

Empowering Inclusivity: Revamping a Non-profit Website for the Disabled Rights Action Committee

In this case study, I had the opportunity to work for a local Utah non-profit organization called the Disabled Rights Action Committee (DRAC). DRAC works to establish equal right for people with disabilities through enforcement of federal and state laws.

My overall need with this project was to redesign the organizations outdated website to be more modern while applying UI/UX design principles.

Throughout the redesign process, I first began with putting myself into the shoes of the users and audience. I wanted to ensure that, if I were to go online to seek out resources and/or new and updates related to specific laws within Utah, that I would be easily able to find such information. This would be my user research. I needed to get a good understanding of my targeted audience and try to then begin a design plan.

To help out with this design plan, I began with creating a Typographic Style Guide.

Typographic Style Guide

H1: Roboto Light

Usage: H1
Font: Roboto
Weight: Light
Size: 32px
Line height: 38px
Style: upper and lowercase
Color: #000000 0/0/0

BUTTON: ROBOTO BOLD

Usage: Button
Font: Roboto
Weight: Bold
Size: 14px
Line height: 16px
Style: uppercase
Color: #000000 0/0/0

H2: Roboto Regular

Usage: H2
Font: Roboto
Weight: Regular
Size: 24px
Line height: 28px
Style: upper and lowercase
Color: #000000 0/0/0

Quote: Merriweather

Usage: Quote
Font: Merriweather
Weight: Light Italic
Size: 24px
Line height: 31px
Style: Italic
Color: #525252 82/82/82

"Happiness is when what you think, what you say, and what you do are in harmony."

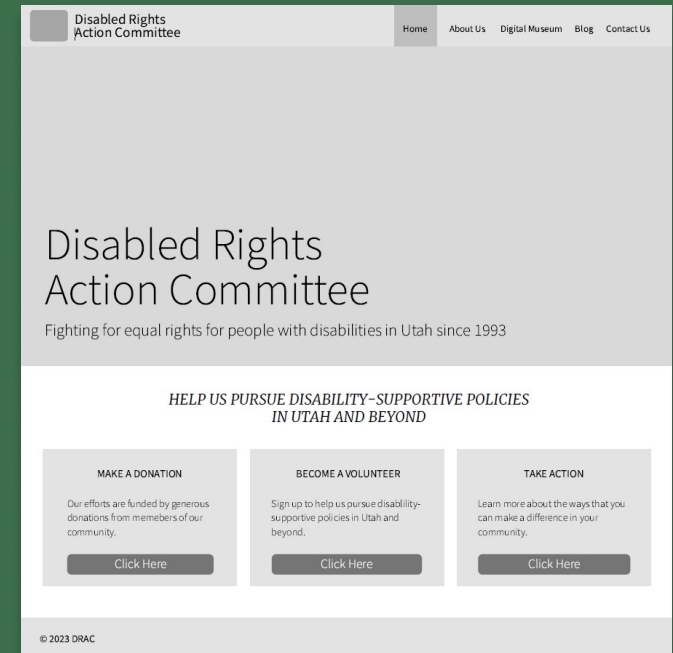
Mahatma Ghandi

Matthew Amosa

After creating the Typographic Style Guide, I then began work creating some wireframes. I made sure to implement specific items that I thought would help attribute to a much more user-friendly website. One of those items was a new information architecture structure. I decreased the amount of clutter within the website to make it much more navigable.

After creating wireframes for the entire site, I then created a wireframe prototype to experiment and gain a better understanding of how-to site would working out. Trying get a feel of it and make necessary adjustments as needed.

Then I created a Mood Board for the site redesign. I used some sample colors to help get a better picture of the overall theme color and font theme that I was going for with the sites design.



Merriweather - Italic
Open Sans - Light
Open Sans - Regular
Open Sans - Semibold
Open Sans - Bold



RGB: 173, 203, 123 RGB: 213, 127, 177 RGB: 93, 102, 165 RGB: 229, 177, 105 RGB: 255, 255, 255
HEX: ADCB7B HEX: D57FB1 HEX: 5D66A5 HEX: E5B169 HEX: FFFFFFFF

Mood Board 1

Matthew Amosa



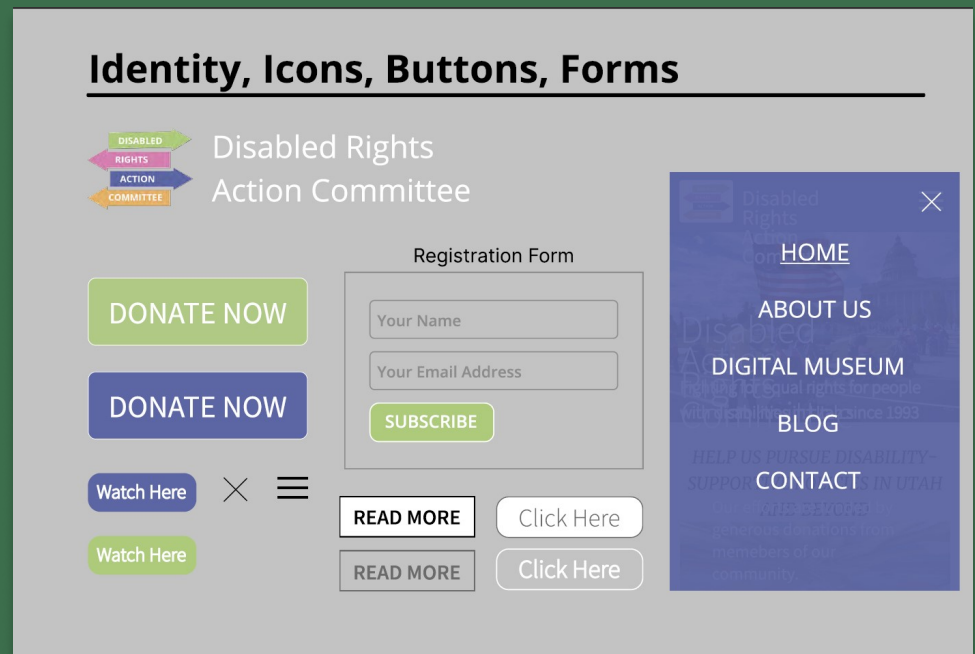
Mood Board 2

Matthew Amosa

Now as far as role and responsibilities go, I should mention that I was solely responsible for this organization's redesign, without a team or assistance, it was just me, myself, and I.

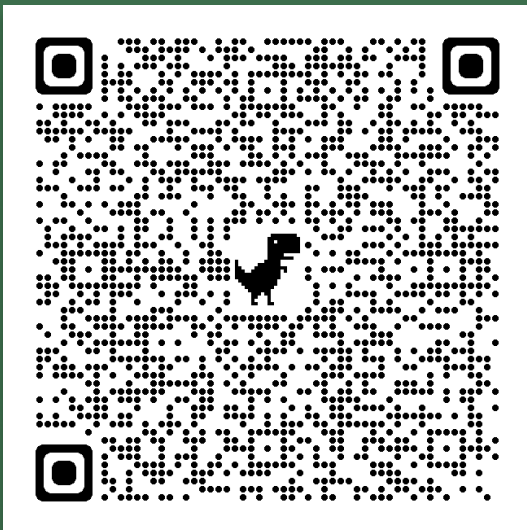
So, with that said, next up was then the start of figuring out what content would actually be on the site in the surface comps. So, this process was my content creation phase of the project. I accomplished this by scouring the current DRAC website looking for image sources, information, etc. that I could then reuse and implement into my redesign. The hardest part with this was just finding assets/content that I use that actually matched the redesign feel that I was going for. I would definitely say that throughout this process I took too much time adjusting little details in the design that could have easily been worked out later on. Though, extra work did prove to be beneficial later on.

I should also mention that as far as the scope and constraints went for this project, my main constraint was time, since it needed to be completed by the end of UVU's Summer 2023 semester. And the website needed to be responsive, meaning it needed not only desktop wireframes/surface comps, but also tablet and mobile ones as well. I would accomplish this by first designing for mobile, and then gradually make changes to adjust size, etc for tablet and desktop versions. I created a nice template with re-usable items to help accomplish this task.



After spending a bit of time adjusting content within the redesign, I then had my surface comps for the site. I spent a bit more time throughout the time-retains of the project adjusting very fine details to help certain elements pop out more. One thing I struggled with from an aesthetic standpoint, as well as an accessibility one, was figuring out how to adjust certain background colors/gradients behind text. With the site being catered towards Utahns who may have numerous disabilities. I especially wanted to ensure that text/contrast was not an issue.

In the end, I was really satisfied with the final product. The website redesign was a major success and I felt as though the redesign definitely look much more up to date. And, although, due to time-constraints I was unable to get more user feedback on the sites UI/UX, I can say with confidence that I definitely accomplished my main goal with this project. I learned a lot throughout this project. First, it was my first time completing a website redesign. I switched halfway through the wireframes portion to use Figma, prior to that I was using Adobe XD. I also learned that web accessibility and designing for it is extremely important and it is something that is easily overlooked. Lastly, I was able to learn how to create prototypes, and that was a very eye-opening experience and proved to be an amazing asset in understanding design principles better and the overall user experience.



- Disable Rights Action Committee Prototype

<https://www.figma.com/proto/pDCcJJfdw9tS2bl4MMdVhA/High-Fidelity-Prototype?page-id=0%3A1&type=design&node-id=1-2&viewport=-1491%2C1421%2C2&t=YBJKW74c2SXjaq4w-1&scaling=scale-down&starting-point-node-id=1%3A2&mode=design>