

EQUAL JUSTICE INITIATIVE

WEBSITE RE-DESIGN





EJI is made up of a group of highly motivated, hardworking professionals committed to serving our clients, engaging with communities, and advocating for justice and equality.



ARIANA RAZAVI
UX/UI DESIGNER



ANJANA BASKAR
UX/UI DESIGNER

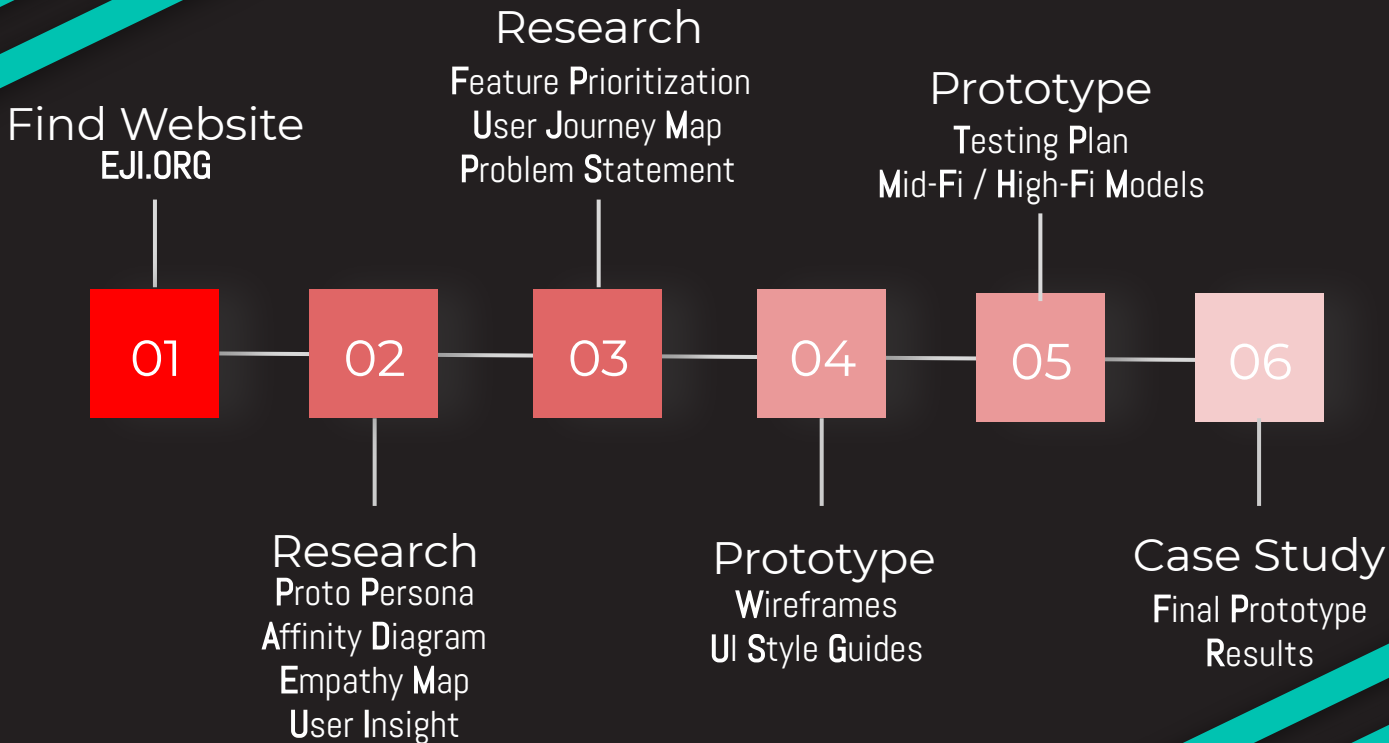


IRWIN COMUYOG
UX/UI DESIGNER

We as UX/UI Designers saw the endless possibilities of this website and wanted to push it to its max potential to be able to captivate a wider audience and spread a louder message!



PROJECT TIMELINE



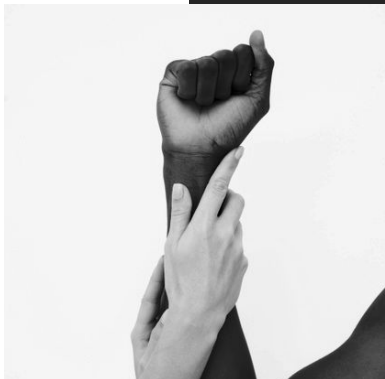


TABLE OF CONTENTS

01

USER RESEARCH

Proto Persona • Affinity Diagram • Empathy Map • User Persona

02

IDEATION & DEFINITION

User Insight • Problem Statement • Ideation • Feature Prioritization • Storyboard • User Journey

PROTOTYPING

Digital Wireframes • Mid-Fi Prototypes • Hi-Fi Prototypes

03

FINAL THOUGHTS

eji



miro



VISION

TOOLS USED

Adobe XD • Microsoft Powerpoint •
Figma • Google Slides • Miro Boards
• InVision



01

USER RESEARCH

Problem • Solution • User Insight •
Affinity Diagram • User Persona • User
Journey Map • Feature Prioritization
Matrix



PROBLEM

The Equal Justice Initiative is a Non-Profit Organization that challenges poverty and racial injustice, advocates for equal treatment in the criminal justice system, and creates hope for marginalized communities. *A problem we have discovered is that Users who visit the site are overloaded with information while navigating trying to get involved.* How might we help users get the information needed so they are not tirelessly looking through the website?

SOLUTION

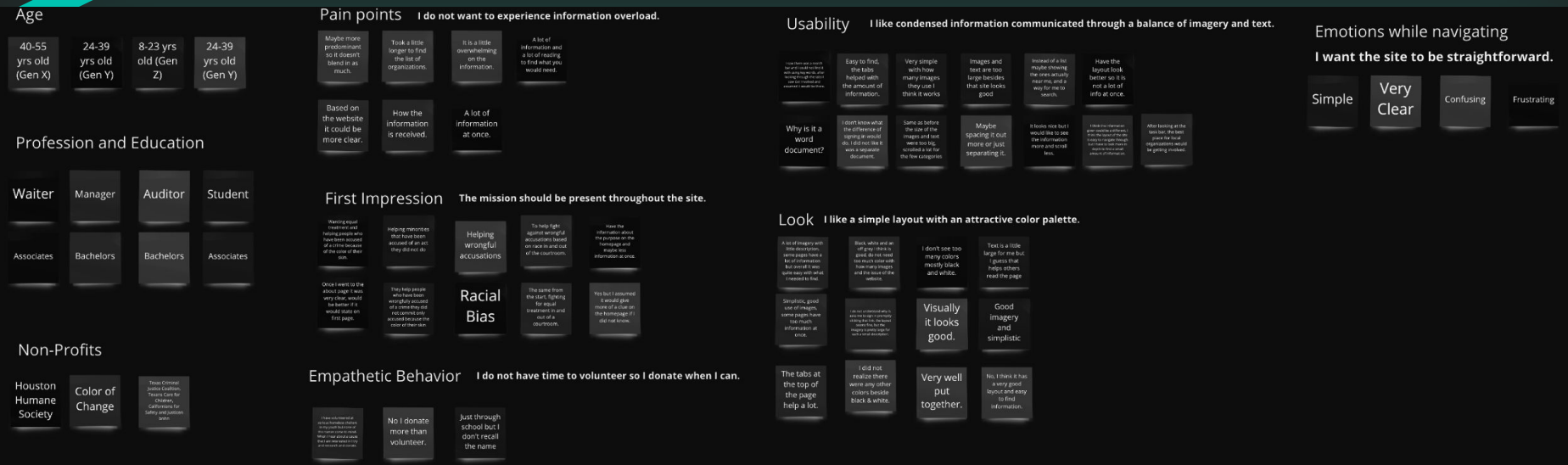
USER INSIGHT STATEMENT

The Equal Justice Initiative needs to *present their mission of fighting towards equality in a straightforward manner without overwhelming users with information* by making essential information in regards to donating, volunteering, and stats more accessible.



AFFINITY DIAGRAM

We asked our Test Users if the **PURPOSE** was clear, if the **NAVIGATION** was efficient, and if the design on the current **LAYOUT** was helpful.





37 Years
VP of Finance
New Orleans



USER PERSONA

Mikael Ginnova

ABOUT ME

This person has personally been affected by social issues that stem from the topic of race. As a biracial man, working in higher corporate positions, he has had to face many related challenges to get him where he is today in his career. Due to his position, age, and background he understands the struggles that many people of color undergo to reach successful positions as himself. As a result, he aims to stay connected to groups such as EJI to keep up to date on the progress being made behind these social issues, and will even occasionally donate for the cause.

INTERESTS

- Teaching underserved communities about money management
- Enjoys attending college lectures hosted by sociologist and criminal justice experts
- Loves to travel to historic cities

KNOWN HABITS

- Avidly checks news & social media to stay up to date
- Spends what little time he has helping others
- Likes to stay healthy and active
- Starts morning with a swim

GOALS

- He wants to socialize more because his insecurities that manifested from being biracial held him back.
- He would also like to be more active in his community, now that he has achieved his goals and worked on his career, he feels the need to give back to the people that were the motivation behind his success.

PAIN POINTS

- Not having time in the schedule to help the community
- Hard to find organizations in his own community working towards justice and equality
- He fears being overly expressive about his opinions on the topic of race would pose a threat to his job



USER JOURNEY MAP



NAME Mikael Ginnova **AGE** 37 Years Old **LOCATION** New Orleans, Louisiana

USER EXPERIENCE SCENARIO

Mikael Ginnova is 37 years old who lives in New Orleans and is a VP in Finance. In his career Mikael has faced many trials and tribulation due to race issues. He does his best to stay on top of contributing to organizations like the Equal Justice Initiative. In his free time he volunteers at local organizations like the EJI and donates if he cannot lend his time.

- 1 Mikael is watching the local news and sees a person was assaulted due to the color of his skin.
- 2 As he continues watching he sees that the family of the victim has received a sizeable donation to help with medical cost from a local organization.
- 3 Mikael knowing this will go to court wants to find information if this local organization is supported by the Equal Justice Initiative.
- 4 He grabs his phone to go on their website.
- 5 Once going to eji.org he sees the site give him good information, hits the menu bar and clicks through the website.
- 6 After navigating a few pages he realizes the EJI provides a lot of information at once, Mikael feels overwhelmed.
- 7 He finally finds the get involved page and sees a link saying Support Your Local Organizations
- 8 Clicking the link it leads him to a large listing of different organizations, he has to constantly scroll to find his state.
- 9 He finally arrives at the category for Louisiana and sees the organization from the news!

OPPORTUNITIES

- Read up on information while searching for local organization
- See other organizations that EJI Supports
- Be able to relay issues to other people who are interested in volunteering and donating



FEATURE PRIORITIZATION

I LIKE	I WISH	WHAT IF	CONCLUSIONS / NOTES
Very simple with how many images they use I think it works Good imagery and simplistic	Have the information about the purpose on the homepage and maybe less information at once. Maybe spacing it out more or just separating it.	Have the layout look better so it is not a lot of info at once. Text Size was Customizable to the readers preference	Clean up the look of the homepage Add purpose statement to the homepage Create a customizable search for local organization Add more context to the homepage Add more colors, in the same theme Reducing the amount of text or only showing the necessary information with the option to expand if the reader wants to learn more

We took feedback and opinions of users who completed a set of predetermined tasks on the **current EJI website** and compiled the most requested features together to systematically analyze what the website **was lacking** from both a **design** and an **organization** perspective.



<https://miro.com/welcomeonboard/OGhHTbXvB0jHfkjJSDS7RJ6KnQw9qdN2SSdAre9GY9SgHgQS1p0yfXRGa9Zt20EC>



02

IDEATION & DEFINITION & PROTOTYPING

Logo Redesign • UI Style Guide • Wireframes •
Prototypes



LOGO REDESIGN



#1

eji

#6

eji

#10

eji

#2

eji

#7

eji

#11

eji

#3

eji

#8

eji

#12

eji

#4

eji

#9

eji

#13

eji

#5

eji

eji | **EQUAL JUSTICE INITIATIVE**

eji

Be Apart of Change.

eji

Be Apart of Change.

eji

Be Apart of Change.

eji

**EQUAL
JUSTICE
INITIATIVE**

eji

**EQUAL
JUSTICE
INITIATIVE**

COLOR PALETTE



#1BD8AE



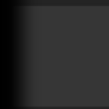
#088C70



#D9253A



#8C1F2C



#363636



#000000



#FFFFFF



USER INTERFACE STYLE GUIDE

AVABACO

Title Text

Roboto

Subtitle Text

Roboto

Subtitle Text

Roboto

Caption Text

Roboto

Caption Text 1

Roboto

Caption Text 2

Button States

Light Background

Dark Background

Normal

Normal

Hover

Hover

Select

Select



Gradient & Arrow



Breadcrumb



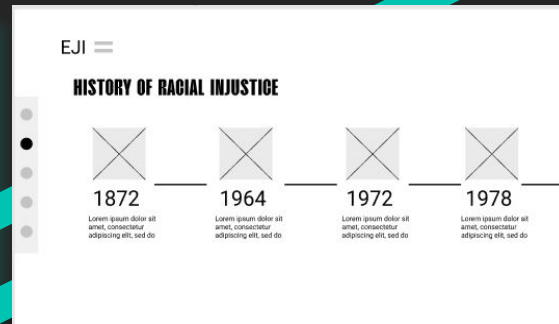
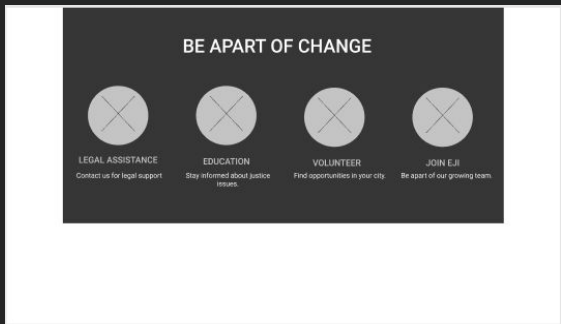
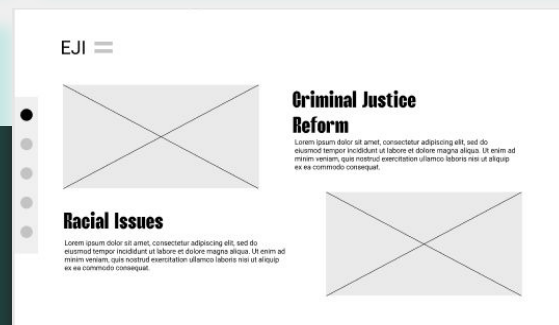
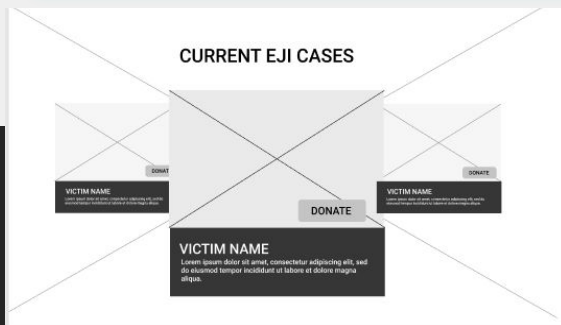
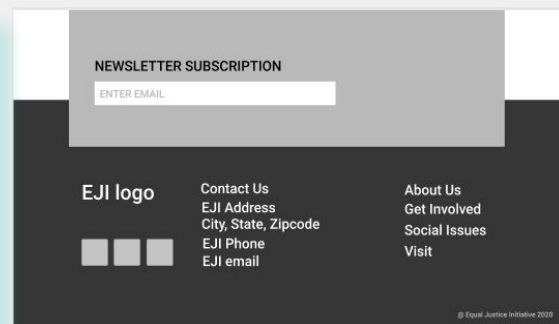
WIREFRAMES INITIAL PROTOTYPE

Keeping in mind the **purpose** of the website we created a quick sketch that provided a good foundation to design the rest of the website.

Something that was very important when creating this redesign is to make sure that people understood **who** EJI is **what** they do and **how** visitors can help the cause.



<https://www.figma.com/file/GjNznuCpKQOHqZi0Y1sqWP/Clickable-LoFi-EJI?node-id=0%3A1>



HI-HIGH PROTOTYPE

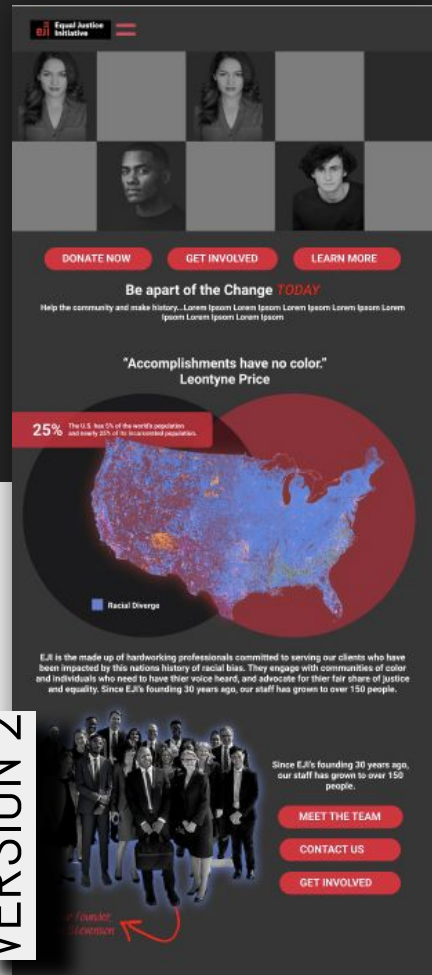
We made a couple different prototypes that allowed us to test different features and styles to see which one would suit better for the purpose for the website.

TO MAKE A CHANGE • PERSUADE DONATIONS • EDUCATE THEMSELVES

VERSION 1



VERSION 2



<https://www.figma.com/file/4WqvB4RkuPIDCghMVyzP4z/mid-fi-prototype?node-id=30%3A159>



FINAL PROTOTYPE

We combined our favorite features and created the final HIGH-FI Prototype. With this version we were able to fix the issues with the current website. Some improvements we made include but not limited to:

Adding a more attractive color scheme

Making the PURPOSE more obvious

Making information easy to find

Being consistent with stylistic features

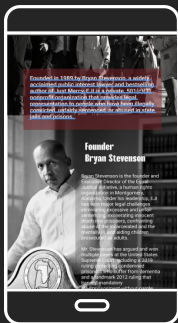
Making the content easy to read



<https://www.figma.com/file/YOoOv6yvFjNia9YtDvDVIt/EJI-Hifi?node-id=0%3A1>



MOCKUPS



MOBILE APP

 <https://www.figma.com/file/C7JnwekPW5386mqmmbIjw7/Mobile-Screens-EJI?node-id=0%3A1>

CONSISTENCY IS KEY

For our desktop website redesign we also recreated the mobile website design that with similar style elements to maintain consistency between the two different versions.



PC SOFTWARE

 <https://www.figma.com/file/YOoOv6yvFjNia9YtDvDV1t/EJI-Hifi?node-id=0%3A1>



03

FINAL RESULTS



After reviewing User Tests we we determined that there were more than one ideal User Persona to take into consideration for for this site.



After creating High-Fi Prototype we found that the Design process is constantly evolving



How to work efficiently with your team

THANK YOU

FOR LISTENING