



## TABLE OF CONTENTS

### 1 — INTRODUCTION

Overview of This Is My Brave  
Why Redesign?

### 2 — UX RESEARCH

Social Media Analysis  
Google Analytics  
Usability Testing  
Card Sorting  
User Survey  
Client Interviews

### 3 — DELIVERABLES

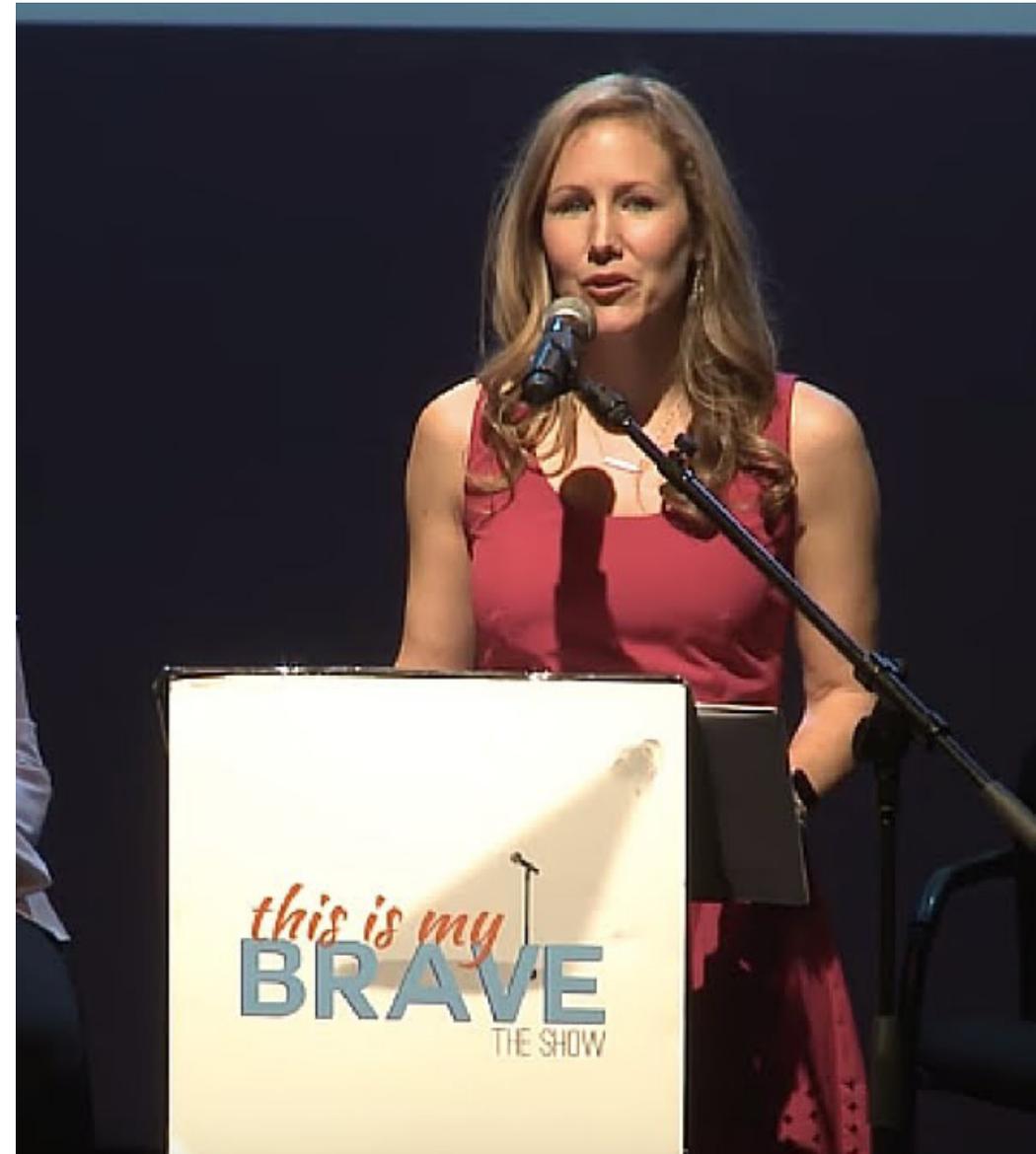
User Personas  
User Journey Map  
Sitemap  
Style Guide  
Prototype  
Recommendations

## OVERVIEW

The redesign of the This Is My Brave (TIMB) website was undertaken by four students, Bernard Palin, Elena Saavedra, Fiorella Galvez, and George Sordoni, enrolled in the George Washington University UX/UI Design program. The scope of the project involved making recommendations and web design prototypes to improve the user experience of the TIMB website. Recommendations were based off of a mixed-methods research study involving stakeholder interviews, social media and website data analyses, card sorting, and usability testing.

## OBJECTIVES:

- Improve global navigation.
- Capture the mission of TIMB throughout the site.
- Increase visibility of the blog series
- Improve consistency of typography and visuals
- Increase visibility of the donation feature.



## OVERVIEW

### WHO IS THE AUDIENCE OF TIMB?

The initial research on This Is My Brave, focused on understanding the audience and current online presence of the organization. This process consisted of analyzing both qualitative and quantitative data sources.

#### QUALITATIVE

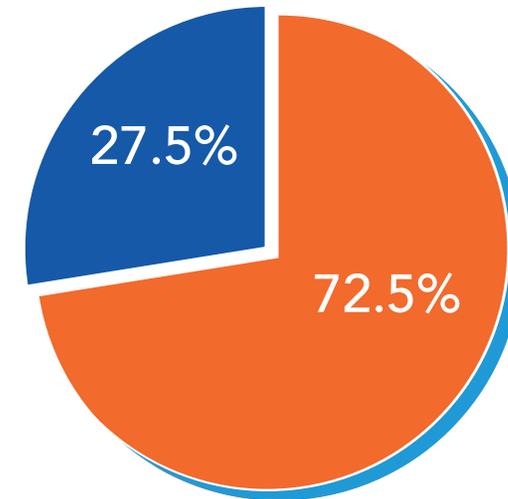
- Interviewing TIMB staff
- Reviewing Facebook discussion posts

#### QUANTITATIVE

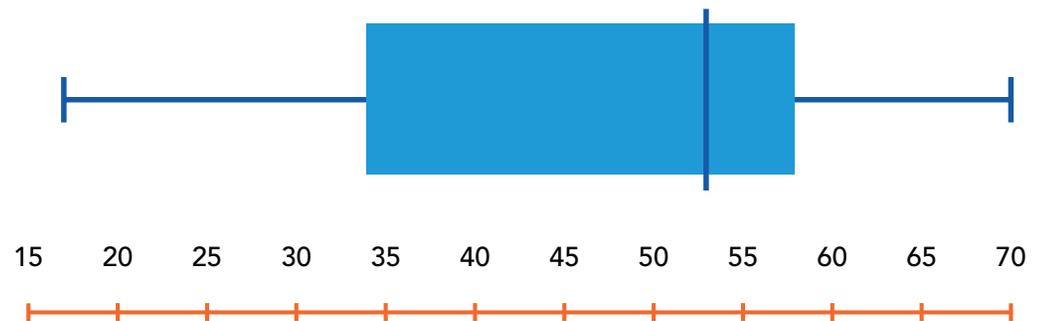
- Website user questionnaire
- Google analytics

## DEMOGRAPHICS

■ male ■ female



Age of Users Survey Data



## SOCIAL MEDIA ANALYSIS

### FACEBOOK ANALYSIS

The website user questionnaire revealed Facebook to be the most frequented TIMB resource (56.5% (13 respondents)). Interviews with TIMB staff revealed that the organization first entered the digital space through Facebook. The platform was used as a tool for creating an ongoing community of support after an event. Since then, users became accustomed to sharing stories, videos and resources through Facebook. The organization Facebook presence includes:

- **This Is My Brave Alumni (384 Members):** A private group of past performers and speakers where users participate by posting and replying to comments and sharing videos. One video feature that is unique to the organization is the weekly BraveChat Live, which features a volunteer’s story about mental health. The group also includes a calendar of events, video library, photo library, and resources that users can download.
- **This is My Brave Public Group (10, 869 Followers):** Similar to the private Alumni group, the public group provides a calendar of events, archived videos, and a discussion area. There was one unique feature in the public group that was essential to our research—the Reviews section.

The Facebook analysis consisted of reviewing three months of posts, selecting 15 posts we felt most expressed users perspectives of the organization and quantifying common themes.

### ALUMNI GROUP

The analysis identified a common pattern of users sharing stories of their experience with mental health illness, and seeking encouragement and support. Themes were relevant to mental health and storytelling.

MAIN THEMES	COUNT	PERCENT
encouraging	7	46.7%
rough times	7	46.7%
overcoming	5	33.3%
seeking help	5	33.3%
hopeless	5	33.3%
need of encouragement	5	33.3%

*“I overcame both depression and anxiety and I will not stop talking about it. I will not stop sharing my story.”*



*“If anyone on this planet can appreciate the sentiment behind it, it’s you guys. Thank you so much for your advocacy!”*



## SOCIAL MEDIA ANALYSIS

### EVENT REVIEWS

The analysis identified a common pattern of users expressing their appreciation and comfort in attending and performing in a TIMB event.

MAIN THEMES	COUNT	PERCENT
comfort	14	87.5%
mental illness	7	43.75%
inspire	7	43.75%
stigma	4	25%

*“This was such an amazing experience. Yes we are BRAVE! Thank you for a platform that facilitates a release and a space to truly be comfortable in our own skin.”*



*“One of the most profound events I have been to. I wish similar events could be seen by every middle and high schooler in the United States to better understand the struggles of their peers. Keep up the great work!”*



## WEBSITE ANALYSIS

According to the survey data, 35% (8 respondents) of the TIMB community frequents the website the most in comparison with other digital resources available, excluding Facebook.. The purpose of the website analysis was to uncover user patterns and experiences when navigating through the site. The analysis consisted of reviewing google analytics and conducting 3 usability studies on the original website, interviewing TIMB staff, and conducting a card sort to investigate the architecture of the global navigation on the site.

## GOOGLE ANALYTICS

Google Analytics revealed several pain points that needed to be addressed in the redesign of the website.

- **New vs Returning**

This data shows that 89% of those who visit the site are new users and 11% are returning users. The data demonstrate a need to increase and retain returning users.

- **Location: Users by Country**

This is My Brave website is visited by users internationally. A large majority of the users are from the United States (90%), followed by the United Kingdom and Canada at 2%, and Australia at 1.11%. This finding is interesting due to the fact that of the three countries outside the U.S., Australia is the only one that has a TIMB chapter on Facebook.

- **Location: By State, USA**

The five states with the largest percentage of total users are California (8 %), New York (7 %), Virginia (7%), Florida (6%) and Massachusetts (6%). These data are valuable to the organization to plan initiatives to reach parts of the country with the fewest users. The data also support the hypothesis that the organization and website are popular in states with large metropolitan areas. Some assumptions that can be made from interpreting the data are that there are more resources and venues for events and shows in metropolitan areas.

- **Pages Most Viewed**

The impact of new vs returning users is further explored in analyzing the user behavior on the website. When examining the 4 most viewed pages on the site, numbers were alarmingly low.

PAGE	PERCENTAGE OF USERS
Home	37.45%
Events	4.64%
Blog	3.43%
The Show	3.43%

- **All Traffic: Source/Medium**

43.27% of the traffic from all users to the site originated from Google/cpc. 19.15% of traffic came from google searches. 14.30% of traffic came directly to the site. 10.30% of traffic came from mobile Facebook referrals and 2.53% from Facebook.com referrals. 2.46% of traffic came from This is my Brave Newsletter/email.

- **Referral Traffic**

54.48% of referral traffic is from mobile Facebook referrals and 12.89% of traffic is from Facebook.com. The third largest source of referral traffic is t.co, a twitter domain at 4.84%. The data are consistent with stakeholder interviews that emphasized the importance of Facebook as the primary social media platform for storytelling and fundraising and being most popular with the users and audience of the organization. It can be projected that referral traffic from Facebook will increase as it is used in conjunction with the website.

## USABILITY TESTING

To test our perception of user behavior on the website, 3 users were selected to perform tasks on the site. These tasks included, purchasing tickets, finding the latest events and speakers, purchasing merchandise, scheduling auditions and finding sponsors. From observing the behavior of users searching the site, the primary confusion stemmed from:

- **Organization of the Navigation Menu**

Users tried to purchase a ticket for an event, they were unsure whether to select Events or The Show. There was redundancy in information within each drop-down menu item. For example, signing up for auditions is found indirectly in both the Events page and The Show drop down menu.

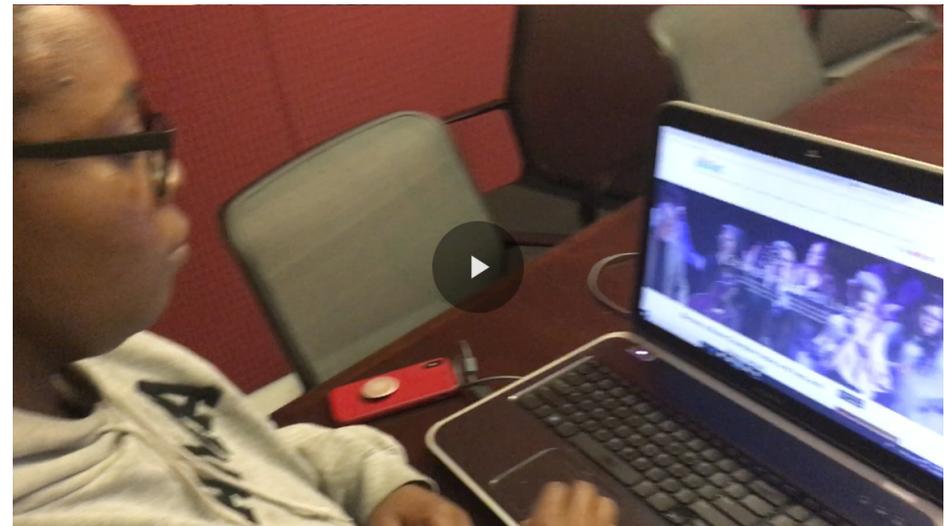
- **No Prominent Search Bar**

All users eventually found it but agreed that it was in an inconspicuous place on the home page. Also, their use of the search did not result in any tangible results. Users all went back to the main navigation menu after their search efforts.

- **Use of External Links**

We observed users trying to find specific merchandise to purchase. They found the main page easily but frustration occurred when they tried to find specific items to purchase. They were taken to an external site during the purchasing process.

In conclusion, the usability testing confirmed some assumptions but revealed new frustrations and difficulties that users may have with the website. The principle issues identified included searching the site and navigation. From our usability research, it was concluded that the number of categories in the main navigation menu needed to be reduced and the drop-downs needed to be better organized and consolidated. Additionally, the search bar location needed to be reconsidered in the iterations of the new website redesign.

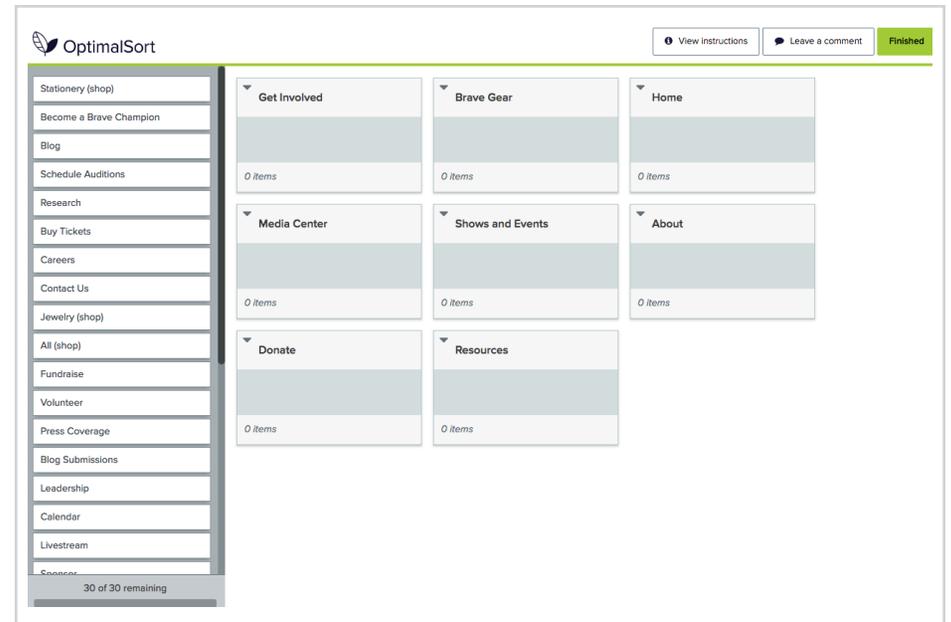
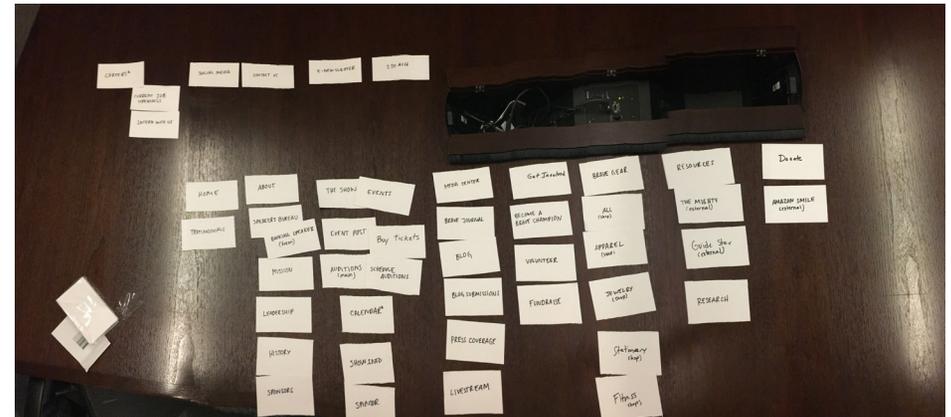


## CARD SORTING

The team completed a card sorting exercise. Navigation menu items and sub-menus, main content categories and call-to-actions were selected and then sorted. This exercise provided insight and confirmed some of the findings from our usability testing. The number of navigation menu items was reduced to six— About, Shows and Events, Media Center, Get Involved, Brave Gear and Resources. Some of the redundant items were either combined or consolidated into fewer pages. Cards were organized within the categories for more intuitive navigation. Cards that did not belong in the categories of the main menu were organized into categories for a footer. This was purposely done due to the fact that the home page did not include sufficient footer information. The footer categories created were Careers, Social Media, Contact Us, E-Newsletter and Search.

## USER CARD SORTING STUDY

The six main categories of the team card sorting exercise were used to create categories for a study using Optimal Workshop. The footer categories that were created in the team card sort exercise, were left as open cards in the study. Cards were created for each of the remaining items. The study was created as a hybrid sort, which allowed users to associate cards with the six main categories, and also create new categories with any of the remaining open cards if they felt it was necessary. The study had a lower participation rate that was anticipated. Only 4 users participated. However, results were similar to the team card sort.



---

## USER SURVEY

To further explore the users' perspectives on the navigation of the site, we reviewed our survey data to identify what type of content users were looking for when they explored the website as well as how easy it was for them to navigate to those specific areas. Almost half of respondents mentioned that the website was easy for them to navigate through and find what they needed (48%; 11 respondents). Meanwhile two respondents commented on the redundancy of the Events and The Show navigation options. Additionally, respondents indicated that they were most interested in reading blog posts, attending or auditioning for a show, and finding information on mental health. These insights helped us to further consolidate our navigation menu options and consider adding more information about the blog posts, events, and resources for help on the homepage of the website.

---

## CLIENT INTERVIEWS

The purpose of the client interviews was to collect additional information about the needs of the organization. We were interested in getting their insight on the role of the blog posts and fundraising initiatives. Most importantly, we wanted to explore the client's perspectives on user's behaviors on the Home page. The client interviews helped us to identify two main objectives for the redesign:

1. Incorporating storytelling throughout the page.
2. Making the calls to action (donating, buying tickets, reading blogs, searching for resources) visible and easy to navigate to.

---

## HIGH-FIDELITY WIREFRAME USABILITY TESTING

After multiple iterations of our designs, we tested our high-fidelity wire frame of the home page on 4 users. We focused on the home page to ensure that our design addressed the needs identified in the interviews, survey data, and usability testing conducted on the current site. We developed an observation protocol to test users ability to:

- locate the search bar
- buy tickets for a show
- audition for a show
- locate the Facebook live information
- locate the blog
- identify sponsors

Through our observations we discovered that:

1. Users could easily find the search bar.
2. Users' were inclined to first use the navigation bar to look for key words unless the view of the navigation bar was obstructed by the expanded search bar.
3. If users did not find the key word they were looking for on the navigation bar, their instinct was to scroll down the page.
4. In some instances, such as options for buying tickets and finding Facebook live information, users preferred the information to be presented in multiple locations.

## USER PERSONAS



SEX:  
Female

STATUS:  
Married

RESIDENCE:  
New York, NY

OCCUPATION:  
Biologist

EDUCATION:  
Master's Degree

**NAME:**  
**Lisa Williamson**

**AGE:**  
38

**TITLE:**  
A biologist who wants to support an organization with a mission to end the stigma associated with mental illness.

**BIO:**  
Lisa Williamson is a happily married biologist living in New York City. When she was a child she struggled with depression and anxiety which she feels was a result of losing her dad as an adolescent. It was not until she began studying psychology in college that she began to understand her mental illness and the impact it had on her life choices, feelings of isolation, and physical health. Through this discovery, Lisa learned to accept herself and felt inspired to help others reach a similar milestone in their lives. As an attendee at This Is My Brave events, Lisa looks forward to networking, sharing her story with other participants, and rooting for the performers she now considers colleagues.

**GOALS & NEEDS:**

- Join a community
- Network
- Help break the stigma
- Gain insights
- Enjoy performing arts
- Overcome mental illness
- Attend an event to support movement
- Wants to hear people tell their stories

**FRUSTRATIONS:**

- How people perceive mental illness
- People that can't break the cycle
- Struggle to help clients
- Personal recurring mental illness
- Lack of social activity/engagement
- Needs personal outlet

**INFLUENCES:**

Social Media/Facebook		
Peers/Colleagues		Lincoln Center
Local Community		pandora
Television, News, Entertainment		amazon
Books		The New York Times
Research Studies		

**this is my BRAVE**

I created a hashtag, #mentallyillisnot dangerous. I use it to claim my identity and refute the stereotypes.



SEX:  
Female

STATUS:  
Separated

RESIDENCE:  
San Francisco, CA

OCCUPATION:  
Paralegal

EDUCATION:  
Bachelor's Degree

**NAME:**  
**Michelle Duncan**

**AGE:**  
46

**TITLE:**  
A paralegal and talented music enthusiast who wants to share her story of accepting her bipolar diagnosis and not letting it define her.

**BIO:**  
Michelle Duncan is a separated paralegal living in the San Francisco Bay Area. When she was in her early 20s she was diagnosed with Bipolar disorder after being hospitalized for an attempted suicide. Since then, Michelle has struggled to come to terms with the ups and downs of her illness, including separating from her long-time partner two years ago. Fearing that she could not handle her mental health on her own, Michelle's therapist gave her the name of several support groups. One of the recommended support groups was This Is My Brave. As a performer and speaker for the organization's events, Michelle looks forward to sharing her stories through her lyrics and guitar. For her, this is not just therapy, it is a way she can give back to a community that has changed her life and ultimately keeps her safe from harm.

**GOALS & NEEDS:**

- Encourage and inspire others
- Express feelings through songwriting
- Help break the stigma of mental health
- Cope with bipolar disorder and depression
- Belong to a new community
- Wants an active social life
- Be a mental health advocate

**FRUSTRATIONS:**

- Scared to lose control of her manic states
- Stage fright
- Being judged by her story
- People not appreciating her performance
- Lack of social activity/engagement

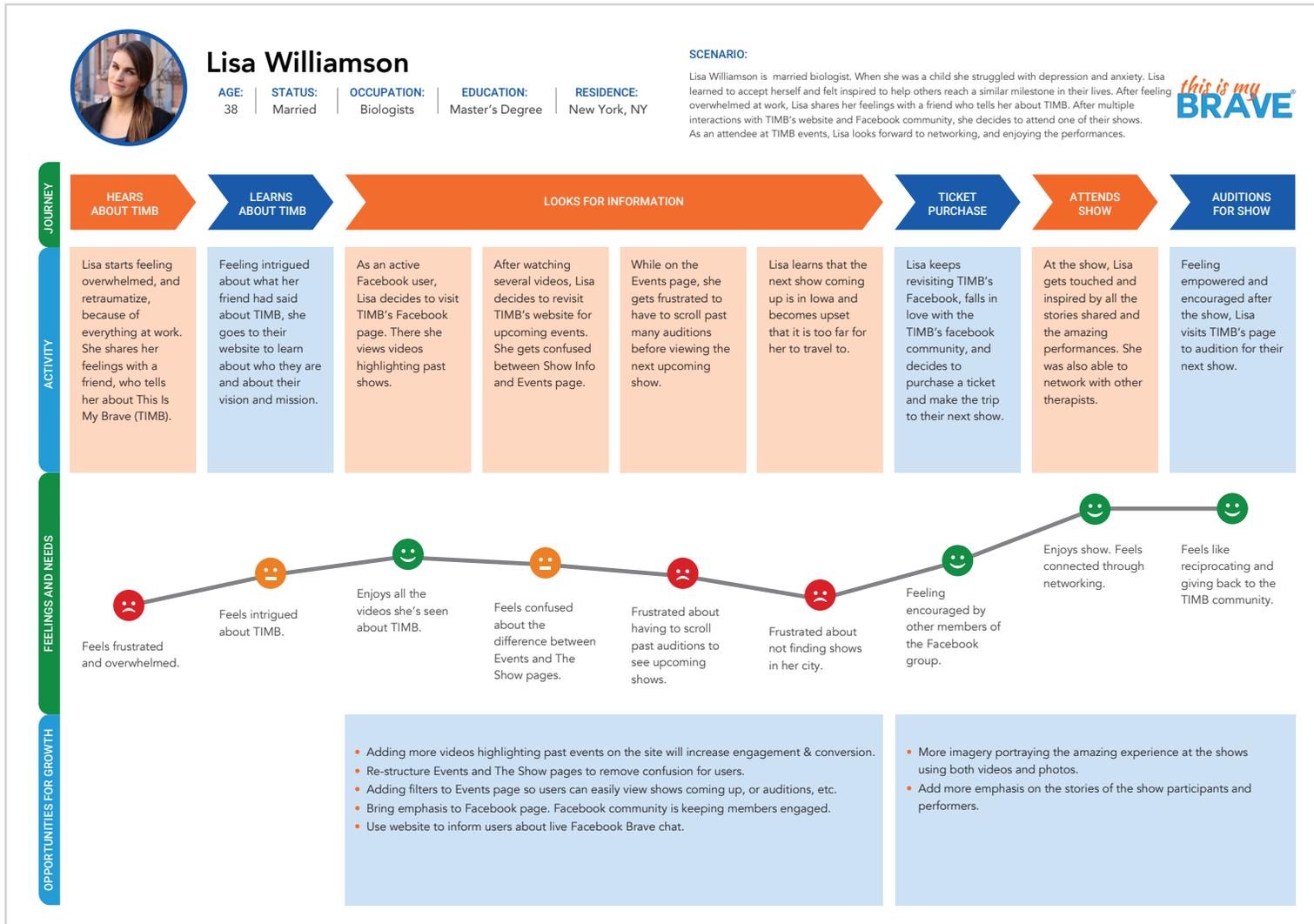
**INFLUENCES:**

Social Media/Facebook		
Music		San Francisco Chronicle
Therapist		npr
Other Performers		NETFLIX
Books/ Blogs		THE FILLMORE
Mental Health Condition		clouds apple

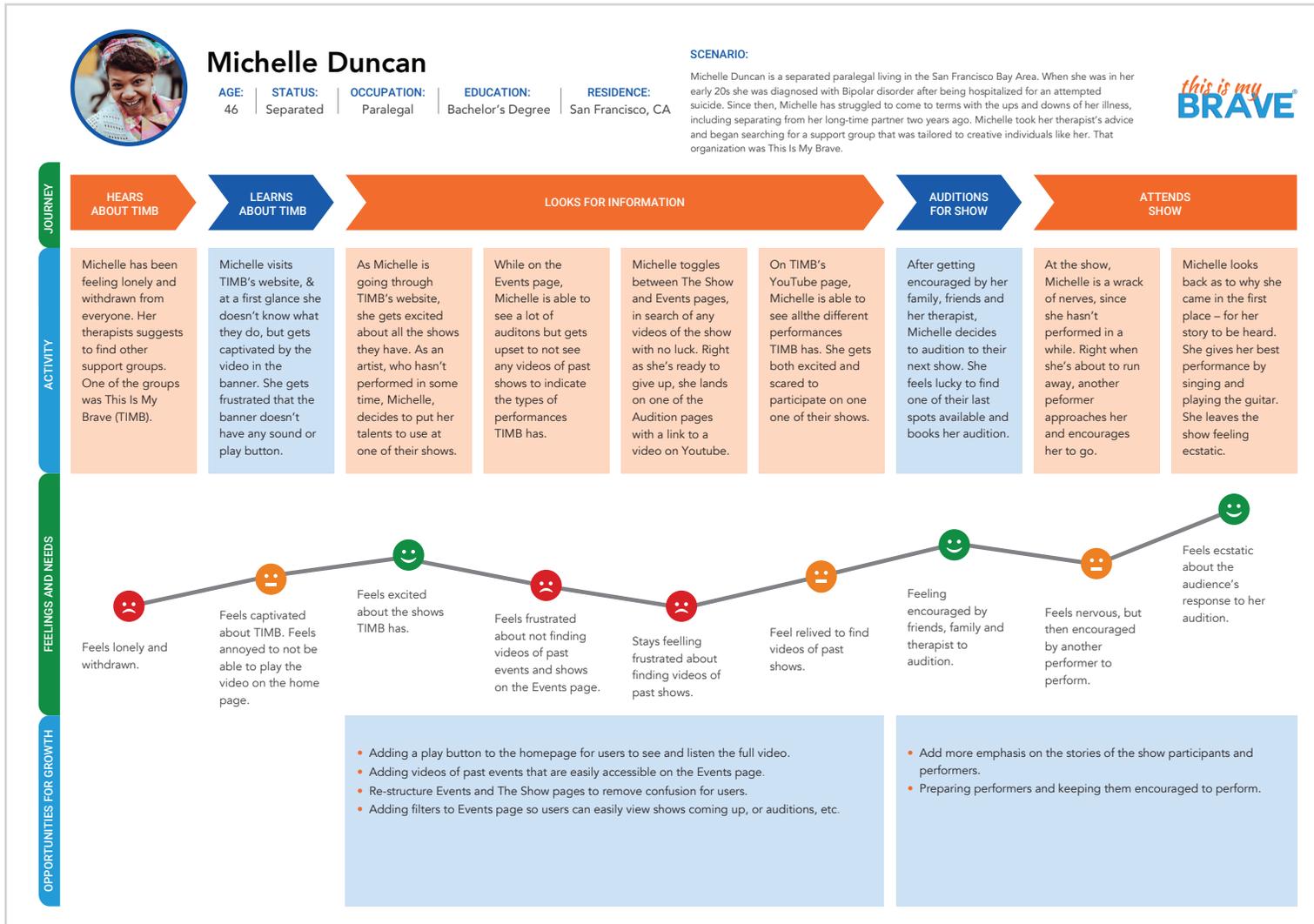
**this is my BRAVE**

I hope my story helps to normalize and demystify what it's like to live with bipolar.

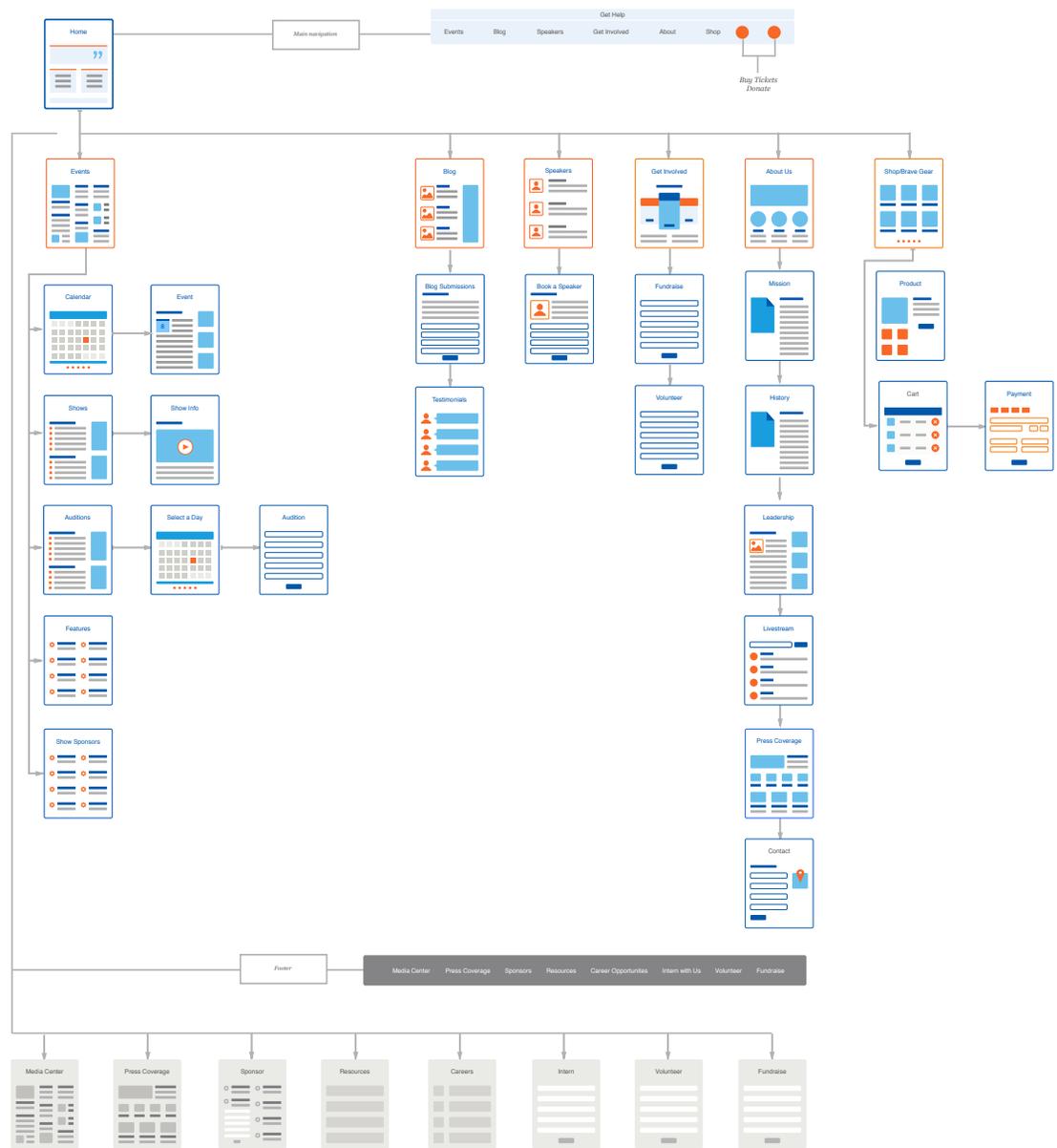
## JOURNEY MAPS



## JOURNEY MAPS



## SITEMAP





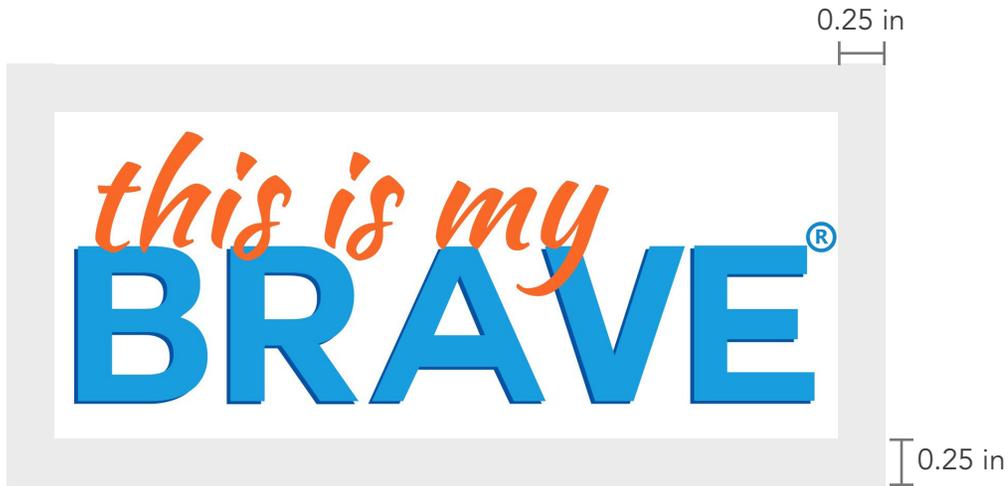
---

THIS IS MY BRAVE  
STYLE GUIDE

*this is my*  
**BRAVE**<sup>®</sup>

LOGOS

PRIMARY LOGO

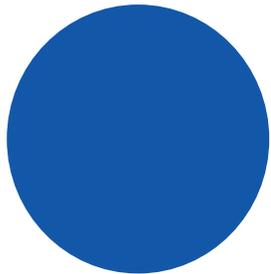


THE SHOW LOGO

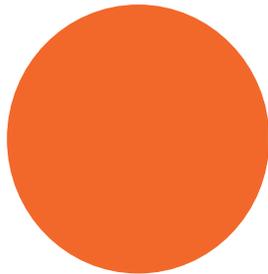


COLOR PALETTE

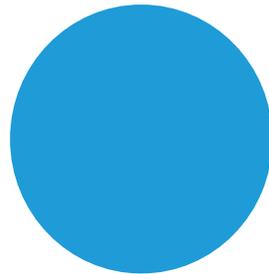
PRIMARY COLORS



CMYK: 96 / 72 / 0 / 0  
RGB: 0 / 87 / 170  
#04559a9



CMYK: 0 / 73 / 94 / 0  
RGB: 249 / 104 / 39  
#f26a2b



CMYK: 74 / 24 / 0 / 0  
RGB: 24 / 157 / 223  
#219cd7

SECONDARY COLORS



#162c58



#196b7a



#368a59



#323232



#4a4a4a



#9b9b9b

TYPOGRAPHY

Aa

Avenir Light

Aa

Avenir Normal

Aa

Avenir Medium

Aa

Avenir Heavy

Aa

Avenir Light  
Oblique

Aa

Helvetica Neue  
Normal

Aa

Helvetica Neue  
Medium

Aa

Helvetica Neue  
Bold

Aa

Helvetica Neue  
Condensed Bold

---

HEADING

**H1**

Helvetica Neue Condensed Bold - 58px - #fff

**H2**

Helvetica Neue Condensed Bold - 50px - #4a4a4a

**H3**

Helvetica Neue Condensed Bold - 36px - #4a4a4a

**H4**

Helvetica Neue Condensed Bold - 32px - #fff

**H5**

Helvetica Neue Condensed Bold - 20px - #4a4a4a

**H6**

Helvetica Neue Condensed Bold - 58px - #f2692c

---

CONTENT

body

Avenir Light - 24px - #4a4a4a

banner content

Avenir Light - 28px - #4a4a4a

*quote*

Avenir Light Oblique- 30px - #fff

field text

Avenir Medium - 20px - #9b9b9b

Navigation Links

Helvetica Neue Condensed Bold - 20px - #4a4a4a

Footer Links

Avenir Heavy - 24px - #fff

## BUTTONS

### PRIMARY BUTTON



Height: 50px  
Left/Right padding: 20px  
Font size: 20px  
Font weight: 500  
Spacing: 0.6px  
Pressed: #162c58  
Disabled button: #9b9b9b  
Disabled text: #4a4a4a



### STROKED BUTTON



Height: 50px  
Left/Right padding: 20px  
Font size: 20px  
Font weight: 500  
Spacing: 0.6px  
Pressed: #162c58  
Disabled button: #9b9b9b  
Disabled text: 50% #4a4a4a



### SECONDARY BUTTON



Height: 75px  
Left/Right padding: 20px  
Font size: 24px  
Font weight: 500  
Spacing: 0.8px  
Pressed: #162c58  
Disabled button: #9b9b9b  
Disabled text: #4a4a4a



### RADIO BUTTON



Height: 25px  
Width: 25px  
Border: Inside, #1b6a7a, 2px  
Font size: 22px  
Font weight: 300  
Spacing: 0.6px  
Disabled button: Inside, #9b9b9b, 2px  
Disabled text: 50% #4a4a4a

## INPUT FIELDS

### PRIMARY BUTTON

Text field inactive

Text field focused

Text field active

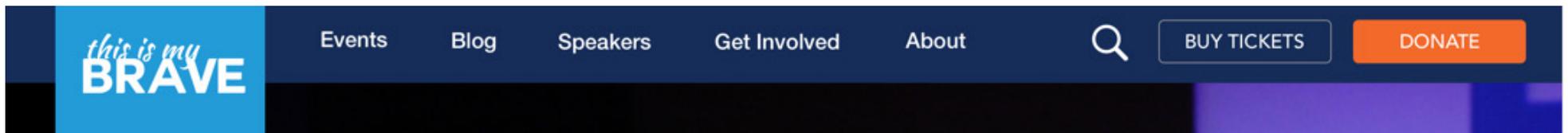
Text field with input

Height: 65px  
Left/Right padding: 20px  
Font size: 20px  
Spacing: 0px  
Inactive font weight: 300  
Inactive font color: #4a4a4a  
Inactive border: #4a4a4a  
Active font weight: 500  
Active font color: #9b9b9b  
Active border: #f26a2b

## ICONS



## NAVIGATION



## LONG TERM

### IMPROVE GLOBAL NAVIGATION

- Implement new information architecture on existing site.
- Use Google Analytics to track the performance of changes.

### CAPTURE THE MISSION OF TIMB THROUGHOUT THE SITE

- Use action-oriented performance photos across the site, especially on Homepage and Events pages.
- Highlight data and metrics to show the impact of the mission
- Show speaker information/photos when quotes or stories are featured.
- **Example:** Use photos/videos from auditions to promote upcoming live shows (i.e. Events page).

### INCREASE THE VISIBILITY OF THE BLOG SERIES CONTENT

- Use actual blog content on Homepage.
  - Create a clear distinction between Shows and Auditions blog content.
- Revise content strategy on blog landing page.
  - Organize blog landing page by topic.
  - Curate content to have featured content towards the top of page.

- **Example:** Curate section promoting the show participates scheduled to perform at the next show and feature a CTA to “Buy Tickets”.

### IMPROVE CONSISTENCY OF TYPOGRAPHY AND VISUALS

- Use performance photos/visuals consistently across the site.
  - Use audition photography to promote upcoming shows.
  - Replace the placeholder logo graphic used to promote events.
- Use description text in the lead photo across key landing pages consistently for discoverability.
- Use category tags consistently across content on events page (i.e. shows and auditions).
- Consistent treatment for typography and photos at top of landing pages.

### INCREASE VISIBILITY OF THE DONATION FEATURE

- Change link color or add a background color to the “Donate” link in the navigation.
- Use a sticky navigation so header locks as the user scrolls down the page (if available).

### GENERAL SHORT-TERM WINS

- Remove past shows and audition content that has already occurred from “Events” page.
- Move placement of Search box towards the top of the right rail
- For shows that have already occurred, have a recap article about the show that includes the video.
- Replace lead pull quote on the homepage with actual content. Takes up a significant amount of real estate.
- When pull quotes are used, hyperlink the speaker to their blog post.
- Update homepage content weekly or at a more frequent cadence
- Consider another color options for logo treatment (i.e. white). Allows for my prevalent usage on Digital and print materials.
- Set-up reoccurring google analytics reports monitoring site traffic and engagement.

---

### LONG-TERM

- Consider migrating content from Squarespace to another content management platform (i.e. WordPress).
  - Explore themed templates that can be further modified by developers for customizations.
- Revisit content strategy across the site (especially to Blog, Show, and Audition content).
- Consolidate or sunset existing content for pages with little to no traffic.
- Implement style-guide consistently across web and print materials.

---

### LINK TO INVISION PROTYPE

<https://projects.invisionapp.com/share/BFM6E27YDAX#/screens>