# Nonprofit Donation Page Mockup

## Situation

I work as the Digital Marketing Specialist at the Southern Poverty Law Center. In recent years, we’ve grown in size. The SPLC’s website was updated in 2015, but the branding of the current donation page still matches our old site. Our current donation page needs to be updated to match our growth and the current expectations of our donors.

The SPLC needs a page that’s user friendly and responsive. The page also need to clearly explain what types of gifts can be made, direct donors to their right page for their gift type, and obtain the necessary information we’d need in-house to process each gift. We also needed a more integrated donation experience for people who want to donate via PayPal.

### Roles

UX/UI Designer

Project Manager

Usability Testing

User Researcher

## Task

My goals for the project were to redesign the donation page in terms of functionality, user experience, and visual design.

I needed to a) enhance the user experience in order to increase donor satisfaction, b) new page needed to meet internal needs by capturing all the data our gift processing teams would need, c) contribute to an increased number of gifts via online donation.

Responsive design was also necessary because studies show that people who donate to charitable organizations give more on mobile devices.

## Action

My process began by talking to internal stakeholders across the organization to see what their goals are for the new donation page. During this phase, I also learned about the capabilities of the technology that would support the new page.

Next, I conducted user research online. I created an organizational email inbox so that supporters could easily let us know about issues they encounter with our site and with our emails; captured user data from surveys (Google Forms); and examined competitors’ donation pages; and studied best practices and trends on online giving. I determined that multiple donation pages would be best for our supporters and for our in-house team.

I used the data to create wireframes that soon became a high-fidelity prototype of the new design. Early testing with test participants was not conducted because the developer’s process involved having a working example of what they needed to code.

I designed the new pages using the Bootstrap framework so that our developers could easily build upon its innate responsiveness.

I carefully considered the order and organization of the forms’ sections and fields, and learned about the optimal flow of the donation process through usability testing.

I designed it to be consistent with our brand and to decrease gift abandonment due to frustration with our current page (e.g., completing a donation then realizing that you had to use a different page to send an eCard.)

~~Each page would have a simplified, task-/gift type- specific objective that would remove the clunkiness of using one form to make five different gift types and it would allow our processing team to complete type-specific tasks in organized, smaller batches depending on the type of gift being made.~~

~~Year end is always hectic because so many people are using our site at the same time.~~

~~I worked with an in-house designer, the director of marketing, the IT manager, and members of the donor services team to create the best possible page.~~

## Results

A vendor is in charge of deploying the final donation page, but as the project manager/lead, I’m in charge of seeing it through to completion.

I’m currently working with the developer and the internal team to prepare for the soft launch.

I’m creating usability test for making sure it’s ready to be launched 100%.

# OUW Website Migration + Redesign

## Situation

During my assistantship with the Auburn University Office of University Writing, the office decided to follow new campus web recommendations and migrate its website to WordPress. This migration also served as an opportunity to redesign the site as it had been some time since the old site’s content and architecture had been reevaluated and refreshed.

### Roles

Content Auditor

Content Strategist

Information Architecture

Designer

Technical Editor

## Tasks

I was tasked with conducting a content inventory and audit of the old site strategizing what information needed to be removed, updated, or migrated; determined what new content needed to be added, and who would be responsible for doing so; and developing a style guide and an editorial calendar so that the site could be well-maintained after my position ended.

The goals were to update the site, ensure it met the needs if all stakeholders by paying close attention to information architecture and experience architecture and user experience design.

## Action

### Content inventory and audit

I began by taking inventory of all of the content on the original website. I included include text, images, documents, and resources available and added them into a spreadsheet. The auditing process involved assessing each component and worked with internal stakeholders in the OUW to understand what content needed to stay, what needed to be updated, and what needed to be removed and/or replaced.

### Meetings with internal stakeholders

Throughout the process, I met with internal stakeholders within the OUW (the directors, graduate assistants, tutors) as well as external stakeholders (professors and students) to understand their needs and set goals for the site. We met on a weekly basis to keep everyone on the same page as the project went on.

### Personas

I used the information obtained from these meetings to create persona groups that identified each group’s major needs, expectations, and the tasks that they’d complete on the site. These persona groups helped me strategize and organize the content of the site.

* Professors
* Tutors
* Students

### Development

I generated wireframes based on the new site’s content strategy and worked with the graduate developers to make sure that the designs were properly implemented. We worked through the entire summer creating pages, adding content, and making adjustments as needed to the overall organization of the site. I also created a style guide for future content producers and editors to use.

## Results

Two weeks into our lead web developer resigned so I worked with another grad student to get the site as ready as possible while our director searched for another grad student to replace him. After three months, the site went live! Everything worked out and the three of us successfully launched the site that’s still in use nearly three years later.

This was my first site migration. I learned a lot by being able to apply everything I’d learned about content strategy, UX/UI, and usability testing. I also learned about how the job doesn’t end when a site goes live – maintenance is critically important and having sustainable, accessible documentation is very important. Because of this, I also developed an editorial guide to ensure that editing and adding content would remain consistent in the following years.

# Project #3

## Situation

## Tasks

## Action

## Results