



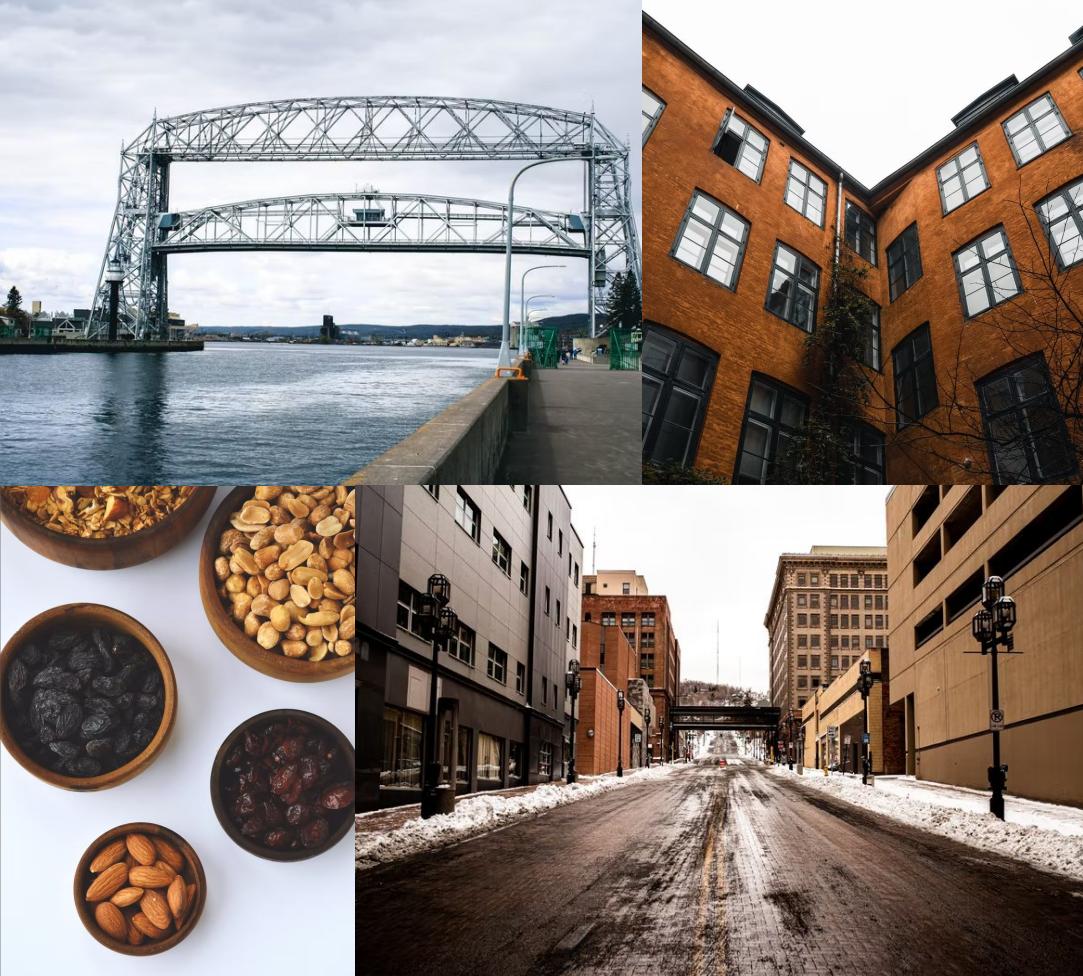
**Food · Shelter · Dignity · Hope**

Timothy Nguyen, Sabrina Onuma, Faith Lee,  
Courtney Stempinski



# About CHUM

CHUM is a strong member of the Duluth community, in which it provides emergency food shelves, housing stabilization services, and political advocacy for low-income people.





# 9%

**Homeless adults identified and engaged with services and local resources**

# Motivation for Helping CHUM

We feel helping CHUM create a strong UX/UI experience will aid in its impactful mission by creating a more user-friendly and accessible website.



## BIO

Ryan K. Duncan is a fun outgoing person. He is described by his community as a light in the room. He loves standing up for those who may not be heard and making sure everyone is enjoy the space around them.



## GOALS

- Wants to connect his community to help others in need
- Volunteer for what he is passionate about



## HOBBIES

- Volunteering
- Advocating for Homelessness
- Hiking
- Church Work



## FRUSTRATIONS

- When he wants to help, but can't find the information to get started or its tedious (mailing things vs. online)
- Text heavy websites
- Complex application processes especially when coordinating for big groups

## Ryan K. Duncan

28, Duluth, MN

Cirrus Aerospace  
Engineer

ARCHETYPE

Activist

“

*Absolutely I'll be  
there helping out!*

”

## Frequently used tools



# Problem Statement

Volunteers need easier ways to find local resources on non-profit websites to be able to help their community.

# UX Scenario

Ryan is a Duluth resident who's passionate about helping in his community. He finds some free time on the weekend and wants to dedicate it to volunteering. He needs clear online information about how to volunteer at CHUM.



# CHUM's Current Website

**chum**  
Food • Shelter • Safety • Hope

CHUM's people of faith working together to provide basic necessities, foster stable lives, and organize for a just and compassionate community.

[Home](#) | [Who We Are](#) | [Services & Outreach](#) | [Get Involved](#) | [Contributions](#) | [News & Publications](#) | [Employment](#) | [Rhubarb Festival](#)

**Rhubarb Festival**  
STELLA MARIS ACADEMY  
HOLY ROSARY CAMPUS  
JUNE 15, 2012 10:00 AM - 3:00 PM

You won't want to miss Duluth's favorite festival of the summer!

[Sign Up to Volunteer!](#)

**CHUM is proud to support**  
[Stepping On Up](#)

**CHUM IS HIRING**  
COME JOIN OUR TEAM

[Click Here to see the Open Positions](#)

**CHUM YUMS**  
CHUM Yums was started in collaboration with Mary Tennis from The Depot, Jeff Ruprecht of Creative Arcade, Jonathon Reznick of Mid Coast Catering, Eric Rhame of DSGW Advertising, and Emily Polard of Optum Health. Local chefs and volunteers from the area came together in the region and settled on this project after talking to members of CHUM. Local chefs volunteered time and recipes to the cause including Tina and Jason Wusow of Wusow's Concert Cafe, and Kevin Fonda from Restaurant 301, and are featured in accompanying recipe videos.

You can access the CHUM Yums playlist [here](#) and print out the recipe cards to the left. We hope you enjoy CHUM Yums and suggest recipes to add to the collection.

**Introducing CHUM2GO!**  
CHUM2GO is a new food shelf program intended to increase food access and promote food security in Duluth proper.

[Click below for more:](#)

**chum2GO**

The Minnesota COVID-19 Vaccine Connector is a new tool that helps Minnesotans find out when, where, and how to get their COVID-19 vaccine.

The Vaccine Connector will:

- alert you when you are eligible to receive a vaccine;
- connect you to resources to schedule a vaccine appointment; and
- notify you if there are vaccine opportunities in your area.

This tool is for all Minnesotans 18 years of age and older who have not yet been vaccinated. Insurance and identification are not needed, and signing up is free. Sign up at [vaccine connector](#). It is easy, safe, and secure.

**chum**  
YUMS

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**Welcome to CHUM!**

CHUM is a 501(c)(3) nonprofit human services agency in Duluth, MN sponsored and governed by an interfaith coalition of 40 faith congregations. CHUM was founded in 1977 to serve the homeless in Duluth's Hillside neighborhood. Guided by its mission to meet the needs of the neighborhood's many low-income residents more effectively, CHUM now offers emergency shelter, advocacy, support, and outreach throughout Duluth.

CHUM is Duluth's primary safety-net organization where people who are homeless or who have very low incomes can come for assistance and a welcoming, safe community. CHUM operates Duluth's largest shelter and provides a variety of other supportive services for homeless individuals and families. We help people find housing and employment, access public benefits, and receive basic medical care. All CHUM's Drop-in Center services are open to everyone and both physical and e-mail, do their laundry, have a hot meal, socialize over games or conversations, and perhaps most importantly, find a warm and welcoming community where they can be safe, heard, and respected.

CHUM is an equal opportunity provider and employer.

**CHUM**

[Address](#)  
101 West Second Street  
Duluth, MN 55802

[About Us](#)  
CHUM is "People of faith working together to provide basic necessities, foster stable lives, and organize for a just and compassionate community." We provide emergency shelter, food and street outreach throughout Duluth.

[Home Page](#)

[Contact](#)  
Phone: (218) 732-6521  
Fax: 218-732-0290

[This Page](#)  
[Welcome to CHUM](#)

**Navigation**

[Home](#)  
[Who We Are](#)  
[Services & Outreach](#)  
[Get Involved](#)  
[Contributions](#)  
[News & Publications](#)  
[Employment](#)  
[Rhubarb Festival](#)  
[Duluth Policy](#)  
[2022 Calendar](#)



CHUM is people of faith working together to provide basic necessities, foster stable lives and organize for a just and compassionate community.



## Volunteers

Home » Get Involved » Volunteers

### Volunteers

CHUM volunteers provide essential services to our clients and increase and enhance the services we are able to provide. Simply put, CHUM couldn't do what it does now without the hundreds of volunteers that support and carry out our mission every year.

Examples of volunteer opportunities include:

- Assisting people at the food shelf picking out food for their families.
- Preparing a meal and bringing it to and serving it at CHUM Center or the Steve O'Neil Apartments.
- Guiding the ushers and greeters and CHUM Church Worship Service on the 2nd Sunday of the month.
- Serving rhubarb snow cones at the CHUM Rhubarb Festival.

To ensure that your volunteerism is wholly rewarding for everyone involved - yes, you too! - please consider the following:

- How much time do you have available?
- What motivates you to volunteer?
- What are your interests and passions?
- What skills do you have that might benefit CHUM?
- What skills would you like to develop, and what would you like to learn?

To learn more about volunteering with CHUM, please contact CHUM at **(218) 720-6521** or [send us an email](#).

A [Volunteer application](#) can be completed and mailed to CHUM at 102 West 2nd Street, Duluth, MN 55802. You will be contacted regarding volunteer opportunities that meet your skills.

### Give Now Online

Make a one time donation.

[Donate](#)



### Recurring Donation

Customize a weekly or monthly gift.

Donation Amount:

20.00

How often would you like your donation to recur?

Monthly

How many times would you like it to recur?

Until I cancel

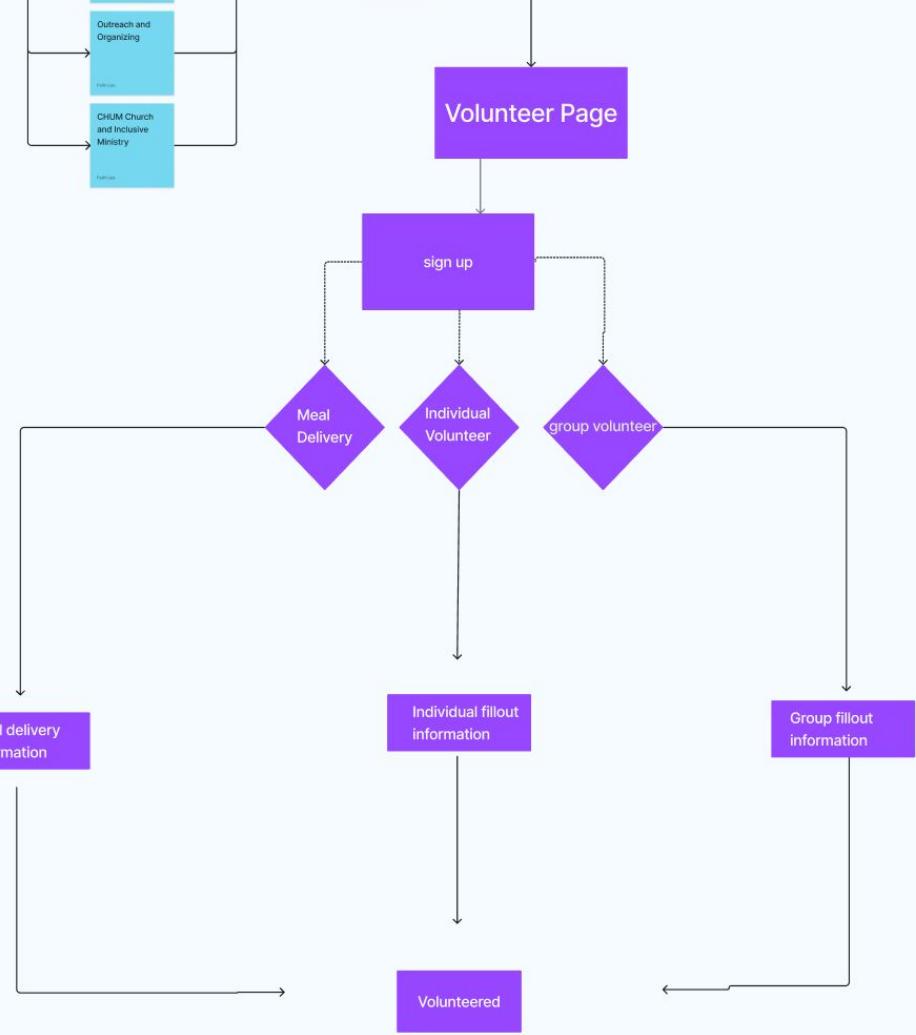
Designate my donation for:

General support

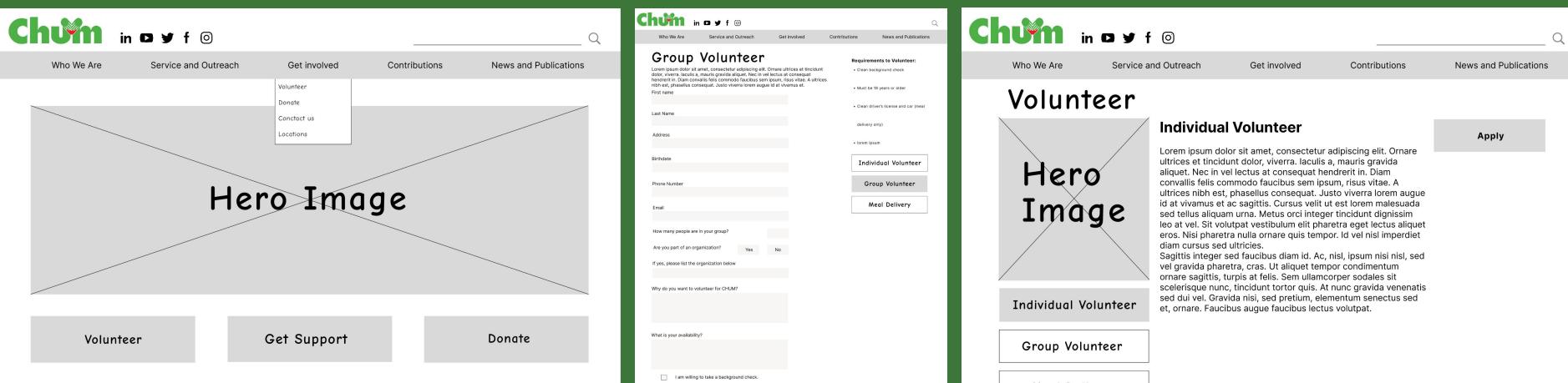
[Give Now](#)

### CHUM's Inclusion Policy

# User Flow



# Lo-Fi Wireframes



The image shows the Chum website's header. It features the Chum logo with a red heart icon on the left. To the right of the logo are social media icons for LinkedIn, YouTube, Twitter, Facebook, and Instagram. A search bar with a magnifying glass icon is positioned at the top right. Below the header, there is a navigation menu with links: Who We Are, Service and Outreach, Get involved, Contributions, and News and Publications. The "Get involved" link is underlined, indicating it is the active page. On the far left, there is a large, semi-transparent "Hero Image" box containing the text "Hero Image". At the bottom of the page, there are three call-to-action buttons: "Volunteer", "Get Support", and "Donate".

# Meal Delivery Volunteer

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ornare ultrices et tincidunt dolor, viverra. Iaculis a, mauris gravida aliquet. Nec in vel lectus at consequat hendrerit in. Diam convallis felis commodo faubibus sem ipsum, risus vitae. A ultrices nibh est, phasellus consequat. Justo viverra lorem augue id at vivamus et.

First name

Last Name

Address

Birthdate

Phone Number

Email

License Number

Vehicle Brand/Type/Model/Year

 Brand  Type  Model  Year

License Plate #

Why do you want to volunteer for CHUM?

What is your availability?

 I am willing to take a background check.

 Submit

**Requirements to Volunteer:**

- Clean background check
- Must be 18 years or older
- Clean driver's license and car (meal delivery only)
- lorem ipsum

 Individual Volunteer

 Group Volunteer

 Meal Delivery

# Group Volunteer

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First name

Last Name

Address

Birthdate

Phone Number

Email

How many people are in your group?

Are you part of an organization?

Yes

No

If yes, please list the organization below

Why do you want to volunteer for CHUM?

What is your availability?

 I am willing to take a background check.

 Submit

**Requirements**

- Clean background check
- Must be 18 years or older
- Clean driver's license and car (meal delivery only)
- lorem ipsum

# Individual Volunteer

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First name

Last Name

Address

Birthdate

Phone Number

Email

Why do you want to volunteer for CHUM?

What is your availability?

 I am willing to take a background check.

 Submit

*"Wait that's it?! That was so easy!"*

**Hero Image**



## Meal Delivery Volunteer

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ornare ultrices et tincidunt dolor, viverra. Iaculis a, mauris gravida aliquet. Nec in vel lectus at consequat hendrerit in. Diam convallis felis commodo faucibus sem ipsum, risus vitae. A ultrices nibh est, phasellus consequat. Justo viverra lorem augue id at vivamus et ac sagittis. Cursum velit ut est lorem malesuada sed tellus aliquam urna. Metus orci integer tincidunt dignissim leo at vel. Sit voluptat vestibulum elit pharetra eget lectus aliquet eros. Nisi pharetra nulla ornare quis tempor. Id vel nisl imperdiet diam cursus si.

First name

- + Clean background check
- + Must be 18 years or older

Submit

*"Convenient going to different forms"*

Group Volunteer  
Meal Delivery

**Hero Image**

Phone Number

Email

License Number

Vehicle Brand/Type/Model/Year

License Plate #

Why do you want to volunteer for CHUM?

What is your availability?

## Volunteer

### Individual Volunteer

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ornare ultrices et tincidunt dolor, viverra. Iaculis a, mauris gravida aliquet. Nec in vel lectus at consequat hendrerit in. Diam convallis felis commodo faucibus sem ipsum, risus vitae. A ultrices nibh est, phasellus consequat. Justo viverra lorem augue id at vivamus et ac sagittis. Cursum velit ut est lorem malesuada sed tellus aliquam urna. Metus orci integer tincidunt dignissim leo at vel. Sit voluptat vestibulum elit pharetra eget lectus aliquet eros. Nisi pharetra nulla ornare quis tempor. Id vel nisl imperdiet diam cursus si.

Apply

**Hero Image**

*"Straightforward Process"*

Meal Delivery

Address

CHUM

Who We Are

Service and Outreach

Get Involved

Contributions

News and Publications

Contact

### Individual Volunteer

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ornare ultrices et tincidunt dolor, viverra. Iaculis a, mauris gravida aliquet. Nec in vel lectus at consequat hendrerit in. Diam convallis felis commodo faucibus sem ipsum, risus vitae. A ultrices nibh est, phasellus consequat. Justo viverra lorem augue id at vivamus et ac sagittis. Cursum velit ut est lorem malesuada sed tellus aliquam urna. Metus orci integer tincidunt dignissim leo at vel. Sit voluptat vestibulum elit pharetra eget lectus aliquet eros. Nisi pharetra nulla ornare quis tempor. Id vel nisl imperdiet diam cursus si.

First name

Requirements to Volunteer:

- + Clean background check
- + Must be 18 years or older
- + Clean drivers license and car (area)
- + Torn t-shirt

Last Name

Address

Birthdate

Phone Number

*"I like the clean and simple layout!"*

## Logos



## Color Palette



## Typography

Roboto

### **Header**

Sub-header

This is body text.

**This is bold type.**

*This is italicized type.*

This is a link in the text.

*"This is a quote. A very nice quote at that."*

## Button States

Default

Default

Apply

Hover

Hover

Apply

Active

Active

Apply

Disabled

## Header/Footer Navigation



Who We Are

Service and Outreach

Get Involved

Contributions

News and Publications

102 West Second Street, Duluth, MN 55802



Phone: (218) 720-6521

## Grid Dimensions

Desktop: 16 columns

Phone: 8 columns

Tablet: 8 columns

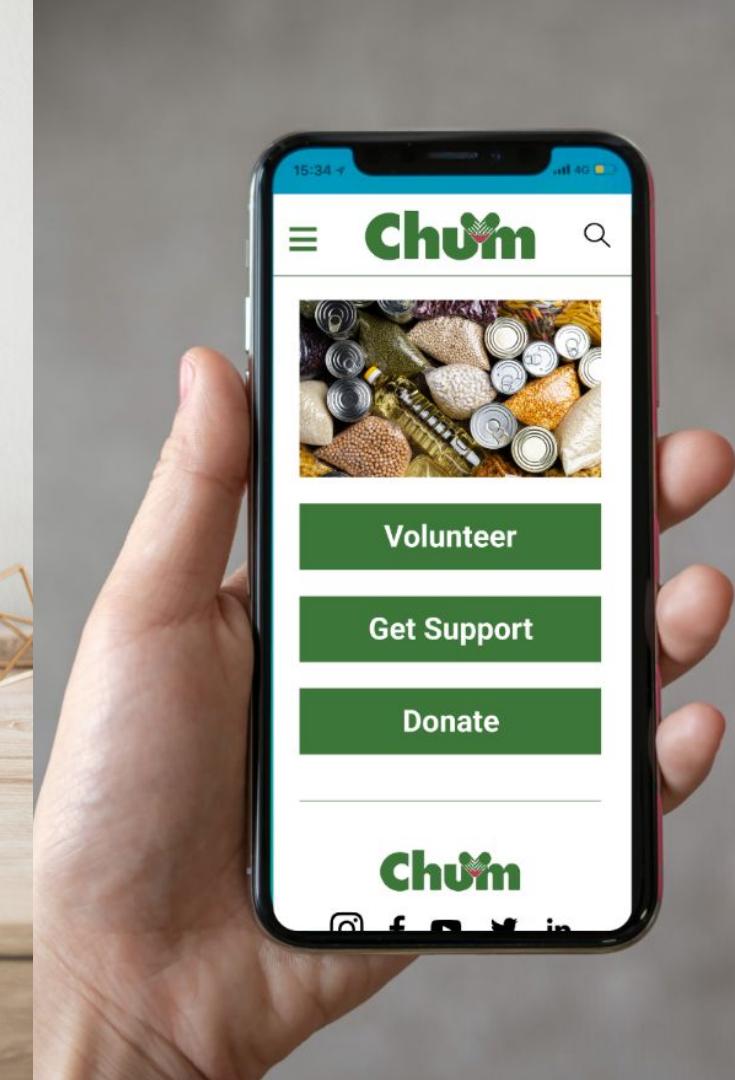
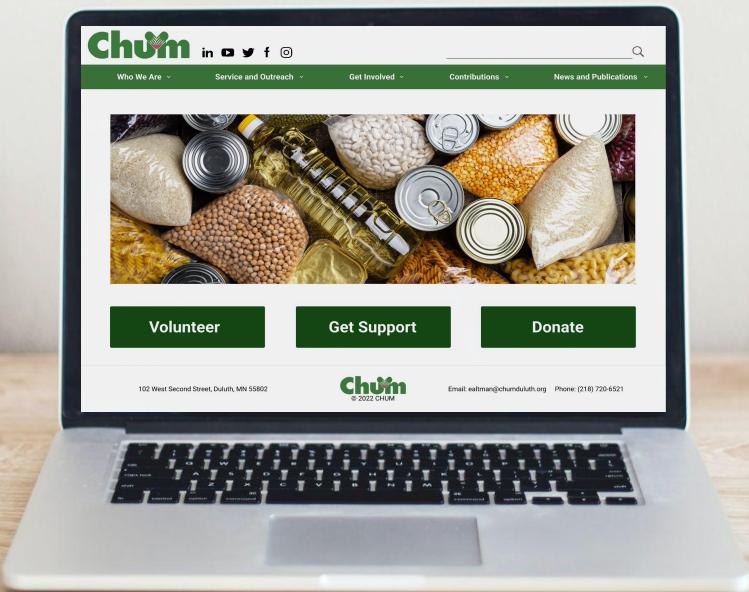
## Iconography



## Imagery



# Prototype Presentation Link



# High Fidelity Testing



“The red buttons really draw my eye in after all of that green.”

“This is such an improvement from the actual website!”

“You’re doing a really good job, you have a really good start”

# What's in our future?

1

Continue testing and iterating with user feedback

2

Improve the contributions section to ensure a better donation experience

3

Focus on someone who is struggling and in need of CHUM's resources

# Critique

- Homepage: An intro to CHUM
- Fit to width for Figma presentation
- User Flow: Improve visual (use same colors and font)
- For testing, mention what challenges we faced or changes needed.
- Tie back to issues found on the original design. (text heavy, color changes, volunteer page)
- Tie user persona to more parts of the new design
- Show what the design would look like to color blind folks since that was an issue for our persona
- For content of volunteer page, either explain why it might need to be text heavy (explanation of why they want to be this specific volunteer) OR Break down information to help them figure out why they need to apply for indv vs. group etc. (Help them think less)
- Since most common of color blindness is red green, find alternative ways to help those (icons, different call to action color, etc.)
- Great images!
- Good feedback about the buttons!