

Sam Chase Fund

Website Redesign Case Study

BACKGROUND

For this project we were asked to research, design, prototype and test a redesign of a local non-profit organization's website. We were expected to design a multi page, responsive website for desktop and mobile that effectively updated the visual design, information architecture, and overall usability for the organization's target audience.

I chose to redesign the Sam Chase Fund website—a non-profit organization based in my hometown, Mount Shasta, CA.

THE PROBLEM

The biggest issue with the Sam Case Fund website is its visual design. Its clunky, inconsistent and rudimentary design does not convey the sense of trustworthiness that is crucial for a website acting as a center for resources.

Additionally, the foundation hosts a number of events and fundraising opportunities that are not promoted on the site and that one would only know about if they subscribed to the newsletter which (unintentionally) excludes newcomers.

THE SOLUTION

For the Sam Chase Fund website redesign, I wanted to design a website that is engaging and inviting; something that encourages users to stay on the site and explore what it has to offer.

I also chose to include an event page that offers users a place to participate with the foundation without donating or applying to the scholarship.

RESEARCH

The Sam Chase Fund

The Sam Chase Fund is a 501 (c) 3 Non-Profit organization based in Mount Shasta, CA. Their mission is to raise awareness of the dangers of fentanyl and connect young adults to the resources they need to thrive.

Offering

Sam Chase Fund offers educational resources regarding fentanyl awareness and support for young adults. Additionally they offer a \$2000 scholarship to graduating high school seniors to pursue higher education.

Target Audience

- Young Adults
- Parents



Competitors

The Sam Chase Fund is a small, local organization offering a range of resources from links to data and Fentanyl information to a \$2000 scholarship for high school seniors planning on pursuing education post graduation.

This left a range for competitors. I chose to focus mainly on drug awareness sites because the most important focus of the Sam Chase Foundation is providing resources and awareness for young adults, particularly surrounding the dangers of Fentanyl.



Song for Charlie



The Voices Project



Drug Awareness Foundatio



Natural High



Client Interview

I have a personal relationship with my client, so I was able to perform an interview to get a better understanding of the organization. Here is what I found:

Core Values

The three core values of the Sam Chase Fund are support, kindness, and awareness.

User Experience Goals

The most important message that the Sam Chase Fund wants to provide is Fentanyl awareness to young adults and parents. Next are their resources for support, including mental health, coping skills, and ways to talk to kids about Fentanyl.

Target audience

Young adults (16-24) who they can offer scholarships to and who are the target audience for Fentanyl abuse.

Parents and how they can talk to their kids about Fentanyl.

Sam Chase Fund website personality traits

1. Accepting
2. Trustworthy
3. Supportive

Funding for the site

Funding comes mostly from family friends and extended family friends and personal relations

Events

Sam Chase Fund holds occasional events and talks that are promoted through their newsletter.

#1 Improvement

Look of the website

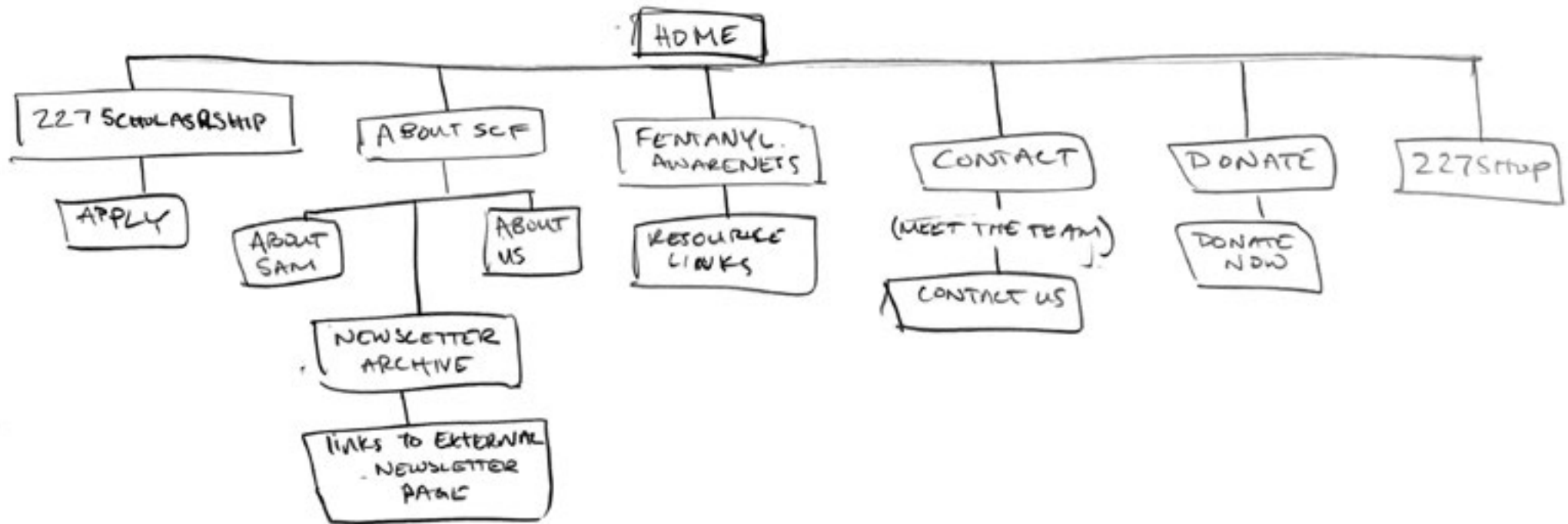
Why use Northstate Community Foundation (NSCF)?

I found that donations and scholarship applications were handled through NSCF because they only take a 1.8% commission, and the founders of the organization have lives outside the Sam Chase Fund which makes handling donations and scholarships a difficult and time consuming task. The NSCF is the equivalent to a board of directors for the Sam Chase Fund.

Extra comments:

It was clear that they wanted to maintain Sam's spirit within the website and wanted it to look like something Sam would like.

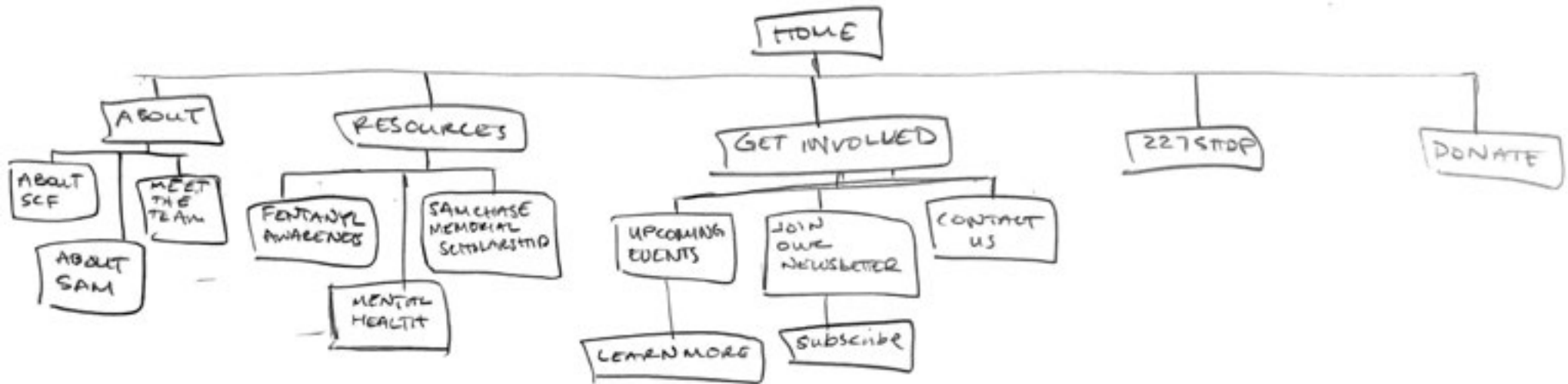
Current Content Outline



STRATEGY STATEMENT

For the Sam Chase Fund website redesign, I wanted to make sure the site was welcoming and trustworthy to users visiting the site by creating a consistent and confident visual design that support the user as they navigate the site. Thinking about community engagement and support systems for young adults, I thought it was important that events hosted by the foundation were easily accessible to anyone who came across the site, so I also included an event page to welcome in those who were not already part of the Sam Chase Fund community.

Sitemap



USER PERSONAS



Jennifer Knight

“Becoming an adult is a long and twisty path full of obstacles, I want my child to have the best experience they can as they enter into adulthood. If I can’t give them all the tools they need I would at least like to be able to point them in the right direction.”

Role

Parent

Age

49

Bio

Jennifer lives in Redding, CA and is mother of two; one of which is a Sophomore in high school. She is a family medicine physician who works for a family care practice. She is a strong supporter of the Education Foundation, and has been keeping up with the spike in Fentanyl related deaths among young adults.

She wants to protect her children, but she knows that the world she will be releasing them into isn’t so light and fluffy and she wants to make sure that they know how to navigate it in a safe way.

Relationships

- Husband
- Two children whom she has healthy relationships with
- Girl friends whom she sees every other week

Technical Skills



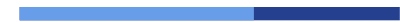
Internet



Social Networks



Messaging



Online Navigation



Hayden Kelley

“I’m really looking forward to graduation, but it feels like a big transition and I’m feeling a bit overwhelmed about it. I want to have a social life, but I’ve also heard a lot about dangerous drugs, and I am worried about getting sucked into it.”

Role

Student

Age

17

Bio

Hayden is a senior at Mount Shasta High school. He will be graduating in the Spring and is looking around for scholarship opportunities. He is not quite sure he wants to go to college right out of high school, but is interested in the Fire Academy.

Hayden works a part time job at a restaurant, enjoys playing soccer, and hanging out with his friends during his free time.

Relationships

- Two younger siblings
- soccer teammates

Technical Skills



Internet



Social Networks



Messaging

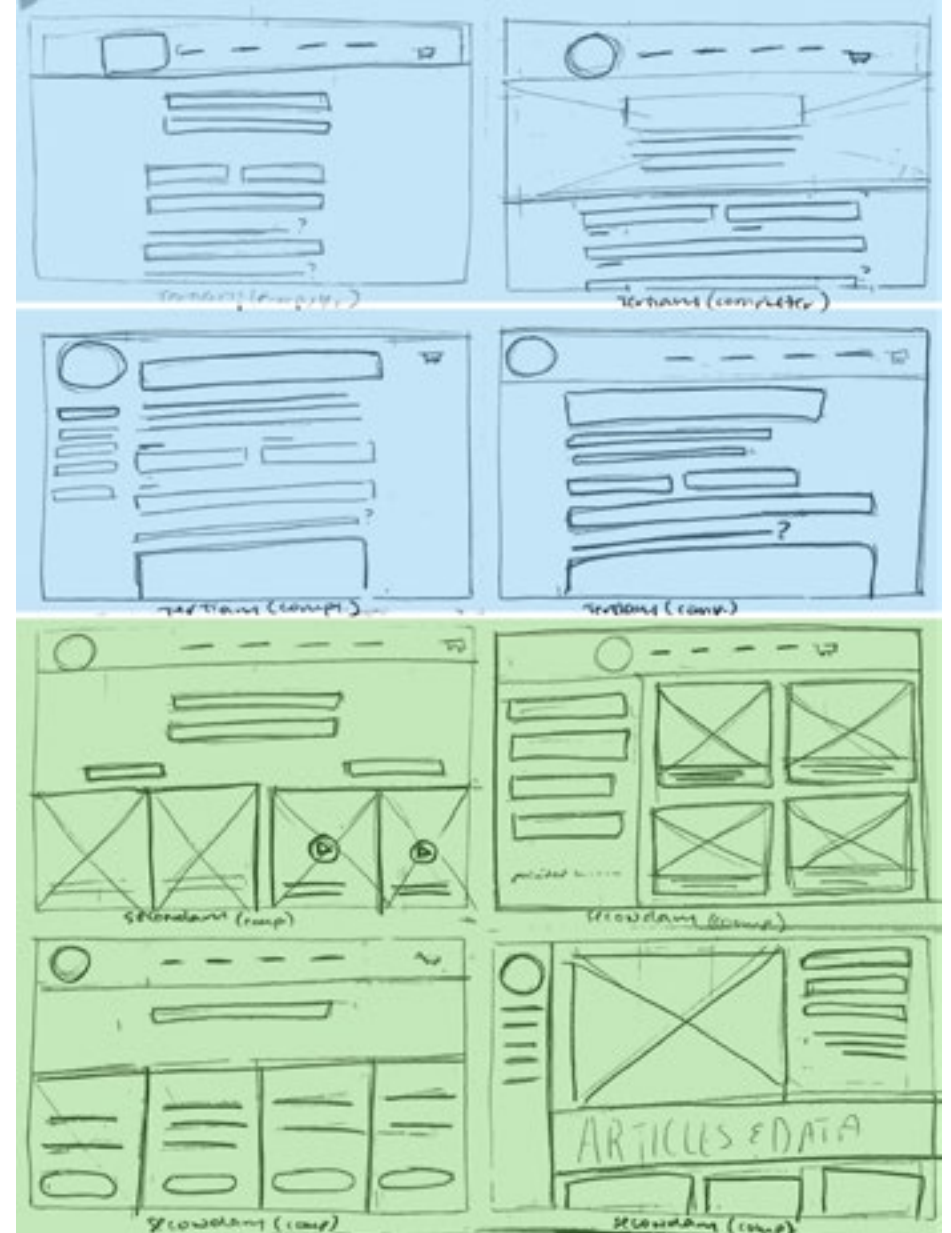
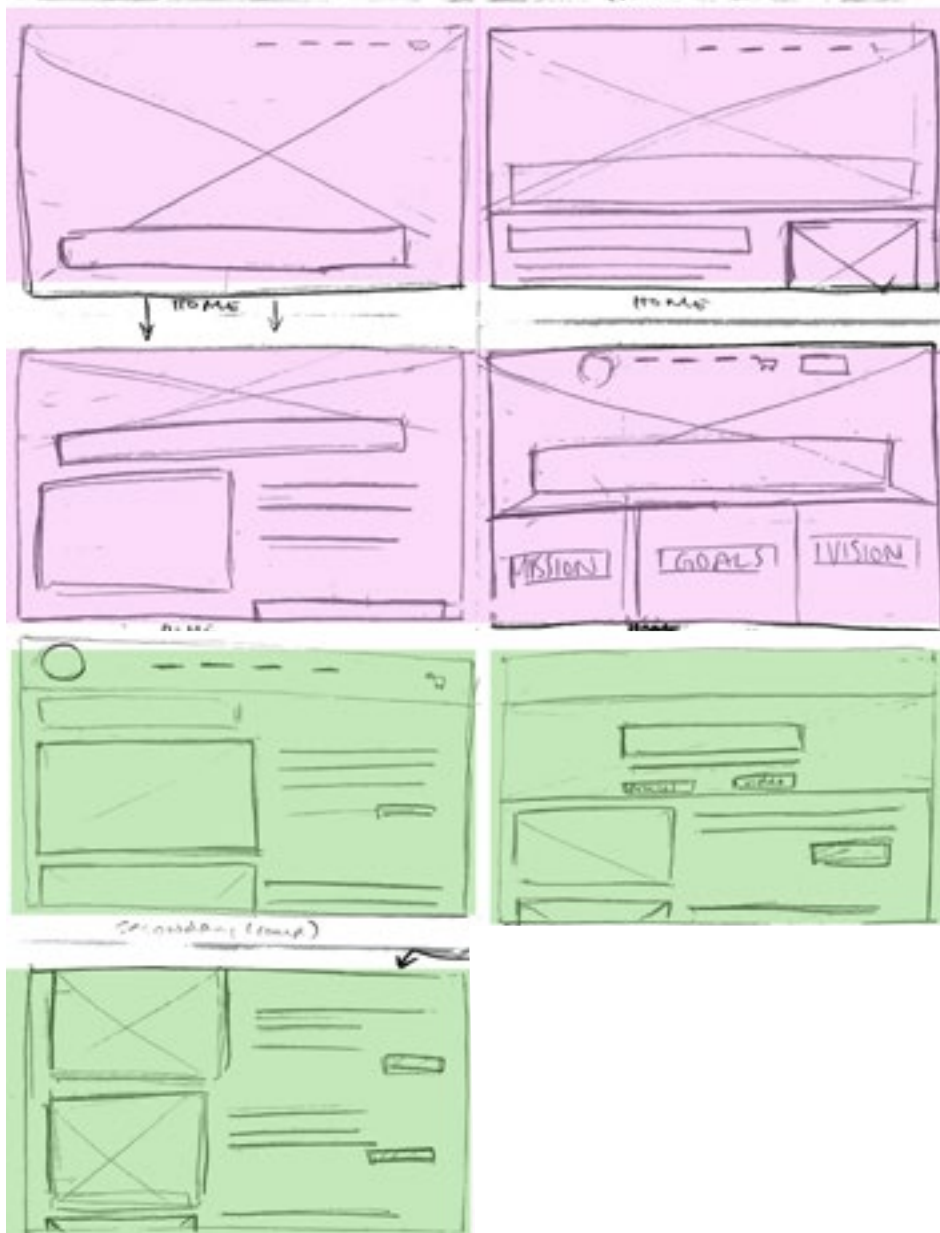


Online Navigation

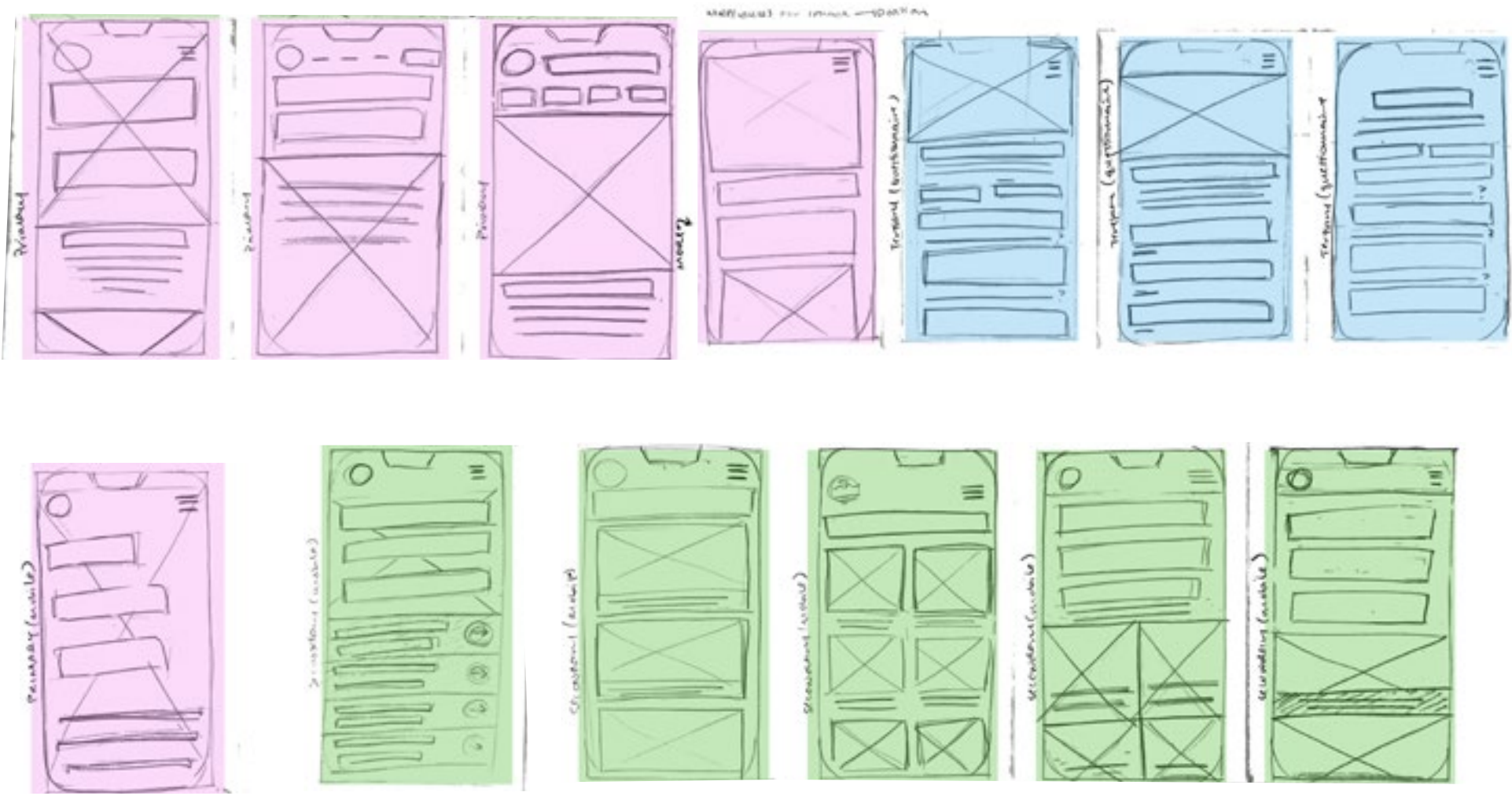
WIREFRAMING

The design process started with wirefram sketches. I created a handful of options both for desktop and mobile in order to map out information flow and layout.

Desktop Wireframes



Mobile Wireframes



DESIGN COMPOSITIONS

After wireframing and working out the kinks in the user flow, I fleshed out the designs in Figma for a Hi-Fi design comp.

USABILITY TESTING

After fleshing out my designs and prototyping them so they could be clickable, I performed a series of usability tests to make sure that my design was effective and understandable.

Usability Test Feedback

I asked my participants to perform three tasks:

1. Explore the home page and learn about the foundation.
2. Find an event that they would be interested in learning more about.
3. navigate back to the home page.

All of the participants were able to perform the tasks with ease. With the older participants, there was an initial slight confusion about getting back to the home page without a home tab, but the rest of the participants did not have any hiccups.

Likes:

- easy flow through the site
- Clear information structure
- Vision, Who We Serve, and 227 Meaning animation was fun.

Painpoints:

- Initially I had a shopping cart to represent the 227 Shop which a few of the participants expressed some confusion about early on.

Additional feedback I got was that the website looked a bit like a slide show. This wasn't particularly bad, but it wasn't the look I was going for and would be addressed for my final design.

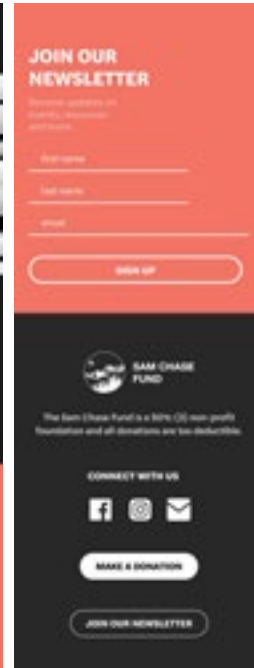
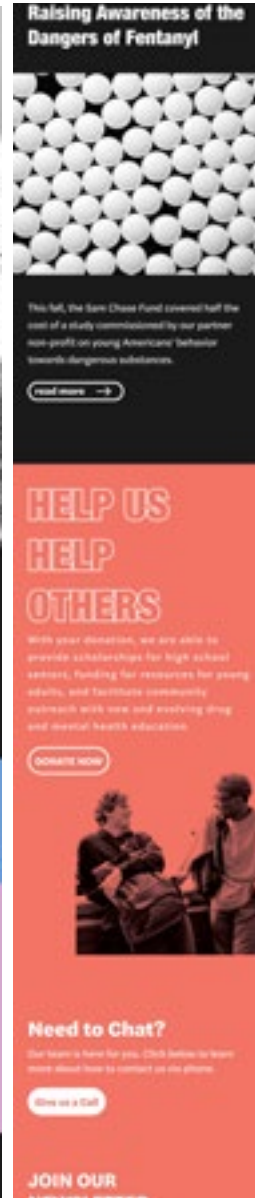


FINAL DESIGNS

After getting feedback on my usability tests, I made some minor tweaks to my design in order to clear up the issues I ran into in the first iteration.

I added “227 Shop” next to the cart to clear up the confusion as well as giving images a bit of space to let the background come through and reinforce the idea that it is a continuous scroll instead of a slide deck.

Primary Page

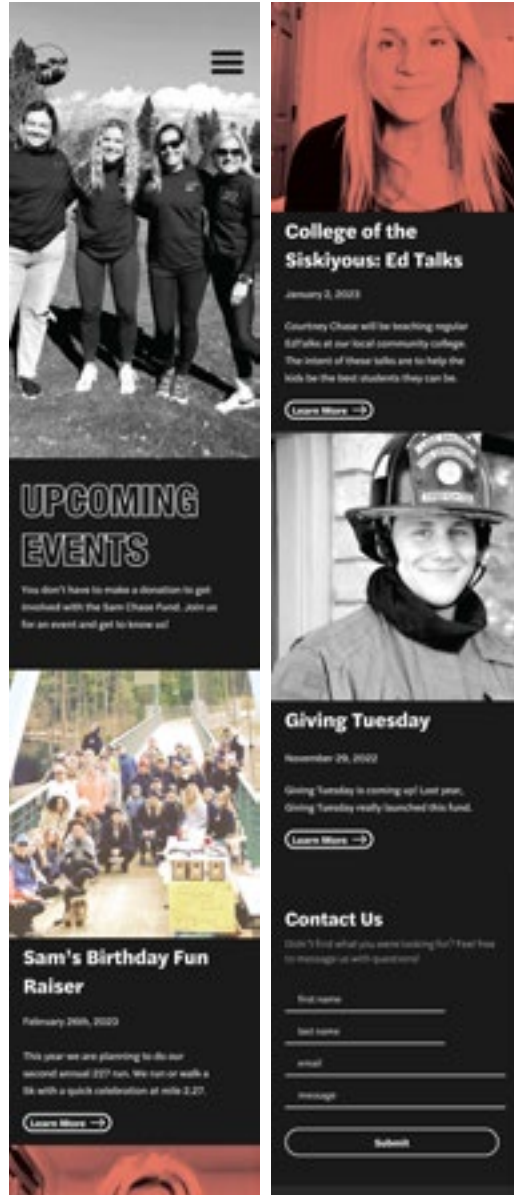


Secondary & Tertiary Pages

Secondary-Desktop



Secondary-Desktop



Tertiary-Desktop



Tertiary-Mobile



WRAP UP

Challenges

This project was fairly challenging for me. I have not used Figma in over a year, and relearning the program alongside the redesign challenged me to work within my limits as well as manage frustrations with myself when I was struggling to make my prototype work.

I also found that when I had initially designed for the desktop I had made my type much too large. It was an adjustment trying to work out the correct proportions for the screen and finding the ratio between negative space and active space for the website.

Reflections

I enjoyed the research and early design phases of the project quite a bit. It was particularly fun to work with a client who I could bounce ideas off of and who I could include in my process.

Overall I had fun with this project, and I can still see room for improvement moving forward for my future web designs.

THANK YOU

Feel free to visit the links below to check out my final prototype

Desktop:

<https://www.figma.com/proto/zewEB4GdMNndcpH92auluy/SCF-Redesign?page-id=0%3A1&node-id=9%3A8&viewport=-1418%2C1649%2C0.36&scaling=scale-down-width&starting-point-node-id=9%3A8>

Mobile:

<https://www.figma.com/proto/zewEB4GdMNndcpH92auluy/SCF-Redesign?page-id=168%3A654&node-id=168%3A655&viewport=1193%2C668%2C0.26&scaling=scale-down&starting-point-node-id=168%3A655&show-prototype-sidebar=1>