



East Wellington Community Services

*Changing the world one act of
kindness at a time.*

Role: User Research; UX Strategy; Visual Design

The EWCS project presented a unique challenge and opportunity. Faced with an outdated website that failed to effectively convey their mission and engage potential donors and volunteers, our team embarked on a collaborative journey. We began with a comprehensive analysis, identifying pain points and areas for improvement. Through a series of 'How might we' questions, we honed in on the core issues and defined the problem: a lack of interactivity, information, and emotional connection.

Our proposed solution centered on an interactive element that would show real-time impacts of donations, fostering empathy and clear communication. The project's success was marked by the creation of a stronger bond between EWCS and its supporters and increased transparency, ultimately achieving our goal: to build empathy and help users understand the profound impact of their donations in the Community of Erin.



Who is our Client?

Our Client East Wellington Community Services (EWCS) supports families and individuals in the Town of Erin and Guelph-Eramosa Township. Services they provide for the community:

- Senior's Programs for those over the age of 55 Door-to-door accessible transportation services
- Hunger Relief Programs Support services and resources for those dealing with tragedies
- Youth Services—Main Place Youth Centre
- Aid for illnesses, housing problems, financial hardship, family conflict, and more



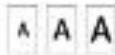
Project Summary

By giving those in need essential assistance, EWCS is doing great work in the Erin neighbourhood. Since their website hasn't been updated in a while, this implies that their impact's breadth and depth aren't being adequately shared. For EWCS to have a strong voice online, our team is committed to maintaining the website's appearance. We hope to create empathy and trust through creative techniques, which will motivate more people to donate money and lend a hand to the nonprofits objective.

Current State Analysis



Good Area of Improvement I m p artial



SOLD OUT! Thank you for your support for our FUNdraiser. We look forward to seeing you for a night of fun and live music. And a huge **THANK YOU** to our sponsors.

Good to have font sizes but it is not highly visible.



Duplication of categories

As soon as user clicks on the website, the home page should bring clarity to the user as what the website is about and what it does.

A green-themed poster for 'St. Practice Day', a fundraiser for East Wellington Community Services. The poster features two leprechaun hats with gold coins. The text includes the date 'Saturday March 11th, 2023', location 'at the Erin Legion, 12 Dundas Street, Erin', and time 'Doors open at 7:30 pm'. It also mentions 'Appetizers will be served / Cash Bar', 'Door Prizes and 50/50', and 'Tickets available online at ew-cs.com'. A photo of 'THE CAMPFIRE POETS' is shown. At the bottom, it lists 'Title sponsors' (ANN SHANAHAN TEAM, Robert Wright) and 'additional sponsors' (SANDERSON, NINE, etc.).

Good Area of Improvement I m p artial

Our Vision

A vibrant and healthy community where people choose to live and are able to stay.

Our Mission

To strengthen our community through support services and advocacy.

Our Values

Respect: We respect the diversity of the community.

Leadership: We commit to innovative programs and services

Responsiveness: We respond to the needs of the community.

Integrity: We act, responsibly, ethically and professionally.

The audience can get confused in these two sections. It still doesn't bring clarity to what exactly the website is about or what it does.

The content is not aligned, making it visually not appealing for the audience.

It's good to share the core values of EWCS with the audience. It can help build trust with the trust.

Erin Office

Phone: 519-833-9696

Fax: 519-833-7563

Mailing Address:

45 Main Street

P.O Box 786

Erin, Ontario

N0B 1T0

Rockwood Office

Phone: 519-856-2113

Fax: 519-856-1498

Mailing Address:

143 Dennis Street, Unit B,

Rockwood, Ontario

N0B 2K0


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Charitable Number: 118891514 RR0001



HOMEABOUTWAYS TO HELPPROGRAMSSTORESCONTACTDONATE





A

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A

About

DONATE

Help Locally – Give Locally

East Wellington Community Services supports families and individuals in the Town of Erin and Guelph-Eramosa Township by providing services that address their healthcare, transportation and social service needs.

Our Services

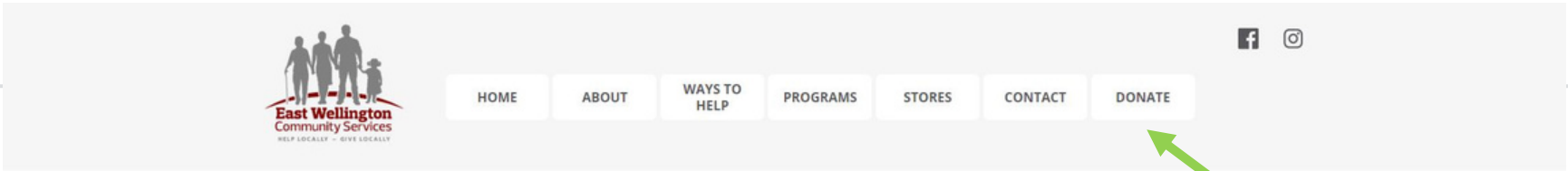
- Senior’s Programs for those over the age of 55
- Door-to-door accessible transportation services
- Hunger Relief Programs
- Support services and resources for those dealing with tragedies, illnesses, housing problems, financial hardship, family conflict, and more
- Youth Services – Main Place Youth Centre

Good Area of Improvement I m p artial

The image is not relevant to the page or doesn't showcase what EWCS does or is about

A clear description about what EWCS does and information about all the programs provided by it.

EW CS- Outreach Services



Good Area of Improvement I m p artial

Too much negative space

Good to options for sizing right at the top



Outreach Services



Image is not related to the text on the page

Instructions and information laid out without any introduction to what outreach services are. Overall language and text lacks flow.

COVID-19 Service Adjustments

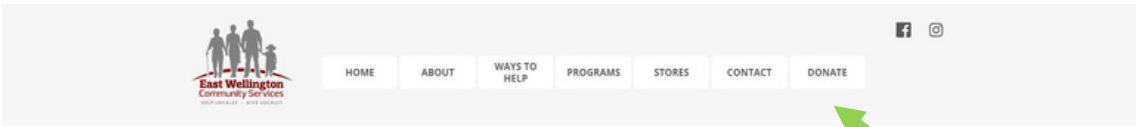
Face to face sessions are by appointment only, and can be booked by calling the appropriate worker. Social distancing measures are in place and strictly adhered to, and face coverings are required to enter the building. All clients entering the building will be screened for COVID-19.

Phone, video, and text, support is available during business hours by contacting the Outreach Worker, and "porch visits" can be arranged if the client is unable to attend the office.

Outreach services offers community support services to all community members of East Wellington. Our compassionate and energetic outreach team includes hard-working and empathic outreach workers that can provide support and direction in many areas;

- System navigation (health care, social services, legal/justice, government benefits, etc)
- Assistance in connecting to mental health, addictions, housing/homelessness, employment, education, immigration, abuse/trauma/grief counselling, and health care services
- Support in accessing services (i.e. referrals, connecting with services with transportation and/or 1:1 support, assisting with applications and phone calls)
- Direct access to transportation program, food security, income tax clinics, adult day programs, and youth services
- Support while navigating through difficult times, and i.e. grief, trauma, stress, etc.

EW CS-Youth Center



Too much negative space

Good to options for sizing right at the top

Good amount of information is provided with subheadings

External help link that works



Main Place Youth Centre -10 Thompson Cres, Erin, Ontario
For more information call 519-833-9696
How we started and where we are going.
It started as a vision- A place for local youth to hang out, play ping pong, shoot some hoops and have a snack... My how far we have come.
Thanks to Patrick Suessmuth's very generous donation and vision and the Main Place Optimist Club, East Wellington Community Services took that vision and made it a reality.
Main Place Youth Centre officially opened its doors in the spring of 2021, although opening was originally scheduled for March 2020. The youth of Erin immediately embraced the opportunity to utilize the space, regularly dropping in with friends and participating in wellness programming and activities such as cooking and baking, guided painting, arts and trivia nights.
Welcome to The Grove
In 2019 EWCS was approached by The Grove (formerly Integrated Youth Services Network) about a partnership that would allow EWCS to expand our reach, to offer clinical services and be one of many sites. The vision: provide spaces that youth could access throughout the county and Guelph, for support with mental health and wellness, drop in and recreational activities. EWCS was already half way there so joining The Grove completely made sense.
Partners and site operators of The Grove include, EWCS, CMHA, YMCA, U of G, The Town of Minto and Shelldale Family Services, 7 sites, 1 door. Youth who access the sites for clinical supports can do so without having to retell their story, wellness and recreational programming are chosen by youth and drop in creates a safe space for youth to be themselves with their peers.
This partnership has provided access to funding that otherwise, we would not have had, its allowed MPYC to support the youth in this community who so desperately needed support and advocacy in their mental health journey and homelessness. Youth are given the opportunity to paint, bake, play sports and learn so many new skills with their friends at no cost, often affording opportunities they have never had.
Introducing The Grove Erin- Main Place Youth Centre
Without Patrick's vision and donation, Main Place Optimist Club's commitment and The Grove, youth in this community would still be without a safe space of their own, continuing to face the obstacles of navigating our challenging health system alone and unable to access wellness and skill based activities due to financial barriers. The Grove Erin- Main Place Youth Centre has only just begun to make an impact in this community, the possibilities are endless!
To learn more about The Grove Hubs click the link below
<https://www.thegrovehubs.ca/>

DONATE

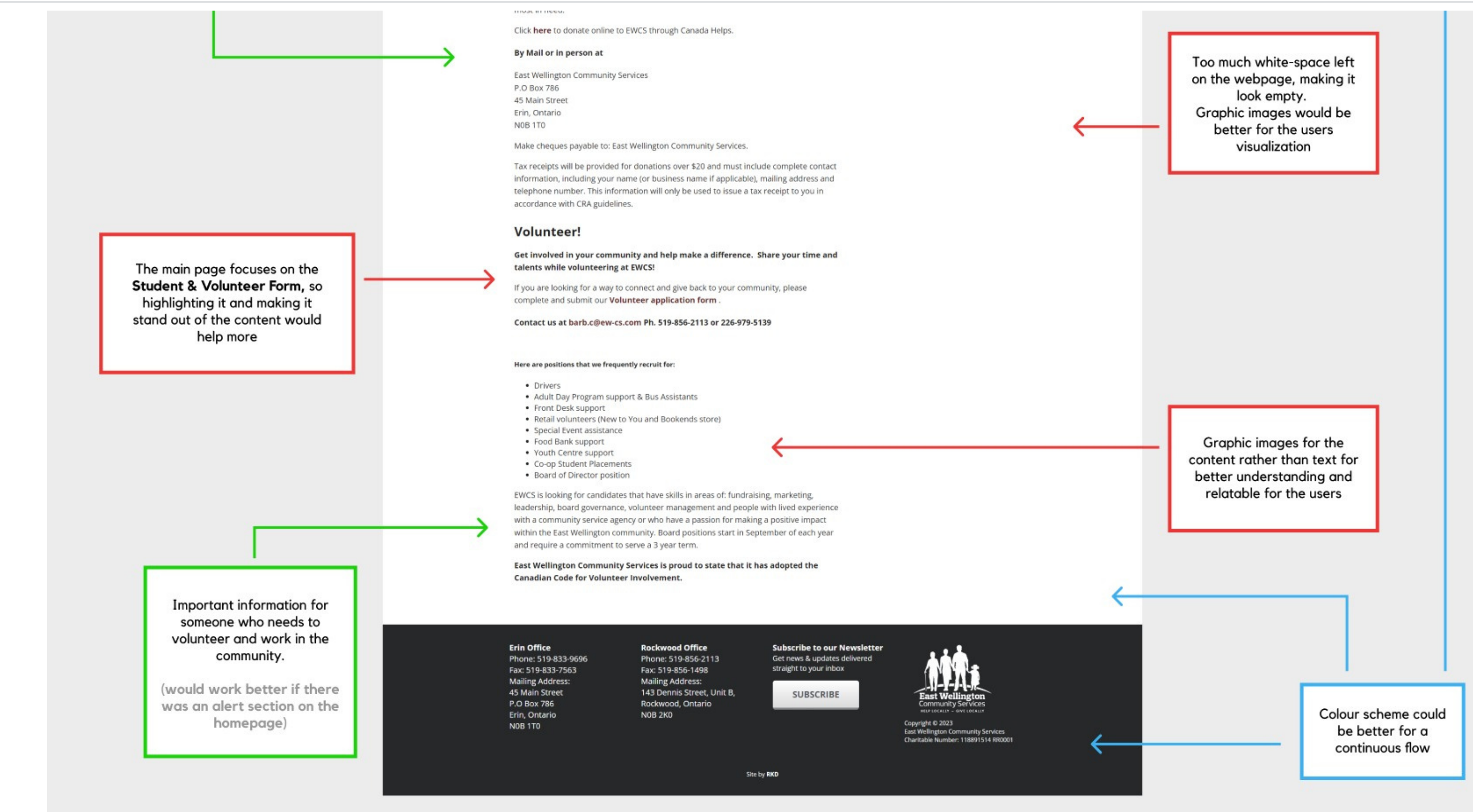
Good to have the donate button, but there is one right above it

Image is related to text. Real image of the center.

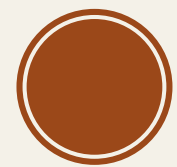
Text heavy, needs better alignment and graphics

Good Area of Improvement I m p artial

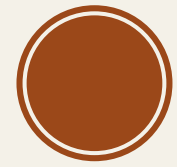
EW CS-Ways to help(Volunteer) -Page (Continued)



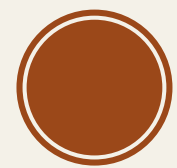
Current State Analysis



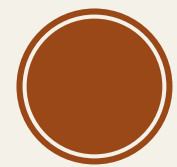
Although the website is filled with tons of important information, it could still use some work on its appearance and usability. Enhancing the presentation of the material can increase user engagement and interest in the brand.



To increase the website's engagement and user experience, the contact information may be transformed into clear and noticeable call-to-action (CTA) buttons. This would make it simpler for customers to access EWCS and improve their overall online experience.



EWCS is significantly affecting society through their activities, yet their current website does not fully represent this. Nonetheless, this offers a great chance to convey their narrative through a fresh, updated website design.



There isn't any information on the present donation page on how donations are used, users might be unsure of how their contributions will be put to use. But, this is a great opportunity to explain to users the relevance of their contributions and to plainly outline how their support might make a difference.

UX Theme

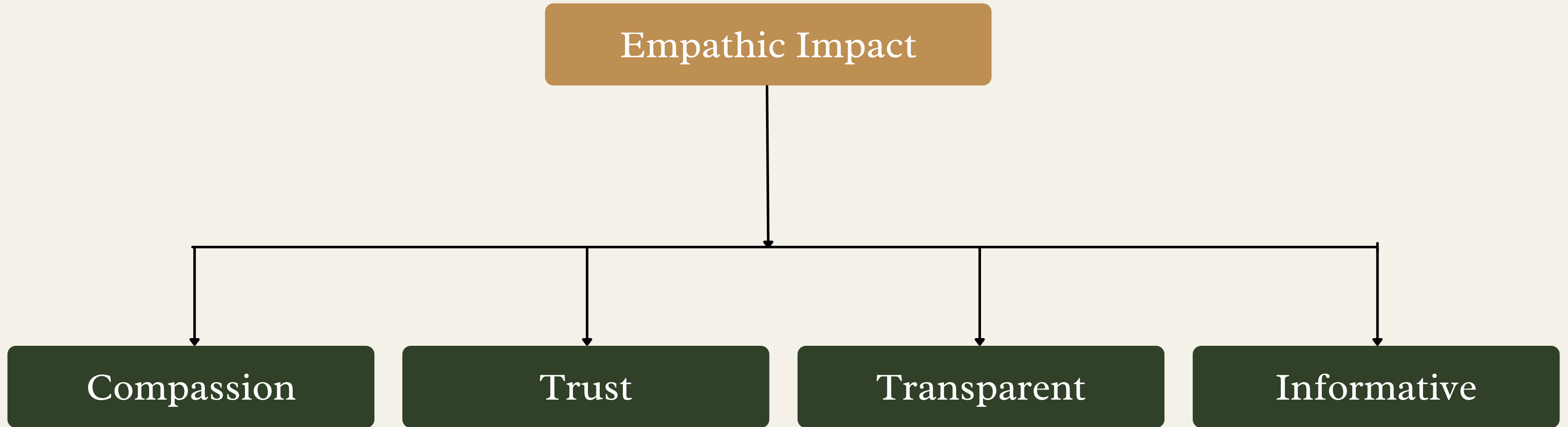
Empathic Impact

Compassion

Trust

Transparent

Informative



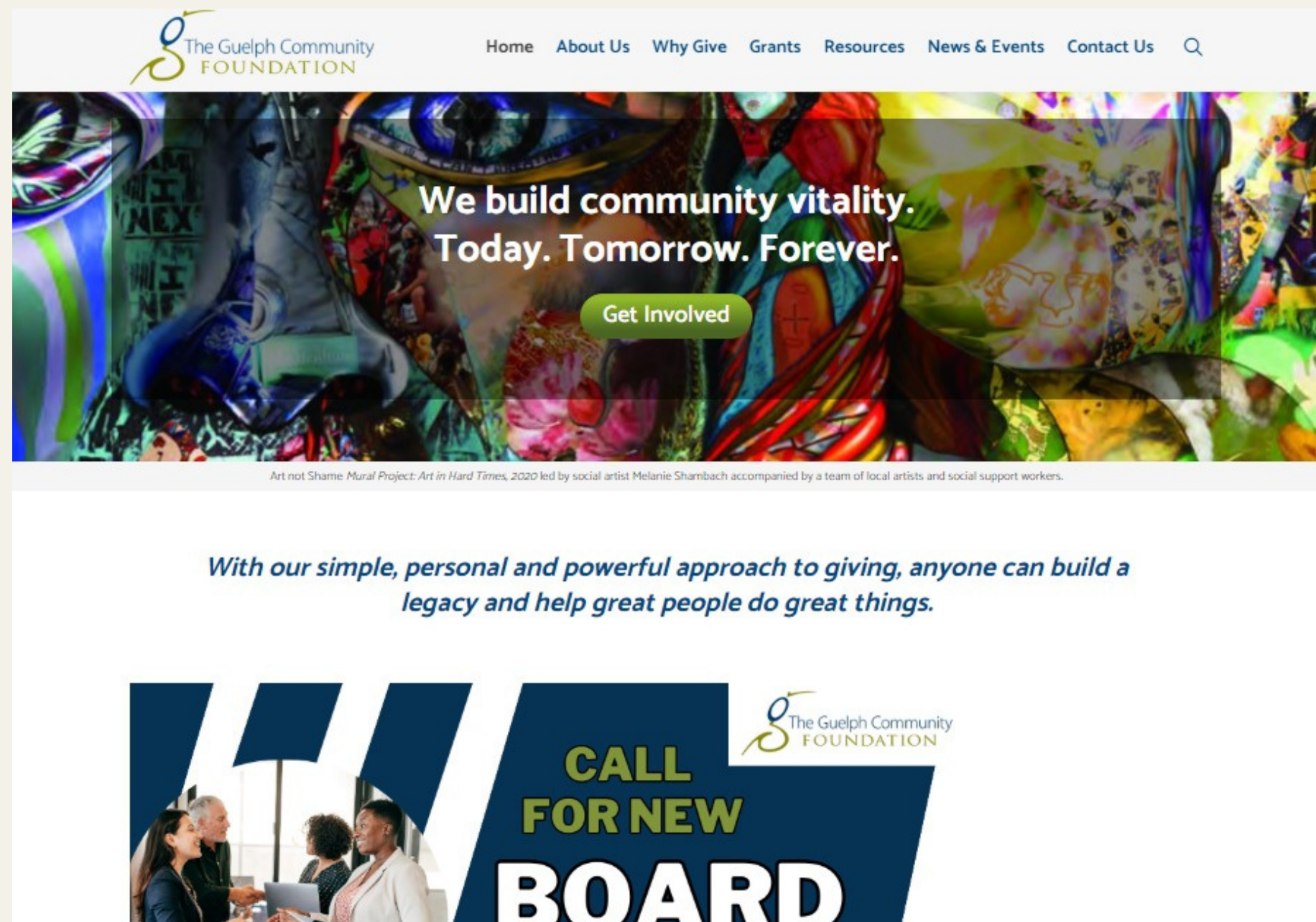
Competitive analysis

The UNICEF logo, featuring the word "unicef" in white lowercase letters on a blue background, followed by the United Nations emblem.The logo for The Guelph Community Foundation, featuring a stylized green and yellow "G" icon to the left of the text "The Guelph Community FOUNDATION" in a serif font.The logo for Caledon Community Services, featuring a colorful multi-petaled flower icon to the left of the text "CALEDON COMMUNITY SERVICES" in a purple sans-serif font.The logo for Malton Neighbourhood Services, featuring a white icon of three stylized figures under a sunburst on a black background, with the text "MALTON NEIGHBOURHOOD SERVICES" in white below.The logo for The Grove Youth Wellness Hubs Ontario, featuring a blue icon of trees and a house inside a square frame above the text "THE GROVE" and "YOUTH WELLNESS HUBS ONTARIO" in blue.The logo for the Children's Foundation of Guelph and Wellington, featuring an orange sun-like icon with a face to the left of the text "children's FOUNDATION OF GUELPH AND WELLINGTON" and "building brighter futures" in orange.

[Link to Competitive Analysis](#)

Our Learnings from the competitors






Using Images and Videos

We've seen how well our counterparts employ this unique skill or feature, and this has helped us get important insights into how we can sharpen our own strategy.

Showing Impact of Donations

The UNICEF website sets an excellent example for others to follow by clearly and transparently outlining the impact of donations.



Donate to Help Children Around the World

Now more than ever, UNICEF needs your help to get life-saving essentials to vulnerable children and families. A donation from you today can provide children around the world with nutrition, safe water, healthcare and education.

How your donation will help children:

Donation amount Your information Payment details

Make a Lasting Impact for Children. Donate Now.

Monthly gift ✓

One-time gift

My recurring donation amount:

\$35 ✓

\$30

\$25

\$20

\$15

Other amount

DONATE NOW

Donor Stories

Many people equate endowment funds with millions of dollars. In reality, it only takes a minimum of \$10,000 before a fund emerges and can begin granting to causes and charities important to your family. Families can also take up to 10 years to reach that threshold.



In Memory of a Family Member

Make Your Mark Foundation in Memory of Kayla Chadwick (a field of interest fund) On December 12, 2019 Kayla Chadwick suffered a seizure in the middle of the night, one she was unable to over-come. Sadly, Kayla passed away in ...

[Continue...](#)



Giving Now and Giving Later

Wismer Fund for the Arts (Field of Interest Fund) In setting up the Wismer Fund for the Arts at the Guelph Community Foundation, and at the same time making provisions in their wills for a future bequest to that fund, John and ...

[Continue...](#)

Seven Generations Forward Fund (field of interest fund)

The local First Nations, Metis, Mixed Ancestry and Inuit community in Guelph and Wellington County have created a fund to support a variety of Indigenous programs. Dollars from this fund go to support the need to walk with Indigenous to ...

[Continue...](#)



Preserving the Past, Nurturing the Present and Anticipating the Future

Hugh and Lorna Guthrie Fund (donor advised fund) Hugh and Lorna Guthrie (photo left) were modest and very private people. Having both grown up in Guelph they loved the City and believed deeply in everyone's responsibility to contribute to the community. Throughout ...

[Continue...](#)

Testimonials

On a website, testimonials may be a powerful tool for building visitors' confidence and trustworthiness. Testimonials offer social evidence and can prove the beneficial effects of a company's work by highlighting the opinions and experiences of pleased customers or recipients.

Personas



Philanthropist Phil

"I believe success is not just about profits, it's about giving back."

Persona Type:
Donor



Empathetic Emily

"Service to others is the rent you pay for your room here on earth"

Persona Type:
Volunteer



Caring Cameron

"It's truly comforting knowing they're in good hands."

Persona Type:
Seeking help for
aging parents

[Link to Detailed Personas](#)

[Link to the personas](#)

Content strategy

Things we worked on:

- Use icons, animation, images, visual elements
- make it simple
- Consider Voice & Tone

Our Voice & Tone:

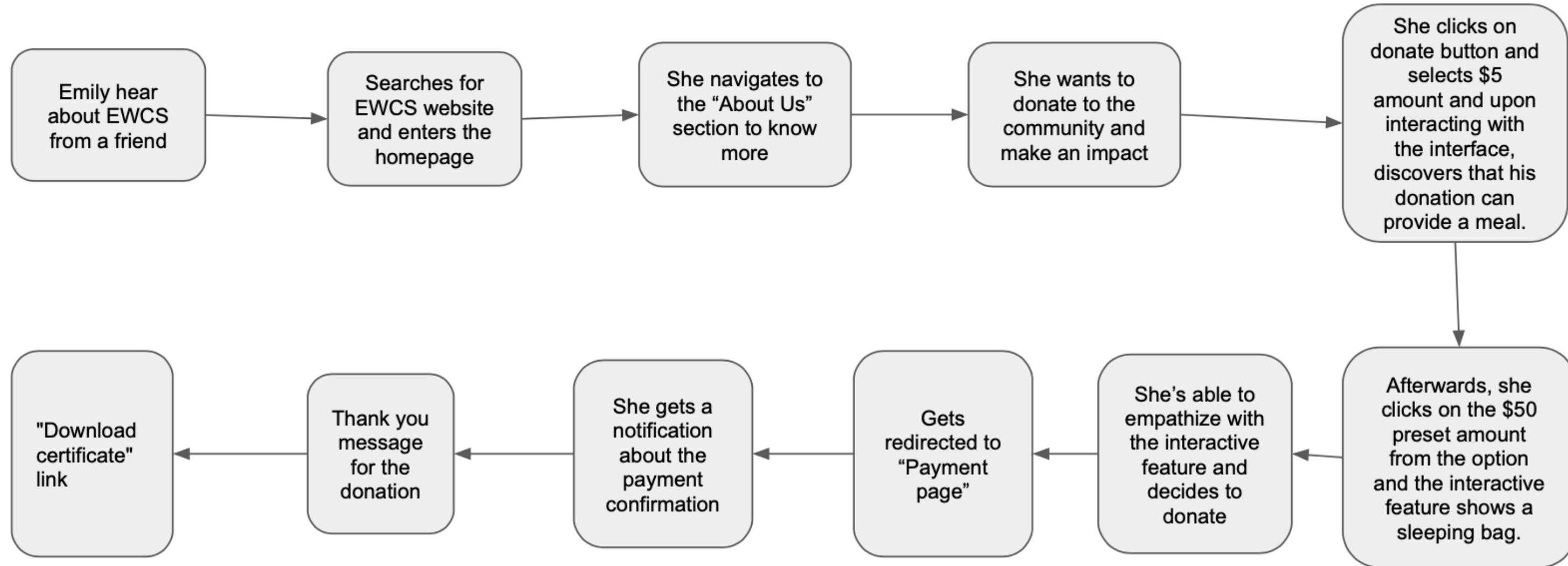
- Compassionate but not sentimental
- Inclusive but not exclusive
- Action-oriented but not aggressive
- Approachable but not unprofessional
- Engaging but not overwhelming

Content structure

Component	Usage (M: mandatory, O: optional)
Headline	M
Introduction	M
News/ Updates	O
Story	O
Donation Amounts	M
Call to action	M
Data and Statistics	O

[Link to content structure](#)

User flow



[Link to user flow](#)

The aim of our proposed interactive element is to create a stronger emotional connection between the donor and the EWCS mission, resulting in increased empathy and motivation to support the cause and a clear understanding of the impact of their donation.



How to solve pain points

Donors

- Provide transparency and accountability of EWCS
- Provide information on where and how the funds are used
- Provide information on how much to donate, what amount helps in what way

Volunteers

- Provide clear and precise information on how, where and what they can volunteer for
- Display engaging and motivating imagery/videos of what they do at EWCS
- Display the volunteering team/heads along with their images and titles to clear any ambiguity





Recommendations

- Highlight the importance of storytelling
- Develop the content strategy
- Add more visuals/interactive elements where appropriate
- Clear communication
- Show the impact of donation/volunteer work
- Suggest few alternative themes in wordpress which fits their story

Prototype - Style Guide

We suggest the following colour scheme and fonts to be used as a customization on the existing content managing system that EWCS is using, which is WordPress.

Colour palette



Roboto Slab

This font would be used for all the headings.

H1 **H2** **H3** **H4**
100 px 60 px 40 px 32 px

This font has a contemporary, welcoming appearance that conveys approachability and inclusivity. Its straightforward layout makes it simple to read, and due to its adaptability, it may be utilised in a variety of contexts.

Lato

This font would be used for everything else other than the heading like body, CTAs etc

B1 **B2** **B3** **B4**
60 px 42 px 24 px 18 px

Prototype - Screens

We have created some high fidelity prototype screens on the basis of all our findings and followed the proposed style guide to give you an example of how you could implement our design solutions and content strategy on wordpress or any other system.

The screens that we created for you are:

- Home Page
- About Us Page
- Events Page
- Volunteer Page
- Donation Page

[Link to prototype screens](#)

The engagement

- 1 Showing the impact of donation: Interactive elements can be used to showcase the impact of donations in real-time. It will show donors where their contributions are making a difference.
- 2 Creating an emotional connection: It can help create an emotional connection between potential donors and the cause they are supporting. This emotional connection can help motivate people to donate and can make them feel more invested in the organization's mission.
- 3 Clear communication: It helps EWCS to communicate their mission, values, and goals clearly to their donors.
- 4 Increased transparency: By providing donors with clear information on how their donations are being used and the impact they are having, EWCS can build trust and credibility.

The interactive element

Make a donation

Full Name

Ibrahim

E-mail address

\$5

\$50

\$100

\$

Custom amount

Write a message to us (Optional)

Donate



Recommendations

The next step would be to move into development, where the actual coding and implementation of the product take place.

Education/Learning

- Video tutorials on Youtube (How to convert to wordpress)
- Documentation (Figmafy)

Planning

- Timeline
- Resource (Hire developers, designers, marketers, if necessary)

Content/Strategy

- Gather testimonials
- Update images & information

Future Considerations

- **Mobile optimization:** Ensure the website is fully responsive and optimized for mobile devices, as many users will access the site through smartphones or tablets.
- **Online resources:** Provide downloadable resources, such as guides, brochures, and informational materials, that users can access to learn more about EWCS's programs and services.
- **Events calendar:** Include an interactive calendar highlighting upcoming events, workshops, and activities related to EWCS services and programs, making it easy for users to stay informed and get involved.
- **Accessibility features:** Ensure the website is accessible to all users, including those with disabilities, by implementing features like alternative text for images, keyboard navigation, and screen reader compatibility.

