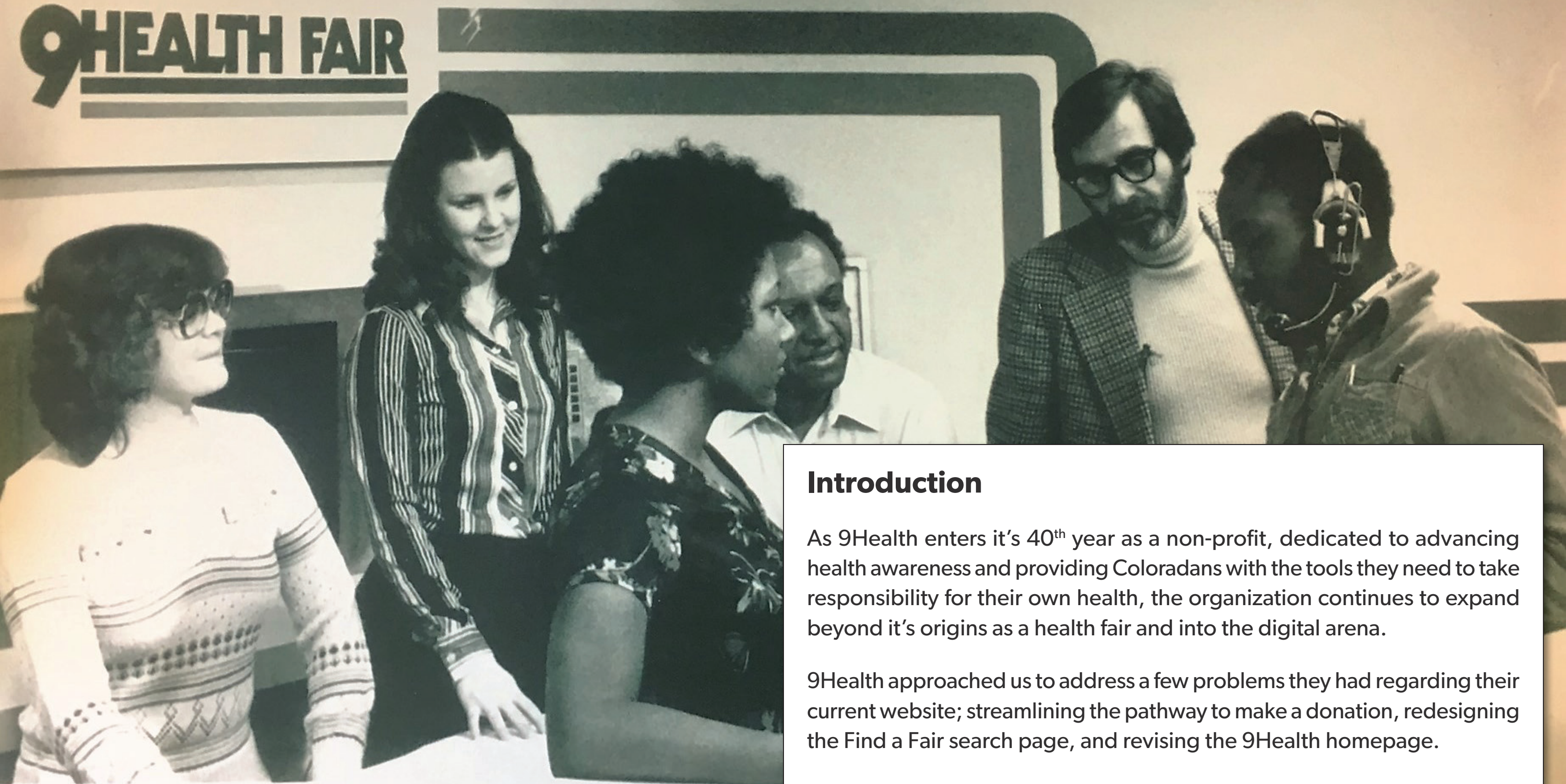




**General Assembly UXDI 12**

Capstone Project



## Introduction

As 9Health enters its 40<sup>th</sup> year as a non-profit, dedicated to advancing health awareness and providing Coloradans with the tools they need to take responsibility for their own health, the organization continues to expand beyond its origins as a health fair and into the digital arena.

9Health approached us to address a few problems they had regarding their current website; streamlining the pathway to make a donation, redesigning the Find a Fair search page, and revising the 9Health homepage.





## Approach

We decided to address the problems of 9 Health by focusing on three components of their current website; streamlining the Make a Donation pathway, redesigning the Find A Fair search page, and redesigning the homepage (including the information architecture).

Our approach was to evaluate the current website by conducting heuristic analysis and administer usability tests. We also collected ethnographic research on users and developed user personas in order to better empathize with 9Health Fair participants. Next, we visited a few 9Health Fairs to better understand how the fair and website fit together in the larger system.

After concluding our initial research stage, we began to sketch and propose solutions. Once we landed on some solutions we liked and were confident that they sufficiently addressed the issues with the current website, we tested them. We compared the amount of time it took for users to complete certain tasks on the current website with the times it took users to complete those same tasks on our working prototypes.

# MAKE A DONATION PATHWAY



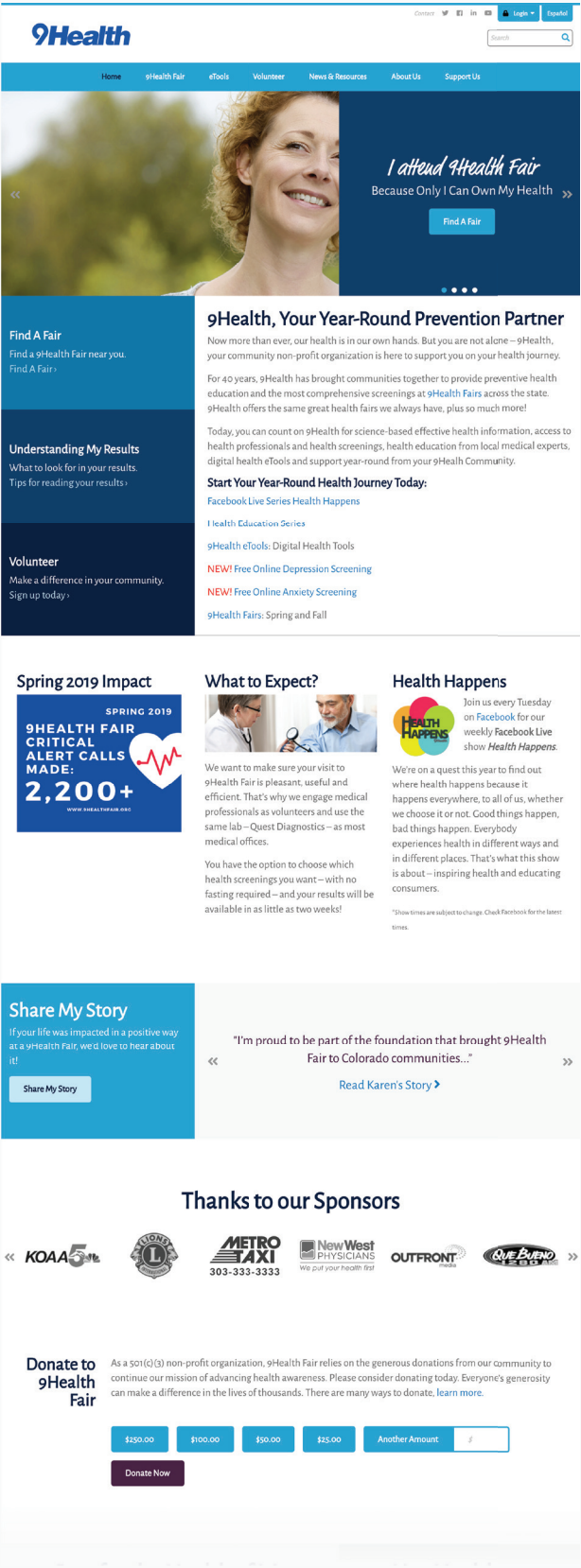







## Make A Donation Pathway: The Problem

One of the biggest issues we saw with the Make a Donation pathway was difficult to find. According to Google Analytics Donation was the least visited page on the site with only 941 page views of over two years.

To best resolve this issue, we looked at a handful of other non-profits and examined how they incorporated Donations into their websites. A couple of UX articles were helpful in determining the criteria that used to compare our selected non-profits from. On the next page is a competitive analysis matrix, comparing the donation functions of several different non-profits with 9Health.

Make a Donation widget is about 5,300 pixels below the top of the page

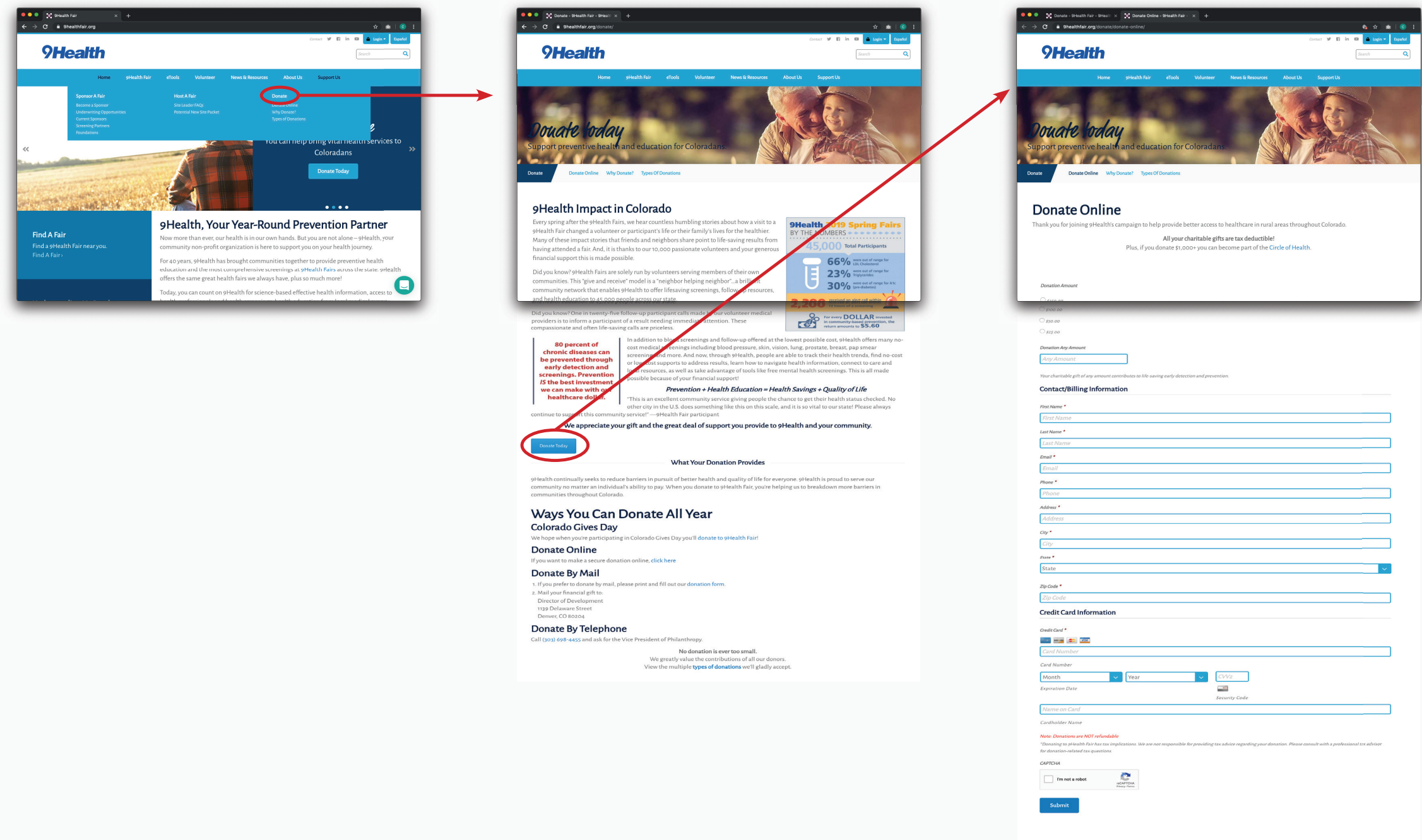


					
	9 Health	Direct Relief	SOS Outreach	Red Cross	Colorado Coalition for the Homeless
Other Payment Options	NO	YES	NO	YES	YES
Recurring Donations	NO	YES	YES	YES	YES
Hide Nav on Donation Page	NO	YES	NO	YES	NO
Easy to find Donation Button	NO	YES	YES	YES	YES
Clear Calls to Action	NO	YES	NO	YES	YES
Link Directly to Donation Process	NO	YES	NO	YES	YES
Mobile Friendly	YES	YES	YES	YES	YES
Brief Why	YES	YES	YES	YES	YES
One or None Pics	YES	YES	YES	YES	YES
Suggested Donations	YES	NO	YES	YES	YES
Long or Mult. Short	LONG	LONG	SHORT	SHORT	LONG
Amount of Fields (8 required)	8	9	8	8	7
Default to CC	YES	YES	YES	NO	YES

We created this rubric with the information provided by the article:  
“12 Donation Page Best Practices From Study of Top Orgs (With Examples)”

<https://topnonprofits.com/examples/donation-page-examples-best-practices/>



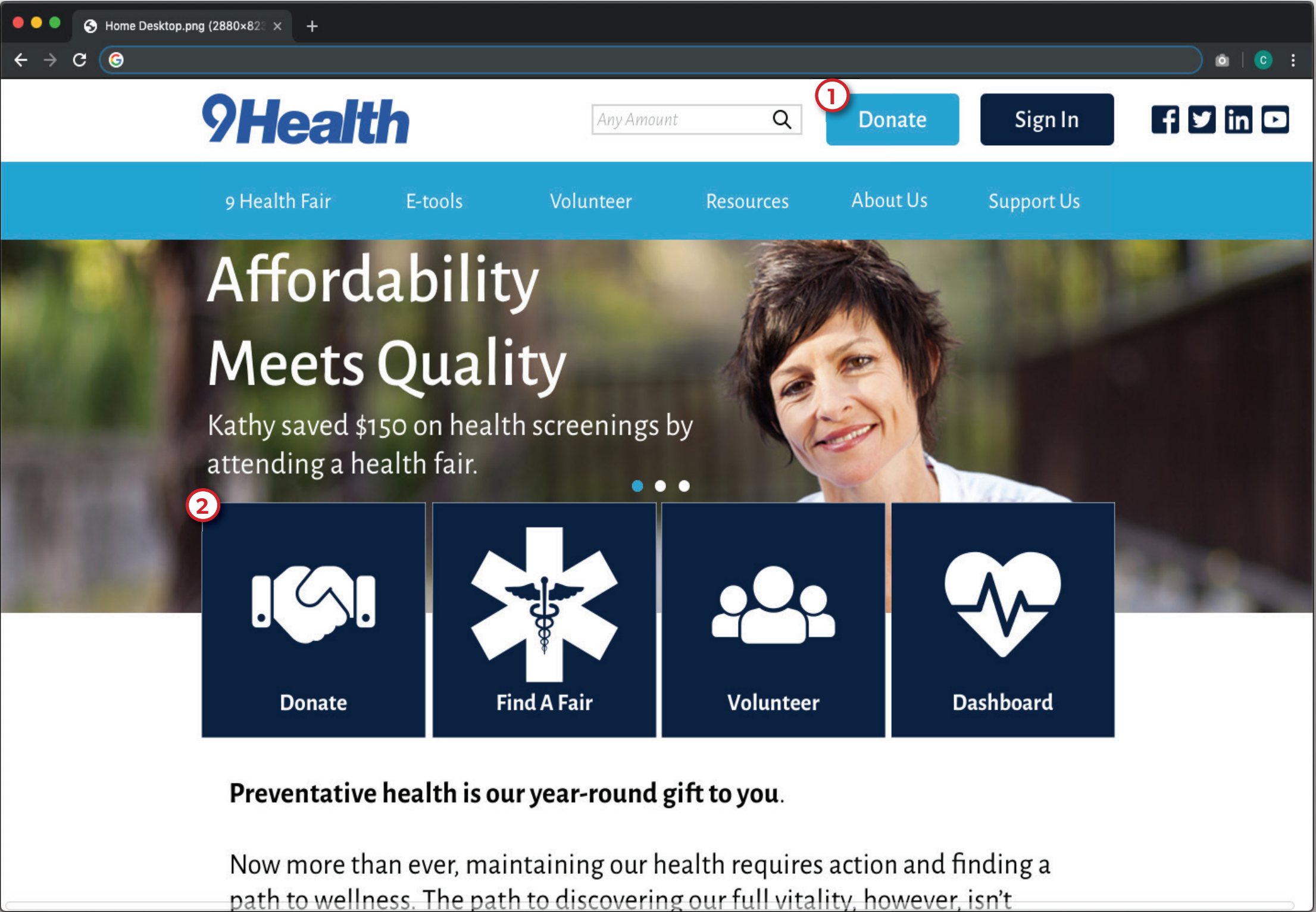
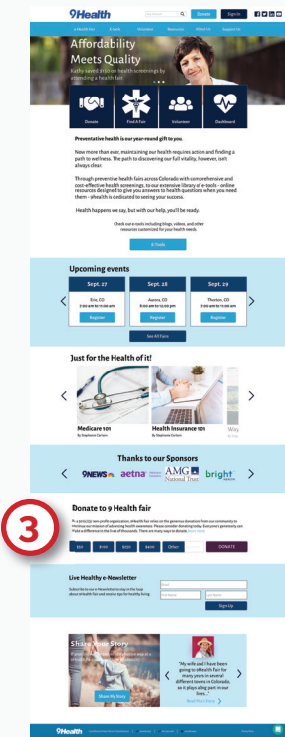


Generally, if users didn't scroll to the bottom of the home page to Make a Donation, they went through the site's Navigation, often going through a unnecessarily convoluted route. This required the user to click 2-3 extra times to arrive at the Donation form.

From the Site's navigation, it was not very obvious which menu items would bring users directly to the Donation form.

# Make A Donation Pathway: The Solution

Our proposal to resolve the Make a Donation flow is to provide several opportunities for users to make donations in a couple strategic spots: **1)** Always have the option to donate in the site’s header. **2)** Make donating priority in the navigation. **3)** And include the opportunity to donate at the bottom of the page.





\*Donating to gHealth Fair has tax implications. We are not responsible for providing tax advice regarding your donation. Please consult with a professional tax advisor for donation-related tax questions.

## The Results:

When we had users complete the task of making a donation on the current site, it took them an average of **11.8 seconds**. We were able to reduce that time to **2.8 seconds** with our design.

# FIND A FAIR SEARCH PAGE



# Find a Fair: The Problem

In regards to the Find a Fair search function, our research indicated that users were having trouble effectively finding a fair to sign up for. One user described the process as “not intuitive.” We hypothesized that this might be because the page didn’t immediately populate with a list of the upcoming fairs, and also that when a users made a search, the search results appeared below the fold, making the task of find a fair even more difficult.



Feria de Salud at St. Pius X Catholic Parish

Distance from the top of the page to the search result is about 2700 pixels.

Find A Fair - 9Health Fair

9healthfair.org/health-fairs/fair-result?city\_or\_zip=&screenings=&date\_range\_start=&date\_range\_end=&sort\_fair\_h=start\_date

Apps Gmail YouTube Maps

Contact 9Health Login Español

Search

Home 9Health Fair eTools Volunteer News & Resources About Us Support Us

Find A Fair

Attend A 9Health Fair Available Screenings Interpreting My Results Find A Fair 9Health Research Fair 9Healthy Ticket Participant FAQs

Testimonials Interactive Education Center List

Find a 9Health Fair

Attend a 9Health Fair

Available Screenings

Interpreting My Results

Find A Fair

9Health Research Fair

9Healthy Ticket

Participant FAQs

Testimonials

Interactive Education Center List

See Fairs

Find a 9Health Fair

Search by City

City

OR

Search by Zipcode and Radius

Zipcode

5 Miles

AND

Search by Screenings

Search by Date

MM/DD/YYYY

MM/DD/YYYY

Search

Looking for Volunteer Opportunities?

9Health Fair - Search Result

There are 20 health fair results for: Sort By: start\_date ,

Sort By: Fair Start Date Name

Vista Ridge Academy

Location: 3100 Ridge View Drive Erie, CO - 80516

Season/Event: 2019 Fall

Date: 09/27/2019 - 09/27/2019

Time: 7:00AM - 11:00AM

Register Online

Visit Fair Site

Anschutz Health and Wellness Center Research Fair

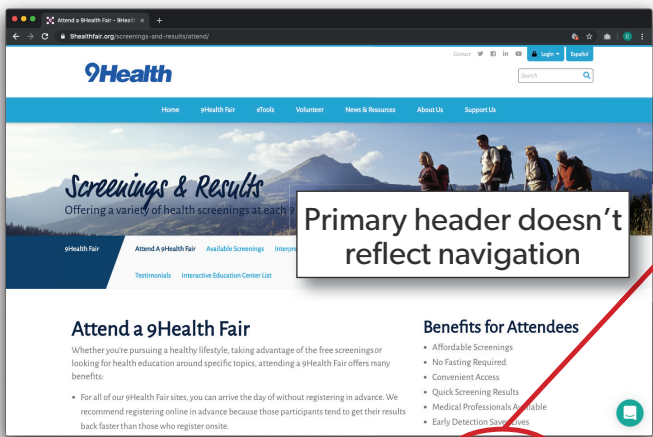
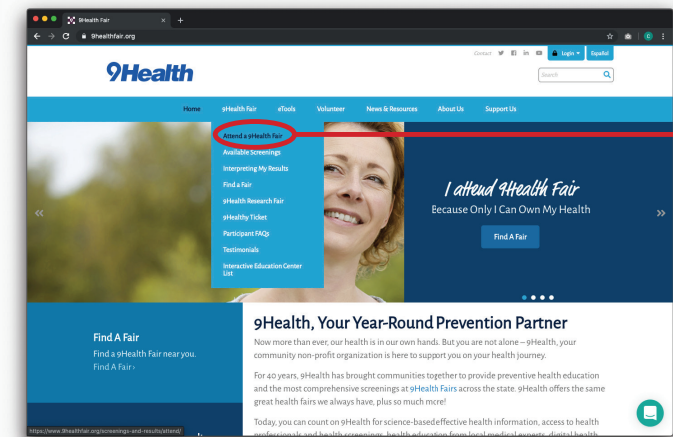
Location: 12348 E. Montview Blvd Aurora, CO - 80045

Season/Event: 2019 Fall

Date: 09/28/2019 - 09/28/2019

Time: 8:00AM - 12:00PM





According to Google Analytics, the bounce rate for the “Find a Fair” page is ~73%. We were unable to determine the reason for that; whether it was because users found a fair and left or were unengaged.

When we examined the path that users were taking to find a fair, we notice that some of the navigation didn’t make sense. We thought it was strange that the first item in the 9Health Fair navigation, “Attend A Fair,” didn’t immediately take you to find a fair.

Primary header doesn’t reflect navigation

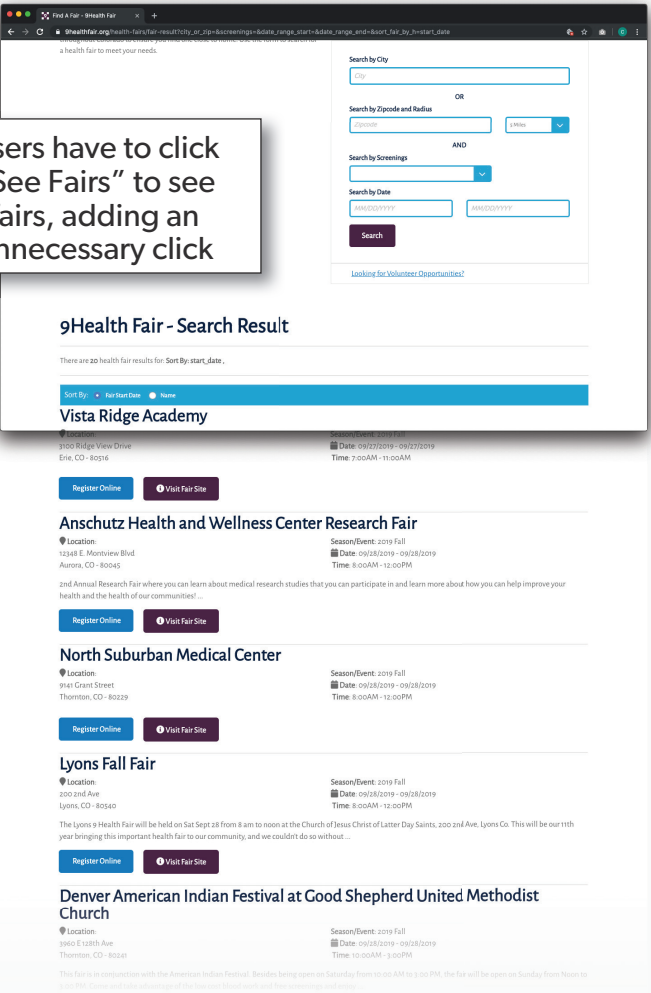
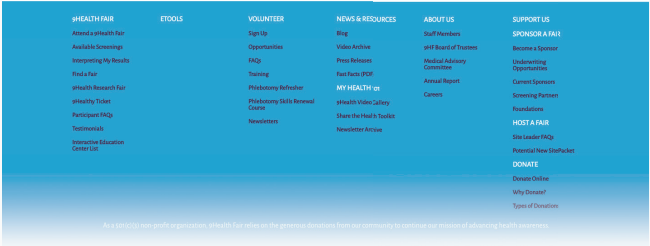
Users were not likely to watch video

Users have to click “See Fairs” to see fairs, adding an unnecessary click

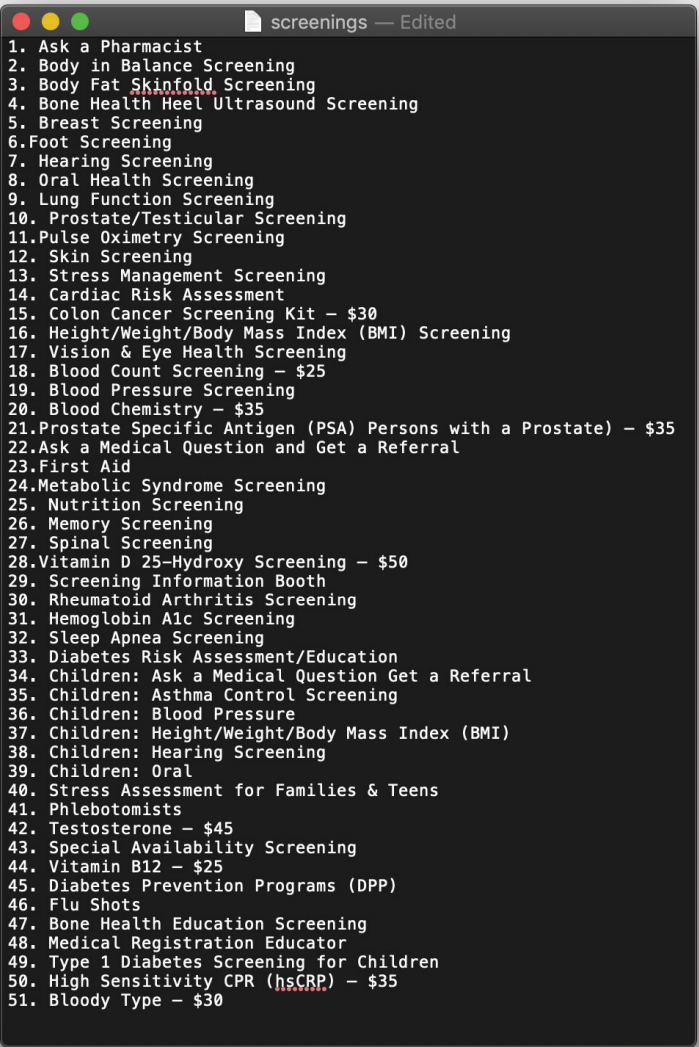
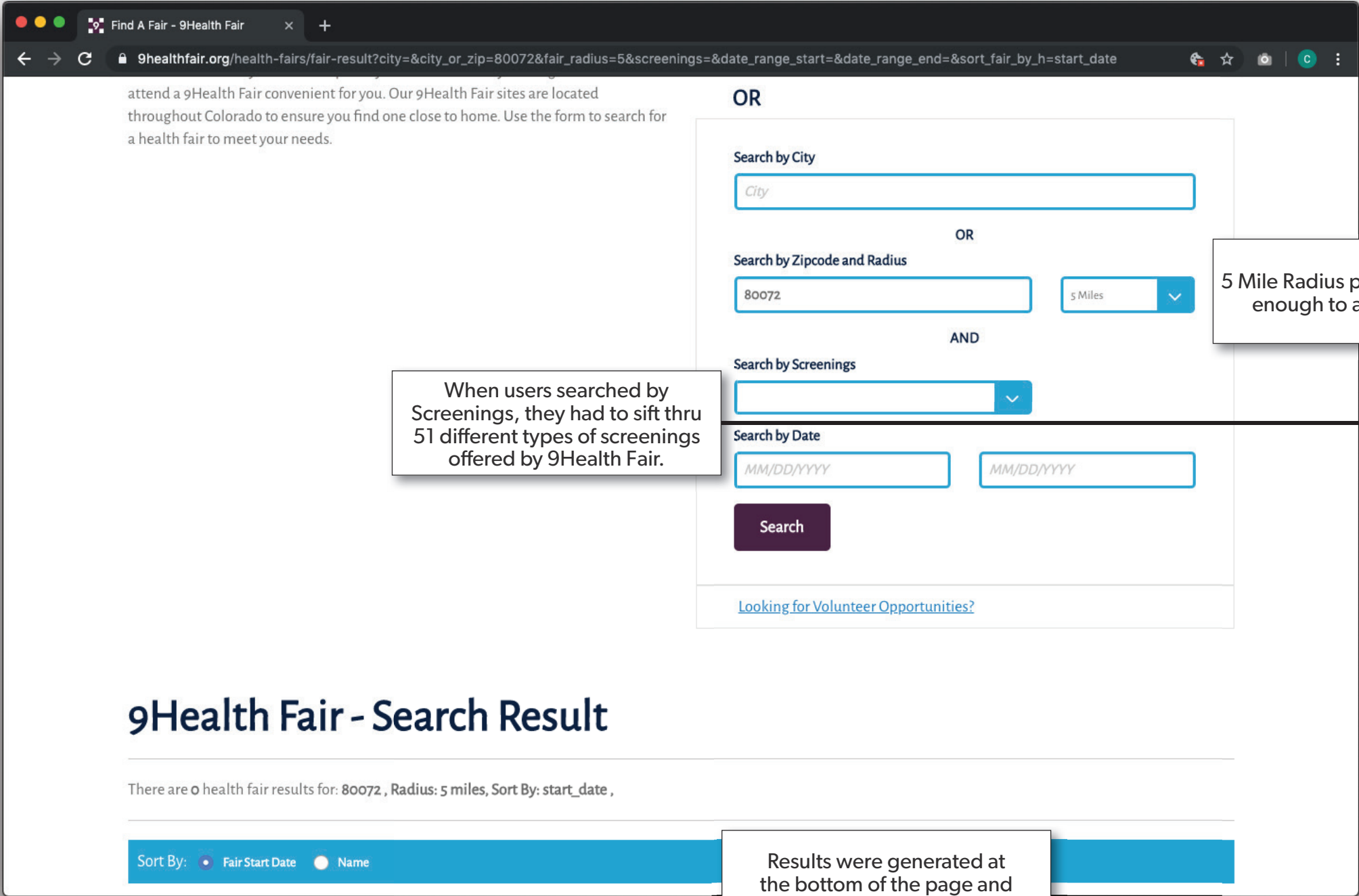
**Importance of Health Screenings**  
Health screenings – especially affordable and convenient ones – are vital to maintaining good health. Many major diseases go undetected because they show no signs or symptoms. Our 9Health Fairs offer you peace of mind. When you receive your results, you’ll know where you stand with your health. Remember, you can’t take care of your loved ones if you’re not taking care of yourself. We provide the most vital information about your body. With it, you and your physician can ensure you stay on the road of good health.

Only you can own your health.  
Start taking responsibility and attend a 9Health Fair!  
Call (303) 698-4455 or (800) 332-3078 for more information.

**IMPORTANT:** While 9Health Fair is committed to providing high-quality screenings and health education, it should not be used to replace your regular check-ups with your physician. You are encouraged to take the information provided to your primary care physician for further evaluation.







9Health

Search

Donate

Sign In

9 Health Fair

E-tools

Volunteer

News & Resources

About Us

Support Us

Search for a Fair

Find Nearest Fair

Enter Zip Code

Radius

Search by Date

MM/DD/YYYY – MM/DD/YYYY

Search by Screenings:

General Wellness

Screenings for Children

Physical Screenings

Heart & Blood Screenings

Mental/Psych Screenings

Other Kinds of Screenings

Search

Upcoming Fairs

September 27

Erie, CO

7:00–11:00 am

Vista Ridge Academy

3100 Ridge View Drive  
Erie, CO 80516

Register Online

Fair Website

September 28

Aurora, CO

8:00–12:00 am

Anschutz Health and Wellness Center Research Fair

12348 E. Montview Blvd  
Aurora, CO 80045  
2nd Annual Research Fair where you can learn about medical research studies that you can participate in and learn more about how you can help improve your health and the health of our communities!

Register Online

Fair Website

September 28

Thornton, CO

8:00 am–12:00 pm

North Suburban Medical Center

9141 Grant Street  
Thornton, CO 80229

Register Online

Fair Website

September 28

Lyons, CO

8:00 am–12:00 pm

Lyons Fall Fair Church of Jesus Christ of Latter Day Saints

200 2nd Avenue  
Lyons, CO  
The Lyons 9 Health Fair will be held on Sat Sept 28 from 8 am to noon at the Church of Jesus Christ of Latter Day Saints, 200 2nd Ave, Lyons Co. This will be our 11th year bringing this important health fair to our community, and we couldn't do so without ...

Register Online

Fair Website

## Find A Fair: The Solution

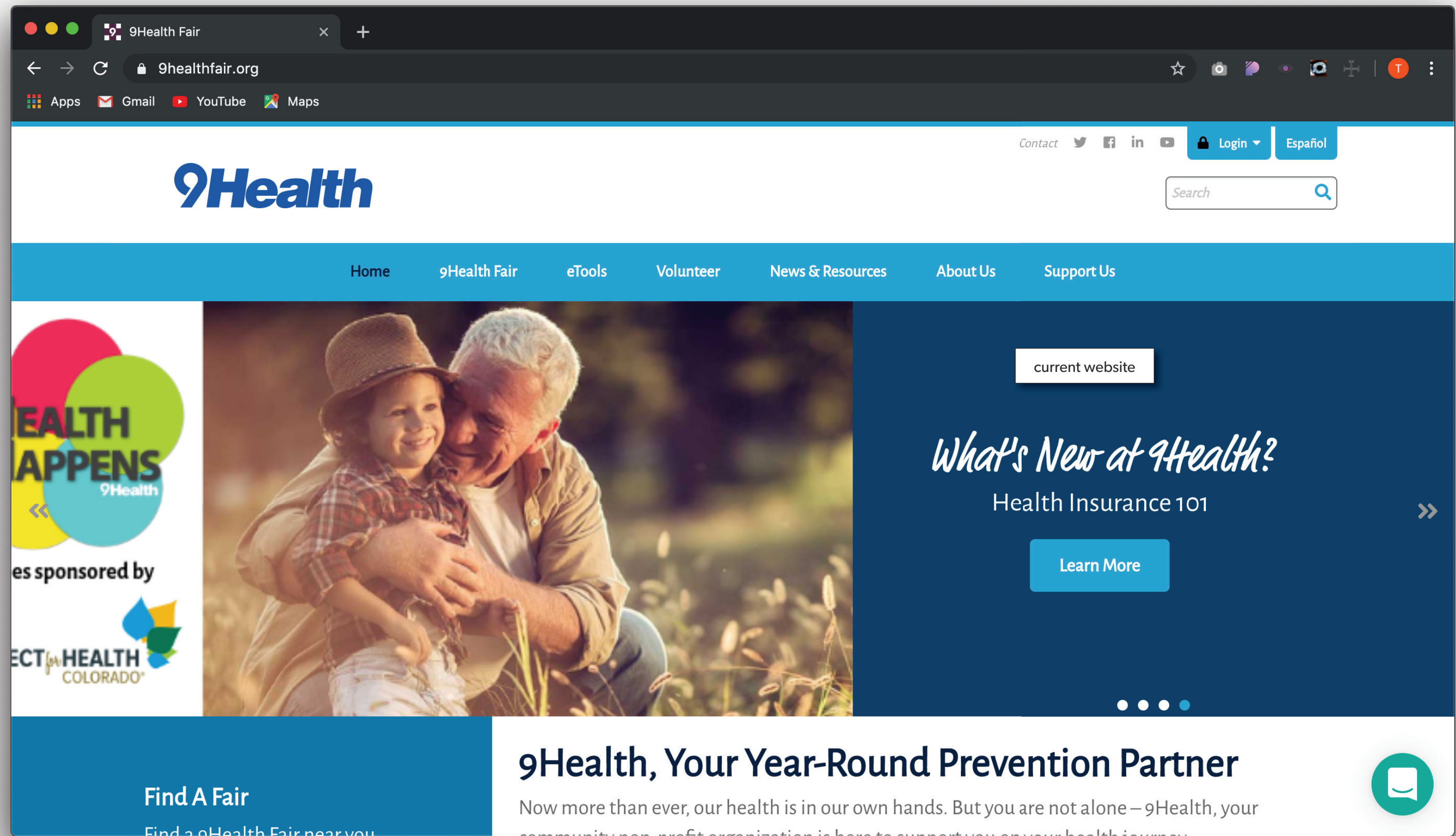
In an effort to make a better experience with finding a 9Health Fair to attend, we redesigned the Find A Fair search page. **1)** We eliminated the “See Fairs” button and prepopulated the page with a list of upcoming fairs. **2)** Next, we anchored the “Search for a Fair” search filter and the “Search for a Fair” results/“Up Coming Fairs” to the top of the page. **3)** We redesigned the search result cards to better prioritize information that we thought would affect the users decisions such as the Date, followed by the City, and fair type (Health Fair vs. Research Fair). **4)** We proposed a wider range for the zip code radius. **5)** and lastly, we categorized the screenings to make them more digestible and replaced the dropdown with a series of check boxes.

## The Results:

When we compared the amount of time it took users to complete the task of finding a fair on the current 9 health website, it took an average of **4 minutes and 21 seconds**. Users completing the same task with our proposed solution, reduced the amount **45.7 seconds!**

# HOME PAGE & INFORMATION ARCHITECTURE





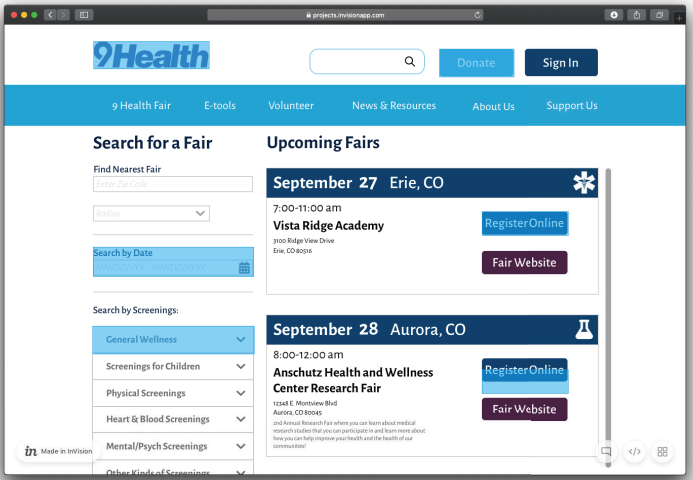
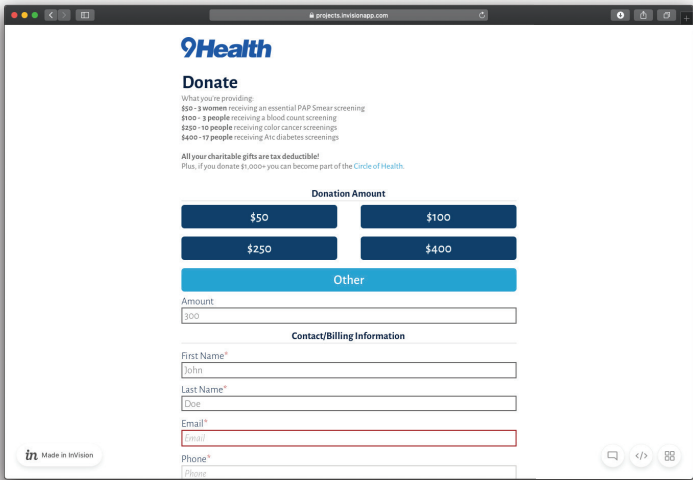
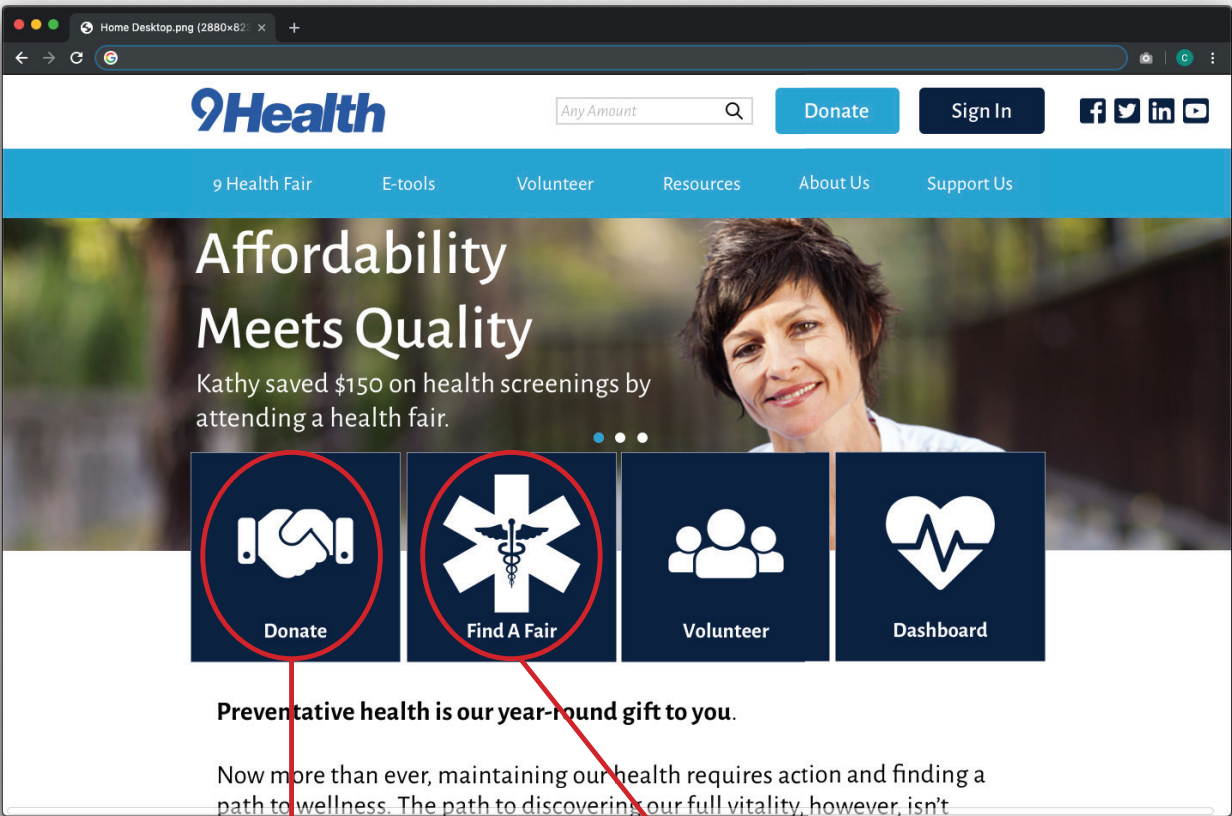
# 9Health Website

While the 9Health homepage was not necessarily one of our primary concerns, it became increasingly clear that many of the issues surrounding our initial problems could be traced back to the navigation and architecture of the site. We deemed it an important component of our project because it was going to be jumping off point from which our users would accomplish their goals; find a fair and make a donation.

One thing that we found from user testing and heuristic analysis was that the homepage was overwhelming and that people really struggled to navigate their way through the site. Users would get caught up in convoluted loops or accidentally visit the wrong page because of a labeling error. And often it seemed like when we prompted users to complete a specific task, they were never quit sure where to start.

To remedy this problem we decided to tackle the layout of the page as well as the site’s information architecture. One of the biggest changes we want to propose is these four large shortcuts that would allow users to accomplish their tasks immediately; whether they want to make donation, find a health fair to attend, sign up to volunteer, or review their health screenings.

We also went through every page and to see what we could condense and consolidate and what seemed to be superfluous.







# 9Health Website Typography

Another issue we want to bring to your attention concerns the site’s accessibility. We do not think that the current font, SS Story, is very legible. Our recommendations are below but I discourage the continued use of a script typeface.

## This is a Headline

Se la sitatemquis ad ut doluptas niscipsunt verat qua-  
turem reritatio quo te ped unt eostibusa dolor rerit et  
voleniam errovidit, tem unt id unt es volore et aut omni-  
mus mi, ut lam este nes am ut ma velit porepedit inusaes  
tinctur rest hilis et qui omnias molesed quia sequam aut  
rest eos nienis et labo.

## Alegreya Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

<https://fonts.google.com/specimen/Alegreya+Sans>

## LEMONGRASS CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

<https://fonts.adobe.com/fonts/lemongrass>

## THIS IS A HEADLINE

Se la sitatemquis ad ut doluptas niscipsunt verat qua-  
turem reritatio quo te ped unt eostibusa dolor rerit et  
voleniam errovidit, tem unt id unt es volore et aut omni-  
mus mi, ut lam este nes am ut ma velit porepedit inusaes  
tinctur rest hilis et qui omnias molesed quia sequam aut  
rest eos nienis et labo.

## This is a Headline

Se la sitatemquis ad ut doluptas niscipsunt verat qua-  
turem reritatio quo te ped unt eostibusa dolor rerit et  
voleniam errovidit, tem unt id unt es volore et aut omni-  
mus mi, ut lam este nes am ut ma velit porepedit inusaes  
tinctur rest hilis et qui omnias molesed quia sequam aut  
rest eos nienis et labo.

## Nunito Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

<https://fonts.google.com/specimen/Nunito?selection.family=Nunito>



## FF Market

Designed by [H. A. Simon](#). From [FontFont](#).

Fonts About Usage Details

View

List

Grid

Sample Text

u m h

3 fonts.

Market Pro Regular </>

u m h

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303-549-4396  
kevinmackindesign@gmail.com