



UI Activity

Group Project 2 Proposal

Project Proposal is **REQUIRED** to be approved by the instructor by the end of the day.

Instructions

Create a proposal for Group Project 2 that includes these sections:

1. Project team members
 - a. RJ Foster
 - b. Taylor Oenick
 - c. Ivette Torres
2. Project title and nonprofit partner
 - a. Fill a Heart with UI/UX Design
 - b. Fill a Heart 4 Kids
 - i. <https://www.fillaheart4kids.org/>
3. Project description (high level)
 - a. For this project we are going to redesign the website for a non-profit with intuitive and impactful design thinking and processes. Fill a Heart 4 Kids has been helping homeless children in the Chicagoland area find housing for over 10 years, and has since expanded to support children in the foster system. They organize gifts, events, and many other essential childhood experiences; all with the goal of ensuring no child feels isolated or ashamed of their situation. This impactful non-profit should have a website that reflects the amazing work they do. But as it stands, they are using difficult to read fonts, overly bright colors and an IA structure that is hard to follow. We will redesign their website with their users in mind, by following appropriate user research, interviews, testing, information



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architecture and accessible design structures. We hope we can aid Fill a Heart 4 Kids in reaching their goals!

4. Who is your user (proto-persona)

Name	Motivations
Abby Jones 35 Chicago Illinois Philanthropist	<ul style="list-style-type: none">• Motivated by providing children experiencing homelessness and/or in the foster-care system with deserving childhood experiences• providing typical childhood experiences to kids who don't have families• Instant gratification• Tax write offs• Create positive change in the community• Giving back to those in need• Accessible and easy way to help foster children, without actually fostering a child
Goals	Pain-Points
<ul style="list-style-type: none">• Use Fill a Heart 4 Kids website to learn more about the organization and their mission• Find out about service opportunities in order to donate, volunteer• Become an active part of Fill a Heart 4 kids	<ul style="list-style-type: none">• Not having current information on events• Not sure where to start with getting involved• Uninspired by Fill a Heart 4 kids website• Difficult to read website• not sure where to sign up for more information• Wants to get involved in non-profit work but cannot decide which

a.

5. User-focused inspiration/motivation (why you feel it's valuable to help your chosen nonprofit)

- a. We have chosen to redesign for Fill a Heart 4 Kids because we feel that no one should be homeless, especially not a child. And not only does this nonprofit aid in housing Chicagoland's youth, but they also work to ensure those children experience typical and essential core memories. Hearing classmates talk about holidays, gifts, birthday parties, family movie nights,



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summer camp, etc. is surely isolating and painful. So they organize care packages, events and many other experiences for children in the foster care system. With 6,000 yearly volunteers, they need a website that is easy to navigate and informational so the focus can stay where it should be: on the children!

6. Task breakdown with estimated dates (ownership by members)
 - a. <https://trello.com/invite/groupproject2group1/96b525cdd502396a84dda2e9688146d3>
7. Link to your group's project Google Drive folder
 - a. https://drive.google.com/drive/folders/1wdj3a69rLdFj3uzmt5fbINrQ_NjUTw0I?usp=sharing

Hints and Considerations

- There are multiple ways to accomplish the same task for the different steps in the UI project, so build your outputs in a way that is easiest for you.
- Keep context and scope in mind. You have about three weeks to complete the project, and after you're done, you'll do a 10-minute presentation for your peers.

Submission

Share Google Doc with the instructor via Slack for approval.