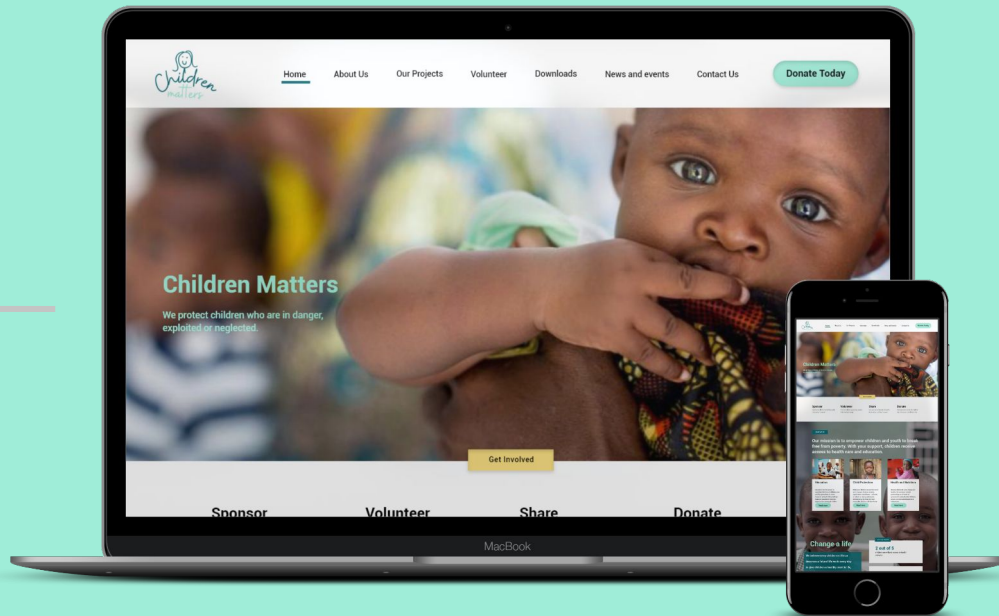


Children Matters

Charity website design

Edina Gardos



UX DESIGN CASE STUDY

April 2022

Project Overview



The Product

Children Matters is a **non-profit humanitarian organization** focusing on ending generational poverty by helping children in need through their sponsorship programs, donations and community centers.

Children Matters is looking for **caring volunteers** who wants to make a **positive impact** in neglected children's life.



Project Duration

March 2022 - April 2022

Project Overview



The Problem

It's difficult to find a credible and financially transparent charity with volunteering opportunities in the area.



The Goal

The goal was to design a **responsive website** that lets users **sign up** as a volunteer **quickly** and **easily**. The website must reflect credibility and transparency with financial information available to view or download.

Project Overview



My Role

User Experience Designer responsible for the Children Matters website design from concept to delivery.



My Responsibilities

- User Research
- Wireframing
- Prototyping
- Usability testing
- Visual design
- Iteration
- High-fidelity prototyping

Design Process

Stage 1

Understanding the User

- Research Summary
- Pain Points identification
- User Persona
- User Journey Map

Stage 2

Starting the design

- Paper Wireframes
- Digital Wireframes
- Low-Fidelity Prototype
- Usability Studies

Stage 3

Refining the design

- Mockups
- High-Fidelity Prototype
- Usability Studies 2nd round
- **Accessibility Considerations**

Stage 4

Going forward

- Take Away
- Next Steps

User Research: Summary

1

I conducted **user interviews** and created **empathy maps** from the interviews to better understand the **needs**, **behaviours**, and **motivations** of the users I'm designing for. One primary user group I identified through my research was **caring** and empathetic professionals who want to make a **positive impact** in children's life.

2

Due to time and budget constraints, I had a limited pool of participants to work with. So to further strengthen my research findings, I conducted secondary research (read reviews on existing solutions). This helped me discover some **transparency and credibility issues and unclear processes** with existing platforms.

User Research: Pain points

1

Long sign up forms

Some of the competitor's website use a combination of Google Forms, PDF form and long online application forms. It's very confusing.

2

Unclear process

The volunteer flow on competitor websites are quite cumbersome and they don't explain the process clearly.

3

Credibility issues

Users deeply care for children and want to help. However, they would like to make sure that they support credible and financial transparent charities.

4

No feedback

After submitting the volunteer application form users expected some kind of thank you message or acknowledgement of submission.

User Persona

Problem statement:

June is a **busy professional**, with a caring nature. She wants to help children in need. She needs an **easy and quick way** to sign up as a volunteer with a **credible** and financially **transparent** organization.



June

Age: 47

Education: Bachelor's Degree

Hometown: Cape Town

Family: Married

Occupation: Teacher

“I want to make a difference in children’s life and give back to my wider community”

Goals

- Wants to help children in need
- Simple and fast application process
- Finding a trusted and transparent organization

Frustrations

- Filling up long application forms
- Finding transparent financial information
- Challenging to find volunteering opportunities

June is a busy primary school teacher and lives with her husband and 3 teenage sons in Cape Town, South Africa. She has a very caring nature and would like to make a positive impact in her community. June is looking for volunteering opportunities in her area. She wants to help children through a credible and financially transparent organization.

User Journey Map

Goal: Wants to volunteer to help children in need.

I identified 3 key

improvement

opportunities

while mapping

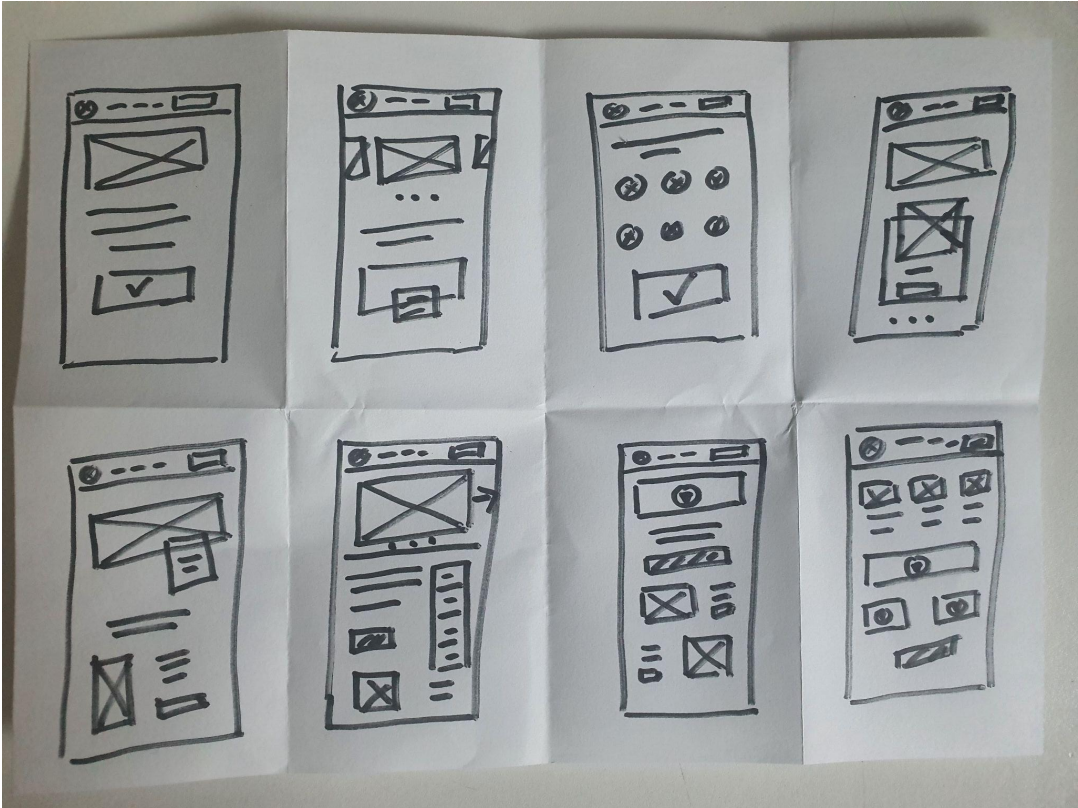
June's journey:

1. Clear and simple Volunteer sign up process
2. Add Financial information
3. Add Thank you page with contact information

ACTION	Choosing a credible charity	Find volunteering option	Fill out form	Submit form	Wait for reply
TASK LIST	Tasks A. Search for charity websites B. Find a credible organization in area.	Tasks A. Click on Volunteering option in menu	Tasks A. Fill in the form	Tasks A. Press submit button B. Locate incorrectly filled text fields. C. Correct errors.	Task A.Wait for reply from charity
FEELING ADJECTIVE	Excited about helping	Confused where to find information Overwhelmed by the amount of information.	Excited about helping. Frustrated by the long sign up process.	Frustrated with unclear message on errors	Doubtful about getting reply Worried about credibility of the organization but Excited about helping
IMPROVEMENT OPPORTUNITIES	Landing page must be appealing and catch attention. Quick access to how to get involved.	Clearly marked option for volunteering that is easy to find.	Quick and easy sign up process, with only necessary information and short questions.	Clear message in case of error on text fields.	Add Thank You message with direct contact info after the form is submitted.

Crazy Eights

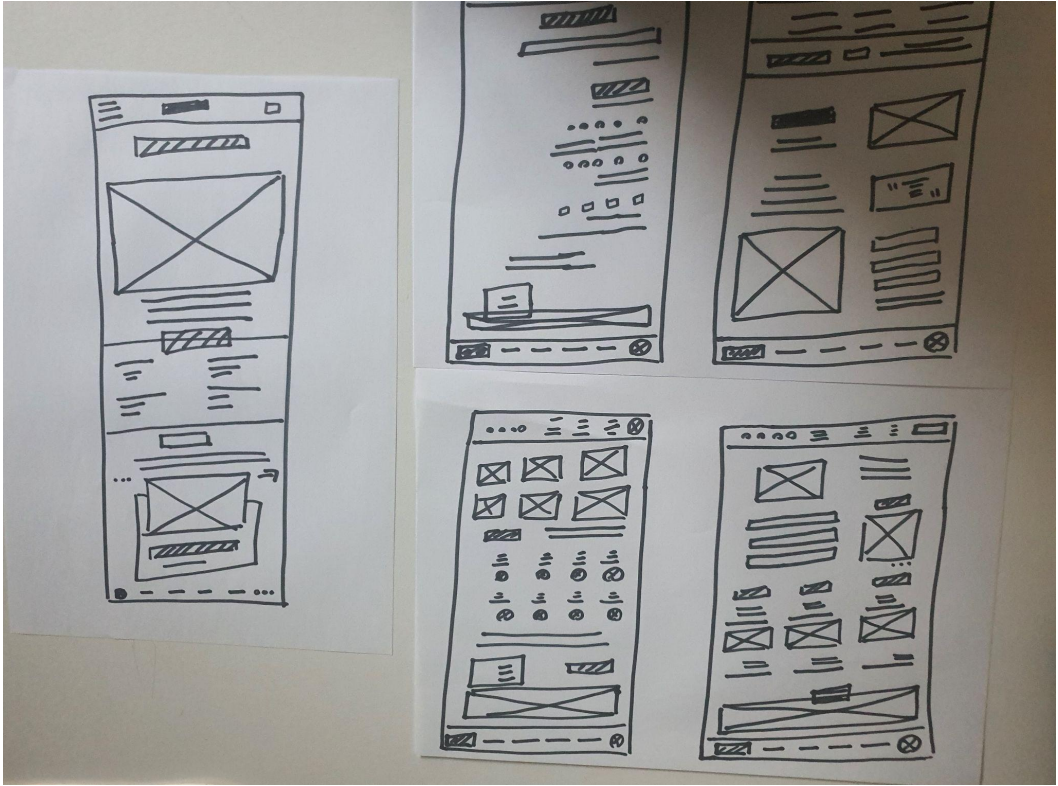
I played around and sketched out possible design solutions for the Home page, including Hero image, Image carousel and embedded Video background for the main Header section.



Paper wireframes

I sketched out the initial wireframes by hand to encourage rapid iteration:

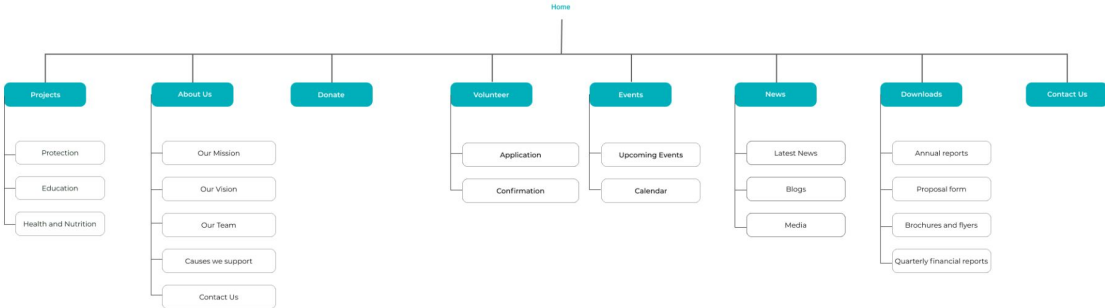
- For the home screen, I **prioritized an easy to follow flow with clearly marked CTA buttons** to help users differentiate between the actions they can take to get involved.
- I used appropriate information hierarchy for **compatibility with assistive technology**.



Sitemap

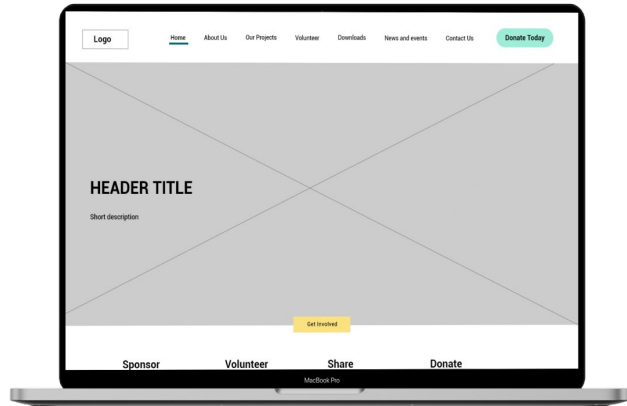
Difficulty with website navigation was a primary pain point for users, so I used that knowledge to create a sitemap.

My goal here was to make strategic information architecture decisions that would improve overall website navigation



Digital wireframes

My digital wireframes reflected user research:



1



A **Volunteer option** in the nav bar to help users find what they're looking for **easily & quickly**.

3



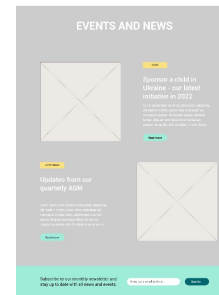
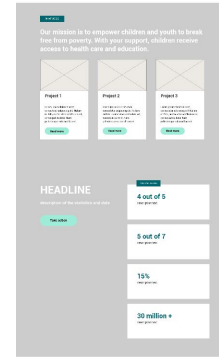
Get involved button clearly indicated to direct users how to take action

STARTING THE DESIGN

2



Donation button makes it easy for users to find donation option



Digital wireframes

My digital wireframes reflected user research:



Volunteer sign up screen quick and simple application process with minimal information input



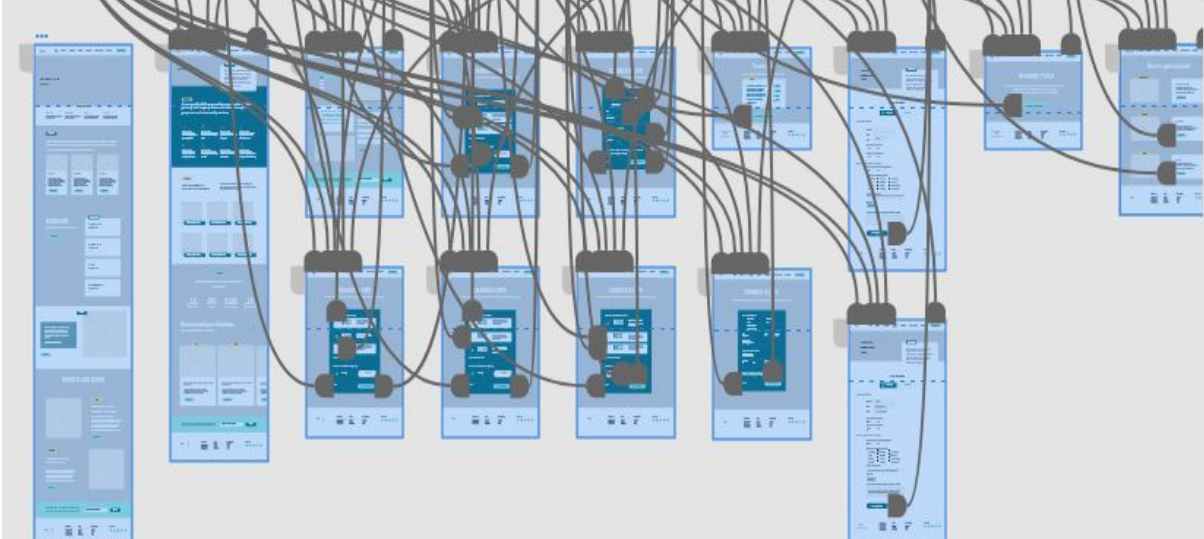
Thank you screen after sign up with contact information and next steps.

Low fidelity prototype

I connected the digital wireframes to create a low-fidelity prototype.

Features:

- A flow that is **intuitive** to the users
- Simple & consistent navigation to help users flow through the app **seamlessly**
- **Accessible** transitions.

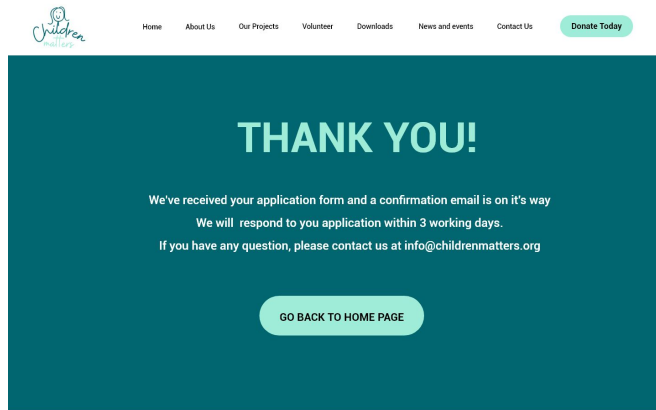


****View low-fi prototype [HERE](#)**

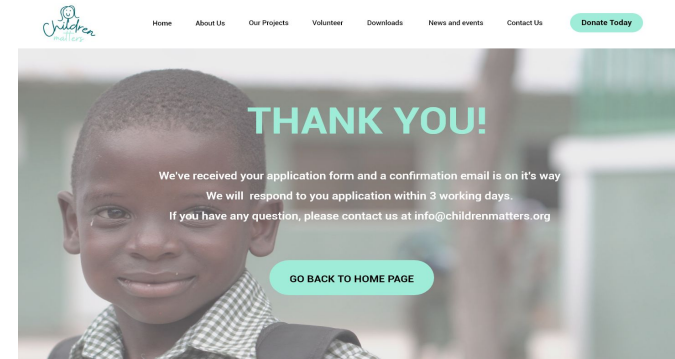
Mockups

I made some changes to correct the usability issues identified:

Before Usability Studies



After Usability Studies



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Usability Study : Findings

The second round of usability study was conducted using the high-fidelity prototype (participants included a **user with low-vision**), and revealed:

1

Get involved button

The Get Involved button is not large enough for users with visual impairment

2

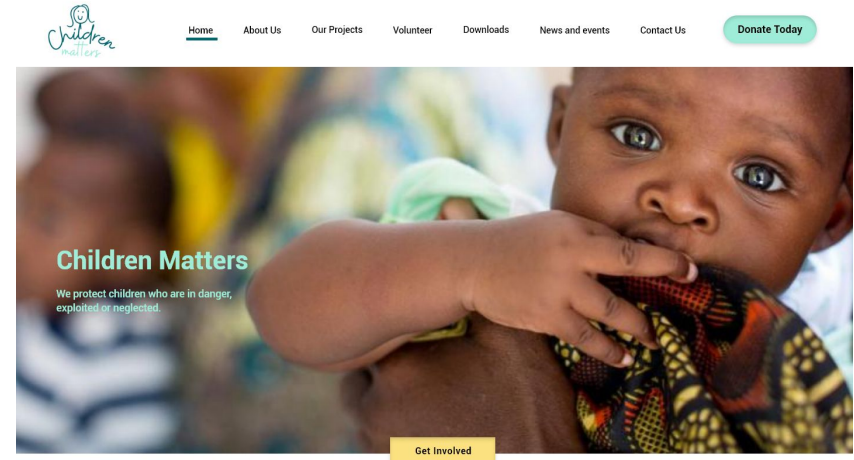
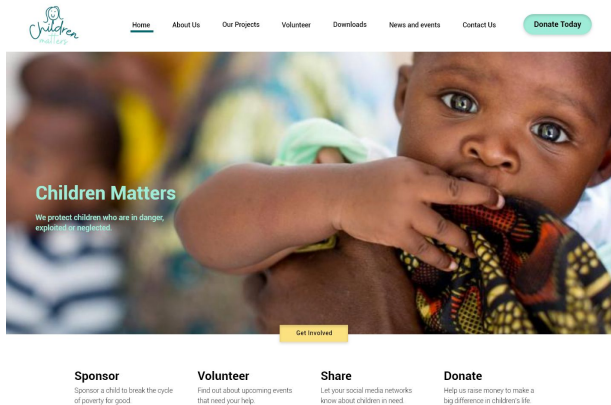
Volunteer application form headline text

Headline text on the Volunteer application form isn't clear enough

Mockups

I slightly increased the Get Involved button size, font size and added Bold text.

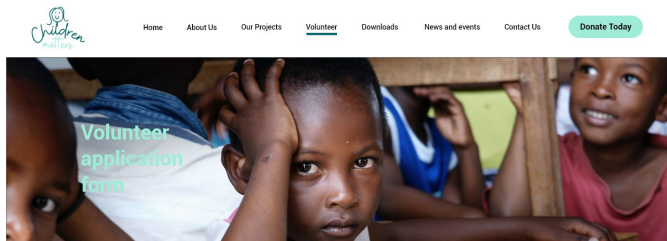
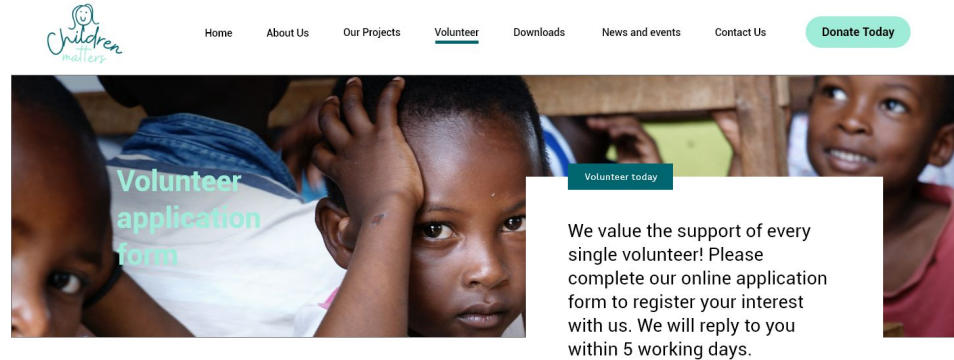
Result: The new button size passed the accessibility test.



Mockups

I changed the headline text on the Volunteer application form

Result: Easier understanding of the application process



Your Details

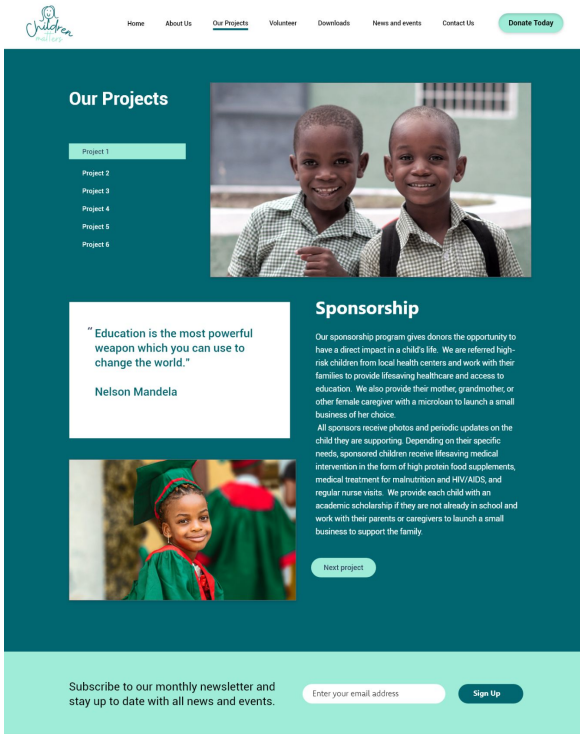
Individual
 Business



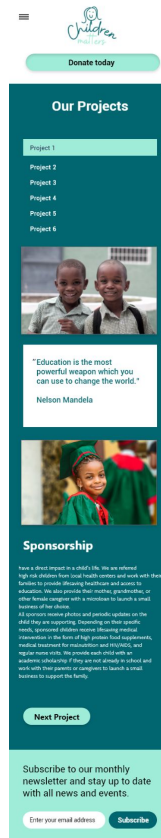
Your Details

Individual
 Business

Mockups: Screen size variation



Project Page Desktop and Mobile version



Home Page Mobile and desktop version



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REFINING THE DESIGN

Mockups: Get Involved and Thank you pages

REFINING THE DESIGN



- Home
- About Us
- Our Projects
- Volunteer
- Downloads
- News and events
- Contact Us
- Donate Today

Thank you!

Your donation made a difference in children's life.

SHARE

"I've just donated to Children's charity Initiative to help support children in need and stop the cycle of poverty. Join me?"

TWITTER

FACEBOOK

EMAIL

TEXT

GO BACK TO HOME PAGE



- Home
- About Us
- Our Projects
- Volunteer
- Downloads
- News and events
- Contact Us
- Donate Today

How to get involved

SPONSOR A CHILD



Sponsor a Child in need

When you sponsor a child, you're helping to ensure that they can grow up healthy, learning and safe.

Sponsor a child

VOLUNTEER



Volunteer

Thank you for your interest in becoming a volunteer! Your involvement can start a ripple of change - changing the lives of children and their future.

Apply Now

DONATE



Donate

You have the power to create powerful, lasting change in our children's lives. Your donation could contribute to the wellbeing of children in need.

Donate Now



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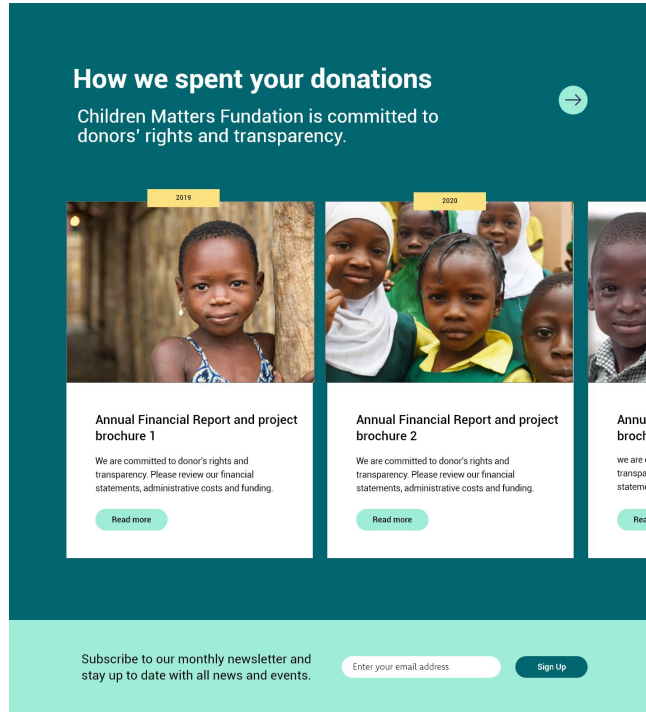
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Mockups: Financial information section

Another important part of our design concept is the How we spent your donations section. To increase **credibility and transparency**, we added a slider carousel with downloadable **financial reports** and project brochures.



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How we spent your donation

our annual financial reports

2019



Annual Financial report and project brochure

We are committed to donor's rights and transparency. Please review our financial statements, administrative costs and funding.

Read more

Subscribe to our monthly newsletter and stay up to date with all news and events.

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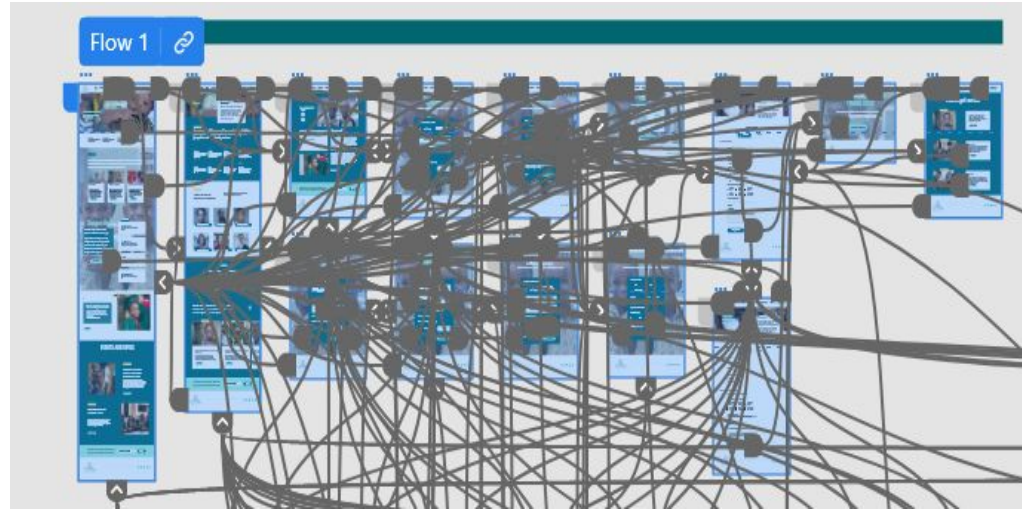
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Desktop Version

Mobile version

High-Fidelity Prototype

- The final high fidelity prototype addresses the main user pain points by providing an **accessible** and **inclusive** design that is **easy to use**
- I created a **quick volunteer application process** by using the least number of steps possible to complete a task.



I connected all the screens using accessible transitions.

****View the interactive prototype [HERE](#)****

Accessibility Considerations

1

High contrast ratio

Used sufficiently contrasting colours to ensure that the website's content can be read by **everyone**.

2

Compatible with Assistive Technology

Used images with descriptive text, appropriate hierarchy & emphasis to aid users with screen readers.

3

Recognizable icons

Used easily recognizable icons across the design to provide visual context.

Takeaways



Impact

The website makes it **easy for users to sign up** as volunteers at Children Matters. The website prominently displays their annual financial information to **increase trust and credibility** of the organization amongst users and prompt them to volunteer.



What I learned

Testing the design with someone with **low-vision** helped me understand the role **font size and button size** plays in **design accessibility**.

Next Steps

I would suggest the following steps:

1

Conduct another round of usability studies to determine whether the current solution effectively addresses the users' pain points.

2

Work with a local charity to get credible information & recommendations for volunteers

3

Keep up with trends and conduct competitive audits occasionally to ensure that the design of the website is relevant.

Get in touch!



Thank you so much for taking the time to review my work on Children Matters website design!

I really enjoyed working on this project and I hope you enjoyed reviewing it.

If you would like to get in touch, you can reach me via:

E-mail: edina@justpointblank.com