

# Fox Valley Food Pantry Responsive Website

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Randi D. Clevon

# Project overview



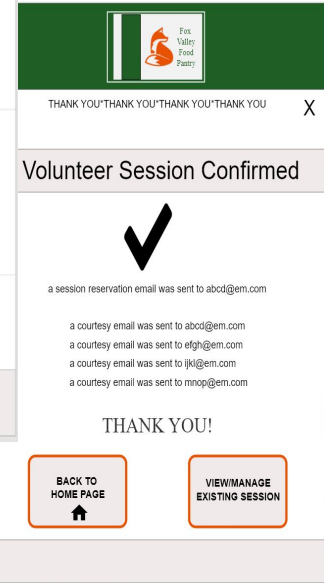
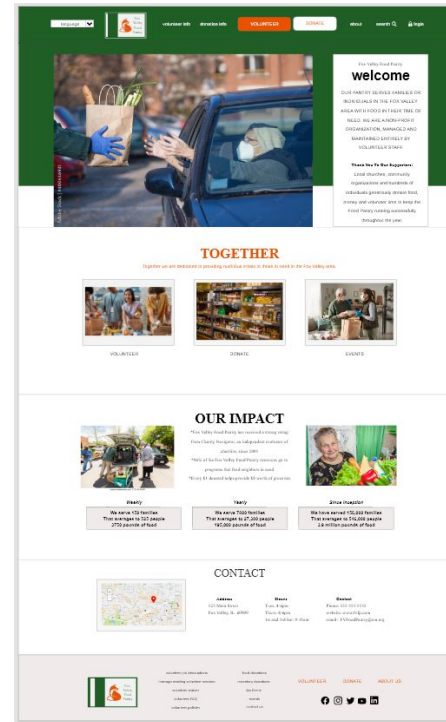
## The product:

The Fox Valley Food Pantry Website is a responsive website for users to easily and quickly sign up to volunteer and make donations. The food pantry collects and distributes food to people who are unable to afford food in the Fox Valley area in Illinois and is run 100% by volunteers. The website allows volunteers to effortlessly evaluate, select and sign up for a volunteer job session in minutes. The website targets individuals, families and groups who are busy with work or families but still want to give back to their communities by volunteering.



## Project duration:

November 2021 to January 2022



# Project overview



## The problem:

Volunteers want a quick, uncomplicated and flexible way to register individually or as a group for a volunteer opportunity that accommodates their busy schedule and know how it impacts their community.



## The goal:

Design a responsive website that allows a quick, easy and flexible way for users to sign up to volunteer, based on the users own needs, that works with their busy lives and schedule and ultimately allowing them to feel like they are making an impact on society.

# Project overview



## My role:

UX Designer designing a food pantry volunteer website from conception to delivery. Including UX research, product design, visual design and interaction design.



## Responsibilities:

Conducting interviews, creating persona's, conducting competitive audit, constructing paper and digital wireframing, building low and high-fidelity prototyping, conducting usability studies, analyzing affinity diagrams, composing actionable insights, accounting for accessibility, and iterating on designs.

# Understanding the user

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

# User research: summary



The first research I did was to conduct a 10 question survey to the 5 people who had volunteered in the past or are presently volunteering. That survey opened my eyes to several pain points in the volunteer sign up process. Most people in the survey said that they were frustrated that websites are so complicated, take too long to fill out and are inflexible for busy schedules. A second pain point was that they felt unappreciated because they have no idea if what they are doing is making an impact or not. Another pain point was that they were annoyed not knowing what the job is that they are signing up for and a final pain point was that upset that canceling a job makes them feel bad and guilty and wants to not feel that way.

I completed a competitive audit that really showed me how the different websites that are out there work and their pluses and minuses. Using the 4 main pain points plus looking at what was already out there for volunteers, I was able to come up with a direction for where I felt the website should go. Basically, I wanted the website to feel familiar, inviting, and similar to these other websites like incorporating a calendar and entering your information but it also needs to be easy and intuitive and flexible enough to accommodate individual and group sign ups as well as consider busy lifestyles. I also want it to somehow incorporate the volunteers impact during the sign up process. After the initial survey, I did a follow up survey to see if I summarized their needs correctly and if they had anything else they wanted to say.

Then I conducted a moderated usability study with different users than the original surveys on my low fidelity prototype to see if I was heading in the right direction with the website and most of these users said they would absolutely use it so I knew I was on to something. The usability study pointed out that most users were confused by the wording on the group sign up page and that managing an existing volunteer session was very unclear. I assumed that having a big explanation on the group page would be helpful but it ended up that too much information is just too much and it needed to be simpler. I also assumed that the word "volunteer" meant that this is what you click on for any volunteer information you need but that is just not always the case. It's really eye-opening how users think! I iterated on the design several times until i felt it resolved those issues.

Finally, I conducted a second moderated usability study on my high fidelity prototype and this time I included two users with accessibility needs. I wanted to see if any of the modifications I made after the first usability study helped at all and what else may have come up. Wow, was I surprised to find out after this usability study that my website had an unintentional color combination problem and I still hadn't completely fixed all the problems with the group page. I quickly iterated on those problems. The good news is, I conducted an SUS survey at the end of this study and it did reveal that users really liked the website and a couple asked me if this was real and wanted to actually donate to it. I really think this website could be useful for any volunteer sign up organization..

# User research: pain points

1

**annoyed**

Annoyed not knowing what the job is that they are signing up for.

2

**unappreciated**

Unappreciated because they have no idea if what they are doing is making an impact or not.

3

**upset**

Upset that canceling a job makes them feel bad and guilty and wants to not feel that way.

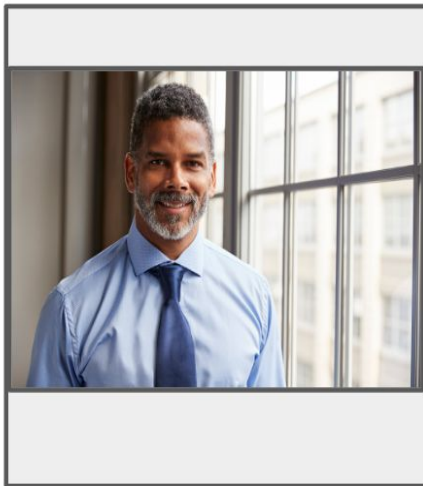
4

**frustrated**

Frustrated that websites are so complicated, take too long to fill out and are inflexible for busy schedules.

## Problem Statement:

Darnell is a busy professional, strong family man and someone who wants to give back to his community who needs a way to register he and his family for a volunteer opportunity that is quick, uncomplicated and flexible enough to accommodate their busy schedule and know how it impacts their community because he wants he and his family to feel like they are making a difference and to maintain their enthusiasm about helping others less fortunate than themselves.



**Darnell**

**Age:** 47

**Education:** BA in Human Resources

**Hometown:** Crystal Hollow, IL

**Family:** Wife, 3 teenage boys, 2 dogs

**Occupation:** HR Manager in a large tech company

*“Registering for a volunteer position should be quick, easy, and not confusing and the schedule should show everything to get the best possible time slot.”*

## Goals

- Wants volunteer registration to be smooth, quick and easy
- Wants registration sites to be flexible
- Wants registration site to show job descriptions
- Wants to forward a confirmation to his wife
- Wants he and his family to feel like they are making a difference

## Frustrations

- “It is frustrating when the website is more complicated than it needs to be.”
- “I really don’t want to sign up for a volunteer opportunity that is not the best fit for our schedule and I want to be able to easily cancel if I have to.”
- “The kids keep asking me what the job is and the website doesn’t provide a description.”
- “It’s hard to keep the kids interested in this.”

Darnell is an HR manager at a large tech company. He loves watching his kids play in their various sports and manages to get to most games. He and his wife Cherie have been volunteering on and off throughout their marriage and last summer they decided to start volunteering as a family to show their kids how important it is to help others. Darnell is more tech savvy than his wife so he is usually the one to do the volunteer registration. He prefers the convenience of registering online but sometimes the registrations are too lengthy, confusing and complicated. He has noticed also that many don’t provide a flexible enough schedule to accommodate the boys’ activities. On occasion when he needs to cancel a job, he wants that to be obvious and easy to do without aggravation or feeling bad about it. He always forwards the confirmation, if there is one, to Cherie so she can write it on their home calendar. He mostly picks jobs where he knows the impact they are making because that helps he and his family to stay enthusiastic about volunteering.



# User journey map

Darnell's goal is to easily and quickly complete the volunteer registration process for him and his family that fits in with his busy schedule and all of his families' activities. His journey begins with searching for volunteer opportunities, selecting the job, date and time, entering his information and then finally completing the job itself. While he is excited about volunteering it is distressing to try to figure out an opportunity that will fit in with all of their busy schedules. He is upset that the sites aren't easier and faster to fill out and also apprehensive of what the job might entail. His journey could be improved by giving several months worth of opportunities to pick from, give group sign up choices, give him security reassurance on the information he is entering and make sure he has a confirmation email with all pertinent information on it.

## Persona: Darnell

Goal: Successfully complete the registration for a volunteer opportunity for his family that fits their schedule

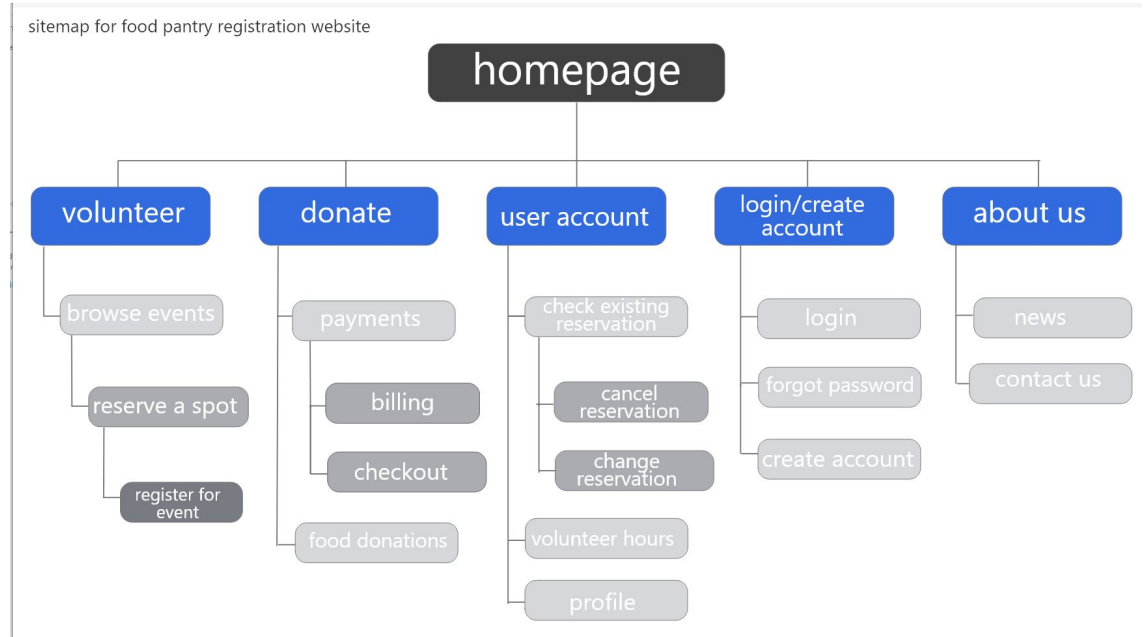
ACTION	Search for volunteer opportunities	Select job, date and time	Enter personal volunteer information	Confirm all information selected and entered	Receive follow up email and go to event
TASK LIST	<p>Tasks</p> <p>A. Search internet for family volunteering opportunities B. Look at church for volunteer opportunities C. Ask friends about volunteering opportunities</p>	<p>Tasks</p> <p>A. Select the volunteer job that they can all do B. Bring up the calendar and see what dates and times are available C. Select the date and time that fits their schedule</p>	<p>Tasks</p> <p>A. Enter each participant's full name B. Enter each participant's email address C. Enter each participant's age D. Enter each participant's address</p>	<p>Tasks</p> <p>A. Confirm all information you entered is correct B. Sign participation waiver C. Receive confirmation email</p>	<p>Tasks</p> <p>A. Receive follow up email a couple days before event B. Go to event and sign in at kiosk C. Complete volunteer activity</p>
FEELING ADJECTIVE	<p>Excited about volunteering</p> <p>Curious what things they can help out with</p> <p>Inquisitive as to who needs help with what</p>	<p>Aggravated they cannot find a job the whole family can agree on</p> <p>Distressed they don't have a lot of opportunities that fit the entire family schedule</p> <p>Annoyed they only show one month of opportunities- wish they showed more</p>	<p>Apprehensive to enter all of their personal information online</p> <p>Wondering how secure the site is</p> <p>Tired of re-entering all of the same information for each of them</p>	<p>Satisfied that the opportunity appears to be confirmed</p> <p>Accomplished that they actually found something that might work for them</p> <p>Happy they got something scheduled</p>	<p>Eager to help out</p> <p>Enthusiastic to feel like they are making a difference</p> <p>Nervous about what job they might get assigned</p>
IMPROVEMENT OPPORTUNITIES		<p>Include several months and dates</p> <p>Add search by time or search by day to find openings</p> <p>Add job description</p>	<p>Give choice of individual or group sign up</p> <p>Give choice to ask if all at the same address</p> <p>Explain why you need all that info and what you</p>	<p>Electronic signature available</p> <p>Print option available for confirmation</p> <p>Print option available for receipt</p>	<p>All participant's receive follow up email not just the registrar</p> <p>Follow up email should have what to wear, what to expect</p>



# Sitemap

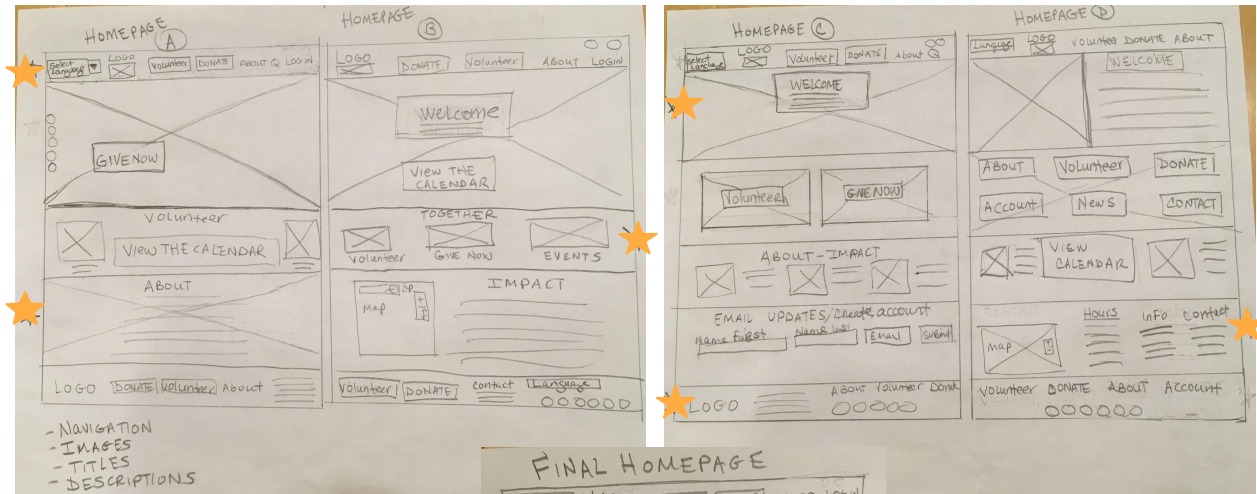
Goal: The goal of the sitemap is to figure out the most important features or topics of the homepage and what is contained in each topic.

Thoughts: I noticed from my competitive audit that each of their sites had a volunteer and a donate section so I knew I wanted those. Then it was just a matter of what else the user needs access to when they land on the homepage. Their account and about us makes sense for the home page headings. Within each of the headings are the different processes that can take place. Volunteer has of course the registration process and donate has money donations and food donations underneath it.

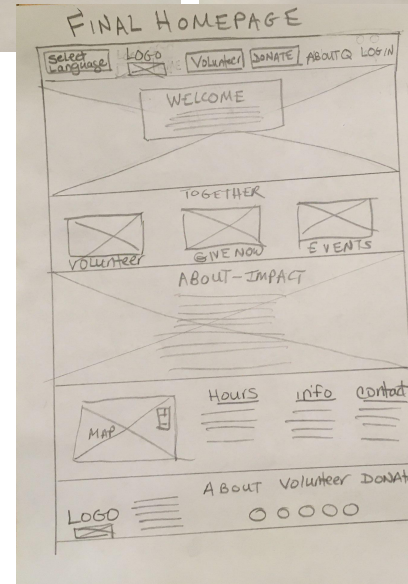


# Paper wireframes

Goal: To create a homepage for the Fox Valley Food Pantry that is intuitive, simple, and descriptive yet easy to use. The homepage **should have its main components, "volunteer" and "donate" front and center** so the websites two main actions are obvious to users. If anyone happens to land on the homepage they can click and get information on volunteering and donating right at the top of the page without scrolling. The homepage **should make it obvious where to start the volunteer process** with a large "Volunteer" button. Finally, the homepage **must have enticing images and statistics highlighting the pantry's impact** on the community.



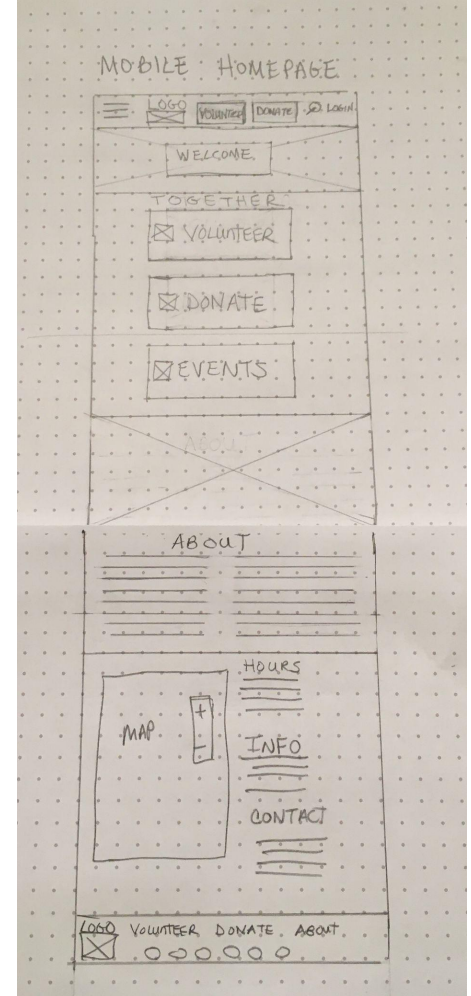
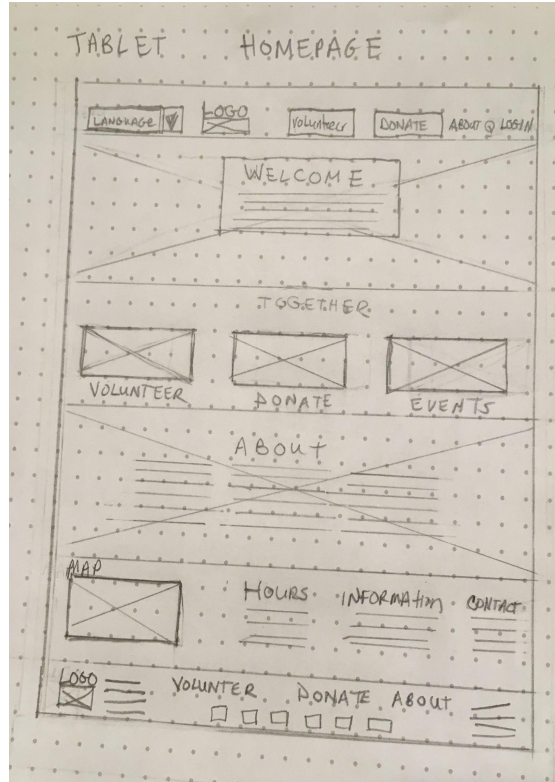
Stars were used to mark the elements of each sketch that would be used in the initial digital wireframes.



# Paper wireframes

## Screen size variations

Goal: To create a responsive website in several sizes to accommodate various screen sizes while users are employing the website in their busy schedules. Users may want to sign up to volunteer at work, at home, riding the train or even at the pantry itself. Because they are signing up in various places, they will be utilizing various devices. The website should allow them to easily and intuitively sign up no matter what device. The scaled down version of the homepage has carousels, vertically placed items, icons, and a hamburger menu. You don't lose information from the main website, it's still there, but just in a more compacted manner.

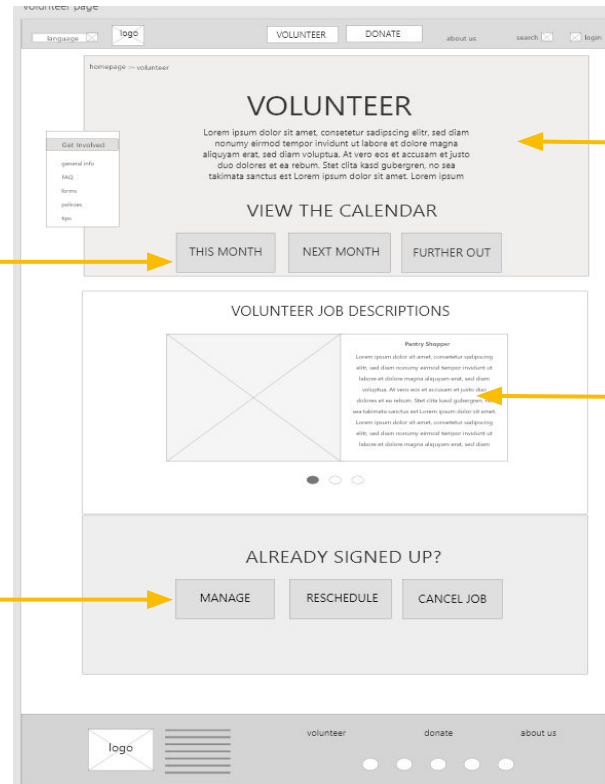


# Digital wireframes

Users needs: Flexible scheduling that looks well into the future so they can coordinate busy schedules for group volunteering- I created choices for this month, next month plus further out. Statistical information on how they are making a difference and what or who exactly is their volunteering impacting- I implemented front and center statistical data explaining this. A way to cancel or reschedule a job that does not make them feel bad about making those changes- I used large buttons and its not hidden so it is inviting to cancel or make changes. A way to find out what the job is so they are not apprehensive going in and not knowing what they are doing- I created a carousel with pictures to describe what they will be doing at each position.

Busy schedule? Having several months worth of options really helps someone who wants to find a date that works for everyone in the volunteer group! Lots of dates sure makes it easy to sign up!

Need to reschedule or cancel your existing job? No problem! Large and visible buttons right on the front page make it easy and inviting to make changes. Now you don't feel guilty for canceling that job and feel good about rescheduling a new one!



How is volunteering helpful to the community? This explanation gives the direct impact your volunteer work does. Wow, that makes you feel like the work you are doing is making a difference right in your own hometown!

Want to know what job you will be doing at the pantry? Just click through the carousel of job descriptions. Now you feel less apprehensive wondering what you will be asked to do.

# Digital wireframes

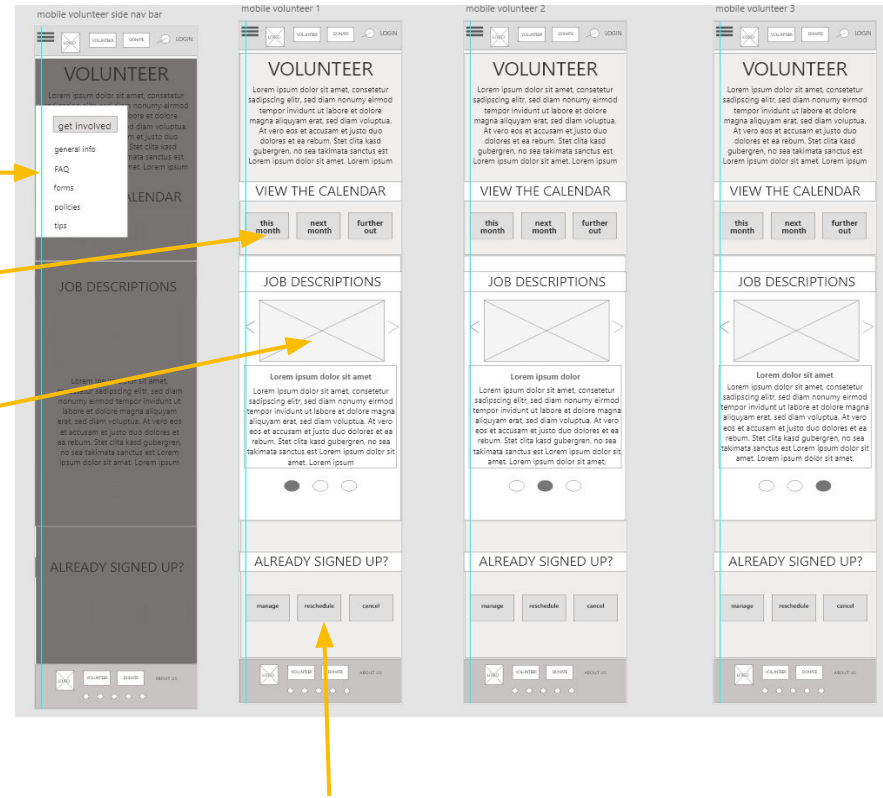
## Screen size variation

I created the volunteer screen from the previous slide in a mobile size with an additional screen that fly's out with the volunteer sticky menu is it's own page. The calendar buttons are all there above the fold. I've shown here how all three carousels would be viewed in the job descriptions and have the same manage existing job session buttons.

Sticky menu is it's own flyout page now

Calendar buttons are above the fold - Makes sign up easy at a glance!

Job descriptions are easy to see using a carousel - no more apprehension about what they are signing up for!

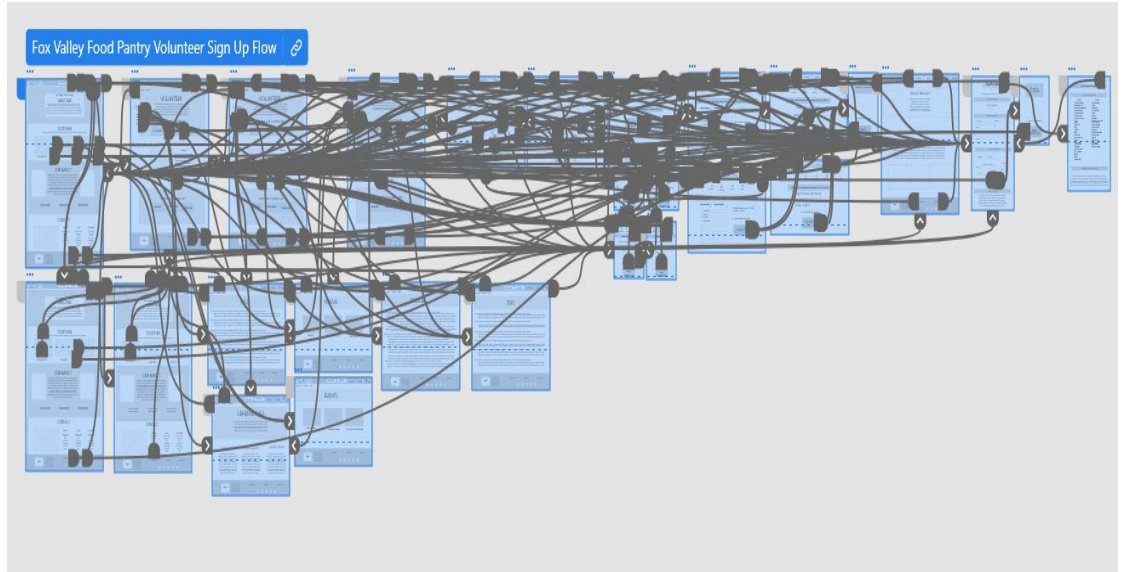


Manage existing job session buttons are kept on the front of the volunteer page- don't have to search around for it!

# Low-fidelity prototype

View the Fox Valley Food Pantry  
[Low-Fidelity Prototype](#)

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was registering for a volunteer job session. The user lands on the homepage, selects a date and time, then is required to login or create an account. Then they choose the type of sign up- an individual or a group. They fill out their information and confirm the session. This lo-fi prototype was used in the first usability study.





# Usability study: findings

I conducted two moderated usability studies each with 5 users. Both studies were remote and took about 20-30 minutes each. The first study was using a low fidelity prototype on Adobe XD and had 8 questions pertaining to a primary user flow of signing up for a volunteer position. Findings from this study helped guide the design from wireframes to mockups. The second study was using a high fidelity prototype in Adobe XD and had 4 questions pertaining to the same user flow as the first study, the volunteer sign up process. This study revealed what aspects of the mockups needed revisions.

## Round 1 findings

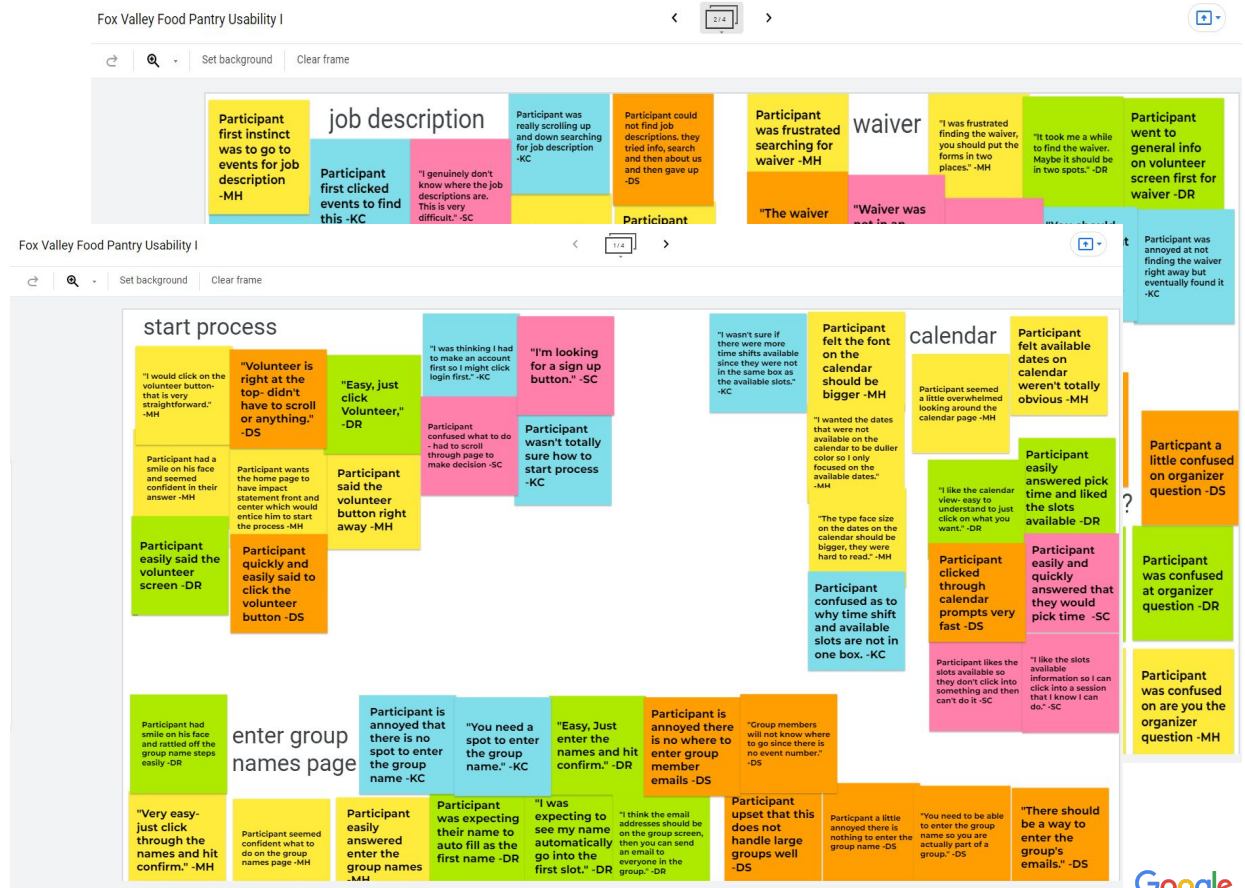
- 1 Users need simpler phrasing that makes sense on the Group Sign Up page.
- 2 Users need a more intuitive way to search for forms or other information related to volunteering like job descriptions and canceling a job.
- 3 Users need the font of the calendar screen enlarged to meet WCAG standards.
- 4 User need a well defined option for choosing when they are going to volunteer.
- 5 Users need the logo to navigate them back to the home page.

## Round 2 findings

- 1 Users need an accessible color combination for the policies page that meets WCAG standards.
- 2 Users need a better way to see the "Already Signed Up" prompt.
- 3 Users need a more obvious or easier way to navigate the Group Sign Up page.
- 4 Users need a way to close the pop up pages.
- 5 Users need a way to understand the acronym FVFP.

# Fox Valley Food Pantry Jam Board Usability Study I

In my research, I typed every single response and observation from the usability studies onto post-it notes. Using the Jam Board, I organized users pain points into themes. The themes became insights and then I prioritized the insights. These prioritized insights became the necessary improvements, based in quantitative research, to allow the product to flourish.



# Refining the design

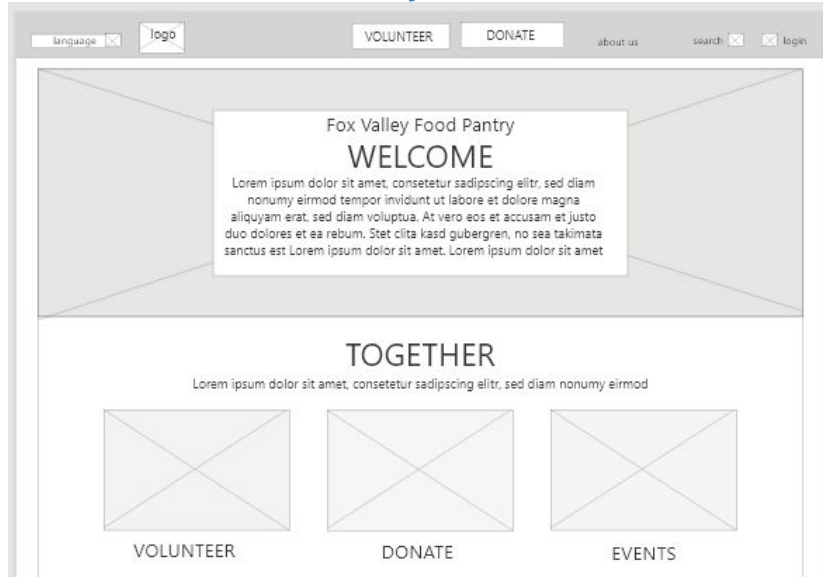
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- Mockups
- High-fidelity prototype
- Accessibility

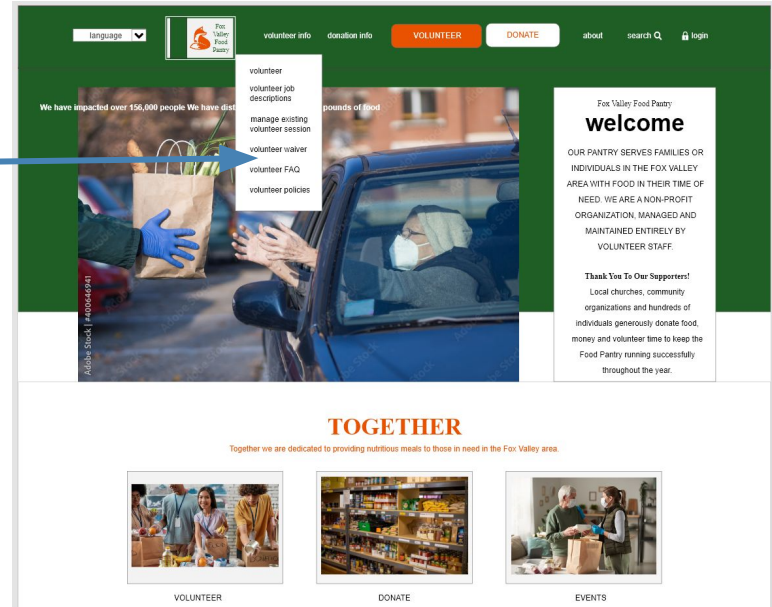
# Mockups

Users needed a more intuitive way to search for forms or other information regarding volunteering including look up job descriptions and how to cancel a job. To fix this, **I added a heading called “Volunteer Info” and one called “Donate Info” to the main header** for every page on the website. **They each feature an extensive drop down list when you hover over them.** Since this was now part of the new header, users could easily find anything they wanted regarding volunteering and donation on these drop down lists that were now part of the header on every page. All of the use confusion as to where to go to cancel a job or look up job descriptions or print the waiver was cleared up. The new heading became an intuitive way to find items related to volunteering. **I did not have a single person after the second usability study say they couldn’t find those items that most users originally struggled to find..**

## Before usability studies



## After usability studies



# Mockups

Users needed a more intuitive way to navigate the Group Sign Up page. I originally had the “Confirm Reservation” button above the fold so it would be easier for users to see and find. However, this caused confusion. Users didn’t know if they should click confirm before they actually entered all of the names in the group. To fix this, I **moved the confirm sequentially to the bottom** so the natural thing would be to click that last. Users also were annoyed by all of the text above the names. To fix this, I **re-worded it more simply and only referenced the word “waiver” once**. Users were unsure if “policies” and “waiver” in blue were links. To fix this, I also **underlined them to make it more obvious you could click on them**.

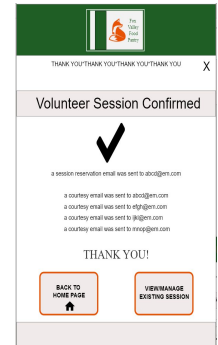
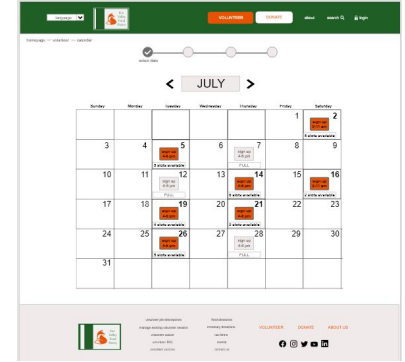
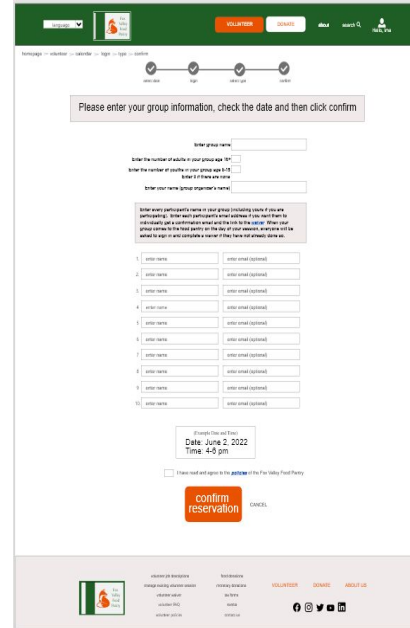
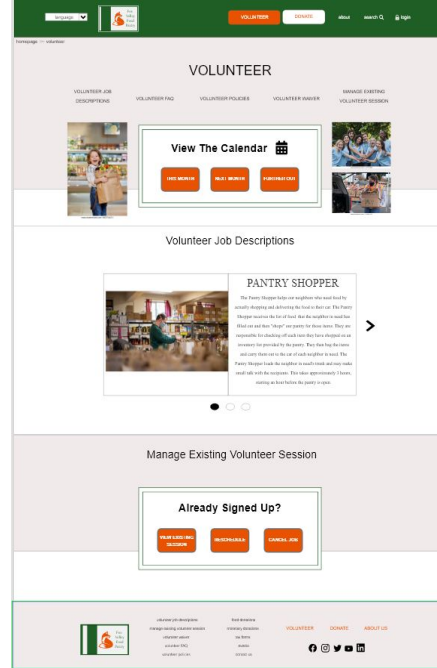
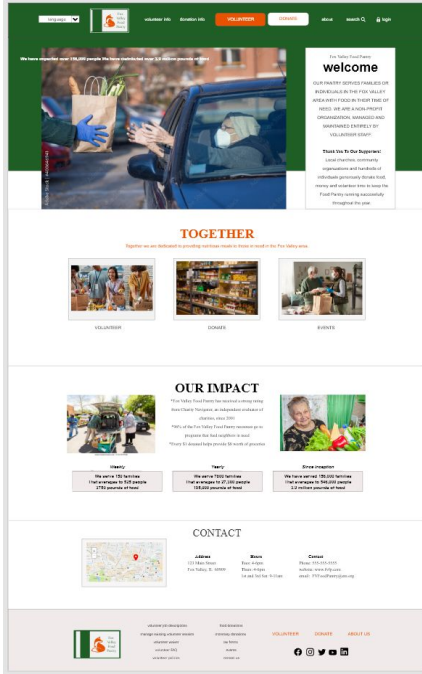
## Before usability study

The mockup shows a navigation bar with 'VOLUNTEER' and 'DONATE' buttons. Below it is a progress indicator with four steps: 'select date', 'sign', 'select role', and 'confirm', all of which are marked as complete. A large instruction box at the top reads: 'Please enter your group information, check the date and then click confirm'. The form includes fields for 'Enter group name', 'Enter the number of adults in your group age 18+', 'Enter the number of youths in your group age 8-17', and 'Enter your name (group organizer’s name)'. A date and time selector shows 'Date: June 2, 2022 Time: 4-6 pm'. A checkbox for 'I have read and agree to the policies of the PVPF' is present. A 'confirm reservation' button is positioned above a list of 10 participant name and email input fields. A 'CANCEL' link is next to the confirm button.

## After usability study

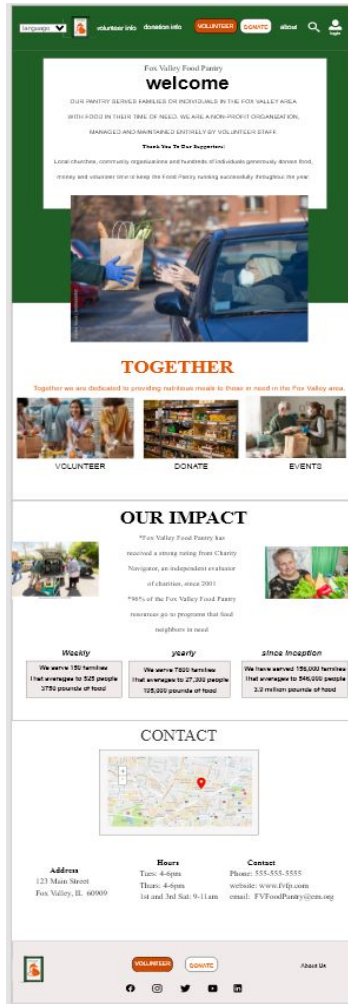
The mockup shows the same navigation bar and progress indicator. The instruction box now reads: 'Please enter your group information, check the date and then click confirm'. The form fields for group information are the same. The date and time selector shows 'Date: June 2, 2022 Time: 4-6 pm'. The checkbox for 'I have read and agree to the policies of the PVPF' is present. A 'confirm reservation' button is now at the bottom of the form, below the list of 10 participant name and email input fields. A 'CANCEL' link is next to the confirm button. Blue arrows point to the confirm button and the checkbox, indicating changes made based on the study.

# Mockups - original screen size



# Mockups - Screen size variations

Tablet



mobile

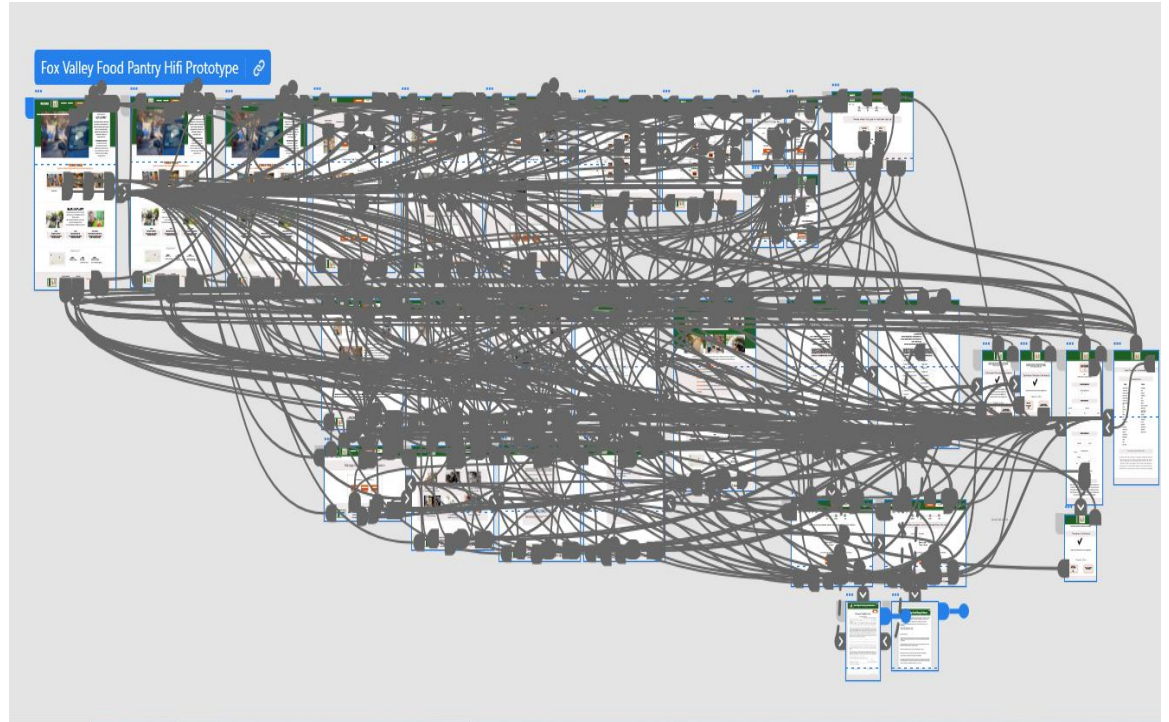


# High-fidelity prototype

The final hi-fidelity prototype contains a new header on every page with a drop down list to allow anything having to do with volunteering more intuitive. It also meets users need by simplifying the group volunteer page which streamlines the overall sign up process in general. Finally, accessibility has been re-evaluated and revised based on user feedback.

View the Fox Valley Food Pantry website:

[Hi-Fidelity Prototype](#)





# Accessibility considerations

1

All color combinations meet WCAG contrast ratio rating of good and above.

The majority of the typography is sans serif with nothing smaller than 16pt. Typeface on the website and 12pt. On the mobile app.

2

Icons and imagery are used in addition to text throughout the website and app in many places and on several pages to make navigation easier.

I included a “language” selection on the top of the header as the first item.

3

I used text with different sizes for clear visual hierarchy for users with assistive technologies.

All smart animation is equal to or less than 500ms for optimal accessibility.

I used landmarks to help users navigate the site.

# Going forward

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- Takeaways
- Next steps

# Takeaways



## Impact:

The website makes users feel unburdened and less anxious about signing up for a volunteer position which ultimately allows them to experience their main goal which is to feel like they are making a difference in their hometown.

*"I love this website. It feels familiar, is super simple and quick- I felt like it literally took two minutes to sign up. The images and statistics shown makes me feel like I'd really be helping someone. Is this real? I'd like to donate now."  
-D.S.*

(quote from participant from usability study II)



## What I learned:

While designing the Fox Valley Food Pantry, I learned that no matter how many times you think you are making something great, someone always has a different perspective and brings you back to reality. I learned how much I appreciate insightful feedback and how I learn so much from that. I also learned how much I have learned. I was so much more consistent in this design than my last one and all of the steps are feeling more and more familiar to me and I've gotten a lot better at asking questions.

# Next steps

1

Conduct an unmoderated usability study to see if our insights from the last study were on target and to understand users needs from a different view in a real world situation.

2

Narrow the participants in the next usability study to those who have different types of disabilities to make sure assistive technologies are working smoothly.

3

Go back and review and identify anything we missed and ideate on new features as needed.

# Let's connect!



Thank you for your time reviewing my work on the Fox Valley Food Pantry responsive website! If you'd like to see more or get in touch, my contact information is provided below.

Email: [randi.cleven@gmail.com](mailto:randi.cleven@gmail.com)

[Link to Portfolio](#)