



East Wellington Community Services

*Changing the world one act of
kindness at a time.*

Role: User Research; UX Strategy; Visual Design

The EWCS project presented a unique challenge and opportunity. Faced with an outdated website that failed to effectively convey their mission and engage potential donors and volunteers, our team embarked on a collaborative journey. We began with a comprehensive analysis, identifying pain points and areas for improvement. Through a series of 'How might we' questions, we honed in on the core issues and defined the problem: a lack of interactivity, information, and emotional connection.

Our proposed solution centered on an interactive element that would show real-time impacts of donations, fostering empathy and clear communication. The project's success was marked by the creation of a stronger bond between EWCS and its supporters and increased transparency, ultimately achieving our goal: to build empathy and help users understand the profound impact of their donations in the Community of Erin.



Who is our Client?

Our Client East Wellington Community Services (EWCS) supports families and individuals in the Town of Erin and Guelph-Eramosa Township. Services they provide for the community:

- Senior's Programs for those over the age of 55 Door-to-door accessible transportation services
- Hunger Relief Programs Support services and resources for those dealing with tragedies
- Youth Services—Main Place Youth Centre
- Aid for illnesses, housing problems, financial hardship, family conflict, and more



Project Summary

By giving those in need essential assistance, EWCS is doing great work in the Erin neighbourhood. Since their website hasn't been updated in a while, this implies that their impact's breadth and depth aren't being adequately shared. For EWCS to have a strong voice online, our team is committed to maintaining the website's appearance. We hope to create empathy and trust through creative techniques, which will motivate more people to donate money and lend a hand to the nonprofits objective.

Current State Analysis

The screenshot shows the homepage of the East Wellington Community Services website. At the top, there is a navigation bar with links for HOME, ABOUT, WAYS TO HELP, PROGRAMS, STORES, CONTACT, and DONATE. Social media icons for Facebook and Instagram are also present. Below the navigation bar, there is a main message: "SOLD OUT! Thank you for your support for our FUNdraiser. We look forward to seeing you for a night of fun and live music. And a huge THANK YOU to our sponsors." To the left of this message, there is a blue box containing the text: "Good to have font sizes but it is not highly visible." Above this blue box is a small icon with three 'A' symbols. On the right side of the page, there is a large green box containing the text: "As soon as user clicks on the website, the home page should bring clarity to the user as what the website is about and what it does." A red arrow points from this green box to the main message. Another red arrow points from the green box to a red box labeled "Duplication of categories". A red box also surrounds the "DONATE" button.

Good to have font sizes but it is not highly visible.

SOLD OUT! Thank you for your support for our FUNdraiser. We look forward to seeing you for a night of fun and live music. And a huge THANK YOU to our sponsors.

St. Practice Day
A Fundraiser for East Wellington Community Services

Come join us for a night of fun and live music featuring...

Saturday March 11th, 2023
at the Erin Legion, 12 Dundas Street, Erin
Doors open at 7:30 pm
Appetizers will be served / Cash Bar
Door Prizes and 50/50
Tickets available online at ew-cs.com
(Get yours soon, tickets are limited)

Title sponsors

additional sponsors

Good Area of Improvement Impartial

Duplication of categories

Good Area of Improvement Impartial

Our Vision

A vibrant and healthy community where people choose to live and are able to stay.

Our Mission

To strengthen our community through support services and advocacy.

Our Values

Respect: We respect the diversity of the community.

Leadership: We commit to innovative programs and services

Responsiveness: We respond to the needs of the community.

Integrity: We act, responsibly, ethically and professionally.

The audience can get confused in these two sections. It still doesn't bring clarity to what exactly the website is about or what it does.

It's good to share the core values of EWCS with the audience. It can help build trust with the trust.

The content is not aligned, making it visually not appealing for the audience .

Erin Office
Phone: 519-833-9696
Fax: 519-833-7563
Mailing Address:
45 Main Street
P.O Box 786
Erin, Ontario
N0B 1T0

Rockwood Office
Phone: 519-856-2113
Fax: 519-856-1498
Mailing Address:
143 Dennis Street, Unit B,
Rockwood, Ontario
N0B 2K0

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East Wellington Community Services
Charitable Number: 118891514 RR0001

The image is not relevant to the page or doesn't showcase what EWCS does or is about

About

Help Locally – Give Locally

East Wellington Community Services supports families and individuals in the Town of Erin and Guelph-Eramosa Township by providing services that address their healthcare, transportation and social service needs.

Our Services

- Senior's Programs for those over the age of 55
- Door-to-door accessible transportation services
- Hunger Relief Programs
- Support services and resources for those dealing with tragedies, illnesses, housing problems, financial hardship, family conflict, and more
- Youth Services - Main Place Youth Centre

Good — Area of Improvement — Impartial

EW CS- Outreach Services



— Good — Area of Improvement — Impartial

Too much negative space

Good to options for sizing right at the top

Instructions and information laid out without any introduction to what outreach services are. Overall language and text lacks flow.

Outreach Services



COVID-19 Service Adjustments

Face to face sessions are by appointment only, and can be booked by calling the appropriate worker. Social distancing measures are in place and strictly adhered to, and face coverings are required to enter the building. All clients entering the building will be screened for COVID-19.

Phone, video, and text support is available during business hours by contacting the Outreach Worker, and "porch visits" can be arranged if the client is unable to attend the office.

Outreach services offers community support services to all community members of East Wellington. Our compassionate and energetic outreach team includes hard-working and empathetic outreach workers that can provide support and direction in many areas;

- System navigation (health care, social services, legal/justice, government benefits, etc)
- Assistance in connecting to mental health, addictions, housing/homelessness, employment, education, immigration, abuse/trauma/grief counselling, and health care services
- Support in accessing services (i.e. referrals, connecting with services with transportation and/or 1:1 support, assisting with applications and phone calls)
- Direct access to transportation program, food security, income tax clinics, adult day programs, and youth services
- Support while navigating through difficult times, and i.e. grief, trauma, stress, etc.

Good to have the donate button, but there is one right above it

Image is not related to the text on the page

EW CS-Youth Center



Too much negative space

Good to options for sizing right at the top

Good amount of information is provided with subheadings

External help link that works

Youth Center - Main Place



Main Place Youth Centre - 10 Thompson Cres, Erin, Ontario

For more information call 519-833-9696

How we started and where we are going.

It started as a vision- A place for local youth to hang out, play ping pong, shoot some hoops and have a snack... My how far we have come.

Thanks to Patrick Suessmuth's very generous donation and vision and the Main Place Optimist Club, East Wellington Community Services took that vision and made it a reality.

Main Place Youth Centre officially opened its doors in the spring of 2021, although opening was originally scheduled for March 2020. The youth of Erin immediately embraced the opportunity to utilize the space, regularly dropping in with friends and participating in wellness programming and activities such as cooking and baking, guided painting, arts and trivia nights.

Welcome to The Grove

In 2019 EWCS was approached by The Grove (formerly Integrated Youth Services Network)about a partnership that would allow EWCS to expand our reach, to offer clinical services and be one of many sites. The vision; provide spaces that youth could access throughout the county and Guelph, for support with mental health and wellness, drop in and recreational activities. EWCS was already half way there so joining The Grove completely made sense.

Partners and site operators of The Grove include, EWCS, CMHA, YMCA, U of G, The Town of Minto and Shelldale Family Services, 7 sites, 1 door. Youth who access the sites for clinical supports can do so without having to retell their story, wellness and recreational programming are chosen by youth and drop in creates a safe space for youth to be themselves with their peers.

This partnership has provided access to funding that otherwise, we would not have had, its allowed MPYC to support the youth in this community who so desperately needed support and advocacy in their mental health journey and homelessness. Youth are given the opportunity to paint, bake, play sports and learn so many new skills with their friends at no cost, often affording opportunities they have never had.

Introducing The Grove Erin- Main Place Youth Centre

Without Patrick's vision and donation, Main Place Optimist Club's commitment and The Grove, youth in this community would still be without a safe space of their own, continuing to face the obstacles of navigating our challenging health system alone and unable to access wellness and skill based activities due to financial barriers. The Grove Erin- Main Place Youth Centre has only just begun to make an impact in this community, the possibilities are endless!

To learn more about The Grove Hubs click the link below

<https://www.thegrovehubs.ca/>

Good

Area of Improvement

Impartial

Good to have the donate button, but there is one right above it

Image is related to text. Real image of the center.

Text heavy, needs better alignment and graphics

EW CS-Ways to help(Volunteer) -Page (Continued)

The main page focuses on the **Student & Volunteer Form**, so highlighting it and making it stand out of the content would help more

Important information for someone who needs to volunteer and work in the community.
(would work better if there was an alert section on the homepage)

Click [here](#) to donate online to EWCS through Canada Helps.

By Mail or in person at

East Wellington Community Services
P.O Box 786
45 Main Street
Erin, Ontario
N0B 1T0

Make cheques payable to: East Wellington Community Services.

Tax receipts will be provided for donations over \$20 and must include complete contact information, including your name (or business name if applicable), mailing address and telephone number. This information will only be used to issue a tax receipt to you in accordance with CRA guidelines.

Volunteer!

Get involved in your community and help make a difference. Share your time and talents while volunteering at EWCS!

If you are looking for a way to connect and give back to your community, please complete and submit our [Volunteer application form](#).

Contact us at barb.cs@ew-cs.com Ph. 519-856-2113 or 226-979-5139

Here are positions that we frequently recruit for:

- Drivers
- Adult Day Program support & Bus Assistants
- Front Desk support
- Retail volunteers (New to You and Bookends store)
- Special Event assistance
- Food Bank support
- Youth Centre support
- Co-op Student Placements
- Board of Director position

EWCS is looking for candidates that have skills in areas of: fundraising, marketing, leadership, board governance, volunteer management and people with lived experience with a community service agency or who have a passion for making a positive impact within the East Wellington community. Board positions start in September of each year and require a commitment to serve a 3 year term.

East Wellington Community Services is proud to state that it has adopted the Canadian Code for Volunteer Involvement.

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East Wellington Community Services
HELP LOCALITY - GIVE LOCALITY

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Site by RKD

Too much white-space left on the webpage, making it look empty.
Graphic images would be better for the users visualization

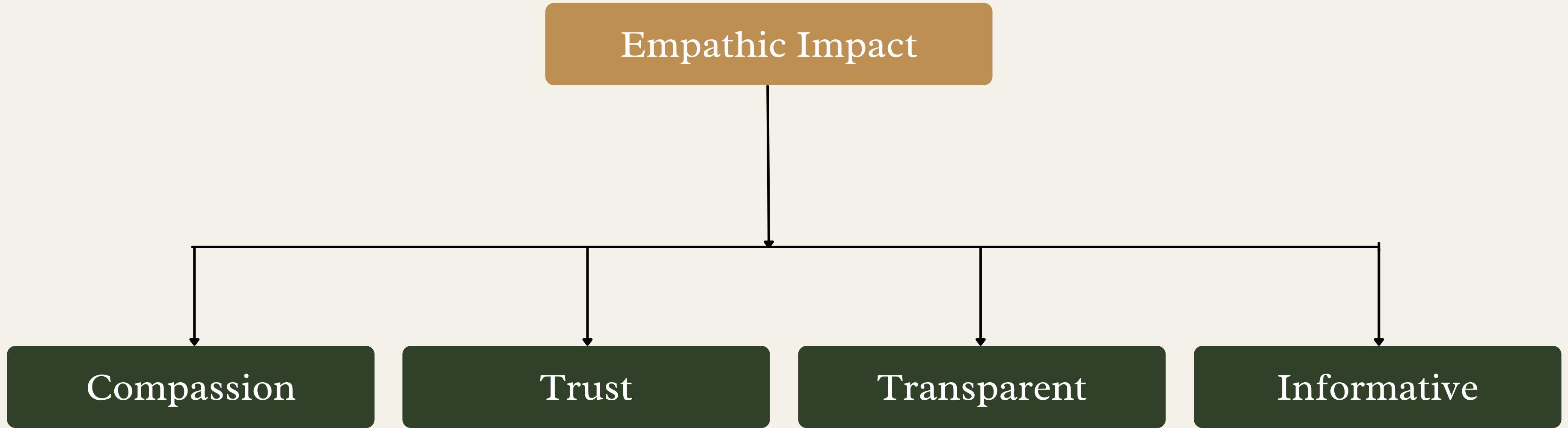
Graphic images for the content rather than text for better understanding and relatable for the users

Colour scheme could be better for a continuous flow

Current State Analysis

- Although the website is filled with tons of important information, it could still use some work on its appearance and usability. Enhancing the presentation of the material can increase user engagement and interest in the brand.
- To increase the website's engagement and user experience, the contact information may be transformed into clear and noticeable call-to-action (CTA) buttons. This would make it simpler for customers to access EWCS and improve their overall online experience.
- EWCS is significantly affecting society through their activities, yet their current website does not fully represent this. Nonetheless, this offers a great chance to convey their narrative through a fresh, updated website design.
- There isn't any information on the present donation page on how donations are used, users might be unsure of how their contributions will be put to use. But, this is a great opportunity to explain to users the relevance of their contributions and to plainly outline how their support might make a difference.

UX Theme

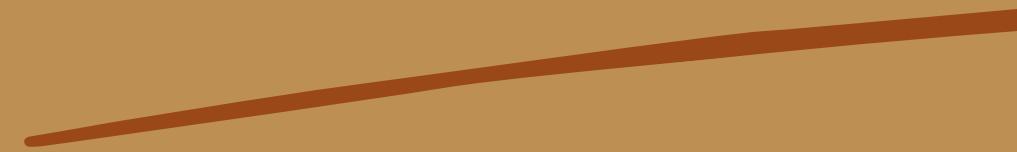


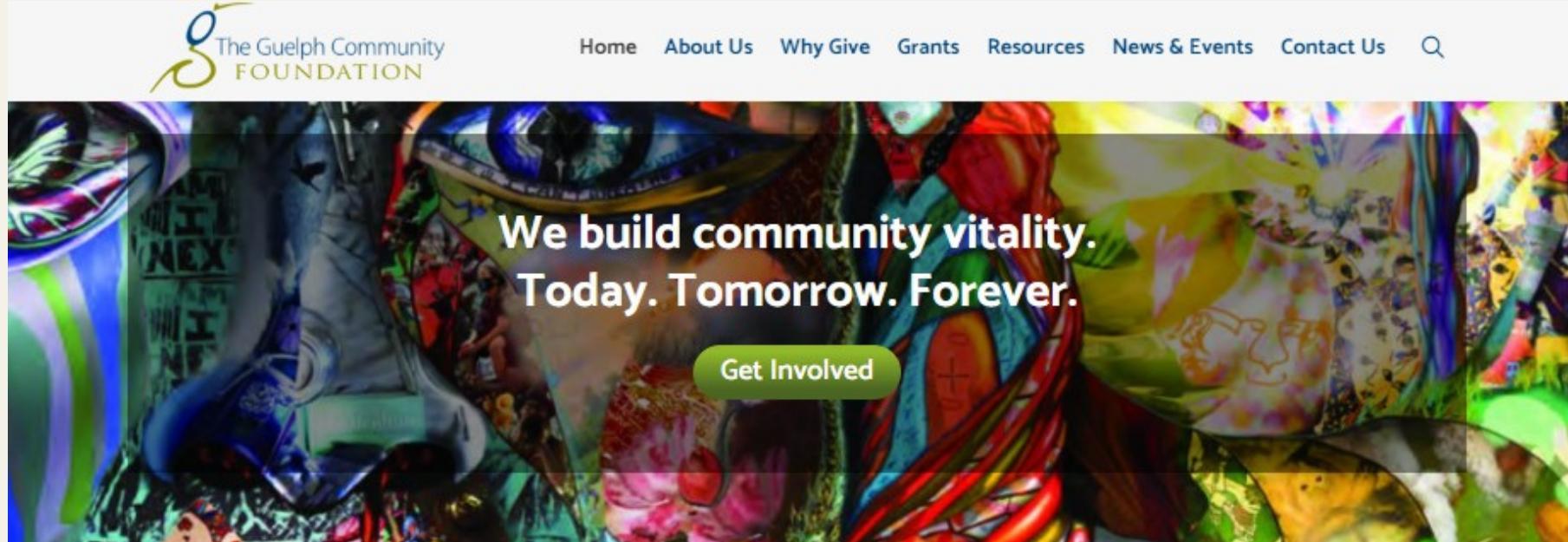
Competitive analysis



[Link to Competitive Analysis](#)

Our Learnings from the competitors





The Guelph Community FOUNDATION

Home About Us Why Give Grants Resources News & Events Contact Us

We build community vitality.
Today. Tomorrow. Forever.

Get Involved

Art not Shame Mural Project: Art in Hard Times, 2020 led by social artist Melanie Shambach accompanied by a team of local artists and social support workers.

With our simple, personal and powerful approach to giving, anyone can build a legacy and help great people do great things.



CALL FOR NEW BOARD

The Guelph Community FOUNDATION

Using Images and Videos

We've seen how well our counterparts employ this unique skill or feature, and this has helped us get important insights into how we can sharpen our own strategy.

Showing Impact of Donations

The UNICEF website sets an excellent example for others to follow by clearly and transparently outlining the impact of donations.



Donate to Help Children Around the World

Now more than ever, UNICEF needs your help to get life-saving essentials to vulnerable children and families. A donation from you today can provide children around the world with nutrition, safe water, healthcare and education.

How your donation will help children:

Donation amount Your information Payment details

Make a Lasting Impact for Children
Donate Now.

Monthly gift ✓ One-time gift

My recurring donation amount:

\$35 ✓	\$30
\$25	\$20
\$15	Other amount

DONATE NOW

Donor Stories

Many people equate endowment funds with millions of dollars. In reality, it only takes a minimum of \$10,000 before a fund emerges and can begin granting to causes and charities important to your family. Families can also take up to 10 years to reach that threshold.



In Memory of a Family Member

Make Your Mark Foundation in Memory of Kayla Chadwick (a field of interest fund) On December 12, 2019 Kayla Chadwick suffered a seizure in the middle of the night, one she was unable to over-come. Sadly, Kayla passed away in ...

[Continue...](#)



Giving Now and Giving Later

Wismer Fund for the Arts (Field of Interest Fund) In setting up the Wismer Fund for the Arts at the Guelph Community Foundation, and at the same time making provisions in their wills for a future bequest to that fund, John and ...

[Continue...](#)

Seven Generations Forward Fund (field of interest fund)

The local First Nations, Métis, Mixed Ancestry and Inuit community in Guelph and Wellington County have created a fund to support a variety of Indigenous programs. Dollars from this fund go to support the need to walk with Indigenous to ...

[Continue...](#)



Preserving the Past, Nurturing the Present and Anticipating the Future

Hugh and Lorna Guthrie Fund (donor advised fund) Hugh and Lorna Guthrie (photo left) were modest and very private people. Having both grown up in Guelph they loved the City and believed deeply in everyone's responsibility to contribute to the community. Throughout ...

[Continue...](#)

Testimonials

On a website, testimonials may be a powerful tool for building visitors' confidence and trustworthiness.

Testimonials offer social evidence and can prove the beneficial effects of a company's work by highlighting the opinions and experiences of pleased customers or recipients.

Personas



Philanthropist Phil

"I believe success is not just about profits, it's about giving back."

Persona Type:
Donor



Empathetic Emily

"Service to others is the rent you pay for your room here on earth"

Persona Type:
Volunteer



Caring Cameron

"It's truly comforting knowing they're in good hands."

Persona Type:
Seeking help for
aging parents

[Link to Detailed Personas](#)

[Link to the personas](#)

Content strategy

Things we worked on:

- Use icons, animation, images, visual elements
- make it simple
- Consider Voice & Tone

Our Voice & Tone:

- Compassionate but not sentimental
- Inclusive but not exclusive
- Action-oriented but not aggressive
- Approachable but not unprofessional
- Engaging but not overwhelming

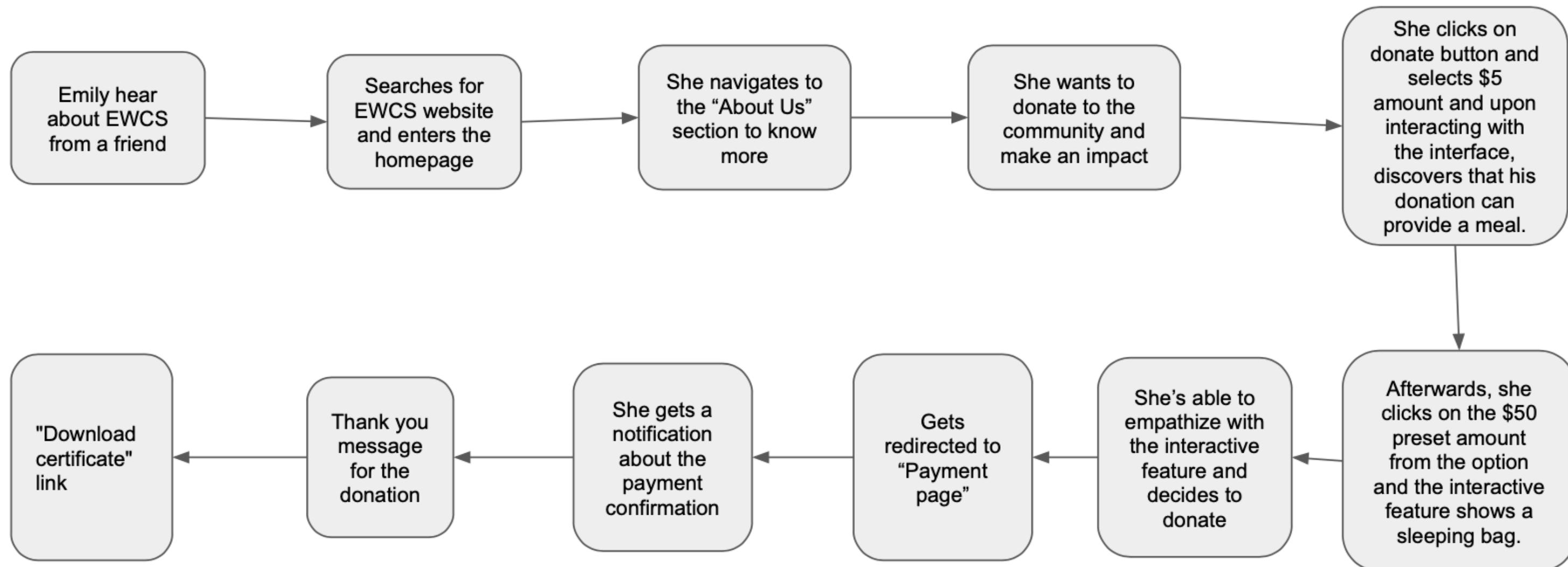
[Link to content strategy](#)

Content structure

Component	Usage (M: mandatory, O: optional)
Headline	M
Introduction	M
News/ Updates	O
Story	O
Donation Amounts	M
Call to action	M
Data and Statistics	O

[Link to content structure](#)

User flow



[Link to user flow](#)

The aim of our proposed interactive element is to create a stronger emotional connection between the donor and the EWCS mission, resulting in increased empathy and motivation to support the cause and a clear understanding of the impact of their donation.



How to solve pain points

Donors

- Provide transparency and accountability of EWCS
- Provide information on where and how the funds are used
- Provide information on how much to donate, what amount helps in what way

Volunteers

- Provide clear and precise information on how, where and what they can volunteer for
- Display engaging and motivating imagery/videos of what they do at EWCS
- Display the volunteering team/heads along with their images and titles to clear any ambiguity





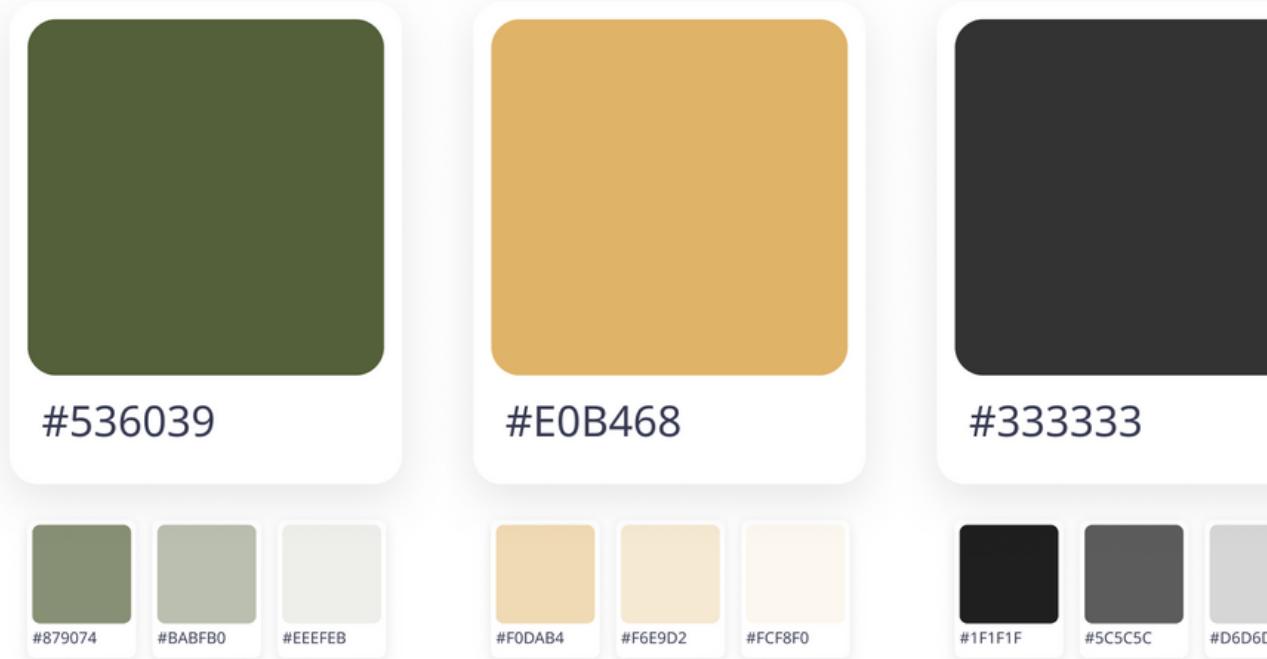
Recommendations

- Highlight the importance of storytelling
- Develop the content strategy
- Add more visuals/interactive elements where appropriate
- Clear communication
- Show the impact of donation/volunteer work
- Suggest few alternative themes in wordpress which fits their story

Prototype - Style Guide

We suggest the following colour scheme and fonts to be used as a customization on the existing content managing system that EWCS is using, which is WordPress.

Colour palette



Roboto Slab

This font would be used for all the headings.

H1 H2 H3 H4
100 px 60 px 40 px 32 px

This font has a contemporary, welcoming appearance that conveys approachability and inclusivity. Its straightforward layout makes it simple to read, and due to its adaptability, it may be utilised in a variety of contexts.

Lato

This font would be used for everything else other than the heading like body, CTAs etc

B1 B2 B3 B4
60 px 42 px 24 px 18 px

Prototype - Screens

We have created some high fidelity prototype screens on the basis of all our findings and followed the proposed style guide to give you an example of how you could implement our design solutions and content strategy on wordpress or any other system.

The screens that we created for you are:

- Home Page
- About Us Page
- Events Page
- Volunteer Page
- Donation Page

[Link to prototype screens](#)

The engagement

- 1 Showing the impact of donation: Interactive elements can be used to showcase the impact of donations in real-time. It will show donors where their contributions are making a difference.
- 2 Creating an emotional connection: It can help create an emotional connection between potential donors and the cause they are supporting. This emotional connection can help motivate people to donate and can make them feel more invested in the organization's mission.
- 3 Clear communication: It helps EWCS to communicate their mission, values, and goals clearly to their donors.
- 4 Increased transparency: By providing donors with clear information on how their donations are being used and the impact they are having, EWCS can build trust and credibility.

The interactive element

Make a donation

Full Name

E-mail address

\$5 \$50 \$100

\$ Custom amount

Write a message to us (Optional)

Donate

An illustration of a blue balance scale set against a light blue background with white clouds and stars. The left pan of the scale contains a glass jar filled with gold coins. The right pan contains a brown paper cup with a white lid and steam rising from it, labeled "Coffee". The scale is currently tilted towards the coffee cup, indicating it is heavier or more valuable.

Recommendations

The next step would be to move into development, where the actual coding and implementation of the product take place.

Education/Learning

- Video tutorials on Youtube (How to convert to wordpress)
- Documentation (Figmafy)

Planning

- Timeline
- Resource (Hire developers, designers, marketers, if necessary)

Content/Strategy

- Gather testimonials
- Update images & information

Future Considerations

- **Mobile optimization:** Ensure the website is fully responsive and optimized for mobile devices, as many users will access the site through smartphones or tablets.
- **Online resources:** Provide downloadable resources, such as guides, brochures, and informational materials, that users can access to learn more about EWCS's programs and services.
- **Events calendar:** Include an interactive calendar highlighting upcoming events, workshops, and activities related to EWCS services and programs, making it easy for users to stay informed and get involved.
- **Accessibility features:** Ensure the website is accessible to all users, including those with disabilities, by implementing features like alternative text for images, keyboard navigation, and screen reader compatibility.

It's done when - “Empathy is built and the users are able to understand the impact of their donations in the Community of Erin.”