



COATS FOR COLORADO

Case Study

Responsive design

Project Overview

My Role

UX/UI Designer

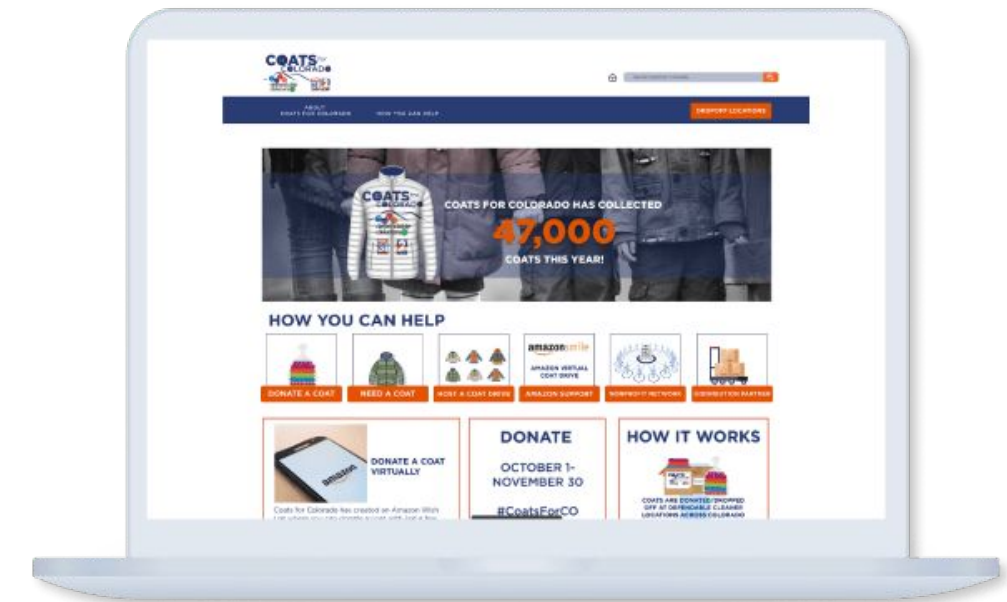
Research, Information Architecture,
Wireframes and Testings, UI design

Timeline

3 weeks

Tools

Figma, Miro, Trello,
G-Suite, Zoom



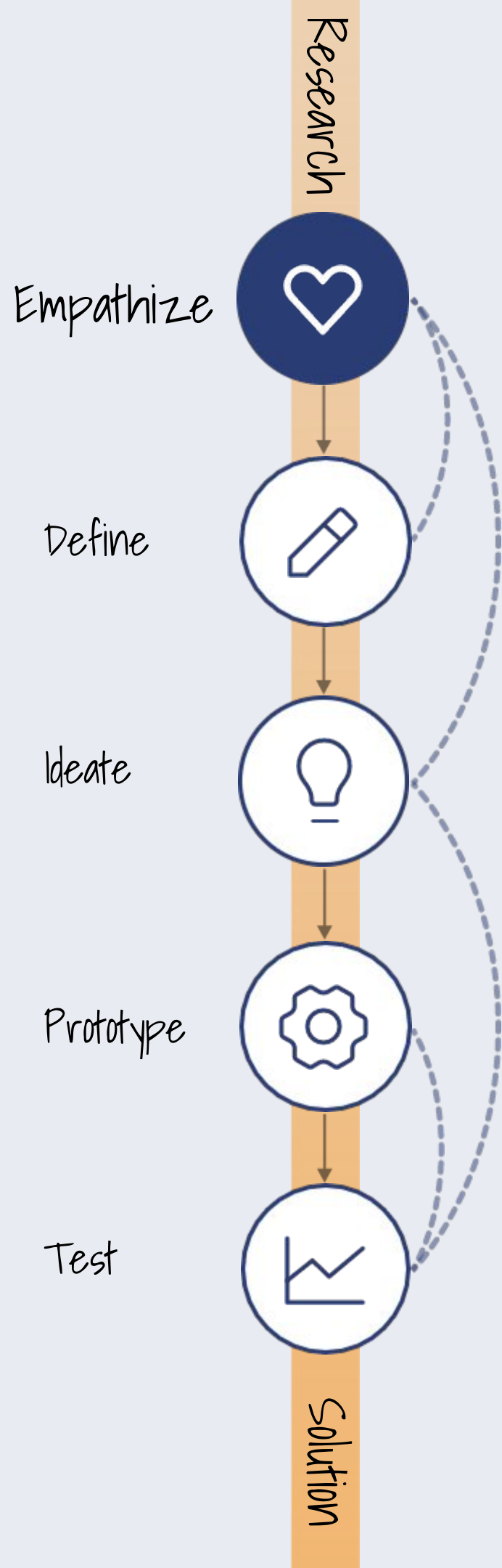
The Problem

Coats for Colorado was designed to provide a platform where users could receive or distribute coats for those in need. We have observed that **the non-profit website isn't reaching their intended target audience**, which is causing the owner to micromanage the distribution of coats to non-profit partners and those in need.

The Solution

Create a **new information architecture** and **navigation system** to make the Coats for Colorado website a **tool to facilitate partnership** for the more than 120 **non-profit network partners** and a place to give information to the **users in need of a coat**.





Research Goals

We wanted to understand the **users behavior** and **pain points** when visiting the Coats for Colorado website. To stay organized, we drafted our **goals** to stay **focused** while working on this project.

Understanding **users behavior when volunteering** or supporting nonprofits

Find out **how and where users find information** on Coats for Colorado website

Determining if users can **reach their goal** when using the Coats for Colorado website

Survey

We started our research with a **survey to gauge volunteering/support of local non profits** via a Google Forms survey. Our findings showed the majority of respondents preferred to research giving on the internet, preferred to support a local nonprofit, liked to see the beneficiaries of their giving through testimonials, and also liked to volunteer in a group setting.

68%

of people use the internet to research volunteering and/or charitable giving opportunities

79%

of people like to see the beneficiaries of their donations

84%

of people prefer to support local nonprofits

42%

of people prefer to be part of group volunteering activities

Heuristic Evaluation

The Coats for Colorado existing website is pretty old. Steven Tolz, President did confess that he created it back in the day only because he thought he should have one. **It is not currently designed as a tool for his users, but more as a place to get general information.**

Based on our heuristic evaluation and the information we gathered, **our goal is to:**

- **improve the information architecture** so that all users could find information relevant to them
- **make the purpose of this website clearer** to serve better the Coats for Colorado goals
- **make the website more accessible to users** as we spotted some accessibility issues

The image shows a screenshot of the Coats for Colorado website with six red callout boxes and arrows pointing to specific areas. The website header includes a navigation menu with items: HOME, ABOUT US, DROPOFF LOCATIONS, HOW TO HELP, CONTACT, and FAQ. The main logo features the text 'COATS for COLORADO' with a mountain range graphic below it, and logos for 'dependable cleaners', 'FOX 31 DENVER', and 'COLORADO'S OWN 2 NEWS'. A blue banner below the header contains the text '#CoatsForCO DONATE OCT 1 - NOV 30'. The main content area is divided into sections: 'Welcome to Coats For Colorado', 'Get Involved', and 'In the News'. The footer contains a list of links: Home, About Us, Non-Profit Beneficiaries, Dropoff Locations, How to Help, Host Your Own Event, Contact, and FAQ.

Heuristic Evaluations

- 01 Menu**
Menu bar is really small and could have topics that were more specific. It is also dwarfed by the enormous Logo
- 02 Logo**
Logo is taking up a great portion of the page, which causes users to scroll down before seeing any content. Would like to separate partners from logo due to the cluttered look it gives.
- 03 Colors/Accessibility**
Yellow "HOME" on the blue bar is very difficult to read.
- 04 Main content**
Would benefit from some chunking/cards, more imagery, more hierarchy.
Get involved section is lost... probably pretty important part of their mission
- 05 News footage**
Could this be on a NEWS page with other clips/articles.
- 06 Footer**
Footer only captures the top navigational bar. It lacks an information or any call-to-action. Maybe we could look into adding an email field for users to get involved.
Then non profit beneficiaries needs to have it's own page with links, stories, testimonials.
Host Your own event also needs it's own page with a step by step guide on how to create an event.
Drop Off Locations... photos/maps/directions... needs it's own page.
Users have to work pretty hard to find this important information.

Competitive Analysis

We found **three competitor coat drives** and **one indirect competitor** to Coats for Colorado. **Coats for Colorado is by far the largest coat drive in the state with excellent media partnerships and a network of nonprofits to help distribute.** We did like some of the programming on the One Warm Coat website and their use of photography and great graphics. The other organizations seemed to just be holding coat drives. The takeaway, Coats for Colorado is doing a lot right with their partnerships and size of their coat drive.

Shed a Coat Direct Competitor	
Feature Analysis	Competitive Advantage
Accepts more than just coats (gloves, hats, etc) Only operates in Dec Only one drop off location Local to Colorado	Incentivizes dropoffs with free art prints in return
Strengths	Weakness
Incentives Clear identification of benefiting organization	Not as socialized in the local news as Coats for Colorado Only dropoff during regular business hours at one location Only active for one month

Corcoran Perry Coat Drive Direct Competitor	
Feature Analysis	Competitive Advantage
Accepts only coats Operates Nov-Dec 3 dropoff locations Local to Colorado	Operates for two months through Dec
Strengths	Weakness
Active for two months Clear identification of benefiting organization 3 dropoff locations	Not well advertised. Unclear whether more than just coats are accepted.

One Warm Coat Direct Competitor	
Feature Analysis	Competitive Advantage
Accepts only coats and donations International program Works with major businesses (J Crew, Eddie Bauer) to raise funds	"Large Network Ability to donate across many states/emergencies
Strengths	Weakness
Very clear mission Professional and clear website	Not super clear what donations are accepted (only coats, or more?) So large it feels impersonal

Spring Rescue Mission Indirect Competitor	
Feature Analysis	Competitive Advantage
Organization based in Colorado Springs that aims to fight homelessness, poverty and addiction	Identifies & targets the users (donators/receivers) from the start to make it easier to navigate through the website
Strengths	Weakness
Contact & process easy to follow Gives clear instructions on how to organize a drive Tips & resources to make the drive successful	Doesn't have as many partnerships with other non profit organizations Actions limited to Colorado Springs

User Persona

Jennifer Wilson

**Director of Volunteer Services
Southpark School District**



DEMOGRAPHICS

- 38 years old
- Works in the Southpark School District to coordinate volunteer opportunities to engage with the children across the county.
- Is a member of a charity named Big Brothers. Big Sisters of Colorado
- Masters in Education
- She has two children in college
- Married
- Bilingual (Spanish/English)

BEHAVIORS

- Passionate about community service projects
- Loves supporting local non profits
- Works at a public school district/big supporter of public education, inclusion, and equity
- Avid reader, hiker, and has a three legged shelter dog named Trevor

NEEDS & GOALS

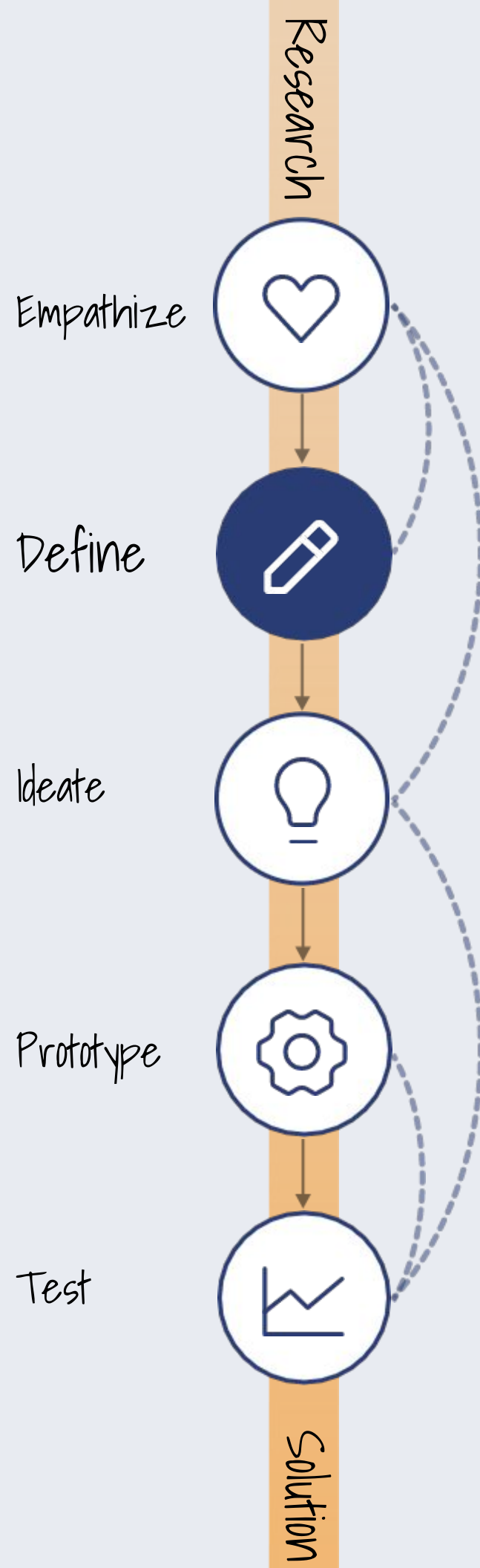
- Jennifer needs help clothing children in her district
- Being a liason between non-profits that have resources to her students who are in need
- Finding reputable sources of non-profits to partner with

PAIN POINTS

- Soliciting student/family engagement
- Finding credible and impactful organizations for students to volunteer.
- Organizing collaboration between her organization and that of the non-profit
- Maintaining the health (COVID-19) and safety of her students during volunteer activities

TOOLS & DEVICES

- Mobile & Laptop/Phone
- Google (searching for local organizations)
- Email (coordinating with orgs)
- School facilities



User Scenario



Jennifer

Director of Volunteer services at Southpark School District, Colorado

Coordinates and organizes volunteer opportunities for the children of the schools to participate in.

User Scenario

Jennifer researches ways for her school district to hold coat drives for the needy. In doing so she discovers many of the children in the schools in her own district are coming to school without warm coats in the winter. She decides to create a program where each school will have a supply of new coats for kids who need them each year.

Jennifer discovers the non profit organization Coats for Colorado and decides to partner with them. Coats for Colorado collects a large amount of new coats for the needy in Colorado each year. They do a great job collecting, cleaning and sorting coats – but don't distribute the coats.

After visiting the Coats for Colorado website, she discovers a great resource for local non profits to get coats from Coats for Colorado and distribute to their own patrons.

Goals

- Jennifer needs help clothing children in her district
- Being a liason between non-profits that have resources to her students who are in need
- Finding reputable sources of non-profits to partner with



Scenario phases

**Phase 1
Research**

Jennifer goes to the Coats for Colorado website seeking more information on how to distribute coats

**Phase 2
Discovery**

She discovers her own students are in need of warm coats each winter.

**Phase 3
Action**

Registers as a non profit partner with Coats for Colorado.

**Phase 4
Response**

Her students can benefit from the coats distribution and stay warm

Storyboard



Jennifer coordinates and organizes volunteer opportunities for staff and students in her school district



Jennifer discovers many of the students in her own district come to school each winter without a winter coat.



Jennifer discovers Coats for Colorado, an organization that collects coats to give to people in need.



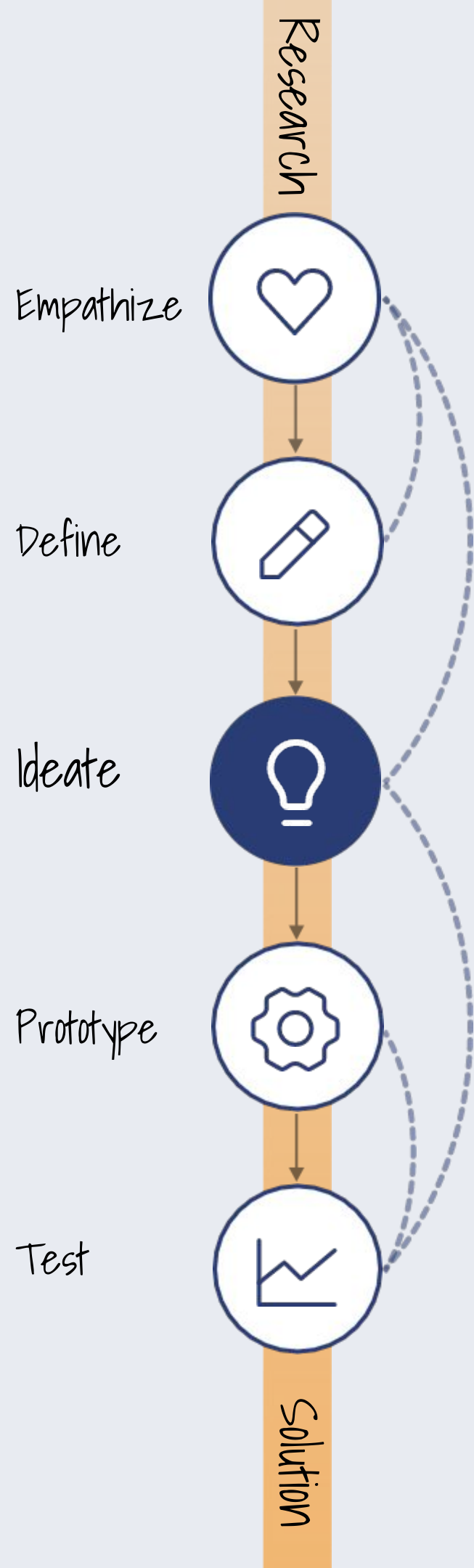
Jennifer goes to the Coats for Colorado's website, seeking more information on how to get a box of coats for each school in her district.



Jennifer finds information on how to partner as a distributor, and gains valuable insight in how to partner with Coats for Colorado.



Jennifer registers and starts the Coats for Schools program at her district. She feels like she is making a difference she can see every day.



User Insight

Jennifer Wilson **needs to find a source for winter coats** for all the schools in her district as well as her non profit board position for Big Brothers/Big Sisters organization. She is **unable to locate enough coats on her own** to support such a **large need**.

During our research, we discovered that **local nonprofits have a need for a large number of lightly used/new winter coats**, in a variety of sizes, **during the winter months** (short period of time, but a significant need.)

Assessing the needs for the redesign

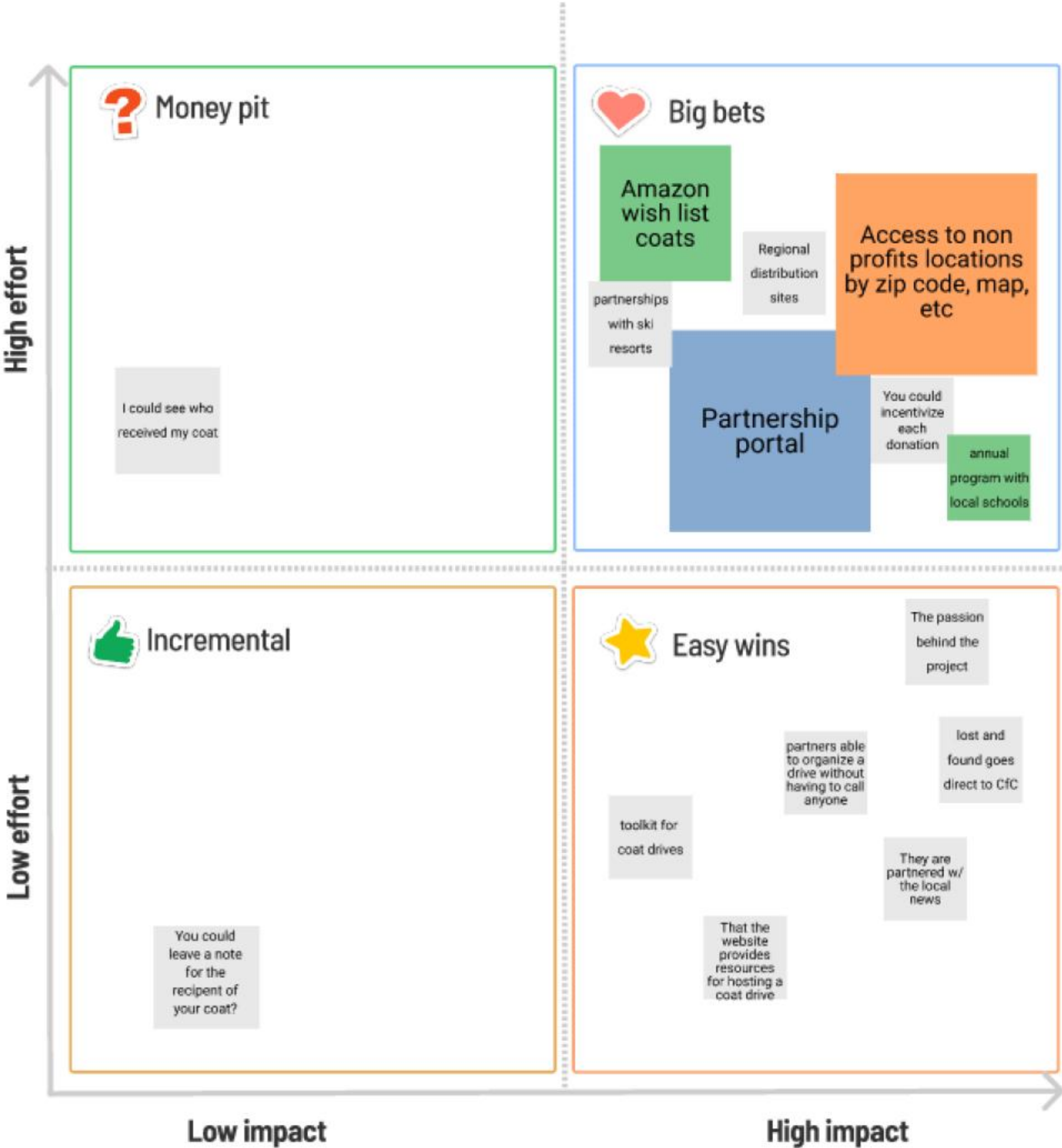
We used an I Like, I Wish, What If diagram to explore all options. We then created an Affinity Diagram so we could see all of the needs, wants, pain points and moving parts involved with what was not working on the current website. It helped us to **focus** on what we would need to accomplish in order to create a **more user centered redesign**. Finally we synthesized our data into a **feature prioritization matrix** to determine what would be the **most impactful features** to tackle for Coats for Colorado.



Prioritization Matrix

In order to **focus on our main goal**, we determined the **priority of our app features**. Our prioritization matrix focused on the **distribution of coats** (targeted audience) as well as **helping users needing a coat to find nonprofit partners** (current audience). We determined that the most important features for our users were:

- to be able to **register as a nonprofit partner**
- to **access nonprofits locations by zip code and map**.

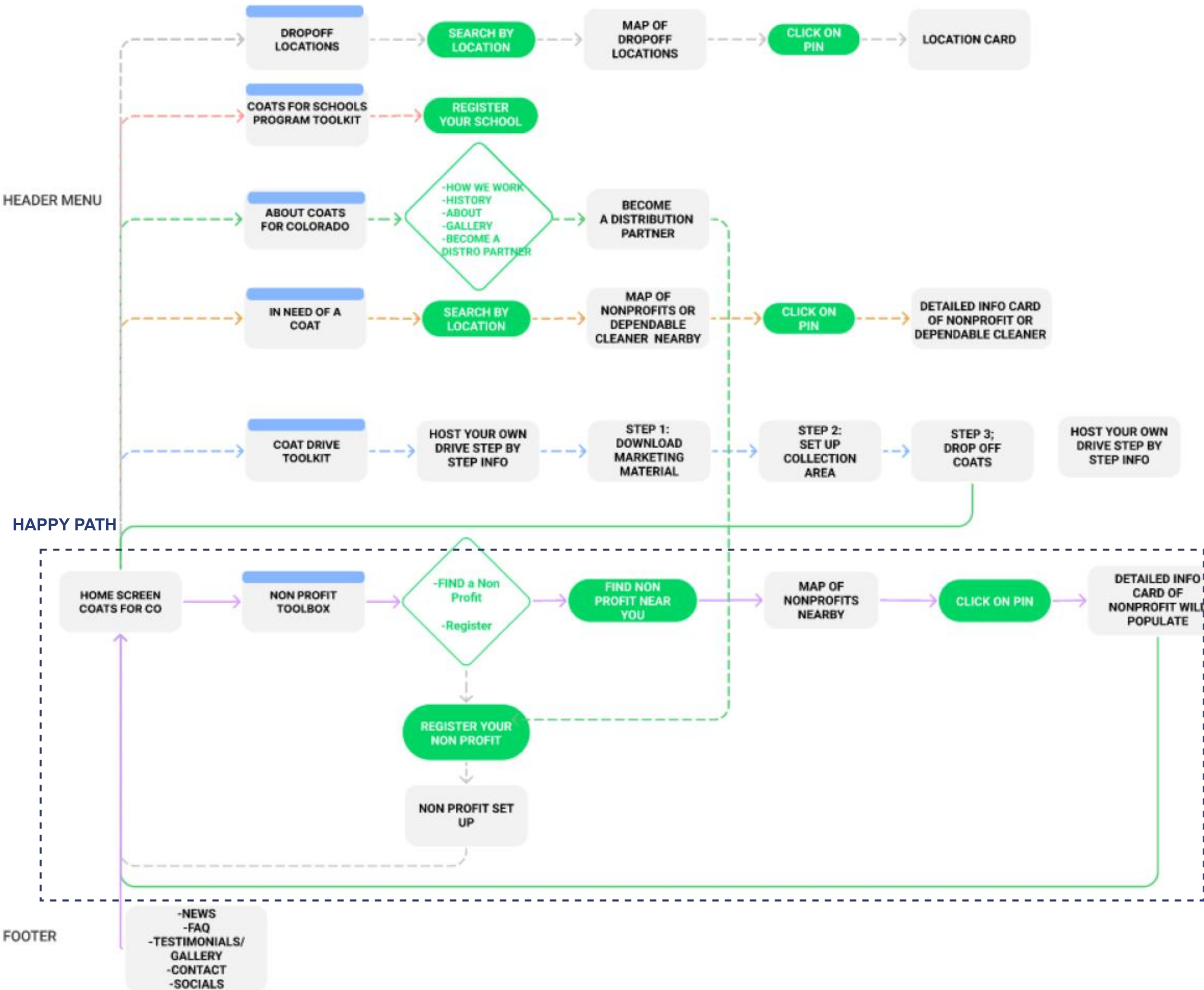


User flows & Happy path

We designed our own architecture and user flow to make sure that the website would reach the targeted audience and that all users would find information relevant to them.

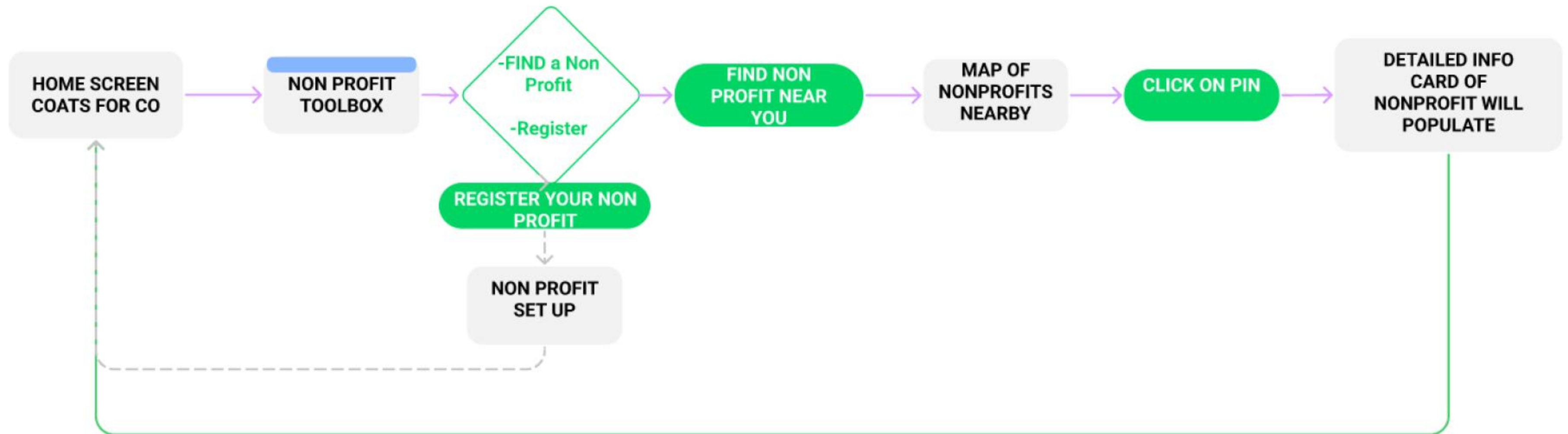
We broke the content into different sections reflecting the categories of users:

- Nonprofits** who wants to partners/are partners with Coats for Colorado,
- Users needing help** (needing a coat for themselves or for students),
- Users wanting to help** (by donating a coat, hosting a drive, donate via Amazon Smiles),
- Users who want to learn more** about Coats for Colorado

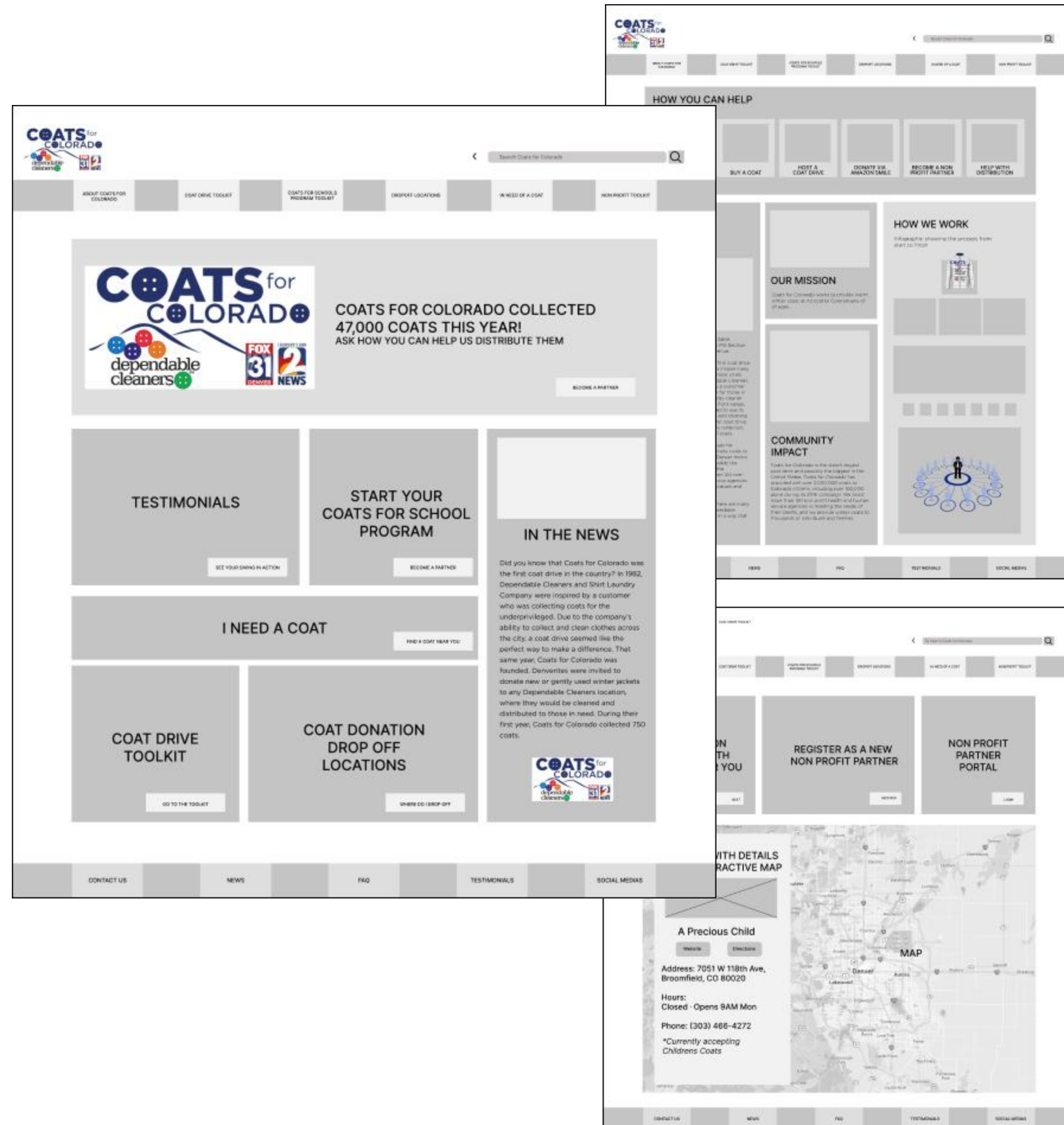
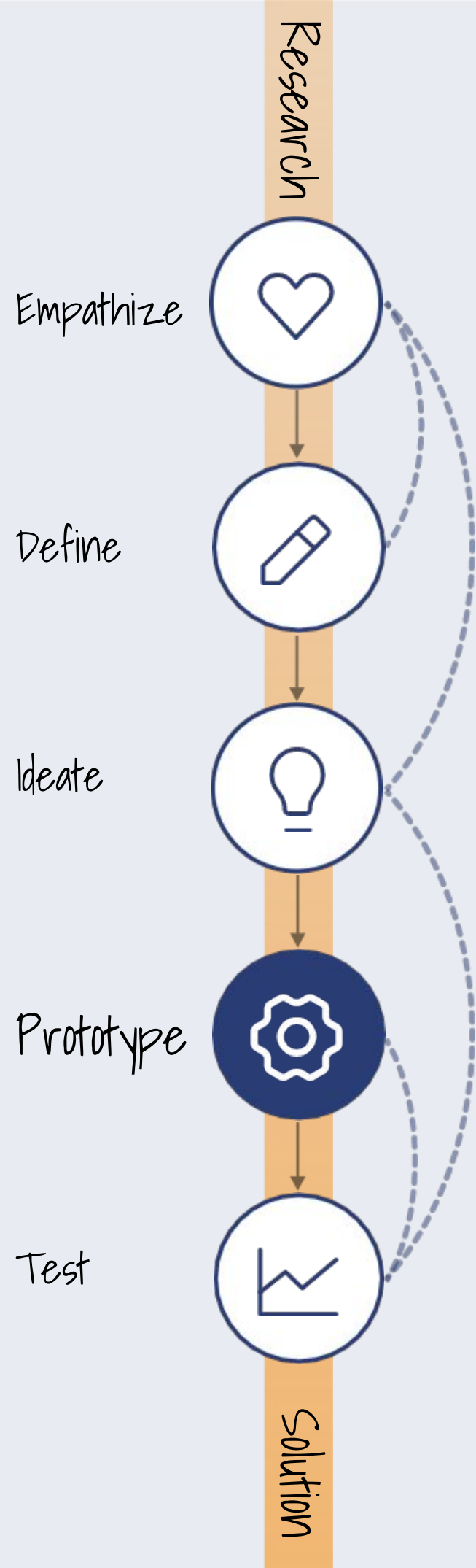


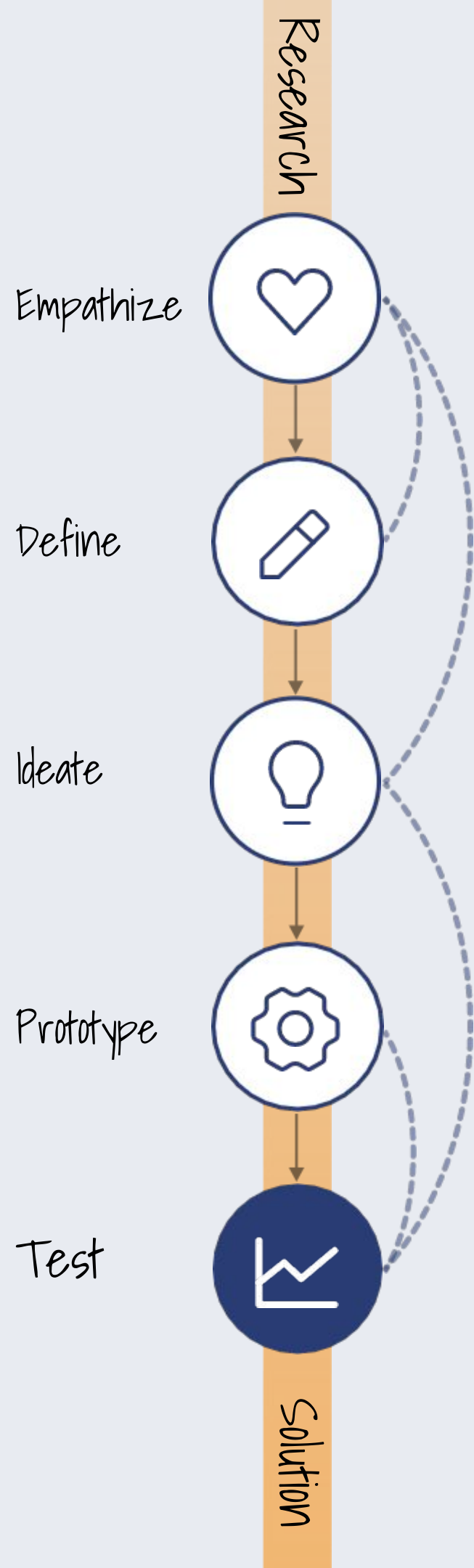
Happy path

Our **main happy path** is designed to take our User, Jennifer (who represents the **audience targeted** by the website), to the website and ultimately to a **non profit page where she could locate coats for her school**.



Low Fidelity Wireframing





Guerilla Testing

Each group member tested two users to see if our user flow. Here are the 3 tasks our users were asked to perform:

Task 1

Find the non profit network page

It is the **audience targeted** by Coats for Colorado, therefore it is **crucial** that partners or future partners can **find information relevant to them** and navigate easily through the website.

Task 2

Look for information about getting coats for a schoolwide program

This is an important feature of the website as **getting coats for kids** is an important goal of Coats for Colorado.

Task 3

Find some information about getting coats for yourself or your family

It was very important that **people needing a coat** can get information that would help them as this is the **current audience** of Coats for Colorado website.

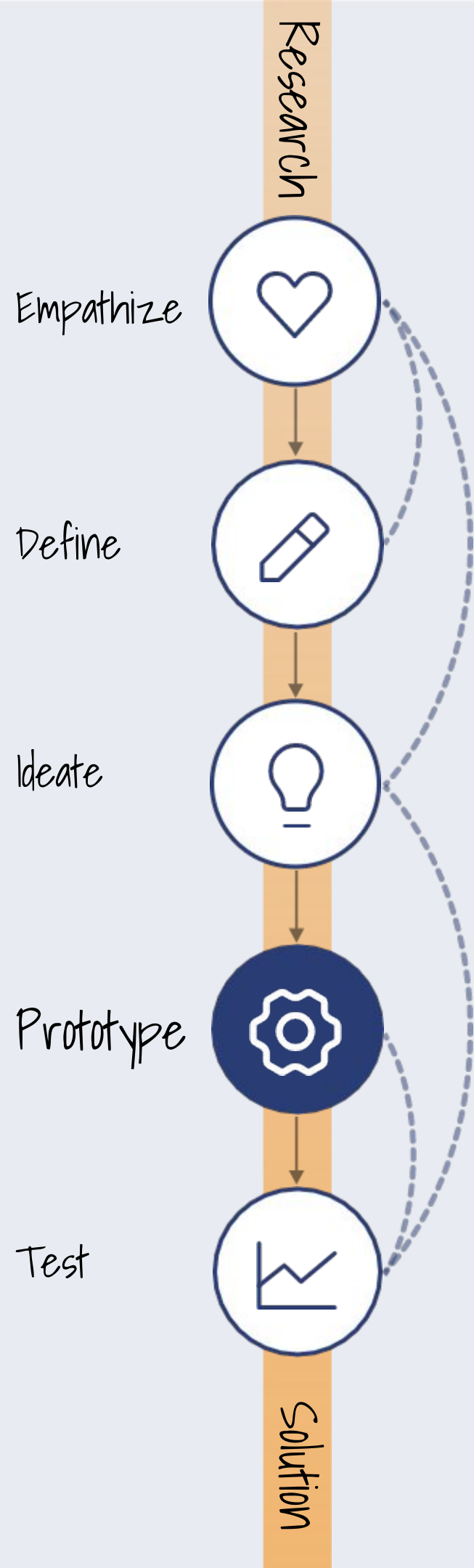
User test analysis

Key Insights received from the Usability Test:

- There was some **confusion about the NonProfit Toolkit and the Coats for Schools Toolkit**
- Users would benefit from **explanation of what each section is**
- **Labels for the drop down menu were confusing**
- **Term of toolkits for multiple programs in multiple tabs was confusing**
- **MAKE IT MORE SIMPLE** in general



High Fidelity Prototype / UI Design Guide



We were excited to start adding color, graphics, and fonts to the look of the website. **We needed to stick with the colors in the existing logo as a branding redesign was not required.** As a Colorado non profit it was easy to **stick with navy blue and orange** to tie in Broncos colors/easily identifiable branding.

The **old website was very text heavy** so we were excited to bring in some **photography and clip art** that would give **quick, visual guidance to users** looking to donate, receive or partner with Coats for Colorado.

We also created a mobile version to show **responsive website design** in this scenario.

UI Style Guide

Colors

Primaries and grays
<https://www.gith.com/...>



Typography

Gotham (Bold, Book and Medium)

H1 - Gotham Black 24 Pt

Subtitle - Gotham Medium - 15 pt

H2 - Gotham Bold - 38 pt

Subtitle - Gotham Bold - 16 pt

H3 - Gotham Bold - 24 pt

Subtitle - Gotham Regular - 20 pt

Paragraph - Gotham Regular - 16 pt

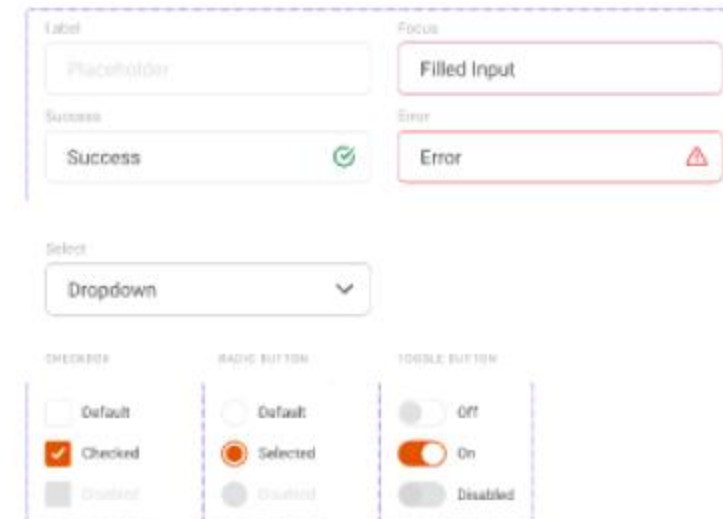
Buttons



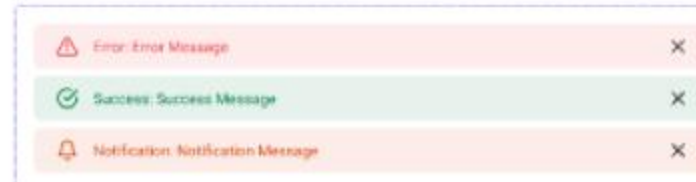
Tabs



Forms



Alerts



Icons



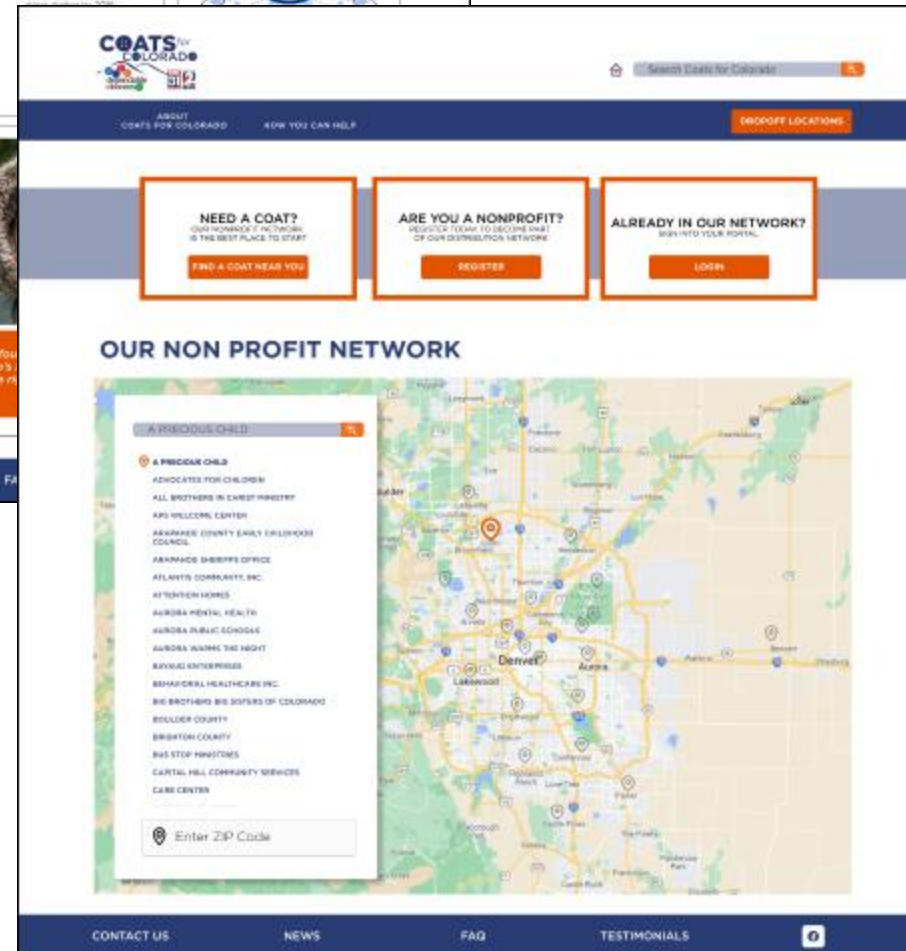
Graphics



Logos



High Fidelity Prototype

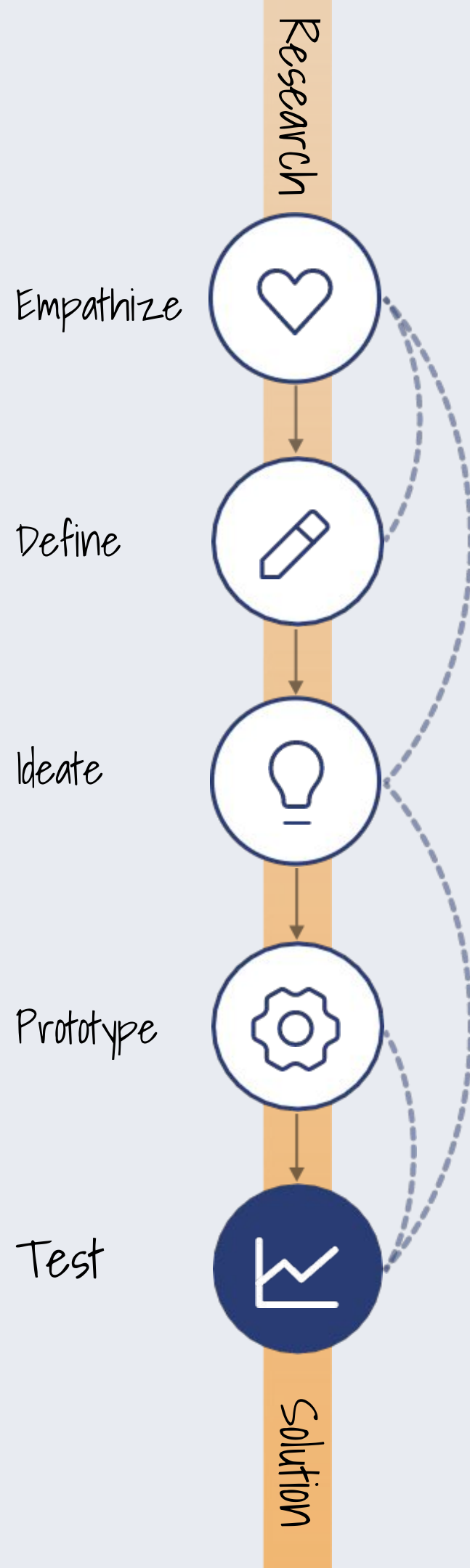


5 seconds Testing

We conducted usability testing after the high-fidelity prototype was complete. We tested four users on desktop and four users on mobile. We received **valuable feedback** that helped us to make our **navigation system more understandable** and intuitive to users.

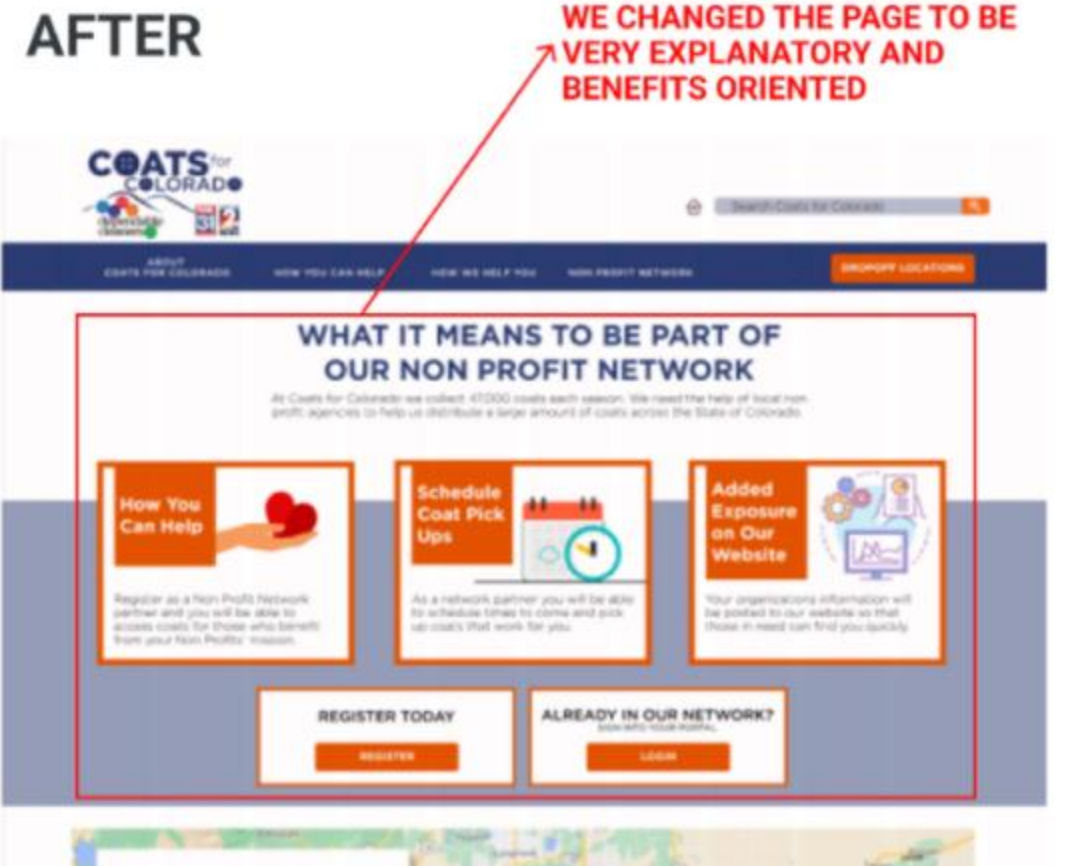
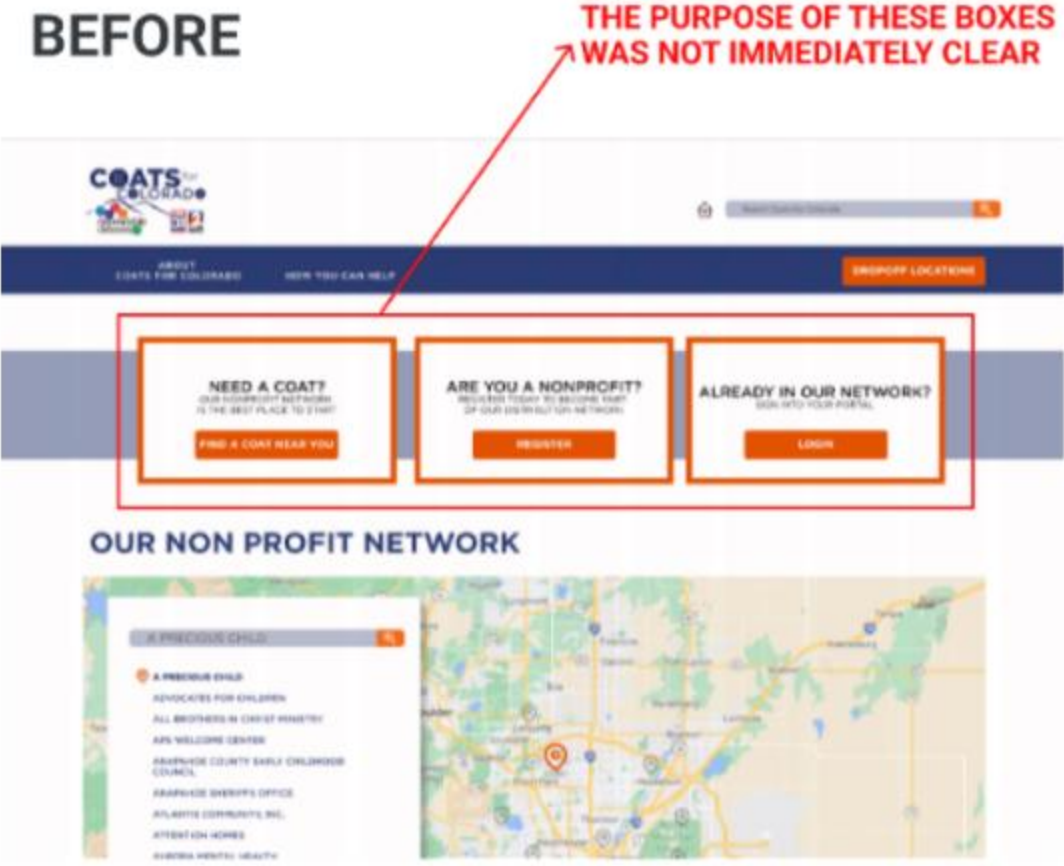
What we learned:

- There was some **confusion about the “how you can help” section**. We created a “how we help you” as well as a “non profit network” category in the navigation bar.
- It was **not obvious to users how nonprofit partners could help**. We added an explanation on the nonprofit network page so that this information would be accessible before registration
- The **scrolling button** (on the mobile version) was not clear to all users. We added a label to make it more usable to users.
- **Logo size**: it was too small on the mobile version, so we adjusted the size.
- **Clickable pictures**: we made the pictures clickable

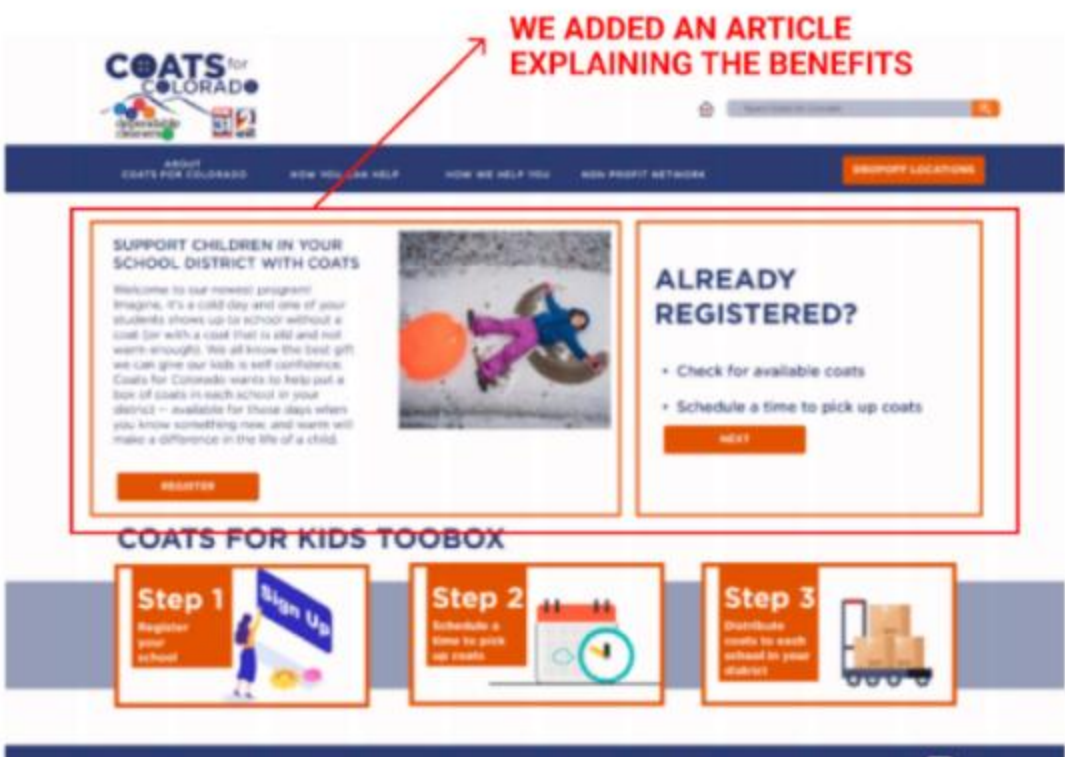
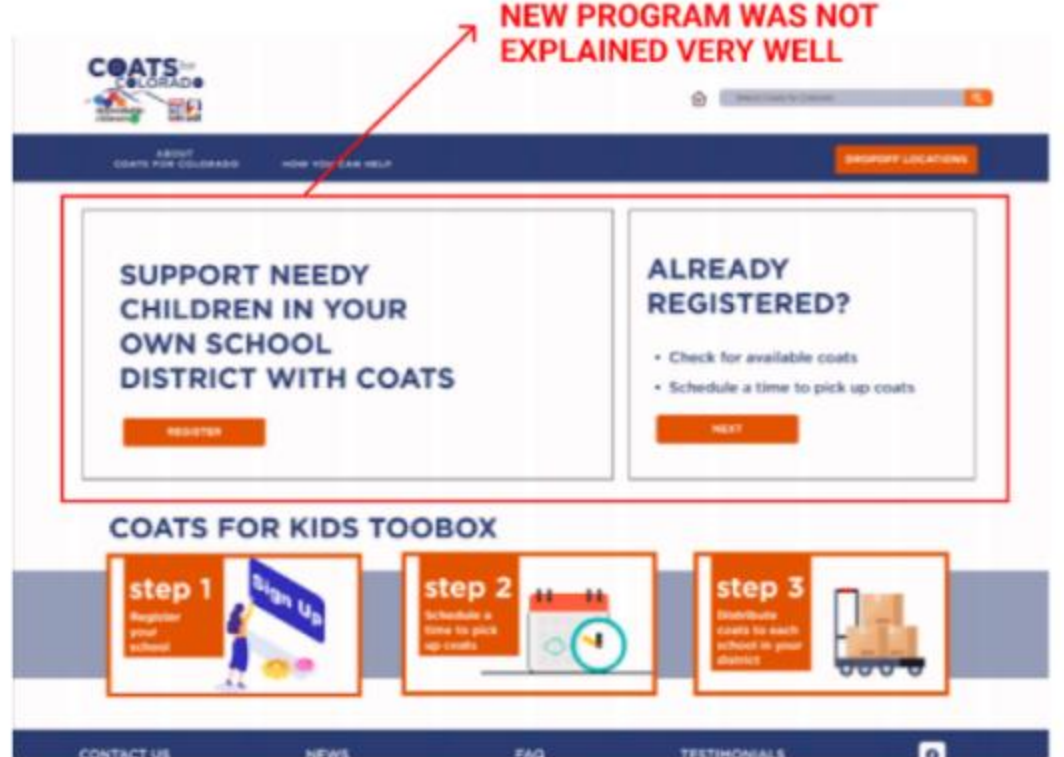


Iterations of our High Fidelity Prototype

Non profit network page

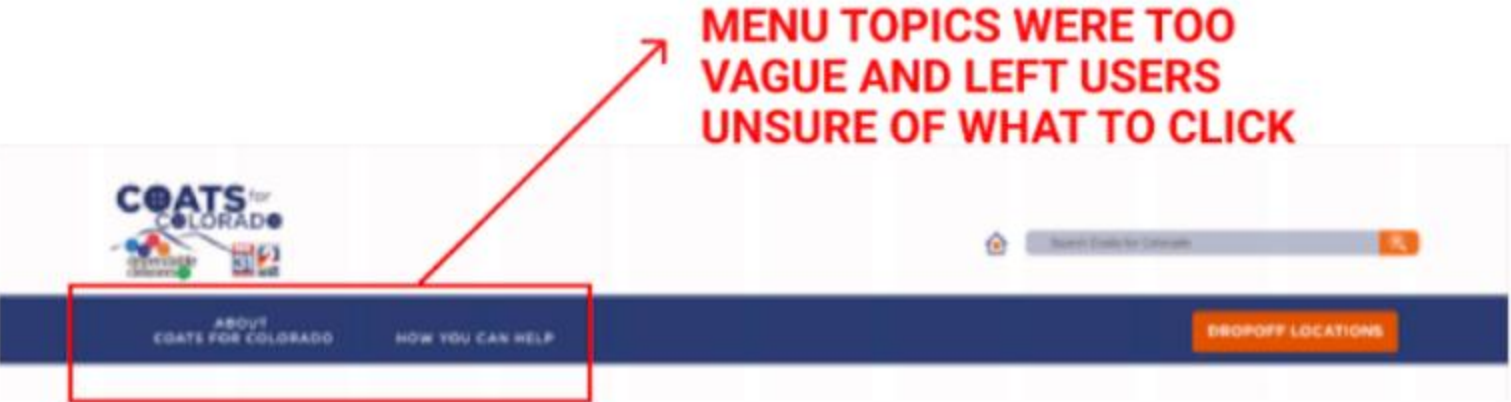


Coats for kids page



Iterations of our High Fidelity Prototype

Navigation Bar - Desktop version



Navigation Bar - Mobile version

Mobile navigation

BEFORE



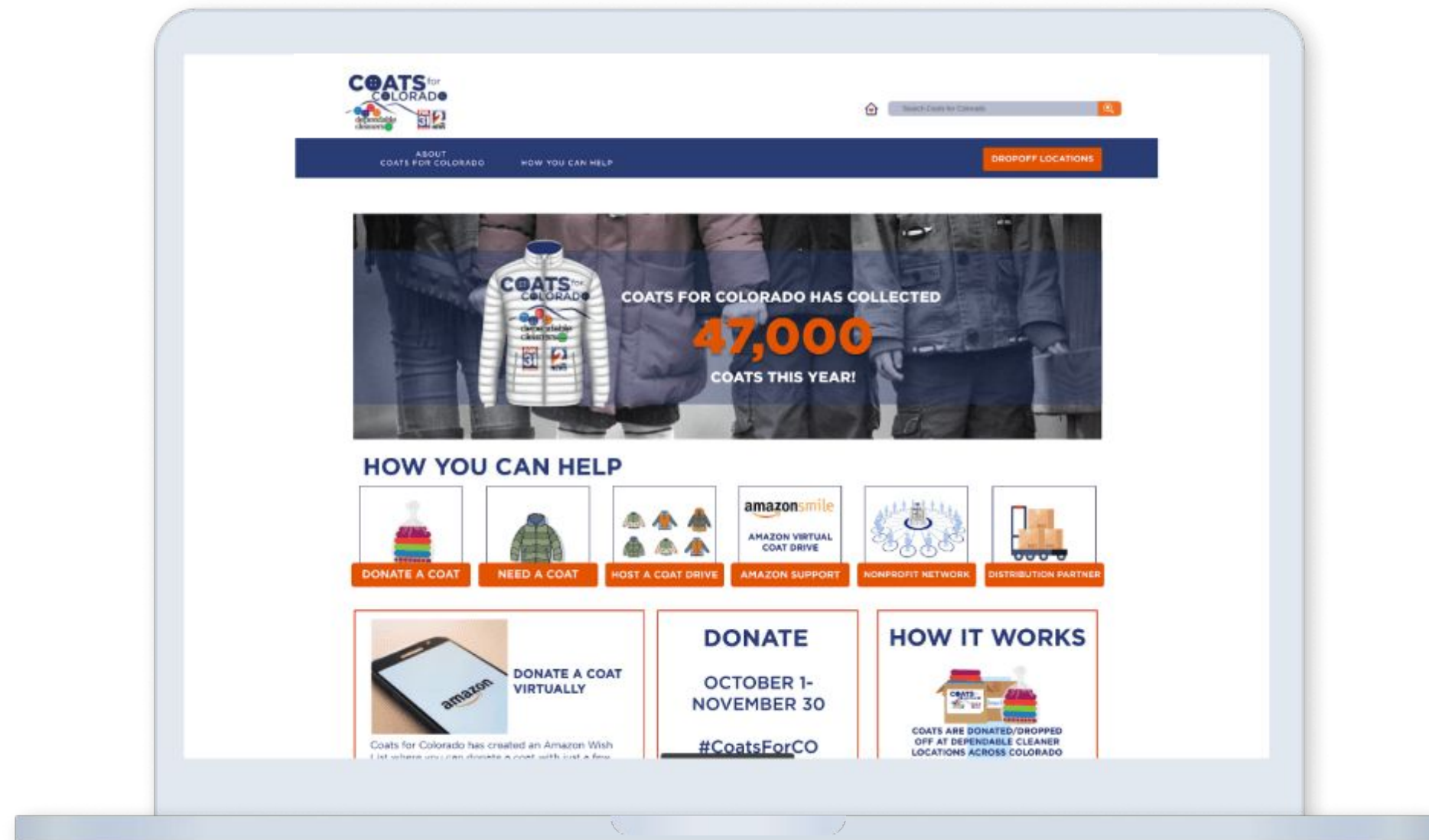
LOGO WAS TOO SMALL AND THE WHITE BACKGROUND DID NOT GO WELL WITH THE DARK NAVIGATION BAR

AFTER



WE MADE THE LOGO BIGGER AND INVERSED THE COLORS IN ORDER TO MAKE IT FIT BETTER IN THE NAVIGATION BAR

Interact with the Final prototype



Desktop prototype



Mobile prototype

Key Takeaways

Challenges

Research phase

During the research phase, we wished we could **reach to nonprofit organizations** (the audience targeted by Coats for Colorado) to perform user tests or user interviews. As it wasn't possible within the timeframe of the project, we **organized a survey** and relied on the **information gathered during the interview with the stakeholder**.

UI Style Guide

We were excited to start adding color, graphics, and fonts to the look of the website. As a branding redesign was not required we **had to stick with the colors in the existing logo**. At first, it was hard to refrain ourselves as we had a lot of ideas for the rebranding, but it allowed us to create a UI Style guide from the logo and to **focus on the consistency and the accessibility** of the website.

Usability testing

A lot of feedbacks we received during the second round of usability testing were **still focused on navigability** rather than on the UI elements we introduced in the prototype. It was a **good reminder** for us to **stay focus on the most simple and satisfying path** so that our users can reach their goal on our website.



Key Takeaways

Positives

Being able to reach the stakeholder

We felt incredibly lucky to have been able to **speak with the current President of Coats for Colorado, Steven Tolz**. He was able to **articulate his needs** and what **his goals were for the website**. We were able to take that information and combine it with competitive analysis to create a website that is inviting, useful and a tool for Steven to attract future partners to take the organization to the next level.

Successful teamwork

While facing all these challenges, **communication** has been a key element to quickly find solutions and make decisions that allowed us to **successfully implement** our work within the time constraint.

Next Step

We plan to present our findings to Mr. Tolz in the near future and hope he is able to take the information we provide and make his website a more usable tool for his audience.

