

“Study Pal Network”

learn and aspire together

Charity who helps underprivileged children develop reading and maths skills, and ignite passion for learning and helps mentors build their resume and networking in the education industry through their volunteering.

Design Brief

MDIA 2533 – Shela Ching Man YUEN



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“Study Pal Network”

learn and aspire together

Mission

- To help underprivileged children develop reading and maths skills, and ignite passion for learning.
- To help mentor buddies build an all-rounded portfolio for college or job application.

Short term goals

- Help parents get free education resources
- Help mentors find volunteering opportunity and get testimonials and reference letter
- Invite donation and volunteering

Long term goals

- Increase awareness of the needs of underprivileged children
- Increase sense of helping in the community
- Improve children's learning performance
- Help cultivate professional educators



User groups

Ideal users who would be using this website.



Parents or guardians of children

- find academic support.

Teachers or school counselors

- recommend the website to parents or guardians who are looking for additional academic support for their child.

Individuals interested in volunteer work

- find volunteering opportunities to help children in need.

College students or recent graduates of Education specialty

- gain job experience, obtain testimonials or reference letter from their volunteering as mentors.

Donors interested in supporting educational initiatives or helping children in need

- make donations to the charity organization.

Researchers or educators

- learn more about the impact of the organization's work and the children who have benefited from the program.



User Tasks

Functions of the website that users would use to accomplish the goals.



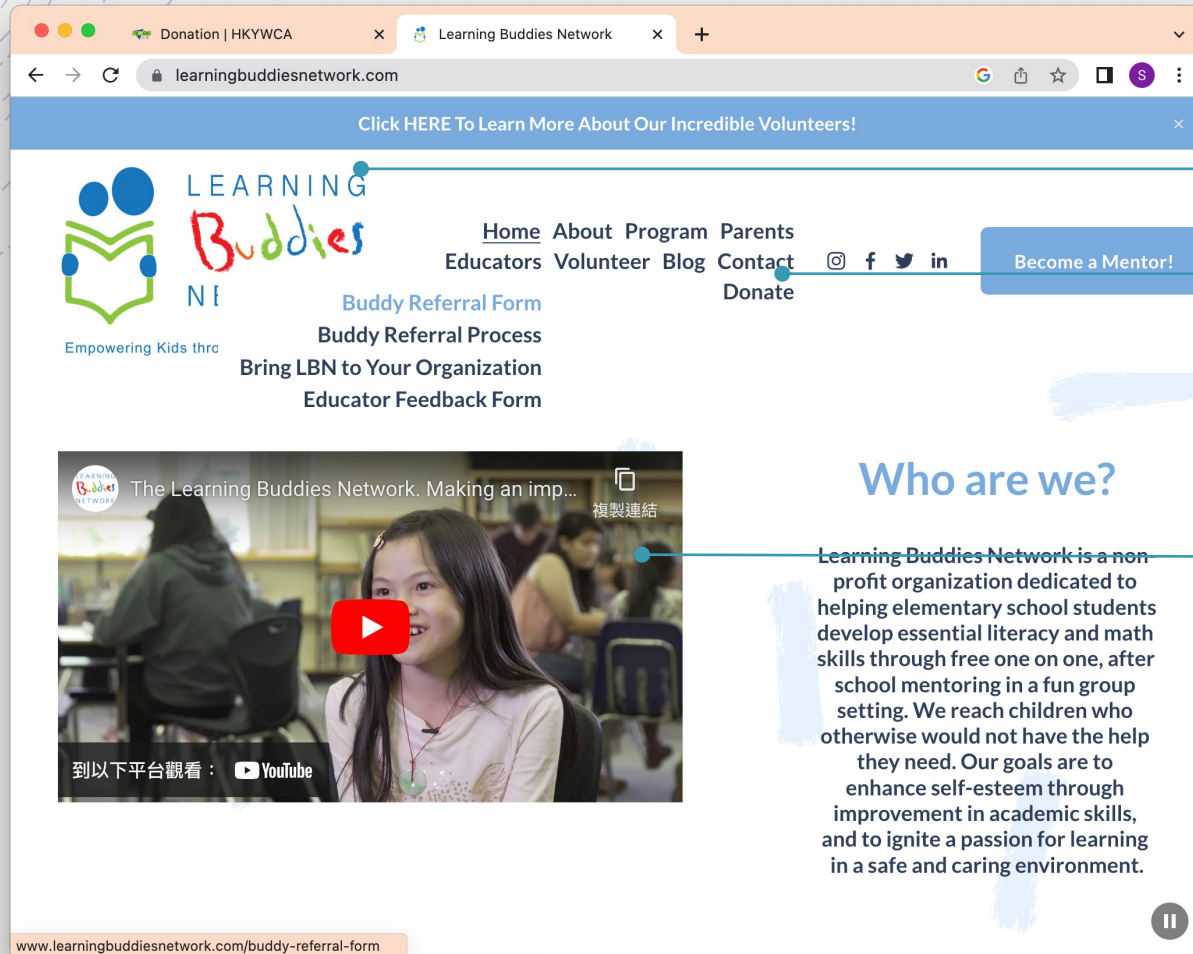
1. **Search for information about the organization's** mission, goals, and impact, as well as information about the program's requirements for mentors and tutors.
2. Allow parents or guardians to **search for a mentor or tutor in their area**, based on criteria such as subject matter expertise, availability, and location.
3. Allow volunteers to **sign up to be a mentor or tutor**, complete a background check, and provide information about their skills and availability.
4. Allow mentors and tutors to **schedule tutoring sessions** with the children they are working with and provide a platform for communication between the mentor or tutor and the child's parent or guardian.
5. **Get training and support resources** for mentors and tutors, such as best practices for working with children, tips for effective tutoring, and guidance on how to handle difficult situations.
6. **Make a donation** to support the organization's work and provide information about how donations are used to support the program.
7. **Submit feedback** - parents, guardians, volunteers, and donors can share their experiences with the program, and offer suggestions for improvement.
8. **Help educator or researchers find volunteers and subjects** for their researches;
9. Mentors can **request for Testimonials or Reference Letter**;

Competition #1

Competition analysis in terms of design, functionality, marketing and technology.

Learning Buddies Network (<https://www.learningbuddiesnetwork.com/>)

Charity about free mentoring services for elementary school students.



Competitor Analysis on "Design"

Pros of front page design

Cute Logo that would echo among young learners.

Responsive menu that would diminish into a hamburger menu to fit small screens such as mobile.

Eye-catching video as a featured story or testimonial to reveal success story.



Competition #1

Competition analysis in terms of design, functionality, marketing and technology.

Competitor Analysis on "Functionality" - "Donation"

Pros

Repeated story the website to reinforce donation motivation.

Several donation options and monthly donation options.

Click [HERE](#) To Learn More About Our Incredible Volunteers!

LEARNING Buddies NETWORK
Empowering Kids through Reading & Math.

Home About Program Parents Educators Volunteer Blog Contact Donate [Become a Mentor!](#)

About LBN

The mission of the Learning Buddies Network is to provide volunteer one-on-one tutoring and mentoring at no cost to academically and socially fragile children in the Lower Mainland. At the same time, we provide meaningful and inspiring volunteer leadership opportunities to the dedicated young people who volunteer their time as tutors and site coordinators.

LBN serves academically and socially fragile elementary school-aged children (Little Buddies) across the Lower Mainland and beyond. We provide training to our university and high school volunteer mentors, who serve as tutors. It is a simple but powerful intervention for academically at-risk children who otherwise do not receive the learning assistance they need and deserve.

We are a volunteer-centric organization where senior volunteers mentor our tutors, who mentor our Little Buddies. Our volunteers find mentoring highly rewarding, and gain confidence, maturity, and leadership skills through their work.

Learning Buddies Network Donation Form

FR

DONATION DETAILS

DONATION AMOUNT

Learning Buddies Network (<https://www.learningbuddiesnetwork.com/>)

Charity about free mentoring services for elementary school students.

Competition #1

Competition analysis in terms of design, functionality, marketing and technology.

Competitor Analysis on "Marketing & Technology"

(How well marketed, and popular the website is; and how well designed and built the website is.)

Third Party Grading Tools

Nibbler: Overall: 8.1 / 10

Accessibility: 8.2 / 10

Experience: 8.4 / 10

Marketing: 7.7 / 10

Technology: 8.0 / 10

Website Grader: Overall 80/ 100

Performance: 15 / 30

SEO: 25 / 30

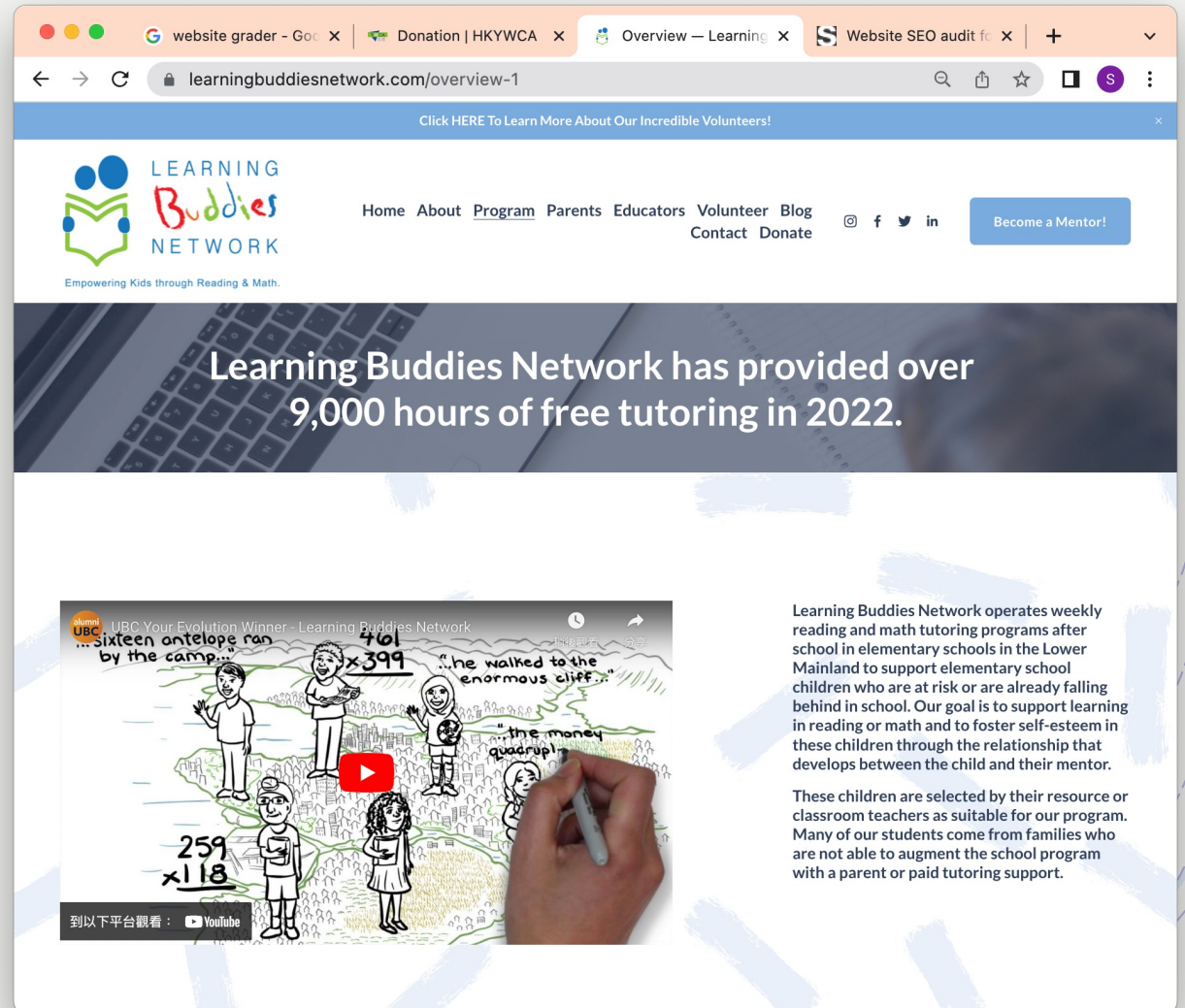
Mobile: 30 / 30

Security: 10 / 10

LBN's website was analyzed using Nibbler and Website.Grader.com for its Marketing and Technology elements.

LBN is doing well on technology. They have responsive webpage to fit desktop and mobile screens. Every page in this website is using some form of analytics software for a complete analysis of visitor behaviour.

Marketing wise, they did well with 1,255 incoming links and 48 domains link to this website. Updated in early June 2023.



Learning Buddies Network operates weekly reading and math tutoring programs after school in elementary schools in the Lower Mainland to support elementary school children who are at risk or are already falling behind in school. Our goal is to support learning in reading or math and to foster self-esteem in these children through the relationship that develops between the child and their mentor.

These children are selected by their resource or classroom teachers as suitable for our program. Many of our students come from families who are not able to augment the school program with a parent or paid tutoring support.

Learning Buddies Network (<https://www.learningbuddiesnetwork.com/>)

Charity about free mentoring services for elementary school students.



Competition #2

Competition analysis in terms of design, functionality, marketing and technology.

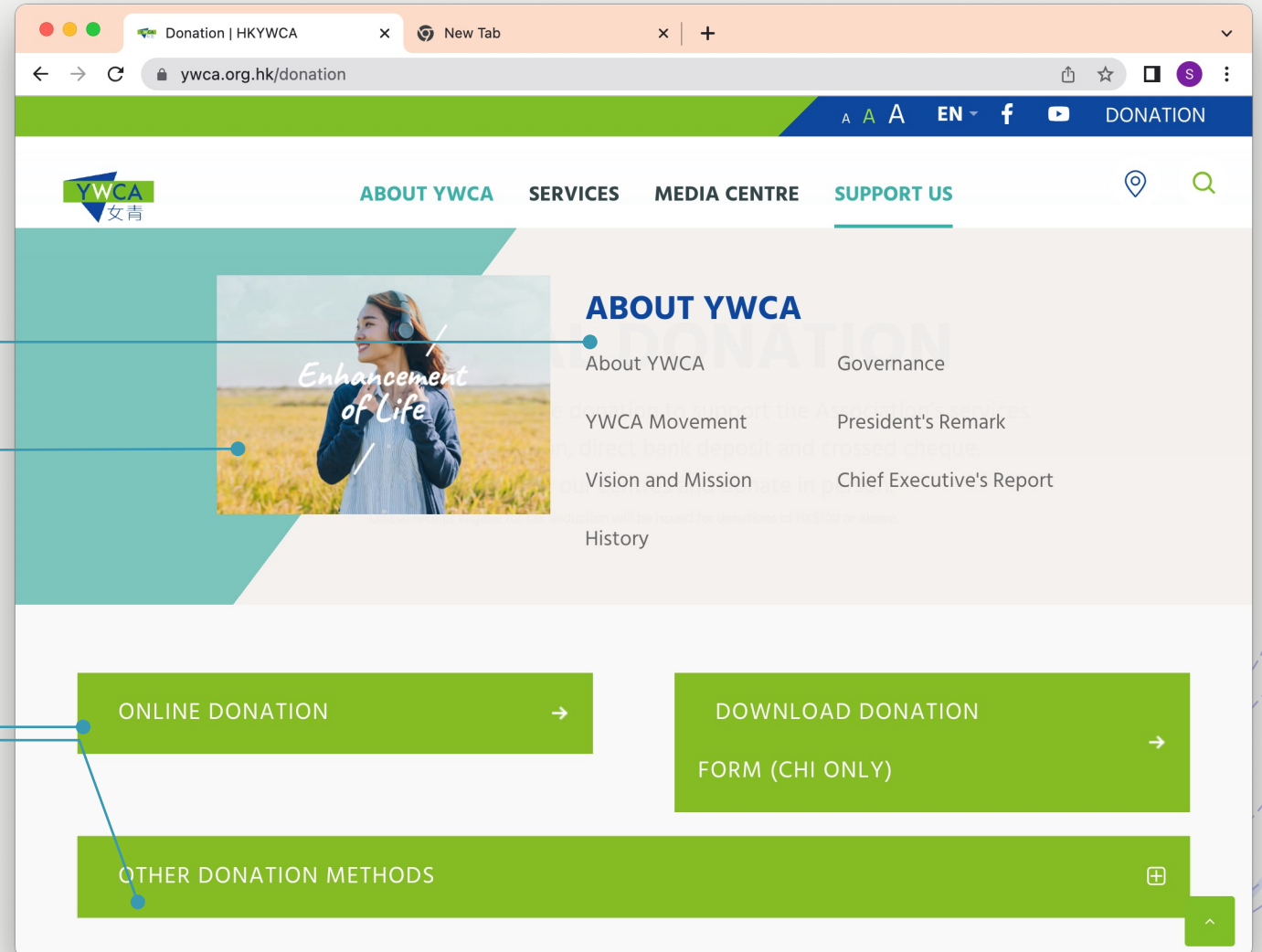
Competitor Analysis on "Functionality" - "Donation"

Pros

Expanded large menu easy to read

Bold graphics throughout the site

Diverted online and offline donation streams at the start



Reference: HKYWCA (<https://www.ywca.org.hk/donation>)

A charity in HK devoted to provide social services for women and children in need.



Competition #2

Competition analysis in terms of design, functionality, marketing and technology.

Competitor Analysis on "Functionality" - "Donation"

Pros

Whole online donation form is condensed in one page which is easy to read and process

Donation content and Marketing options are visually separated with 2 colors

Individual/Company Individual Company

Title Mr. Ms.

Last Name *

First Name *

Contact Phone *

Email Address *

Receipt * Yes No

Monthly / One-time One Time Monthly

Donation amount HK\$100 HK\$500 HK\$1,000 HK\$5,000 Custom amount

You agree that your personal information will be used for the purposes listed in our [privacy policy](#) *

SUBMIT →

訂閱電子通訊 SUBSCRIBE

電郵地址 Email *

姓氏 Last Name * 名字 First Name *

訂閱 Subscribe

CONTACT US

If God so loved us, we ought also to love one another. (1 John 4:11)

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Reference: HKYWCA (<https://www.ywca.org.hk/donation>)

A charity in HK devoted to provide social services for women and children in need.



Competition #2

Competition analysis in terms of design, functionality, marketing and technology.

Competitor Analysis on "Marketing & Technology"

(How well marketed, and popular the website is; and how well designed and built the website is.)

Third Party Grading Tools

Nibbler: Overall: 8.5 / 10

Accessibility: 9.8 / 10

Experience: 8.4 / 10

Marketing: 6.9 / 10

Technology: 9.2 / 10

Website Grader: Overall 63/ 100

Performance: 8 / 30

SEO: 30 / 30

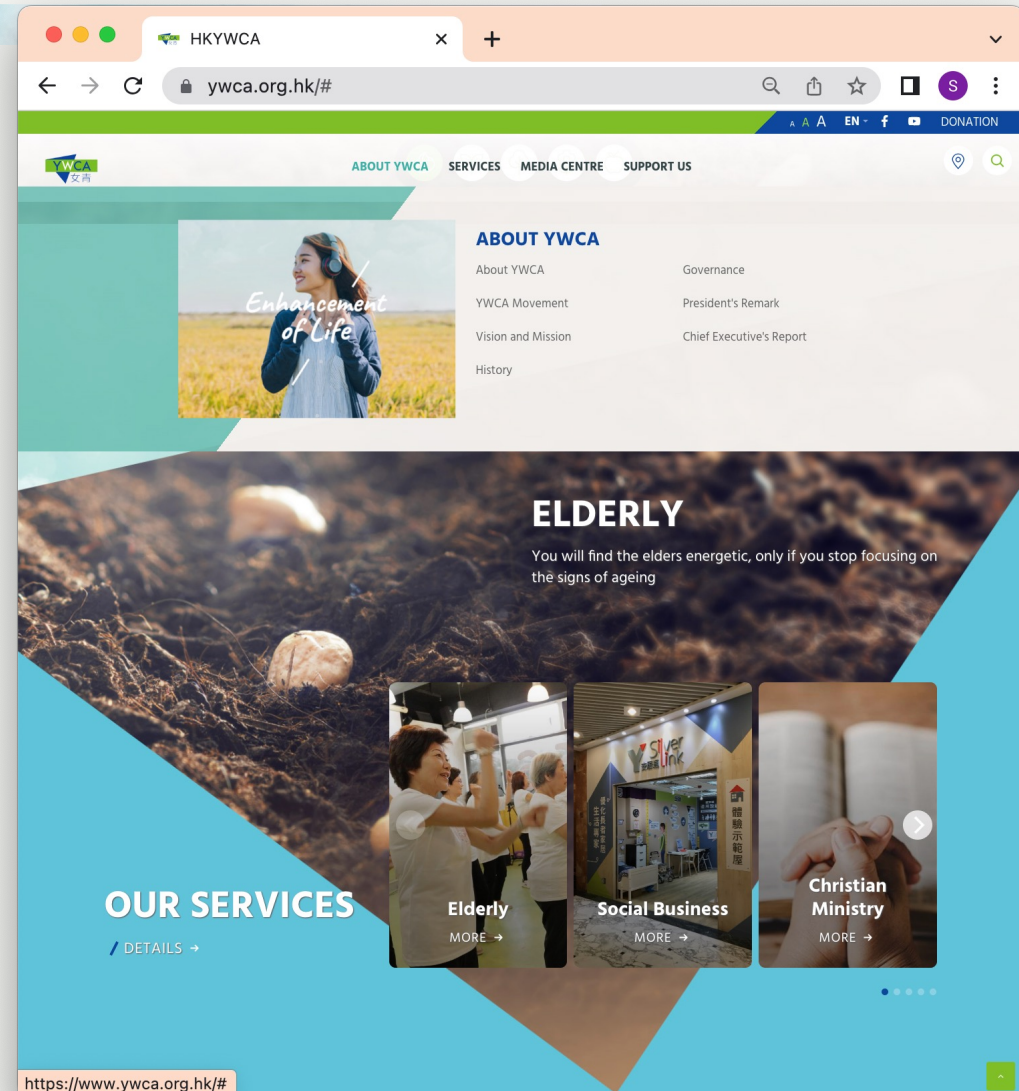
Mobile: 20 / 30

Security: 5 / 10

HKYWCA's website was analyzed using Nibbler and Website.Grader.com for its Marketing and Technology elements.

HKYWCA is doing well on Performance and SEO optimization. They allow search engine to index; have meta description and descriptive link text which are perfect for SEO.

Marketing wise, they did well with correct page titles, use using defined headings. Last updated in mid May 2023.



Reference: HKYWCA (<https://www.ywca.org.hk/donation>)

A charity in HK devoted to provide social services for women and children in need.

Persona 1 - College student

Personas used in UX work are a quick, empathy-inducing shorthand for our users' context, motivations, needs, and approaches to using our products.



Peter Parker
Age 20, Vancouver

College Student
studying Early Childhood Education

• **STATUS**
SINGLE

• **SALARY**
\$2000

• **ARCHETYPE**
Children lover
Education aspirer
Teachers-to-be

• **TIER**
Mid-level

Goals

Wants to be a teacher at Elementary school or kindergartens.

In need of internship opportunity to build a good resume for future job interviews.

Need to collect reference letters or testimonials for future school employers or starting up tutoring business.

Want to make friends with people in the vicinity.

Frustrations

Seats of internship in community centers are limited. Each only provides 2 internship position and there are too many students applying.

Many job ads recruiting teachers would prefer someone with certain job experience.

Have not yet secured internship position. Previous part-time job are not education industry related.

Bio

Peter is a Year 3 College Student who is studying Early Childhood Education. He is a loving person and like working with children. He is very good at tutoring small children as he has a sibling who is still in elementary school and often needs Peter's help with homework.

Peter wants to be a teacher after he graduated from college, and eventually build his own private tutoring business. To achieve this goal, it would be beneficial for him to start accumulating job experiences in teaching or tutoring and collect testimonials from students and parents.

Persona 2 – Elementary student

Personas used in UX work are a quick, empathy-inducing shorthand for our users' context, motivations, needs, and approaches to using our products.



Charlotte Tran
Age 8, Vancouver

Underprivileged elementary student from a low-income new immigrant family

• **STATUS**
SINGLE

• **SALARY**
\$0

• **ARCHETYPE**
New immigrant children who loves to learn

• **TIER**
Low-income family

Goals

- Want to catch up with Reading and Math.
- Want to be better in exams and tests to make her parents proud.
- Need to achieve better academic results to help enter a good secondary school.

Frustrations

- Both parents working full-time and cannot help with homework.
- Struggling with Reading and Math lately.
- Need extra help from tutoring.
- Didn't have much resources to hire a private tutor.
- Don't want to put too much financial burden on her parents.

Bio

Charlotte is an 8-year-old elementary school student from a new immigrant family. Her family has just moved to Vancouver early this year.

With both parents working full-time to earn and support the family, her parents merely have any time to help Charlotte with her learning and homework.

Charlotte loves learning and did very well back in school in her hometown. As the first language of Charlotte is not English, she is struggling a little bit with Reading and Math. Her class teacher noticed this and provided extra help with English language in school. On top of this, the class teacher also suggested Charlotte's parents to get free tutoring services from "Study Pal Network".

Scenario

User scenarios are used to show how users might act to achieve a goal, and to help UX designers understand users' motivations and needs when using a new design.



Peter Parker

Age 20, Vancouver

Year 3 College Student
studying Early Childhood Education

Peter's User Story of the "Study Pal Network" Website

Peter is a Year-3 College Student who is studying Early Childhood Education. He wants to be a teacher after he graduated from college, and eventually build his own private tutoring business. To achieve this goal, it would be beneficial for him to start accumulating job experiences in teaching or tutoring and collect testimonials from students and parents. Networking would also be beneficial to his future career.

He is in urgent need of securing his internship this semester and start accumulating teaching experiences. Some classmates already found placement in community centers. Yet competition is heated, and Peter still cannot find any placement. With recommendation of his teachers, if he doesn't mind doing it pro bono, there are non-profitable organizations who links up volunteer tutors and children for free tutoring services. He could register himself as a volunteer teacher there.

Peter started to search online and found "Study Pal Network" which mainly services the Vancouver city area. The website introduced the committee members of Study Pa Network. They are mainly educators working full time in schools and the education bureau, with a noble mission to hep underprivileged children and ignite their passion of learning. The committee members are also working for this organization pro bono. Peter found it very legitimate and trust-worthy, ad also helpful for his networking in the education industry.

Peter watched testimonial footage of children who had received help from Study Pal Network and found this very meaningful. The children reminds him of his elementary school younger sister who often asks for his help for homework. Peter decided to register as a volunteer tutor.

He registered on the website with his basic information, educational background and usual available timeslots. He also checked the boxes for hoping to receive testimonials from the parents and children; and reference letter from the organization, to help his future job-seeking. He immediately received an auto-reply confirmation email to thank him for his registration as a free tutor and the receipt of his basic information. It is also written on the email that he would be contacted within 2 weeks for a primarily match with a student in the vicinity. Upon successful match, he would receive login credential to the tutor login page of the website, that he needs to record down very simple information of his free tutoring services, like date and time, place, student's name, subjects taught, as a proper record.

He has decided to donate some money he earned from his previous part-time job. Although it is not a big amount, he just want to show some support to this meaningful charity work.



Concept map

A concept map is a diagram or graphical tool that visually represents relationships between concepts and ideas. It helps us understand more of the ideas related to "Study Pal Network".

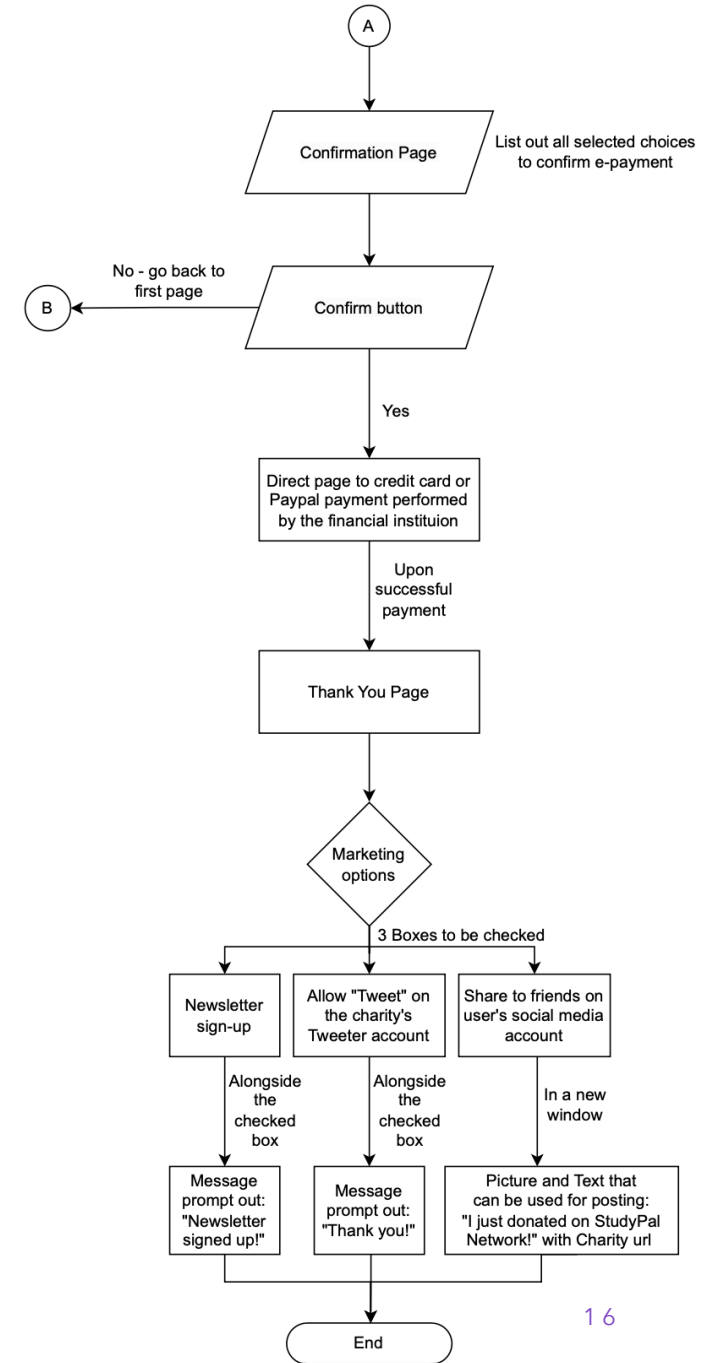
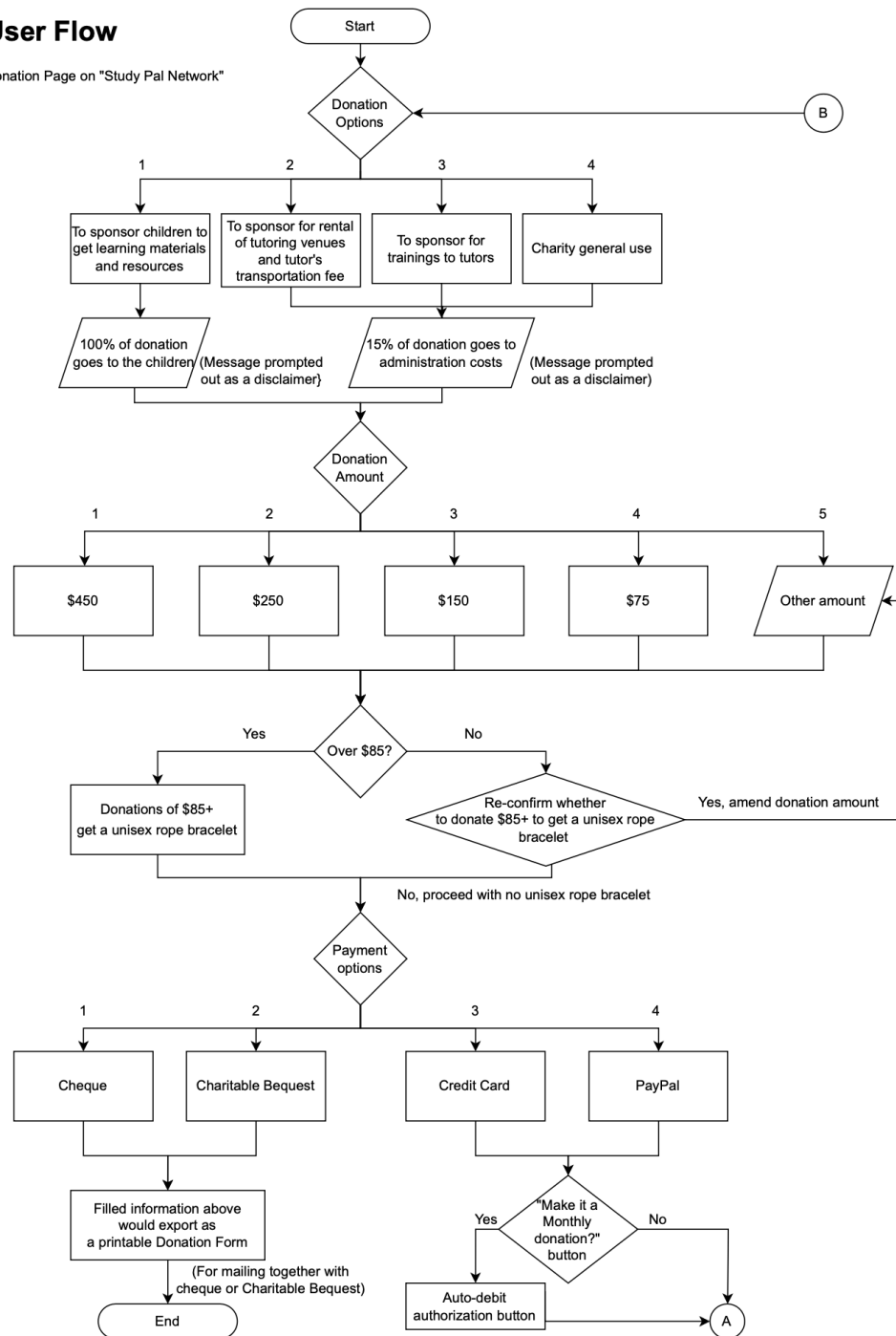


User Flow

User flow is the path taken by a user on a website or app to complete a task (in this case - making a donation.)
 The user flow takes them from their entry point through a series of steps before a successful outcome and final action.

User Flow

Donation Page on "Study Pal Network"

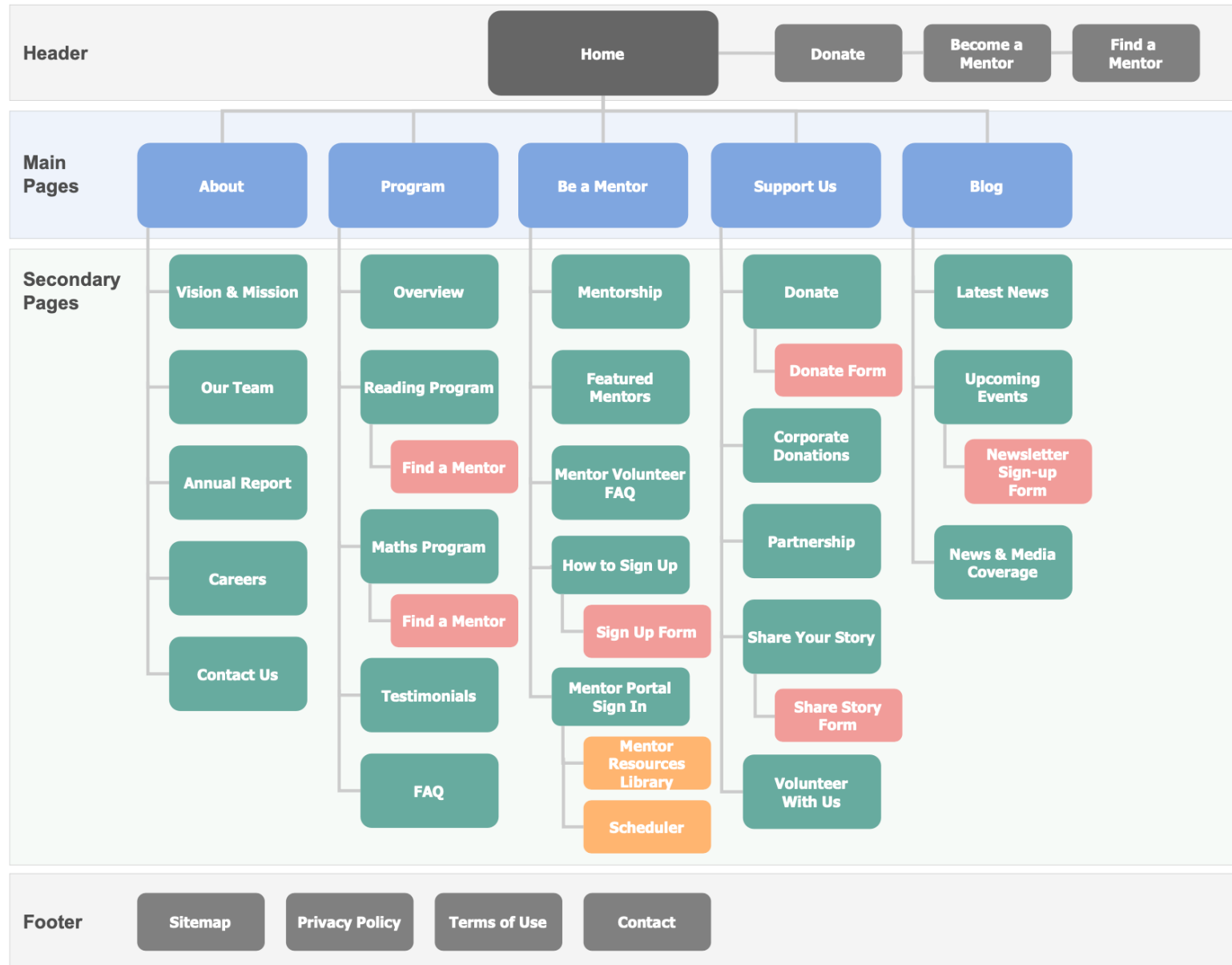


Sitemap

Site Map - Study Pal Network

Shela Ching Man Yuen (A01354262)

A map of the core pages of the new web site.



Legend

- Home/ Footer
- Main Menu
- Local Navigation
- Email Form
- Member Portal (Access requires signing in)

1. Browse by subject needs

Reading, Math

2. Browse by mentor's geographic area

3. Browse by category of mentors


New mentors, popular, featured mentor of the month

4. Browse by mentor's educational background or experience

Education diploma, education degree, early education diploma, elementary school, secondary school

3. Browse by language of mentors

- English, Chinese, Spanish...



These are keywords meant for search engine optimization. When a user is searching for a website, some of these keywords may appear in the users' search.

```
+ <head>  
  <title>Study Pal Network </title>  
+ <meta name="description" content="Study Pal Network  
  is a non-profit organization dedicated to helping  
  elementary school students develop essential literacy  
  and math skills through free one-on-one tutoring.">  
+ <meta name="keywords" content="free one-on-one  
  tutoring, mentoring, elementary school, students,  
  mentoring, charity, learning resources">  
+ </head>
```

“Meta descriptions” are typically displayed in search engine results pages (SERPs) below the title tag and URL, providing users with a preview of what they can expect from the page.

“Meta Keywords” used to help search engines understand the main topics and themes covered on their pages.