Redesigning

Transformation charity website UX case study

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The Brief

After I recovered from terrible eye surgery, I decided to go freelance until i'm fully back to normal. Transformation Powerhouse is a charity based in UK providing services to empower survivors of abuse and help them to reach full potential. Their charity website provides information about their work and allows donations to be made online. I carried out a UX audit on their website to find out what the usability issues were and design the website with improvements.

The Charity

Transformation is a charity that is run by people who believe that we should love our neighbours as we love ourselves. Support and assistance is provided by Transformation to people whatever their faith and for those of no faith.

Transformation Powerhouse (TPH) is a "Therapeutic Centre" for women of all ages who are victims or survivors of sexual abuse, set up to empower the women who come to us to see and reach their full potential. We are creating a residential and extended community that will provide a caring, supportive, accepting family environment. Although we cannot change anyone's past experiences, we know that once someone has a real desire to overcome the effects of their negative past, they will find all that is needed for them to succeed at Transformation Powerhouse.

How did I approach the problem?

Many charity websites are poorly designed due to lack of design knowledge, funding and importance of User experience for digital products. Website is the face of the organisation and a destination for donations, it needs to reflect the goals of the charity and encourage people to get involved.

Usability evaluation

I did a quick evaluation of the existing website first, to get an idea of the main areas for improvement.

Using Nielsen heuristic evaluation for usability, I have used the following Heuristic evaluation checklist to understand possible areas of improvement.

Heuristic Evaluation Checklist

Website Name: Website URL:

| Heuristic	Rating	Comments
Appearance/Aesthetics – First impression are important – it can make the difference between users staying or leaving your site.		
Primary goal/purpose is clear	☆ ✓ **✗**	No clear vision statement, No CTA's and Donate button
Clean, simple design	**☆** ✓ ✗	Simple but static website not responsive to Mobile and tablet
Pleasing color scheme	☆ ✓ **✗**	No proper defined color scheme, the colors used were dark & deep
Appropriate use of white space	☆ ✓ **✗**	Needs improvement with white space
Consistent design	**☆** ✓ ✗	Dated static design
Text and colors are consistent	☆ ✓ **✗**	No proper defined color scheme, the colors used were dark & deep
Icons are universally understood	☆ ✓ **✗**	Icons needed to be updated
Images are meaningful and serve a purpose	☆ **✓** ✗	Some of the images are meaningful and can be reused
Content – Users are at your site for the content – make it easy for them to find and use your site.		
Major headings are easy to understand	☆ **✓** ✗	They are easy to understand but need to be rearranged
Easy to scan	☆ ✓ **✗**	Two many text blocks without sub heading and bad IA
Minimal text/information presented	☆ ✓ **✗**	Two many text blocks without sub heading and bad IA
Clear terminology, no jargon	**☆** ✓ ✗	Terminology needs update and simplification
Links are clear and follow conventions	☆ ✓ **✗**	No proper status visibility
Help is available on every page	☆ ✓ **✗**	Not available
Important content is above the fold	☆ ✓ **✗**	Not available
Search box is easy to identify and easy to use	☆ ✓ **✗**	Not applicable
Navigation – Makes getting around your site easy and takes out the guess work of a user's visit.		
Consistent Navigation	**☆** ✓ ✗	Navigation needed to be updated
Easy to identify your location on the site (breadcrumbs, headers, colors)	☆ **✓** ✗	
Consistent way to return Home	☆ **✓** ✗	
Limited number of buttons & links	☆ ✓ **✗**	Need to add more links, buttons and CTA's
Organization of information makes sense	☆ ✓ **✗**	Needs improvement
Efficiency/Functionality – Following basic rules will keep user frustration to a minimum.		
Website loads quickly	**☆** ✓ ✗	Needs optimization
Custom 404 errors	☆ ✓ **✗**	Needs improvement
Error messages are meaningful	☆ ✓ **✗**	Needs improvement
Login is in upper right corner of page	☆ ✓ **✗**	Not applicable
Proper etiquette for links off site	☆ ✓ **✗**	
Contact information is easy to find	**☆** ✓ ✗	Not applicable
Login is easy to find	☆ ✓ **✗**	Not applicable
Hours are easy to find	☆ ✓ **✗**	Not applicable
No broken Links	☆ ✓ **✗**	Needs improvement
User know the status of searches	☆ ✓ **✗**	Not applicable
User knows if they are logged in/out	☆ ✓ **✗**	Not applicable
System supports undo & redo	☆ ✓ **✗**	Not applicable
System has emergency exits	☆ ✓ **✗**	Not applicable
Forms autofill and calculate when practical	**☆** ✓ ✗	Needs improvement

The existing site
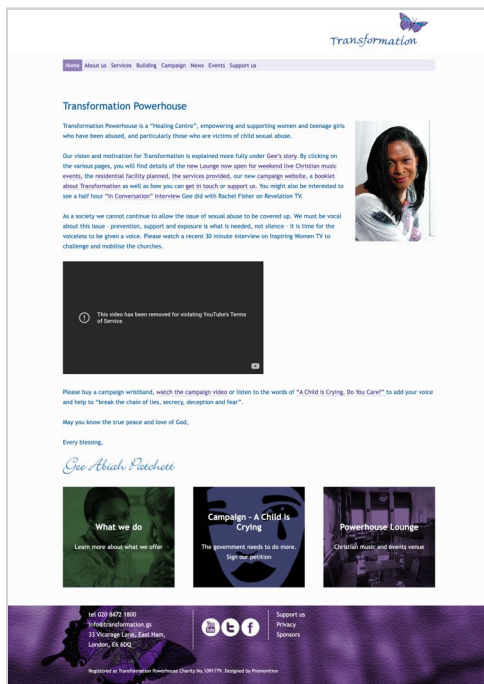
Homepage

About us
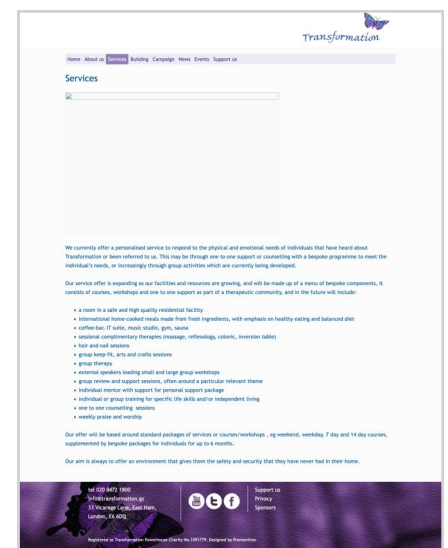
Services

Looking at the existing Transformation website, it was clear that there were many design challenges to focus on in my redesign.

- The brand is poorly defined, and brand values are not clear. (Logo is handdrwan and pixelated)
- The charity goals are not clear on the home page, you need to sift through a lot of text and pages to find them.
- There are several hyperlinks within the text.
- It is really text heavy, with hardly any visual support.
- The hierarchy is poorly defined, with the Logo and no Donation button.
- Overall, the structure does not make users want to read through and looks dated.

Understanding Business

To familiarise myself with the organisation, I used a business model canvas to document TPH's business functions. I learnt that with contributions from individual donors and corporate entities, TPH aims to support survivor's of abuse through transformational development programmes, therapies, residential facilities.

To reach out to prospective donors, TPH conducts awareness events, and remain active on social media platforms. TPH also relies on a pool of volunteers to support many of its programmes and tasks.

Transformation Powerhouse Charity

Key Partners

- Corporate partners
- Individual donors

Key Activities

- Raising awarness
- Social Media
- Outreach talks

Key Resources

- Monetary donations
- Volunteers
- Campaign Merchandise

Value Propositions

- Supporting the abuse survivors with temporary or permanent accommodation
- Provided counselling sessions
- Therapies
- Enhance branding and UX for donation platforms

Customer Relationships

- Supporting the abuse survivors with temporary or permanent accommodation
- Counselling sessions
- Therapies
- Guidance to enhance skills and employment

Channels

- Charity Awareness events
- Social Media
- Outreach talks

Customer Segments

- Children, teenagers, women who were sexually abused seeking support and guidance
- Corporate partners
- Volunteers
- Individual donors
- Trustees

Cost Structures

- The running costs of the therapeutic centre
- The cost of supporting women in need
- Awareness event costs

Revenue Streams

- Individual donations
- Volunteers
- Butterfly fund
- Campaign Merchandise

Defining the problem

My design process started with creating a brand personality by understanding what were the main values for the Charity. After having a conversation with founder of the charity Gee Abiah Patchett, I tried to associate the personality of the charity with the following words: Acceptance, Care, Empower, Support, Transform.

For the charity, I focused on the following key concepts:

- Easy to donate navigation
- Promote awareness of the cause
- To encourage people to support them and get involved
- Clean, simple design with pleasing colour scheme
- Trustworthy site, as they are asking for monetary donations

Customer research

The ideal situation would have been to do some research to determine what people are searching about the charity, which pages they spend the longest on, and how many people abandon the online donation process.

Since, I didn't have access to this data so instead I did some short interviews with volunteers, supporters and core team of charity to gain the people's perceptions and comments/queries about the charity.

From the customer research the following insights were gathered that need to be addressed in this redesign:

- **What are the services provided at Therapeutic centre?**

  Clear information about the different services that charity provides to its customers
- **Information about the referrals to access the services**

  Information about eligibility criteria and forms of referrals to access the services
- **How to support and donate to the charity?**

Affinity Mapping

I reviewed my notes from the interview sessions. I then used the affinity mapping process to group together similar pain points, delights and solutions into clusters.

Affinity Diagram
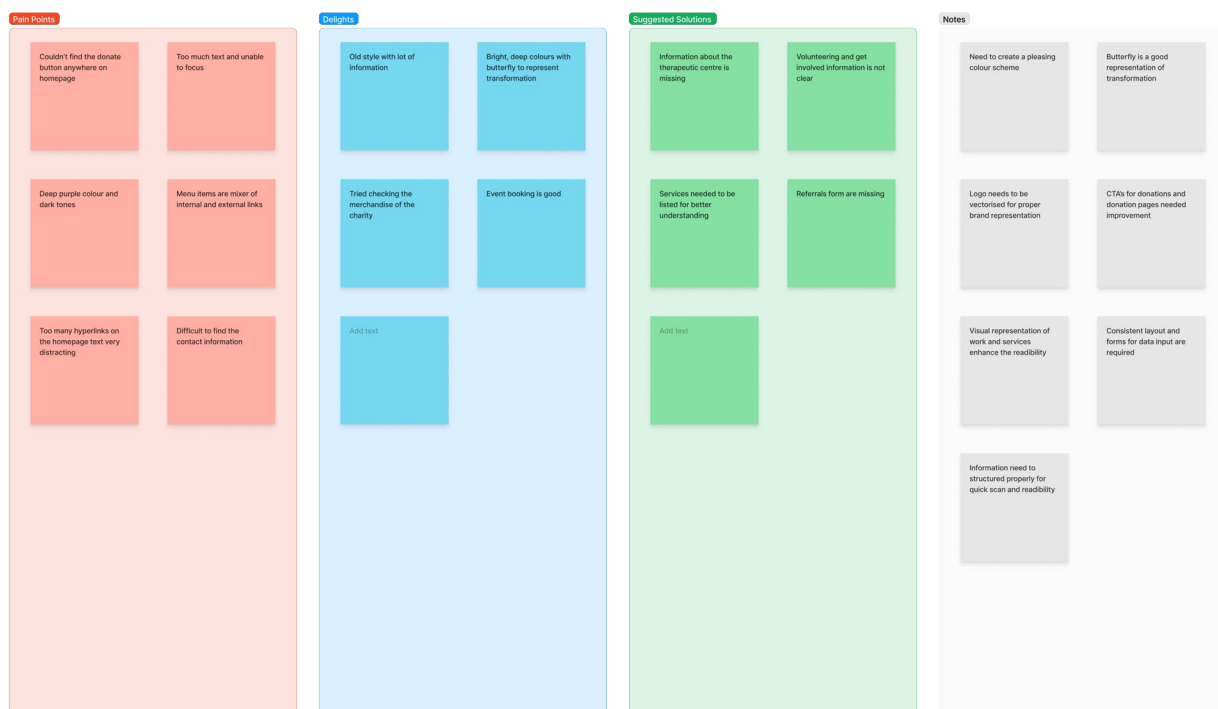
Evolution of visual solution

Vectorisation of logo:

Old logo

Vectorised Logo

Style Guide for the site

Colors

Primary Colors

Primary 1 / #336699

Primary 2 / #996699

Button Colors

Active
#0099CC

Hover
#FFFFFF

Text Colors

Black 1
#000000

Black 2
#1D1D1D

Black 3
#282828

White
#FFFFFF
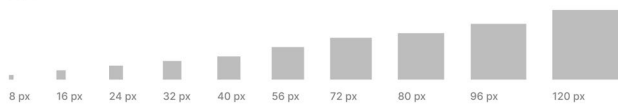
Background Colors

Gray 1
#F2F3FA

Gray 2
#FFFFFF

Gray 5
#E0E0E0

Typography

Roboto
Google Fonts

Name	Font size	Line Height
Heading 1	56 px	61.6 px
Heading 2	48 px	52.8 px
Heading 3	40 px	44 px
Heading 4	32 px	35.2 px
Heading 5	24 px	26.4 px
Heading 6	20 px	22 px

Aa
Heading
Line height and paragraph spacing for heading is 1.1 x font size

Roboto
Google Fonts

Name	Font size	Line Height
Large Text Bold	20 px	28 px
Large Text Regular		
Medium Text Bold	18 px	25.2 px
Medium Text Regular		
Normal Text Bold	16 px	22.4 px
Normal Text Regular		
Small Text Bold	14 px	19.6 px
Small Text Regular		

Aa
Body
Line height and paragraph spacing for body text is : 1.4 x font size

Spacing

Levels

8 px   16 px   24 px   32 px   40 px   56 px   72 px   80 px   96 px   120 px

Banners

Banner Titles

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incidunt

Button Sample
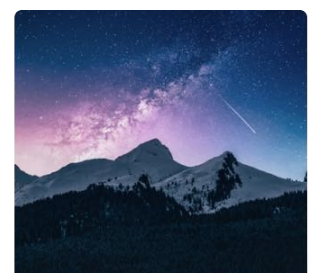
Card Title

Some quick example text to build on the card title and make up the bulk of the card's content. make up the bulk of the card's content.

Link

Wireframes and Iterations

Having the branding and design elements in place, I focused next on the website layout.

Initial sketches

I wanted to ensure the content was engaging, and the call to action (to donate) was clear. I decided to showcase the charity values and interesting information on the homepage. Donating online is likely to be the most common way people want to donate if they are already on the website so it is important to prioritise this.
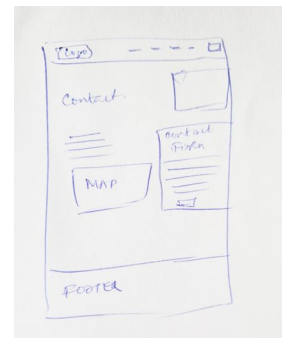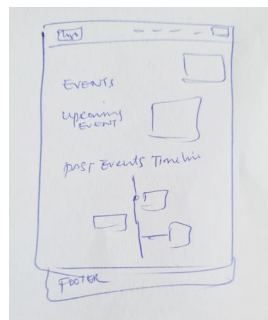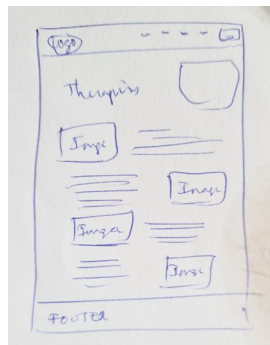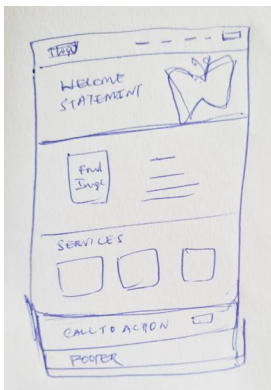
Iterations
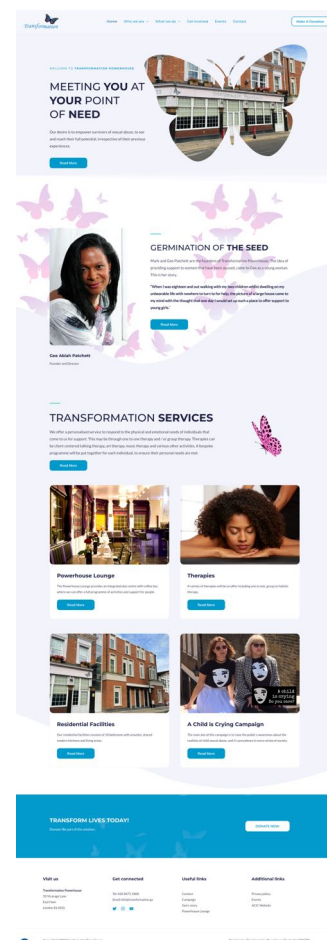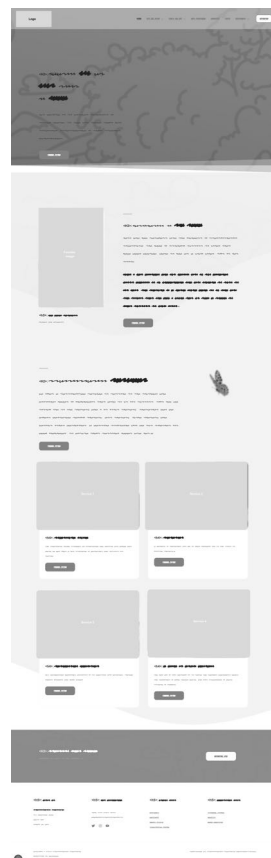
After testing these with users, it was clear this was too much information, which meant the message was getting lost. I tackled these issues in further iterations.

Through iterating my designs, I was able to tackle the following problems:

- More space between elements
- Clearer call to action buttons to donate
- Logo and menu positioning to make it easier to users to navigate the site
- Paragraphs of text were kept short, and introduced the charity first, as that message was the priority
-

Delivering the final designs

Moving to high fidelity

When moving to high fidelity, the biggest challenge was designing for all three viewports whilst still keeping consistency. I wanted to keep the designs simple and clear, but also give information about the charity to engage the user immediately. For the small viewport, I changed the image size to the full width of the screen, and this progressively changed to taking up half of the screen for the medium and large viewports.

After delivering the high fidelity designs to the client, I offered developing the website using wordpress CRM which they agreed and delivered the final website in 2weeks sprint with some additional changes. The project is live at www.transformation.gs