



Website Redesign

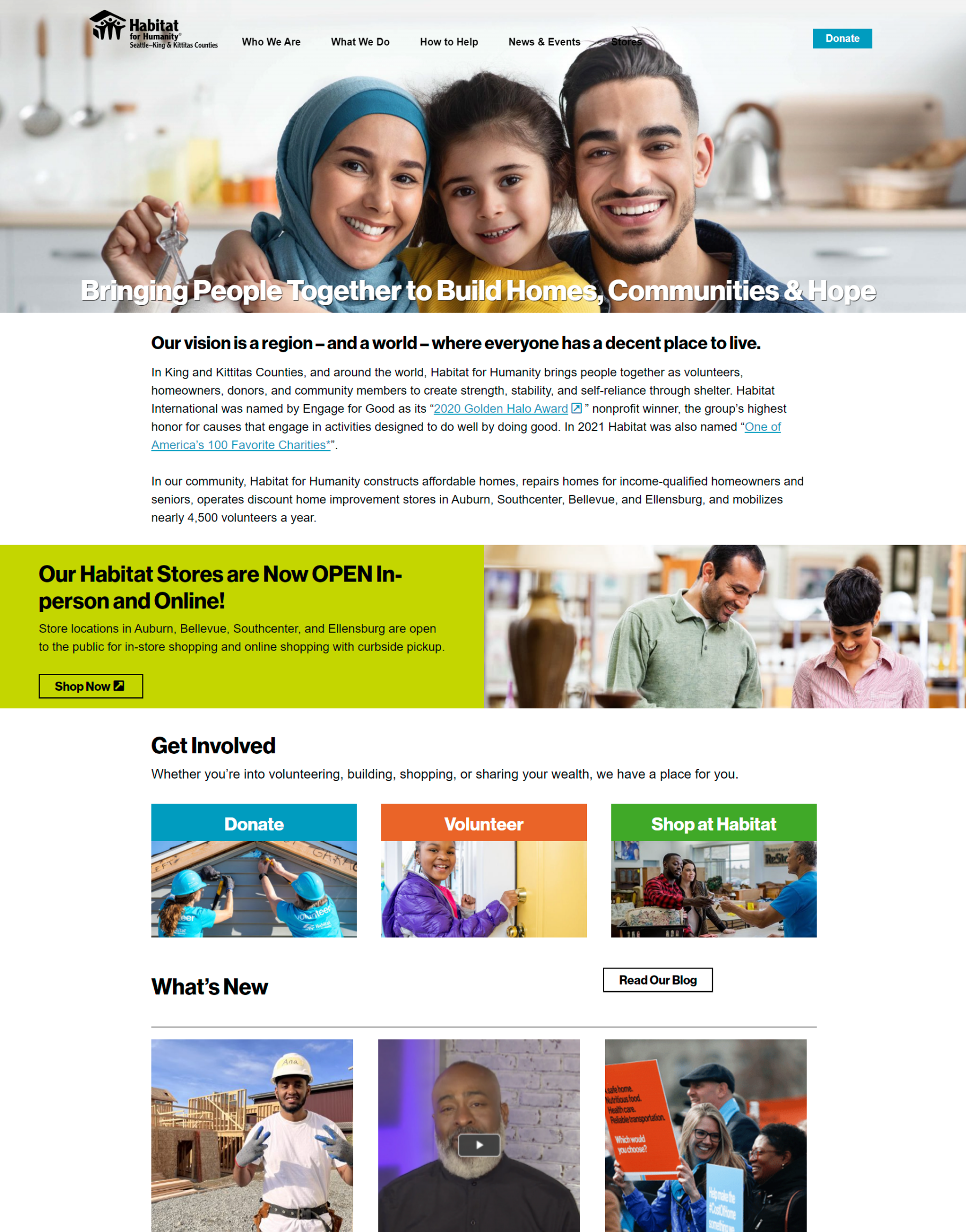
Case Study

The Client

Habitat for Humanity provides the valuable service of building houses for low income families so that they have a place to live. They also have many stores that allow people to buy cheap, second hand furniture and home goods. The site is used by individuals looking to be helped by their services as well as volunteers and people looking to donate to the organization.

The Problem

The site currently is somewhat usable but not easy to navigate quickly and has great deal of redundancy in the elements that it includes. The design of the site, while not bad is quite dated and clearly could use a new look. It also combines text alignments and full spread items with constrained ones in a unintelligible way. The site also lacks structure around many of its elements and doesn't effectively group items together in a logical way. The nav of the site is surprisingly good but still not not perfect and could use some cleaning up.



Goals

- Make the website clearer and easier to navigate it
- make the ability to donate and volunteer more obvious and easier for the user
- Rebrand the look of the site to be more modern and clean
- Change the layout of the site so that it is simpler and more cohesive
- Make the Nav more intuitive
- Reorganize the site map so the nav is easier to understand

Strengths

- The brand and logo is strong and recognizable
- good content/photography
- moderately well designed
- site just old
- lacks spice or intrigue

Oportunities

- to create a site that is interesting and valuable for a very good organization
- allow people to donate to Habitat for Humanity more easily
- to connect volunteers and interested parties with events

Strategy

The goal of the site is to get people who want to access services information about that, allow people to donate and/or volunteer for the organization and lastly provide information about the organization in general and in its local context in Seattle and the surrounding area.

The main goal of redesigning this site is to make it more navigatable and immediately intuitive as well as modern and pretty. To achieve this several things need to happen:

- Reorder the organization of the site to be more intuitive and easy to understand.
- Design the site from the ground up to be consistent in its style and organization.
- Rebrand some elements of the site like the colors and general shapes of the site.

Challenges

- Listing events
- information hierarchy
- consolidating the information and opportunities

Threats

- Other organizations poaching volunteers
- getting lost among the hundreds or thousands of Seattle nonprofits
- Losing customers due to bad site navigation

Habitat For Humanity Site Redesign

Background

Solution

Process

Outcome

Competition Research

Bellewether Housing

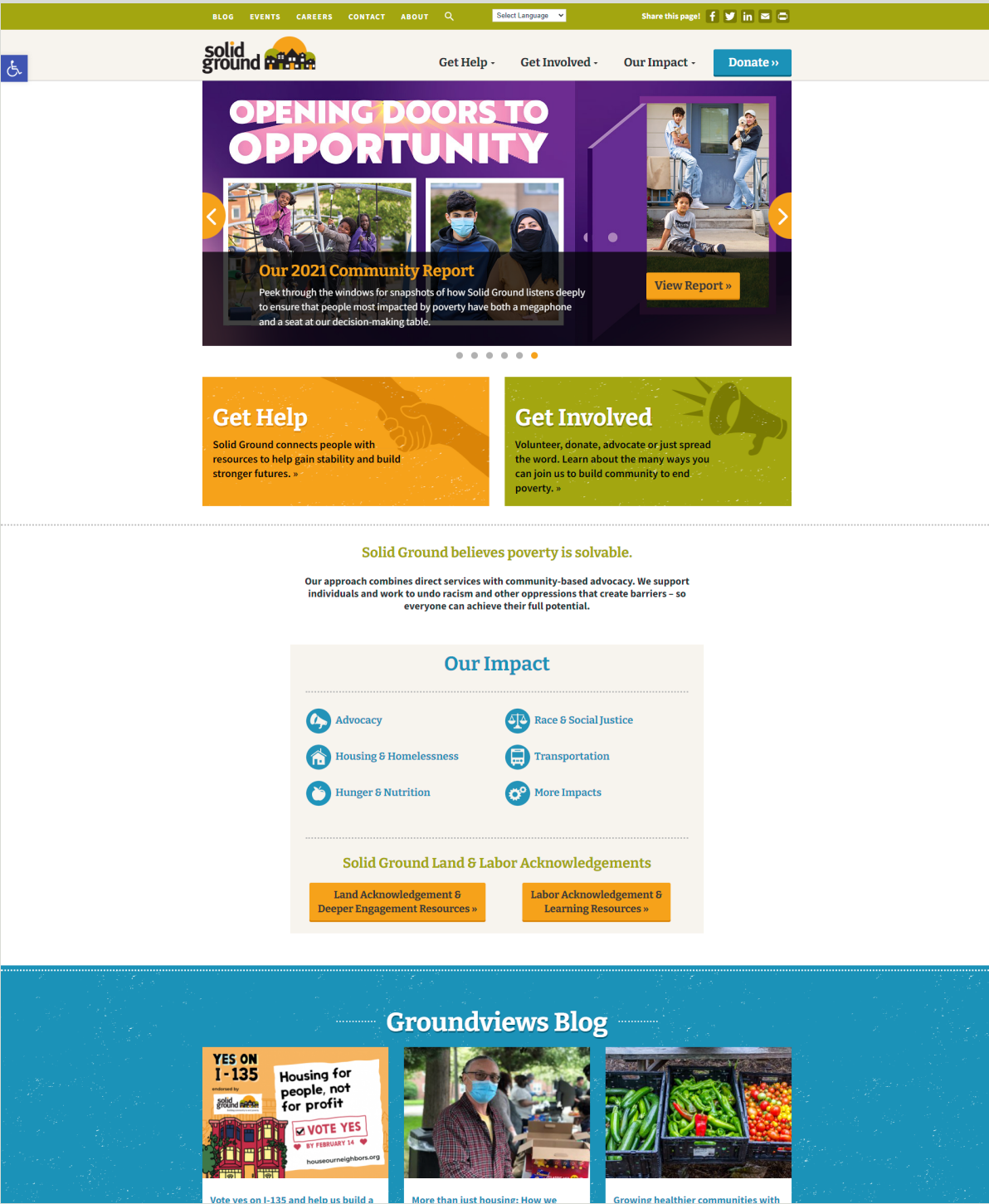
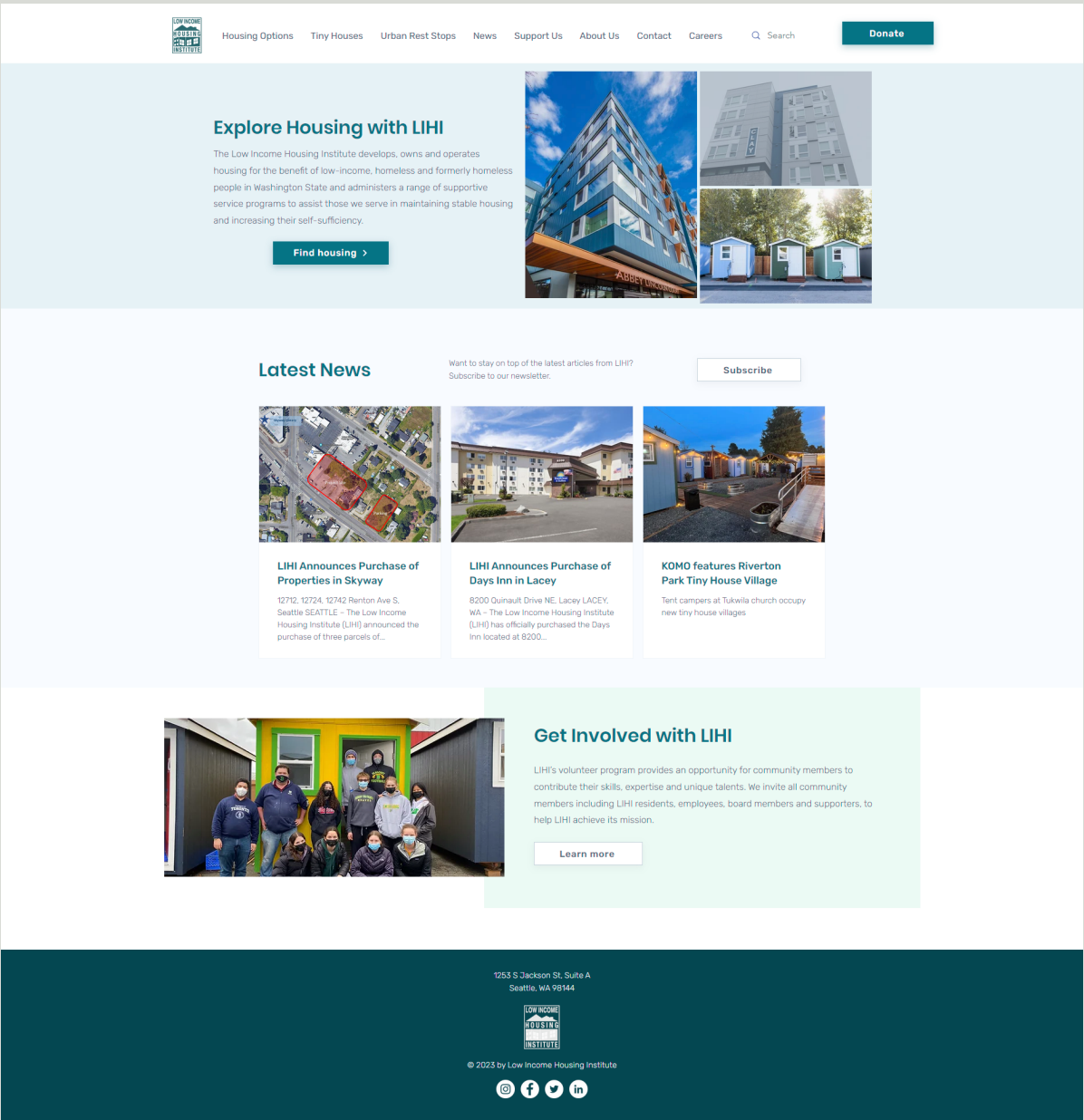
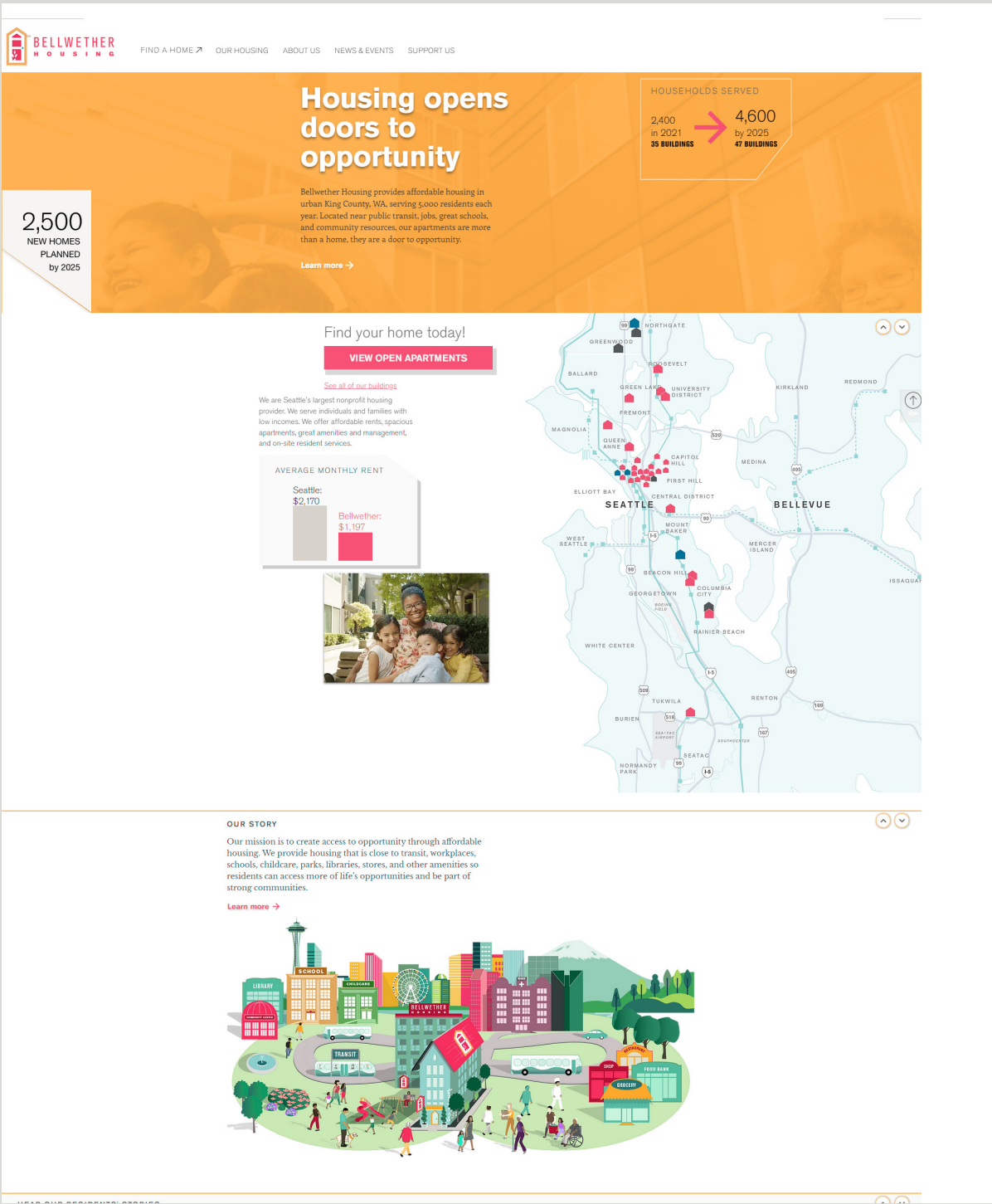
Generic but modern looking site
Un-unified brand, colors font
Simple logo but not very recognizable
Bad web design

Seattle Housing Authority

Older looking site
Weak brand
Disorganized site
Most important things at top
Fonts all over the place

Solid Ground

Dated looking site
Badly organized
Good font unification for the most part but truly bad choice of colors
Simple logo but doesn't say solid ground



Competition Research

Goodwill

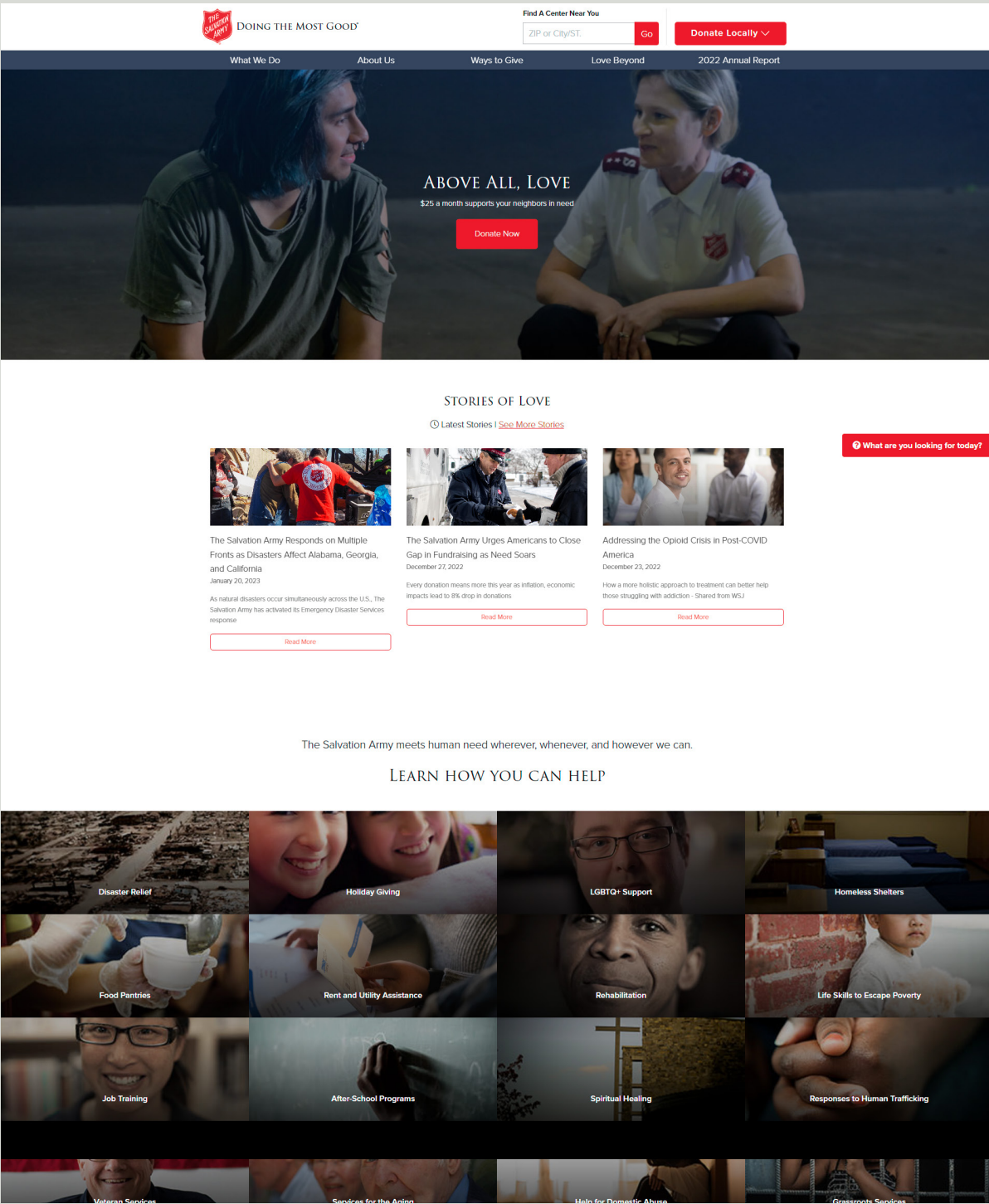
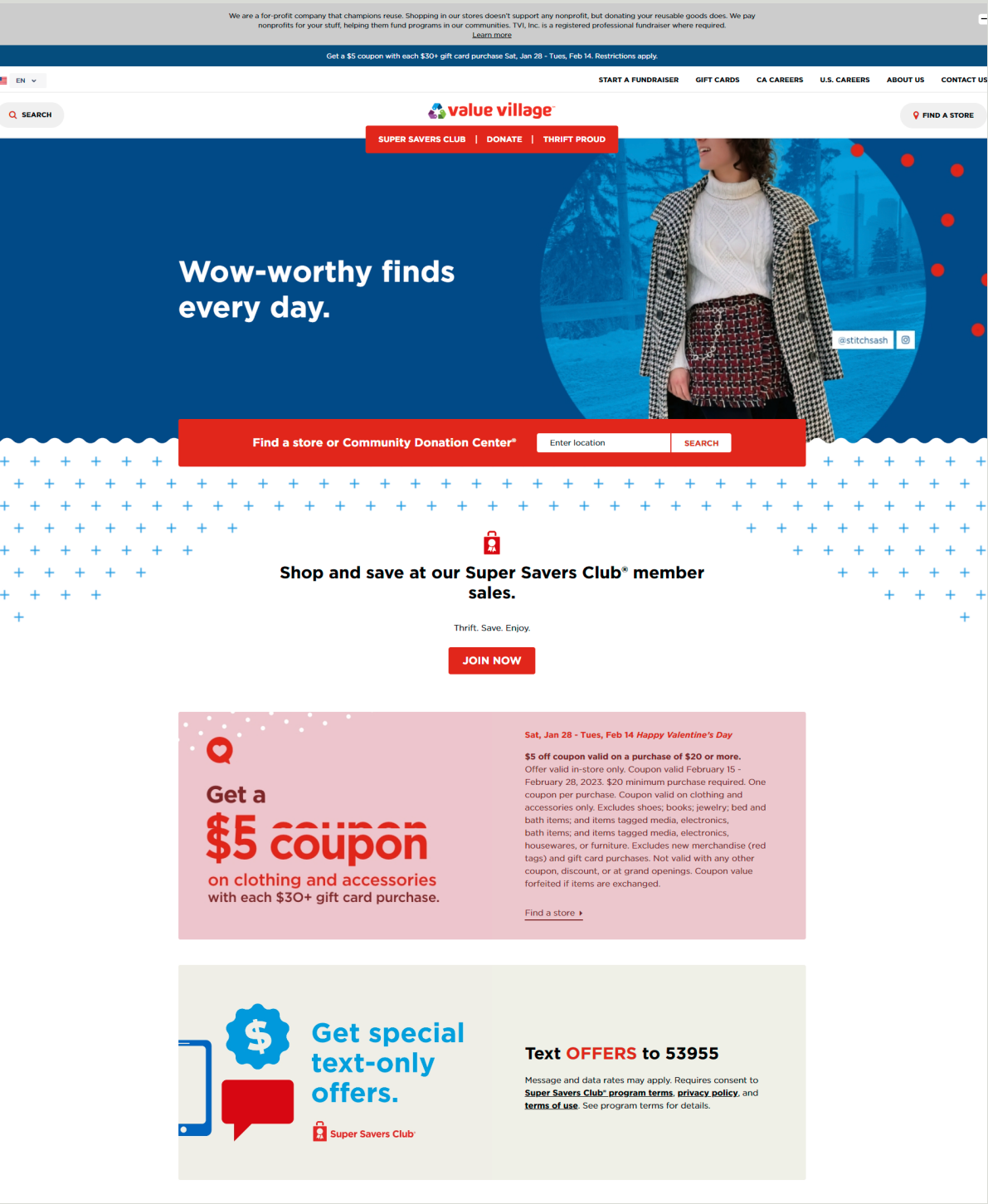
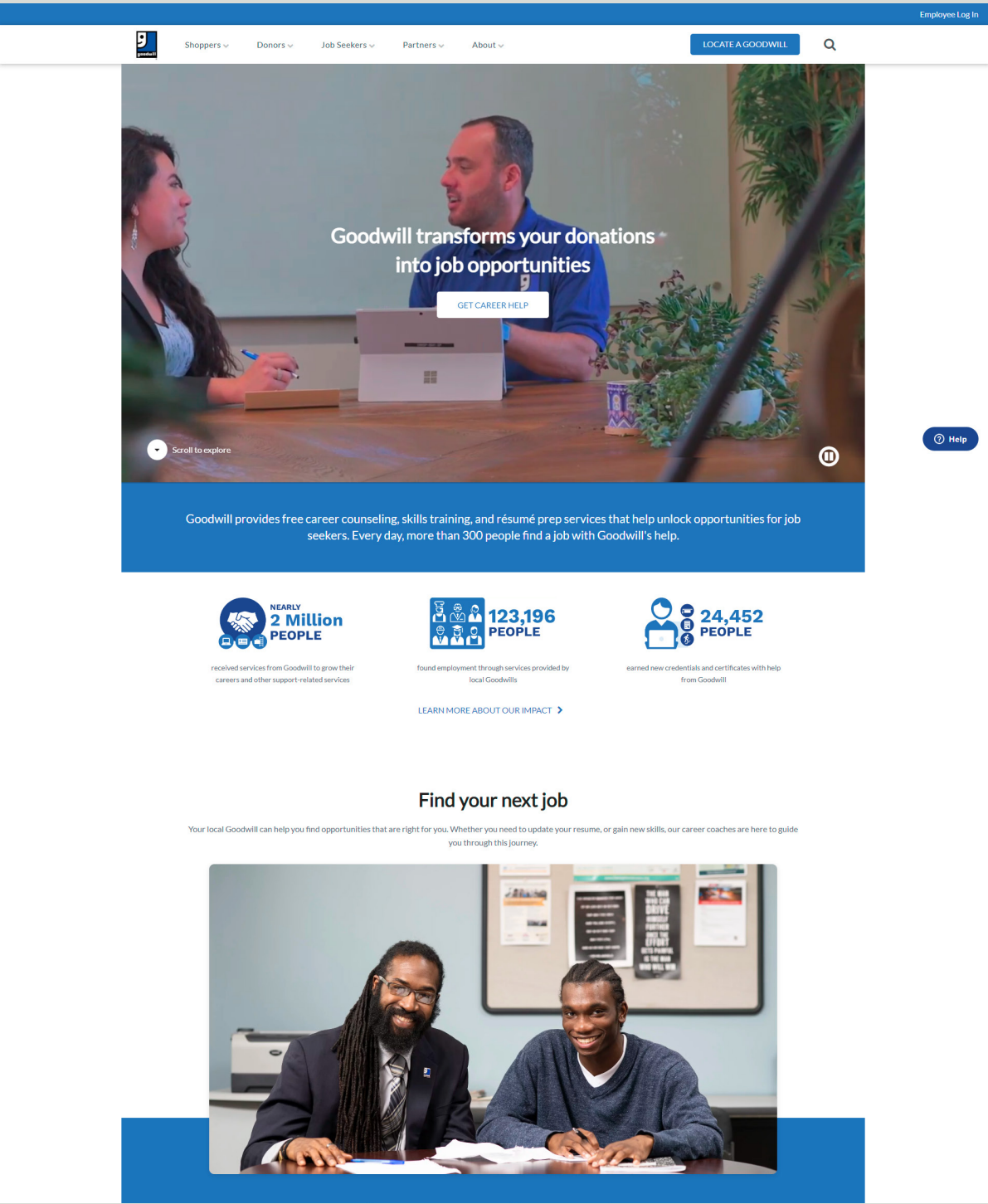
Great branding
No online shopping ability
Difficult to donate
Very generic look

Value Village

Important things clustered on home page
Busy
Good brand and solid colors and fonts
Donate tab very obvious

Salvation Army

Solid, identifiable brand
Good nav
Donate very obvious
Solid web design



Target Audience

The target audience of the Habitat site is people who want to donate, volunteer, or find services from them.

- The average person who is voluneering for them is likely someone who has a strong connection to the cause and extra time that they can spend on volunteering.
- The average person seeking assistance from Habitat is likely a family who wants to find a low priced home or someone who currently is not housed. There is also a large portion of people who are looking for assistance with repairing severe issues with their home but can't afford to
- The average person donating likely has a good amount of extra income, a connection to the cause. They likely live in a city where houselessness and poverty is a major issue and they want to help

Personas



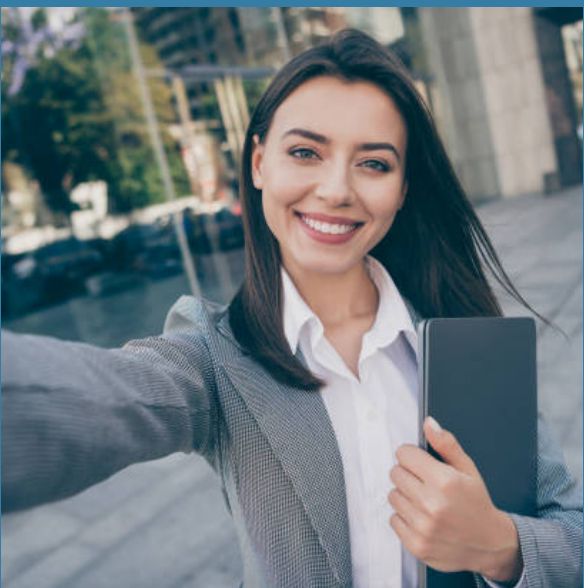
Sam Young

Sam works at a local family owned pizza restaurant as a cook. He grew up poor and his family always struggled with housing. He cares a lot about helping people and likes to donate as much as he can and volunteer when he has time.



Steve Steinberger

Steve is currently homeless but he went on the habitat for humanity site on a library computer and is now in emailing with a representative to find him a place to live soon

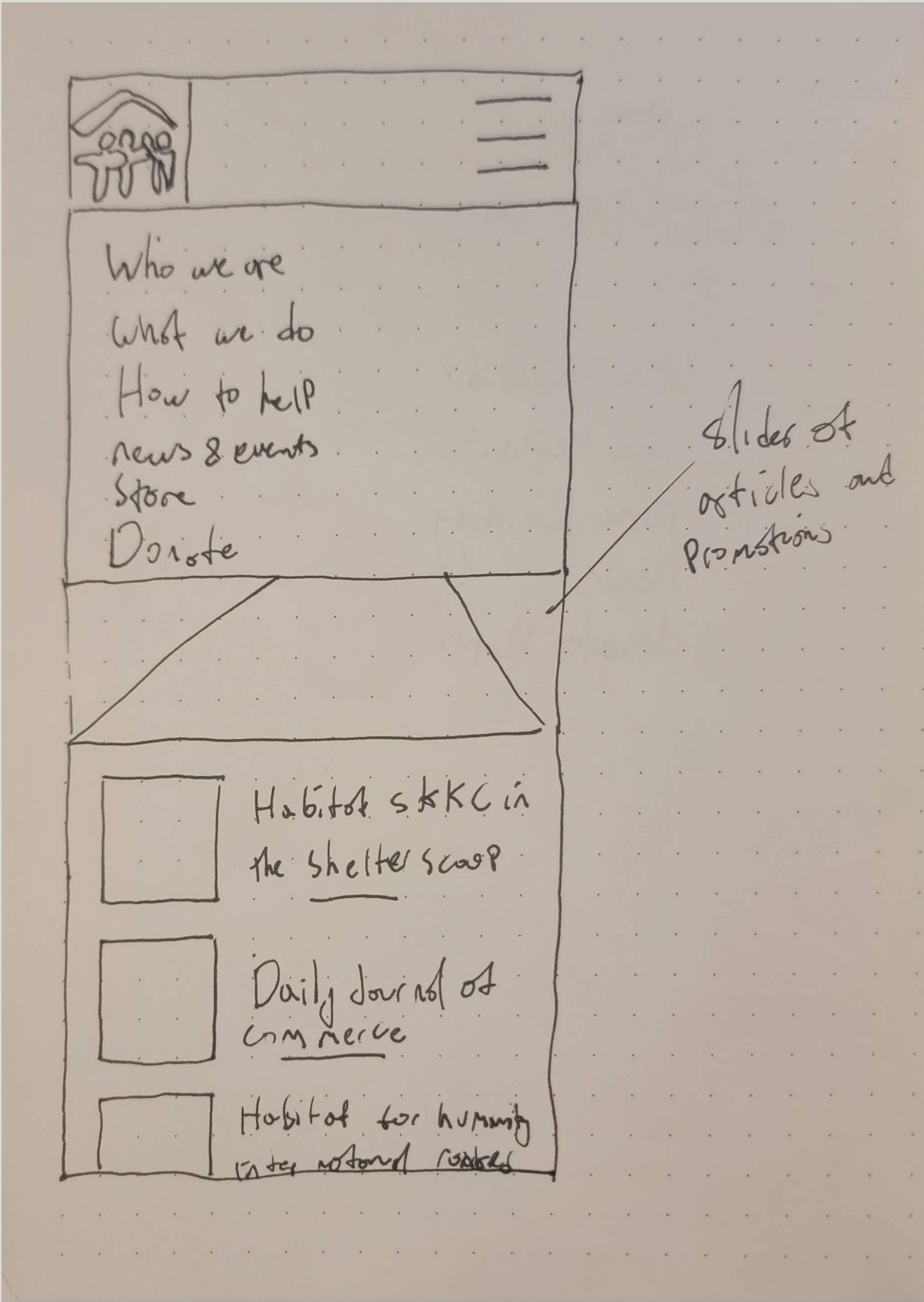


Jessica Balmer

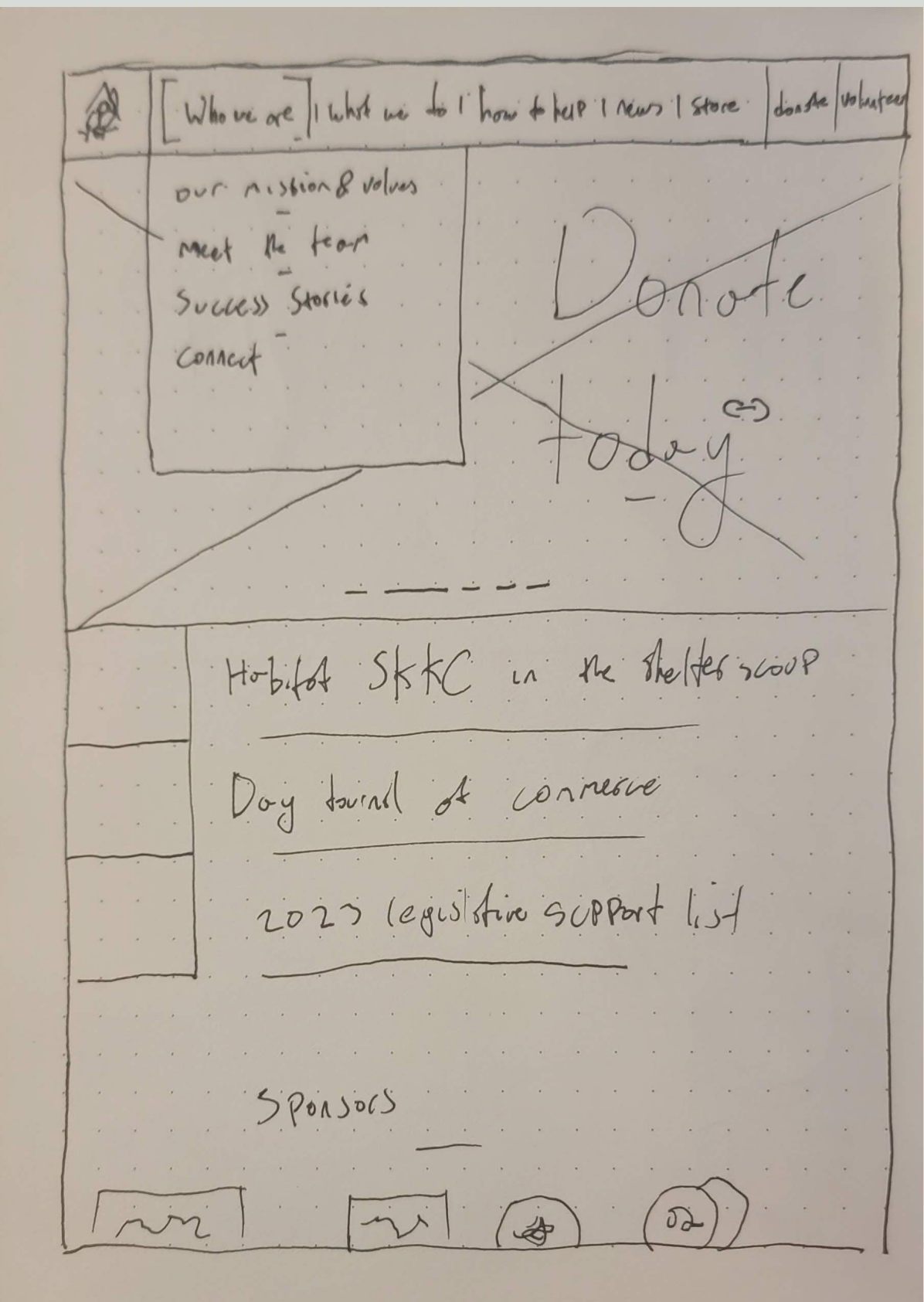
Jessica works as a lawyer and makes a good living so she likes to donate to organizations she believes in when she can. She found Habitat for Humanity and has been donating what she can every month for the last two years

Sketches

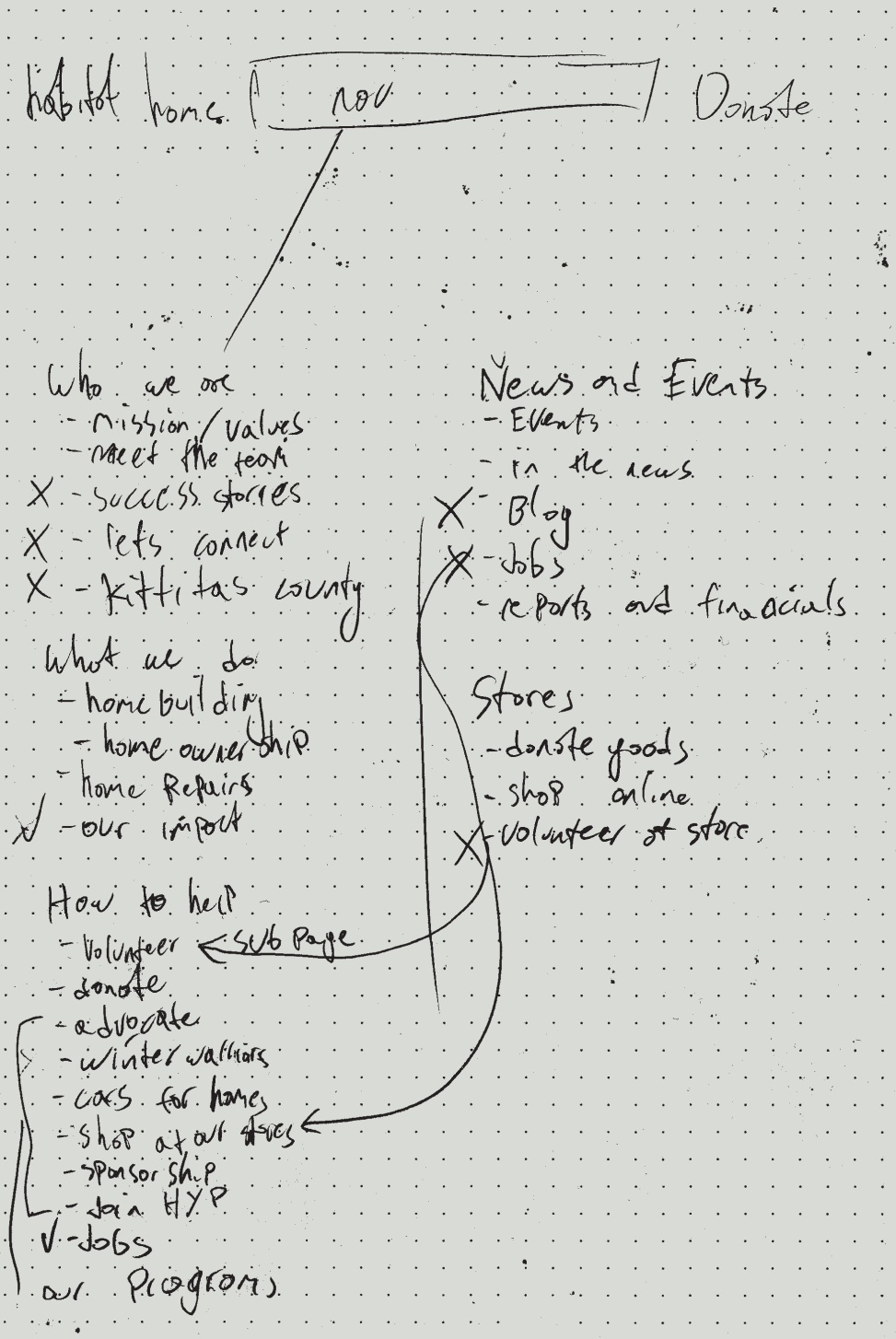
Mobile Site



Desktop Site

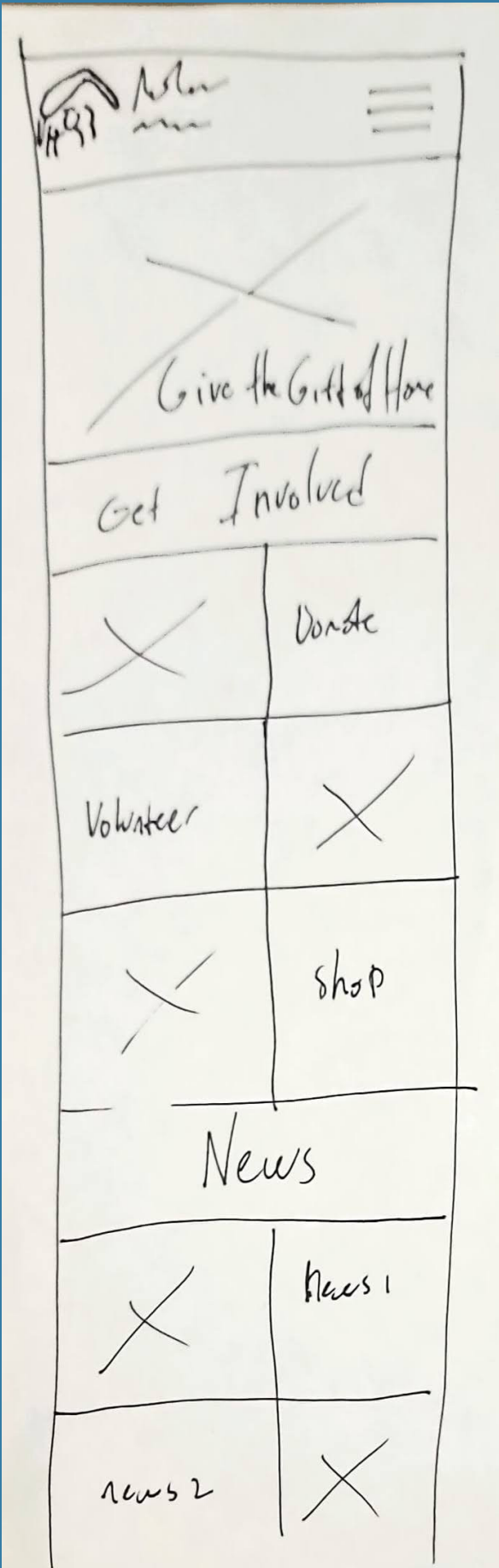


Site Map



Wireframes - Mobile Site

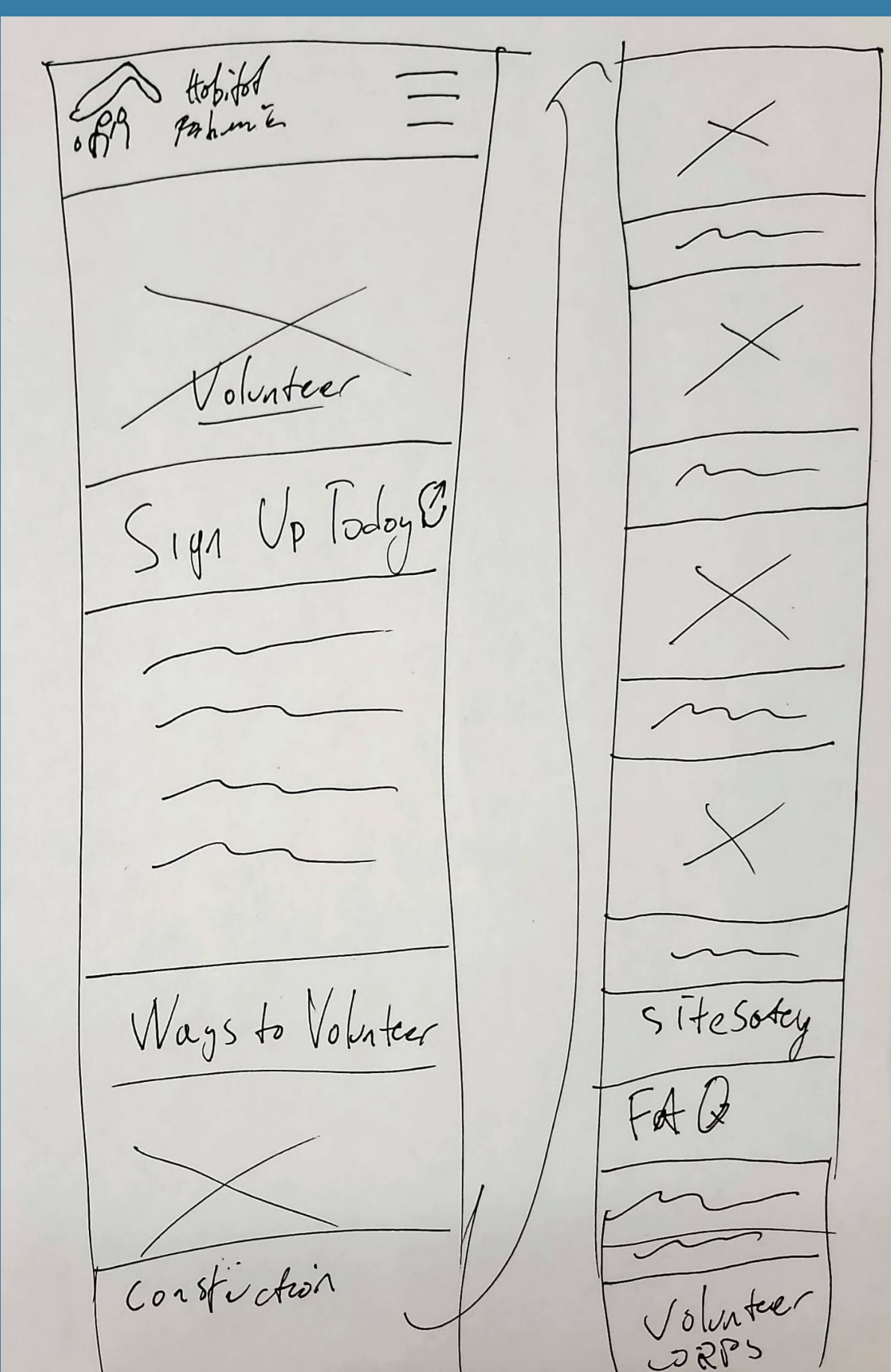
Home Page



Mission & Values Page

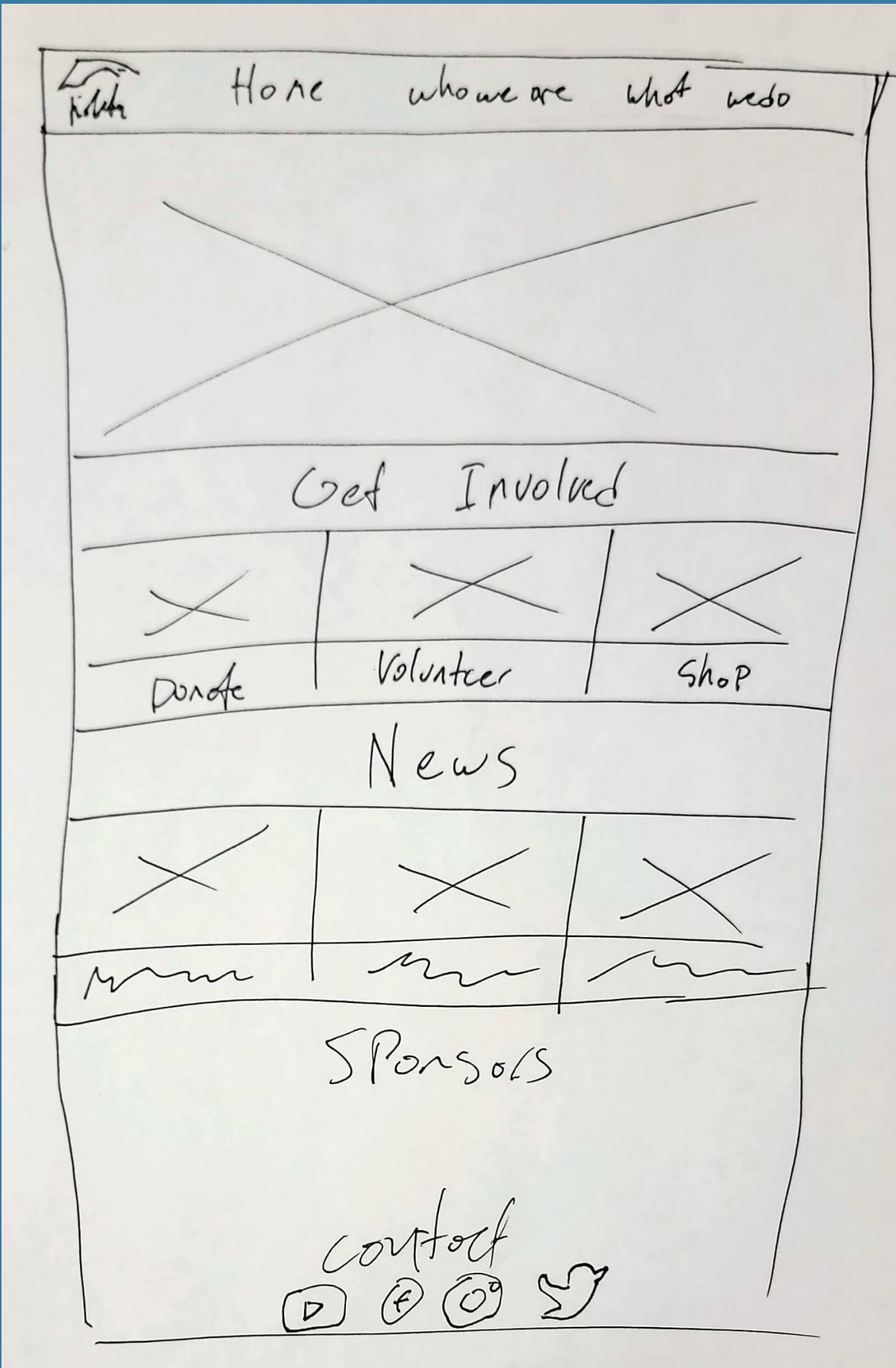


Volunteer Page

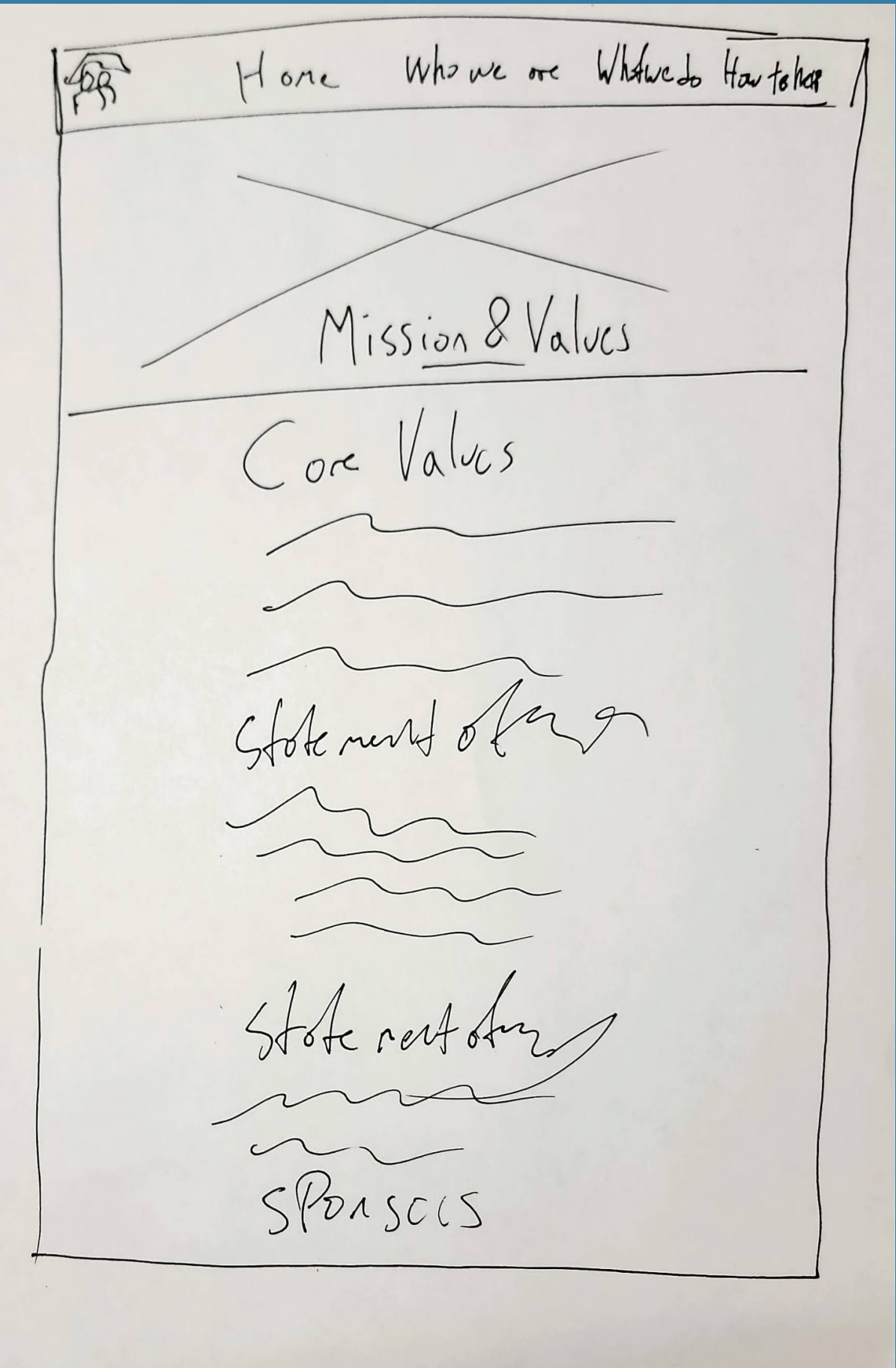


Wireframes Desktop Site

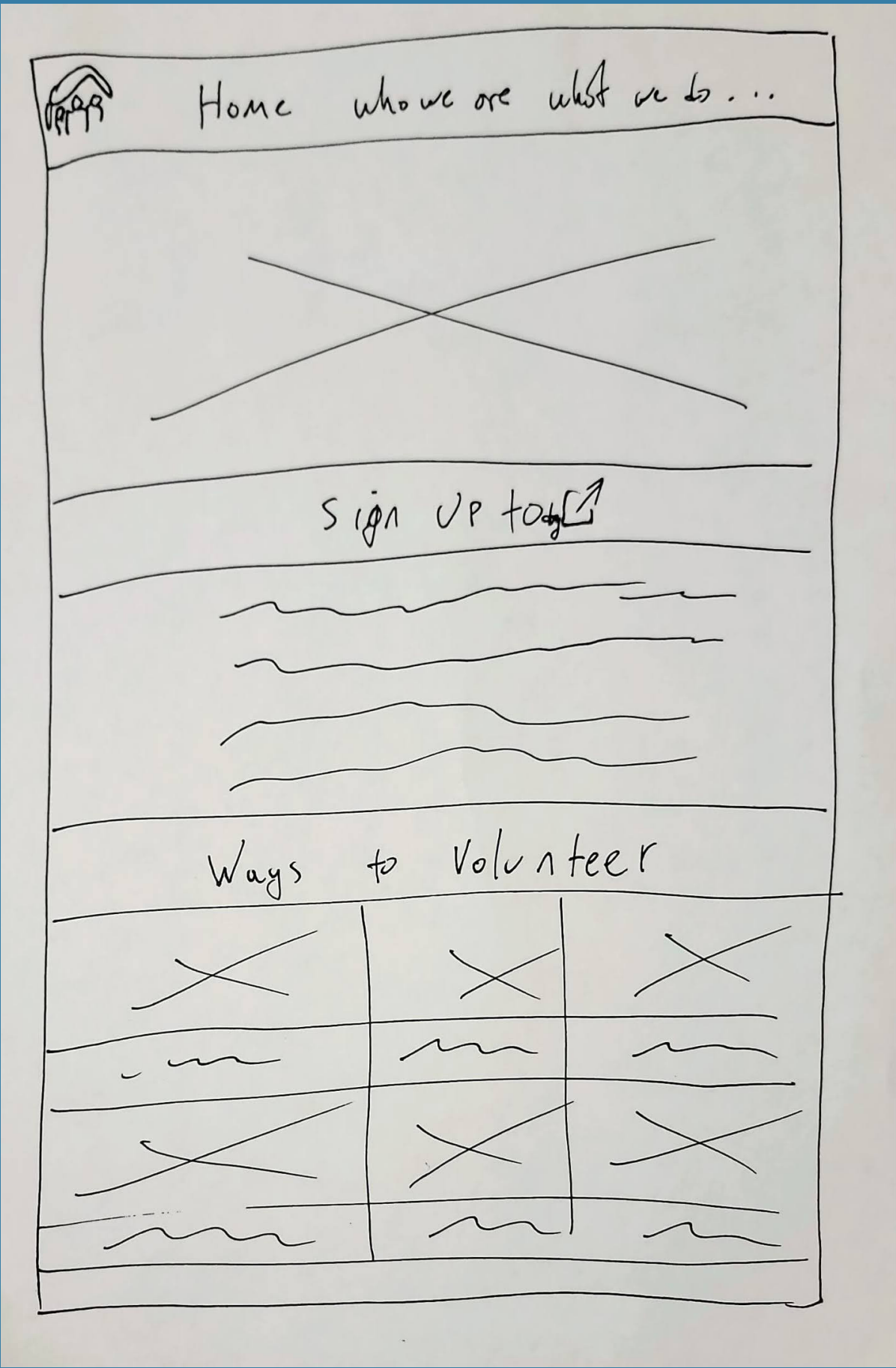
Home Page



Mission & Values Page



Volunteer Page



Usability Testing

In the brief usability testing that I conducted, very few problems were found, the users navigated the site quickly and easily. The task that took the most time was the sponsors which is not something that is dire for the site. Users did have some issues with the nav and so I increased the size of the button padding to make the dropdowns show up more easily.

USABILITY TESTING		
1. Determine what the website is about.		
2. Create 3 tasks for the user to perform:		
Go sign up to Volunteer	16s	
Go to mission & values	19s	
find steps Sponsors	29s	
4. Allow the user to explore the website		
5. Rate your experience below (3 is highest):		
	RATING	COMMENTS
Site load time is reasonable	3 2 1	
Font size/spacing is easy to read	3 2 1	
Logo is prominently placed	3 2 1	
Homepage is digestible in 5 seconds	3 2 1	
Clear path to important information	3 2 1	
Clear path to the "tasks"	3 2 1	
Main navigation is easily identifiable	3 2 1	
Navigation is clear and concise	3 2 1	
Navigation is consistent	3 2 1	
Major headings are clear & descriptive	3 2 1	
Styles + colors are consistent	3 2 1	
URLs and page titles are explanatory	3 2 1	
Overall website was easy to understand	3 2 1	
Website is error free on all viewports	3 2 1	

USABILITY TESTING		
1. Determine what the website is about.		
2. Create 3 tasks for the user to perform:		
Go to Volunteer sign up	15s	
Go to mission and values	14s	
find Sponsors	19s	
4. Allow the user to explore the website		
5. Rate your experience below (3 is highest):		
	RATING	COMMENTS
Site load time is reasonable	3 2 1	
Font size/spacing is easy to read	3 2 1	
Logo is prominently placed	3 2 1	
Homepage is digestible in 5 seconds	3 2 1	
Clear path to important information	3 2 1	
Clear path to the "tasks"	3 2 1	
Main navigation is easily identifiable	3 2 1	
Navigation is clear and concise	3 2 1	
Navigation is consistent	3 2 1	
Major headings are clear & descriptive	3 2 1	
Styles + colors are consistent	3 2 1	
URLs and page titles are explanatory	3 2 1	
Overall website was easy to understand	3 2 1	
Website is error free on all viewports	3 2 1	

USABILITY TESTING		
1. Determine what the website is about.		
2. Create 3 tasks for the user to perform:		
Go to volunteer page	18s	
find the mission and values	19s	
find the Sponsors	25s	
4. Allow the user to explore the website		
5. Rate your experience below (3 is highest):		
	RATING	COMMENTS
Site load time is reasonable	3 2 1	
Font size/spacing is easy to read	3 2 1	
Logo is prominently placed	3 2 1	
Homepage is digestible in 5 seconds	3 2 1	
Clear path to important information	3 2 1	
Clear path to the "tasks"	3 2 1	
Main navigation is easily identifiable	3 2 1	
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Outcome

Home

Mission & Values

Volunteer



Habitat
for Humanity®
Seattle–King & Kittitas Counties





Give the Gift of Home

Get Involved



Donate





Habitat
for Humanity®
Seattle–King & Kittitas Counties





Mission & Values

Core Values

- We will lead with service
- We respect all people
- We build community
- We deliver results

"The vision of all Habitat for Humanity organizations around the world is "a world where everyone has a decent place to live."



Habitat
for Humanity®
Seattle–King & Kittitas Counties





Volunteer

Sign Up Today! 

By volunteering with Habitat SKKC, you can be a part of the change you want to see in your community. We offer several opportunities to build or repair homes with families, in addition to volunteer opportunities at our local Habitat Stores, on committees and in our offices. You can even invite your friends and family to join us.

Home sponsors can receive special priority when scheduling team building opportunities. Learn

Outcome

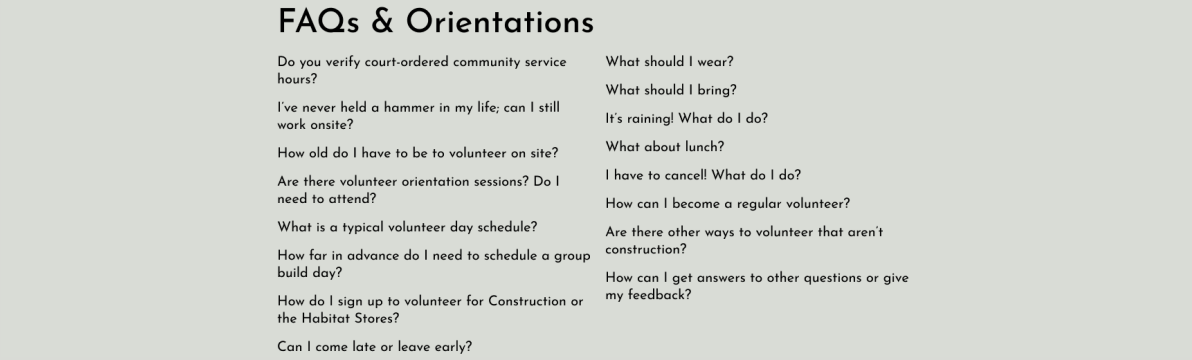
Home



Mission & Values



Volunteer



Reflection

I believe that I was generally successful in remaking the Habitat for Humanity Seattle site but if I were to do it again I believe that more time in the previsualization and the usability testing areas would have benefited me and made the building process easier. I got much better at using Figma and successfully implemented variants of buttons for my nav. I think that not having just taken design 310 made this project a bit harder, the people who just did it last quarter seem to have more handle on the rhythm of the research portion of the project. I wish that we had more time for in class critiques and more soft deadlines to keep people on track, myself included. I got quite behind at many points and wished that there was more incentive to get things done in order and more communication about where we should be along the process. It seemed like class time was somewhat wasted on lab time rather than discussing what we were doing.