



Growing for the Good

A GRANT REQUEST TO FUNDING UNLIMITED
FOUNDATION FOR ATLANTA CHANGE FOR GOOD

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Cool Websites Inc

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March 18, 2022

Cheryl Shinall, Director of Funding Unlimited Foundation
Funding Unlimited Foundation
456 Funding Way,
Kennesaw, GA, 30144

Dear Ms. Shinall,

We are truly pleased to hear of your interest in our Growing for the Good project with Atlanta Change for Good. We are very excited to submit the enclosed grant proposal requesting funding for this project. Atlanta Change for Good is currently seeking \$9,550 in funding to redesign their website so they can engage with a wider audience.

Atlanta Change for Good has been a valuable asset to our Atlanta community for years. They truly inspire us with their drive and determination to be a force for good. We are so excited to help them grow their organization and expand their outreach throughout our Metro Atlanta communities, and we are absolutely thrilled that you share our enthusiasm for this amazing organization and their work. We hope that by the end of our proposal, you will see our company and the project we propose as the best path forward to help Atlanta Change for Good pursue their mission of equality in education and reducing the cycle of recidivism in our community.

We greatly appreciate your time in reviewing our proposal. If you have any questions or need any further information from us, please feel free to contact either me, Marissa Bailey (470-578-1234, mbailey@coolwebsinc.com) or my partner, Aaron Le (470-578-5678, ale@coolwebsinc.com). We very much look forward to hearing from you.

Sincerely,

Marissa Bailey

Marissa Bailey

Lead Technical Writer

Aaron Le

Aaron Le

Lead Web Designer



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Growing for the Good:

A Grant Request to Funding Unlimited for Atlanta Change for Good

Atlanta Change for Good (ACG) is an Atlanta-based nonprofit with a revolutionary mission: to provide higher education to people who are or have been incarcerated. On average, somewhere between half and two-thirds of formerly incarcerated people will re-offend within their first three years after release.¹ This statistic is called the recidivism rate. Those formerly incarcerated people who receive access to higher education have an average recidivism rate of just 4%.² ACG is working to strengthen communities by giving formerly incarcerated people the access, education, support, and tools they need to turn their lives around and become a positive influence in their communities.

Everything changed during the pandemic. We can all relate to that statement, but the communities of metro Atlanta felt this change more than most. From protests and police brutality to rising crime rates and early prison releases, equality in criminal justice is a huge issue in most Metro Atlanta communities. We need organizations like Atlanta Change for Good now more than ever. Shortages in the police force are causing more communities to take crime enforcement into their own hands. Mistrust and abuse of power are causing violence to erupt during police confrontations. Mental health and security during the pandemic have been major issues for many formerly incarcerated people. Prisoners out on early release during the pandemic



Downtown Atlanta, 2018

1 Common Good Atlanta. (n.d.) Our Story. <https://commongoodatlanta.com/our-story/>

2 Bard Prison Initiative. (2019, April 22) College Behind Bars. <https://bpi.bard.edu/topics/college-behind-bars/>

typically have very little support and are at high risk for recidivism. ACG works to combat all these issues through community engagement, educational programs that teach students how to become positive influences in their communities, and support systems that provide housing, food, and job resources to current and former students of their programs.

The need for Atlanta Change for Good and organizations like them have grown so much over the past two years, but the biggest challenge that ACG faces in meeting these demands is organizational growth. So far, ACG has grown its professional partnerships, volunteer network, and student population primarily through word of mouth. This method of networking has fostered the strong sense of community and human connection that ACG is known for. However, we believe that ACG can build their network farther and faster with access to a stronger foundation. ACG needs a website redesign geared towards providing their audience with a more interactive platform that is easy to navigate. This platform also needs to maintain the sense of community and familiarity that makes ACG so important to those it serves.

In this proposal, we ask that the Funding Unlimited Foundation supply us with the funding we need to help Atlanta Change for Good redesign their website to facilitate growth and outreach. We will first discuss the results of our preliminary evaluation of ACG's website and the issues we found. Next, we will introduce a plan for how we would redesign ACG's website to enhance the experience of their users while maintaining their sense of community. Then, we will discuss why our company is qualified to take on this project and why we are interested in helping ACG with this opportunity. Finally, we will discuss the costs and benefits. Our aim is to show that our company can redesign a website that will assist ACG in their mission to "bring the good" and improve the wellbeing of the communities that they serve.

Opportunity for More Growth and Outreach

Born from humble beginnings, Atlanta Change for Good (ACG) was founded in 2008 by Dr. Sarah Haynes, then a PhD student, who understood the need for higher education in prisons. In 2010, Dr. Haynes' graduate school friend, Will Tifton, joined her, and together they co-founded Atlanta Change for Good. Over the last fourteen years, ACG has grown slowly but surely. They now partner with four prisons and seven universities in the Atlanta Metro area. ACG has had a profound impact on our metro Atlanta community by providing broad, democratic education for those who couldn't otherwise receive it, decreasing community recidivism rates, creating jobs in the community, and bringing our community together.

Atlanta Change for Good has been a valuable asset to our Atlanta community for



years. They help people break the cycle of crime and incarceration with education and rehabilitation. By doing so, ACG has created jobs in our community. Recidivism rates for high-risk individuals in their program have decreased. Their classes have helped improve the quality of life for the people and families who participate in them. ACG also gives professors and college students opportunities for civic engagement, advocacy, and personal growth. With crime rates currently soaring in all Metro Atlanta communities, we need more organizations like ACG.



Student in ACG's educational program preparing to leave incarceration.

Today, most of Atlanta Change for Good's services are performed by a growing community of volunteers and interns, primarily online through Zoom. However, very little information is actually available on their website to explain the enrollment steps to prospective students and guide them through the sign-up process. ACG relies heavily on a combination of word of mouth and their website to attract donors, sponsors, and formerly incarcerated students for their program. That's why it's so important for them to maintain an updated, organized, informative, and attractive website. Their website is attractive and well designed, but there are broken links, missing pages, outdated or missing content and information, and, in some cases, just not enough of the right information.

So far, Atlanta Change for Good has done an amazing job engaging with our community and receiving support, but they need to reach a broader audience to continue to grow their outreach. The easiest and most cost-effective solution is for ACG to redesign their website. Most individuals who are referred to ACG, whether students for the program, professors, interns, or sponsors, are referred by word-of-mouth. ACG currently has no physical location at this time and the only way to get information, sign up for classes, or contact the ACG team is through their website. These factors combine to make ACG's

website a key focus for both their recruitment and outreach. More engaging websites attract more views. If ACG had the funding to improve their website and make it more engaging, they could draw a broader audience to their cause without needing to invest in costly advertising or campaign materials.

We have already discovered several opportunities to enhance and add content to ACG's website to facilitate user interaction and community growth. For example, currently their website doesn't have enough information about the organization, what it does, what it offers, why potential students should join, why volunteers should participate, and why sponsors should support it. Our goal is to help ACG transform their website into a space where potential students can easily get information about signing up for classes, volunteers can get engaged with ways to help support ACG's mission, and our community can learn about the many successful projects ACG has participated in.

Much like the Funding Unlimited Foundation, Atlanta Change for Good has always been known for its strong commitment to the community. Your funding could be the answer they need to continue engaging and strengthening our community. In the past, you have supported many projects that share your values, and for an organization that truly values our community, supporting ACG makes sense. Right now, communities are extremely concerned about rising crime rates. They need programs that strengthen civic engagement and prevent crime.

Communities need organizations like ACG. Let's invest in our community by investing in Atlanta Change for Good.



Aerial view of downtown Atlanta at dusk, 2021.

Our Plan to Grow:

Growth and Outreach Through Website Redesign

Atlanta Change for Good's continued growth and outreach requires free, easy access to information about the organization and its ventures. This information should be easy to find and should work to serve ACG's diverse audience. The best way to create such an environment is to enhance ACG's already existing website to make it more accessible to its audience. This would reduce the burden on individuals in the organization who are currently responsible for disseminating so much of the information that is integral to ACG's growth.

A successful solution will meet the following objectives:

- Enhance the content available to prospective students, volunteers, and sponsors so they may easily understand how to reach their goals.
- Create a website layout that is easy to navigate for both current and future users.
- Enhance ACG's current website without changing it so significantly that it loses its familiar branding, identity, or community appeal.
- Minimize website downtime, bugs, and processes that may interrupt use of the site by current users.

To meet these objectives, we propose to collaborate with ACG to

- streamline and enhance their website's current content,
- add new content that will be relevant to current and new users, and
- make small changes to the website layout and design that will broadly appeal to ACG's audience.

Some examples of these changes include

- content editing to create the same tone and style across the website's many pages,
- building out some sections with more detailed information and steps to accomplishing goals, and
- arranging content so it follows a flow that is intuitive to users.

Our plan will be implemented in four phases. First, our team of technical writers will work to enhance content. Second, our team of graphic designers will work to enhance design. Third, our user experience team will test ACG's website with real users and implement changes based on real user feedback. Finally, our website developers will pull together



a final version of ACG's new website and push it to their server. This series of steps will ensure that ACG's website stays in place so that users are not interrupted by website downtime during the process.

Phase One: Review, Analyze, and Enhance Content

We firmly believe in a content-first approach to website design, which is why we believe it is necessary to focus on finalizing all content as our first step. We believe good websites are designed around their content and that a website design's primary purpose is to support content. With this being said, our first step would be to focus on streamlining and building out ACG's website's content. By the end of this phase, we would be able to provide ACG with finalized drafts of content for all pages on their website.

In this phase, our objectives would be to review ACG's website's content, analyze it to discover opportunities to enhance it, and then work with both ACG's team and their current users to create drafts of new content.

1. First, we will task our technical writing team with reviewing ACG's website for areas where content could be enhanced or clarified. While we have already done some preliminary analysis of their website (the review is included in the appendix), our technical writing team would take our preliminary review to the next level and discover every opportunity to improve content.
2. Second, we will create a full list of proposed additions, changes, and enhancements for ACG to review. We understand how important community is to their organization and we want to keep ACG involved at every step to ensure we are upholding their values.
3. Third, once ACG approves our list of proposed changes, our technical writers will set up interviews with their team to obtain necessary information for moving forward with the changes. Our team needs to go straight to the source by getting first-hand knowledge, experience, and wisdom from ACG's staff to ensure that the content we write is accurate.
4. Fourth, our team will interview ACG's current users to get insight into their opinions and experience. Current users are often overlooked in website redesigns, so we feel that this step is integral to maintaining a sense of community.
5. Finally, based on information obtained in interviews, our technical writers will create drafts of new pages for ACG's website. These drafts will be given to ACG for review,



ensuring that they have every opportunity to be involved and provide feedback during the process.

We estimate that this phase of the plan will take approximately five weeks. Our technical writing team would spend the first week reviewing and analyzing ACG's website. We would submit our list of suggestions to ACG by the end of the second week. Pending their approval, our team would begin conducting interviews over the third and fourth week. We would then pull together our interview notes and create content drafts that would be ready for ACG's approval by the end of the fifth week.

Phase Two: Enhance Design

After we have all the content approved, our next step would be to hand the content over to our graphic design team so that they can create a smart, intuitive, familiar layout that is designed specifically for ACG's content. By the end of this phase, we would be able to present ACG with high fidelity mockups that show how their new website would look with both content and design applied to it.

In this phase, our objectives would be to create a design that supports ACG's content, feels familiar to their users, and that new users can navigate intuitively.

1. First, pending ACG's approval of our content drafts, our technical writing team will pass their content drafts to our graphic design team. This collaboration will support our graphic designers by allowing them to design for their content instead of designing around it.
2. Second, our graphic design team will look for ways to enhance ACG's website's appearance without making significant changes to their original branding, colors, or layout. Keeping the appearance of the website consistent is an important step in preserving the sense of community that ACG's website has.
3. Third, our design team will create a full list of proposed design changes along with some low fidelity mockups for ACG's review. Just like with their content changes, this gives them the opportunity to get involved with what our design team is doing, see progress, engage with suggestions, and provide feedback on our work.
4. Fourth, pending ACG's approval of our proposed changes, our design team will create high fidelity mockups for them to review. This step will give ACG the opportunity to see the new website design come together and give them another opportunity to provide feedback during the process.

We estimate that this phase will take approximately four weeks. Over the first two weeks,



our design team will analyze ACG’s website and focus on creating mockups that both support their new content and maintain the integrity of their website’s original look and feel. These mockups will be given to ACG for review by the end of the second week. Over the third and fourth weeks, our graphic design team will work on creating high-fidelity designs for them to approve. We will have final mockups available for review by the end of the fourth week.

Phase Three: User Testing Phase

After we have ACG’s approval on the mockups we create, our next step would be to transform our mockups into an interactive website prototype which we can use for presentation and testing. During this phase, we will also implement a user testing schedule where real users, who are reflective of ACG’s various audiences, will interact with the prototype and give us feedback on how to improve it. By the end of this phase, we would be able to present ACG with a functional user-tested prototype of their redesigned website.

In this phase, our objectives would be to create a fully functioning website prototype from our mockups, to test our prototype with real users, and to incorporate user feedback through a collaborative, iterative design process.

1. First, pending ACG’s approval of our website mockups, our graphic design team would pass their high-fidelity mockups to our website development team. Just like in the previous phase, the close collaboration between our different teams will facilitate the redesign process.
2. Second, our website development team would create a functioning prototype of ACG’s redesigned website from the mockups they receive. They would then submit it for ACG’s review. This functioning prototype will allow ACG to truly engage with their new website by navigating through the tabs, testing functionality, and experiencing the possible workflows. Because we are only making a prototype at this stage, no real changes will have been made to their website and their users will not be interrupted by downtime or bugs.
3. Third, our user experience research team will run a series of user tests with sample groups reflective of ACG’s audience. User testing is one of the most important (yet often overlooked) steps in creating a good website design. Testing with just five users reveals approximately 80% of website issues that otherwise often go undetected or take hours of professional work to uncover.³
4. Fourth, our user experience researchers will work closely with our website development team in an iterative process to fix any errors or issues that arise

³ Nielsen, J. (2000). *Why You Only Need to Test with 5 Users*. <https://www.nngroup.com/articles/why-you-only-need-to-test-with-5-users/>



during the testing phase. This close collaboration between our testing team and our development team is critical to ensure that all issues are corrected promptly and new issues are uncovered.

We estimate that this phase of the plan will take approximately six weeks. Over the first two weeks, our website development team will create a prototype from approved mockups and present it for ACG's review and approval. Over weeks three, four, five, and six, our user experience team will conduct research with different user groups and collaborate closely with our website development team to implement changes. We will have a finalized prototype of the website available for ACG to view by the end of the sixth week.

Phase Four: Deployment

After our user testing phase is complete, our last step would be to present ACG with the finalized version and wrap up any last-minute details. By the end of this phase, we would push a finalized version of the new website to ACG's servers and their new website would go live.

In this phase, our objectives would be to create a finalized version of ACG's website that is ready to be pushed to their servers, fix any last-minute issues, bugs, or errors, and complete the process of redesigning their website by presenting ACG with a new, live version.

1. First, we will create a finalized version of the new website that is ready to push to their servers. Second, we will present ACG with a finalized version of their new website for review and approval. During this step, we can address any last-minute issues and make any final tweaks or changes.
2. Finally, upon receiving ACG's approval, our website development team will push the changes through to their servers overnight and the new website will go live with minimal user impact.

We estimate that this phase of the plan will take approximately three weeks. Over the first week, our website development team will create the final version of ACG's website. Over the second week, our team will test the final design for any bugs, errors, or issues that might exist. During the last week, pending ACG's approval of the final design, we will push the changes to their servers and address any issues or challenges that arise during the process.



Qualifications:

Why Cool Websites Inc is the Perfect Company for this Project

Cool Websites Inc. was founded in the early 2000's by two college friends in Atlanta, Georgia. Since then, we've since grown into a large consulting firm that offers website creation and management services to over a thousand local Atlanta-based businesses.

“Our mission is to provide affordable web services to small local businesses to support local growth and industry. We believe in investing in our community and helping local organizations thrive in the competitive market of online enterprise.”

Currently, we have over fifty staff members including website developers, social media curators, graphic designers, interactive designers, technical writers, and user experience researchers, all dedicated to supporting our mission.



Group photo of Cool Websites Inc. team leads at our office, 2020



Over the last ten years, we've redesigned the websites of many successful local businesses, both big and small, including Book Nook, Beehive, and Atlanta MADE, and local nonprofits like Rise Against Hunger Atlanta and Atlanta GLOW. We have also assisted the Atlanta branches of The Humane Society, Habitat for Humanity, and Goodwill with their local social media outreach.

Our co-founders and team leads are

- Marissa Bailey, the lead technical writer for Cool Websites Inc. She has a PhD in Technical Communication from Kennesaw State University. Marissa is passionate about working with organizations where her writing can make a difference. Her previous experience working with local nonprofits groups includes the Atlanta Habitat for Humanity, Feeding America, and Compassion International. Marissa delivers high quality writing and displays a clear understanding of audience needs. Her extensive skills and experience deliver the best work for her clients.
- Aaron Le, the lead web designer for Cool Websites Inc. He has a PhD in Web Development from Kennesaw State University. Aaron has worked on many websites for different types of companies. His previous experience working with nonprofits includes Coding in Atlanta, Children in Web, and Code for All. Aaron works to provide his clients with the best guidance in improving their websites. Overall, his work shows his passion for creating websites that exceed client expectations and meet user needs.

Together, we work to oversee and manage all sides of our website redesign projects along with our skilled teams of expert writers, designers, developers, and researchers. Just like the Funding Unlimited Foundation, we believe in helping local organizations grow so we can strengthen our community. We devote 20% of our projects to helping local nonprofits—that's 10% more than any other website design firm in Atlanta. With the help of the Funding Unlimited Foundation, we can continue to uphold our shared values by working to help Atlanta Change for Good. Together, we can make our community stronger.



Costs and Benefits:

What This Redesign Project Will Cost and Why It's Worth It

We estimate that this project will cost approximately \$6,100—\$13,000. We averaged this price range to estimate the final cost at \$9,550. This final amount may vary depending on how many additional issues our teams discover during the in-depth evaluation process and how many changes ACG requests during the approval process. You can see a detailed breakdown of our costs in Appendix B.

The benefits our team will bring to ACG are well worth that cost. We can make ACG's website clearer, more concise, and provide users with a positive experience by

- eliminating information inconsistencies,
- removing or replacing unrelated information,
- adding additional headers,
- making headings consistent with subheading,
- organizing information so that users can find relevant information more easily,
- conveying more professionalism through ACG's website's written content,
- improving the aesthetic and design of ACG's website while maintaining the look and feel that their users expect, and
- incorporating real feedback from ACG's current users in the design process.

After our website redesign is complete, ACG can expect more engagement from the community. Our content updates would showcase ACG's involvement in the community, making sponsors more likely to find interest in their mission and invest. Volunteers would have a better understanding of how their involvement would help benefit their community. Prospective students would have access to transparent information about how the enrollment process works and what topics the classes will cover. These benefits would increase engagement and grow outreach, making Atlanta Change for Good a stronger force for good in our community.



The Bottom Line

For us at Cool Websites Inc, the bottom line is about supporting a local nonprofit organization that supports our community. For us, the bottom line is about giving back to those who need it. It's about becoming stronger as a community. We hope that the Funding Unlimited Foundation feels the same way.

We truly appreciate your time in considering our request and look forward to hearing from you soon. Our Project Coordination Manager, Ms. Jan Smith, will reach out to your office on May 3rd to discuss setting up a meeting to review our proposal. In the meantime, If you have any questions or concerns, please feel free to contact either Marissa Bailey (470-578-1234, mbailey@coolwebsinc.com) or Aaron Le (470-578-5678, ale@coolwebsinc.com). We would also be happy to hear any comments or suggestions you may have regarding our proposal. Thank you for considering our request.



Group photo of the entire Cool Websites Inc. team at a community impact summit, 2021



Appendix A:

Preliminary Heuristic Evaluation of ACG's Website

What is a heuristic evaluation?

A heuristic evaluation is a method of analyzing the usability of a website or product. It was created by Jakob Nielsen, a respected UX researcher, trainer, and consultant. Most usability testing of websites involves a heuristic evaluation to identify areas of concern. There are ten areas in a heuristic evaluation, which we define here as we go through them.

Visibility of System Status (Needs Work)

The system should always keep users informed about what is going on, through appropriate feedback within a reasonable time.

- » **There is no indication of a loading icon or status bar when clicking between pages and waiting for it to be loaded. The tab of the Google Chrome browser shows a small loading circle when loading pages, but it's out of the way and hard to identify.**

Match Between the System and the Real World (Needs Work)

This heuristic is Speaking the users' language, using terms familiar to the user, following real-world conventions, and making information appear in a natural and logical order; all in the interest of achieving a match between the system and the real world.

- » **The language throughout the entire website is easy for users to understand. It is a low to medium diction to let their audience understand the context. Headings are straightforward, but they need to be displayed in a way that lets users find them easily. Navigation on webpages such as the "How to Take a Class" should be organized so that the process of attending classes is clearly displayed. There is a Zoom link that is not emphasized. Some information such as the poster for the course and instructor should be reformatted for better readability.**

User Control & Freedom (Good)

User Control & Freedom allow users freedom to be in control of the interaction, even if they make mistakes and will need a clearly marked way out of trouble. Websites that



allow users to make purchases or donations should make it clear to undo adding items to their cart.

- » **The donation button is good at helping users connect the system to the real world. Once a user decides on the donation amount, it is placed in the shopping cart. When the user clicks the shopping cart, they can see all their donations and amounts before making the final confirmation.**

Consistency and Standards (Needs Work)

Consistency and standards stick to UI conventions and follow existing standards, so that users know what to expect and how to operate the interface. Keeping commonly agreed upon UI styles will help users.

- » **The layout of the website is consistent with a lot of other websites. There is a donation button on the top right where most websites put a shopping cart for purchases. The logo is on the top left, and it is clickable to return to the home page. The horizontal navigation bar is familiar to users.**
- » **Most websites will place collaborators or sponsors on a separate page to provide additional information. ACG places it at the bottom of their homepage. A search bar at the top to search for keywords about the organization would help users find specific information.**
- » **Headings should be consistent on the navigation bar so users can access information efficiently.**
- » **Overall conciseness can be improved with simple review and editing. For example, the Humble Beginnings page, in the Mission and Beliefs sections, the company refers to itself as “Common Good” on the fifth bullet point. To maintain professionalism, the website should be referred to as “Atlanta Change for Good” or “ACG.” There are many instances of this occurring in other areas of the website.**

Error Prevention (Good)

This heuristic is to prevent interaction problems from occurring in the first place: either eliminate error-prone conditions or check for them and present users with a confirmation dialog.

- » **The donation page ensures that the user enters a valid email address before submission. It highlights the box red and prompts the user to re-enter their email address.**



- » **Broken links such as the one located on the courses page should be fixed to prevent further errors.**

Recognition vs. Recall (Good)

This heuristic means to design user interfaces to facilitate memory recognition which is easier than recall because there are more cues available to facilitate the retrieval of information from memory.

- » **Users will typically remember images that match common actions or ideas more than the words themselves. For example, a house for the home button is a commonly used symbol. There are potential symbols or icons that can be used to associate some words with symbols for frequent users of the website.**

Flexibility and Efficiency of Use (Needs Work)

Flexibility and Efficiency of Use speeds up the interaction for expert users while still catering to inexperienced users.

- » **There are no shortcuts, or they are hard to discover. This type of website does not necessarily need shortcuts, but it could still be implemented for ease of use. A good idea would be a simple button that appears when you scroll down to return you to the top of the page.**

Aesthetic and Minimalistic Design (Needs Work)

This heuristic means to remove unnecessary elements from the user interface and to maximize the signal-to-noise ratio of the design.

- » **The website has a white background with left and right borders that are free of content. This helps the users focus on the center of the page where the products are located. Images and texts within the content don't have consistent spacing. There are some areas where there is too much space and a lack of contextual information. For example, the newsletter webpage does a poor job at organizing the external links in the form of dates.**
- » **Design elements using text should be improved such as the Humble Beginnings page Alumni Identity Statement placed into a block quote.**
- » **Excessive buttons and floating borders need to be removed for more aesthetic appeal.**



Help Users Recognize, Diagnose and Recover from Errors (Needs Work)

This heuristic creates error messages that help users understand the problem and to provide information that constructively teaches users how to recover from the error.

- » **Error messages appear when a link isn't working or it is incorrect, but they don't suggest ways to recover from the error or how the error occurred.**

Help and Documentation (Needs Work)

Help and Documentation provides user assistance at appropriate times in the interaction, making sure that such information is easy to search, focused on the user's task, lists concrete steps to be carried out, and not too large.

- » **This section falls short of informing potential students how to attend classes. There are various steps to follow when clicking the Zoom link. Users will have to infer the following steps after clicking the link. This section needs more documentation on the specific steps about attending classes.**

Examples of Specific Issues Discovered

Below are some examples of specific issues we encountered during our evaluation:

- » On the "Our Community" page, the "Meet the ACG Interns" link is the only way that the list of Interns are presented in the entire website. Main topics deserve their own pages for easier information navigation.
- » Some headings in the navigation bar require subheadings for more specific information. The "How to take a class" heading can have subheadings that describe the courses or the eligibility requirements for taking classes.
- » The "Eligibility Requirements" page should list what the requirements are to attend classes as well as any information or links necessary to meet those requirements.
- » The "Course Schedule" page should have a list of courses offered, the date range, time, and modality for offered courses, as well as the timetable for signing up for courses.
- » The same could be done for the "Community Impact" page. It could include sub-headings such as: "Impact," "Advocacy Campaigns," "Success Stories."
- » The "Impact" page should have a list of ACG's accomplishments as well as accompanying statistics of their impact on the community. Such as "Our students



have a reduced recidivism rate” along with a statistic about the recidivism of alumni.

- » The “Advocacy Campaigns” page should include a list of campaigns that ACG is involved with outside of the classroom as well as information about the impacts of the campaigns and links to further campaign information if they are hosted outside of ACG. (e.g., Clemente Couse website)
- » The “Success Stories” page should be the location of Alumni success stories, where they came from, what classes they took, and where they ended up after graduating the classes. This would help potential supporters and volunteers see the quantifiable impact of ACG.
- » The “Get Involved” header should have its own tab with sub-headings. Here are some example sub-headings: “Support Us”, “Volunteer”, “Contact Us” (Moved from “Who We Are” tab), and “Sponsors.”
- » The “Support Us” page should include information about donation methods, as well as transparent information about what donation money go towards.
- » The “Volunteer” page should have a list of volunteer opportunities, volunteer positions with a list of responsibilities for that position, and a POC for volunteering.
- » The “Sponsors” page should be a place to highlight sponsors of Atlanta Change for Good.

This is a preliminary review of the type of issues our team would look for and find ways to correct. Upon acceptance of our proposal, our team would put together a comprehensive itemized list of changes.



Appendix B:

Breakdown of Project Budget by Department

Below is a breakdown of the estimated project budget based on our company’s preliminary screening of ACG’s website.

ACG Website Redesign Budget Breakdown by Department			
Department	What Our Team Does	Cost Breakdown	Dept. Total
Technical Writing	The technical writing team reviews the website to add, clarify, and improve areas of content. Our writing team will conduct interviews with your experts to gather necessary background information to enhance your website. The writing team will present drafts of the pages for your review. After final revisions and your approval, the team will collaborate with the website development team to implement these changes.	\$150-\$500 to review and edit each page. There are currently 14 pages from the main website. Each page consists of 250-400 words.	\$2100-\$7000
Graphic Design	The graphic design team will focus on the look and feel of your website. Our graphic designers will enhance the appearance of the website to improve its content. They will also improve the accessibility and interaction of the website.	\$60 per hour to create as new website design. Our team estimates that this part of the project will take approximately 20-30 hours.	\$1200-\$1800
Website Development	The website development team will create a functioning prototype for testing, fix bugs and issues that arise, and push the final website version during implementation.	\$44 per hour to build a prototype, address bugs, and implement the final version. Our team estimates that this part of the project will take 30-50 hours	\$1300-\$2200
UX Research	The user experience research team will conduct user tests of the redesign created by the website development and technical writing team. They will find participants with similar demographics of your audiences to gather feedback and insight about the redesign.	Each participant test costs \$300. Our team estimates that we will need to run at least 5 tests with additional tests as necessary.	\$1500-\$2000
Total for all Departments			\$6,100-\$13,000

