
Redesigning GRuB's website to target youth 16-18



Version: 1.0 - 3/21/08
Website Design Proposal
Linda Sok
IM211
Final



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Summary of Proposal



Overview and Objectives:

The objective of this proposal is to create two sections, "The Cultivating Youth Program" section and "The Kitchen Garden Project" section that are stylized to fit into the overall feel of the GRuB's main website. The purpose of these additional website sections is to allow people to experience GRuB's mission on a personal level.

Each section should include:

- Program descriptions and goals
- Calendar of events
- Activities and workshops
- Blog / journals
- Print-friendly forms
- Gallery



Background:

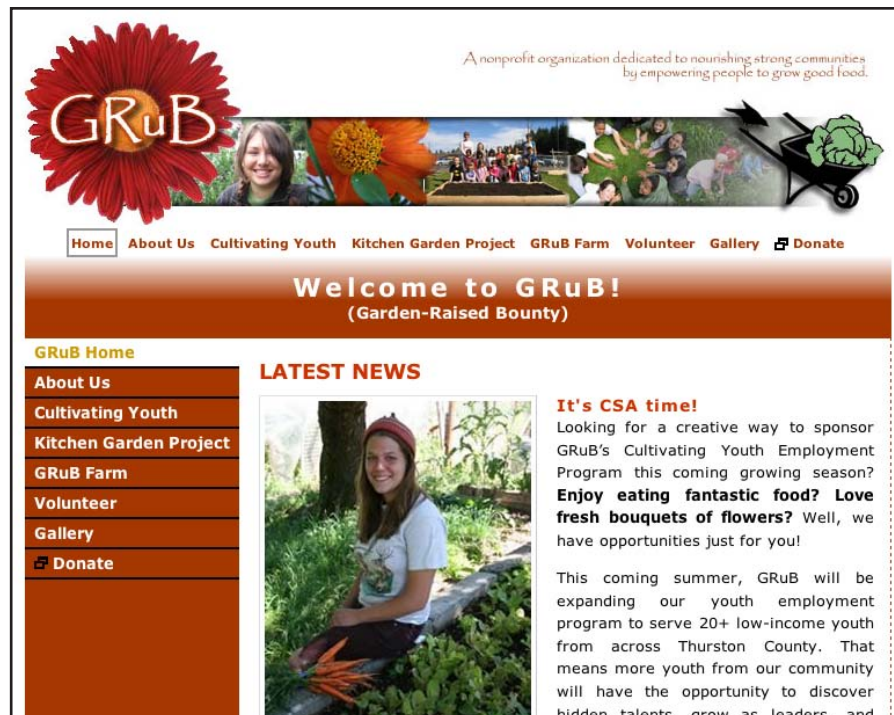
Garden-Raised Bounty, also known as GRuB is a nonprofit organization located in Olympia, WA. GRuB has two core programs, The Kitchen Garden Project and The Cultivating Youth Program. The Cultivating Youth Program inspires, self-motivates, and educates youth through educational and employment opportunities. Also, The Kitchen Garden Project focus on helping low-income families help themselves by building raised garden beds at their homes. GRuB's mission is to nourish strong communities by empowering people to grow good food.



Evaluation GRuB's current website

<http://www.goodgrub.org>

This is a general website where viewers can go and search about the youth and garden programs, easy to navigate with top navigation bar and side menus. The overall feel and tone of the website is very basic and simple. There is no color scheme to this website; each link on the navigation has a different color palette. There is not a balance of images and text. There are no user interactions like journals or blogs. The website feel very static and two dimensional.



Homepage



Cultivating Youth Program page
(Youth Section)



Kitchen Garden Project page
(Agriculture Section)

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Competitive Analysis: The Food Project



The Food Project

<http://www.thefoodproject.org/>

The website reflects the tone and feel of their mission, which is "Creating personal and social change through sustainable agriculture." The website uses their color scheme to mirror the food and organic theme. One disadvantage of this color scheme is that it looks too childlike. It also has a slideshow of images that loops continuously at the beginning of the homepage, which is not reflected throughout the rest of the website. This webpage feels sectioned off because of the harsh solid colors of the columns.



Homepage



Youth Section



Agriculture Section

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Competitive Analysis: Seattle Youth Garden Works



Seattle Youth Garden Works

<http://www.sygw.org>

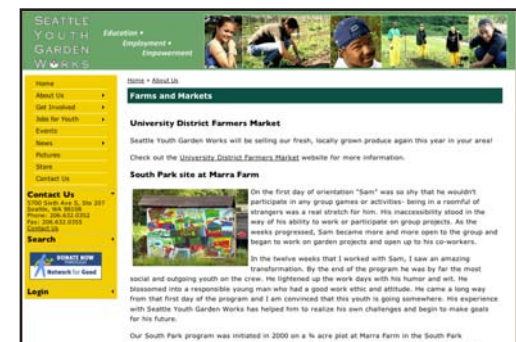
The homepage is very busy and clutter. The website is not fully functional because there are errors on the layout page. The website has drop down menus on the navigation, which are hard to follow. The movement throughout this page is eye catching, but very busy at the same time. It is very hard to tell what page you are on. Advantages of this website are the videos and list of events in the calendar on the website that is useful to the user.



Homepage



Youth Section



Agriculture Section



Youth Garden Project

<http://www.youthgardenproject.org>

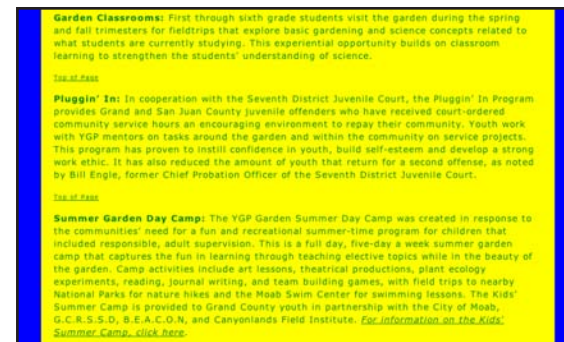
The homepage is very colorful, but the color scheme is too strong and clashes with the content on the page. The website is content heavy and hard to read, with the green font on the yellow background. Every page offers a slideshow of images to keep the viewers active on page, but distracting at the same time. Users have to scroll all the way down to view the rest of the page to gather complete information. The navigation incorporates illustration, which gives the website character.



Homepage



Youth Section



Agriculture Section
(under same page as youth section)



Appearance and Content of Websites

Competitors	Look and Feel	Description of Program	Images	Easy to Navigate?	Forms to download?	Functional Website? Any broken links?
GRuB	Simple, basic and clean website. Content heavy with text. No balance between text and images.	Yes.	Yes, static. Limited 2-3 per page.	Yes.	Yes.	Some broken links and alignment problems.
The Food Project	Functional and easy to read content. Eco- friendly.	Yes.	Yes, slide show at the beginning of homepage.	Yes.	Yes.	Yes, functional.
Seattle Youth Garden Works	Busy and Clutter. Has useful information for target audience.	Yes.	Yes and videos.	No.	Yes.	No, errors on layout.
Youth Garden Project	Very simple and basic website. Color scheme needs work, very childlike.	Yes.	Yes, slideshow.	Yes.	Yes.	Yes.



Website> Youth Section

Competitors	Description of program	Employment Application	Images/ Gallery	Blog/ Journals. Section for current crewmembers and Alumni	Calendar of events and forms to download
GRuB	Yes.	No, contact form.	Yes.	None	No- calendar. Yes- forms.
The Food Project	Yes.	Online application.	Yes, plenty.	Yes, blog.	No- calendar. Yes- forms.
Seattle Youth Garden Works	Yes	Yes	Yes, very limited.	Yes, stories.	Yes.
Youth Garden Project	Yes	No.	Yes, slideshow.	No.	Yes, list of events. Yes- Forms.



Website> Agriculture Section

Competitors	Description of program	Ways to get involved with the program	Images/ Gallery	Blog/ Journals for Garden recipients	Calendar of events and forms to download
GRuB	Yes.	Contact form/ info.	Yes, Plenty.	No.	No- calendar. Yes- forms.
The Food Project	Yes.	Contact form/ info.	Yes, Plenty.	Links, to resource.	No- calendar. Yes- forms.
Seattle Youth Garden Works	Yes.	No.	Yes, Limited.	No.	No- calendar. No- forms.
Youth Garden Project	Yes.	Yes.	Yes, slideshow.	No.	Yes, list of events. Yes- Forms.



Summary of Competitive Analysis

The stronger competitors are The food Project and Seattle Youth Garden Works websites. The strong points are the blogs, slideshows, and calendars that users can access when visiting the websites. GRuB's website is very simple and basic and needs to incorporate these resources to strength the user experience for the youth and garden recipients who wants to get involve with their program's mission.



Target Audience:

- Primary audience
 - High school teenagers looking for a job and garden recipients
- Secondary audience
 - Parents and guardians of teenagers
 - Low-income families who are looking to receive a garden
 - Donors- people who want to donate to a non-profit organization
 - Volunteers- students and people from the community who would like to get involve



The Persona Chart for Cameron Curry

"The typical teenager"

Age: 16

Occupation: None. Student at New Century High School.

Home life: Teenager, brother, and grandson.

Education: Sophomore in High School

LIFESTYLE

Activities: Goes out with friends 5 days a week skateboarding. Cameron snowboards on the weekend. Lives with grandma and has a younger brother who is 3 years younger. Mom and dad are in jail. Cameron does not have a girlfriend. He fishes and goes on outdoor hikes once a week. Cameron is an average teen smoker. Cameron does not do his homework daily, and occasionally shows up for school.

Ultimate goal: To find a job so he can go out with his friends more often on the weekends.

WEB USE AND INFORMATION NEEDS

Web usage: Checks e-mail every 3 days, has a share computer with family members, goes online to chat with friends occasionally, and shops online for skateboarding and snowboarding gear. Checks job listings and watches extreme sport videos.

Web competency: Intermediate.

Frustrations with the web: Flash takes too long to load for certain websites such as skateboarding and snowboarding videos.

What kind of information is hard to find: Extreme sport videos, and current job listing in local area that is maintained and up to date.

Frequent sources of information: Magazines, local newspaper, and school newspaper.

Quote: "Go big or go home!"





The Persona Chart for Tasha Tyler

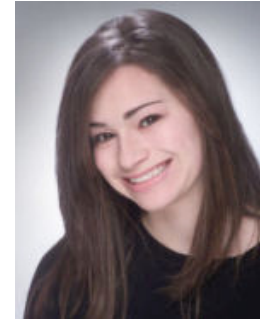
"The hard working student"

Age: 16

Occupation: Works at CD store called Rainy Day Records.

Home life: Teenager, sister, and daughter.

Education: Sophomore in Skyline High School.



LIFESTYLE

Activities: Goes to school everyday and does homework daily. She goes out with friends twice a week. Tasha is very active in school. She plays basketball, softball, and is in Key Club and Spanish Club. Tasha volunteers once a week to help the community. Tasha is the oldest sister of 3 siblings (Jacob 12, and Job 3). Tasha is on honor roll and very popular in high school.

Ultimate goal: To maintain a high GPA during high school to earn her way into college, by going to school, studying, and also being involved in the community.

WEB USE AND INFORMATION NEEDS

Web usage: Checks e-mail 5 times a day, laptop, goes online to chat with friends occasionally, shops, and search for jobs and scholarships.

Web competency: Intermediate.

Frustrations with the web: Spam.

What kind of information is hard to find: Can not find valid local scholarship information and job listings that are up to date.

Frequent sources of information: Magazines, local newspaper, school website, and school newspaper.

Quote: "The future depends on what we do in the present."



The Persona Chart for Darla Jones

"The mother"

Age: 37

Occupation: Low-income mother who works at a warehouse distributing furniture.

Home life: Divorced, single mother, three children (Billy 3, Travis 8, and Jenny 10).

Education: High school drop-out



LIFESTYLE

Activities: Spends time at the park with her kids twice a week. Darla does not go out much. She works full time. She also worries about her kids and their future. She does not take care of herself. She slips into depression on and off again. Loves to cook meals with her family and is very friendly and warm.

Ultimate goal: To raise her healthy kids and steer them in the right direction.

WEB USE AND INFORMATION NEEDS

Web usage: Checks e-mail twice a day, shares a computer with family members, goes online to search for jobs, and online coupons.

Web competency: Beginner.

Frustrations with the web: Spam. Ad pop-ups.

What kind of information is hard to find: Job listings that are up to date.

Frequent sources of information: Magazines and local newspaper.

Quote: "The best way to prepare for life is to begin to live."



Sample Photography and Illustrations



Sample Patterns &Textures



Sample Title/Typography

70pt Regular

Garden-Raise

40pt Bold

Garden-Raised Bounty

40pt Italic

Garden-Raised Bounty

Sample Typography

Titles/Sub-titles:

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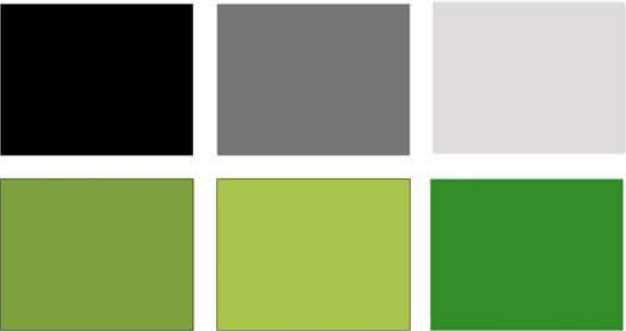
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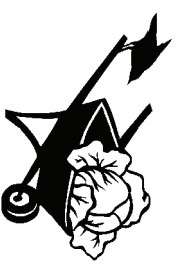
Font Type: Trebuchet MS
 Regular **Bold** *Italic*

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"This is a quote box. Lorem ipsum
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 -Lorem ipsum

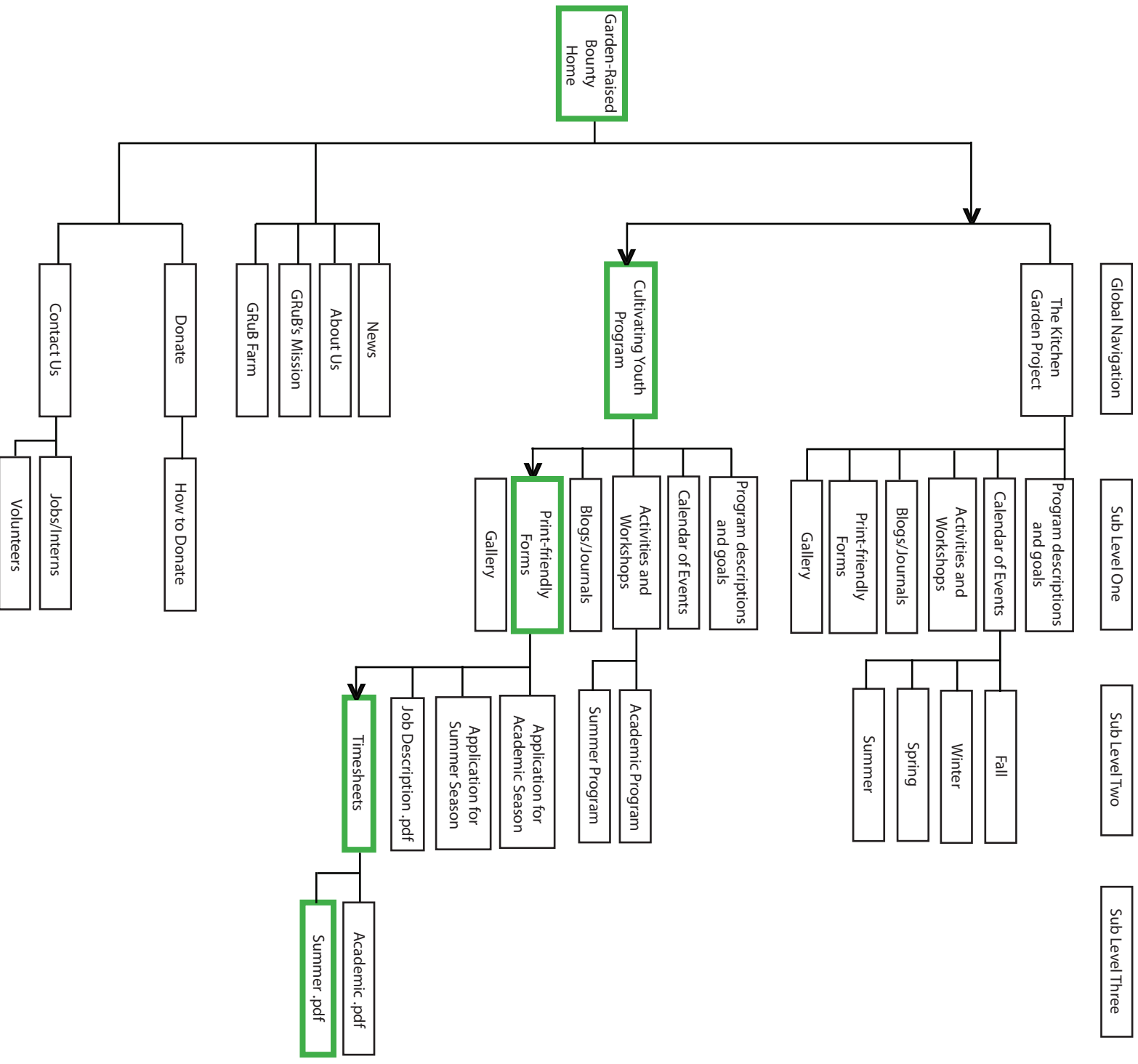
Sample Color Palette





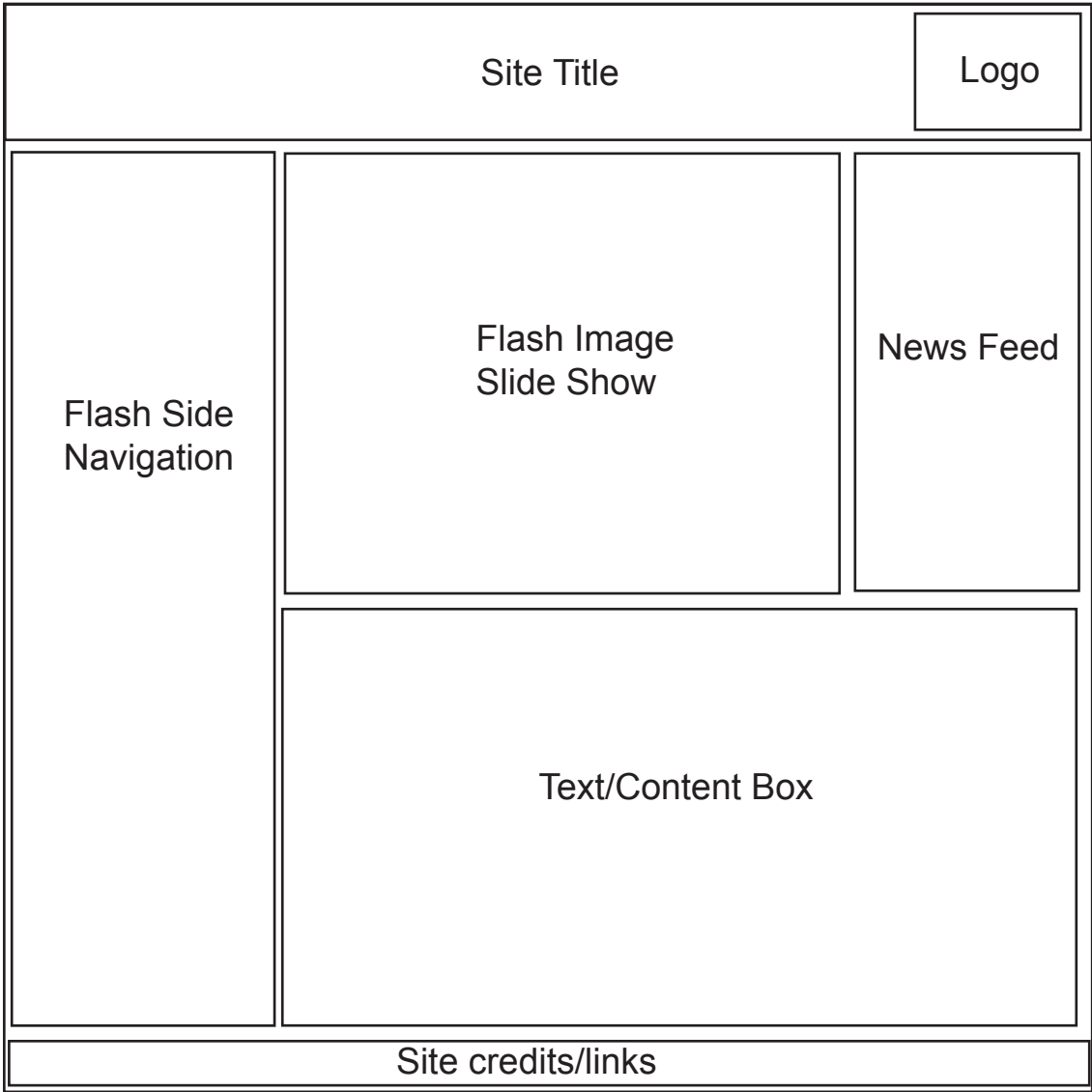
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Sitemap

Home> Cultivating Youth Program> Print-friendly Forms> Timesheets> Summer .pdf



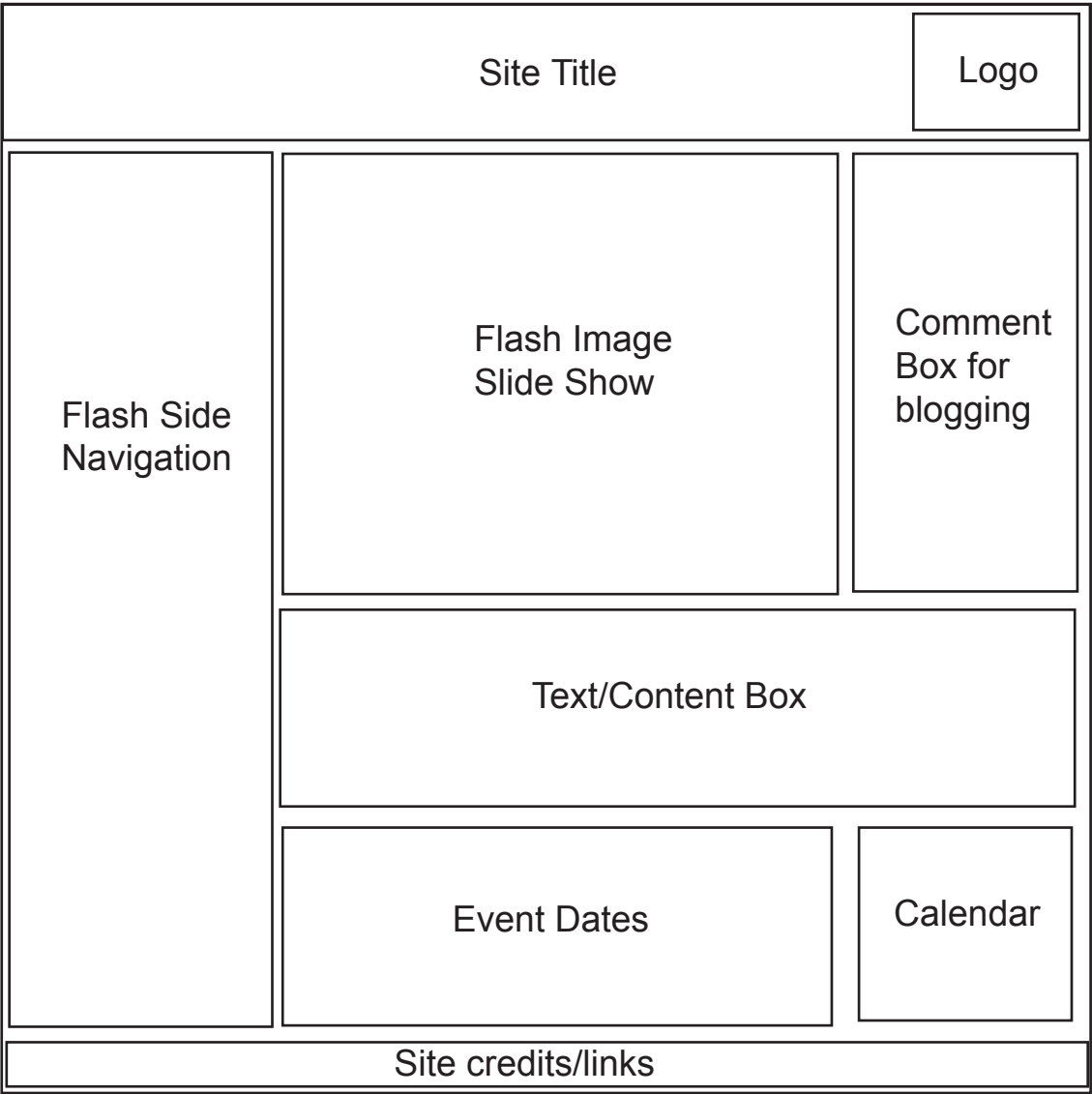


Homepage



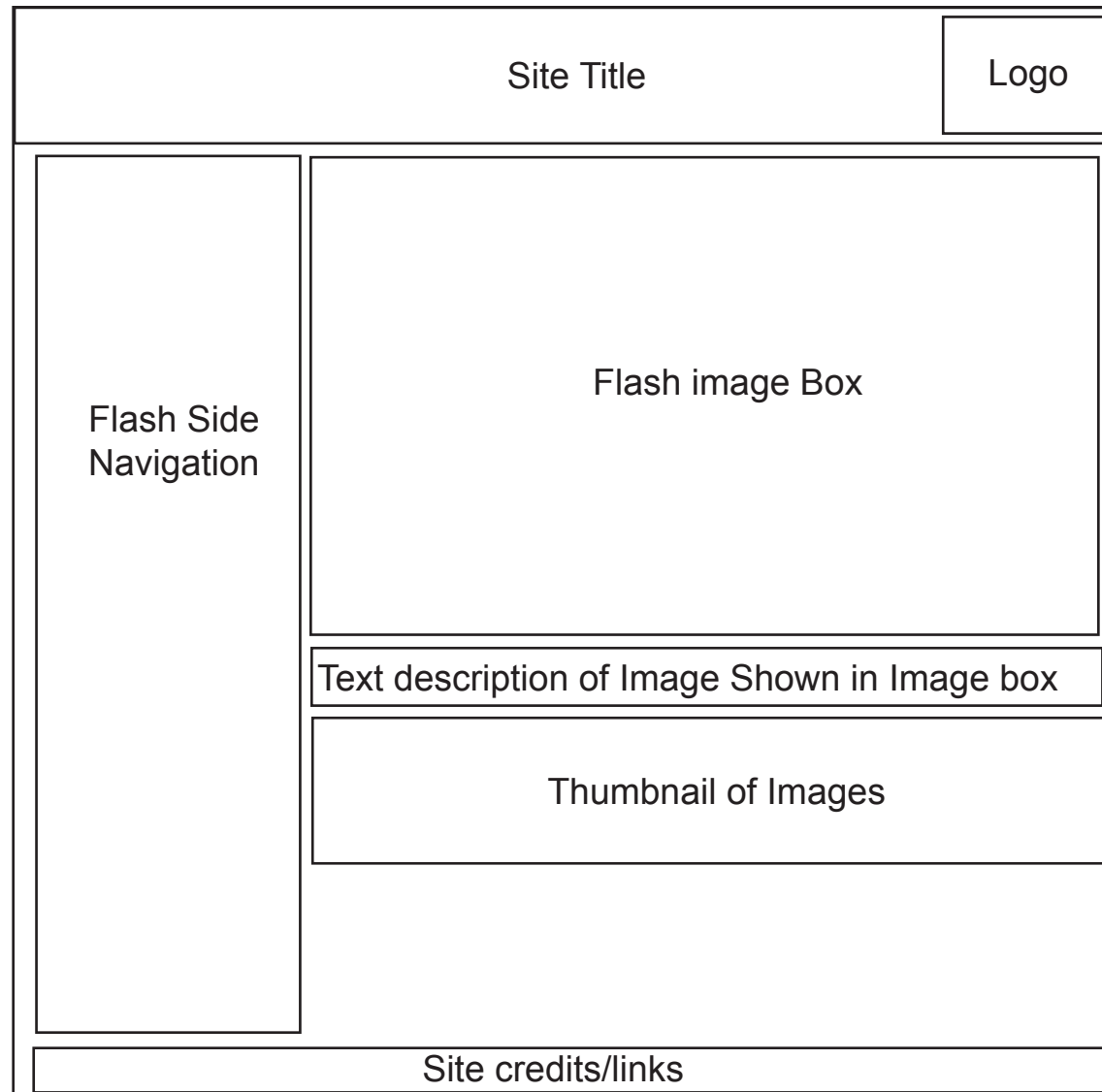


Cultivating Youth Program Page






The Kitchen Garden Project Page



Garden-Raised Bounty



Kitchen Garden Project

[Home](#)

CYP

Program descriptions & goals



Calendar of events

Activities and workshops

[Blog / journals](#)

Print-friendly forms

Gallery

Journal

Text. Text

[Submit](#)

User: Jenn M.

Journal 3.05.08

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- 3.16.08 *Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam vestibulum justo nec metus. Nam vestibulum justo nec metus.*
- 3.16.08 *Nam faucibus, justo eu malesuada egestas, nisl nisl vehicula eros. nec metus. Nam faucibus, justo eu malesuada egestas, nisl nisl vehicula eros.*
- 3.16.08 *Nam faucibus, justo eu malesuada egestas, nisl nisl vehicula eros.*

<<March 2008>>						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
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10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Garden-Raised Bounty 711 State Ave NE, Olympia, WA 98506 (360) 753-5522

- Calendar Section, View upcoming dates/events.



Kitchen Garden Project Page



Flash will also
be used n the
gallery section.



Proposal Summary

The goal of this proposal is to gather updated information on program contents so youth, recipients, parents, and donors are actively involve in the program. These sections of the site should also be a place where youth and garden recipients can talk about their experience, blog, journal, and keep updated with the GRuB staff. These sections are mainly for the youth and garden recipients to view daily happenings within the program.