

SITE REDESIGN: Drive a Senior Northwest

PROBLEM STATE

Dated, chaotic, wordy--the client wanted a fresh take on a genuine service.

GOALS

- Keep Neighbourly Appeal
- Clean It Up
- Highlight Achievements

TIMELINE

Design a responsive prototype in three weeks.

MY ROLES

- Client Services
- Ideation Contributor
- Interaction Design

DESIGNERS

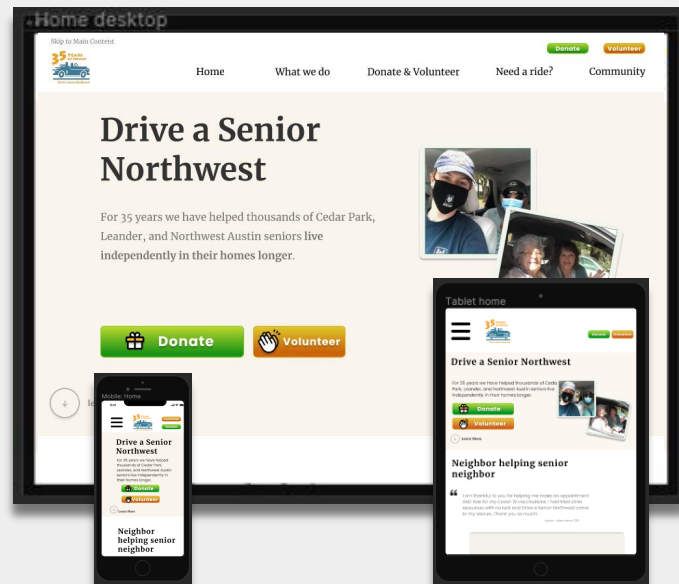
Zach Bohl

Dyer

Olivia Guzman

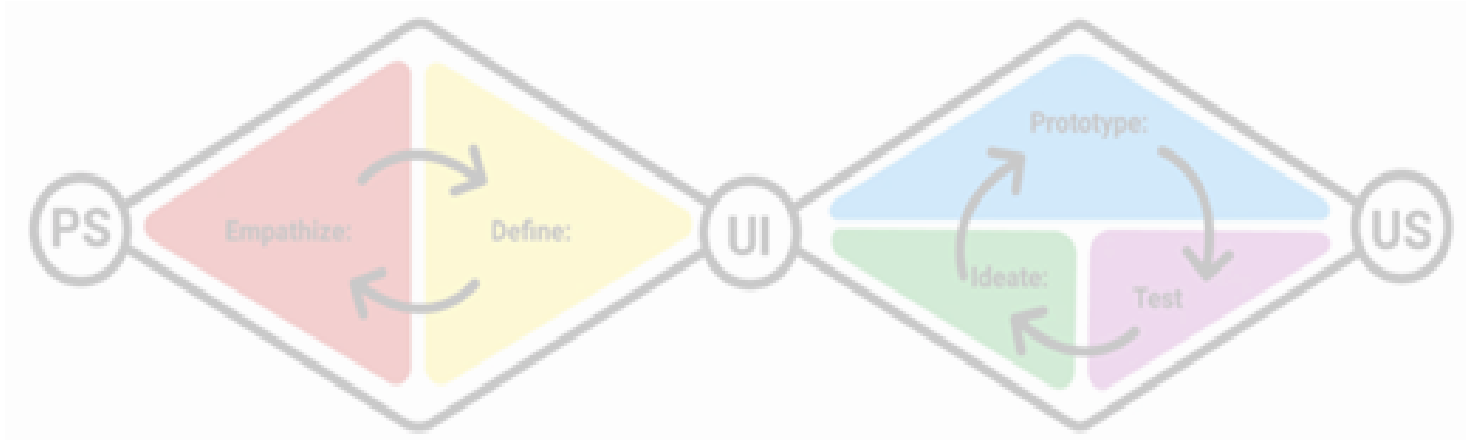
Geoffrey Kuhns

Lori



Prologue

?



How do we begin?



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05. FIRST DRAFT

06. USABILITY TESTING

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10. DENOUEMENT

What started as a class project would evolve into the saving grace for an unsuspecting nonprofit. This case study will illustrate the process from beginning to end, emphasizing my contributions while crediting those due.

My contributions:

- Discuss target nonprofit
- Craft our personas.
- User journey.
- Analyze competitors.
- Brainstorm & prioritize.
- Test some, synthesize more.
- Create style guide.
- Figma stitching & interactive components.
- Client point of contact (POC).



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OBJECTIVE: Redesign the website of a local nonprofit.

Easy enough. Interestingly, people began drafting teams while I was on vacation, so I had last pick. Fortunately, our Project Manager **Lori Dyer** invited me aboard, so I humbly accepted, happy to see the team appeared top tier.

FIRST ORDER OF BUSINESS: Talk about how we work.

- Do we have schedule conflicts?
- What roles have you enjoyed in the past?
- How much are you willing to dedicate to the project?

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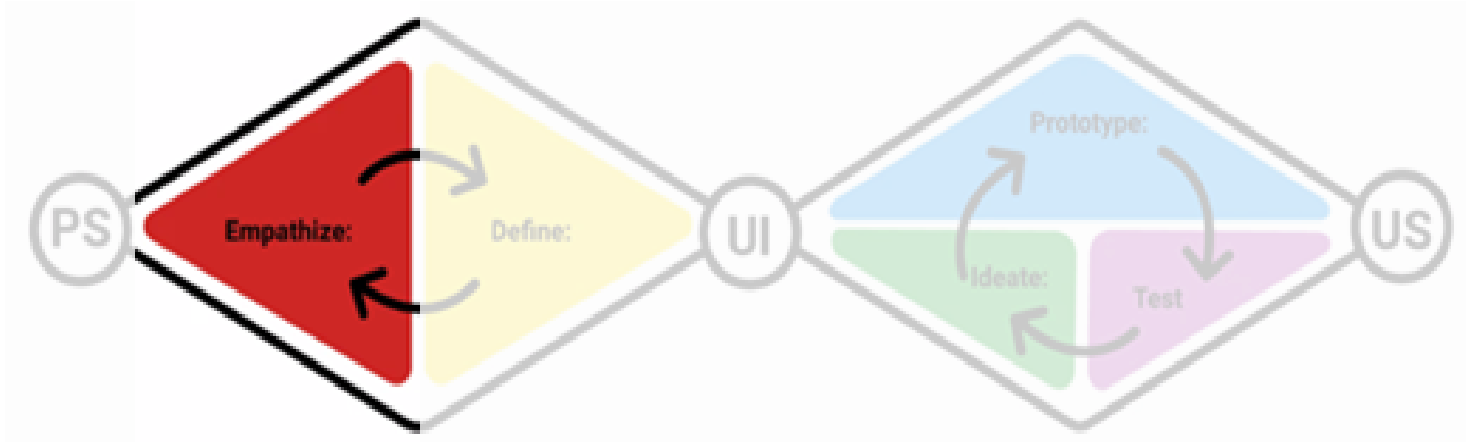
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We held these conversations and others over a few specific mediums:

- **Stand-Ups: Zoom + Trello**
- **Brainstorms: Zoom + Miro**
- **Work & Demonstrations: Zoom + Figma**
- **Interim Messaging: Slack**

And we met in person! Our course is remote, but I make it a point to meet people for real, to put a face to the name, to have at least one non-work hangout to bond. We enjoyed a Sunday brunch at a French café, **La Madeleine**. (They call *pain au chocolat* “chocolate croissants,” but otherwise: recommended).

Discover



Alright, whom do we help?



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So, in our first Miro brainstorm, we threw down wants and avoids for the types of projects we were interested in. Having just worked on a government site, we all wanted to stay as far from those dry rabbit holes as possible. An affinity map later, we all agreed on a few points:

- Nothing to do with government
- Artsy or fun: not a subject that's too heavy
- Something we can feel a personal connection to

Staying on the call, we all then took a few minutes to research a local option or two. It's worth mentioning that, as Project Manager, **Lori Dyer** did a great job timeboxing and driving these conversations.

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My Search Process

- How do you find a local business?
 - A Chamber of Commerce
- If I'm to meet these people, something more convenient is ideal. How do I limit the scope and proximity of this search?
 - Cedar Park, instead of Greater Austin
- Now that I have a fairly limited list of local nonprofits listed in the Cedar Park Chamber of Commerce website, which do I actually investigate?
 - Avoid heavier subjects: cancer, veterans affairs, homelessness, etc.

I end up bringing a train hobbyist site to the table.

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We each presented our example, screen sharing our site. While talking about it, I had to admit that I'm not passionate about trains, though (no offense, if you are). **Olivia Guzman** had found an intriguing challenge: a website addressing and designed for the blind. I admired this choice but feared it beyond our scope.

Once we were ready to move on with a site, I had this nagging feeling. Since I didn't care about trains, and since the website we were getting ready to move forward with—I don't remember now—had some things going for it already, I felt impelled to change my vote.

"Hold on, y'all," I piped up. "If you don't mind, could I show one more option?"

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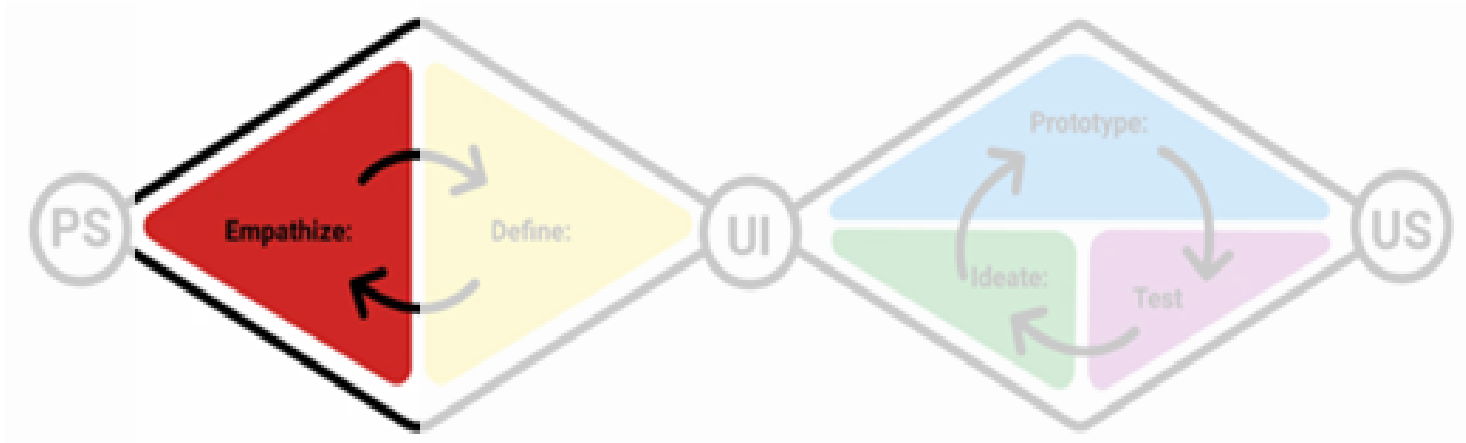
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Hitting the brakes was well-received. “Sure, go for it,” Lori encouraged. It’s worth noting that we hardly had any *storming* stage, as a group. Our conversations were civil, productive, and well-balanced with encouraging emojis. :thumbsup:

I pulled up [DriveASenior.org](https://driveasenior.org) and navigated through the Northwest territory of Austin.

The team came around quickly. Opportunity abounded, and the site’s charm worked its magic. Neighborly, welcoming, smiles—the local appeal was apparent, and we all knew we could help. Done.

Empathize



So, who exactly uses this site?



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With the site determined, we needed data and observations.

- Who uses this site?
- What is the site's purpose?
- How could it be better?

Zach Bohl did a great job dissecting the current website on its potential for improvement—lots of it. Making the site better would be the easy part, apparently; our challenge, then, was to prioritize our updates effectively and to iterate in meaningful ways for its users.

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To guide our interview process, we drafted some proto personas.

- A Senior: obviously, the site's for them, right?
- A Family Member: someone close to the Senior who might set up the ride for them.

But why is this Family Member involved? How does s/he fit into this picture, and why even does our Senior need this service?

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To answer these questions and more, our team walked each persona through an Empathy Map and biography template. Over the course of this process, we thought of a third persona: the volunteer driver. However, instead of diluting our focus, we figured if the site could serve the Senior and Family Member, the driver could even more easily use the service. So, we developed just the two, **Doris** and **Maria**.

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Doris Gomez
Age 73 · Bingo
Champion

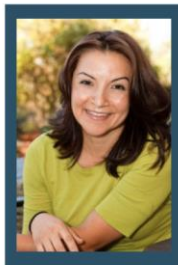
"I WANT TO MAKE IT TO THE PHARMACY WITHOUT BOTHERING MY FAMILY."

Doris's Story:

- Widowed
- She was born and raised in Mexico
- Lives in a nursery home, she did not want to move, but she also didn't know any other options available to her
- Needs transportation when her children aren't around

Goals & Needs:

Needs to have transportation when her kids aren't around
Doesn't want to bother her kids or grand kids with her transportation needs
Needs to go to the store, pharmacy, etc.
Generally needs help with mobility
Wants to be an active member of the community



Maria Gonzalez
Travels often for
work
Age 41 · Nurse

"I NEED TO ENSURE MY AGING AUNT CAN GO GROCERY SHOPPING WHILE I'M AT WORK."

Maria's Story:

- Married
- Traveling Nurse
- Kids are 21 and older
- Her aunt played a big role in raising her therefore she feels responsible for taking care of her

Goals & Needs:

To empower her aging aunt to become more independent in her day-to-day life
To not be the only person who is driving around her aunt every day
To get more time back in her very busy schedule which will allow her to focus on herself
Feeling assured that her aunt has agency in her life
Challenges
There is nobody to call on the phone off-hours.
Can I trust other driving services to help Doris?
I don't have an extended family to help share the workload of driving Doris around
Taxis are too expensive to use every day

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Each team member then spread a survey on their social media and were tasked with gathering a few interviews. Since my mother was starting to have mobility issues and fit the site's requirements, she was an easy but still inspired choice. To match Maria, I consulted a cousin of mine who was between our ages: perfect!

Not content to consult just family members, I wanted actual users, if at all possible. I emailed Drive A Senior Northwest to organize a simple meetup to learn more about the organization, which could hopefully put us in touch with such users. After a week, no luck.

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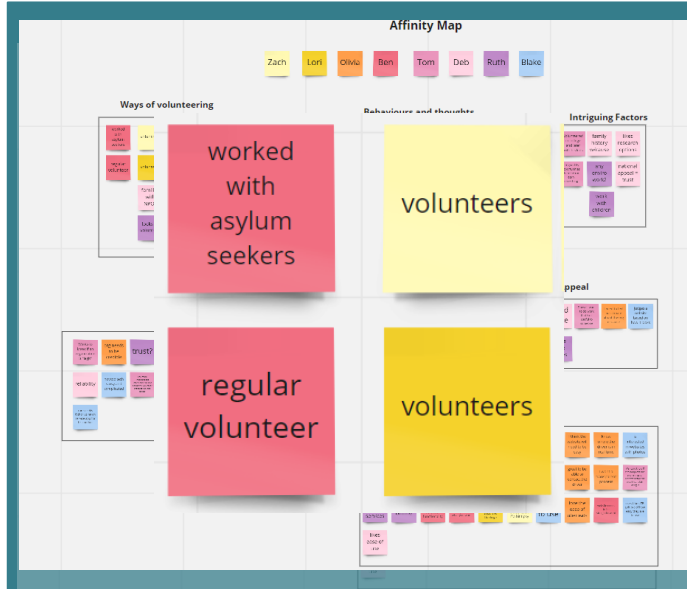
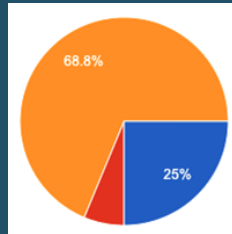
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14 survey replies
5 interviews matching our personas
3 stakeholder insights
2 ethnographic recordings

Do seniors need help making routine trips?



Drive a Senior Survey

This is a survey designed to learn more about your experience caring for or supporting an older family member, friend or someone in your community. This survey is also appropriate for senior citizens to share their experiences and opinions.

LoriElizabethDyer@gmail.com (not shared) Switch account

Do you interact with senior citizens (grandparents, parents, spouse, church members, friends etc.)?

Never ○ 1 ○ 2 ○ 3 ○ 4 ○ 5 Very regularly

Do most seniors you know have access to their own car?

Yes
 No
 Some do, some do not

Do you generally feel that senior citizens have enough mobility in their lives to get around town to undertake day-to-day activities?

Yes
 No
 Some do, some do not

Which day-to-day activities do you think require a car, generally speaking?

- Grocery shopping
- Going to the pharmacy
- Going to the doctor/nurse/health specialist
-

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Maria 47
Nurse Volunteer

Aunt Doris calls for a ride. Maria feels guilty about her schedule conflict, so she finds Drive a Senior NW, a free and easy service.

Doris arrives safely and happily, so Maria trusts us again!

Maria's Motivations

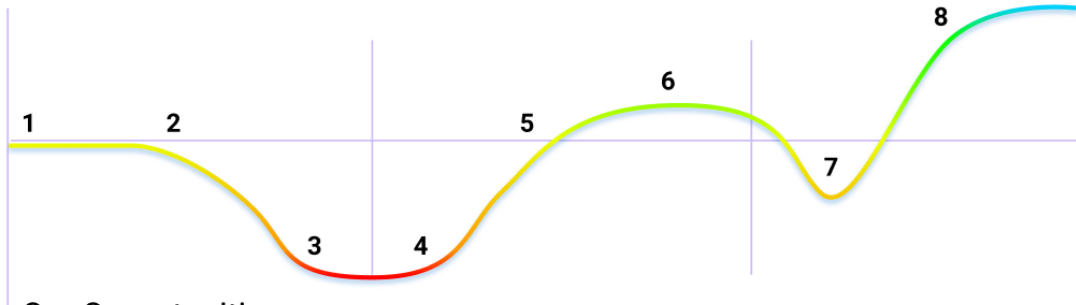
- **Service:** Wants to help
- **Guilt:** Can't always be there
- **Family:** Vets carefully to trust others

Maria's Goals

- Help Aunt Doris' travel without her
- Find a trustful service with good values
- Possibly volunteer, too

Maria's Journey

- 1 • Maria's working hard.
- 2 • Doris needs help.
- 3 • Maria feels guilty refusing.
- 4 • Maria finds Drive A Senior.
- 5 • Cautious and curious.
- 6 • Maria signs up (Doris).
- 7 • Doris needs help (again).
- 8 • Doris gets there cheerfully!
- 9 • Maria at ease and free.



Our Opportunities

Be a known, valid option for the Doris's to call, not just the Maria's.

Establish trust from first contact through last. Polished, warm, pro first impression.

Driver satisfaction. Awareness events based around community events: trust and relationships.

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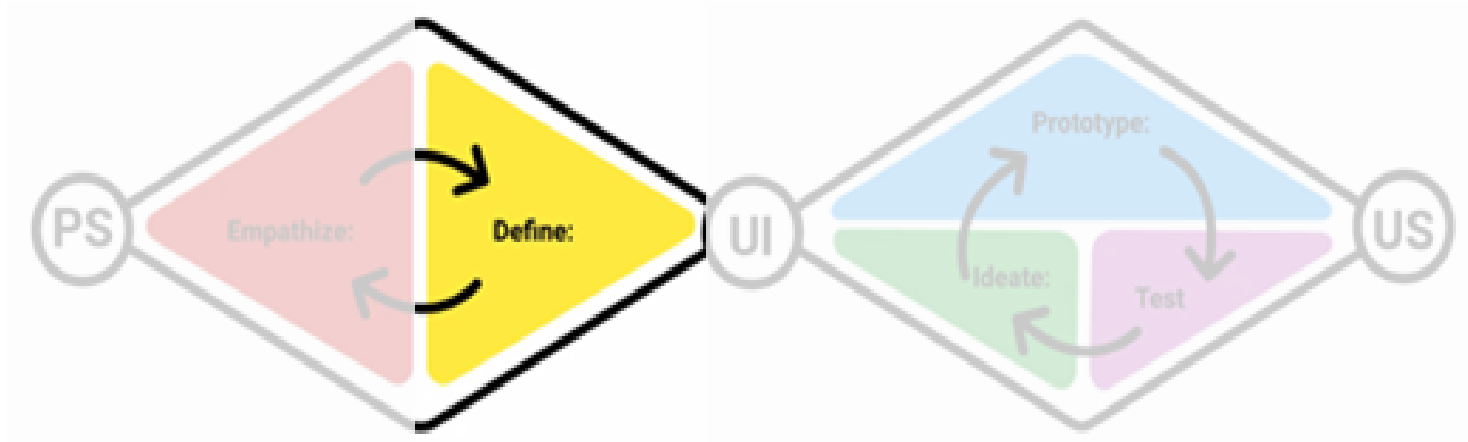
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Fortunately, our professor, **Mr. Jim Machajewski**, knew someone on the board. He was kind enough to reach out on our behalf, only to find she no longer was involved. Oh well.

While performing more site research, I found their Board of Directors page. Who do I find? To my surprise, **Daniele Waldrop Lea** is on the board! We had met a few years earlier on a faith-based retreat. Immediately, I emailed her in curiosity. It was a great excuse to reconnect after a few years, and she responded that night. We were soon catching up for coffee and speaking with the Executive Director, **Carla Young**, as well



Define



This client contact would prove instrumental to the success and direction of our site redesign.

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For starters, by the time we had a chance to talk, our team had already done some competitive analysis. Taxis, Uber, professional services—we had some good ideas to bring to humble Drive A Senior, so it could compete. I helped prioritize these ideas with a matrix, chief among them a live way for drivers to update the concerned family member.

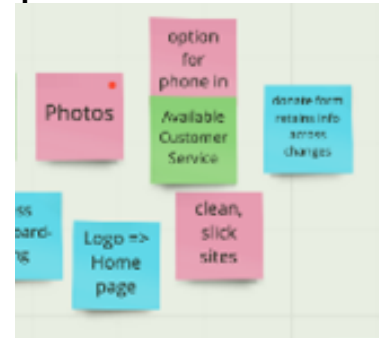
	Strengths	Weaknesses	Opportunities	Threats	Overall Difficulty
	<ul style="list-style-type: none">mobile and webwell-established user basegreat brand awareness	<ul style="list-style-type: none">expensive for everyday usedoesn't translate well to desktop users	<ul style="list-style-type: none">could partner Drive a Senior with Uber for a great volunteer base	<ul style="list-style-type: none">If Uber decides to offer the exact services of Drive a Senior (for free and volunteer-run) then Drive a Senior might not exist	<ul style="list-style-type: none">5 for tech-savvy users—super easy but could be a 1 for non-tech older people or those with poor vision
	<ul style="list-style-type: none">familiarityappreadily available	<ul style="list-style-type: none">Taxi industry has been disrupted by Uber and Lyft	<ul style="list-style-type: none">Our "service" is a nonprofit that seniors don't have to pay for, whereas taxis are known to be expensive	<ul style="list-style-type: none">Low threat level, but because of familiarity with seniors, may be preferred in some cases	<ul style="list-style-type: none">1 for users who aren't familiar with computers. BUT, they do have a phone number.
	<ul style="list-style-type: none">professionalcourteousreliableconsistent	<ul style="list-style-type: none">expensiveexcessive for everyday use	<ul style="list-style-type: none">site overwhelming to the un-savvy (i.e., seniors)	<ul style="list-style-type: none">established credo with businesses etc.specific senior transportation option	<ul style="list-style-type: none">3.5 easy to contact harder to place a booking
	<ul style="list-style-type: none">technology & efficient drivengreat customer serviceincludes additional services	<ul style="list-style-type: none">services are only available through membershipexpensive	<ul style="list-style-type: none">too technology driven for primary demographic	<ul style="list-style-type: none">This is still a new company, users may not trust it as much as other established services	<ul style="list-style-type: none">Depends on the user, it may be a 1-2 for the child scheduling a service and 4-5 for the senior citizen

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No need! Apparently, the client has a second CRM the drivers use to set their schedules, pick up rides, and communicate with the office. The site we were designing isn't used by the participants! It serves a few primary functions:

- Be the face of the organization to the world
- Allow prospects to get more information and sign up
- Capture interest, volunteers, and partner contributions



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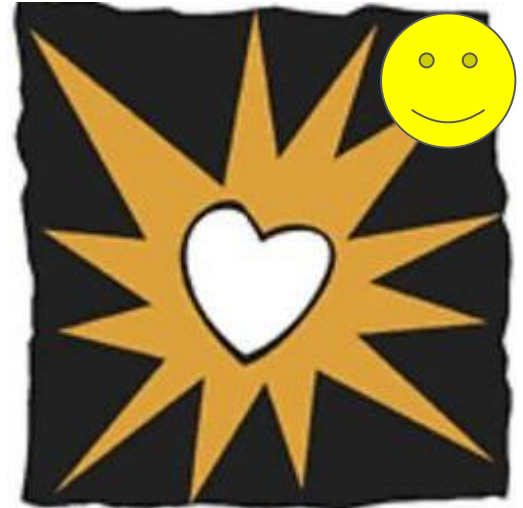
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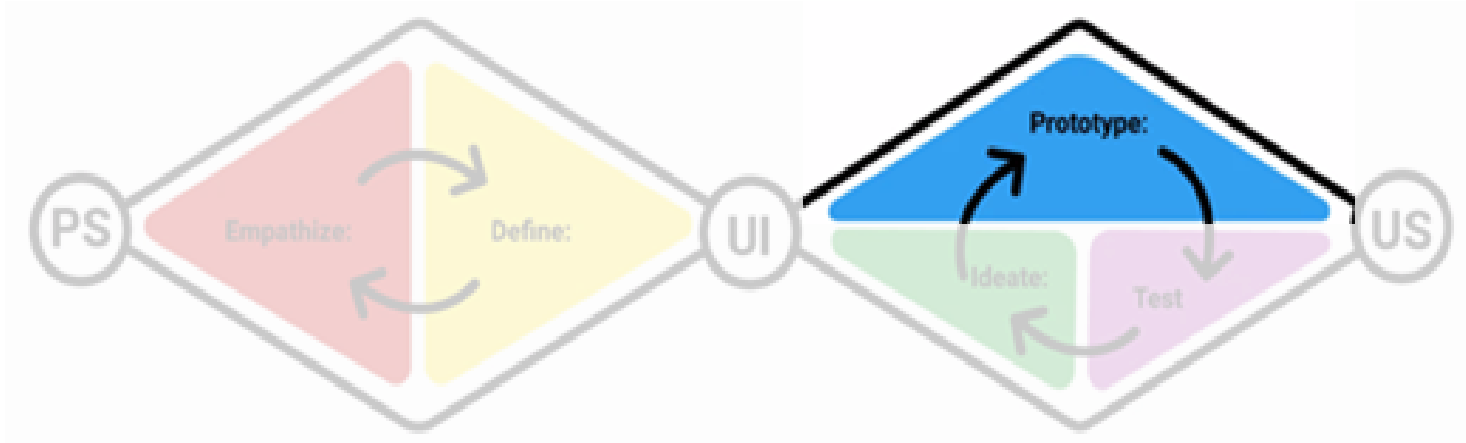
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Excellent! Designing in a vacuum can spiral into feature creep that no one finds helpful. A single, pointed conversation with the actual client reigned in our scope and kept our direction one that serves their purposes. You love to see it.



Prototype



Backed by **data**, **client insight**, and a **clearer vision** of the future, our team was now ready to start drawing screens.

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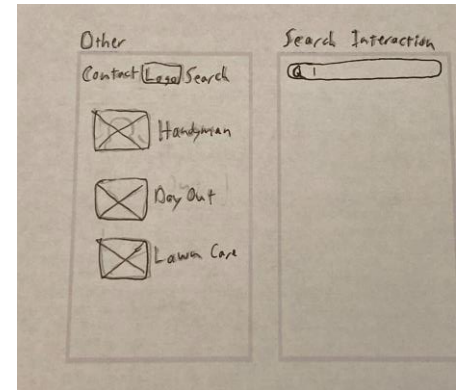
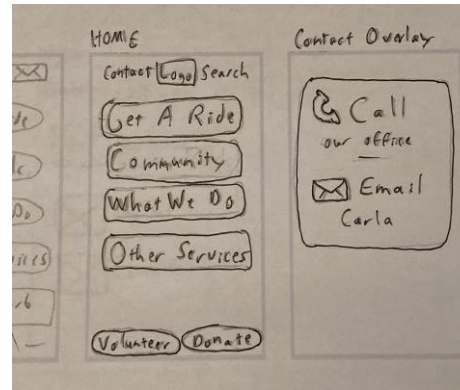
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We all knew we wanted to start with mobile first, then scale up from there. To determine our initial Home Screen, we needed to agree on how to reformat their primary navigation. Card Sorting time. We each took a few site paths and captured each page on Miro stickies. With our categories then Affinity Mapped, we each took a stab at ol' pen-and-paper mockups.



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My universal Header design won out, but we ran with **Olivia Guzman's** overall design. Since she had more screens whipped up, she took point on programming the paper prototype. We all got some quick user tests of the concept.

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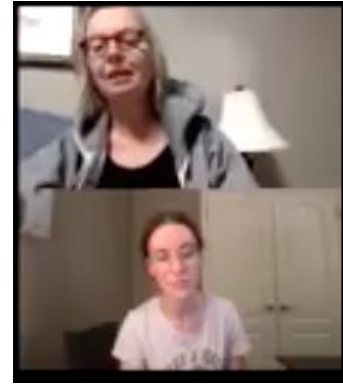
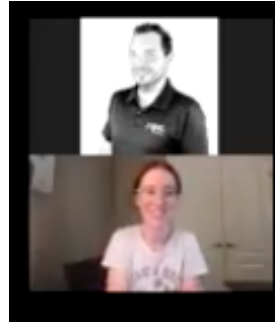
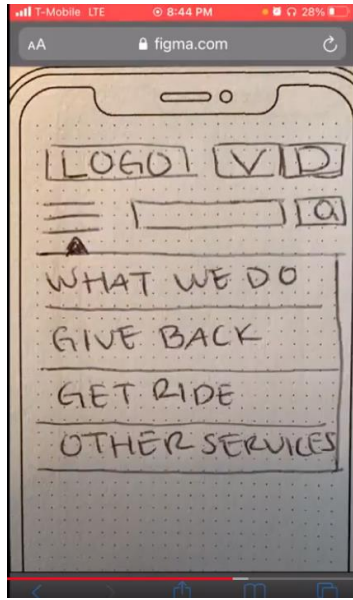
In Figma now and moving quickly, Lori Dyer and I focused on blocking out every desktop screen. Zach Bohl and Olivia Guzman focused on mobile. They also got additional mobile user tests and a simple A/B test for color scheme, which we brought to desktop.

For tablet, we mocked up the home screen, only. Client input was key here: we were going to make mobile our primary focus, but they informed us their users are almost entirely desktop.

After 35 years, people in the community referred people to them, now. These people were not infrequently doctors and social case managers who would point to their desktop screens to show off the website to a prospect.

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Very well, then. Mobile served for some initial testing, but desktop became our primary focus.

Note: The client could see how mobile might appeal more strongly to potential volunteers, whereas desktop served prospective users. We took this conversation point to heart and listed the “Volunteer” button before “Donate” on mobile—the reverse on desktop.

Over the course of this layout design, I actually took a backseat to focus on the style guide, client contact, and component creation. While those contributions are mostly Hi-Fi, we had only so much time, so I was getting a head start while the team was blocking out our Mid-Fi—which admittedly looked more Hi-Fi because we sourced the original site for its images, etc

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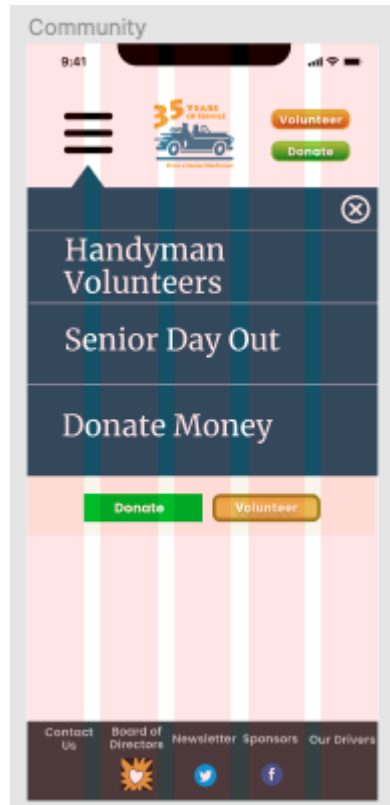
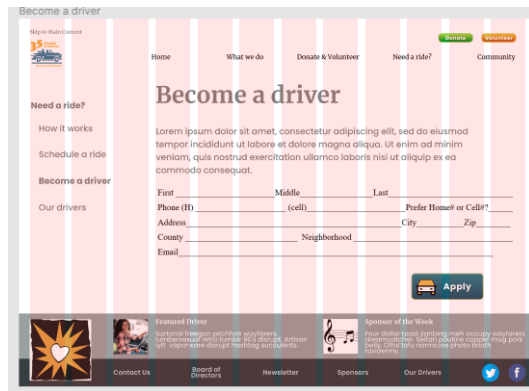
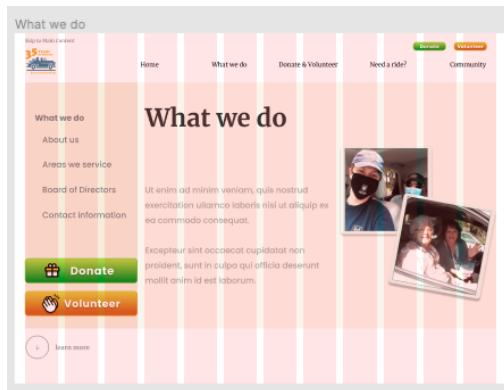
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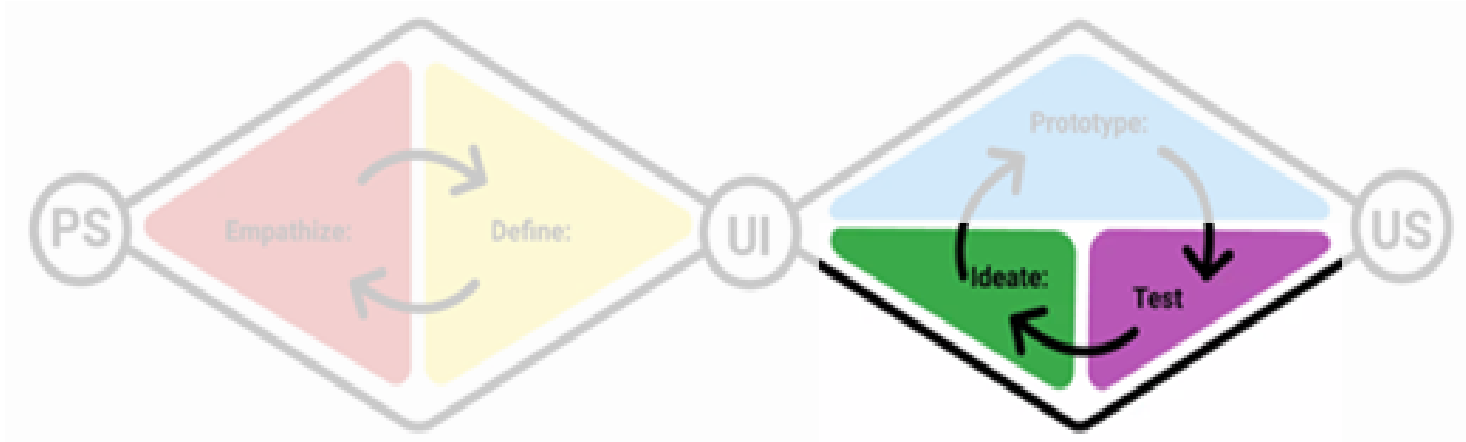
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Iterate



Our team was in full production mode.

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The screenshot shows a website redesign for 'Drive a Senior Northwest'. On the left is a green navigation sidebar with the following menu items: GIVE INDEPENDEN..., PARTNERS, OUR SERVICE AREA, VOLUNTEER, NEED RIDES?, DONATE, CAR DONATION, CONTACT US, OUR SUPPORTERS, NEWSLETTER, and OTHER RESOURCES. The main content area features a 35th anniversary banner with the text '35 YEARS OF SERVICE' and 'Drive a Senior Northwest'. Below this is a headline: 'NEIGHBOR HELPING SENIOR NEIGHBOR SINCE 1986!' followed by a sub-headline: 'HELP US CELEBRATE 35 YEARS OF SERVICE TO OUR SENIOR NEIGHBORS!'. A paragraph of text reads: 'For 35 years we have helped thousands of Cedar Park, Leander, and Northwest Austin seniors live independently in their homes longer.' A navigation bar at the top right includes links for Home, What we do, Donate & Volunteer, Need a ride?, and Community, along with 'Donate' and 'Volunteer' buttons. The main heading is 'Drive a Senior Northwest'. Below it is the same paragraph of text. To the right are two photos: one of two volunteers wearing masks and another of two seniors sitting in a car. At the bottom are 'Donate' and 'Volunteer' buttons, and a 'learn more' link with a downward arrow icon.

07. INTERACTIVE PROTOTYPE

Drive a Senior Northwest

NEIGHBOR HELPING SENIOR NEIGHBOR SINCE 1986!

HELP US CELEBRATE 35 YEARS OF SERVICE TO OUR SENIOR NEIGHBORS!

For 35 years we have helped thousands of Cedar Park, Leander, and Northwest Austin seniors live independently in their homes longer.

Donate Volunteer

Home What we do Donate & Volunteer Need a ride? Community

Donate Volunteer

learn more

SITE REDESIGN: Drive a Senior Northwest

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05. FIRST DRAFT

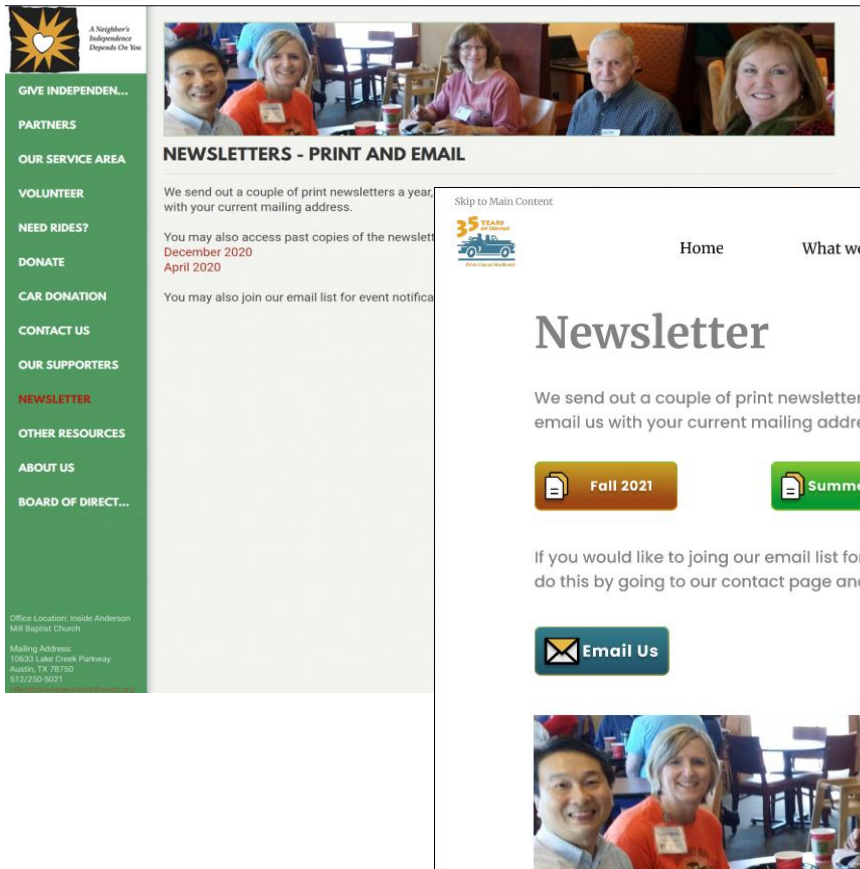
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Our client came through for referring an actual user. Pastor Wynn, from Bethany United Methodist Church, is a regular promoter of the website. She directs senior members of her congregation to the service and thankfully agreed to test our Mid-Fi prototype.

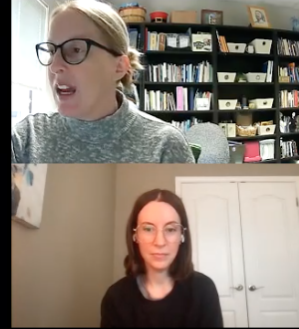
Like with all client contacts, I arranged the meeting. However, Lori Dyer performed the actual Zoom-recorded test. After all, I was balancing this project commitment with a full-time job, at the time.

Needless to say, Pastor Wynn had wonderful, inspirational feedback. We tweaked verbiage to increase clarity, and we more appropriately placed and highlighted our buttons, or Calls to Action (CTAs)

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The screenshot displays the 'Schedule a ride' page of the Drive a Senior Northwest website. At the top left is the '35 Years of Service' logo. The navigation menu includes 'Home', 'What we do', 'Donate & volunteer', 'Need a ride?', and 'Community'. Two buttons, 'Donate' and 'Volunteer', are positioned in the top right. The main heading is 'Schedule a ride'. On the left sidebar, there are links for 'Need a ride?', 'How it works', 'Schedule a ride', 'Become a driver', and 'Our drivers'. The main content area features a paragraph of placeholder text: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.' Below this is a form with fields for 'First', 'Middle', and 'Last' names; 'Phone (H)', '(cell)', and 'Prefer Home# or Cell#?'; 'Address', 'City', and 'Zip'; 'County' and 'Neighborhood'; and 'Email'. A blue 'Apply' button with a car icon is at the bottom right of the form. The footer contains a 'Contact Us' link, a 'Board of Directors' link, a 'Newsletter' link, a 'Sponsors' link, an 'Our Drivers' link, and social media icons for Twitter and Facebook. Two featured sections are visible: 'Featured Driver' with a photo of a woman and a bio, and 'Sponsor of the Week' with a musical note icon and a bio.



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As the team would block out a page or get everything working, I would come behind and fine-tune. Some examples of passes I made in Figma:

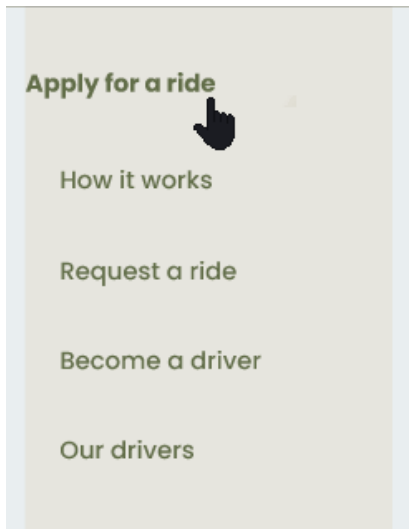
- Component Headers with functional hyperlinks
- Smoother screen transitions
- Engaging and fun CTAs

I had to call out copy-pasting from their site required further curating: One of the site's many opportunities for improvement was the embedded, indistinguishable hyperlinks buried in walls of text. I made buttons for those!

So, we had to delete their ancient CTAs and direct people to our new navigational and interactive elements.

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3
Platforms

also access past copies of the newsletter here:



If you would like to joining our email list for event notification updates, news and more, you can do this by going to our signing up.



29
Figma Frames

118
Interactions

SITE REDESIGN: Drive a Senior Northwest

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With only a few days left for the course, the team needed to set up and practice our presentation. Though it drew focus from the site's development, we were admittedly in polish mode.

Personally, I was behind on one assigned deliverable: the style guide. The team had gotten by fine just working off the style tile—or “style tyle,” as I like to call it—so it felt like I was just working on a checkbox, not something actually helpful.

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UI STYLE TILE: Drive A Senior Northwest

DATE: 10/30/21

UI STYLE DIRECTION

Welcoming, warm, trustworthy—every element of the site reinforces a professional but humble image. These people are real and right around the corner. The site elements here mirror a stroll through the neighbourhood.

UI Style Adjectives

Trustworthy
Warm
Simple
Humble

Neighbourly

H1 - Headline

Merriweather - Regular 34px

H2 - Subhead

Poppins - SemiBold 24px

H3 - Headline

Merriweather - Regular 28px

H4 - Subhead

Poppins - SemiBold 18px

Typography Body Copy

Please consider a gift to celebrate our 35th Anniversary - we can only continue this awesome program with the community's support. Help us reach our \$25,000 goal and make a difference in the life of a senior neighbour today!

[This is a regular link.](#)

Poppins - Medium 14px


Example Quote

"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has."

- Margaret Mead
Merriweather Sans - Light Italic 20px

BRAND LOGO

- ON LIGHT - ON DARK




COLOR PALETTE


- BRAND COLORS

626E49 98/110/73	B05404 213/130/59	E5B947 229/185/71	C9973F 201/151/63	357D8B 52/125/139	205067 32/80/103
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- PRIMARY INTERACTION COLOR - SECONDARY INTERACTION COLOR - COLOR GRADIENT



ICONOGRAPHY



GRAPHIC PATTERNS






IMAGE SAMPLES



BUTTON STATES

	Default
	Active Hover
	Focus
	Pressed
	Disabled

BUTTON STYLES



Photos and Logo sourced from Drive a Senior Northwest
Icons originally from Figma Phosphor

SITE REDESIGN: Drive a Senior Northwest

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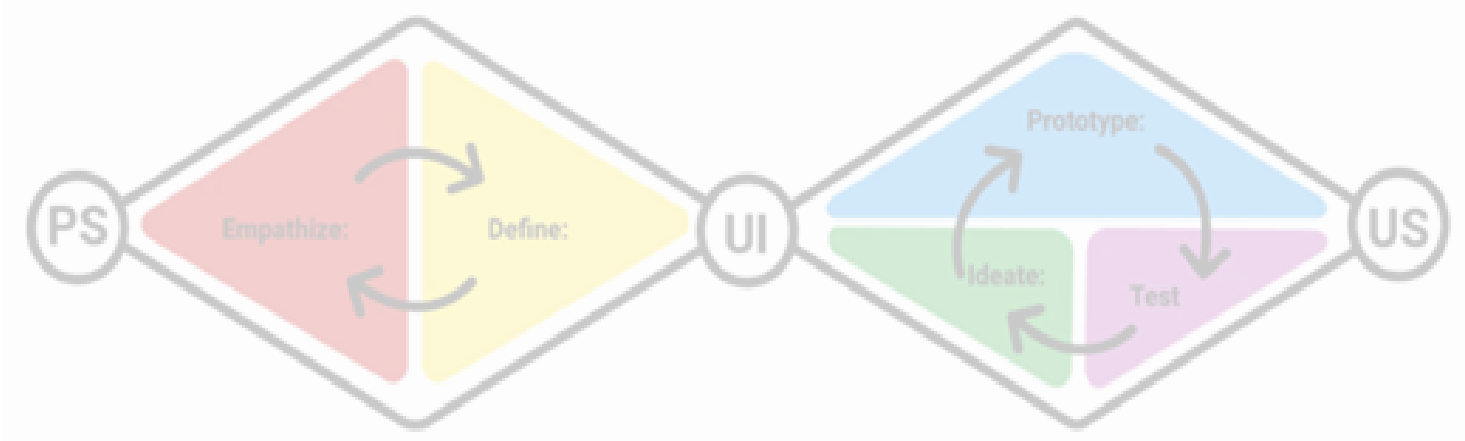
So, while I mustered the motivation to finish something no one would use, it helped me identify a missed line item: form fields.

The client had mentioned they wanted to lower barriers for entry to their website.

- **Current State:** User download a PDF, write it in, and snail-mail or scan/email a form to the office to apply.
- **Future State:** Users fill out the form online and submit to their system, directly—no need for manual data entry later.

While I worked on the entry fields as interactive components, the team tidied up the presentation and laid out the online form for these inputs. My final hours were spent debugging those pages—and the entire site—for operability, since I would be demonstrating the site during our presentation.

Denouement



The presentation goes well!
But, what would the client think?



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Spoiler alert: They loved it.

My first step was to sit down with Daniele over coffee, again. I brought my laptop and breezed through the presentation, just as my team had delivered for our peers. I spent more time on the demo to solicit questions and feedback.



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And, feedback she had. I realized we hadn't quite captured a couple desirables:

- **A Bulletin:** some place to highlight the latest and best news.
 - o For example, they had won an annual award, but nowhere did they say so.
- **Partner Spotlight:** She felt the footer wasn't spectacular enough for their best donors.
 - o Specifically, she wanted immediate visibility on the Home screen, as a banner.

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Additionally, I used this meeting to confirm that our job here was done. As a design project, we weren't also building it out. She had feared as much, but I assured her we weren't going away yet. Some nights before, on one of our last Zoom meetings, I checked the team's commitment to seeing Drive A Senior through. My bias was, of course, to help a rediscovered friend and sister in Christ, but would the team continue to help?

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Unanimously, yes.

Thanks again to **Zach Bohl** and **Olivia Guzman** for an amazing job. **Lori Dyer** gets a special shoutout for her follow-through involvement and great team management.

Connect with Zach

Connect with Olivia

Connect with Lori

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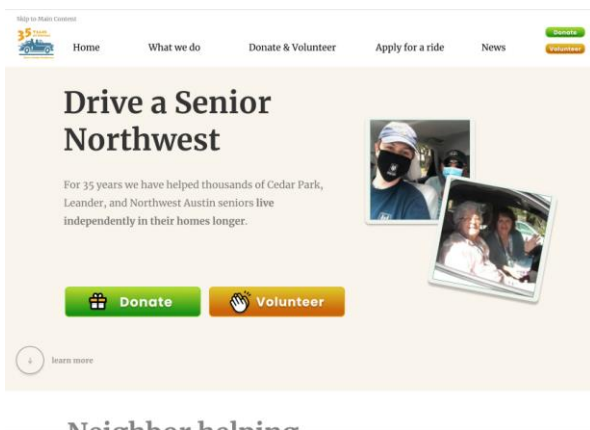
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I touched up Lori's new take on the Home page, rebuilt our "Community" section into "News," further refined the header, and added interactivity to more buttons—which I had glazed over and not demoed previously.



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It was ready to present to the board. In our final conversation, Daniele had revealed further excitement about our timing: the last board meeting for the year was coming up, in which they would discuss next year's budget. She would be President then and had plans to bring more partners and outreach to the table: a facelift and professional polish to her website is just what she needs.

I assured her: I would be there.

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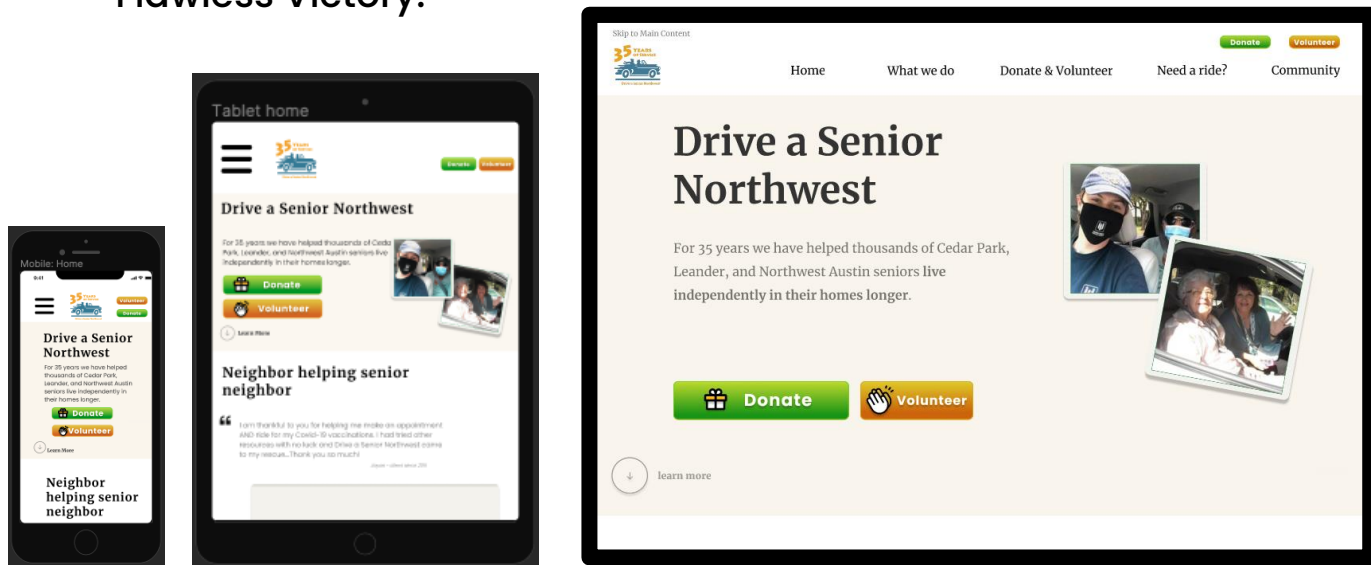
The agenda had already been posted, so I would have to take up some of Daniele's time. I was working already, so I had to coordinate an absence. We needed to loop Carla in, so I could get the Zoom link, but we were ready to go.



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Flawless Victory.



Demo

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Drive a Senior Northwest had never looked so clean. My animations were engaging but not too distracting. The content was still genuine, but users could more smoothly navigate. Persistent navigation and “Donate” and “Volunteer” buttons were hailed. I called a Zoom meeting with the team to pass on their gratitude.

Daniele later told me the site was approved. Funding—based on an estimate a web developer helped me discern—would be tough to come by for this volunteer organization. But, they would make it a priority, she said.

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In the weeks following our course presentation, we further polished the interactions and presented to their board. We incorporated their feedback and left them a cleaner, happier version to present to future donors and prospects. I duplicated our work for hand-off:

- Editable Figma file
 - Includes our Style Tyle and RWD Mockups
- Prototype Demo link
- PDF with asset samples

NEXT STEPS: Drive A Senior Northwest will look for a developer to build out their newly redesigned website!

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Some team members expressed interest in volunteering with Drive A Senior.

I've reached back out to look into volunteering on our shared retreat experience again.

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Drive A Senior Northwest can now do what it does, better:
“Helping seniors live independently in their homes longer.”

Connect with Geoffrey



Donate



Volunteer