

# **FUND TEXAS CHOICE RESPONSIVE WEB REDESIGN**

Mackenzie Bickling, Javi Portela, Aneka Raj, & Scott Sherwood



With the recent overturning of Roe v. Wade, we as a group felt very passionately about supporting and working with a nonprofit such as Fund Texas Choice.

Fund Texas Choice is focused on providing support to those looking for reproductive healthcare as well as encouraging others to become advocates of the cause, through donating and participating in events.



**Mackenzie Bickling**

Project Manager



**Javi Portela**

UX Designer

# Our Team



**Scott Sherwood**

UI Designer



**Aneka Raj**

UX Researcher

# PROJECT OVERVIEW

**The Problem:** *FundTexasChoice.org* was created to inform users on the freedom of choice and provide resources to access an abortion. We have observed that the website for *FundTexasChoice* is lacking cohesive structure within their existing website and having trouble updating their website content due to the recent overruling of Roe v. Wade. How might we iterate on the *FundTexasChoice* website so that the people who need abortion resources and education are successful in their search based on an increase in donations, community support and if outgoing resources are being used?

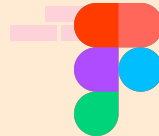
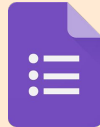
**The Solution:** Redesigning the site to make the style more approachable, yet informative. The information should be well-organized as to not overwhelm the user. The website should feel like a safe space while also conveying the vital and sensitive information the user is seeking. Additionally, the added information and improved aesthetic will encourage those engaging with the site to support the cause by donating and attending events.

**Value Proposition Statement:** *We offer practical support for anyone looking to make the best decisions for themselves and their families.*

Tools:



Our Google  
Drive Folder



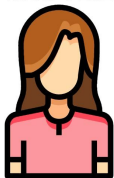
Our Trello  
Board



# Proto Personas

Our Proto Personas represent our assumptions about Fund Texas Choice users.

Rosa Diaz



## Demographic Info.

- She/her
- 23 years old
- Young professional in STEM
- Recently single
- Living alone in Dallas

## Goals & Needs

- In need of support due to her boyfriend leaving her after hearing about her pregnancy
- Unsure of whether or not she can support a child so early in her career, looking for access to an abortion

## Pain Points

- Feels alone in her Red state
- Lack of support in her community
- Doesn't feel informed enough to make a decision yet

## Solutions

- Needs info on where to get an abortion
- Would like to find a supportive community

miro

Hector Sanchez



## Demographic Info.

- He/Him
- 45 years old
- Woodworker
- Has a wife and 2 teen daughters
- Lives in Austin

## Goals & Needs

- Wanting to support the women in his life and their choice for body-autonomy
- Wants to donate and go to events with his family as a learning experience for himself and his kids
- Needs resources for his family if the situation presented itself

## Pain Points

- Not having access in Texas for his family
- Wants to be informed on the rights his family has
- Wants to stand-up for a cause he is demographically included in, respectfully

## Solutions

- Learning the Rights his family and the women in his life have
- Correctly informing others who have questions about this topic
- Attending events and educating himself

miro

# Competitor Analysis

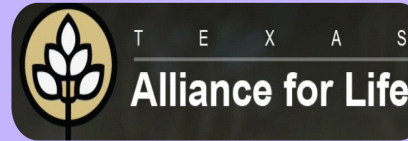
We conducted thorough analyses of both direct and indirect competitors. For direct competitors, we focused on other Texas-based pro-choice sites. Alternatively, we looked at Texas-based “pro-life” sites as indirect competitors.

View our complete Competitor Analysis [here](#).

## Direct



## Indirect Competitors



# Heuristic Evaluation

The main findings we discovered during our heuristic evaluation is that there's really no consistent L.A.T.C.H. principle, information was disorganized or hard to find, and the design was unappealing and inconsistent.

Website Name: [Fund Texas Choice](#)

Website URL: [Fundtexaschoice.org](#)

Heuristic	Rating			Comments		
Appearance/aesthetics: first impressions are important—they can make the difference between users staying or leaving your site						
Example	3	2	1			
Primary goal or purpose is clear	x					
Clean, simple design	x					
Pleasing color scheme		x		white and grey are used in the palette and not really appealing considering the other two colors		
Appropriate use of white space			x	margins and boxes are overblown and mess with general proportion guidelines		
Consistent design		x				
Text and colors are consistent			x	Font size and weight are different in all aspects of the site and mess with the header sizing that cuts c		
Icons are universally understood	x					
Images are meaningful and serve a purpose		x		not many images on site other than posters made for the sites. they share a common theme and flow		
Content: users are at your site for the content—make it easy for them to find and use your site						
Major headings are easy to understand	x					
Easy to scan		x		almost too simplistic and leaves user questioning where to start		
Minimal text/information presented	x					
Clear terminology; no jargon	x					
Links are clear and follow conventions	x					
Help is available on every page			x	no help button		
Important content is above the fold			x	subscription is left under the fold and some of the buttons are blown up disproportionately		
Search box is easy to identify and easy to use	x					

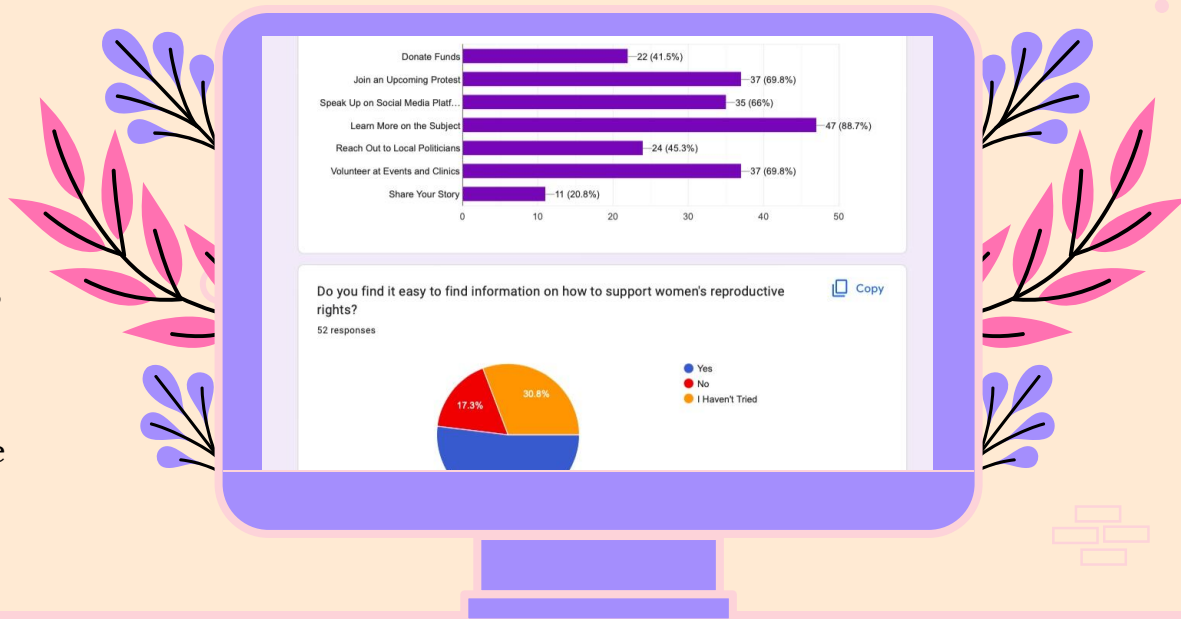
Access the full  
evaluation [here](#).

# User and Stakeholder Interviews

We developed a better understanding of Fund Texas's mission, values, and goals for the website after conducting our stakeholder interview.

Additionally, with initial user testing conducted through interviews and a survey, we were able to gather useful information regarding the demographics, feelings, and motivations of potential users. We sorted this information into an affinity diagram and empathy map which allowed us to create informed and reliable User Personas.

View our Research materials [here](#).



# Affinity Diagram

Activism Pain Points



Looking for Resources



Motivation



Pros about site



Activism



Feelings about current situation



Donating



Demographics



Comfortability



Life Priority



Cons about site



After analyzing our user research and sorting data into an affinity diagram as well as empathy map, we decided on two user personas: two young adults, a woman seeking abortion resources and more information about reproductive rights/healthcare, and a man hoping to donate and support the cause.

View our complete Affinity Diagram [here](#).

To further empathize with users, we created an empathy map.

Access the full  
Empathy Map [here](#).



# User Insight

Amy Santiago, a 22 y/o law student, needs to find a community of people who are pro-choice and in need of volunteer and financial support because of the recent Roe v. Wade overruling. To combat the stress and helplessness she's feeling, she wants to educate herself and the people around her about abortion access, rights, and what to do if the situation ever presented itself.



A portrait of Amy Santiago, a young woman with dark curly hair and freckles, looking directly at the camera. The background is a soft, out-of-focus yellow and orange.

# Amy Santiago

22 years old ~ she/her/hers

In a relationship

Student-International Relations

HOPEFUL

ORGANIZED

COMPASSIONATE

"We deserve to feel like we matter as women. I'm tired of feeling unsafe."

## About

Amy is finishing her Senior year of college at UT Austin and is excited to attend Harvard law school in the fall. She's hardworking, determined, passionate, and kind. She has attended several women's marches in the past year and is hoping to see positive change in the near future.

## Fears

- Being in a committed relationship, Amy is very stressed at the thought of getting pregnant and putting her dreams of becoming a lawyer in jeopardy
- She has seen the verbal abuse and trauma inflicted upon women seeking an abortion and doesn't want to experience that if she's put in a similar situation.

## Goals

- She recently went off birth control for health reasons and wants to stay informed about abortion access in case she gets pregnant.
- Hopes to find a reliable and informative resource that she can trust
- Wants to continue attending events/rallies and give her support



# Charles Boyle

24 years old ~ he/him/his

In a relationship

Professional-Architect

**CREATIVE**

**CARING**

**CURIOUS**

"I have friends who are able to get pregnant and they feel scared. It's not really fair. It's not really justice."

## About

Charles is a driven, young architect living with his girlfriend in Dallas. He really cares about all the people that will no longer have access to safe healthcare and is especially concerned for his girlfriend. He wants to do his part to support the women around him the best way he can.

## Fears

- Seeing someone he loves suffer.
- Not being able to help in a meaningful way.
- Feeling uninformed and uneducated.

## Goals

- He would like to start making regular donations and attend events with his girlfriend.
- He wants to feel educated enough to have conversations with his more conservative friends, hoping he'll convince them to be more understanding.

# Problem Statement

FundTexasChoice.org was created to inform users on the freedom of choice and provide resources to access an abortion. We have observed that the website for FundTexasChoice is lacking cohesive structure within their existing website and having trouble updating their website content due to the recent overruling of Roe v. Wade. How might we iterate on the FundTexasChoice website so that the people who need abortion resources and education are successful in their search based on an increase in donations, community support and if outgoing resources are being used?

# UX Scenario

From our Stakeholder Interview, we learned FTC's main target audience they want to reach are people looking for resources. So, from this point, we decided to focus on our primary user/client—Amy Santiago.

Amy is a dedicated law student who is worried about her ability to access an abortion in Texas if needed. She wants to stay informed on the current standing of women's reproductive rights and how to be active in supporting them.

# Storyboard



Amy is saddened after hearing about the overturning of Roe v. Wade.



Her and her boyfriend talk about how this will affect their relationship now that she's off birth control.



Amy looks for abortion resources/support on Google just to be prepared.



She arrives at the Fund Texas site and uses the support feature to find the nearest clinic.



While she's on the site, she looks at the Events page and puts an upcoming rally in her calendar.



Amy feels more at ease and is also excited to support the cause.

# USER JOURNEY MAP

Our User Journey follows Amy Santiago as she goes through the current Fund Texas Choice site.



*Amy Santiago, 22*

*Law Student*

*Austin, TX*

Amy wants to help bring about positive change. She believes that everyone should have access to their basic human rights.

## *UX Scenario*

Amy is a dedicated student who is worried about her ability to access an abortion in Texas if needed. She wants to be active in supporting her community and stay informed on the current standing of reproductive rights.

## *Goals*

To find abortion resources, stay updated on current services, and engage in activities/events that support the cause.

## *The Experience*

- 1 Amy arrives at FundTexasChoice.org
- 2 Amy feels at ease knowing there is a site focused on abortion support in Central Texas.
- 3 Amy finds the Support button and is eager to see what that entails.
- 4 She is taken to the Support page.
- 5 Amy scans the site but can't find the Events page.
- 6 She is both relieved and ecstatic about the resources she finds.
- 7 She uses the search bar to find some past events.
- 8 Amy finds a newsletter subscription that keeps her updated on future events.
- 9 She signs up for the newsletter, explores the rest of the site, and decides to donate!

## *Opportunities*

Having an active site for abortion support.

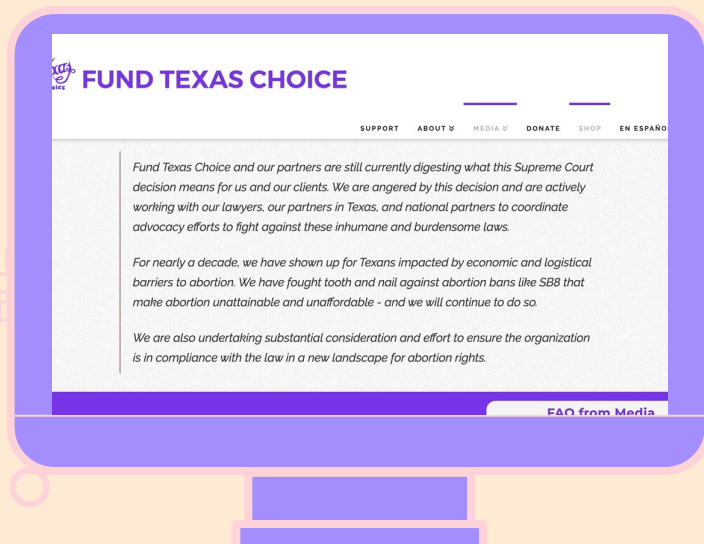
Events page should be easily visible and accessible.

Option to join newsletter.

Calendar page for events,



# USABILITY TESTING

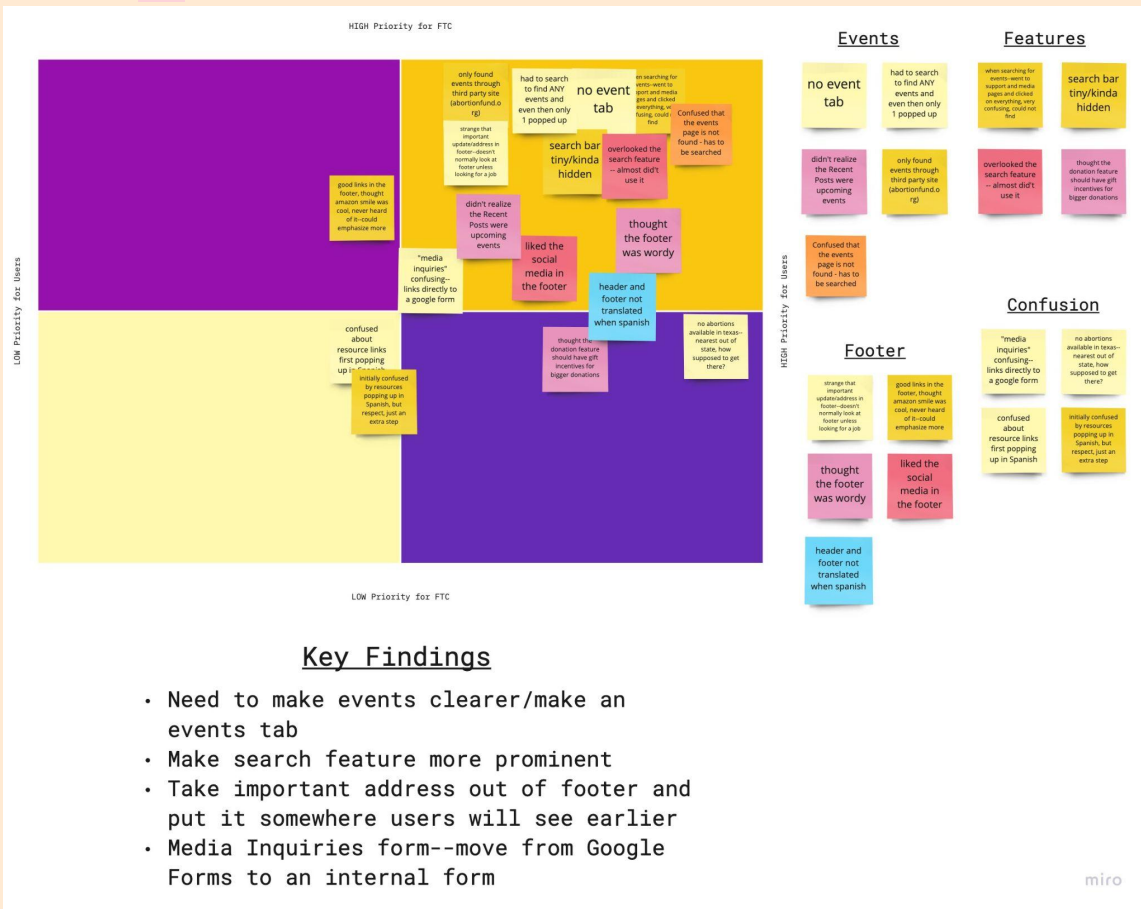


We had 7 Users go through the Fund Texas Choice Website and give us their thoughts on their experience.

Participant 1	confused about resource links first popping up in Spanish	no abortions available in Texas--nearest out of state, how supposed to get there?	no event tab	had to search to find ANY events and even then only 1 popped up	"media inquiries" confusing--links directly to a google form	strange that important update/address in footer--doesn't normally look at footer unless looking for a job		
Participant 2	initially confused by resources popping up in Spanish, but respect, just an extra step	when searching for events--went to support and media pages and clicked on everything, very confusing, could not find	only found events through third party site (abortionfund.org)	search bar tiny/kinda hidden	good links in the footer, thought amazon smile was cool, never heard of it--could emphasize more			
Participant 3	No huge concerns with website	Confused that the events page is not found - has to be searched	Recent events on the search tab?					
Participant 4	process of finding a clinic was easy	wished there were pictures and names on the Our Team page	event task was the most difficult	first checked Media to look for Events	used search function, but still couldn't find events	didn't realize the Recent Posts were upcoming events	thought the donation feature should have gift incentives for bigger donations	thought the footer was wordy
Participant 5	appreciated how easy it was to find support	liked how easy to read the information was in the impact report	event task was the most difficult	first checked Media to look for Events	overlooked the search feature -- almost didn't use it	was still confused about events after using Search	liked the layout and options of the donate page	liked the social media in the footer

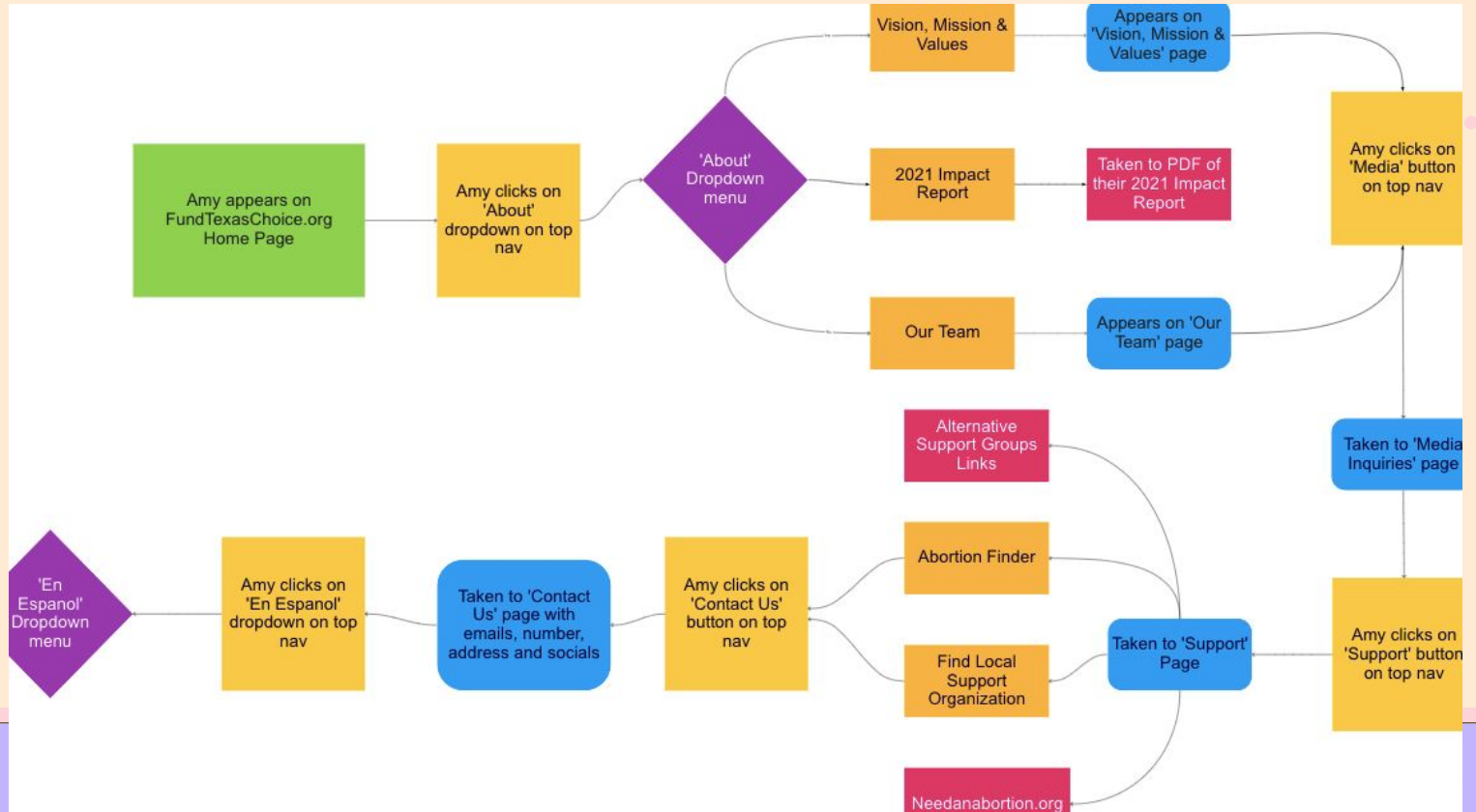
# INITIAL USABILITY FEATURE PRIORITIZA TION MATRIX

Access the full  
matrix [here](#).



# USER FLOW (original FTC website)

Access the  
entire user  
flow [here](#).



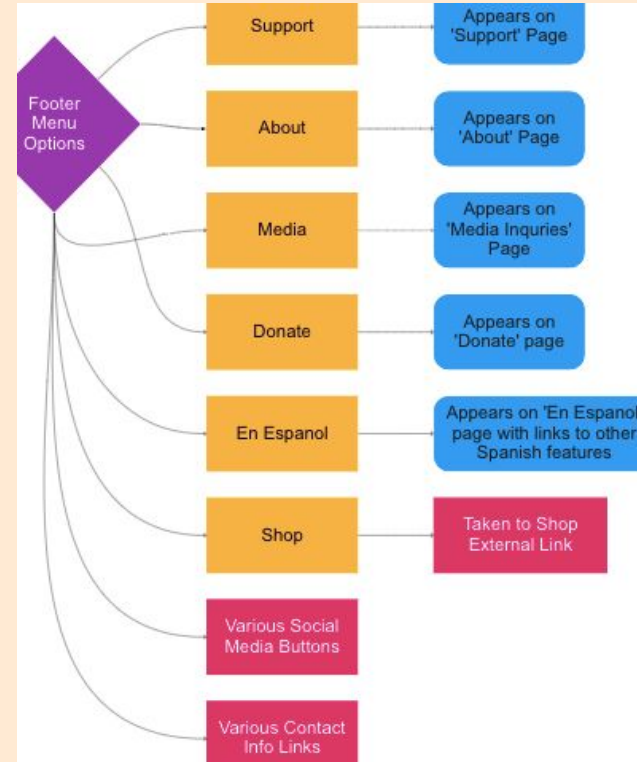


# USER FLOW EXPANDED

Our User Flow was created by having our user (Amy) navigating through the website navigation menus and interacting with some of the content.

We found that a lot of the content on the header and footer navigation could be condensed. We also found some links could be made into buttons and features on the homepage.

Access the entire user flow [here](#).



## Wireframe Sketch

# MAIN FEATURES

- Universal Drop-Down Menu
- Error Page
- Staff Cards
- Slideshow Feature
- FAQ & Impact Report Cards
- Buttons
- Condensed Footer
- Calendar Page

Homepage

Logo	Find Support	About	Get Involved	Events	Media	Shop v	Search Q Esp
BANNER							X
Find Support							
Our Staff							
Photo	Photo	Photo					
Member 1 contact	Member 2 contact	Member 3 contact					
Events							
<		Slideshow of Events		>			
Get Involved!							
2021 Impact Rep.		FAQ					
Info graphic	Link	Write story	???	???			

Dropdown (Expanded)

Find an abortion
Finder
needanabortion.org
needanabortion.org
Find support on
Map
Alternative Groups
NHRCRPLNH
AAF (AZ)
more links

Error Page

Error Title
Error text: Page not found / under construct
Back to HomePage

Footer (Expanded)

End of Home page	
Logo	Contact Us Address #
	Support Us Amazon Smile Join our team
socials box	

# Card Sorting

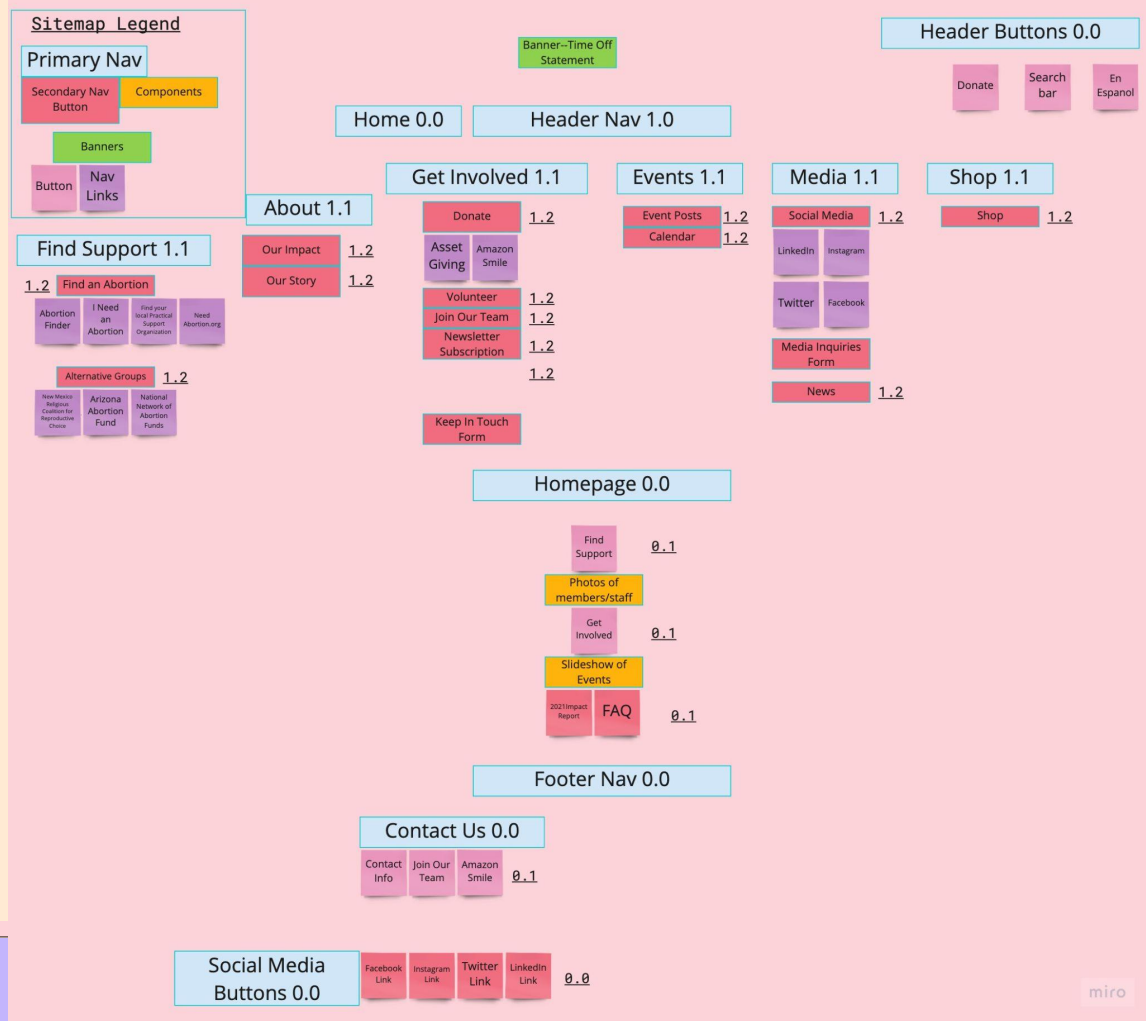
We each individually analyzed the formatting and navigation of the current Fund Texas Choice website. After creating our own flows for the primary and secondary navigation, we came together to brainstorm a final sitemap for the redesign.



# SITEMAP

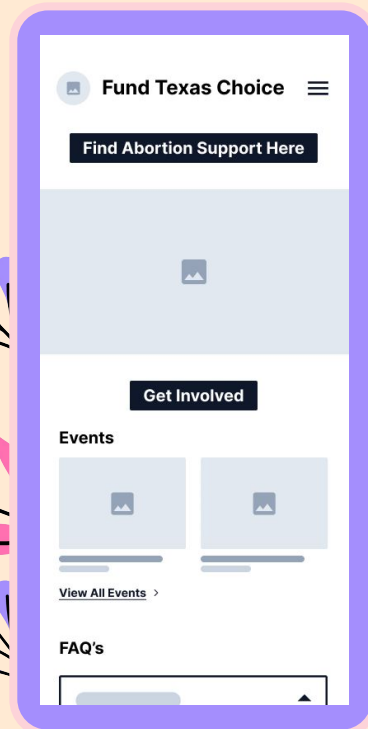
Here we have our final  
sitemap as both a  
guideline for navigation  
and website features.  
We added a 'Calendar'  
Feature during this time.

Access our Sitemap [here](#).



# INITIAL WIREFRAMES

From the wireframe sketch and final sitemap, we made both a desktop and mobile version of the website including our features.

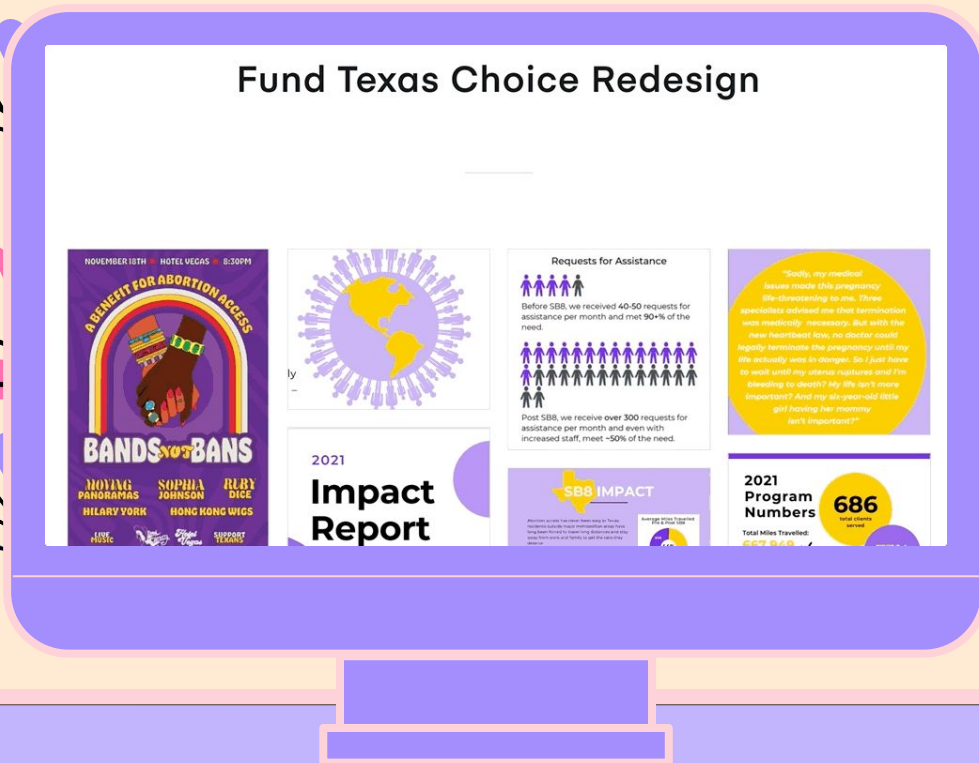


# UI Style Inspiration/Moodboard

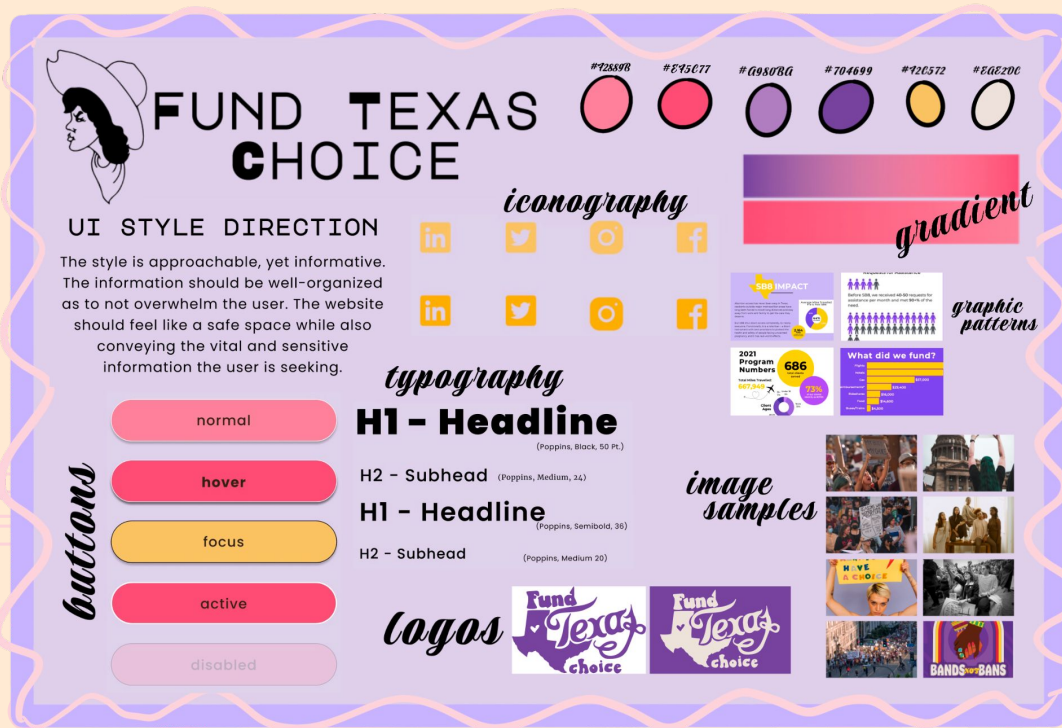
Access the full mood board [here](#).

We also took inspiration from the non-profit's 2021 Impact Report, which was beautifully designed, but hidden on their site.

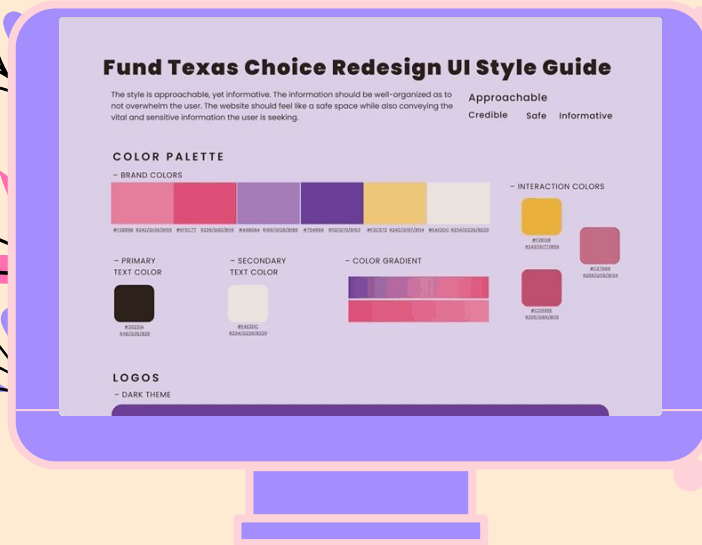
## Impact Report



# UI STYLE TILE and GUIDE



Access the full style guide [here](#).

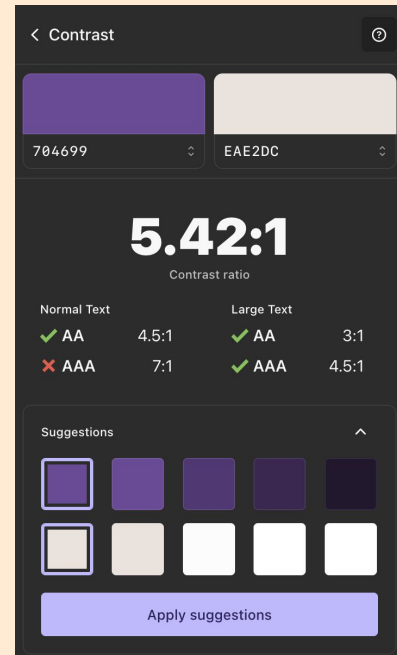
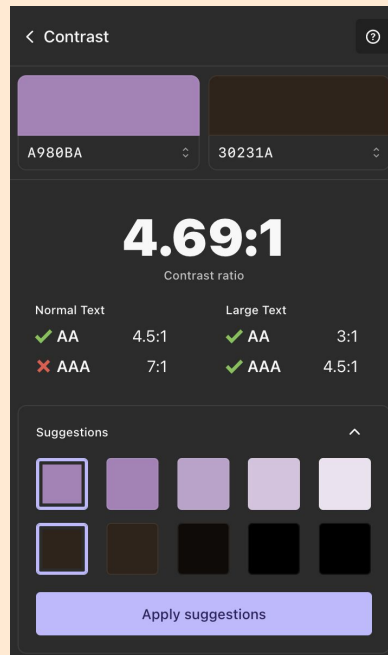
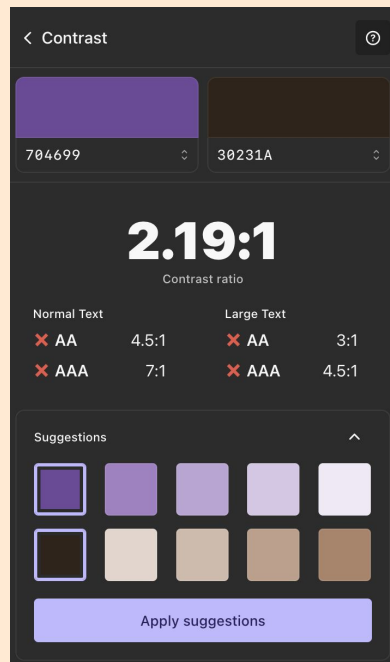




# Color Accessibility

To look out for users with disabilities, it was super important to check out our color palette and make sure different text colors matched with different background colors pass accessibility tests. We found a lot of the colors we were planning on using did not pass, so we had to go back and iterate our color palette to what it is now.

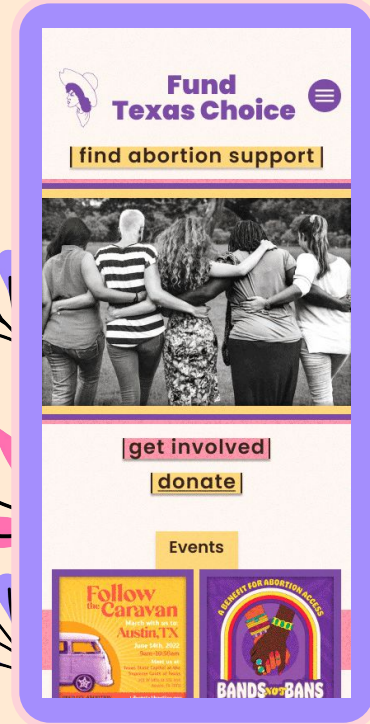
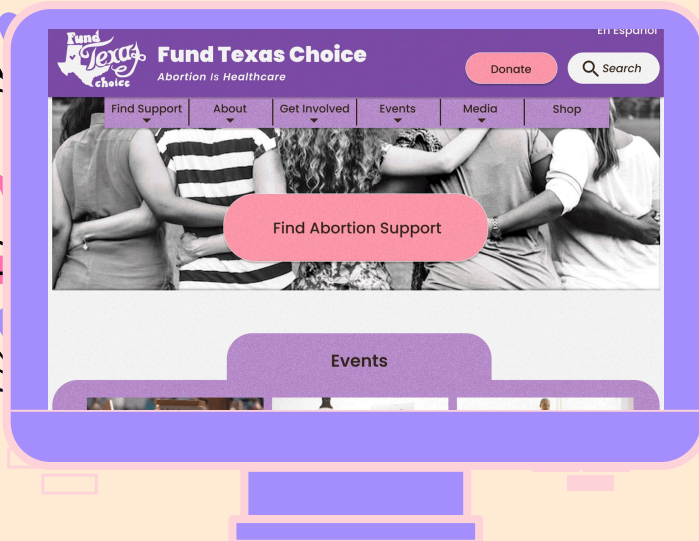
Access more of our tests [here.](#)





# LOW/MID FI PROTOTYPES

Working off our wireframes we were able to start applying our style guide to the layout. We began combining elements from both versions to create a more cohesive design.



# Low/Mid Fidelity Usability Testing

## Key Findings we made sure to iterate into our High Fidelity:

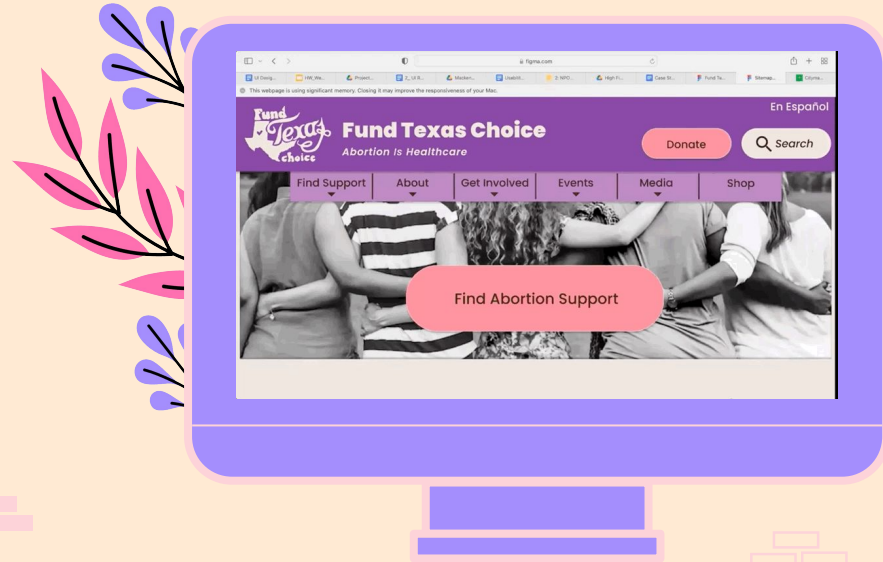
- Between Desktop and Mobile versions, things were definitely very inconsistent, so we had to come back together and make some finalized design decisions
- Double check we're keeping up with color accessibility standards (refer back to color tests)
- Events on homepage unclear for desktop
- Dropdown menus buggy, causing confusion and annoyance for users
- Users were unsure what was clickable and what wasn't—make sure links are all a consistent style as well as microinteractions

**Access usability test materials [here](#).**

# High Fidelity A/B Testing

After conducting A/B Testing, we found that making our mobile and desktop uniform in button styles and card design would create a more cohesive and refined look.

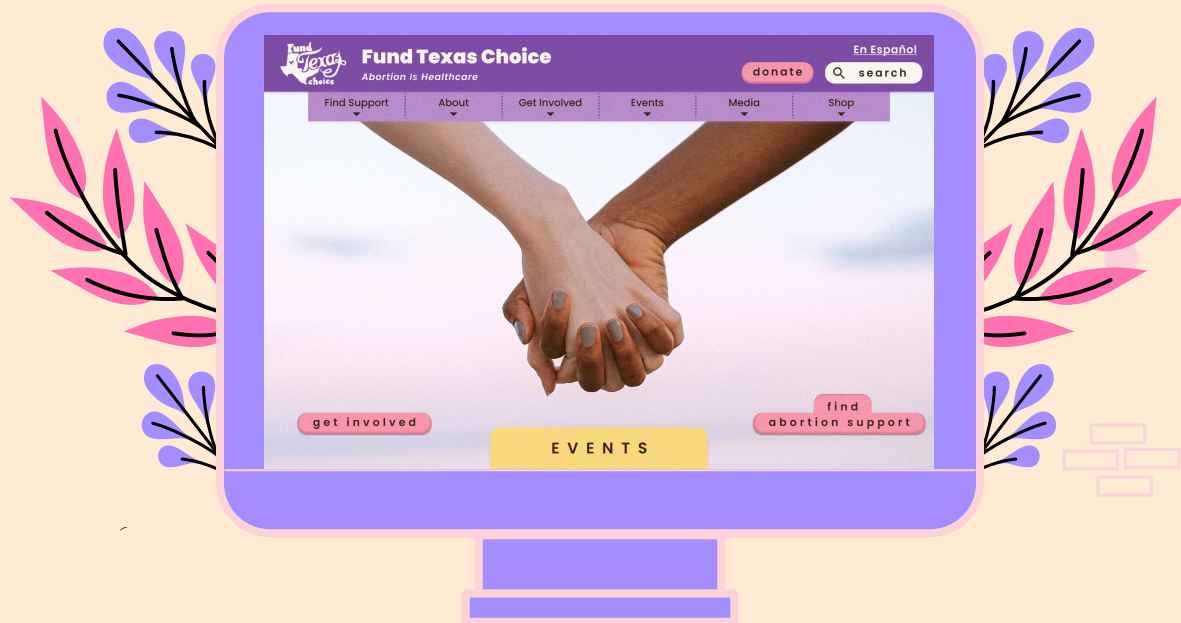
In our final iterations, we changed our images to better fit the website's mission and placed our 'Find Abortion Support' and 'Get Involved' buttons in the field of view for our user.



**Access testing materials [here](#).**

# DESKTOP HI - FI

Thanks to user testing, we were able to polish our designs and create final desktop and mobile prototypes that highlight the importance of getting involved with the non-profit and finding support/resources.



**Access full final prototype [here](#).**

# MOBILE HI - FI



**Access full final prototype [here](#).**

# FUTURE ITERATIONS

Given more time we would love to add a interactive “timeline” that chronicles the forming of Fund Texas Choice almost 10 years ago, as well as a ‘Map’ feature for finding resources. We also would like to update the shop with fresh designs and promote local sellers of pro-choice products.



# **ABORTION IS HEALTHCARE**

[Fundtexaschoice.org](https://Fundtexaschoice.org)





# THANKS Y'ALL!

**DO YOU HAVE ANY  
QUESTIONS?**

[Miro Board](#)  
[Figma Board](#)  
[Google Drive](#)