

Connecticut Food Bank Website

Tyler Maselek

Project overview



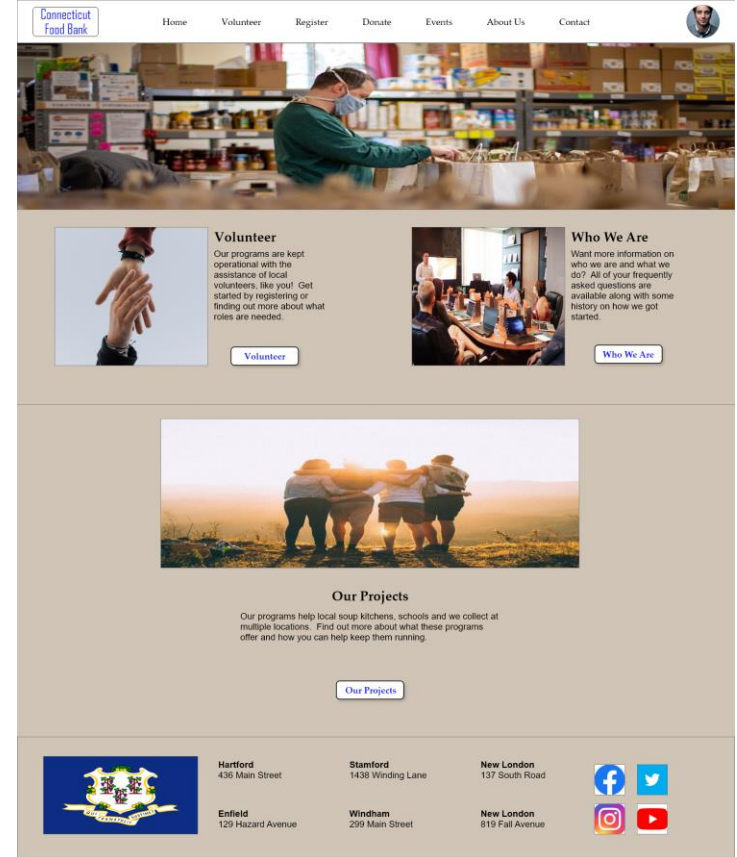
The product:

The Connecticut Food Bank is a website for volunteers to sign up and help at local food banks and sign up for their projects.



Project duration:

December 2021 – January 2022



Project overview



The problem:

Other volunteer websites have lengthy sign up times, annoying pop-ups and users find it difficult to find out where they can sign up for volunteer work



The goal:

Design a straightforward registration flow that allows users to quickly sign up.

Project overview



My role:

UX Designer



Responsibilities:

Conducting interviews, wireframing, low and high-fidelity prototyping, conducting usability studies, accessibility, design iteration, responsive design.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



I conducted interviews with a couple of different people. I then turned the interviews into empathy maps to get a better understanding of what users were looking for. After that, I made two personas to condense the user goals and pain points. This research led me to find that users had to sometimes dig through websites to find information on how to sign up for volunteer work. I also found that users spent a considerable amount of time signing up.

User research: pain points

1

Navigation

Users are spending too much time trying to find registration information

2

Time

Users spend a lot of time signing up

3

Interruptions

Users are interrupted by multiple pop-ups

Persona: Sam

Problem statement:

Sam is a busy professional and volunteer worker who needs a quick and easy way to sign up because they want to save time and not be frustrated navigating a website.



Sam

Age: 31

Education: Bachelor's Degree

Hometown: Hartford, CT

Family: Lives with fiancé

Occupation: Accountant

"I always enjoy being able to give back and feel like I'm making a difference"

Goals

- Wants to sign up for volunteer work after work or on the weekends
- Wants to be able to fill out registration forms quickly

Frustrations

- Constant pop-ups interrupt what they're doing
- Feels like they need to dig through the website to find registration info

Sam works as an accountant and enjoys volunteering at a local food bank after work and on the weekends. Sam was annoyed by how long the sign up process took, and it wasn't made any better by the constant pop-ups that interrupted them while trying to complete the process. He wants a quicker way to sign up for future events.

User journey map

[I made a journey map of Sam's experience to give me an idea of what to build and how to improve the overall experience.

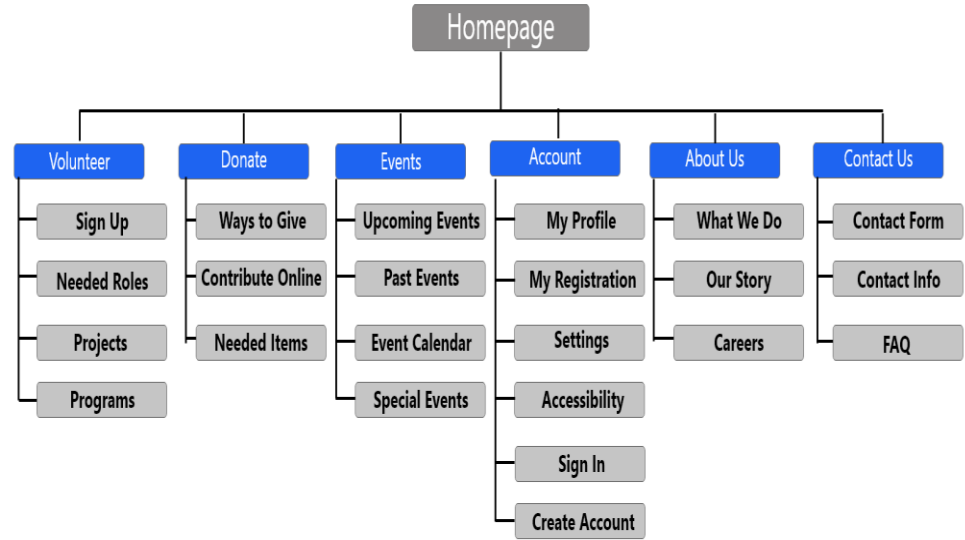
Persona: Sam

Goal: Sign up for volunteer work at a charity

ACTION	Access Website	Find Volunteer Section	Review Volunteer Work Available	Fill Out Sign Up Form	Submit Form
TASK LIST	A. Open web browser B. Go to website	A. Scroll through the website B. Find tab or link for volunteer work C. Click on tab or link	A. Read what positions need to be filled B. Review where help is needed C. Make sure volunteer work fits their schedule	A. Access sign up form B. Fill in required fields	A. Double check information for errors B. Make sure they signed up for the correct date and time C. Submit the sign up form
FEELING ADJECTIVE	Excited to see where they can help out	Frustrated they can't find the info they're looking for Annoyed by constant pop-ups	Excited to get started Relieved and happy they found the info they were looking for	Frustrated by how long the process takes Annoyed by character limits in text fields	Glad the process is done Looking forward to volunteer work
IMPROVEMENT OPPORTUNITIES	Have website in multiple languages Screen reader accessibility	Have volunteer tab/link first thing that users see	Give users a calendar to select from to see if volunteer work fits their schedule Have a selection of roles for users to choose from	Have large text boxes to accommodate more information Allow users to save their info for faster registration for future events	Allow for users to sign up for more than one event at a time

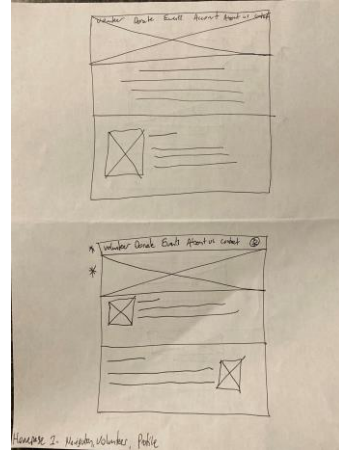
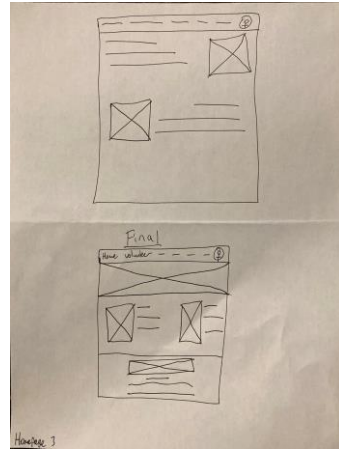
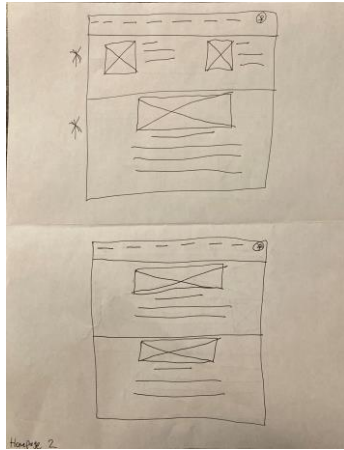
Sitemap

Finding registration info was one of the user pain points. This is why I made a dedicated Volunteer link to be included in the navigation bar.



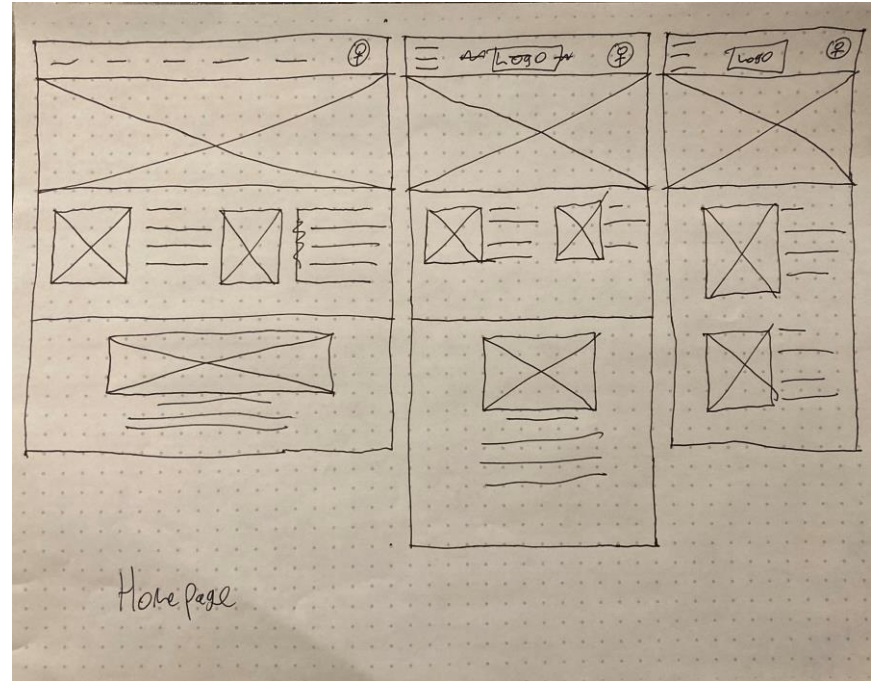
Paper wireframes

I sketched out paper wireframes to begin the design process and start to design a easily navigatable homepage.



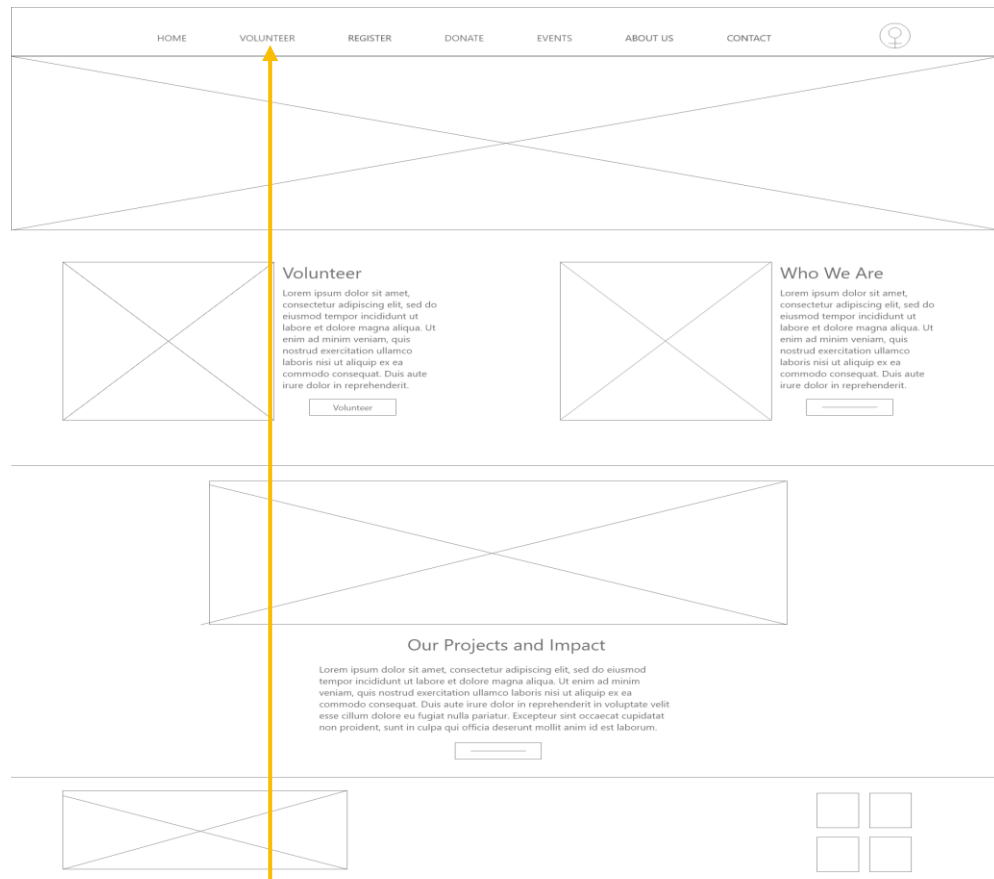
Paper wireframe screen size variation(s)

Because users also access the website on mobile devices, I made wireframes for what the screens would look like on these devices.



Digital wireframes

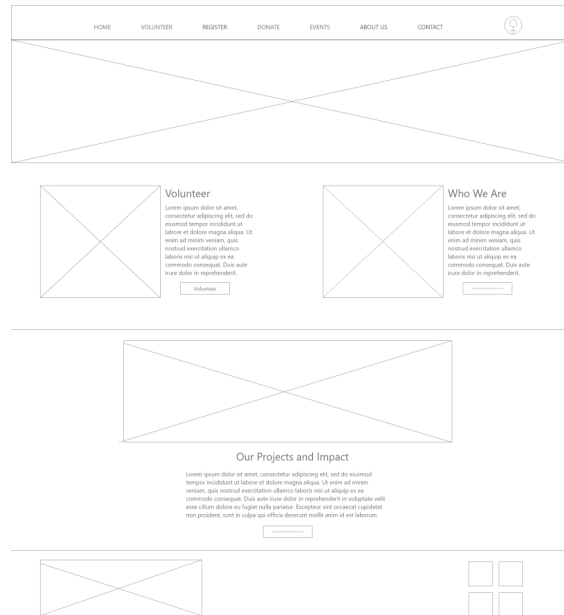
Moving from paper to digital allowed me to start refining my ideas and begin to get the basic structure completed.



Volunteer link
for quick
access to
registration
info

Digital wireframe screen size variation(s)

I also made digital wireframes of the mobile site to also get the basic structure of these pages completed.



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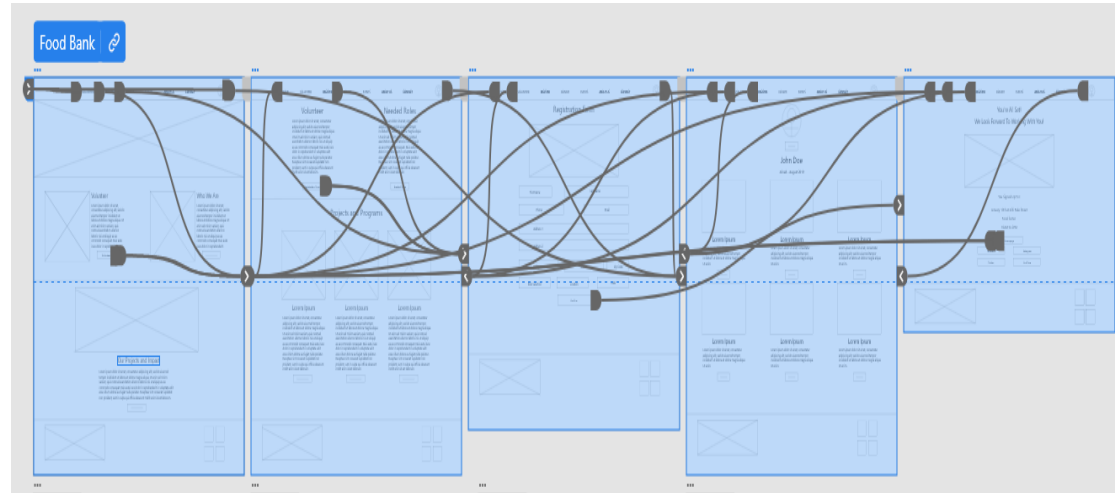
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Low-fidelity prototype

I built a low-fidelity prototype and had users interact with the design. I took their feedback and used it towards building my mockups.

[Link to Low-Fi Prototype](#)



Usability study: parameters



Study type:

Moderated usability study



Location:

United States, in person and remote



Participants:

5 participants



Length:

20-30 minutes

Usability study: findings

These were the findings after my first usability study:

1

Social Media

Users wanted social media links available once they completed their registration

2

Registration

Users wanted a link in the nav bar to immediately send them to the registration form

3

Design

Overall, users liked the design. However, they wanted more images and eye-catchers to be added.

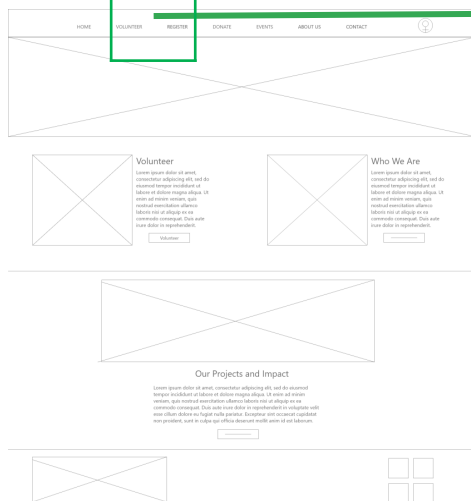
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

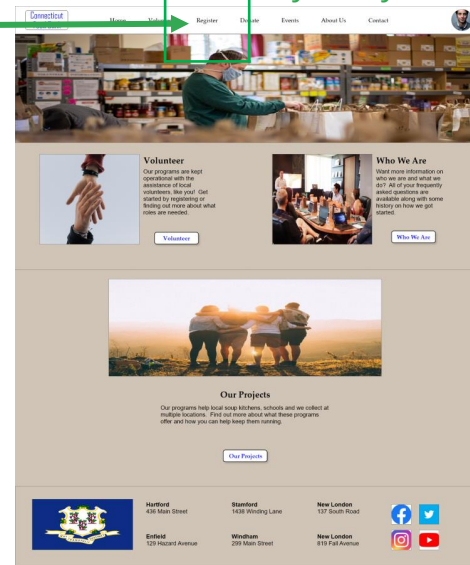
Mockups

Users wanted a quicker way to access the registration form, so I included a link in the nav bar that immediately directs them to that page.

Before usability study



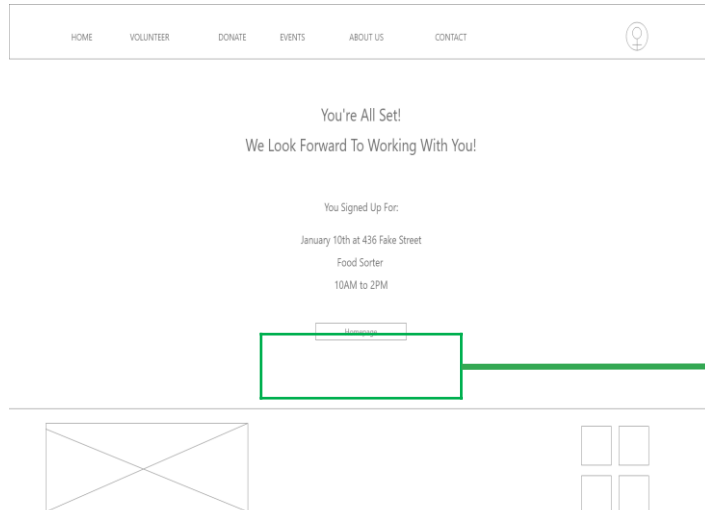
After usability study



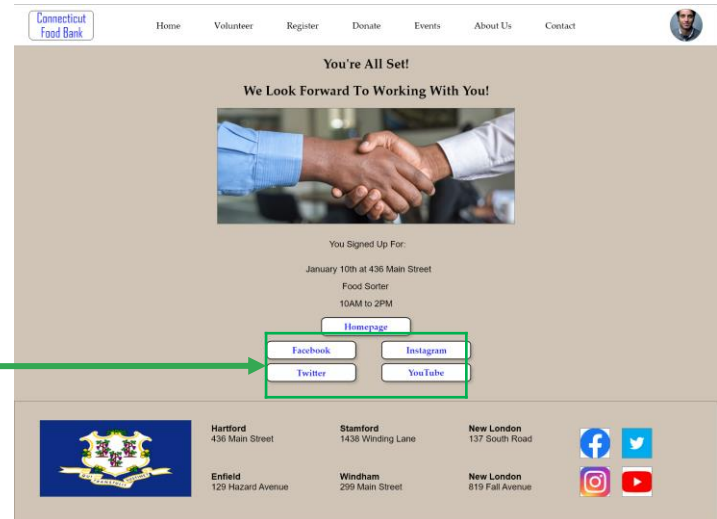
Mockups

Users also wanted links to our social media to be available after they signed up, so they were added.

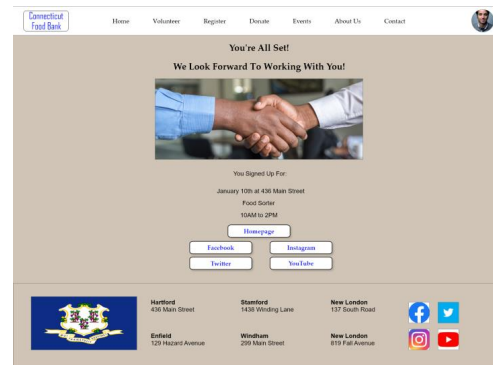
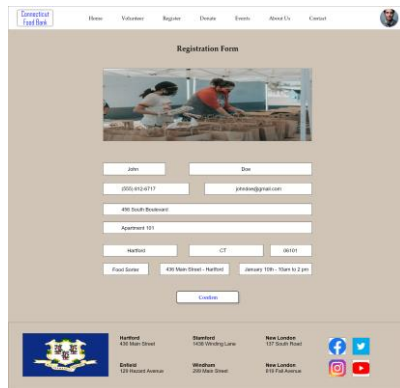
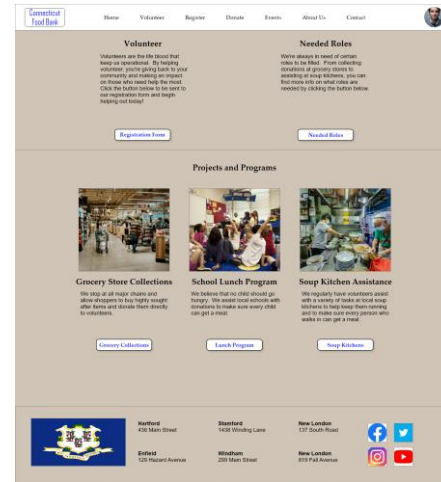
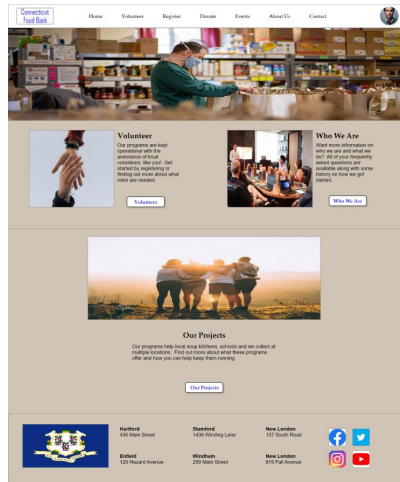
Before usability study



After usability study

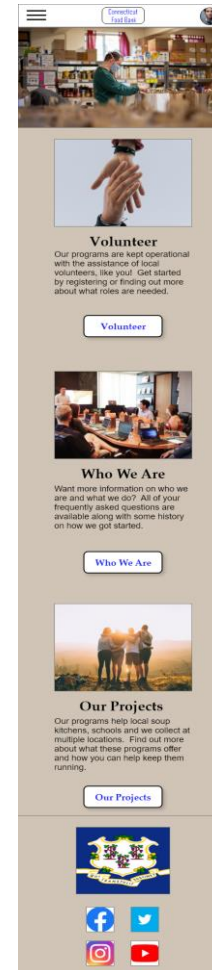


Mockups: Original screen size



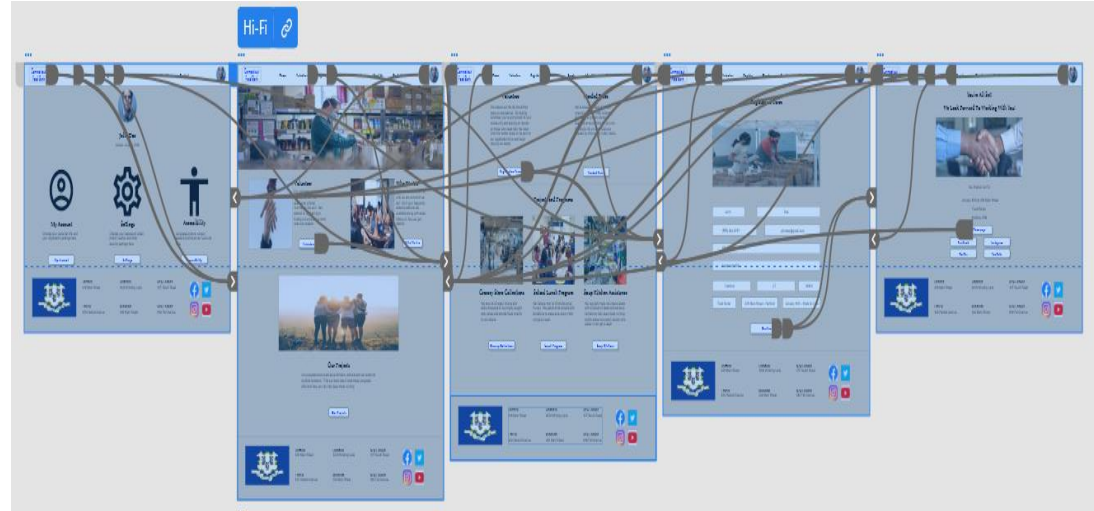
Mockups: Screen size variation

I included a mockup of the homepage for mobile devices based on my wireframes.



High-fidelity prototype

After completing all of my mockups and touching up certain areas, I built a hi-fi prototype to show what the site would look like and linked the pages together.



[Link to Hi-Fi Prototype](#)

Accessibility considerations

1

I included links on the profile page to give users access to different accessibility options

2

I used heading and text with varying sizes to show visual hierarchy.

3

I used colors that contrasted well and met WCAG standards.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Our users told us that the design met their needs and made it easier for them to sign up for volunteer work. They liked they overall design and thought it was very straightforward and easy to navigate.



What I learned:

I learned how to make responsive websites and I learned more about conducting interviews and make design iteratios based on that feedback. I also learned more about how to design websites.

Next steps

1

Conduct another usability study to further iterate on designs if needed.

2

Identify and fix any problem areas that might have been missed.

3

Add additional pages to the site to allow users to navigate additional features.

Let's connect!



Thank you for reviewing my work on the Connecticut Food Bank!
I appreciate your time!

If you'd like to see other projects or if you'd like to get in touch, my contact info is below:

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