

# Crossroads Urban Center

Helping Utahns meet survival needs

# Why Crossroads?

Crossroads Urban Center is a local nonprofit that helps Utahns meet basic survival needs. An updated website will:

- Bring more awareness to the organization
- Increase confidence among possible donors
- Allow more effective volunteer scheduling

## Team

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## Tools and timeline

3 weeks • Figma • Google surveys • Miro

# Current state

The screenshot shows the homepage of Crossroads Urban Center. At the top left is the logo, which features a stylized sun rising over a city skyline above the text "CROSSROADS urban center". To the right of the logo is a navigation menu with links for "Home", "About", "What We Do", "You Can Help!", and "News". Below the navigation is a main text block that reads: "For over 50 years, Crossroads Urban Center has run one of the busiest [Emergency Food Pantries](#) in Utah as well as a charitable [Thrift Store](#), and has organized Utahns in [advocacy groups](#) to make broader change. Crossroads Urban Center is an equal opportunity provider." Below this text is a "Thank you" message for volunteers and community partners who helped with a Christmas Food Giveaway on December 23rd. To the left of the main text is a collage of six photos showing various activities: a food truck, people walking, and people inside a store. To the right of the main text is a green box with the text "Food of the Month Canned Fruit". Below this box is a "Donate" button and social media icons for Facebook, Twitter, and Instagram. Further down is a "Join our email lists" section with a form for "Email", "First Name", and "Last Name". Below the form are checkboxes for "Email Lists", including "Crossroads Monthly Newsletter" and "Hunger & Homelessness". At the bottom of the page is a question: "Would you like to donate to or volunteer in our food pantry or thrift store? Click to [volunteer](#), or for [other ways to help](#)."

This screenshot shows a different section of the Crossroads Urban Center website. At the top left is a hamburger menu icon, followed by the Crossroads Urban Center logo. Below the logo is a paragraph of text: "For over 50 years, Crossroads Urban Center has run one of the busiest [Emergency Food Pantries](#) in Utah as well as a charitable [Thrift Store](#), and has organized Utahns in [advocacy groups](#) to make broader change. Crossroads Urban Center is an equal opportunity provider." Below this text is another "Thank you" message for volunteers and community partners who helped with a Christmas Food Giveaway on December 23rd. To the right of the text is a collage of six photos showing various activities: a food truck, people walking, and people inside a store. Below the collage is a green banner with the text "Food of the Month Canned". To the right of the banner is a "Privacy - Terms" icon.

# User Research

# Survey and interviews

## General challenges

- Finding time to volunteer
- Knowing which organizations to trust

I would love to see people write their experiences of how volunteering went for them.

-Lindsay, age 62

It seems dated. The design is poor. It's very bare bones.

-Kobe, age 23

## Crossroads website challenges

- Clearer mission statement
- More visuals
- Testimonials to increase legitimacy
- Simpler navigation

It isn't clear what the mission is. You have to read close for it.

-Salem, age 21

The organization of homepage doesn't grab you. It doesn't feel convincing.

-Morgan, age 34

[View full survey data](#)  
[View research notes](#)

# Who is our user?



## Meet Holly.

As a busy mom, Holly wants easy-to-plan volunteering options that work with her schedule. She needs to know which organizations to trust so she can make a difference in her community.

Conscientious

Supportive

Caring

Thoughtful

# Definition & Ideation

# What does our user need?

Holly needs to easily navigate Crossroad's website and know it is a legitimate nonprofit. The time she has to research is limited and she needs to find a viable service activity for her church group.



# How can we meet Holly's needs?

Clear financial info  
Testimonials for legitimacy  
Easy volunteer sign up

By modernizing the Crossroads website and drawing focus to the mission statement and the organization's legitimacy, users like Holly will feel more confident getting involved, leading to a broader and more engaged user base that can help Crossroads grow.

By modernizing the Crossroads organization's core values and o  
confident getting involved

# Crossroads can help

By modernizing the Crossroads website and drawing focus to the organization's core values and opportunities, users like Holly will feel more confident getting involved.

This will lead to a broader and more engaged community of donors that can help Crossroads grow.

	Crossroads	Utah Food Bank	The Road Home	Make a Wish Foundation
Mission	Assist and organize Utahns with low incomes, disabilities, POC to meet basic needs	Food Donation	Helps refuges, emergency shelter, housing assistance, and supportive services	donate money so children can have a wish granted
Website	www.crossroadsurbancenter.org	www.utahfoodbank.org	theroadhome.org	wish.org
Target Customers	Utahns with low incomes, disabilities, and people of color, volunteers, donors	People looking for food, shelter, and help to plan their future.	volunteers and donors people needing resources	donors/partners parents of children volunteers
Services/Features	Food pantry thrift store holiday food programs donate email list contact info	Provide the necessary resources to those in need	donate resource center info volunteer opportunities career opportunities	donate get involved refer a child volunteer
			modern/welcoming	

# What are the most important features?

What if I could schedule volunteering online?

I wish it was easier to navigate

I like seeing the mission on the home page

I wish I could skim more easily

I like the pictures of recent events

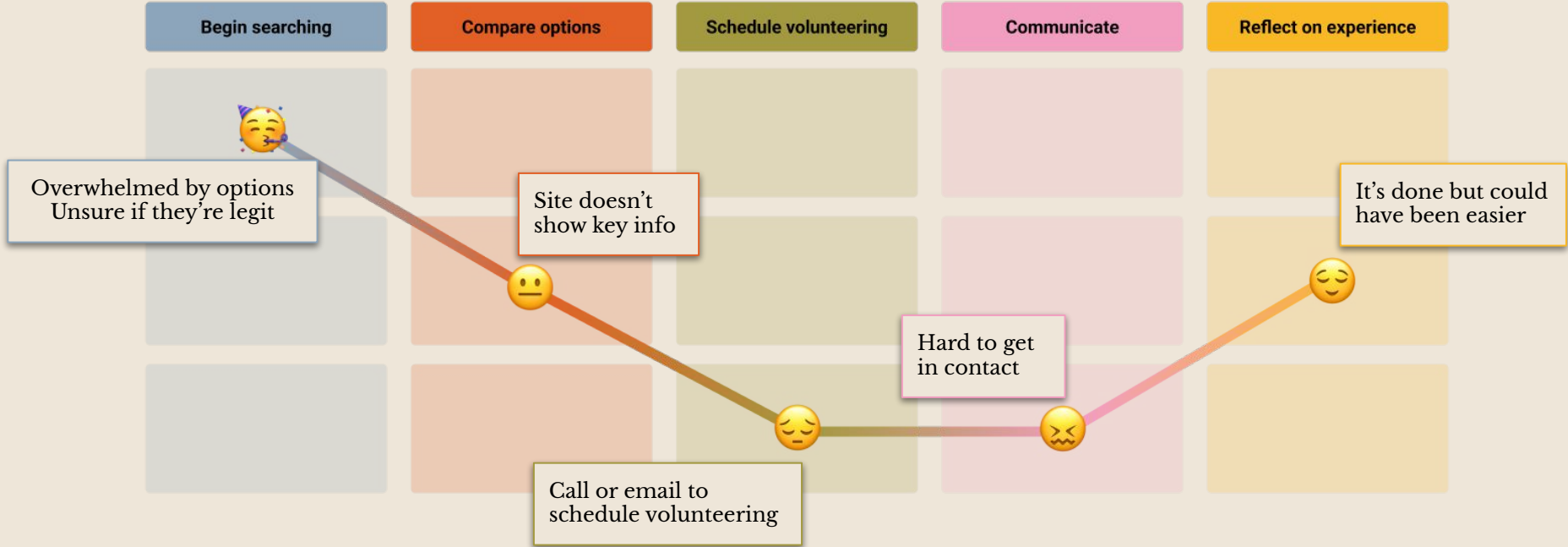
I like to see the upcoming events

I wish I knew what other people thought about it

What if there were stats of how nonprofit is helping the community

I wish the mission statement was clearer

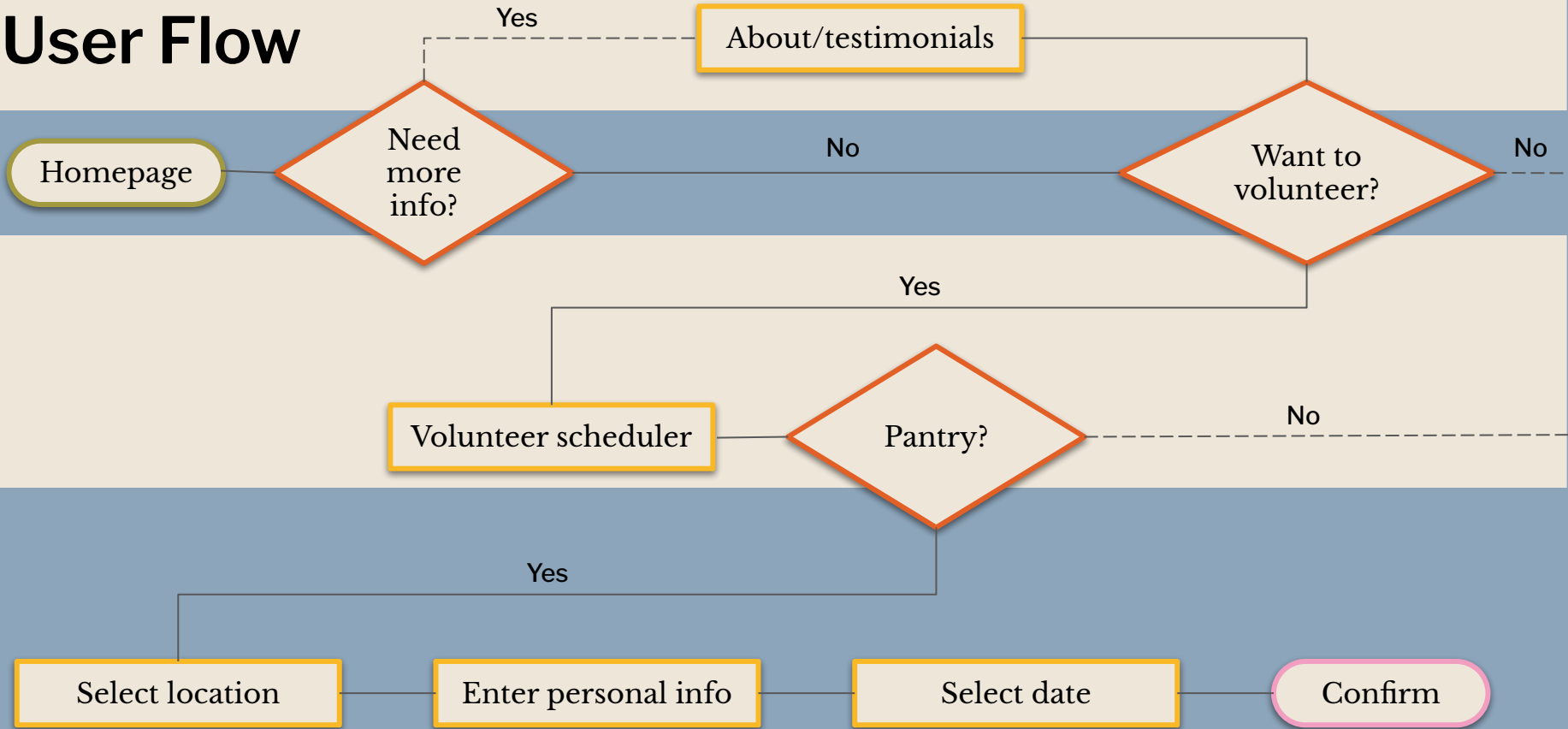
Holly is a 33-year-old mom of 5 in Daybreak, UT who is planning a volunteering day for her church. She has limited time to find a viable service activity for her group.



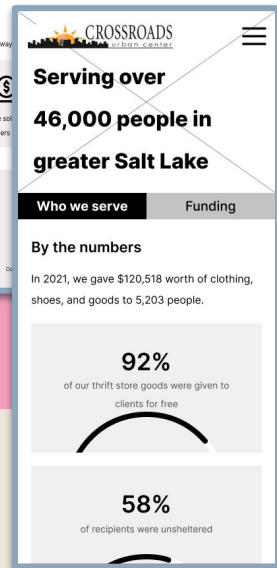
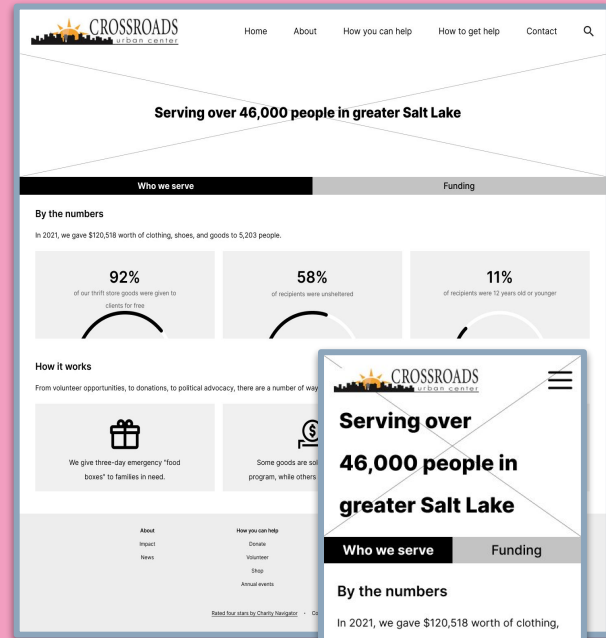
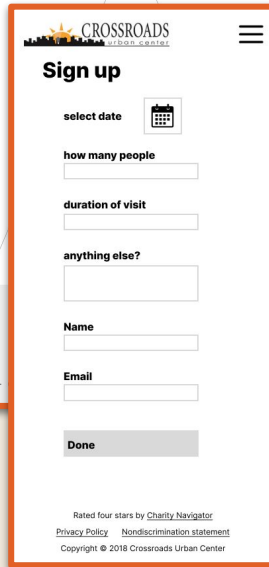
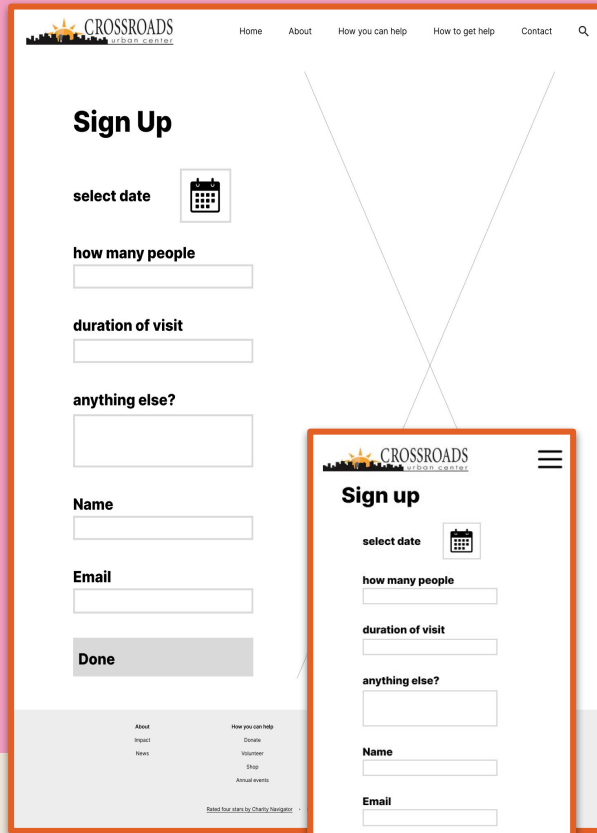
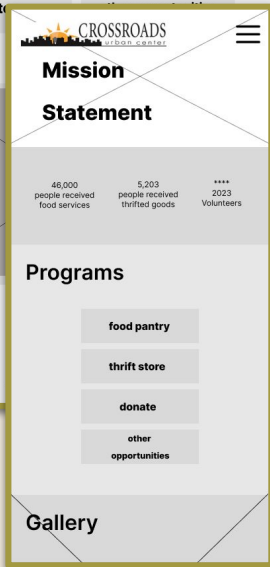
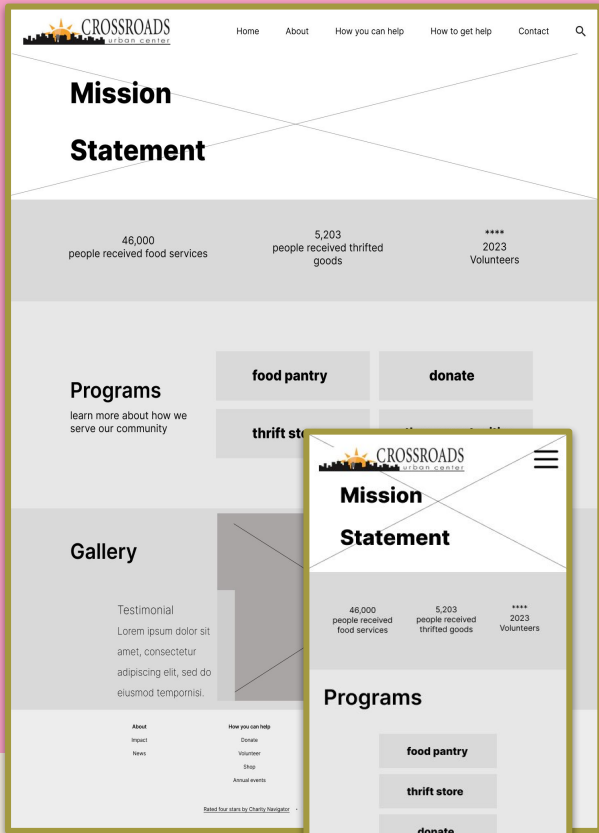
**Solutions**

Clear mission statement • Community impact data • Testimonials • Online scheduling • Follow-up touchpoints

# User Flow



# Prototyping





# User Testing

## UI issues

- Fix prototype glitches
- Increase element visibility
  - Make tabs look more clickable
  - Increase impact graphics subtext
  - Ensure desktop header stands out

## Clarity issues

- Info architecture
  - Rework hierarchy of mobile “who we serve”
  - Add “volunteer” button to homepage
- Content
  - Add note about email follow-up on confirmation page

# UI inspiration

lives through  
restorative  
justice.

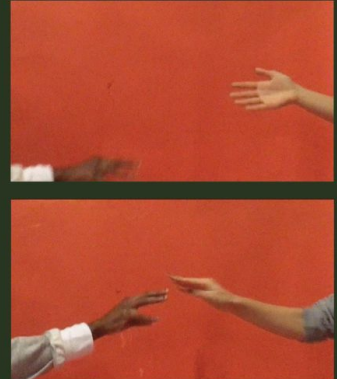


MOVEMENT

Red  
Affects

ISSUE 14: HEALING

CUT ME



OPEN.

email your work to: [salasubmissions@gmail.com](mailto:salasubmissions@gmail.com)

Kate Rogers - Graphic Designer ★★★★★

### AMAZING CUSTOMER SERVICE

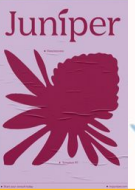
I needed a refund for tickets to an event that was changed last minute. I experienced great customer service and the issue was resolved in a timely manner. Thanks to agent Sandra!

## Dreams Have No Boundaries

Giving Bangladeshi children the educational tools they need to succeed.

46 Registered Students	4 Teaching Volunteers	10 Donated Computers
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Our Story



### Programs

- Lessons**  
We teach our students various subjects, including Math, Science, and English.
- Mentors**  
We have experienced teachers for any students who need the extra help.
- Careers**  
We have Microsoft Office and career preparation resources.

LEARN MORE

# UI failures

**CROSSROADS**  
urban center

Home About How you can help How to get help Contact

## Helping Utahns meet survival needs

Crossroads assists Utahns with low incomes, those with disabilities, and people of color to meet basic survival needs.

46,000 people received food services

5,203 people received thrifted goods

1237 2023 volunteers

**Programs**  
Learn more about how we serve our community

- Food pantry
- Donate
- Thrift store
- Other opportunities

**Gallery**  
View Crossroads in action

Always somewhere I can turn to if I really need help...Even if they don't have everything in

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urban center

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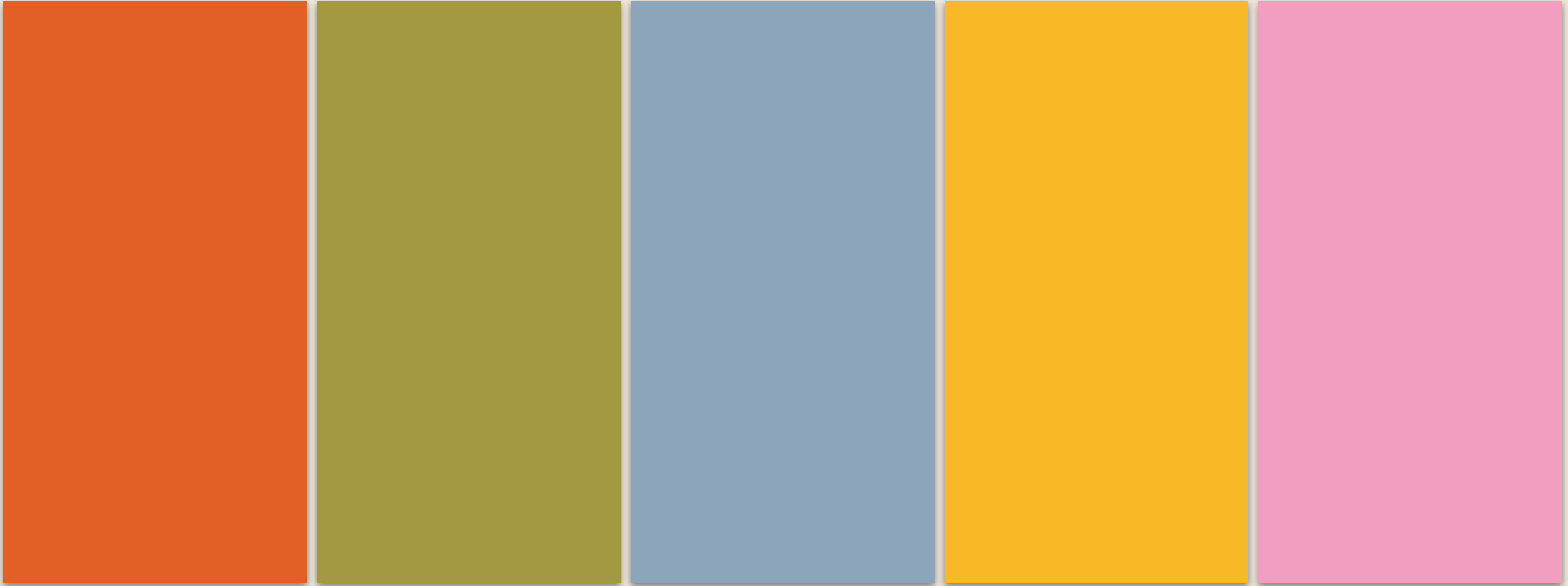
- Food Pantry
- Thrift Store
- Donate
- Other Opportunities

**Gallery**

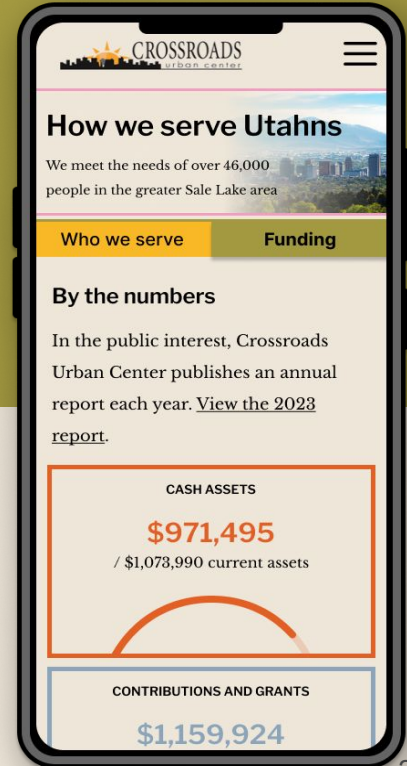
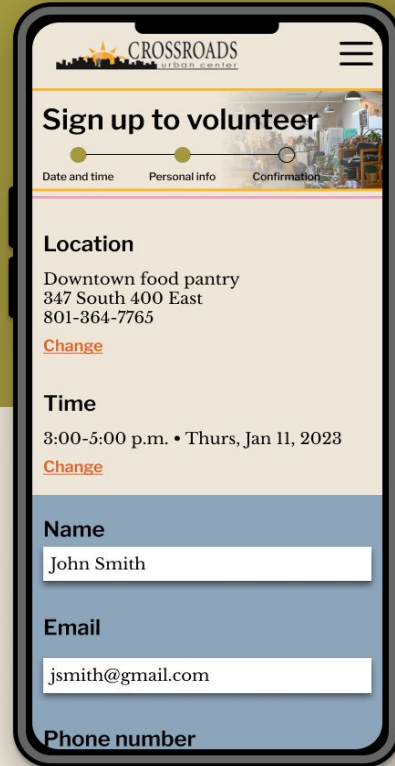
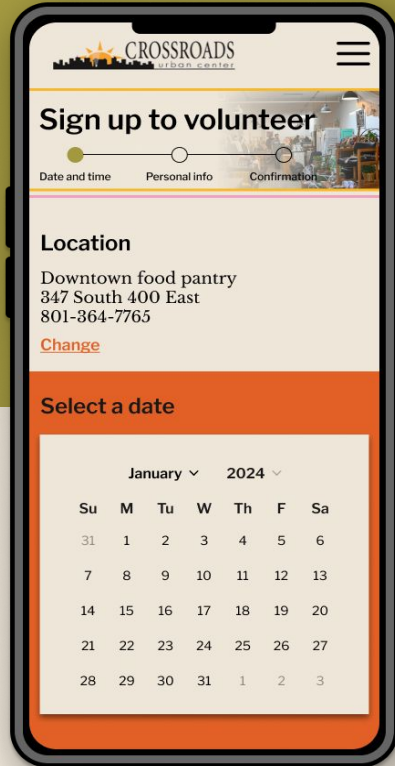
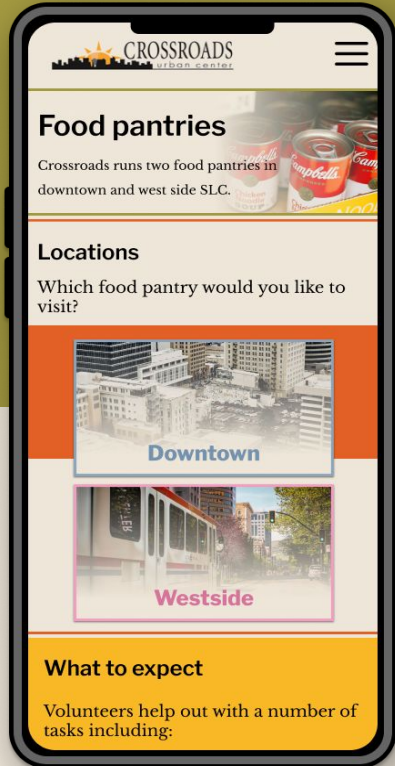
Art G.  
Crossroads is an incredible organization that makes a real difference in our community.

Rated four stars by [Charity Navigator](#)  
[Privacy Policy](#) [Nondiscrimination statement](#)  
 Copyright © 2018 Crossroads Urban Center

# Final colors



# Final designs





# Final designs (cont.)

**CROSSROADS**  
urban center

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## Helping Utahns meet survival needs

Crossroads assists Utahns with low incomes, those with disabilities, and people of color to meet basic survival needs.

[Get involved](#)

 <b>46,000</b> people received food services	 <b>5,203</b> people received thrifted goods	 <b>1,237</b> 2023 volunteers
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# Final Thoughts

The Crossroads Urban Center website would benefit most notably from:

- Clearer information architecture
- Online scheduling
- Modernized UI

Next steps include:

- Gain buy-in from Crossroads leadership
- Work with development team to prioritize feature releases