

Final Report

Health Access Connect | Spring 2021



Hear

Client Background and Overview

WHY HEALTHCARE?

In Uganda and around the world, people fail to access health services because of the expense and difficulty of traveling from their community to the nearest health facility. 86% of Ugandans live in rural areas where only 15-20% of the country's doctors work, and round-trip transportation to a health facility can cost \$2-12.

These costs are above the means of the many rural residents who live on less than \$2 a day. Due to the global pandemic, patients in remote villages need healthcare now more than ever. The model of waiting for patients to reach the health facility is anachronistic; we need to bring health services to the patients.

HEALTH ACCESS CONNECT

Health Access Connect is a nonprofit based in Kampala, Uganda. HAC works to link Ugandans living in remote areas with healthcare resources by bringing medicine and public sector health workers to villages via motorcycle taxis. This helps meet the pressing lack of access to healthcare in those areas.

HAC operates by offering low-interest motorcycle loans to taxi drivers (to be attractive

versus other loan options) with the condition of servicing transport to clinics during the term of the loan. This way, health workers have a means of transportation to bring their clinics to remote villages. Remote villages raise funds to cover the cost of the clinic itself. This model, while perhaps complicated at first glance, was innovated to address several unique challenges related to the region, namely that only health workers can distribute medicine within Uganda.

IN BRIEF...

The mission of HAC is to link remote communities to healthcare. The vision is to set the standard for how to bring sustainable, equitable health services to remote, marginalized communities. Under their

Medicycles program, they set up community-led, sustainable one-day monthly primary healthcare outreach clinics in remote communities in Uganda using community contributions and micro-financed motorcycle taxis.

HAC'S CHALLENGE

HAC's main challenge was finding a way to effectively tell up to important potential partners, donors, or supporters. For its digital presence, HAC has three main audiences, or **stakeholders**: individual donors, grant institutions, and potential partners.

Stakeholders: People or groups with interest & concern in HAC; e.g, employees, beneficiaries, volunteers, supporters

For each of these three stakeholders, HAC requires an accessible and persuasive narrative that will be able to capture audiences,

communicate immediately and efficiently, and then mobilize for action. This interaction can take place in a variety of places, from social media and newsletters to networking conferences and grant applications. However, given the more limited reach of the previous venues, perhaps the most important place for HAC to effectively tell its story is its website. This is where individuals would be directed to from social media, where grantors will search for after paper applications, and where anyone wanting to learn more about HAC would naturally go. Telling a clear narrative with successful storytelling is an important way to improve engagement and even conversion to donations (via the site or through grants).

INDIVIDUAL DONORS

Individual donors are primarily US-based, and many stem from personal connections with the Executive Director & Co-Founder, Kevin Gibbons, as well as other HAC volunteers and team members. This network is not stable or predictable as a source of revenue, especially with low signups for recurring donations. While HAC has an internet and social media presence, its presence is much smaller than larger, more established nonprofits. HAC's current low profile and lack of brand name tends to attract limited donors.

Individual donors, if coming across HAC through social media campaigns or the like, are likely to have already made a connection with the organization; pictures, videos, and short social media clips can be striking. Therefore, they will need to see visual explanations of the organization to connect their initial impressions with the actual work of HAC. To target and expand this audience, HAC wants to communicate its mission in simpler terms, while adding a more personal element to create an emotional connection with individual donors.

POTENTIAL PARTNERS

Potential partners are other organizations that could benefit from a collaboration with HAC. They may stumble across HAC, but more likely hear about HAC either directly from Kevin (at a networking conference or other event) or through others. For this potential stakeholder, HAC intends to integrate novelty and innovation into their story for showing how their partners can benefit from this connection.

They currently have a partnership with Africa Resource Center where they engage in supply chain work and are helping them scale up. Other partners could be helpful in engaging academic research, scale HAC's work, or even replicate HAC's model elsewhere. Within their website, HAC wants to make a model of how this

partnership, and many others, can reach remote communities in Uganda and expand further. Their goal is to collaborate with more organizations in Uganda.

Compared to the story that HAC tells to individual donors, the story that they tell potential partners is more technical and less personal because both parties in the partnership want to expand their impact. Because they are likely looking to learn more, a combination of text and visual information and photo/video media will help to provide additional context and information. A section or infographic dedicated to ways that other organizations can work together with HAC may be helpful to inspire these partners.

GRANT INSTITUTIONS

Grant-making institutions are organizations which distribute funds between nonprofits that submit applications for the grants. Because they award larger gifts and have more predictable cycles, grant-making institutions are crucial to form a stable source of funds -- this makes up most of HAC's annual budget. Many of these organizations are private family foundations; their first interaction with HAC may be through the typically standardized paper application that HAC submits. As a result, the story HAC tells to grant institutions is much more technical,

focused on metrics. HAC must demonstrate competence, results, and momentum. Grant organizations review paper, text-only applications, which, while effectively standardized, leave little room for the character of the organization, nor the personal impact of their work. For these organizations, images, videos, and testimonials may be the most pivotal. The website must be a strong reflection & reinforcement of the story told through the paper application.

HAC has to address the interests of these three groups, and even integrate them into one, on their website. HAC is specifically focused on grant institutions for funding to expand their geographic scope and overall capabilities.

CURRENT STATE

Looking at HAC's current website, their message is unclear. The home page is quite long and a bit cluttered; the best description of their overall model is buried in a subpage. Impressive statistics are displayed in a complex dashboard that may not be accessed by all but the most enthusiastic viewers.

As a result, it is difficult to understand what exactly HAC does, what their impact has been thus far, and what their exact mission and objectives are. We set out to tackle all of these

issues by doing a complete redesign of their website. Within this redesign, the problems we would focus on included re-evaluating the entire **user experience frame**, starting with information architecture and moving into experience and aesthetic design. Beyond the architecture and UX, we also had to create entirely new textual elements. That is, we would create a new narrative emphasizing all persuasive elements of pathos, ethos, and logos that would be more concise and relevant to HAC's audiences.

The UX Frame:

- **Experience Design:** Considering the impact of design on the user
- **Information Architecture:** Effectively structuring the information presented
- **Information Design:** Tailoring the look and feel of the information presented

ADDITIONAL CONSIDERATIONS

HAC was founded by Kevin Gibbons and Carlyne Ariokot. As a white man, Kevin is acutely aware of potential white savior / colonial lenses through which his work can be viewed, especially as he speaks primarily to white donor audiences. Because of this context, we are particularly careful to avoid undertones of saviorism and vigilant in rejecting any victimization of beneficiaries in the villages.

We must be particularly cognizant of any potential cascading effects of our design decisions.

Cascading Effects: Unintended, often unforeseen chains of events or interpretations of a design product, choice, or campaign

Create

Overall project process

OVERALL GOALS

Our primary deliverable for Health Access Connect is a full redesign of the website in the form of comprehensive site mockups including curation of media (infographics and selections from their photo and video library). Our key value-add is in streamlining HAC's narrative as told through the site and organizing the information architecture in the process. We plan to incorporate transmedia knowledge throughout to augment the user experience, understanding of, and connection to HAC's work and mission. This may include photos, short video clips, and infographics to explain more complex aspects of HAC's model.

For our prototypes and media cascades, the media cascade through the project covered three areas:

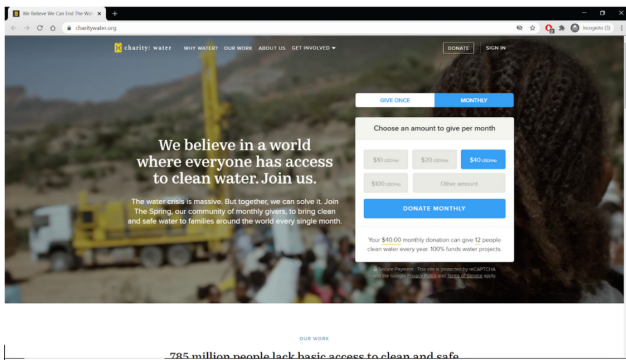
- Beginning: Low Resolution / High Abstraction
 - Looking at example websites and taking notes from other forms of media
 - Ideating aspects of website to change
 - Card sorting for information architecture
- Middle: Medium Resolution / Medium Abstraction
 - Rough wireframes through digital models and hand drawn sketches
 - Information architecture and user flows
- End: High Resolution / Low Abstraction
 - Polished mockups with complete, finalized UX frame
 - Finalized text copy and WordPress implementation
- Delivery
 - High-fidelity mockups with supporting documentation and implementation



The image displays the progression from an existing website to a high-fidelity wireframe. It includes a screenshot of the current site, a hand-drawn wireframe sketch with sections for 'Our Mission', 'Our Story', and 'Meet Our Leadership', and a high-fidelity wireframe showing a structured layout with sections like 'Why HealthCare Access?', 'Learn About the Need', and 'Coming Up with Solutions'.

BEGINNING: LOW RESOLUTION / HIGH ABSTRACTION

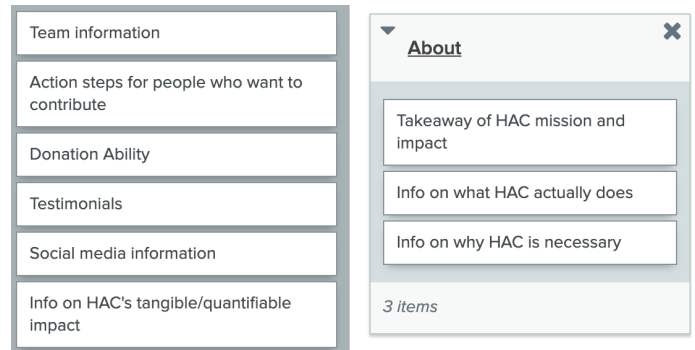
We began by taking design inspiration from sites of other nonprofits and organizations. We conducted this exercise both for the design team and for our HAC contacts to share ideas and begin discussing vision for the website. We highlighted effective and ineffective strategies to narrow our approach.



- Charity Water
- Clean, compelling call to action on front page
 - Simple message
 - Immediately lets you donate
 - Why Water? page
 - Explains the issue and importance across multiple facets (health, time, education, financials/economy, empowerment)
 - Shows why Charity Water's work is necessary
 - Our Work page
 - Demonstrates impact first (numbers, map)
 - Links to how they work (honestly, think it would be nice to have more detail on this up front – but keeping it simple could be helpful as well. People who want to know more will look for more)

We continued by highlighting areas for change on the website and compiling suggestions for changes to specific pages and layouts.

Additionally, we conducted a card sort within our design team to understand the information and design flow that each of us experienced. Within this card sort, we found patterns and commonalities that we integrated into the final information architecture for the website. In doing so, we had the order and grouping of pages and information laid out.



MIDDLE: MEDIUM RESOLUTION / MEDIUM ABSTRACTION

We moved on to create rough wireframes of the new site based on the information architecture we had laid out. Within these sketches, we outlined the layout for each page, including spaces for photos and content. Through all of this, we incorporated decisions previously made on information design and architecture, as well as user flows. We also considered various formats for the information we wished to present, making sure to incorporate diverse

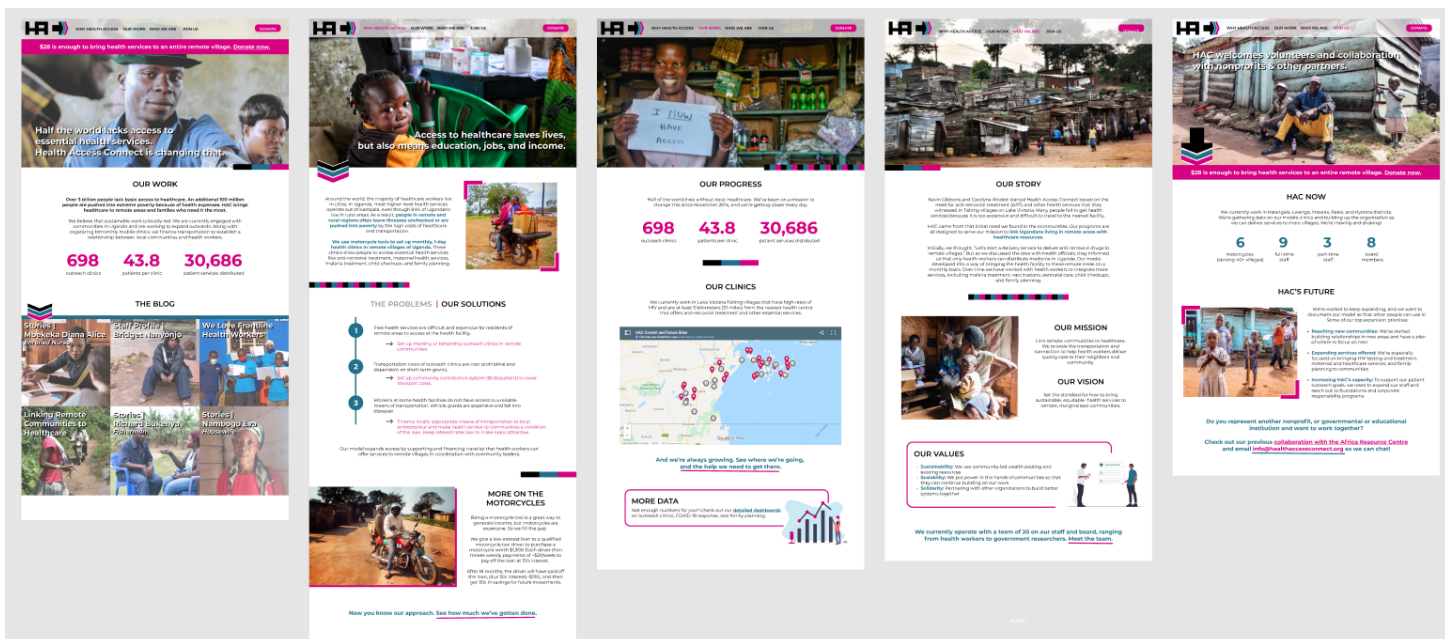
transmedia knowledge to engage the stakeholders with infographics, photos, and potentially even videos. This phase brought our previous work to higher fidelity in preparation to fill in the finalized content.

Transmedia Knowledge: A narrative that extends across multiple media forms

END: HIGH RESOLUTION / LOW ABSTRACTION

We worked to integrate our new text copy with various multimedia from HAC's photo and website library while also creating new infographics. We did this all through Figma, finalizing the UX with our complete information

architecture, experience design, and information design. Additionally, we worked with Kevin and HAC to help implement some of this new site by transferring HTML, copy, and content over onto their WordPress platform.



Deliver

End design product with implementation

DELIVERABLES

The primary final deliverable consisted of high-fidelity mock-ups in a dynamic Figma file, which can be referenced and even edited past our engagement with HAC. We supported this deliverable by creating a simple style guide to ensure cohesion and reproducibility for future

teams and collaborators. Finally, we used our limited technical knowledge to begin the implementation process on the WordPress platform; Kevin and the team will continue this process past our engagement.

CHALLENGES

Our team consisted mainly of pre-med and business students with design skills but less web development capability. As a result, the team was able to redesign the website but less confident in the technical implementation of the redesign. Kevin is in charge of the site over at HAC, so he was willing to take charge in technical implementation once we handed over the high-

fidelity mockups. The team streamlined the process by pulling the copy from the mockups into a consolidated document, then inputting the information and content into WordPress for Kevin to style after the engagement. Further, the style guide would help to replicate certain style decisions or usages of accent images.



H1: Montserrat Bold 48

(page headings)

H2: Montserrat Bold 40

(subsection headings)

H3: Montserrat Bold 30

(bolder areas, sometimes standalone sentences, sometimes color)

P: Montserrat Regular 24 (**with bold as necessary**)

Value Add

Key takeaways, end benefits, partner handoff

OVERALL ANALYSIS

Our team integrates desired messages to improve storytelling to key stakeholders, augmenting these messages through design, data, and effective narration. Throughout the semester, we incorporated varied messages to key stakeholders while integrating knowledge of design, information architecture, and user experience with the goal of improving fundraising outcomes and communicating a streamlined narrative to upward audiences.

Our unique value add was storytelling up to support strategic fundraising efforts. We prioritized grant-making institutions in our site-building because of their reliability and stability of funds; at the same time, we have integrated messages various other stakeholders. To this end, we experiment with interactivity and data visualization, as well as other vivid transmedia forms, to better engage site visitors. All along the way, we have kept a keen and critical eye on the importance of pluriversal design and inclusion, especially for our work with HAC as an international nonprofit.

We hope to simultaneously make strong impressions on individual donors, demonstrate impact and momentum to grant institutions, and highlight potential areas for collaboration with prospective partners. Although our deliverable is specific to the HAC website, we are designing with the three aforementioned audiences in mind.

Although we are focused on the website redesign, we also have several ideas for future collaboration with HAC to better situate the site within the larger media universe. For instance, an effective social media campaign could be extremely helpful to raise awareness and increase funds from individual donors (currently a small portion of the budget). Additionally, internal reporting mechanisms (for Google Analytics and other data sources) could help to improve allocation of funds and resources to maximize fundraising and visibility. Furthermore, HAC already has a rich raw footage base which could be effectively edited into more compelling videos.

In this engagement with HAC, we know all our stakeholders and think critically about how our design will impact them and their goals. We consider all cascading effects and think about the local Ugandan community. We are respectful to this community, shedding notions of "white saviorism," and instead design WITH rather than FOR. We work hand in hand with HAC to integrate diverse expertise in our work. In doing so, we understand lived experiences beyond our own.