Who is Community Coalition?

Community Coalition, or CoCo, has worked to improve the social and economic conditions in South L.A. by getting people engaged and involved in changing public policy.

My Role as the User Experience Designer

- Content analysis and site map development
- Sketches for early idea exploration
- Wireframes to develop design ideas
- Stakeholder interviews
- Competitive benchmarking and analysis
- Persona creation based on interviews and research
- Visual assets and mockups of pages for developer's reference
- Working with a developer to select WordPress theme and designs
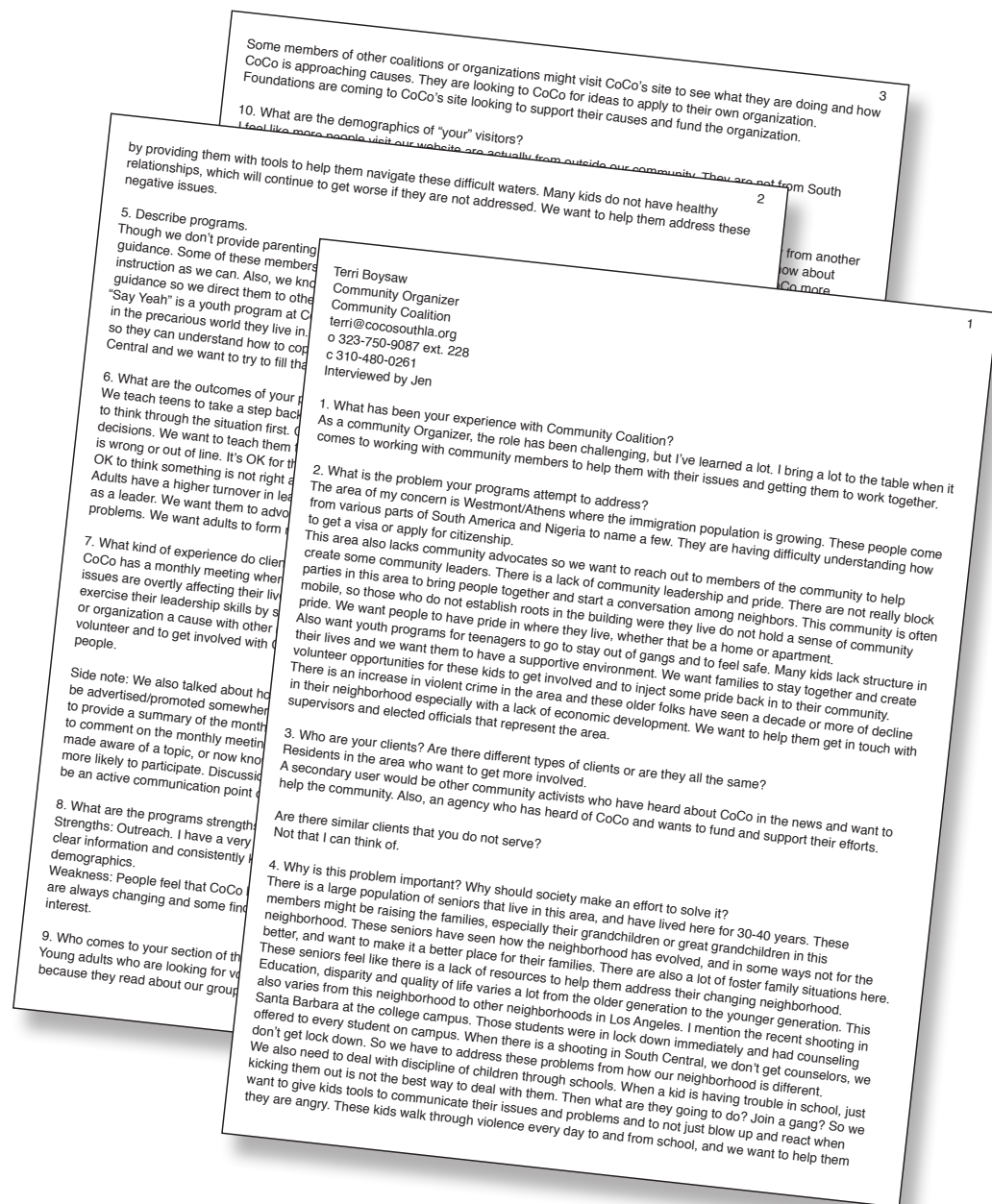
CoCo's Website – Then and Now

BEFORE

AFTER

Stakeholders Interviews

- Each team member interviewed 3-4 stakeholders
- The results gave us a better understanding of the user's needs and how to align those with CoCo's goals
- The information gathered in these interviews helped to build our Personas

COMMUNITY COALITION

Some members of other coalitions or organizations might visit CoCo's site to see what they are doing and how CoCo is approaching causes. They are looking to CoCo for ideas to apply to their own organization. Foundations are coming to CoCo's site looking to support their causes and fund the organization.

10. What are the demographics of "your" visitors?
I feel like more people visit our website are actually from outside our community. They are not from South

by providing them with tools to help them navigate these difficult waters. Many kids do not have healthy relationships, which will continue to get worse if they are not addressed. We want to help them address these negative issues.

5. Describe programs.
Though we don't provide parenting guidance. Some of these members instruction as we can. Also, we kno guidance so we direct them to othe "Say Yeah" is a youth program at C in the precarious world they live in so they can understand how to co Central and we want to try to fill tha

6. What are the outcomes of your p
We teach teens to take a step back to think through the situation first. decisions. We want to teach them is wrong or out of line. It's OK for th OK to think something is not right a Adults have a higher turnover in lea as a leader. We want them to advo problems. We want adults to form

7. What kind of experience do clie CoCo has a monthly meeting wher issues are overtly affecting their liv exercise their leadership skills by s or organization a cause with other volunteer and to get involved with people.

Side note: We also talked about ho be advertised/promoted somewher to provide a summary of the month to comment on the monthly meetin made aware of a topic, or now kno more likely to participate. Discussio be an active communication point

8. What are the programs strength Strengths: Outreach. I have a very clear information and consistently demographics. Weakness: People feel that CoCo are always changing and some find interest.

9. Who comes to your section of th Young adults who are looking for ve because they read about our group

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Terri Boysaw
Community Organizer
Community Coalition
terri@cocosouthla.org
o 323-750-9087 ext. 228
c 310-480-0261
Interviewed by Jen

1. What has been your experience with Community Coalition?
As a community Organizer, the role has been challenging, but I've learned a lot. I bring a lot to the table when it comes to working with community members to help them with their issues and getting them to work together.

2. What is the problem your programs attempt to address?
The area of my concern is Westmont/Athens where the immigration population is growing. These people come from various parts of South America and Nigeria to name a few. They are having difficulty understanding how to get a visa or apply for citizenship. This area also lacks community advocates so we want to reach out to members of the community to help create some community leaders. There is a lack of community leadership and pride. There are not really block parties in this area to bring people together and start a conversation among neighbors. This community is often mobile, so those who do not establish roots in the building were they live do not hold a sense of community pride. We want people to have pride in where they live, whether that be a home or apartment. Also want youth programs for teenagers to go to stay out of gangs and to feel safe. Many kids lack structure in their lives and we want them to have a supportive environment. We want families to stay together and create volunteer opportunities for these kids to get involved and to inject some pride back in to their community. There is an increase in violent crime in the area and these older folks have seen a decade or more of decline in their neighborhood especially with a lack of economic development. We want to help them get in touch with supervisors and elected officials that represent the area.

3. Who are your clients? Are there different types of clients or are they all the same?
Residents in the area who want to get more involved. A secondary user would be other community activists who have heard about CoCo in the news and want to help the community. Also, an agency who has heard of CoCo and wants to fund and support their efforts.

Are there similar clients that you do not serve?
Not that I can think of.

4. Why is this problem important? Why should society make an effort to solve it?
There is a large population of seniors that live in this area, and have lived here for 30-40 years. These members might be raising the families, especially their grandchildren or great grandchildren in this neighborhood. These seniors have seen how the neighborhood has evolved, and in some ways not for the better, and want to make it a better place for their families. There are also a lot of foster family situations here. These seniors feel like there is a lack of resources to help them address their changing neighborhood. Education, disparity and quality of life varies a lot from the older generation to the younger generation. This also varies from this neighborhood to other neighborhoods in Los Angeles. Those students were in lock down immediately and had counseling Santa Barbara at the college campus. When there is a shooting in South Central, we don't get counselors, we offered to every student on campus. I mention the recent shooting in don't get lock down. So we have to address these problems from how our neighborhood is different. We also need to deal with discipline of children through schools. When a kid is having trouble in school, just kicking them out is not the best way to deal with them. Then what are they going to do? Join a gang? So we want to give kids tools to communicate their issues and problems and to not just blow up and react when they are angry. These kids walk through violence every day to and from school, and we want to help them

Personas

INTERESTED BYSTANDER LIVING IN A DIFFERENT COMMUNITY

Name
Joshua Kaufman

Age
28

Gender
Male

Occupation
Screenwriter, actor, web developer and bartender

Personal Interests
Hiking, biking and outdoor activities. Growing organic vegetables in community garden, playing with bull dog, Fritz, at a local dog park and signing up voters for elections. Loves to be active and participate in political walks and clean up efforts.

Tech Use
Advanced: uses mostly tablet and smartphone for communication, research and social media. Uses laptop computer in local coffee shop to work on screenplay and website design.

Goals/Needs
• Lives in Los Feliz, but is concerned about under-privileged neighborhoods

• Wants help his local community or other distant community without actually going there

• Feels like he should do more, but is tight on time

• Donates money online to help Community Coalition (CoCo) efforts to make himself feel like he is contributing to the cause

I might not live in South LA, but I think it is a place where things can be changed for the better. I want to help make it that better place for all human beings.

COMMUNITY COALITION
people. power. progress.

Competitive Benchmarking and Analysis

EMPOWER LA

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COALITION
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Website
empowerla.org

Mission
The mission of the Department of Neighborhood Empowerment is to promote increased citizen participation in government and make government more responsive to local needs through the creation of a citywide system of Neighborhood Councils.

Location
Los Angeles, CA

Market
Civic participation for all Angelenos, and that serves as an effective voice for improving government responsiveness to local communities.

CoCo Likes
Just mentioned as a similar local organization.

Services
Site says "Promotes public participation in government and works to improve government responsiveness to local concerns. Provides FREE training to residents on how City government works, how to advocate, how to operate

Councils effectively, and in-depth workshops about important local issues like crime, streets and roads, gangs, planning and development, and economic development."

Overall Impression
I found the changing quotes by people actually engaging and interesting. Not clear what the purpose of this organization is from the home page.

Strengths
Quotes show diverse, happy faces and they are interesting to read. Color scheme is consistent.

Weaknesses
Changing quotes moved to fast. Graphics are inconsistent and bitmapped. Long text and not easy to understand what the message is. Site not responsive for mobile. The NC Funding section has a lot of info and is not simple to navigate.

Social Media
Facebook, Twitter, Youtube. Picassa, Slideshare and Vimeo

Call to Action
None that is prominent. Too many options on the home page make it difficult to act.
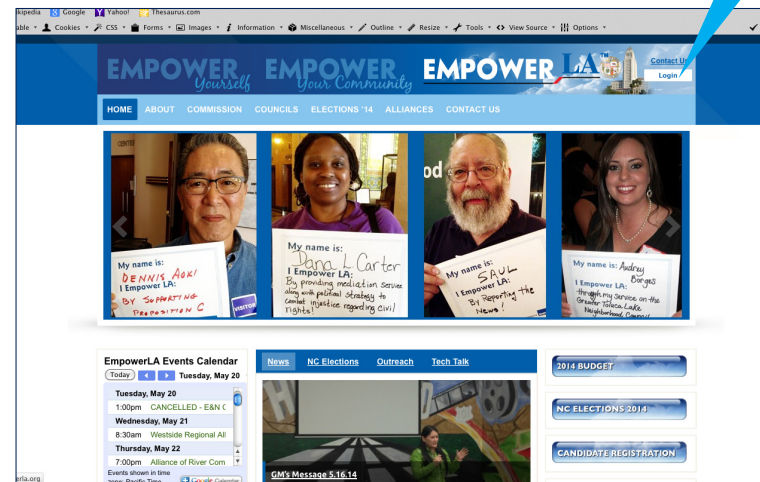
Ways to Improve
Interesting photographs on inside pages. Shorter text. No Captcha. More ways to contact like through social media. Text alignment varies across pages. The overall look seems to fall apart on inside pages. Treatment of the fonts changes throughout. The "cloud buttons" on the side are difficult to read and don't provide incentive as secondary navigation. Home banner at the top should take you back to the home page.

Unique Factors
Long bios for a lot of staff members. Short points of info more likely to be read. Has staff login on the top banner. Is this really necessary in such a prominent position? Gives information on elections with clear breakdown by neighborhood and candidate stance. Good resource all in one place.

Early Sketches
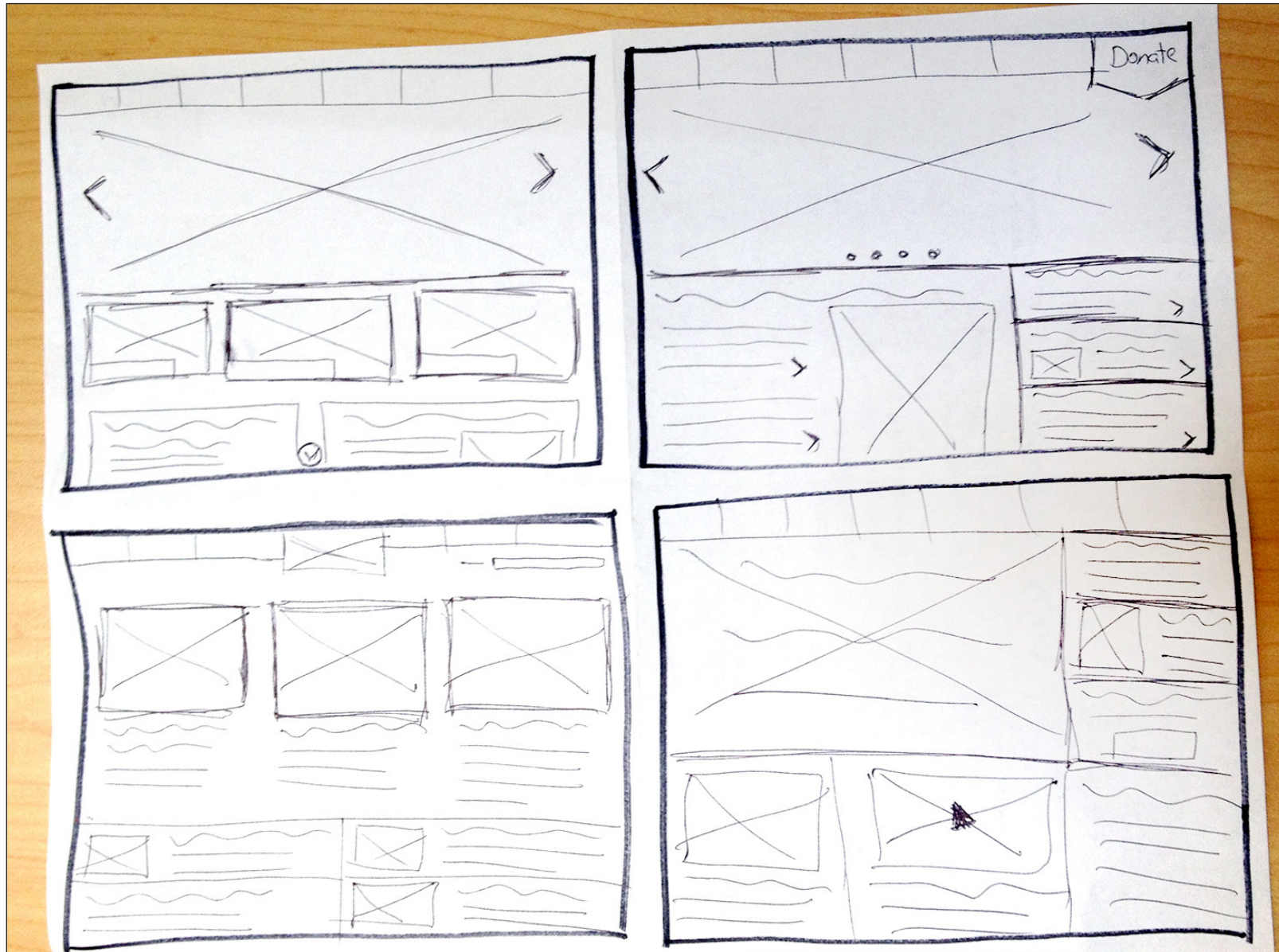
Initial Wireframes
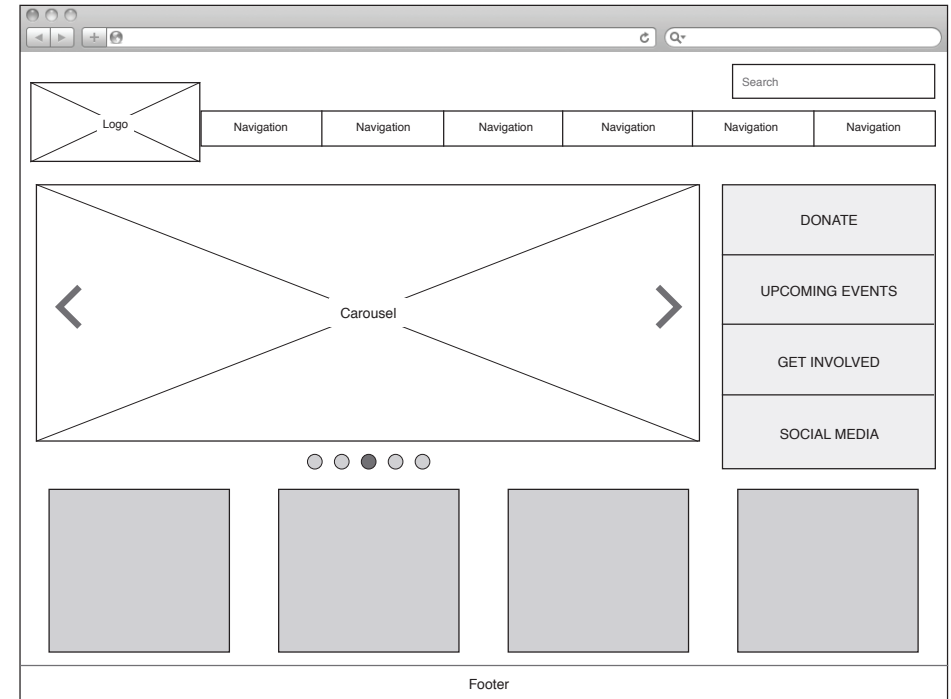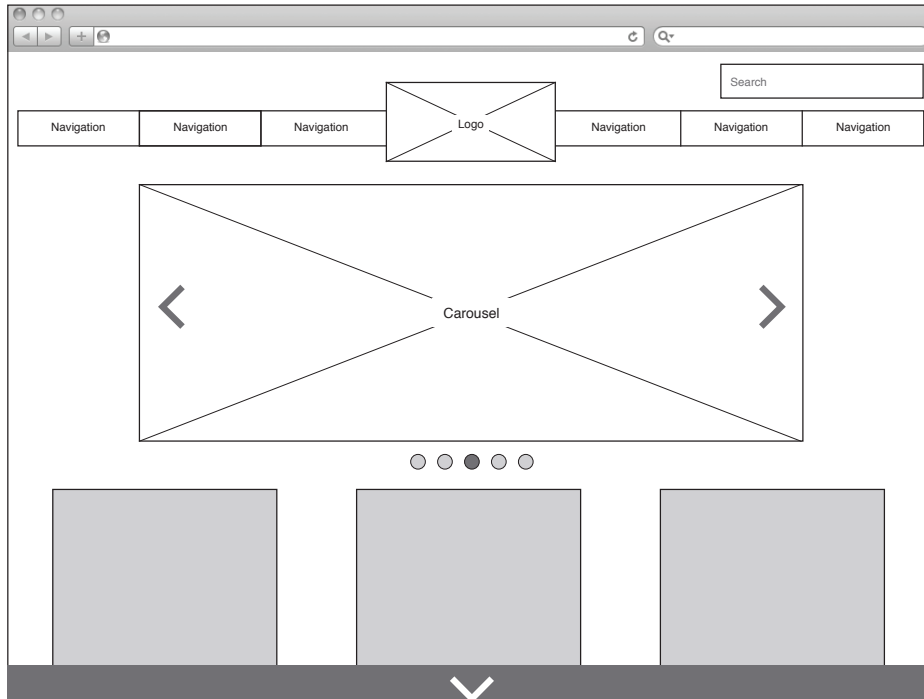
- Early iterations contained a carousel, based on CoCo's request
- Explored various placements of the logo in the navigation
- Wanted to include a prominently placed "donate" button
- Display secondary content in different amounts (3 to 4 teasers)

Mockup of Homepage

Detailed Wireframes

Wireframe 1 (left)

Search

COMMUNITY COALITION
people. power. progress.

Who We Are · What We Do · Get Involved · Events · Resources · Media & Publications

"Change takes people opening their mouths. Community Coalition creates situations for people to have a voice."

Go to page

"At Community Coalition I am empowered. I am part of building a powerful future not only for my own family but for the entire community."
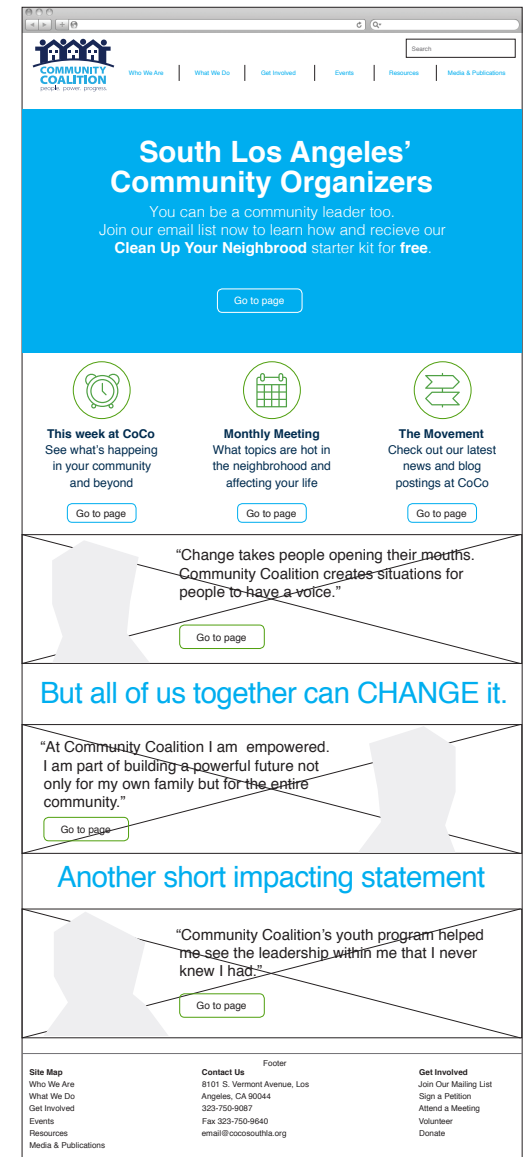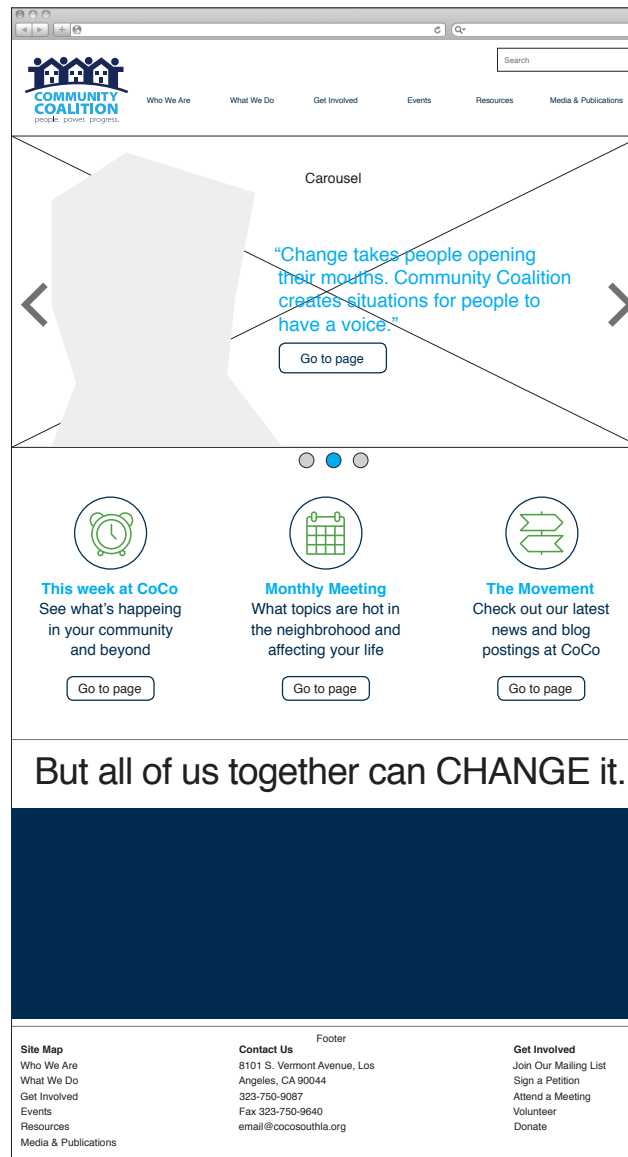
Go to page

"Community Coalition's youth program helped me see the leadership within me that I never knew I had."

Go to page

This week at CoCo
See what's happening in your community and beyond
Go to page

Monthly Meeting
What topics are hot in the neighborhood and affecting your life
Go to page

The Movement
Check out our latest news and blog postings at CoCo
Go to page

But all of us together can CHANGE it.

Footer

Site Map
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What We Do
Get Involved
Events
Resources
Media & Publications

Contact Us
8101 S. Vermont Avenue, Los Angeles, CA 90044
323-750-9087
Fax 323-750-9640
email@cocosouthla.org

Get Involved
Join Our Mailing List
Sign a Petition
Attend a Meeting
Volunteer
Donate

Wireframe 2 (center)

Search

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Carousel

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"Change takes people opening their mouths. Community Coalition creates situations for people to have a voice."

Go to page

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Wireframe 3 (right)

Search

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South Los Angeles' Community Organizers

You can be a community leader too.
Join our email list now to learn how and recieve our **Clean Up Your Neighbrood** starter kit for **free**.

Go to page

This week at CoCo
See what's happening in your community and beyond
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But all of us together can CHANGE it.

"At Community Coalition I am empowered. I am part of building a powerful future not only for my own family but for the entire community."

Go to page

Another short impacting statement

"Community Coalition's youth program helped me see the leadership within me that I never knew I had."

Go to page

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Volunteer
Donate

Final Iterations

The organization requested:

- Multiple "Calls to Action"
- Longer descriptive text
- Parallax scrolling
- Emphasis on their tag line: People, Power, Progress
- Teasers to blog posts and social media

Final website relaunch: Summer 2015