



CASE STUDY

CHLOE UNFLAT

PROJECT 1: WEBSITE REDESIGN

RESEARCH

BRIEF

NON PROFIT WEBSITE REDESIGN

For this project we chose a non-profit to redesign their website to update the visual design, information architecture, and overall usability for a target audience. Our deliverable was a multiple page, responsive website for desktop and mobile.

CLIENT



VAMOS OUTDOORS PROJECT

Building community through connection to the land and access to the outdoors.

Vamos Outdoors Project is a Bellingham nonprofit working to provide access to environmental education and outdoor leadership experiences to underserved communities in Whatcom County, specifically Latinx and ELL (English Language Learner) youth.

PROBLEM

VAMOS OUTDOORS PROJECT
BUILDING COMMUNITY THROUGH CONNECTION TO THE LAND AND ACCESS TO THE OUTDOORS

About Community Partners Los Programas Contact Us Volunteering With Vamos! Gallery \$0.00 0 items

DONATE NOW!

Vamos Outdoors Project Spring Auction!
Starts April 29, check back here for a link to the auction website. Outdoors equipment, gift certificates, breweries, health and wellness, lots more. Over \$4000 dollars in items to bid on!!!!

Vamos Outdoors Project is a Bellingham nonprofit working to provide access to environmental education and outdoor leadership experiences to underserved communities in Whatcom County, specifically Latinx and ELL (English Language Learner) youth.

Email
andy@vamosoutdoorsproject.com

Phone
(360)223-0178

REGISTER VAMOS AS YOUR
CHARITY OF CHOICE

amazon smile
You Shop. Amazon Gives.

TAX ID: 82-5321659

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MAIN PAIN POINTS

- Inconsistent user flow and navigation
- Difficult for students to get involved
- Not reflective of the fun and dynamic energy of the organization

OPPORTUNITIES

- Utilize current assets (highlight cute kids!)
- Consolidate information to reduced navigation trail
- Empower kids to get involved themselves

CURRENT SITE



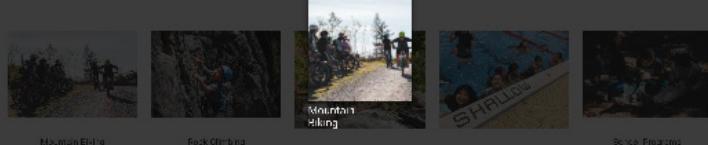
Los Programas

Vamos Outdoors Project builds community for Latinx and English Language Learner families through outdoor activities. Programs empower participants, building confidence and connection to the land. Programs are supported by representative mentors and volunteers.



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Mountain Biking

Mountain Bike is a great way to connect with nature and each other. Participants learn valuable skills while having fun and making new friends. Mountain biking is a great way to stay active and have fun while learning about the environment.

Along with covering basic mountain bike skills and outdoor recreation rules, there is a focus on cultural empowerment, confidence, and leadership. Participants learn a chance to share experience in Spanish with themselves and make new friends and build relationships while learning about mountain biking experience in a variety of outdoor activities. Our program is a social and logistical barrier and it is accessibility for the public.

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TARGET AUDIENCE



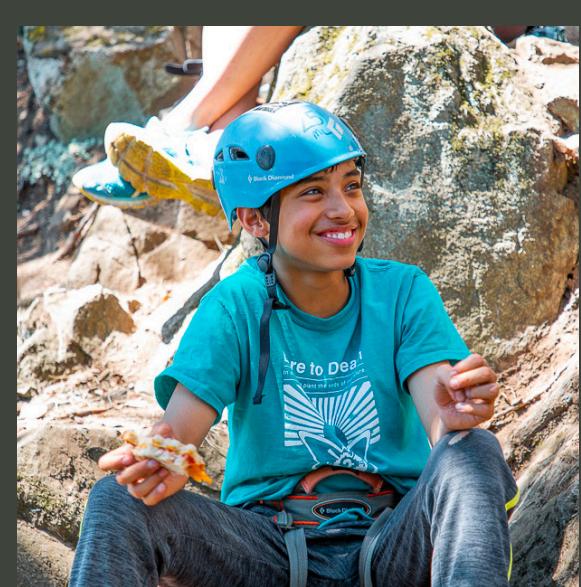
Tracy 25
Volunteer

Enjoys: Being outside, baking, doing puzzles with her sister

Living Situation: Townhouse with roommates and dog Bernie

Values: Connection to community, environmental stewardship

Site Goals: Sign up for volunteer opportunities, stay up to date on events



Carlos 10
Kiddo

Enjoys: playing video games, hanging out with friends

Living Situation: Apartment with single mom and 2 older sisters

Values: Free time, family connection, his education

Site Goals: Find something to do so his mom will stop telling him to get off the computer



Sam 32
Kona Outreach Coordinator

Enjoys: Biking, going to breweries, living the Bellingham lifestyle

Living Situation: House downtown with partner

Values: Giving back to community, outdoor access and education

Site Goals: Learn about Vamos and decide to connect to donate resources

COMPETITORS



Recreation NW

Steward the places we play

Recreation NW provides opportunities to be introduced to learning outdoor recreation skills, enjoying the health benefits of being mindful outdoors through immersive experiences in nature, connecting our parks and our people together through adventure and storytelling.

Overwhelming, lots of information, but visually appealing.



Wild Whatcom

All age programs

Wild Whatcom fosters lifelong connections to nature. We do this in order to promote the health and well-being of young people in our community and to support our community in raising a generation of environmental stewards who care about each other and the planet.

A little busy, otherwise quailly website with great images.



WMBC

Whatcom Mountain Bike Coalition

The Whatcom Mountain Bike Coalition (WMBC) is a non-profit organization. We work with many diverse groups in and around our beautiful city of Bellingham to promote trail access for all in our vibrant community.

*Partners with Vamos!

Updated, trendy website with vibrant PNW color pallette.

GOALS

BUSINESS

- Higher user retention and traction
- Bring in donors by better representing the amazing Vamos organization!

BRAND

- Create cohesive site that users are excited to explore
- Reflect of the fun and dynamic Vamos energy
- Refine/simplify logo mark

USER

- Establish consistent user flow and navigation
- Improve ease for users signing up for programming, specifically for younger users

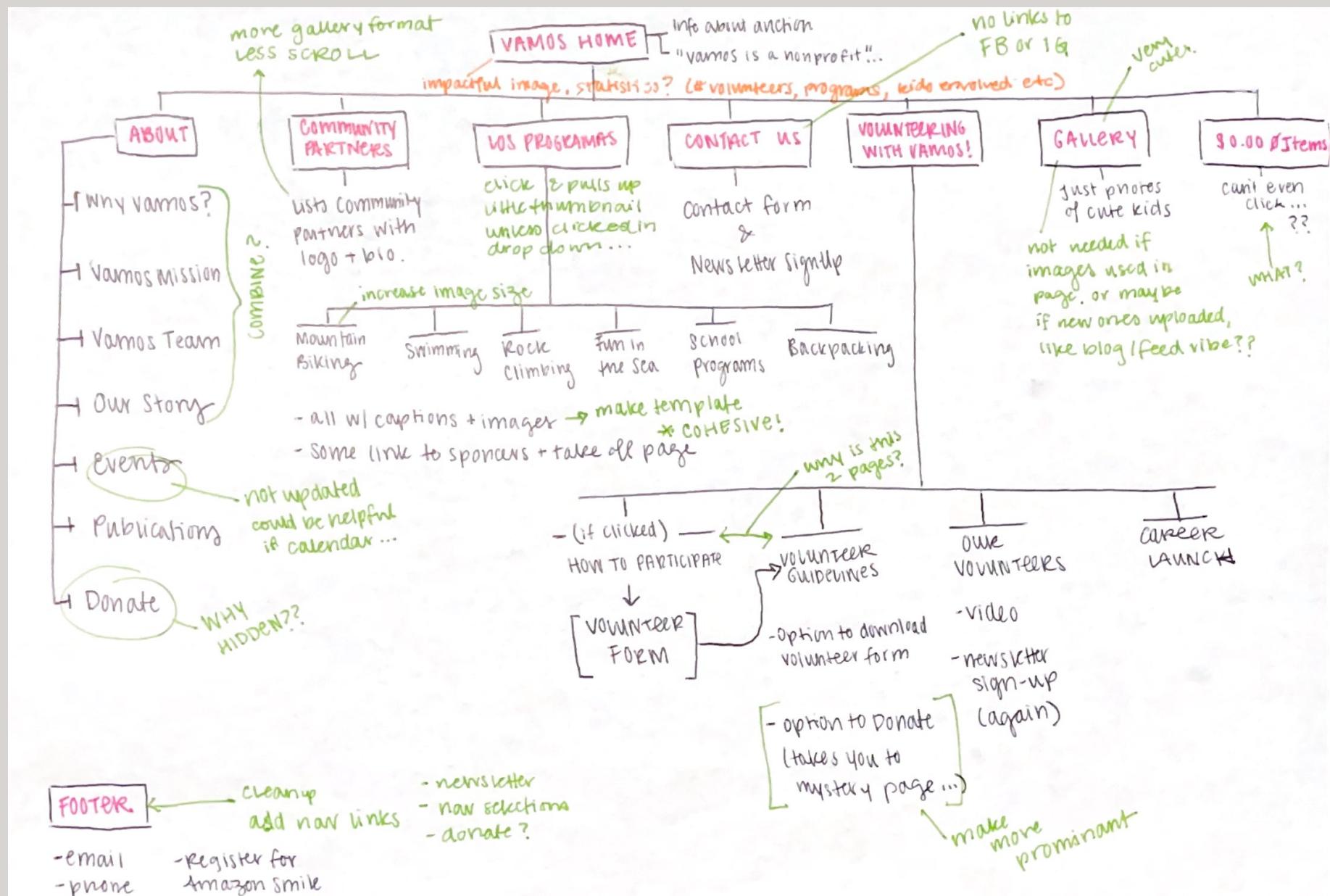
STRATEGY STATEMENT

WHO CAN VAMOS BE?

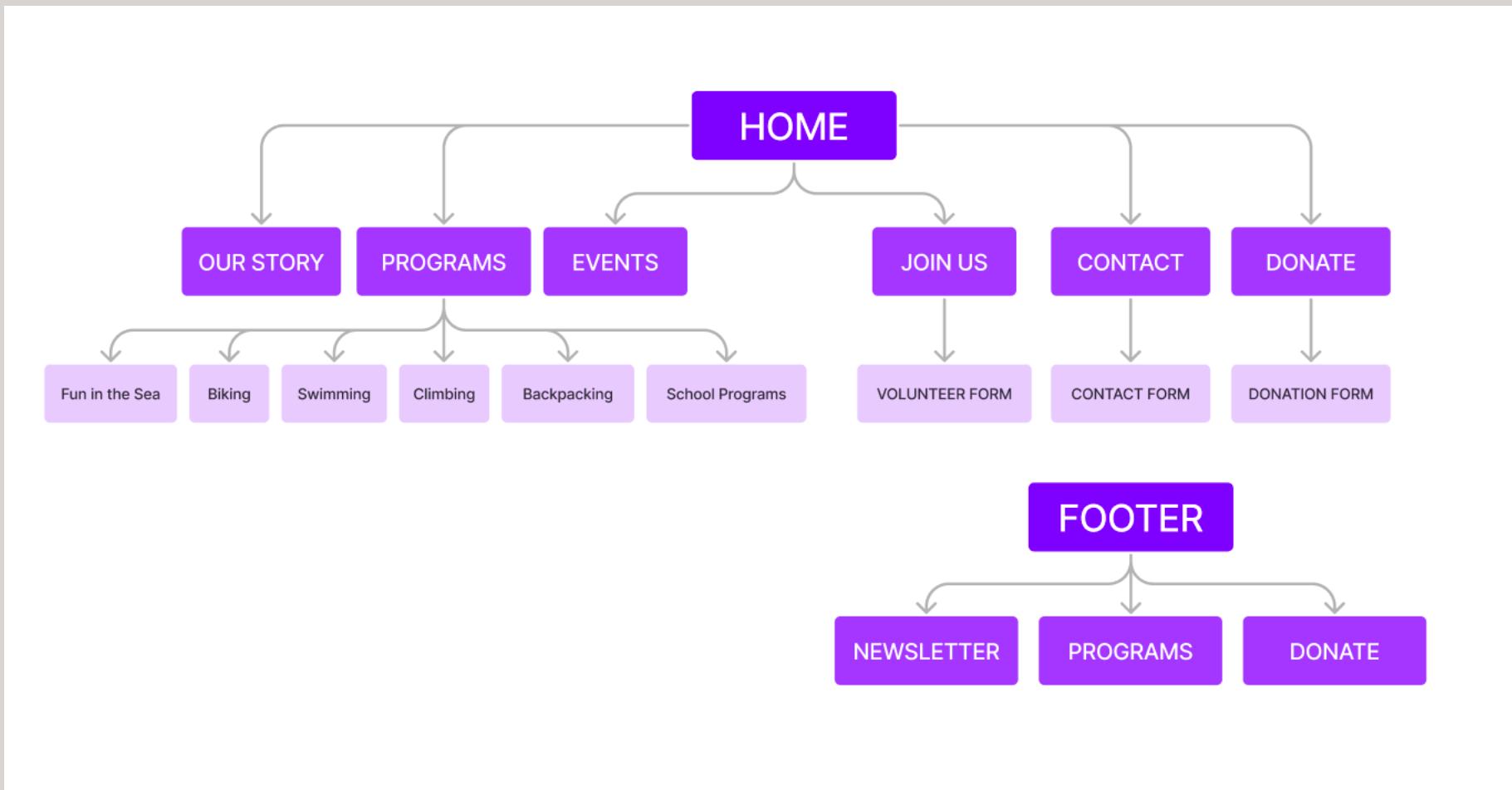
The Vamos Outdoors Project website redesign will begin with a **digestible homepage** that will house a consolidated version of the important organization information. This will reel in volunteer, donors, and prospect adventurers to keep exploring the website. The next important step will be to **streamline the program flow** and sign up. This will empower youth and their guardians to help them get involved in Vamos' amazing programing. Through out the redesign, the original images will also be utilized to build empathy within the user base and show the opportunities Vamos has the potential to keep creating with the support of sponsors and volunteers.

DESIGN

SITE MAP: ORIGINAL WEBSITE



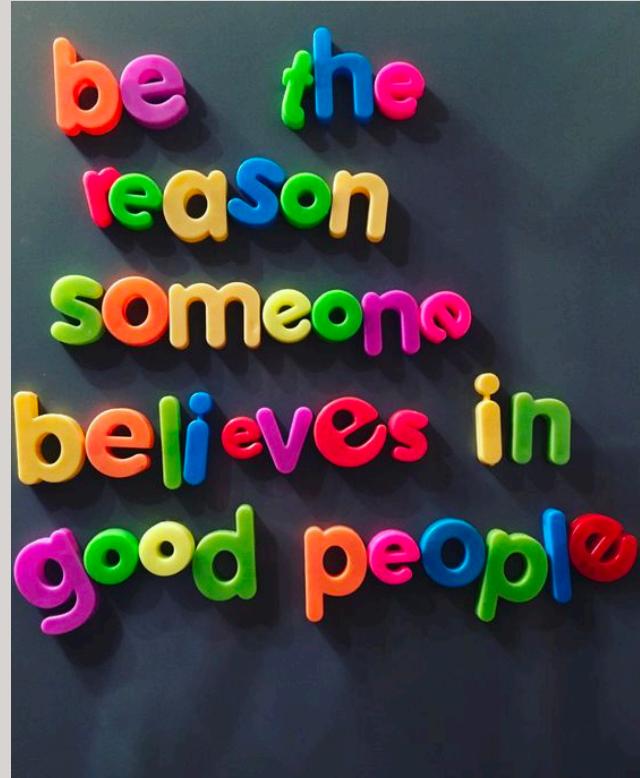
SITE MAP: REDESIGN



SIMPLIFY

The redesign will simplify the overall site navigation. This will include making the option to donate more prominent, and repeated on each page, and highlight the specific programs on each activity's page.

MOOD BOARD



VAMOS

Poppins Header

Let's get biking!

Body Copy

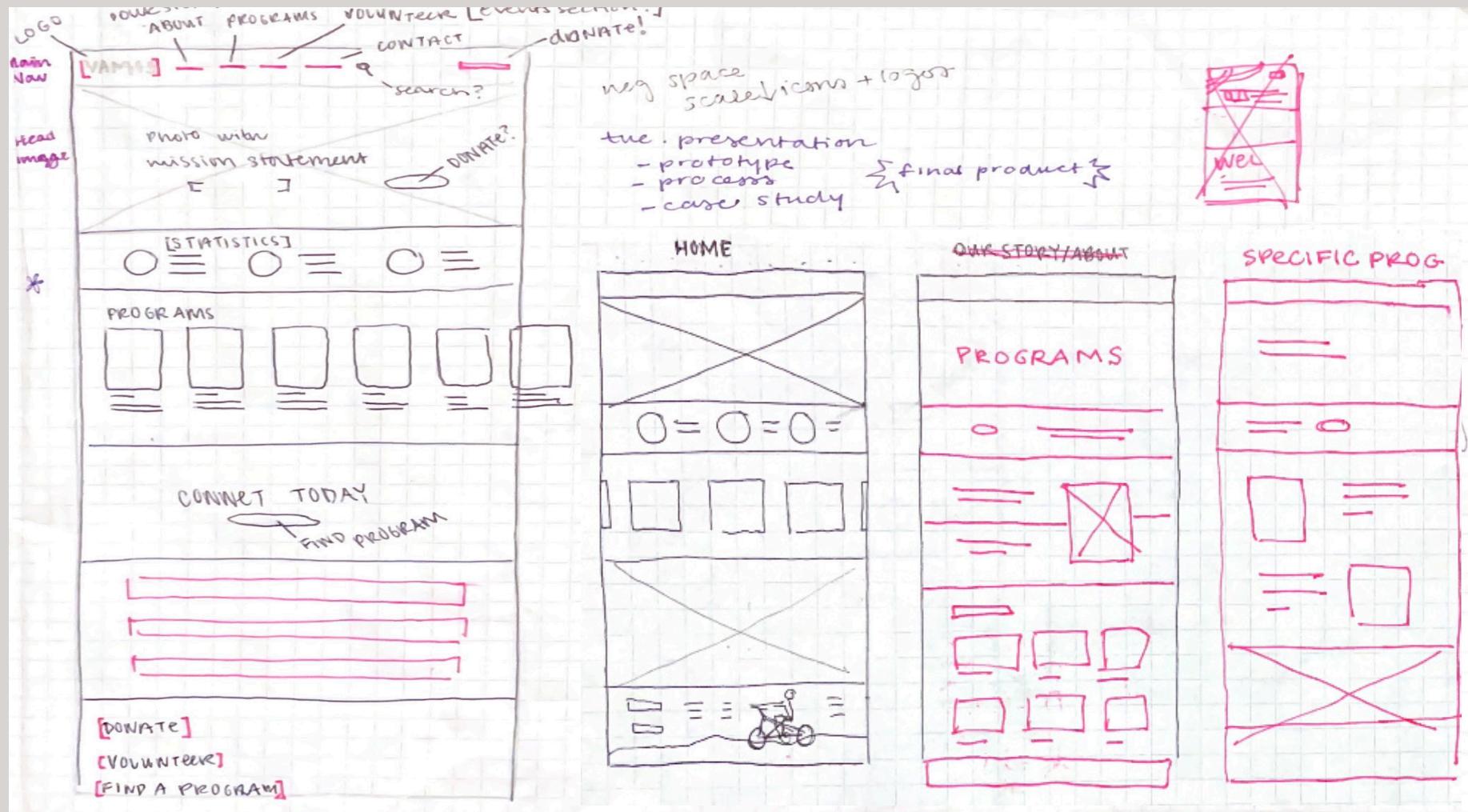
[Sign up Today](#)

[Donate Today!](#)

[Other Programs](#)

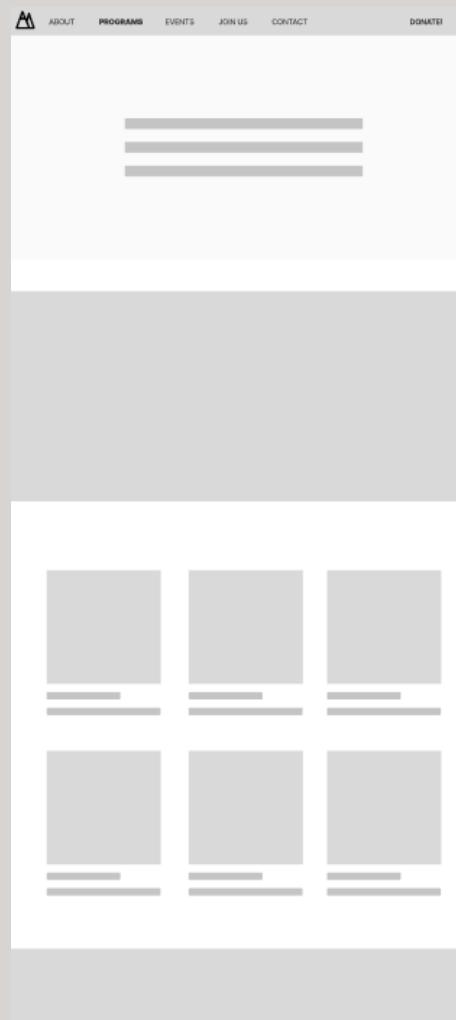


SKETCHES

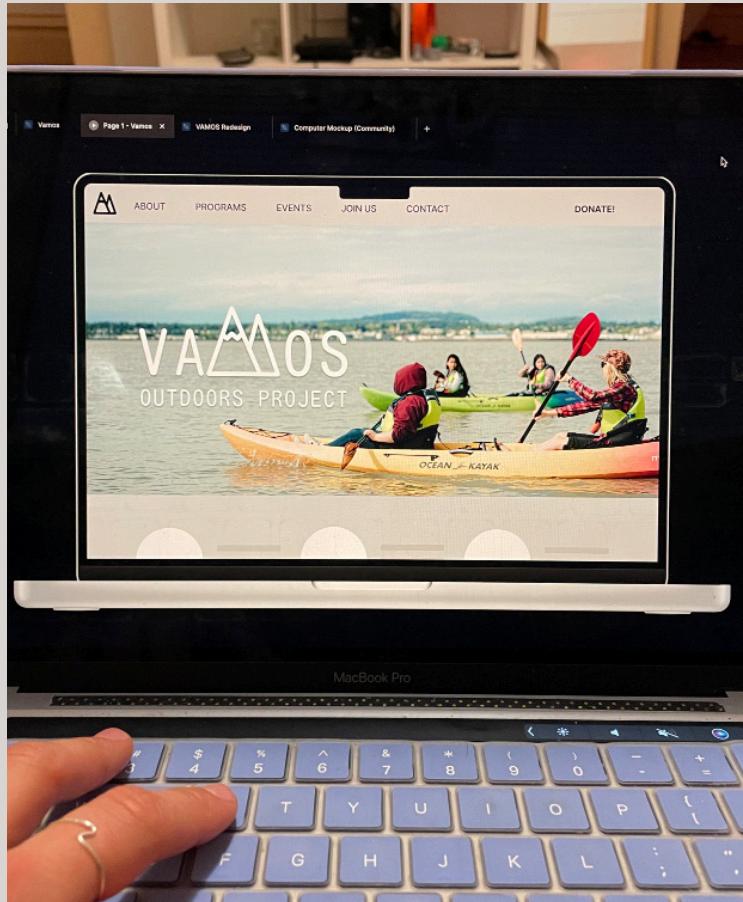


BUILD

WIREFRAMES



USABILITY TESTING



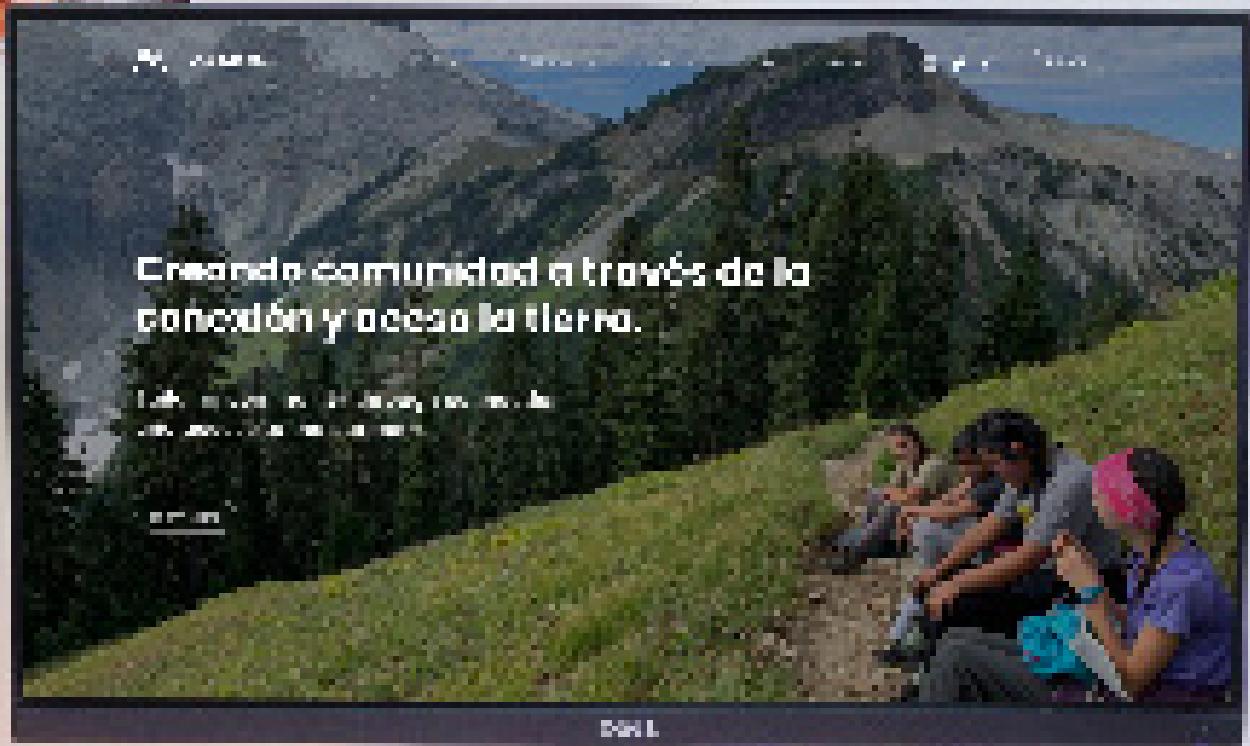
AFTER THE FIRST ITERATION...

Usability testing was conducted to see if the target tasks could be easily accomplished. In both the mobile and web versions, users were instructed to navigate to learn more about all of the Vamos programs, then specifically about mountain biking, then return to the home page.

The program flow navigation was completed with ease. However, minor pain points were found including:

- **Putting a sign up button at the beginning of the specific program page for easy iterations**
- **Adding program drop down menu to allow user to select either all, or a specific program**
- **Fixing prototype connection bugs**

PROTOTYPE



HOME PAGE



Creando comunidad a través de la conexión y acceso la tierra.
Building community through connection and access to the outdoors.

[Learn More](#)



Who is Vamos?

Vamos Outdoors Project is a Bellingham nonprofit working to provide access to environmental education and outdoor leadership experiences to underserved communities in Whatcom County, specifically Latinx and ELL (English Language Learner) youth.

Vamos provides programming free of cost to participants and their families. Programs include mountain biking, swimming, climbing, backpacking, after school nature excursions, and bilingual environmental education.

[Support Vamos](#)



Todo el mundo merece explorar el aire libre.
Everybody deserves to explore the outdoors.

[Donate Today!](#)



How do we do what we do?

Our amazing volunteers! Vamos Outdoors Project is a volunteer depended organization. Our volunteers provide supervision, transportation, and support for participants as they explore the activities offered.

[Volunteer with Vamos](#)



Why Vamos?

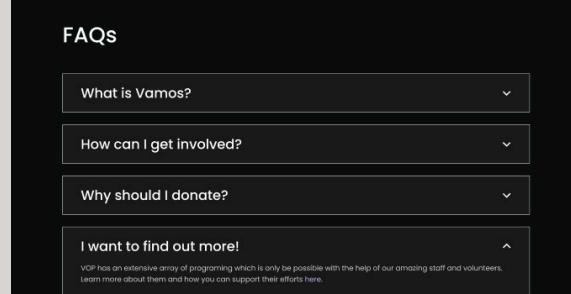
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[Find a Program](#)

OUR PROGRAMS



Rock Climbing Mountain Biking Backpacking Swimming



FAQs

What is Vamos?
How can I get involved?
Why should I donate?
I want to find out more!

VOP has an extensive array of programming which is only be possible with the help of our amazing staff and volunteers. Learn more about them and how you can support their efforts here.



VAMOS
Join our newsletter!
 Enter email address

Programs Get Involved Donate

Mountain Biking Volunteer
Swimming Contact
Rock Climbing Events
Backpacking Our Sponsors
What can you do?

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MOBILE



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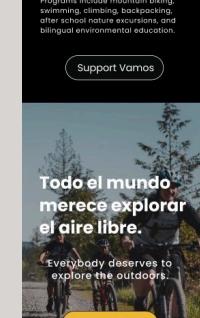


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[Find a Program](#)



Our Programs



Mountain Biking Backpacking

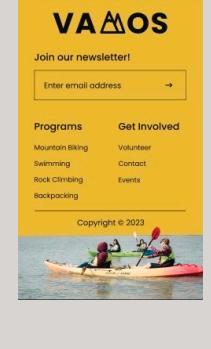


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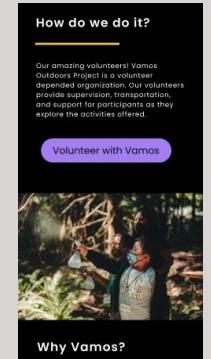


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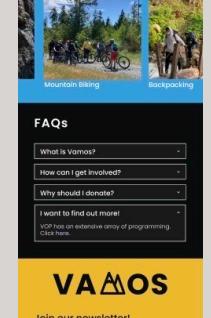


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Our Programs



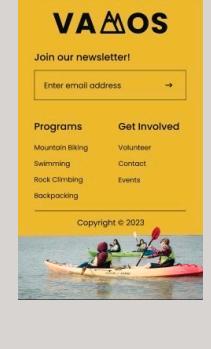
Mountain Biking Backpacking



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Programs Get Involved

Mountain Biking Volunteer
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VAMOS REDESIGN | PROTOTYPE

ALL PROGRAMS

The screenshot shows the 'Los Programas' (Our Programs) section of the Vamos website. At the top, there's a large image of children wearing face masks. Below it, the title 'Los Programas' and 'Our Programs' is displayed. A sub-section titled 'What do we do at Vamos?' contains text about the project's mission and a small image of people mountain biking. The 'OUR PROGRAMS' section below features a grid of images for various activities: Mountain Biking, Rock Climbing, Backpacking, Swimming, Fun in the Sea, School Programs, and Paddleboarding. Each activity has a caption and a small image. At the bottom, there's a call to action: 'Apoya nuestros programas y únete a la diversión.' (Support our programs and join in on the fun.) with a 'Volunteer with us!' button.

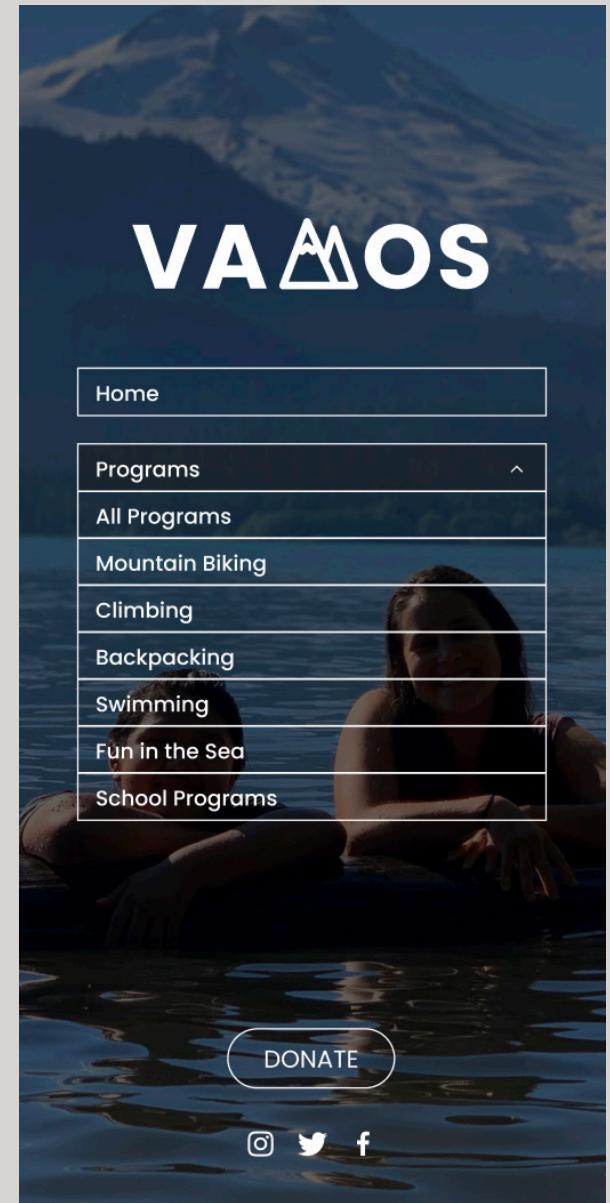
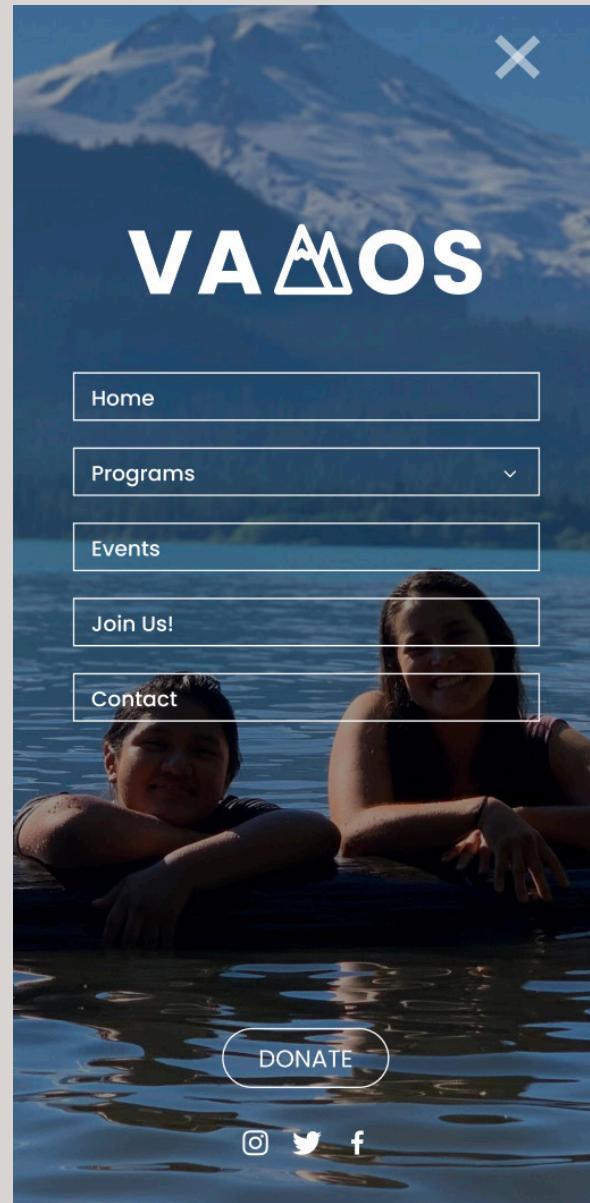
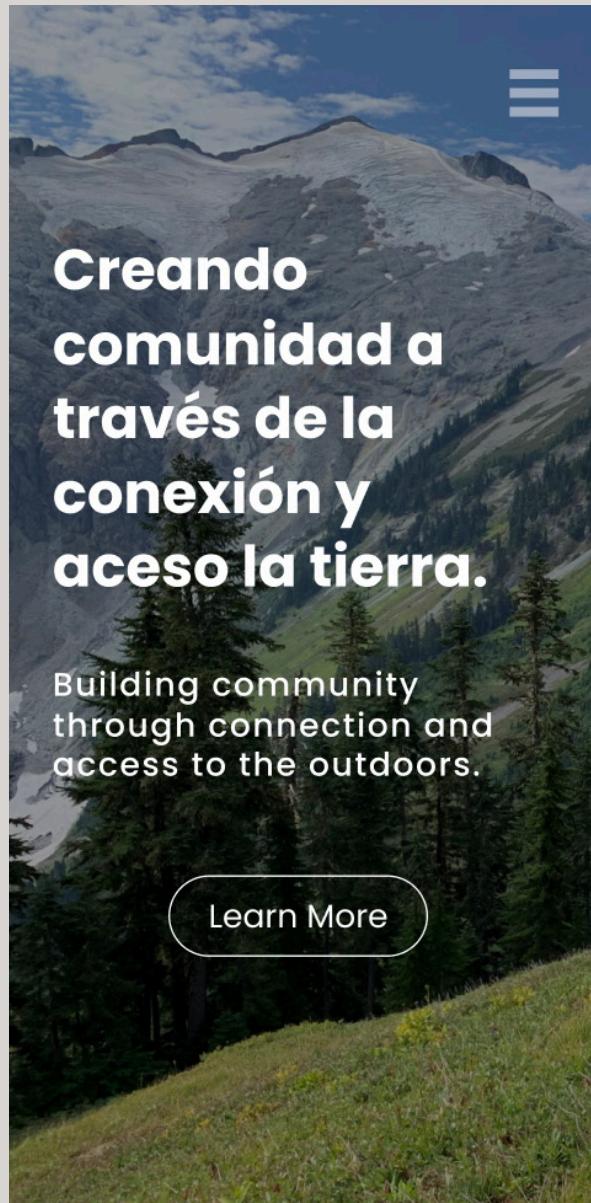
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BIKE PAGE

The screenshot shows the 'Bicicleta de Montaña' (Mountain Biking) page of the Vamos website. At the top, there's a large image of a group of people on mountain bikes. Below it, the title 'Bicicleta de Montaña' and 'Mountain Biking' is displayed. A sub-section titled 'Let's get biking!' contains text and a 'Sign up today!' button. The page features several images of people mountain biking and a call to action: 'Participants get a chance to share experiences in Spanish with representative role models; make new friends, and build their sense of place within Whatcom County. Mountain biking is presented as a premier outdoor activity in Bellingham, but financial and logistical barriers make it an activity for the privileged.' Below this, there's another call to action: 'All bikes, helmets, and other safety gear are provided. Participants start the trip with a short meet to make sure everyone has the energy to ride, and transportation is provided.'

The screenshot shows the 'Bicicleta de Montaña' (Mountain Biking) page of the Vamos website on a mobile device. The layout is similar to the desktop version, featuring a large image of a group of people on mountain bikes at the top, followed by the title 'Bicicleta de Montaña' and 'Mountain Biking'. Below this, there's a sub-section titled 'Let's get biking!' with a 'Sign up Today!' button. The page includes several images of people mountain biking and a call to action: 'Participants get a chance to share experiences in Spanish with representative role models; make new friends, and build their sense of place within Whatcom County. Mountain biking is presented as a premier outdoor activity in Bellingham, but financial and logistical barriers make it an activity for the privileged.' At the bottom, there's another call to action: 'All bikes, helmets, and other safety gear are provided. Participants start the trip with a short meet to make sure everyone has the energy to ride, and transportation is provided.'

MOBILE NAVIGATION DETAILS



OUTCOMES

OUTCOME

CHALLENGES

With a user goal so seemingly simple, I felt a block coming to what I concluded to be the best UI solution. Having not spent much time in the web design world, I was also pushed to learn this new format and take a design I originally had planned for desktop and make sure it was also mobile compatible.

REFLECTION

I believe that the redesign effectively solves the initially navigation confusion and simplifies the program navigation flow. I had fun experimenting with bold and energetic colors in this design to reflect the energy of the Vamos Outdoors Program.

FUTURE GOALS

Next time I start a web design project, I will make sure to fully flesh out my sketches and wire frames before going onto the computer. I think that could help me translate my ideas in a more efficient fashion.