The Hali Project Executive Summary

The Hali Project website is an opportunity to spread the information that the non-profit is able to provide to their target audience. The following report details a heuristics report, persona cards, low fidelity wireframes, the results from some wireframe tests, and other relevant design recommendations to make the artifact more user friendly and helpful to the audience.

The Heuristics Report

1. Consistency and standards:

> The home page should be a good "front desk" for the rest of the site. On The Hali Project website home page there is a small "confession" and a quick explanation of the "See Saw" metaphor they use. They also have a link to one of their programs.

> I think this would be better suited in the "about us" tab.

>> Suggestion: The home page could include a quick mission statement of what The Hali Project is, a calendar of their meeting times, a link to a newsletter, and some indications of their other resources like their books and social media.

>> They could also have an "alerts" section for users to easily see if meeting times have been cancelled or rearranged.

> While the fonts and sizes are consistent - there are items that are mentioned once and never again. EX: "SEESAW" is mentioned on the home page as an important part of the organization, then never talked about again, but depicted subtly in some images in a different style.

> There are also parts of the site that were not connected to the cause in the home page. It uses different fonts and illustrations. Because it isn't consistent, it could confuse site visitors and lead the audience to question whether or not it is directly affiliated with this non-profit.

>> Suggestion: Have a graphic designer create consistent images and make it clear that the program is a part of the non-profit. Apply this to the rest of the website to make it easier on the viewers to go through the site.

2. Error Prevention:

There are a few moments in the site where you are pointed to click something or watch a video, but the words are unclickable or the video isn't properly embedded in the site.

> Suggestion: re-embed the video and have an error message automatically pop up when the video is not available anymore

3. Flexibility and Efficiency of Use:

We see on the home page what may be an attempt at putting a shortcut to a prominent part of the website on the home screen for flexibility and efficiency. In this case, I think having the option in the menu is flexible and efficient enough. I would suggest removing the link from the home page. Offering the "Helpful Links" in the menu is an excellent example of flexibility and efficiency of use! I think as the home page became a better "front desk" there will be more opportunities for shortcuts.

Right now, the site should focus more on making the site easier to use for first time users.

4. Aesthetics and Minimalistic Design:

While The Hali Project does use minimalistic design, but it does not have a consistent aesthetic. There are a wide variety of designs and the layouts do not always allow for the most seamless transitions.

> Suggestion: Create consistent graphics that bring in the design of the logo, creating a consistent aesthetic.

The website should lean into the aesthetic that they have already created with the logo. Knowing this non-profit, I know that this is the recognizable image that can be found on their merchandise and on posters indicating where to meet them in person. It uses good colors and a readable font. The rest of the website would be improved by leaning into the aesthetic created by this logo.

Personas

Ana:

> Age: 35

> Location: Amarillo, TX

Job: Stay at home mom

Family: Husband, 3 children (1 speacial needs)

Needs to access the calendar. With her busy schedule, she needs to know several weeks in advance if she is going to be able to attend events.

Have they been to the website before? No, she was referred to The Hali Project by a friend.

Personality: Introverted, overwhelmed easily, very busy

Ana would not see the calendar on the home page, she might go and browse around the website some more but she is likely too busy to look for very long. Because she is introverted and easily overwhelmed, she likely will not reach out and use the contact page to ask about any upcoming events.

Frank:

Age: 58

Location: Amarillo, TX

Job: Accountant

Family: owns a dog, considers neighbors family

Wants to find out if this organization would be something his neighbors would find helpful. His neighbor is an older couple with an adults special needs son.

Have they been to the website before? No, he was referred to The Hali Project by a coworker.

Personality: Extroverted, loves people, loves to volunteer

Frank would probably also need a calendar available on the website, but he may dig through the website a little more. He would probably enjoy the testimonies but would ultimately need a good overview of what the organization offers so that he can share that information with his neighbors

Olivia:

Age: 42

Location: Canyon, TX

Job: Teacher

Family: Husband, special needs brother in law

Likes to refer these types of organizations to the parents of her students. She teaches lots of special needs students every year.

Have they been to the website before? Yes, uses the helpful links page often

Personality: Hardworking, giving, friendly

Olivia would probably benefit from a little printable info pamphlet to give out to students and parents during parent conferences where they are asking for places to find community. Right now there is nothing like that on the website.
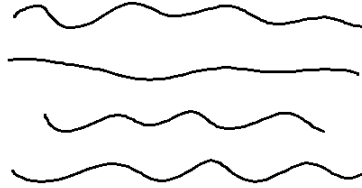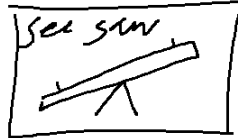
Low Fidelity Rough Sketches

Home Page:

The home page should have a quick intro and something simple so that people can go to the other pages and find what they need.

I also adjusted the buttons to make the pages easier to navigate.

Hali Proj Logo

"MISSION STATEMENT"

OUR BELIEFS:

See saw

QUOTES:

Mission:

This page can take over for the current "Who we are" and "testimonies" tabs in the current version of the website.

For a more interactive element, there could also be an interactive see saw at the bottom of the page.
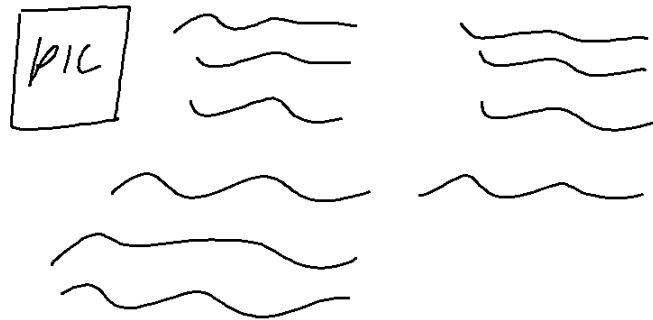
Hali Proj Logo

EVENT CALENDAR

					INFO RETREAT

WHO IS INVITED TO OUR EVENTS:

PIC

Events:

This page is not on the current version of the website, but is much needed. The calendar could be interactive and clickable, and there could be a brief description and key of all the events that are hosted by the non profit.
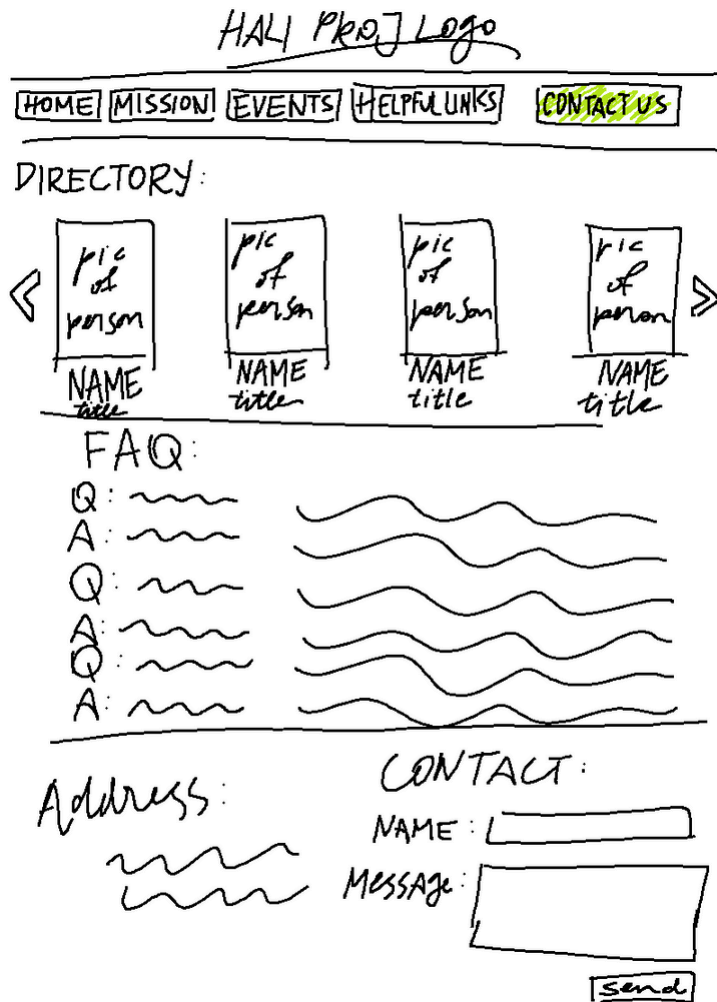
Contact us:

The Contact page as it is right now only has the address and phone number. This would provide more information on who they are contacting and give another option besides phone number.

This could also be a good spot for an FAQ.

Usability Test Interview Summary

General summary:

I asked the seven volunteers to identify what they would be most curious about from this company, and then to locate the information they would need on the wireframe. In total, I allowed the interviews to last up to fifteen minutes.

In general, most participants found everything they needed from the website fairly quickly, and were never in a state of confusion.

The main notes that they had as they were locating information on the wireframes was in regards to the "contact us" page. Several interviewees said that they felt there was too much information on the page and it made them forget what they were looking for.

To address that main issue, I would move the "directory" portion to another page that could be accessed through the contact page.

Each interview started with me asking them to get comfortable with the layout of the home screen, and get curious about what they would need from a website about a non profit for special needs adults.

All seven of the volunteers have some tie to special needs friends, family, neighbors, customers, or students. This made it easy for them to imagine what they needed from the website.

Each interview was conducted individually, so they had no reference to what the other volunteers were looking for.

After each volunteer became comfortable with the home screen, they told me what information they would like to look for first.

> 4 of the volunteers said they would like to learn more about the non profit as the first thing they do on the website.

> 2 of the volunteers said they would like to look at events.

> 1 of the volunteers wanted to directly reach out immediately.

The first group that wanted to learn more about the non profit all instinctively chose to click on the mission tab, and they felt this was helpful.

The second group instinctively clicked on events, and then instinctively clicked on the event on the calendar to get the pop up with more information. That was a success.

The last volunteer instinctively clicked on the contact tab.

I then asked everyone to reach out to the non profit from whichever page they were on (with the exception of the person already on the contact page).

All but one volunteer clicked the contact page without any guidance. One volunteer clicked "helpful links" first. They then ended up on the contact page.

General consensus:

I think the new wireframes are definitively improved from the original website, and there are no major issues to be fixed. It is overall an intuitive experience that can be easily navigated.

Any further edits to be made would be on the contact page.

Final Design Recommendations

The colors are really vibrant and stand out while remaining kind of timeless and positive. I would change the main font to something more modern and incorporate that into the website so that it is sleek and easy to navigate, making it seem more professional.
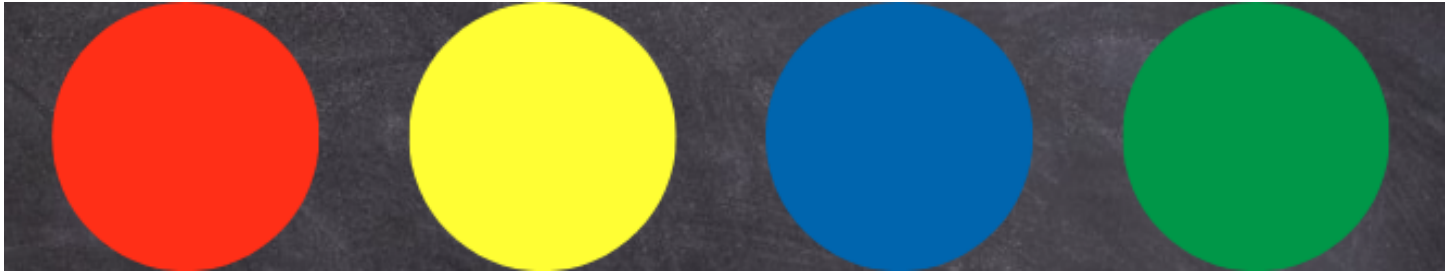
Inspiration for higher fidelity mock ups can be taken from other non profit website styles like the Children's Organ Transplant Association.