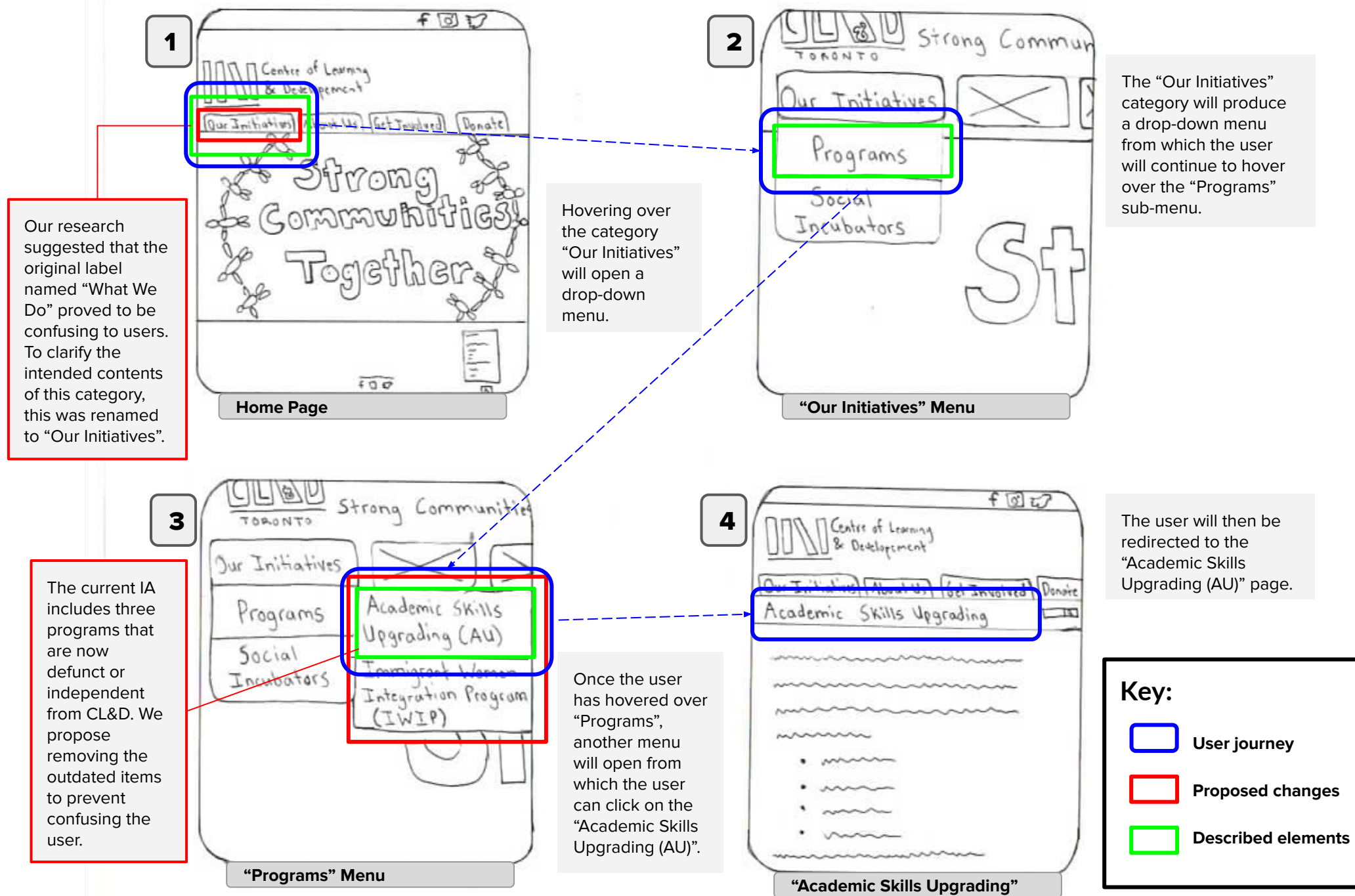
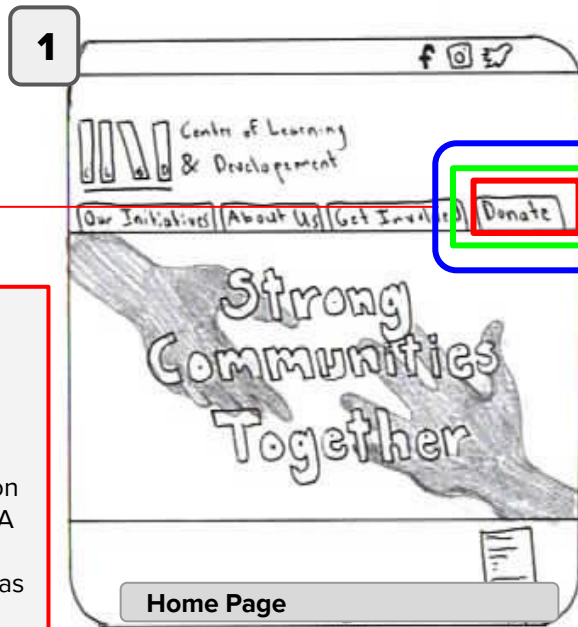


Scenario 1: Finding a New Program for Immigrants

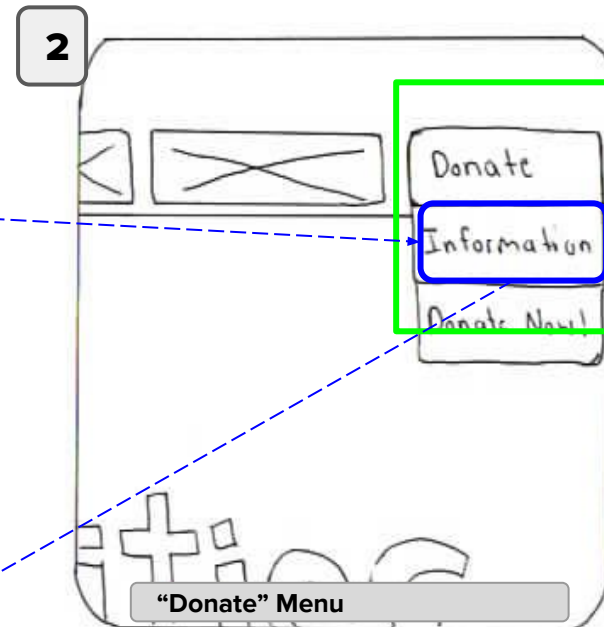


Scenario 2: Finding Information About Donation Usage

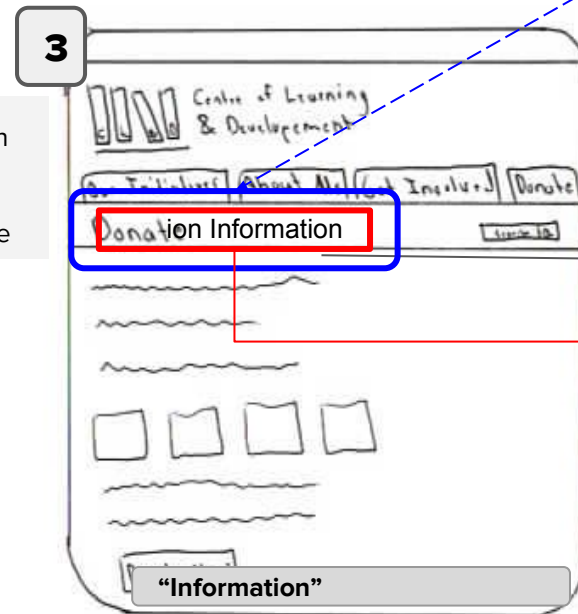


Our research suggested that the users had a difficult time locating information about how the organization uses its donations. A separate donation information page was created to address user needs.

Hovering over the category "Donate" will open a drop-down menu.






This drop-down menu displays two options: "Information" (the information page), and "Donate Now!" (donation form). Clicking on the first will bring the user to the "Donation Information" page.



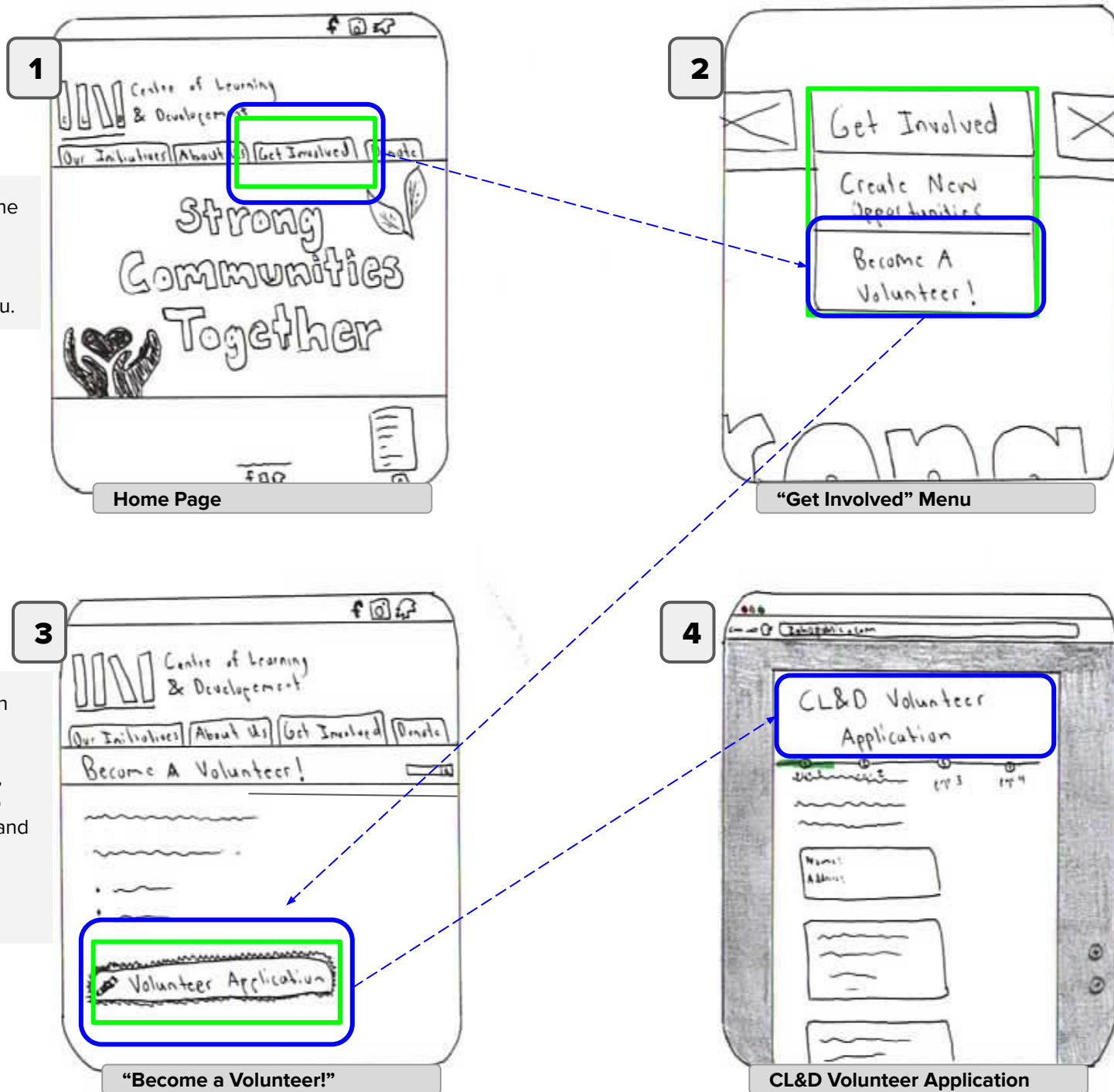
The user will then be redirected to the "Donation Information" page

The proposed IA includes a new "Information" page that aims to offer information regarding how donations are used. In doing so, users experience greater comfortability and confidence in knowing their money is being used responsibly.

Key:

-  User journey
-  Proposed changes
-  Described elements

Scenario 3: Volunteering at CL&D



Hovering over the category "Get Involved" will open a drop-down menu.

The "Get Involved" category will produce a drop-down menu that displays two options: "Create New Opportunities" and "Become a Volunteer!". Clicking the second option brings the user to the volunteer information page.

The user can then read through the information, and scroll to the bottom and find the "Volunteer Application" button.

The user will then be redirected to an external website hosting the "CL&D Volunteer Application" form.

Key:

- User journey
- Described elements