



**Sickle Cell
Foundation**
OF MINNESOTA

Sickle Cell Foundation of Minnesota

COMPREHENSIVE WEBSITE REDESIGN

Nathan Madden • Dorothy Toth • Jose Eduardo Lopez Pimentel

UX/UI CASE STUDY • MARCH 10–29, 2022

Sickle Cell Foundation of Minnesota

Minnesota's source for
sickle cell information,
awareness, and
community engagement

Problem Statement

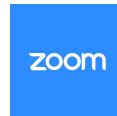
The Sickle Cell Foundation of Minnesota (SCFMN) was designed to provide information about sickle cell disease (SCD) and promote donations through community engagement events.

We have observed that the site's UI is not accessible nor consistent, and isn't allowing for information discovery about the disease.

How might we improve information access about SCD so that website visitors can readily self-educate and quickly donate/volunteer?

UX Hypothesis

We intend to streamline usability on the SCFMN website, with specific considerations on raising awareness about the disease, and donating/volunteering from the site.



G Suite

Heuristic Evaluation

As we evaluated the existing website, UI issues became evident.

Awareness/Knowledge

There was no clear positioning, the mission was buried, and the definition of sickle cell was on a different page.

Inconsistent UI

The design of the site is inconsistent and challenging to complete a task.



User & Market Research

User Research

We conducted interviews about sickle cell disease and experience with non-profits, and sent out a survey on sickle cell knowledge-base.

Competitor Analysis

We assessed the websites of additional sickle cell groups. Many of these sites were not clear on defining SCD.

Data Synthesis



“I believe it has to do with issues related to blood or iron deficiency...?”

- samantha

From our research, we found that most people who do not have even indirect experience with this disease, **do not know what this condition is.**

User Persona

After synthesizing data, creating an affinity diagram, and empathy map, we compiled all of our findings into our user persona.

As an empathetic advocate for all people, Jonathan has heard of sickle cell disease, but is not clear on what it is. He wants to get involved but doesn't know where to start.



Jonathan Smith

Age: 27

Occupation: Basketball Coach

Location: Minneapolis, MN

Education: College Grad

Bio

Jonathan is a very caring and passionate person sometimes to a fault. He believes strongly in social justice and that all people should be treated with respect. Health and wellness are his main focus in life and he wants to contribute to helping others secure stable healthy lives.

He heard about the Sickle Cell Foundation of MN and decided to check it out to see what it was all about. He doesn't know much about sickle cell anemia and wants to learn more but hasn't found a good resource to do so. He wants to spend more time on the court and less time on the bench.

Interests

- Sports fan
- social justice
- dog owner
- volunteering
- Disk golf
- artisan coffee
- health and wellness

Needs & Expectations

- Every player should come to the field with a great attitude
- Idealist

Influences

- Bono
- Sarina Williams
- Cristiano Ronaldo
- Phil Jackson

Motivations

To be able to see progress in his team after a hard season of training

Works towards seeing people living Health and fit. The right mind, set to boot.

Goals

- #1 disk golfer in the state
- strives to be a better coach
- volunteers spare time

Pain Points / Frustrations

- When his team is having a bad night and knows they aren't giving their all.
- Spending too much time on the computer/social media.
- Social injustice, feeling like people aren't treated fairly.

User Insight

Busy social/cultural justice advocates who don't have strong awareness about sickle cell disease need more discoverable information about this condition so they can confidently volunteer and make a positive impact.

User Story

We assembled a storyboard to connect our user to the problems he faces:

- Finding information about sickle cell disease
- Donating to SCFMN
- Volunteering with SCFMN



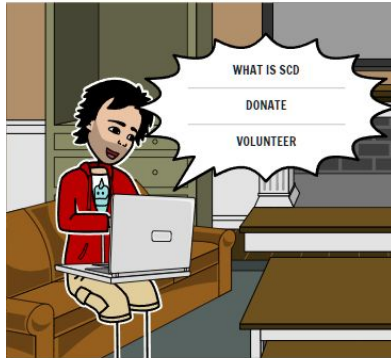
Jonathan is talking to his friend Reggie when Reggie mentions that his sister has Sickle cell anemia.



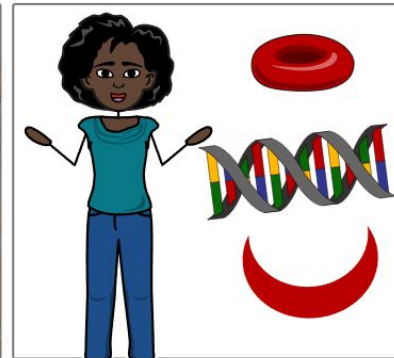
Jonathan wants to learn more but finds that information about the disease is difficult to find.



He is browsing resources when he finds a Sickle Cell Foundation of Minnesota website.



Once on the site he is immediately met with a wealth of information about Sickle cell as well as information about what he can do to help.



He watches a few videos and learns about the hardships suffered by people with Sickle Cell Anemia. After learning about the disease he decides to get involved.



Johnathan feels a sense of pride that he can spread the word about Sickle Cell Anemia and volunteer to collect donations for the non profit to help his community.

Information Architecture

Card Sorting

Several secondary pages were consolidated, or moved to different locations.

Site Map

Our site map ended up being similar to the existing site map.

User Flows

A much more defined path was carved out for our user flow.

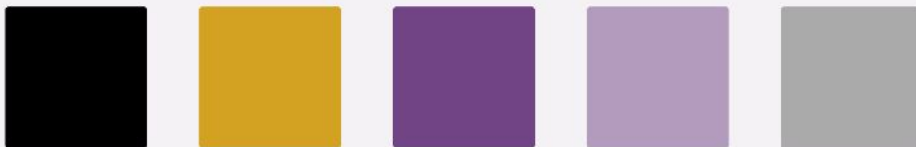


UI Style Guide

We wanted the interface elements to be bold yet approachable and friendly.

We focused on simplicity with a flat design style.

[UI Style Guide PDF](#)



Typography

Desktop

Header 1
Header 2
Header 3
Header 4

Header 5

HEADER 6

Paragraph

Device

Header 1
Header 2
Header 3
Header 4

Header 5

HEADER 6

Paragraph

Form & Search Fields

Required Information

Form Label
This is a type field in normal state.

Form Label
Type field hint

Form Label
This is a field in focused state.

Form Label
This text field contains an error.
Please use a valid email address.

Form Label
Type field hint

Form Label

This is a text field where you can type text into a form. Here is more text field where you can type text into a form. This is a text field. This is a text field where you can type text into a form.

Search here

Progress Indication



Logos



Selectors



Dropdowns

dropdown required

dropdown required

dropdown required

dropdown required

dropdown item

dropdown item

dropdown item

dropdown item

dropdown item

dropdown item

dropdown item

dropdown item

dropdown item

dropdown item

dropdown item

dropdown item

dropdown item

dropdown item

dropdown item

dropdown item

dropdown item

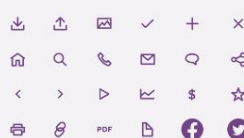
dropdown item

dropdown item

Buttons



Iconography



Name of article
Name of publication
BY NAME OF AUTHOR

Name of article
Name of publication
BY NAME OF AUTHOR

Event Name

03/20/2022
1:00pm-9:00PM
123 Fake st.
mpls, MN. 12345

We need volunteers to work the booth at this event. you will be handing out fliers and informing visitors about Sickle Cell Disease and collecting donations. [Learn more.](#)

1:00 - 3:00 booth

3:00 - 6:00 booth

6:00 - 9:00 booth

Mid-Fi Prototype

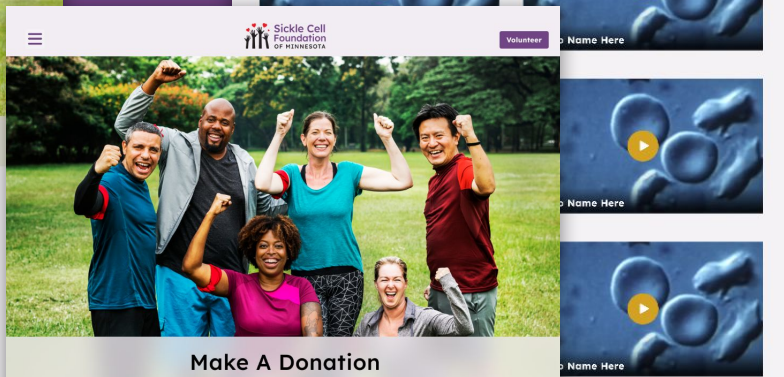
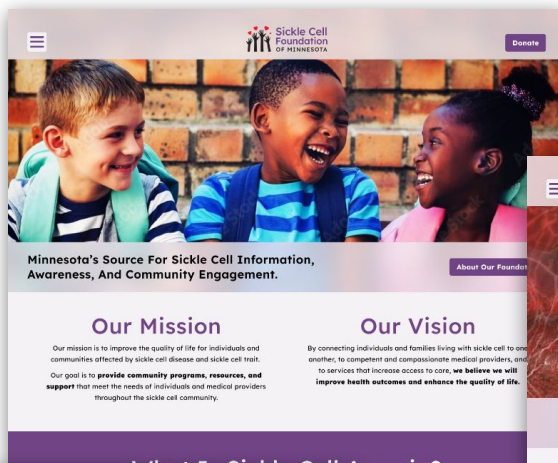
In this stage, the look and feel really started to take shape on all pages, and further informed content development.

Mid-Fi Testing

We again tested usability and intuition of our navigation.

A/B Testing

We gave viewers two home page image options to help position the Foundation.



Hi-Fi Prototype

With all of our testing results, we finalized our project for desktop and mobile.

User motivation, adding information about SCD, as well as ways to engage, were all top-of-mind.

[Desktop Prototype](#)

[Mobile Prototype](#)



Conclusion

Over the course of this project, we streamlined usability on the SCFMN website, with specific considerations on:

- raising awareness about the disease
- donating to SCFMN
- volunteering with SCFMN

Key Takeaways

We all personally learned a lot about sickle cell disease in this project. It was also clear how **critically important this foundation is to SCD awareness.**

Planning out the objectives of our style guide elements in advance was also extremely helpful. We tried to use most components universally with slight changes for all screen widths.

Next Steps

We would love to build out the entire site, and make it responsive to cover every possible screen width.