



[sari hati school]

this isn't just a school

## project abstract

**Sari Hati School is no ordinary school in Bali, Indonesia. It is a wonderful free school for children and young adults with mental and physical disabilities, ranging from mild to severe. This school provides a program to achieve basic self-help (such as hygiene and food preparation), to develop an awareness of their bodies and health through yoga and sports, communication and social skills through art, exercise, and sharing, to develop basic reading, writing, and math, to develop fine motor skills through play and social activities, to develop environmental awareness through gardening, recycling, and care of the environment.**

**I want to create a recognizable logo and brand. I want to create a recognizable product to increase awareness and increase donations by selling a simple t-shirt with the brand, a hand-painted object that is representative of the culture, or a handmade card made by the students. I want to create a more interesting and interactive website for users to feel involved.**

**It is important for these students to have a safe and happy environment in which to learn and grow. Right now they aren't emphasizing the importance of donating to the Sari Hati School and what they need.**

**I want to create a newsletter, e-blast, and other marketing materials to keep anyone that donates involved in what is going on and what their money may be used to contribute to this wonderful school.**

**It will also have a more engaging display of the students so that a user may be able to truly get to know the students and their teachers. It will also include a more prominent section to honor any large donors.**

# statement of interest



**By creating a new and interactive platform for the Sari Hati School it can increase awareness as well as increase donations. I think this project would help serve my career by creating a well-designed brand that is recognizable for them to increase awareness. It could also turn into a real-world project, which would also be beneficial to my career. It would be user-friendly and increase user-interaction on the website as well as create an art based project to sell for the non-profit.**

**I think my current design skills and experience could really help to revamp the brand. I think with a little more time and patience I could create a website and a brand that they could be really proud of.**

# target audience

My target audience would include those people who simply to send a one-time donation, the people who want to sponsor a student by donating each month, or the people who want to donate their time by volunteering. The website will benefit the target audience by creating a user-friendly platform that makes it easier to get involved for the cause.

Getting more people involved with donating and volunteering will be the main benefit for my secondary target audience, who are the teachers and students of the Sari Hati School.



Aarron Gannon (Donor & Volunteer)  
Age: 28  
Gender: Male

Primary Motivation For Engaging In The User Interface: Loves helping where he can and would love to be able to do more for them and get more people involved.

Quote of What This User Might Say About His or Her Needs: "We need to get the word out! These are some amazing kids and they deserve a safe and happy place to go to school."



Oded Carmi (Founder)  
Age: 60  
Gender: Male

Primary Motivation For Engaging In The User Interface: Wants to increase awareness, donations, and volunteers to help create an environment for which the students are able to thrive.

Quote of What This User Might Say About His or Her Needs: "Its amazing seeing the kids evolve and finding their true potential."



Miss Sari Pollen (Head Teacher)  
Age: 32  
Gender: Female

Primary Motivation For Engaging In The User Interface: Would love to have more art supplies to be able to share with her students, if only we could increase awareness and increase donations!

Quote of What This User Might Say About His or Her Needs: "I Love the kids and the school atmosphere."

# comparative analysis

## TOPIC RESEARCH

- Parent to Parent USA
- National Youth Leadership Network
- National Collaborative on Workforce and Disability for Youth
- The M.O.R.G.A.N. Project
- Federation for Children with Special Needs
- National Dissemination Center for Children with Disabilities
- Family Voices
- National Parent Technical Assistance Center
- Council for Exceptional Children
- Disabled Sports USA
- Reachability Foundation
- The Dream builders Project
- Ducators USA
- Sesame Workshop

## COMPETITORS

- Kiva
- SHOFCO
- Under the Weather
- Red
- RU4Children
- Public Art Fund
- HelloSomebody.world
- Housing Works
- Project Cure
- Child Aid
- World Vision
- Possible Health
- The Future Project
- Accion
- Amnesty
- Case Foundation
- One
- VOA
- Acuman
- UNICEF USA
- The Monster
- Good For Nothing

## TECHNICAL RESOURCES

- [w3schools.com/js](http://w3schools.com/js)
- [tutorialspoint.com/javascript](http://tutorialspoint.com/javascript)
- [codecademy.com/learn/javascript](http://codecademy.com/learn/javascript)
- [w3schools.com/jquery](http://w3schools.com/jquery)
- [lynda.com](http://lynda.com)

## ASSETS

I need to gather images. They have a poorly constructed website that I can take some images and video from then make Photoshop updated and changes to them. I also had a friend that volunteered there so I can ask him for more images if he has any.

I need to create my own logo for them and any collateral as well as branding guidelines.

Maybe I can include landscape photos that I can disguise as that area in Bali

I want to create custom illustrations for the website to have a more fun vibe and keep up with current web trends.

# comparative matrix

*high quality content/ design*

World Vision  
Acumen  
Under The Weather  
RED  
RU4CHILDREN  
Public Art Fund  
Case Foundation  
Possible Heath  
The Future Project

Kiva

Shining Hope for Communities

Good For Nothing

Amnesty

Hello Somebody

Child Aid

Project Cure  
Unicef United States Fund

Accion

Housing Works

One

The Monster

The Morgan Project

Reachability Foundation  
The Dream Builder's Project

*special needs charities*

Parent to Parent USA

Federation For Children With Special Needs

Educators USA

Nation Collaborative on Workforce and disability

*low quality content/design*

*other*

# platform/technologies

## Target Device(s)

- The target devices for my audience would be their computers. I would like to make it a hybrid app for easier use on the phone, but it isn't necessary to have a native app for it because due to the limited number of items for sale I don't think that users will be frequently visiting the website more than one or two times a month to purchase for themselves or to gift, to donate, or to check on a sponsored student.

## Programming/Scripting Languages

- HTML, CSS, and JavaScript to be able to automatically create a notification of gratitude to any recent donor on the website. PHP to handle the e-commerce portion.

## -Do you need to use a content management system

- Wordpress in order to help store and organize data. I have used Wordpress many times and I am familiar with how to use it.

## -Do you need to use any framework or libraries

- Bootstrap in order to make a smoothly functioning and responsive across the various platforms.








# information architecture



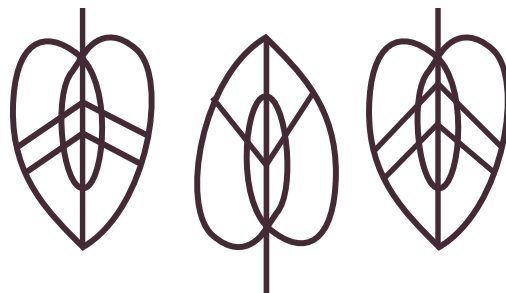




# logo explorations

|   |   |  |
|---|---|--|
|   |  <p>Sari Hati School</p>                                 |  <p>SARI HATI SCHOOL</p> |
|  |   |                         |
|   |  <p>[sari hati school]<br/>this isn't just a school</p> |  |

final logo



[sari hati school]

this isn't just a school



# logo variations

shortened logo

[sari hati school]

this isn't just a school

Reverse logo



Favicon for website



# final branding

89/112/126  
#59707E

66/41/52  
#422934

80/77/93  
#504D5D

143/97/107  
#8F616B

204/99/93  
#CC635D

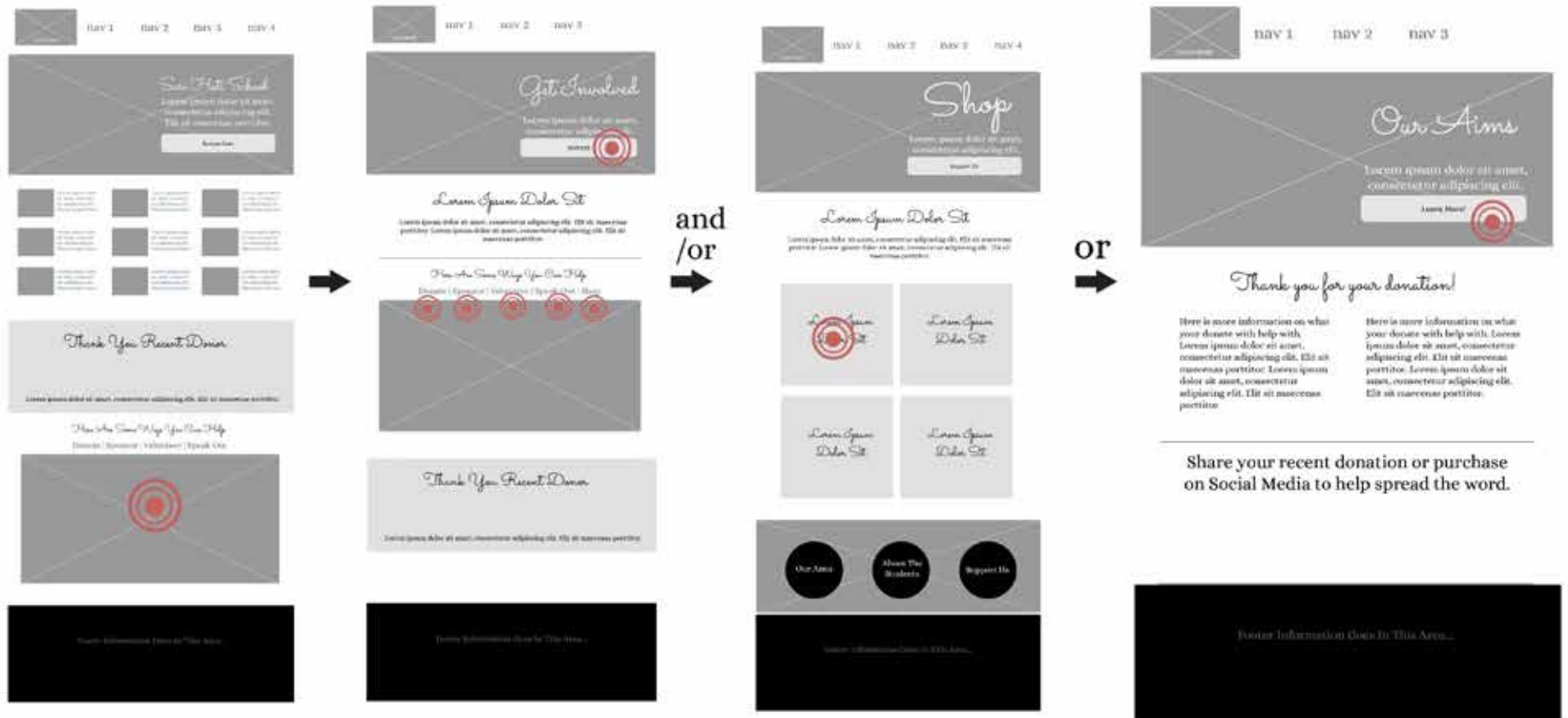
UNIVERS 45 LIGHT & BOLD  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**UNIVERS 65 BOLD**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

*cedarville cursive*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*

# proof of concept

## Task 1: How To Get Involved



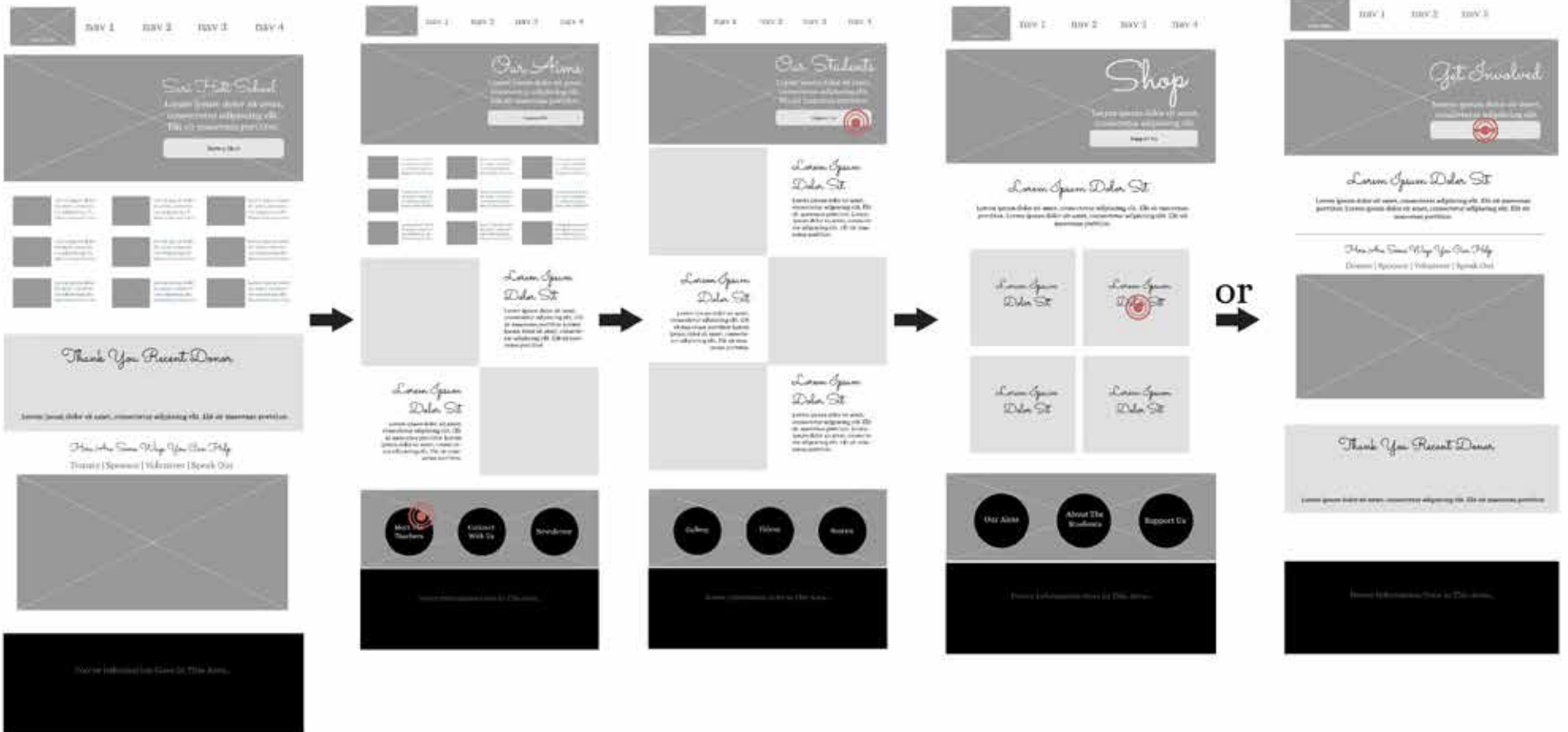
# proof of concept

## Task 2: Browse And Purchase Some Merchandise

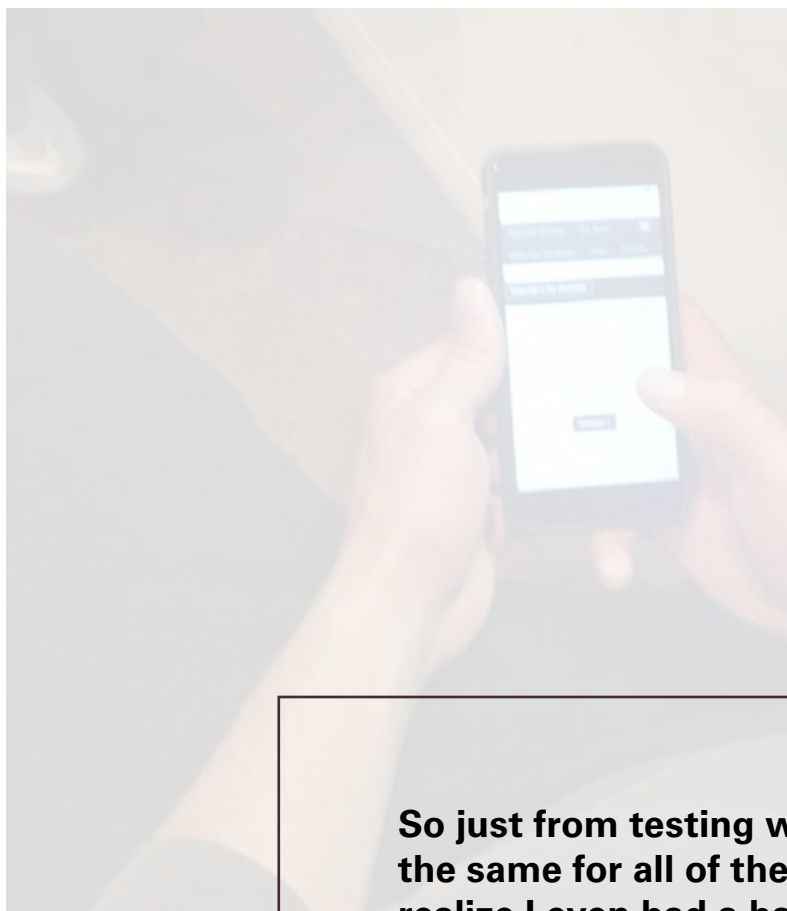


# proof of concept

## Task 3: Find Out What A Donation Goes To At The School



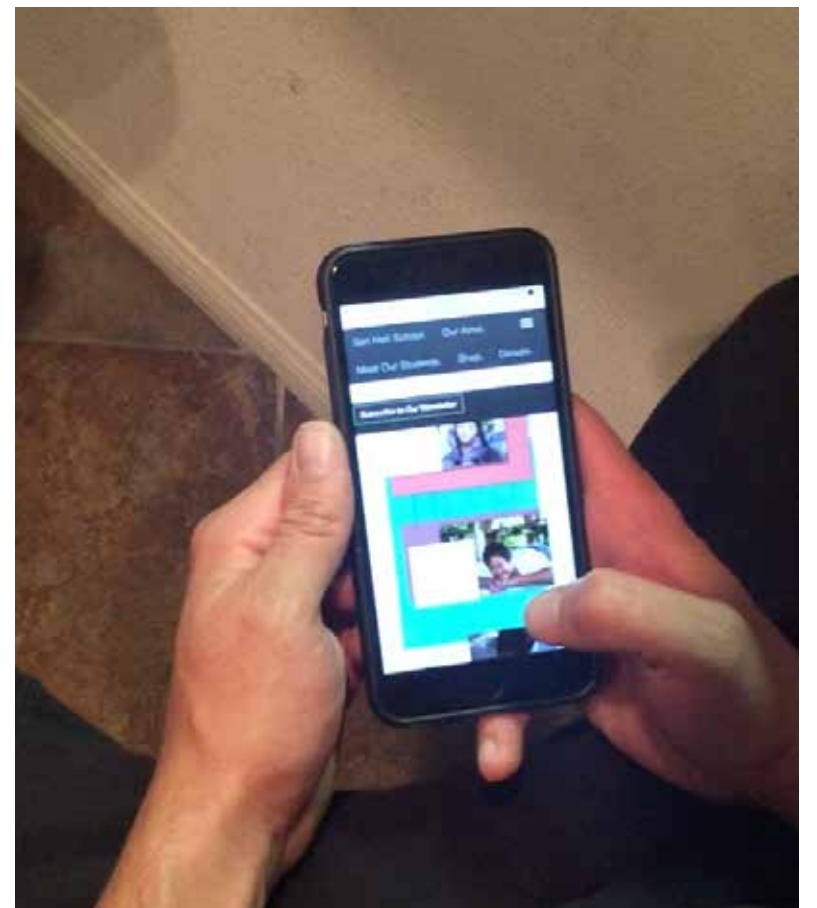
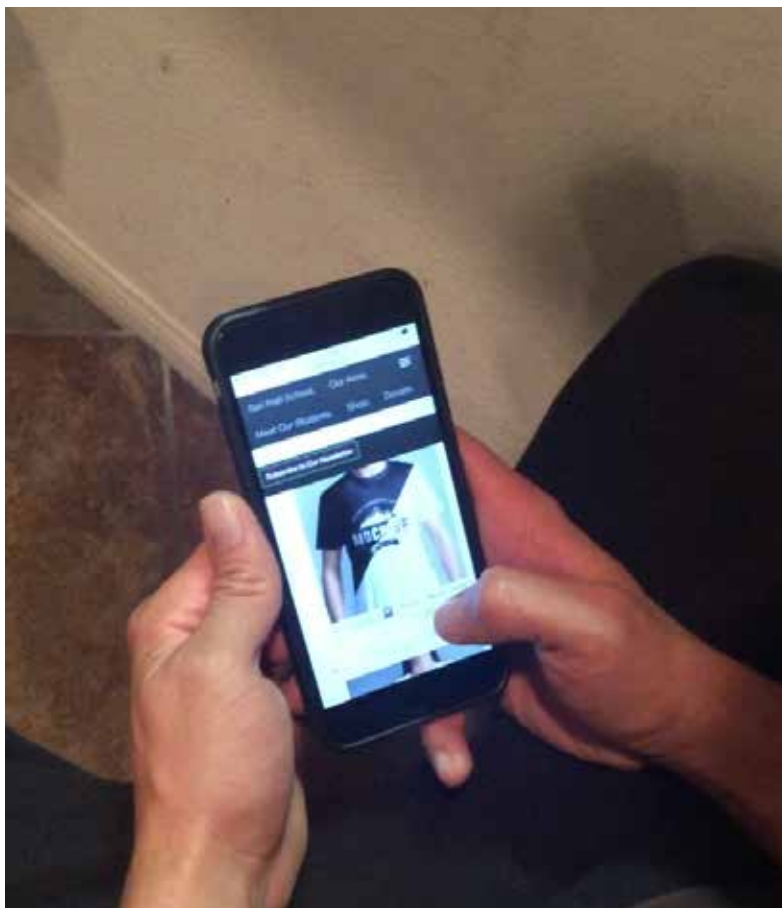
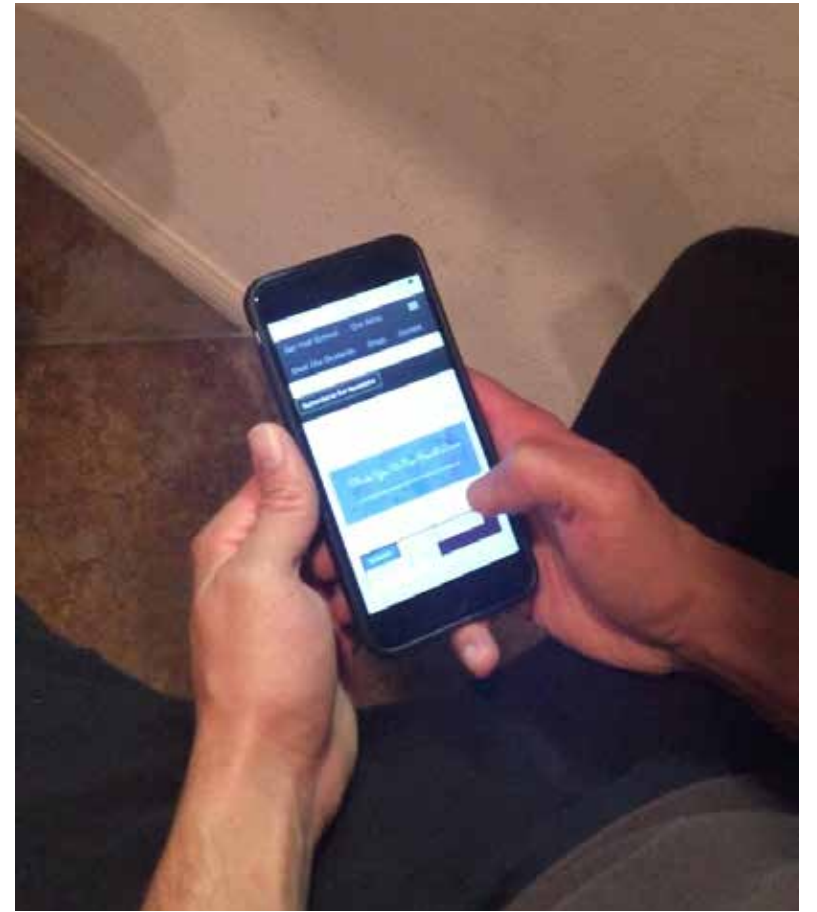
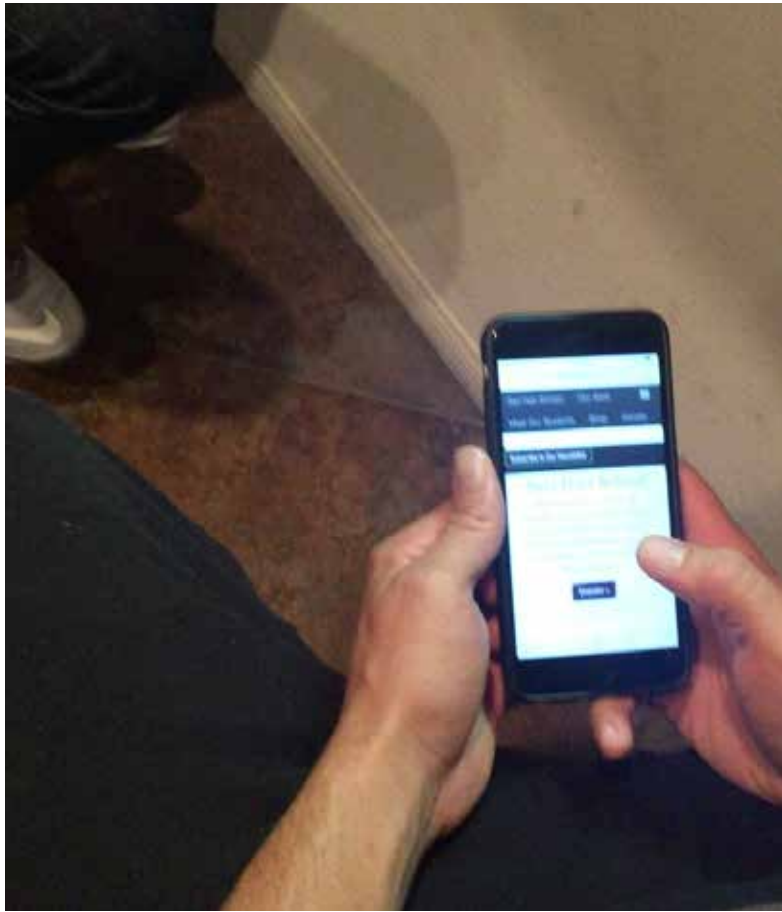




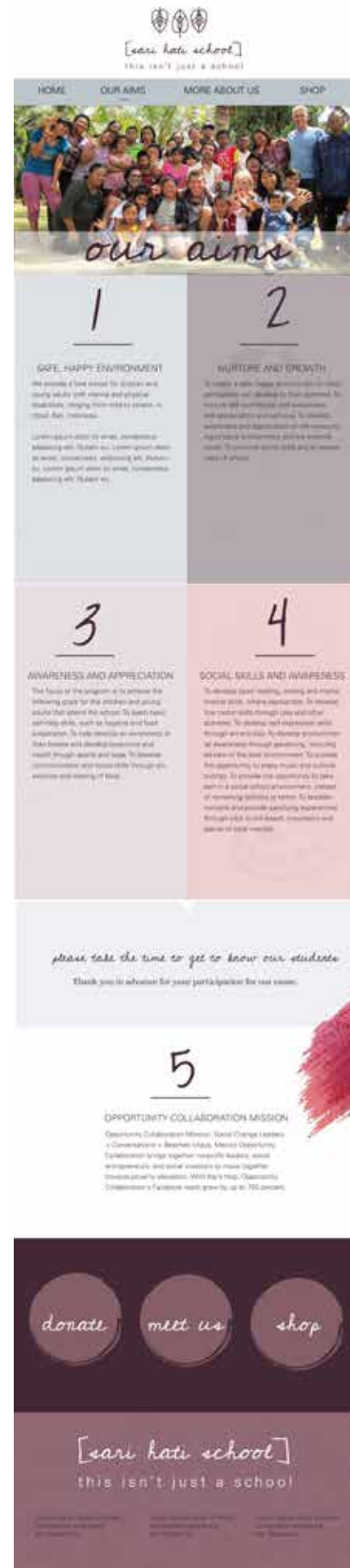
**So just from testing with a few people there were just a few things that were the same for all of them. The hamburger menu doesn't work, which I didn't realize I even had a hamburger menu since the navigation just wraps. I began by asking how the user can get involved and realized that it wasn't obvious what to do when asked that question. On your phone the fun icons are so big so there is nothing to draw you into what they are about. The 'How to Get Involved' section is too far down as well because of how big the icons are. It seems like too long to scroll. The donate button at the is misleading because it was the first thing the users wanted to click when I asked the question, but I don't have that button linked to a page yet.**

**The next task I asked of the user was to purchase some merchandise. This 'add to cart' feature wasn't working, which I knew already and have now updated. The user also had to scroll a little left to right, which also needed to be fixed.**

**For the next task I asked the user to find out more about the students and the program. This task was easy for the users. I still felt like the teachers photos at the bottom were quite large and could be reduced in order to reduce the amount of scrolling the user needs to do.**



# high-fidelity wireframes



# high-fidelity wireframes



# responsive mock-up

