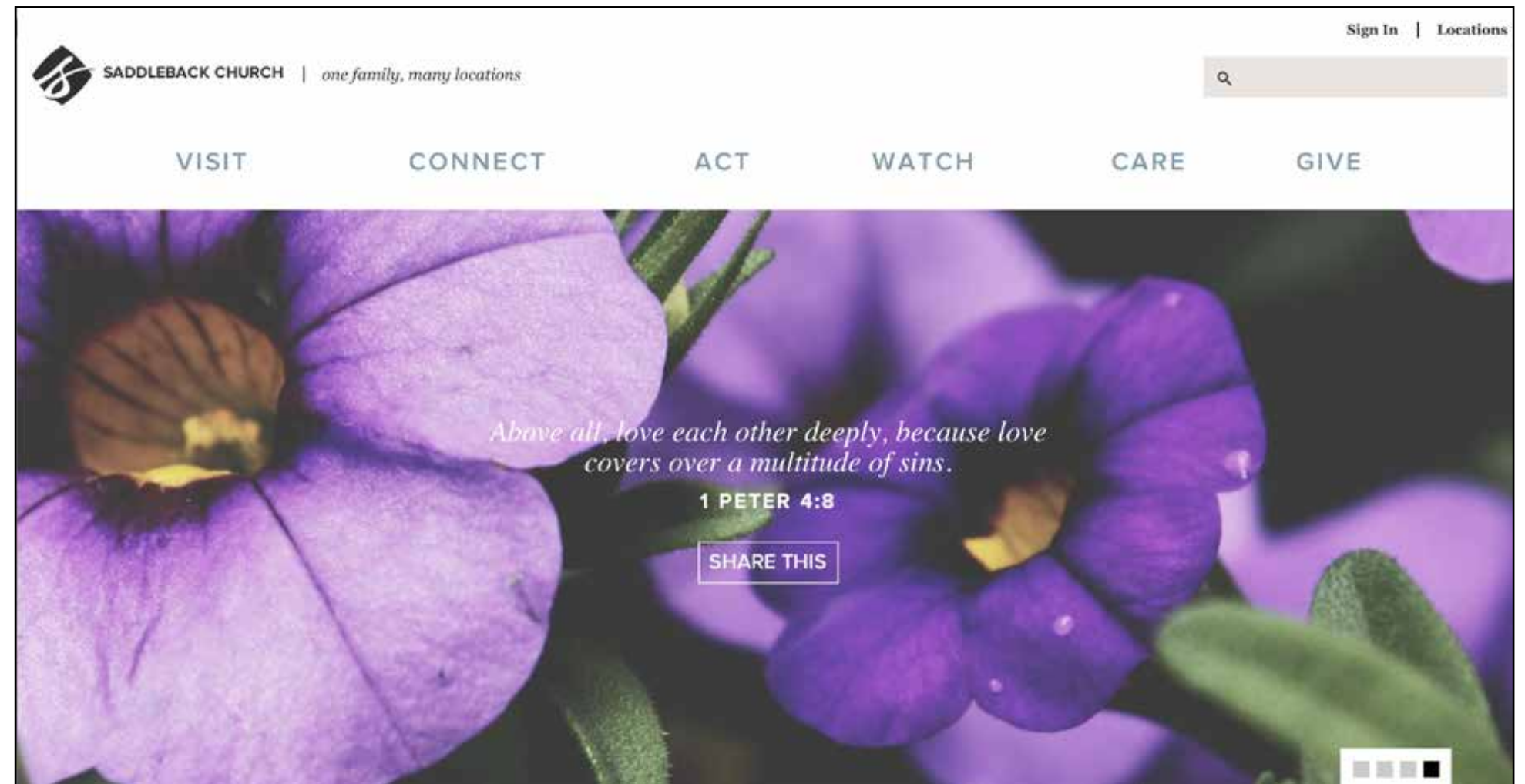
In a jam

TED speaker Sheena Iyengar, a professor at Columbia University, performed a classic experiment in the realm of choice studies in 1995. In the study — which she describes in her TEDTalk "How to Make Choosing Easier" — Iyengar presented shoppers in a gourmet market with a display of jams. At times, the display showed 24 varieties. At others, it included only six. Iyengar found that, yes, 60 percent of customers found themselves pulled to the large display while only 40 percent stopped at the small one. But with 24 possible options, consumers questioned themselves and only 3% made a jam purchase. At the small display, nearly a third of consumers who stopped by bought a jar of jam.

Define our audience

If we don't have a clear understanding of our audience and a weighted priority good, logical design can't be accomplished.

Anticipate Inquiries

It's not an exact science, but we have a general idea of how people are using the site and why. Let's make it easy for them.

Feel of site

Compassion and empathy. Make use of photos that say much more than wide shots or buildings. The Healing Center offers an amazing service, which revolves around people and the human spirit. I'd hate for that to be masked behind buildings and wordy bodies of copy.

Engage

Once we have their attention, then they'll listen. So many services, so many events, let's make it palettable, not overwhelming.

Measure

Every element affects another element on the site. Everything is connected. Promoting one element demotes another. Promoting everything, leaves everything on the same level. Building a site is a constant state checks and balances.

253
187
48

226
93
78

253
212
115

173
186
111

104
179
189
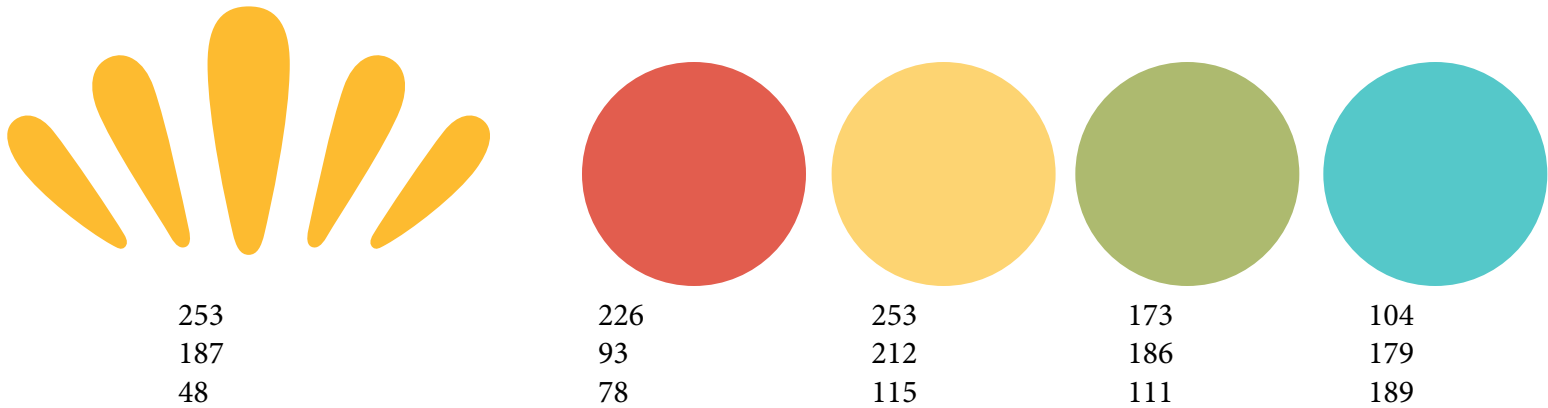
The palette chosen, reflects the branding of the building but also adds color, life and air into the site.

Typography

Site Map

Brandon Grotesque

The typeface chose reflects contemporary design. It is also very legible at any size and has a light approachable feel. Rounded edges and high contrast in character forms are two key features of this typeface.

The Healing Center
The Healing Center
The Healing Center

Brandon Grotesque is a sans serif type family of six weights plus matching italics. It was designed by Hannes von Döhren in 2009/10. Influenced by the geometric-style sans serif faces that were popular during the 1920s and 30s, the fonts are based on geometric forms that have been optically corrected for better legibility.

Brandon Grotesque has a functional look with a warm touch. While the thin and the black weights are great performers in display sizes the light, regular and medium weights are well suited to longer texts. The small x-height and the restrained forms lend it a distinctive elegance.

Brandon Grotesque is equipped for complex, professional typography. The OpenType fonts have an extended character set to support Central and Eastern European as well as Western European languages.

Home
- **About**
-- History
-- Virtual Tour
-- Letter from the Executive Director
-- Values
- Services
-- Auto Clinic
-- Growth & Healing
-- Spiritual Care
-- Financial Programs
-- Current Volunteers
-- Job Coaching
-- Kid's Clubhouse
-- Prayer and Devotion
-- Marketplace Food Pantry
--- Current Volunteers
--- Marketplace Food Pantry
--- Other Ways to Contribute
--- Interested in Serving?
--- Hours
-- Other Ways to Contribute
-- Interested in Serving?
-- Pantry Operations
-- Bicycle Repair
- **Events**
-- Hunger Walk
-- Education
-- Volunteers
-- Health
-- Calendar
--- *Month by Month
- **Volunteer**
-- Volunteer Information
-- Find My Fit
-- Volunteer Sign-up
- **Give**
-- Give Online
-- Planned Giving
-- Item Donations
-- Employer Sponsored Programs
-- Automobile Donations
-- Community Rewards Program
- **Contact**
-- Staff Contacts
-- Advisory Board Member