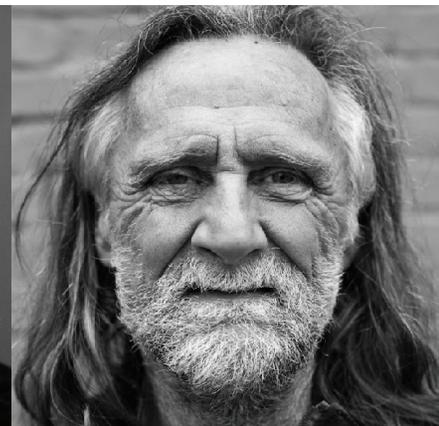




ALL HOME CASE STUDY

AIGA Design for Good Changemaker Series



THE DESIGN FOR GOOD CHANGEMAKER SERIES unites teams of creative professionals with nonprofits and social change organizations to use design thinking, sustainable frameworks and creative tools to help advance their mission. This year the focus is on homelessness in Seattle and King County.

After applying and being accepted into the Changemaker program, volunteers participated in a 2-day workshop weekend. This was an intense educational program where we covered all aspects of the design process. We worked on team building. We talked about practicing empathy. We were given tools to resolve team conflict. We practiced design studios, prototyping and asking the “5 whys”. We set up team roles and scheduled our first meeting.

During the weekend, we met all the volunteers for the program. Most importantly, we met our clients and our assigned teams. These were the small groups we worked with all weekend. It was a good way for us to get to know each other as we were all new and were coming from different industries, backgrounds and attitudes.

Our team of 5 was paired with All Home. All Home (formerly the Committee to End Homelessness) is a change organization working with both public and private groups to ***“make homelessness in King County rare, brief and one-time.”***



CHALLENGE STATEMENT

Our team project task was the following: *How might we create an aware and supportive community where all people have access to a safe and stable home?* All Home did not have an end product in mind when they gave us this project. Success could look like many things. For instance, more awareness of the homeless could inspire the public to vote for local leaders who support housing for all. Or, awareness could lead to more landlords offering subsidized apartments to those that need housing. Or, maybe people in the community will simply be more kind towards those living on the street.

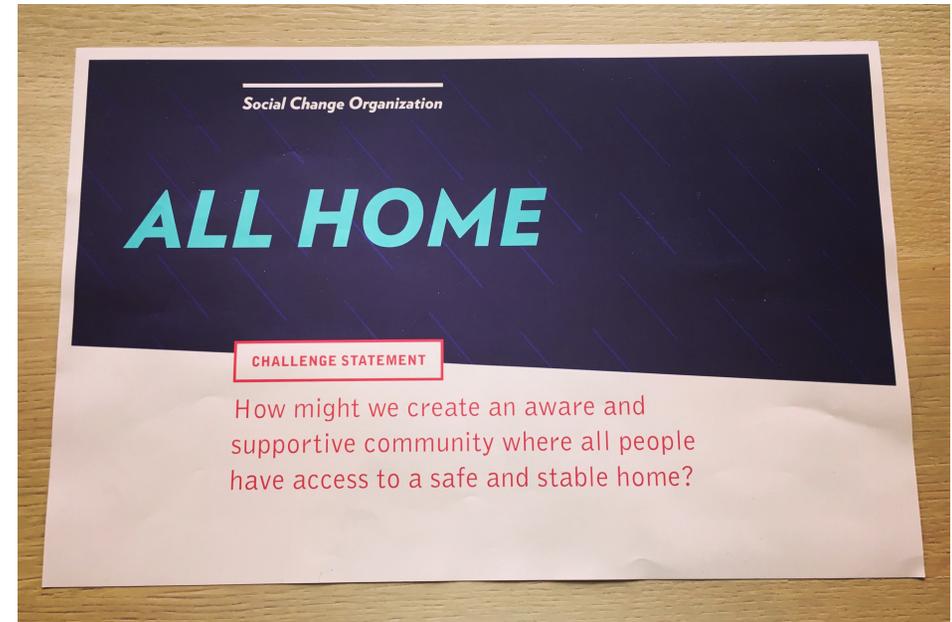
RESEARCH

Research was done throughout all stages of the project.

Initial research: We conducted an audit of the current All Home press and website materials. We also looked at other social justice campaigns from non-profits and determined where they had been successful.

Survey research: We sent out numerous surveys to answer questions we had devised through our group meetings.

We wanted to know: What social causes do people support; does education or income affect the social causes they support; how well do people remember other campaigns and in what format; what is their emotional response when they encounter the homeless; do they know anyone who is homeless; had they themselves ever been homeless; how do they currently interact with the homeless they meet.



IDEAS AND CONSIDERATIONS

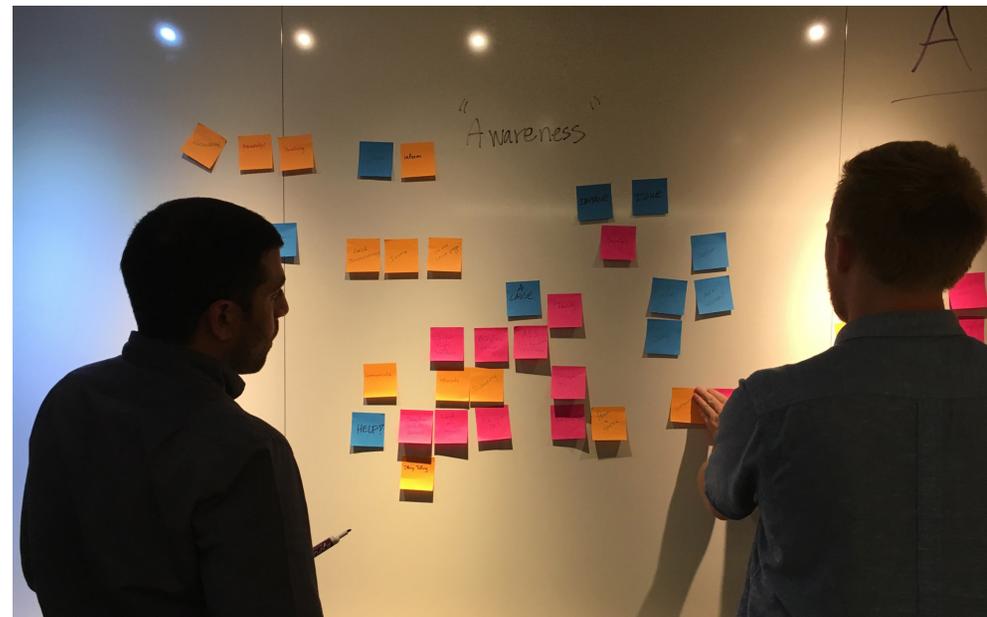
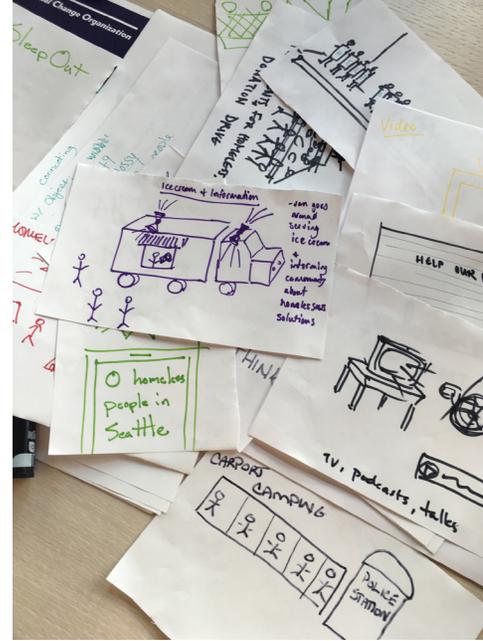
We spent more than half of our meetings brainstorming ideas and conducting design studios.

Create a halftime show at a Sounders game. Have volunteers on the field represent statistics on homelessness in King County.

- A stadium-wide, interactive audience event.
- Requires volunteers, coordination, approvals, etc.
- Fans may not effectively be empathetic because of the halftime interruption, coupled with pre-existing opinions of the homeless population.

Create an app for children that educates them on the myths of homelessness while interactively building a house.

- Game apps are an educational tool for children.
- Large scope and requires technical consulting.



Drive an ice cream truck around the city and hand out treats while distributing information about Seattle's homelessness population.

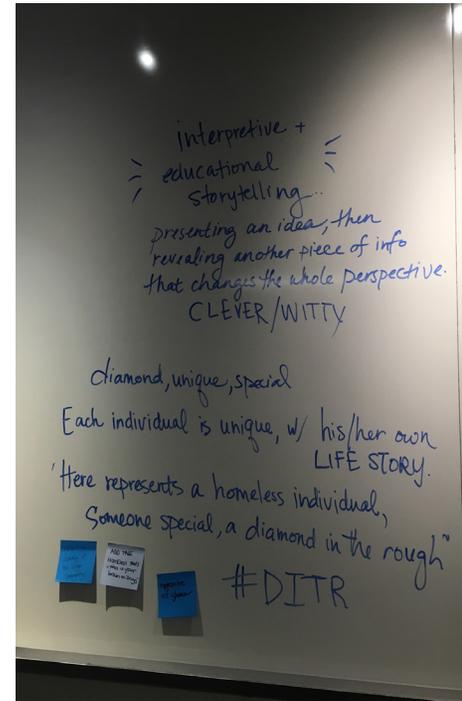
- Staffed with homeless volunteers, advocates, and other supporters.
- Requires more than 3 months to execute correctly.

Recruit a homelessness advocate as a "soapbox preacher."

- Advocate holds an eye-catching and informative sign intended to engage passersby.
- Highly susceptible to negative reactions and scrutiny; akin to solicitation

Launch a campaign to represent homeless individuals as "diamonds in the rough," each with his or her own Cut, Color, Clarity, and Carat.

- Delivered in film or print or both.
- Able to incorporate elements such as statistics, lifestyle comparisons, etc.
- Unfortunately sounds like a negative generalization.

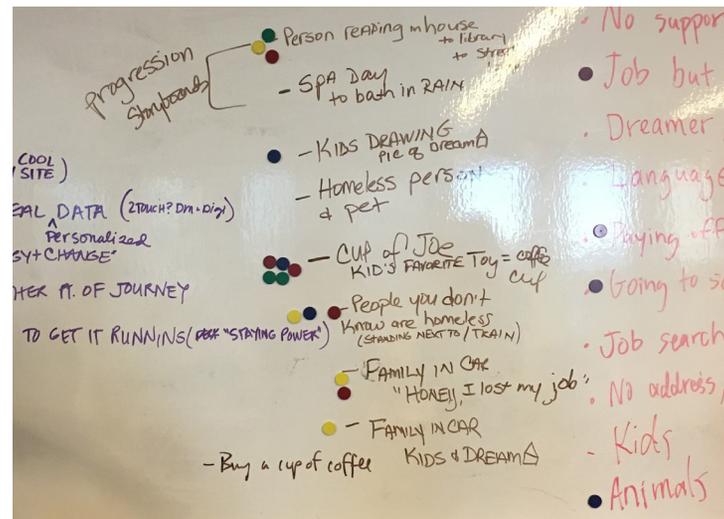


Create a program that encourages a person to purchase coffee for a homeless individual and engage him/her in conversation.

- An act of compassion and learning.
- At the same time, the act is intimidating and considered a burden on the initiator.

Launch a campaign that depicts a family or an individual progressing through difficult times and eventually towards homelessness.

- Compelling visuals and little text to draw in the viewer.
- Easily translatable into print or other forms of media.
- Potential to overshoot budget.



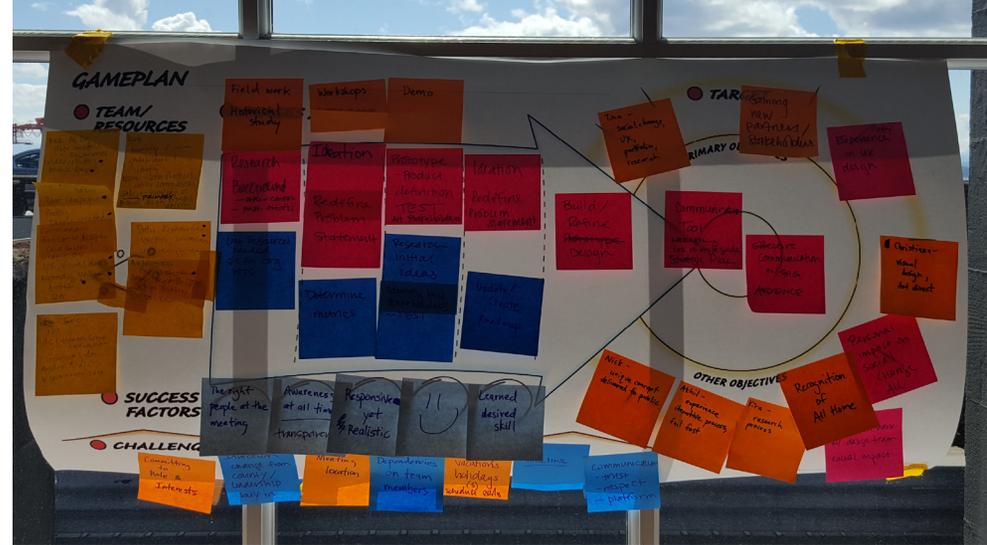
DELIVERABLES

We want All Home to have something concrete to move forward with. What are concrete, tangible deliverables we can provide to All Home that is within both the scope and budget?

We performed general domain exploration, audited All Home materials, analyzed survey and usability testing results and had numerous discussions within our team and personal networks. We've done our research and have a plan.

We will provide:

- Recommendations for their website to make the message and purpose of All Home clearer to users, which in turn results in positive user activity. Activity includes learning about myths, spreading awareness, or feeling encouraged to take action by contributing or advocating for the community.
- Three (3) finished concepts for a campaign that will work in print or video including storyboard illustrations, scene lists, and treatments.
- A comprehensive manual explaining our process, results and alternate ideas to enable them to continue forward.



USABILITY FINDINGS & WEBSITE RECOMMENDATIONS FOR ALL HOME

All Home | Study Details

Research Questions

- Do users understand what All Home is and understand their mission?
- Can users learn more regarding homelessness and how to get involved?
- Are users able to navigate the site and search for specific information?

Methodology

STUDY METHOD	"THINK ALOUD"
Participants	5-8 participants recruited
Where	In person & remote
Duration	10-15 minutes
Facilitator / Observer	Eric Aker

SCENARIO

The scenarios used were designed for users who were not familiar with the All Home site.

DESCRIPTION OF TEST METHOD:

"In a thinking aloud test, you ask test participants to use the system while continuously thinking out loud – that is, simply verbalizing their thoughts as they move through the user interface."

TASKS

Open Exploration:

- Take a moment and explore the design
- Search for information about volunteering or other ways to get involved
- Locate details about upcoming or existing city proposals
- Find information related to voting/bills on homelessness

PARTICIPANTS

- 7 users
- Ages 25-34
- 4 Male, 3 Female
- Not previously familiar with All Home

WHY TEST WITH SUCH FEW USERS?

As you add more and more users, you learn less and less because you will keep seeing the same things again and again. There is no real need to keep observing the same thing multiple times, and you will be very motivated to go back to the drawing board and redesign the site to eliminate the usability problems.

ALL HOME | FINDINGS

Mission

- Roughly 50% of users had a clear understanding or made the assumption of All Home's mission
- No clear connection between the 3 goals and the content on the pages

Navigation

- "Problem", "Get Involved", and "About" were top choices for first selection when navigating the website
- Users followed a logical order on Top Nav: Left to Right
- Users gravitated to "The Plan" in both the homepage feature / banner
- Users felt unclear about the sections within a page, and where in the site it was taking them (organization)
- Users felt there were numerous links (social media) that took them away from the website

Feature / Banner

- The homepage feature / banner drew the attention of users
- Users felt that the image portrayed diversity and also created some personalization by putting faces to the overall movement

QUOTE FROM TESTER:

“If I was very interested and I was to sit around and read for an hour then maybe I would find exactly what I was looking for. I honestly can't say what they do.”

QUOTE FROM TESTER:

“The first thing I always do is quickly scroll through the whole thing to see what's going on.”

- Some users felt that the large feature / banner pushed down other important content on the homepage

Copy / Text

- Users complained there was too much content / text to read and prefer to skim headlines and highlights at first
- They wanted to get a better understanding of the current state before diving in and contributing
- Users were unsure of the connection between getting involved and community engagement
- Users felt that it was unclear how to act immediately
- Users really loved the infographics (different colors, bolding)

Ease of Use

Users felt:

- It was strange that they couldn't get directly involved with All Home
- The infographic sent them in a good direction
- The site had good layout and top nav
- The site required lots of reading but easy if you already had baseline knowledge of homelessness
- The acronyms, which were not described, were distracting and confusing to the readers

QUOTE FROM TESTER:

“I don't think if I've ever seen this website before...”

QUOTE FROM TESTER:

“I want to be educated with details but also having a summary that might keep me a little more engaged here.”

Cold Spots

Where on the website did none of the users go or click on as part of the Usability Test.

- **Homepage** - Social Media Icons, Search, News from Top Nav, News Feed Items, Infographic #2 & 3, One Home/Data Driven Culture/Get Involved sections, Stay Informed section, Footer Elements
- **Other - Bio Images** - Noticed, but generally were not clicked on
- **Strategic Plan** - One user mentioned it but didn't want to open it assuming a lengthy document
- **FAQ**
- **News Posts**

QUOTE FROM TESTER:

“How can I translate learning about this? Can I vote for this? Can I donate to this?...”

ALL HOME | SITE ANALYTICS

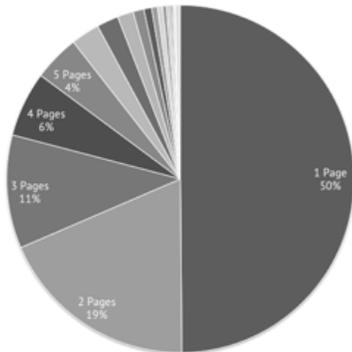
Engagement (Feb 1, 2016 to Aug 17, 2016)

	RETURNING USER	NEW USER
Users (100%)	43.64%	56.36%
Pages/ Session	2.91	2.44
Avg. Session Duration	2:57	2:08
Bounce Rate	42.44%	55.61%

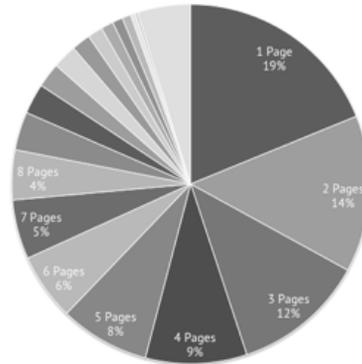
Note: A lower number is better for Bounce Rate.

PAGE DEPTH

Page Depth by Session (18,752)

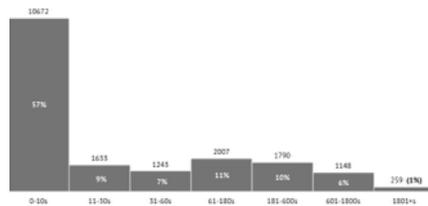


Page Depth by Pageview (49,617)

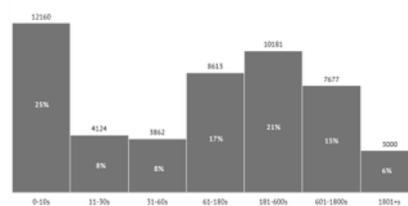


SESSION DURATION

Page Depth by Session (18,752)



Page Depth by Pageview (49,617)



USABILITY & ANALYTICS THEMES



Need for a **clear** mission statement



Information and content that is **high level** and **bite size**



Simple and **accessible** call-to-actions



A site design that is **intuitive**, with a **focused** conversion funnel

The following recommendations are scoped for the homepage. For the rest of the website, we offer high-level suggestions based on the results of the usability test.

SHORT TERM RECOMMENDATIONS

- Simplify Content
- Optimize Homepage & Navigation
- Elevate Call-To-Action

Simplify Content

To allow the reader's attention to focus on the main information such as The What, The Who and The How, the following is recommended:

- Reduce the detail and extraneous information on the website - especially the homepage - such as Search, Social Links and News

The screenshot shows the All Home website homepage. At the top, there is a search bar and social media icons (Facebook, Twitter, Instagram) which are highlighted with a red box. Below the navigation menu (NEWS, THE PROBLEM, THE PLAN, THE PROGRESS, ABOUT, GET INVOLVED), there is a large hero section with the headline "Making Homelessness Rare, Brief and One-time in King County" and a "READ OUR PLAN" button. Below this is a "NEWS" section with a red box highlighting a news article titled "The Intersection between Race and Homelessness" dated August 18, 2016. The article text is partially obscured by a red diagonal line. Below the news section is a "The State of Homelessness in King County" infographic. The infographic includes a bar chart showing racial distribution: 57% White, 31% Black/African American, 4% Multi-racial, 2% Unsheltered, 2% Asian, and 2% Native Hawaiian/Pacific Islander. It also features a map of King County and a "RACIAL DISTRIBUTION" chart. Below the infographic are three columns of content: "The Numbers" (4,505 people were unsheltered on Jan 29, 2016), "Demographics" (racial disparities among the homeless in King County), and "Around the Region" (rates of homelessness around King County). At the bottom, there are three sections: "One Home" (Developing partnerships between nonprofits and landlords to expand housing options), "Data Driven Culture" (Measuring progress and adapting outreach and housing practices based on data), and "Get Involved" (Homelessness is solvable if we work together as a community).

Optimize Homepage & Navigation

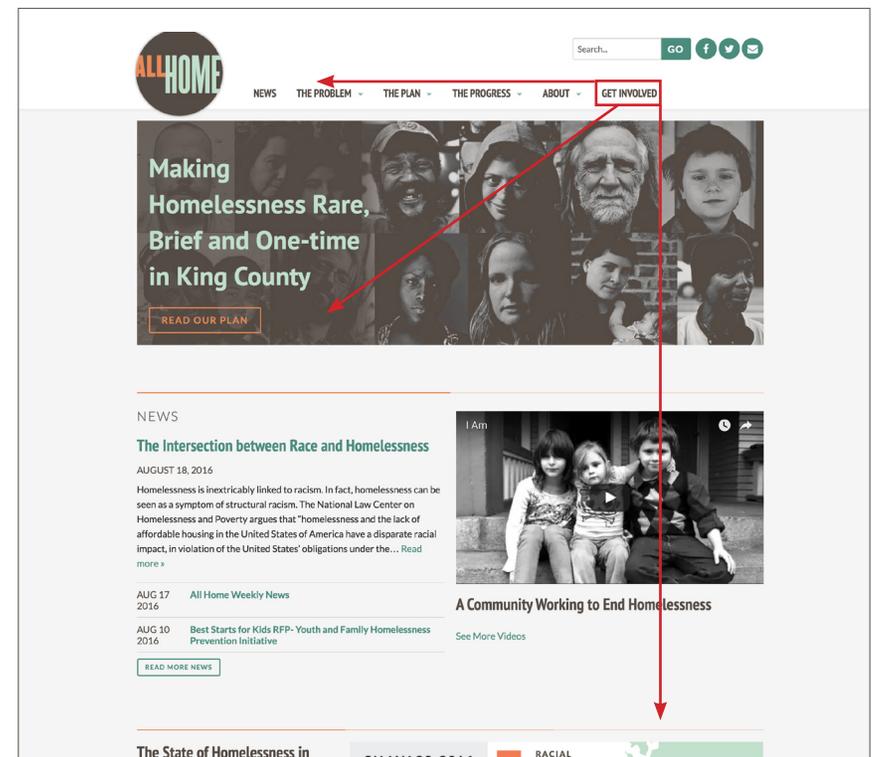
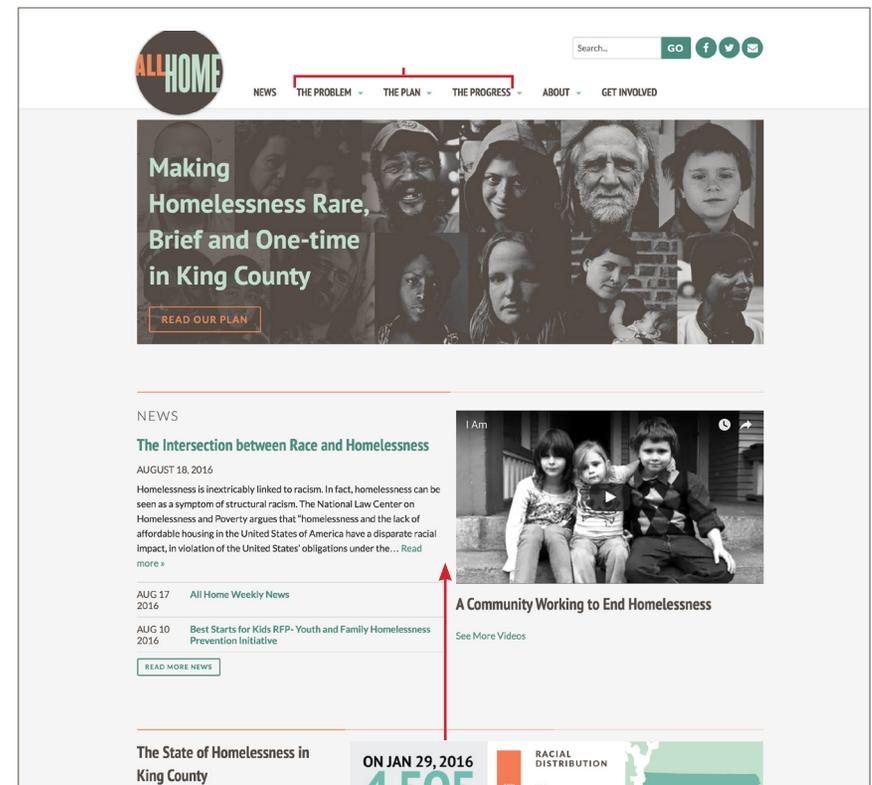
Because roughly 50% of sessions showed users bouncing after only viewing the homepage, the following is recommended:

- Re-organize the homepage with the infographics and content, which resonated with the majority of users
- Create clear, simple and consistent navigation structure across the site

Elevate Call-To-Action

To elicit an immediate response from users, the following is recommended:

- Increasing the visibility of the “Get Involved” options on the website, especially the homepage



LONG TERM RECOMMENDATIONS

- Addition of long / scrolling homepage
- Addition of more photos & graphics, less text

Long / Scrolling Homepage

- The main information and call-to-actions are summarized within the page
- Less clicking and getting off path, users flow downwards (on the page) through conversion funnel

ALL HOME LEARN GET INVOLVED ABOUT ALL HOME

Making Homelessness Rare, Brief and One-time in King County

LEARN MORE GET INVOLVED

LEARN ABOUT THE PROBLEM

ALL HOME HOMELESSNESS IN KING COUNTY: WHO, WHY, AND WHAT CAN I DO?

Homelessness is a crisis in King County. All Home (formerly the Committee to End Homelessness) is a community-wide partnership to make homelessness in King County rare, brief and one-time. We are focused on supporting homeless people in crisis today and addressing the root causes of the problem in our region. Here's a look at who's homeless, why people are homeless, what we are doing, and what you can do to help. For more, visit www.allhomekc.org.

1 rare	2 brief	3 one time																
<p>ON JAN 29, 2016 10,688 PEOPLE WERE EXPERIENCING HOMELESSNESS</p> <p>Source: 2016 One-Night Count</p> <p>Number of Households Housed</p> <table border="1"> <tr><td>5,000</td><td>6,779</td><td>7,148</td><td>7,157</td></tr> </table>	5,000	6,779	7,148	7,157	<p>Length of Time in Emergency Shelter and Transitional Housing (Days)</p> <table border="1"> <tr><td>POB</td><td>151</td></tr> <tr><td>POK</td><td>112</td></tr> <tr><td>POE</td><td>144</td></tr> </table>	POB	151	POK	112	POE	144	<p>Households Returning to Homelessness After Exiting to Permanent Housing</p> <table border="1"> <tr><td>20%</td><td>16%</td><td>14.7%</td></tr> <tr><td>2013</td><td>2014</td><td>2015</td></tr> </table>	20%	16%	14.7%	2013	2014	2015
5,000	6,779	7,148	7,157															
POB	151																	
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POE	144																	
20%	16%	14.7%																
2013	2014	2015																

LEARN MORE

HOW TO GET INVOLVED

SPEAK UP!

Talk to your friends, family, and co-workers about homelessness and get others involved!

RENT OR HIRE

Homeless people often face rental and employment barriers. If you're a landlord or employer, you can help by modifying your screening criteria.

SAY HELLO

Support people in need with compassion and join Homeless in Seattle to make human-to-human connections with our homeless neighbors.

SHARE YOUR TIME

Visit our friends at United Way of King County to learn about volunteer opportunities in your area.

LEARN MORE

WHO WE ARE

ABOUT ALL HOME

All Home is a community-wide partnership to make homelessness in King County rare, brief and one-time.

OUR PARTNERS

We bring together local governments, religious institutions, non-profits, philanthropic organizations, shelter and housing providers, the private sector and engaged citizens.

IN THE NEWS

Recent posts and weekly news from All Home.

STAY INFORMED

Sign up to get the All Home monthly newsletter and hear about upcoming events.

[SIGN UP FOR OUR NEWSLETTER](#)

More Photos & Graphics, Less Text

- Users have a low attention span and consume websites on mobile devices while on the go
- Reducing the text and replacing this content with captivating photographs and infographics to paint the same picture can increase the level of engagement of users

WALK FREE

45.8 MILLION people enslaved worldwide
8.3 MILLION people fighting to end it

[JOIN US](#)

and our partner organisations in the fight to end modern slavery

TAKE ACTION | JOIN OUR COMMUNITY | KEEP UP TO DATE

WANT TO BE A PART OF THE FIGHT AGAINST MODERN SLAVERY?

Your action powers the movement of millions of people around the world to end modern slavery. By joining us, you can make sure your voice is heard. Stand together with a united community and be the generation that helps end modern slavery.

OUR COMMUNITY

"You ask yourself - what can one person do? But when we all join together, we are a mighty army of millions and with one voice we say: stop modern slavery now."
Taha

OVER 200 offline events | 32 campaign wins

UNITED NATIONS: END SLAVERY IN CONFLICT

SLAVERY FACTS

45.8 MILLION people enslaved

58% are subject to forced labour

NEARLY 1 IN 3 detected victims of slavery is a child

OVER HALF victims of slavery are women and girls

[VIEW MORE FACTS](#)

WALK FREE PARTNER NETWORK

We support organisations around the world by adding the power of the Movement to their calls for change to end slavery.

[READ MORE ABOUT OUR PARTNERS](#)

UNICEF | ILO | CARE | CALAYAN | SLAVEFREESEAS | UP FOR SCHOOL

#BRINGTHEMHOME CAMPAIGN

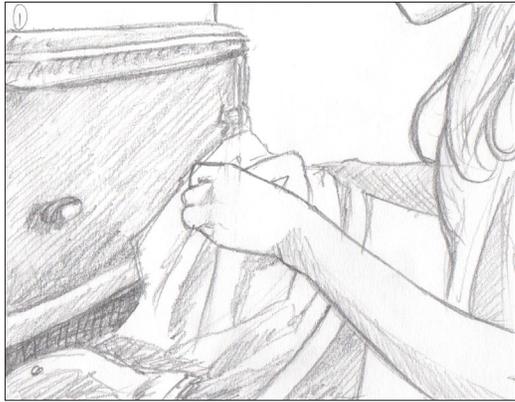
To grab the attention of our target demographic, we've created a visual media campaign, intended to be shared across various platforms. Viewers will be prompted to visit the All Home website.

The #BringThemHome campaign uses strong imagery and simple storytelling to capture the personal experiences of an individual or family. Each story shows a living situation changing because of unfortunate yet common circumstances.

We're illustrating that homeless individuals and families are people like us, who happen to need housing assistance and not scorn.

BROWN BAG TO HOME

A mother and her three children are shown to progress from living in a house to living in their car to living in a shelter. The analogy is the container for their belongings, which goes from a wardrobe to a suitcase to brown grocery bags. An ending message tells the audience to get informed and get involved.



1. Woman retrieves clothing from a wardrobe in her home



2. Same woman, now homeless, rifles through her belongings in a suitcase out the back of her car



3. Same woman adjusts items in one of her numerous brown grocery bags.



4. Cut to close-up of same woman sitting at the back of a bus, waiting for her stop



5. Wide shot of same woman exiting the bus and proceeding to stand in line outside a women's shelter



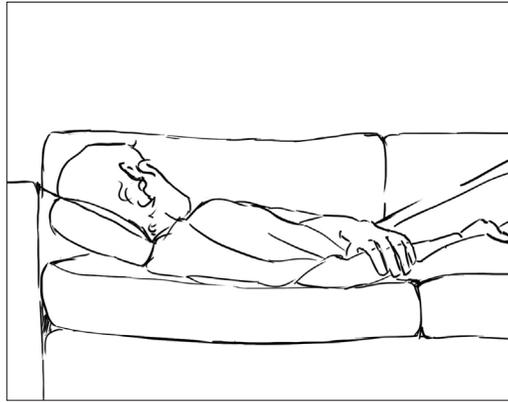
6. Fade in CTA text, logo, messaging, website URL, and hashtag

BENCH TO HOME

A father, child, and dog are shown sleeping in their house to crashing at a friend's home to the father napping alone at an isolated public park. The analogy is the furniture that they sleep on, which progresses from a bed to a couch to a bench. Additionally, the implied message is that the father has been separated from his child and pet. An ending CTA directs the audience to help the family and to get informed.



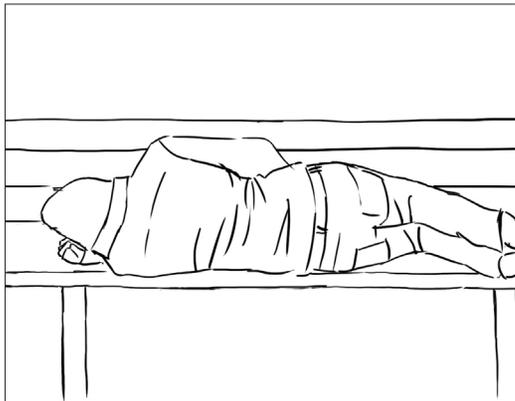
1. A single father and his son sleep in their home in their respective bedrooms



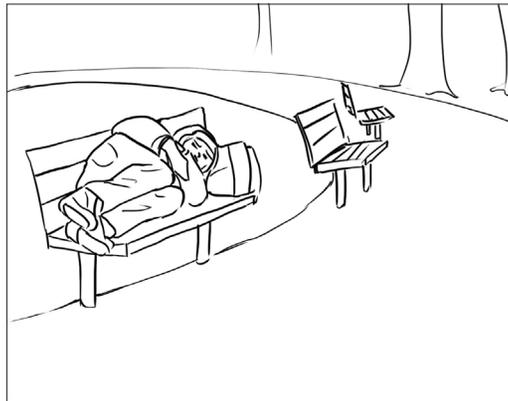
2. Father, now homeless, sleeps on a couch at his friend's home



3. Father is distraught and sits on a park bench



4. Exhausted and uncomfortable, the father tries to catch some rest



5. Wide shot of park with passersby giving a wide berth to the homeless man



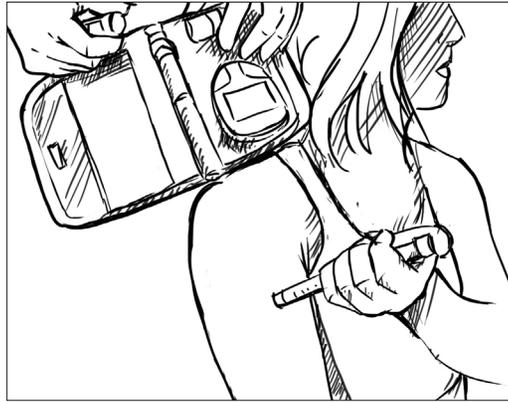
6. Fade in CTA text, logo, messaging, website URL, and hashtag

STORM TO HOME

A young woman with Type 1 diabetes progresses from being able to take her insulin in the privacy of her home to a shelter bathroom to an outdoor public area. The analogy is hygiene and privacy, from accessibility to a private shower to a crowded shelter bathroom to stormy outdoor weather. An ending CTA directs the audience to help the person and to get informed.



1. A young woman maintains her hygiene in the privacy of a personal bathroom



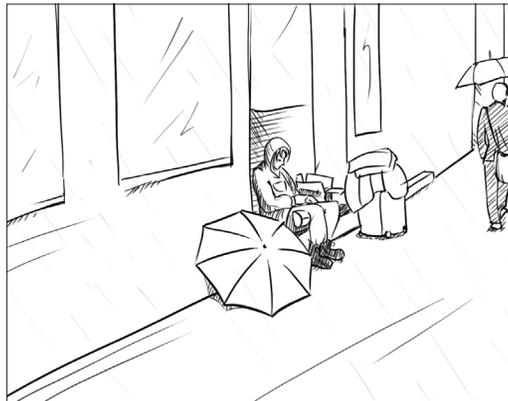
2. She also routinely takes her diabetic insulin shot



3. Woman, now homeless due to medical expenses, cleans up in a shelter bathroom



4. Unable to secure a spot in the shelter, the woman takes cover from the rain



5. Wide shot of city block with passersby ignoring the homeless



6. Fade in CTA text, logo, messaging, website URL, and hashtag

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