



Non-Profit Redesign (Case Study)

Open My World - Therapeutic Riding Center



The Team



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Open My World - Therapeutic Riding Center

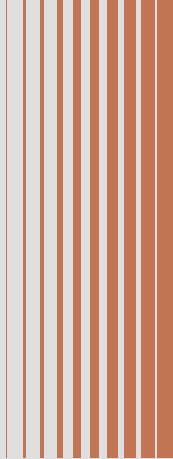
Open My World Therapeutic Riding Center **focuses on providing personalized equine-assisted activities** and adaptive horseback riding services for **children and adults with physical, emotional, and cognitive disabilities** as well as **mental health challenges**.

The statement emphasizes the **therapeutic benefits of horseback riding**, particularly how a horse's gait closely mimics human walking, which can aid individuals with physical disabilities or limitations by helping to improve balance, strengthen muscles, and enhance coordination through consistent sessions.





The Problems

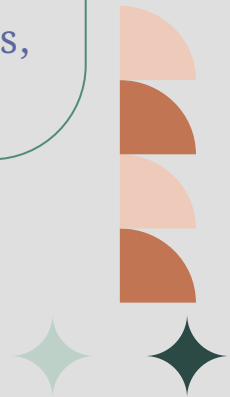
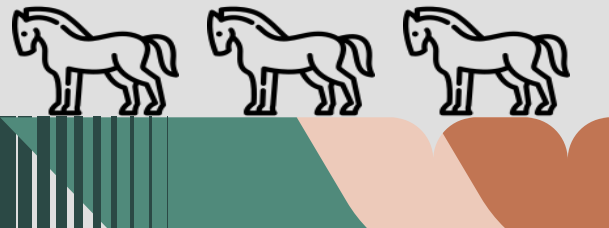
- Increasing visibility and popularity
 - Expanding outreach
 - Raising awareness about programs and services
 - Enhancing donations and gaining support
 - Strengthening volunteer support
 - Navigation issues
 - Uniformity and consistency issues
- 



Redesign as a Solution

A **redesign** of the Open My World Therapeutic Riding Center website will **directly contribute** to the organization's mission by **improving accessibility, user experience, and outreach**. A well-structured, modernized site will make it easier for individuals with disabilities, their families, and potential donors to **find essential information, engage with services, and contribute to the nonprofit's success**.

A redesigned website will empower Open My World to serve more individuals, secure greater support, and amplify its impact in the community.



How the Success of the Redesign will be Measured

- ❖ **Growth in time spent on site**, indicating better content engagement
- ❖ **Reduction in bounce rate**, meaning visitors stay longer and explore more pages
- ❖ **Higer donation completion rates** through a streamlined giving process
- ❖ **Increase in program sign-ups** for therapeutic riding sessions
- ❖ More visits from social media platforms, showing stronger community engagement
- ❖ Increased sharing of success stories and fundraising campaigns

By tracking these measurable outcomes, the nonprofit can ensure the redesign directly supports its mission—**making equine-assisted therapy more accessible, increasing community support, and improving outreach.**



Proto Persona

Hank is a veterinarian who wants to volunteer his time with nonprofits catered towards special needs

Goals and Needs

- ❖ To be able to know more about helping people with special and difficult needs
- ❖ Is interested in Equine Therapy ever since he learned about it
- ❖ Wants to volunteer his time for non-profits catered towards children with special need



Hank Norman

Age: 40

Occupation: Veterinarian

Austin, TX

“Be the spark and create a ripple”

Pain Points

- ❖ Is often confused whenever he lands on websites and does not know exactly what to do
- ❖ Wants a smooth interface experience when it comes to options such as donations, sponsorships, etc.
- ❖ Understanding what exactly is the idea behind a certain organization while browsing websites



Heuristic Evaluation (Homepage)

Sidebar information should be moved to footnotes

- ❖ Help and documentation
- ❖ Consistency and standards



Variations in fonts, sizes, and styles

- ❖ Consistency and standards

[Link to Evaluation](#)



Competitor Analysis - Direct Competitors



	Strengths	Weaknesses
Humane America Animal Foundation	<ul style="list-style-type: none">• Clear vision and mission statement• Has visual cues and less text on landing page• Donation button clearly visible and well explained• very minimal yet functional and aesthetic design	<ul style="list-style-type: none">• some pages such as donation page, our programs page has lot of texts and is not supported by pictures• Font size seems to be a bit small and hard to read when the page is overloaded with text
World Wildlife Fund	<ul style="list-style-type: none">• Well laid out page layout with proper and neat containers, well aligned fonts and limited text• On point visual cues, color contrast• Smooth user interface experience for first time users as well• Big and bold font size clearly stating the message they want to send across• Donation page clearly visible and very well designed with bold fonts	<ul style="list-style-type: none">• Navbar hover feature lags a little• Blog posts are a bit wordy and have small font size making it difficult to read

[Link to full analysis](#)

Competitor Analysis - Indirect Competitors



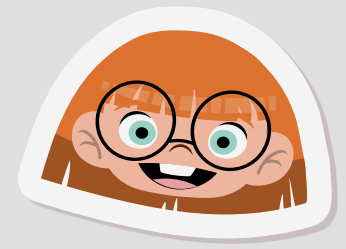


	Strengths	Weaknesses
Healthypetaustin.com	<ul style="list-style-type: none">• Well laid out page layout with proper and neat containers, well aligned fonts and limited text• Big and bold font size clearly stating the message they want to send across• Well designed drop down feature• Good use of - system status and visibility heuristic	<ul style="list-style-type: none">• Lot of information on some pages such as community (local services) page and about us (our story) page, dog wash page, frequent buyers page
National Geographic Kids	<ul style="list-style-type: none">• just as the name suggests, kid friendly design• color scheme, design layout, use of motion pictures, engaging videos, visual cues and animations with minimal text makes the website fun and engaging• Good use of card and container elements	<ul style="list-style-type: none">• On the quiz section, the color scheme varies for the later half of the page (changes from green to blue) which might be difficult for certain users

User Interviews



We conducted 1:1 interviews in the demographic range of 30-40 years. We asked our users about the overall functionality, layout, accessibility issues, navigation and the overall user experience of the website.

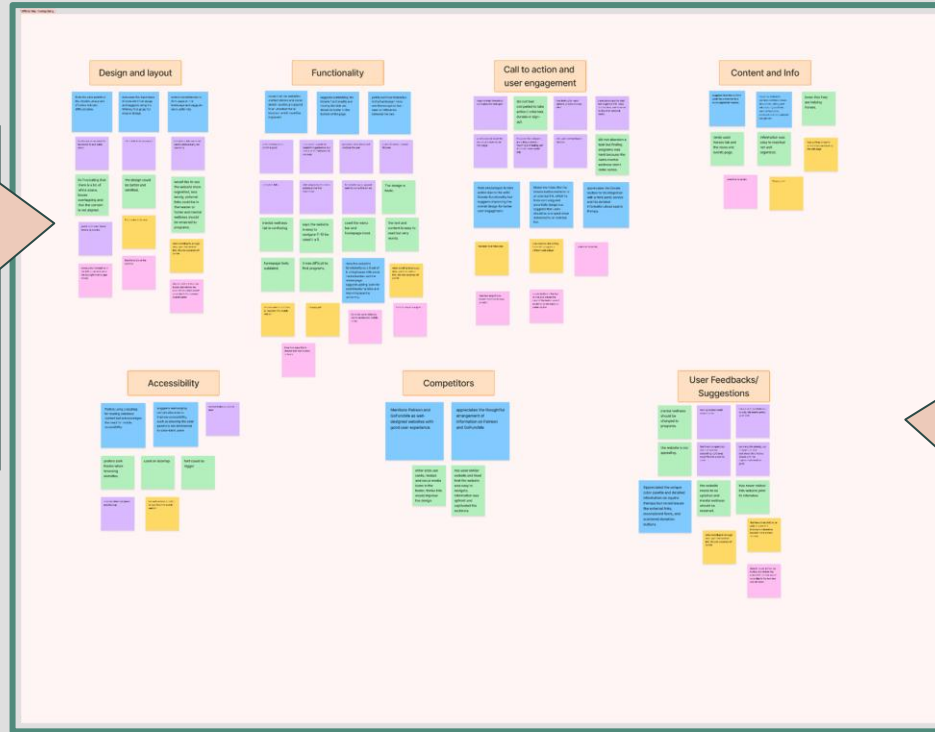
[Link to user interviews](#)



We found out that users wanted more from the website with respect to uniformity in design and layout, content consizing, better functionality and one standard donation page for better engagement

Affinity Map

“confusing to use the menu options at the first experience”



“Don’t want to spend too much of my time, storytelling right away about the site would be great”

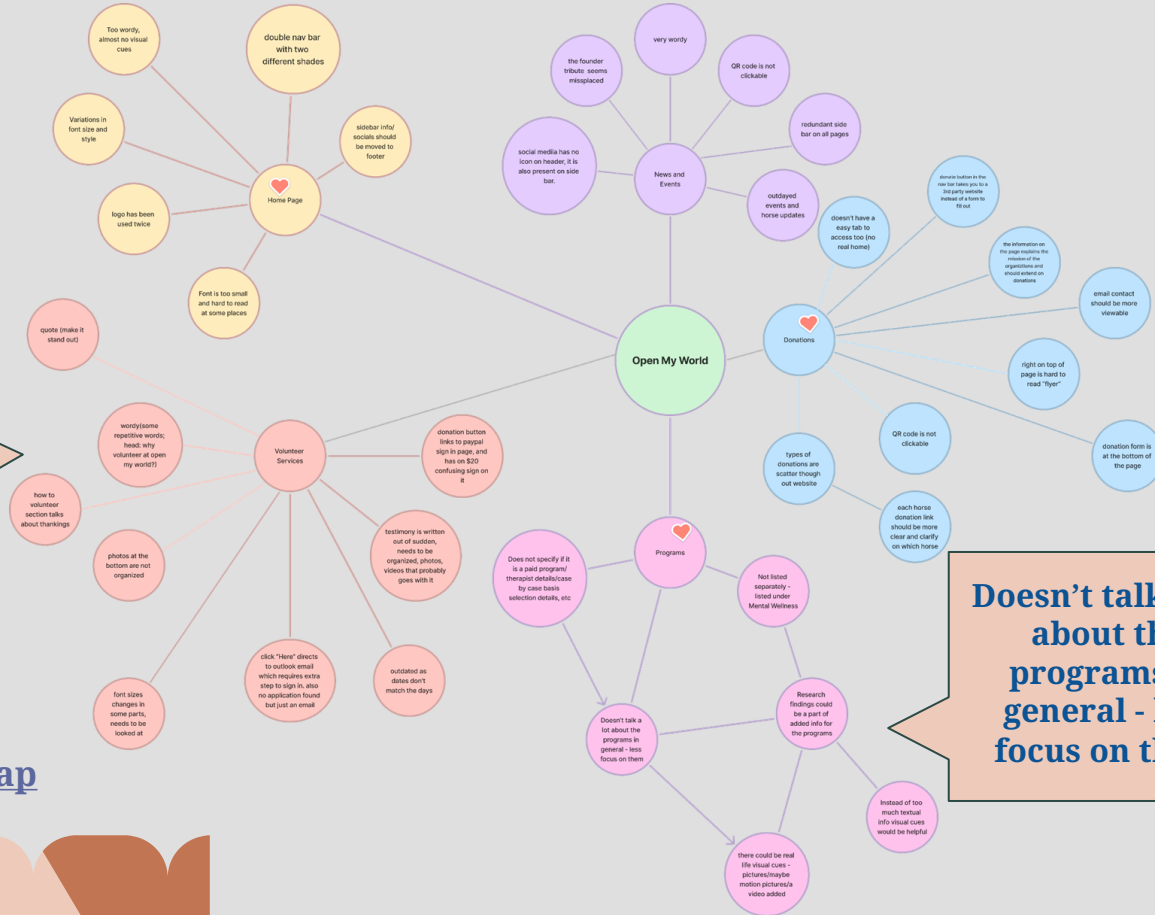
[Link to affinity map](#)



Mind Map

Donation page
doesn't have an
easy tab to
access (no real
home)

[Link to Mind Map](#)



Doesn't talk a lot
about the
programs in
general - less
focus on them

Stakeholder Insight

The stakeholder envisions a redesigned website that effectively communicates the **nonprofit's mission, values, and impact**. She aims to create a more **engaging and user-friendly experience** that draws attention to the organization's core purpose and offerings.

Her primary goals include:

- **Highlighting the mission, vision, and founder's role** to establish credibility and inspire trust.
- **Showcasing current and upcoming programs**, with a strong emphasis on their **equine therapy initiatives**, to demonstrate the organization's impact.
- **Enhancing the donation experience** by clearly outlining where contributions are directed and how they make a difference, fostering donor confidence.
- **Improving navigation and accessibility** to make it easier for visitors to explore:
 - **Volunteer programs** and prospective opportunities.
 - **Latest news and events** to keep supporters informed.
 - **Therapy sessions**, including details on participation fees, schedules, and client information forms.
 - The organization's **PATH member status**, reinforcing its credibility.



User Insight

Users find the **current website overwhelming** due to its **large amount of content** and **prefer a more straightforward and intuitive experience**. They are particularly interested in learning about equine-assisted therapy, **exploring the nonprofit's programs**, and discovering ways to get involved. Users feel that a **more consistent design and layout**, especially for the donation platform, would enhance their experience and build trust.



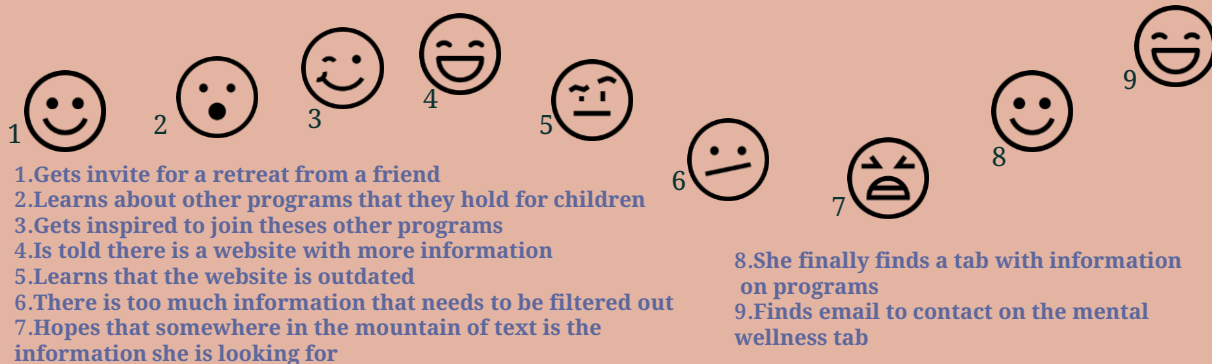
User Journey Map



Kathleen James
35 yrs old
Veterinarian
Austin, TX

UX Scenario: Kathleen is a veterinarian and mom. She was invited to a mental wellness retreat with her friend that is being held at the Open My World ranch. While there, she notices that they offer equine therapy for people with special needs. She got very excited because she has a son with special needs and has been looking for a therapy program close to home that takes her insurance. She is told by one of the people working the retreat that the ranch has a website and to look there for more information.

Goals: Find a equine-assisted therapy program that would help her child to improve mental health and personal growth.



Opportunities:

- ❖ Kathleen would prefer an easy to navigate website where she is able to gather information easily
- ❖ She would like to know more about their vision and programs in detail
- ❖ She would also like to know more about the benefits of equine therapy and the sessions
- ❖ She would appreciate resources to help guide her towards the best possible outcome
- ❖ She wants to be associated with an organization that is committed to their vision and make sure that her kid is in safe hands

User Problem Statement

Users struggle with a **lack of clarity** on the **donation page**, making it **difficult to understand where their contributions go and how they make an impact**. Additionally, **poor navigation** and **insufficient information about the organization's programs and services** leave visitors feeling lost and disengaged.



Content Hierarchy

“Large Hero Image/Banner with mission statement or call-to-action (CTA)”

Content Hierarchy

Homepage

- Large photos showing services
- Large Hero Image/Banner with mission statement or call-to-action (CTA)
- Overview of the organization's purpose (Therapeutic Riding for Individuals with Disabilities)
- Quick links to major sections (Services, Volunteer, Donate, Contact)
- Side banner on the right side of the page
 - Has logo, contact information, address, and a map view from Google Maps
- Banner about an event they are having (Horse Powered Reading)
- Lots of information is given
- Groups of photos with links to other parts of the website
- Zeffy form for donations
- YouTube videos and a list of sponsors

Mental Wellness

- Large banner of a woman and a horse with the words “Harnessing the Healing Power of Horses for Mental Wellness”
- CTA: “Discover how our equine-assisted programs promote mental health and personal growth.”
- The same side right banner that is found on the homepage
- Information block and a list of their programs with mini photos of them
- More information about therapy benefits

Donation

“CTA: “Discover how our equine-assisted programs promote mental health and personal growth.””

[Link to Content Hierarchy](#)

Content Inventory and Audit

Content Inventory											Content Audit		
A	B	C	D	E	F	G	H	I	J	K	L	M	
1	2	3	4	5	6	7	8	9	10	11	12	13	
14	15	16	17	18	19	20	21	22	23	24	25	26	
27	28	29	30	31	32	33	34	35	36	37	38	39	
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- ❖ Wording needs to be clarified
- ❖ Hovering in box from drag down menu is outdated design
- ❖ Order of the content could be reconsidered



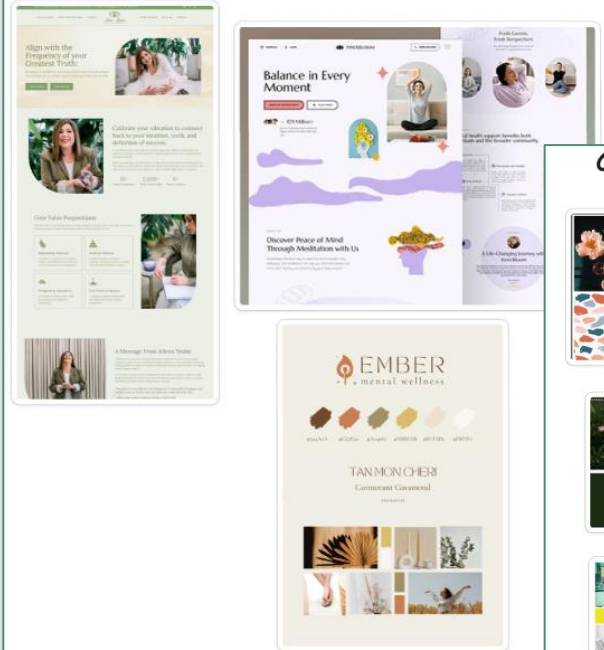
Must fix - Change wording choice, hover design could improve

Link to inventory and audit



Moodboards

Design inspiration



Typography



Image Text

Whereas recognition of the inherent dignity



herent dignity

Sintony

one shall be held in slavery or
involuntarily: slavery and the slave
side shall be prohibited in all their
forms.

herent dignity

Lato

herent dignity

herent dignity

herent dignity

Color inspiration



[Link to Figma Board](#)



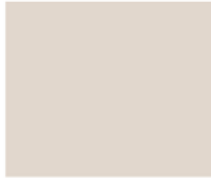
Brand Visual Identity Iterations



[Link to Figma Board](#)

Brand Visual Identity

Color:



Primary color



Secondary color



Secondary Color



Accent Color



Accent Color

Typography:

Header: DM Serif Text

Regular 400

Horses have an incredible ability to sense and respond to human emotions, making

Regular 400 Italic

Horses have an incredible ability to sense and respond to human emotions, making the

Body: Tinos

Regular 400

ability to sense and respond to human emotions, making them powerful partners in mental wellness.

Regular 400 Italic

ability to sense and respond to human emotions, making them powerful partners in mental wellness.

[Link to Figma Board](#)

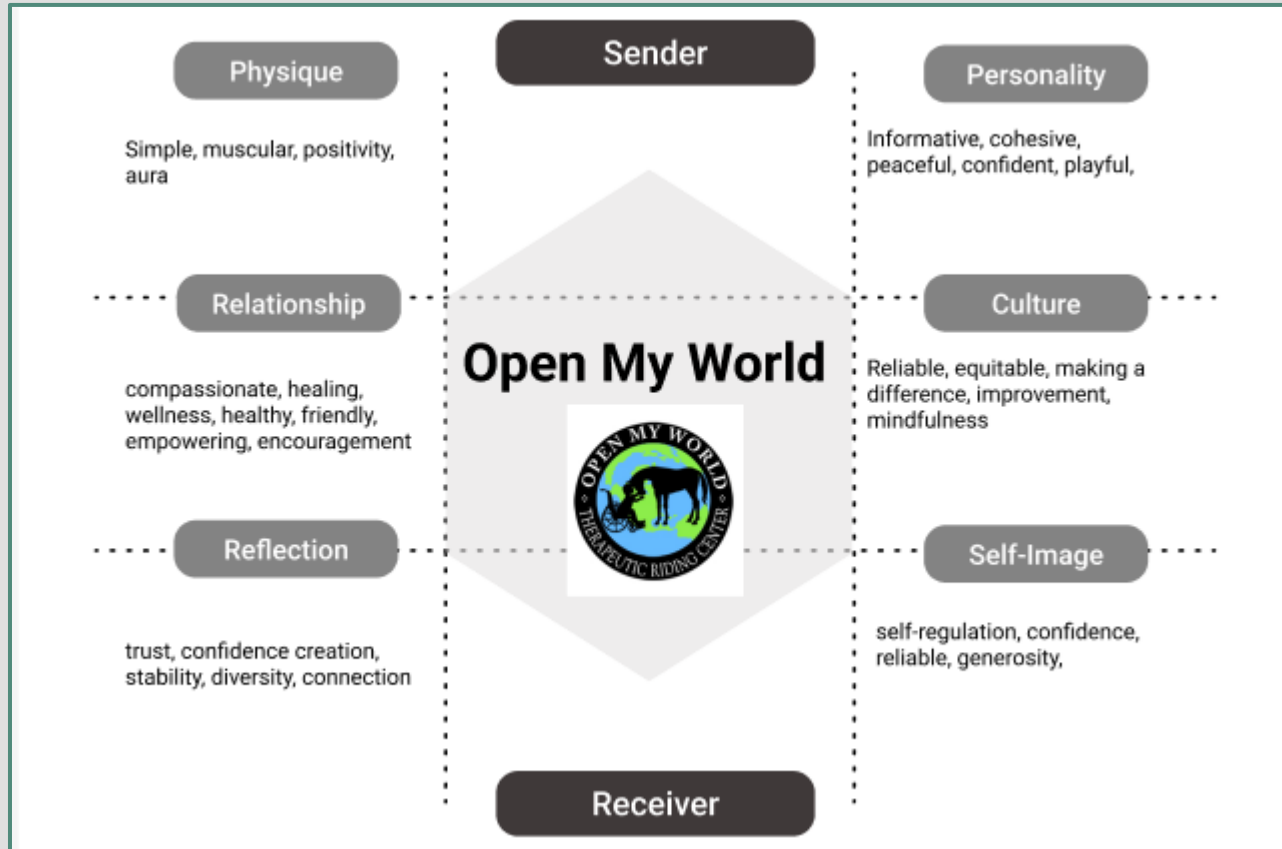


Brand Positioning Statement

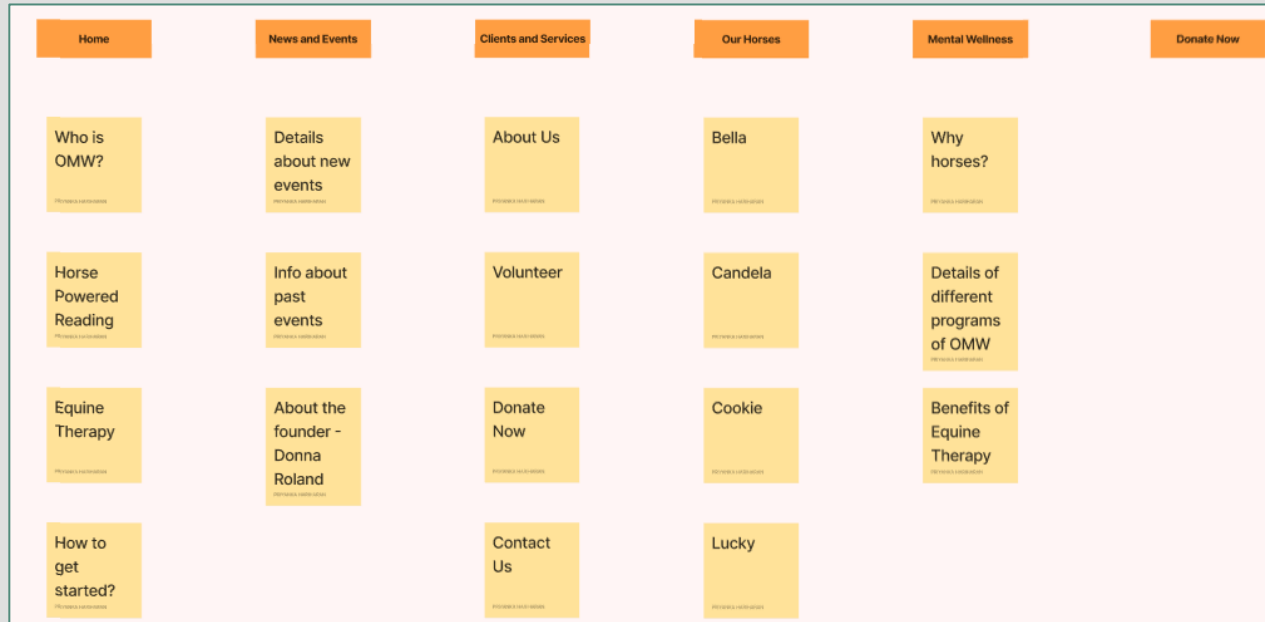
Open My World strives to provide a **safe and compassionate environment** that **fosters physical, emotional and behavioral growth** in **individuals with diverse needs** while utilizing the **intuitive nature of the horse**.



Brand Prism

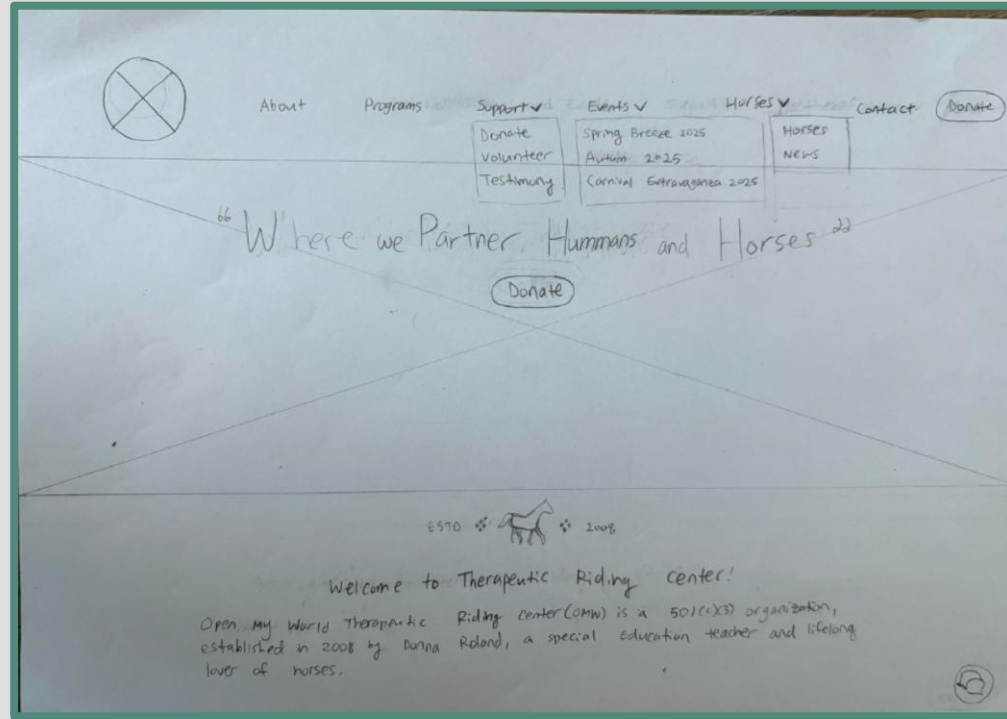


Current Sitemap and Navigation



[Link to Figma Board](#)

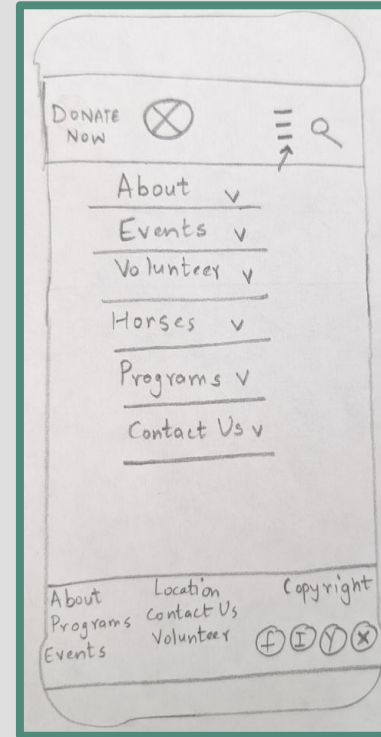
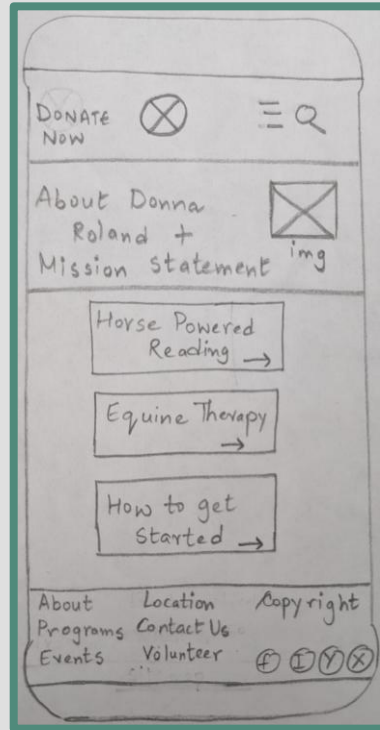
Navigation UI Wireframes



[Link to Figma Board](#)



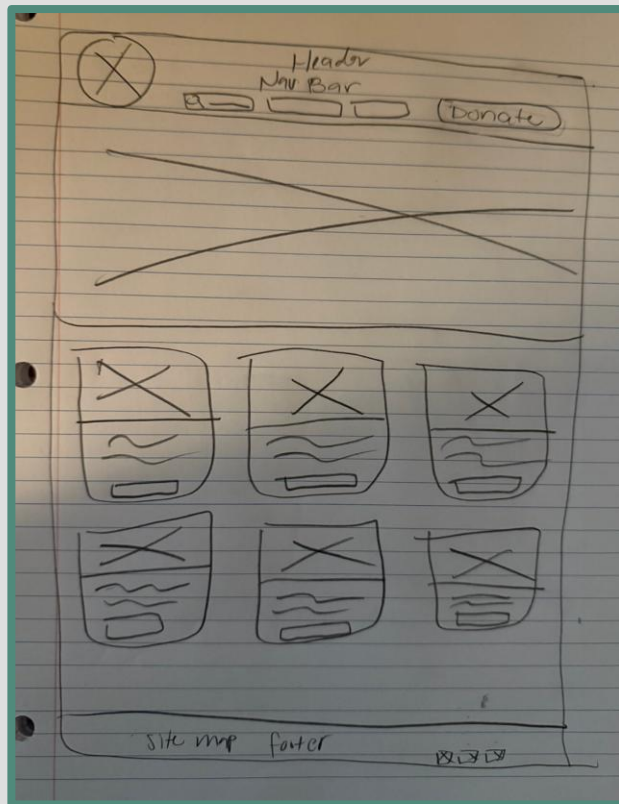
Navigation UI Wireframes



[Link to Figma Board](#)



Navigation UI Wireframes



[Link to Figma Board](#)



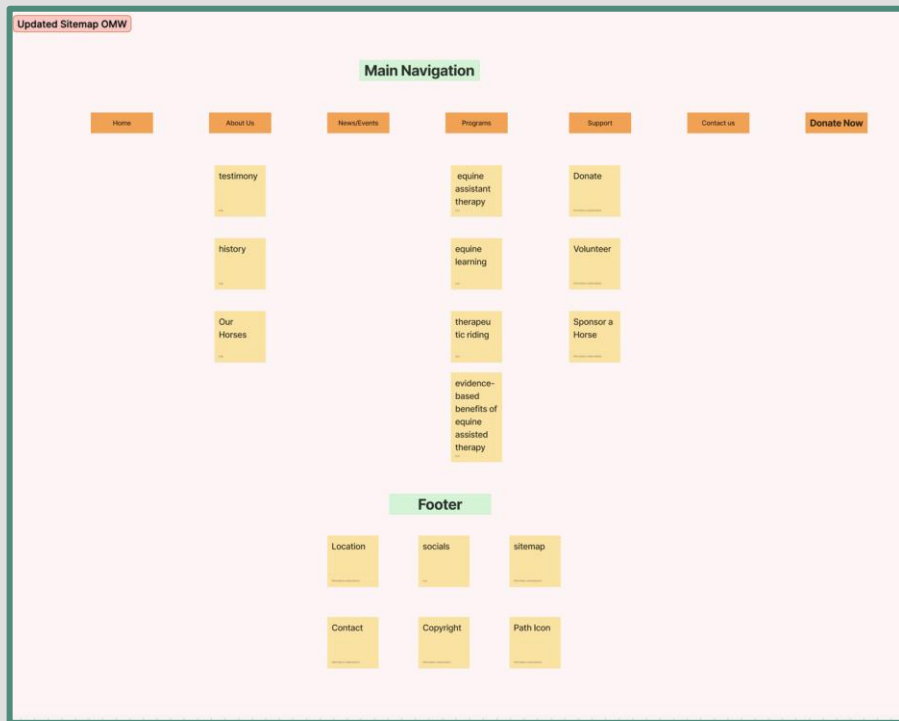
Navigation UI Wireframes



[Link to Figma Board](#)



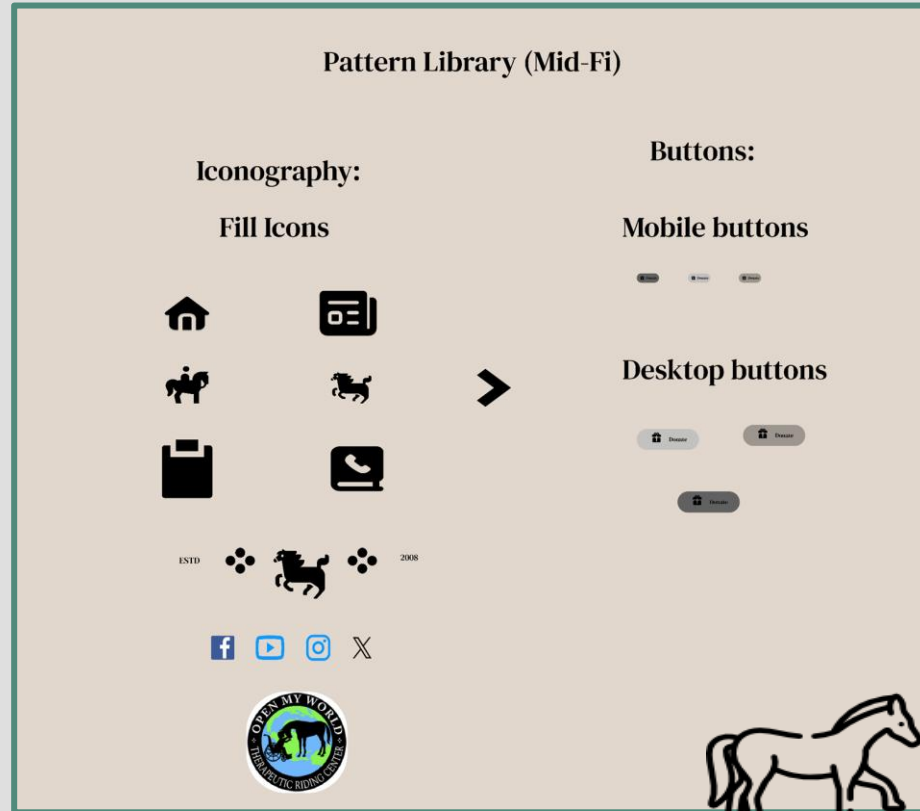
Updated Sitemap



[Link to Figma Board](#)

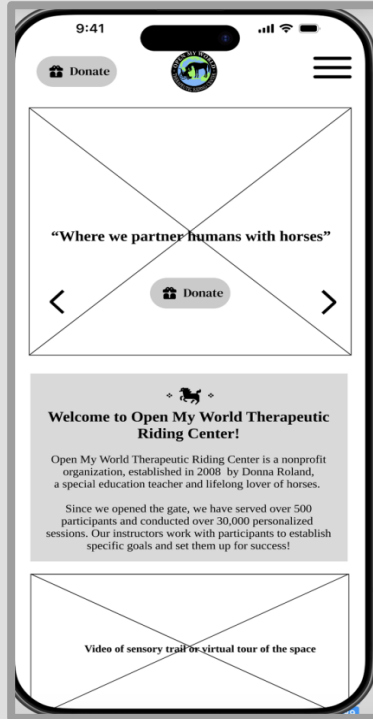


Mid-Fi UI Pattern Library

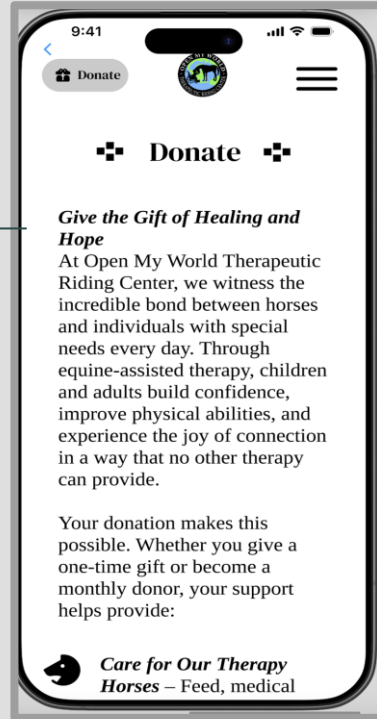


Mid-Fi Wireframes Mobile

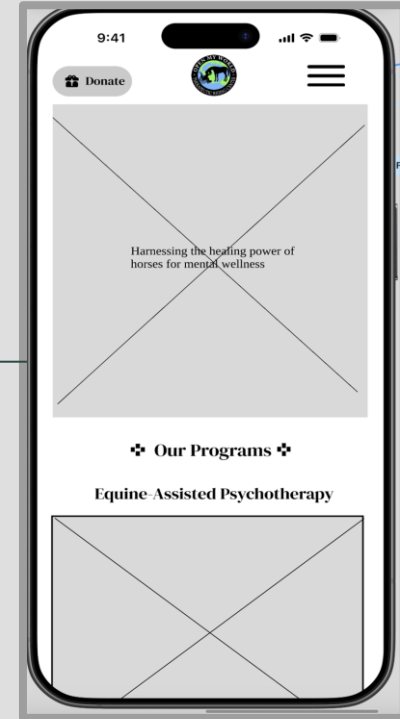
Support Page



HomePage

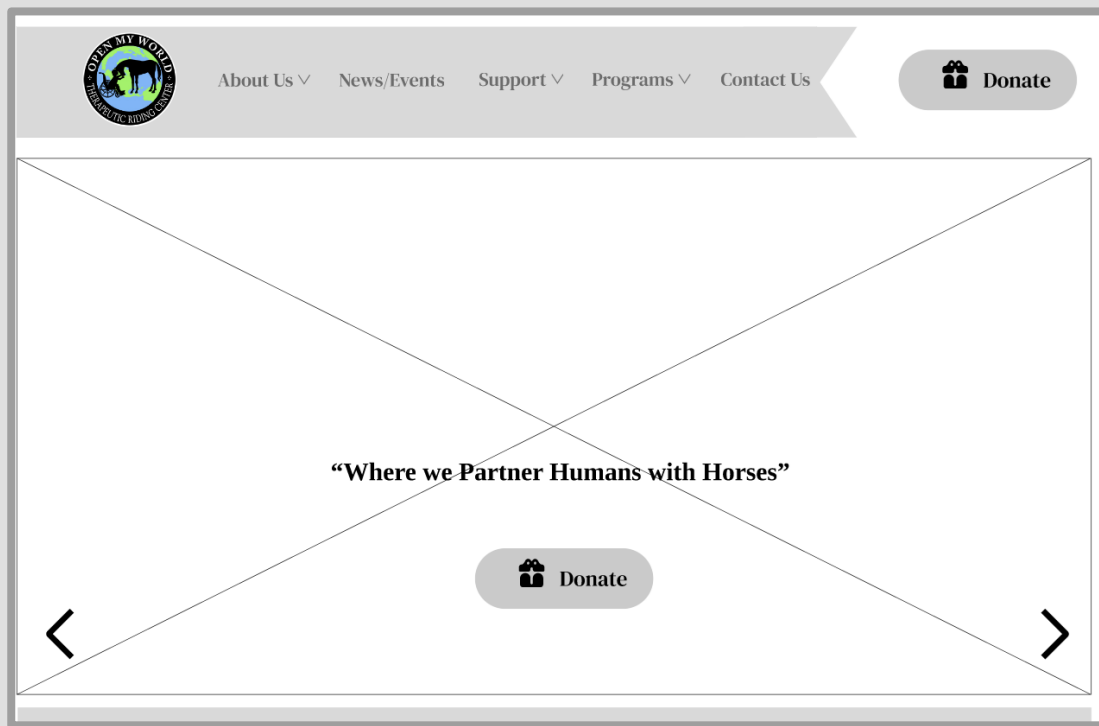


Link to Figma Board



Programs Page

Mid-Fi Wireframes- Desktop



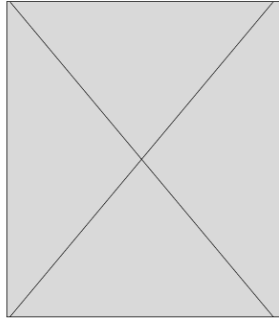
[Link to Figma Board](#)



Mid-Fi Wireframes- Desktop

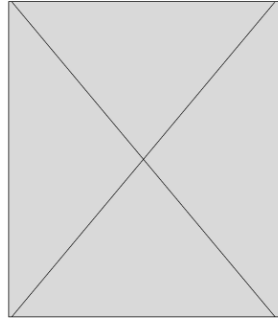
[About Us ▾](#)[News/Events](#)[Support ▾](#)[Programs ▾](#)[Contact Us](#)[Donate](#)

❖ Volunteer ❖



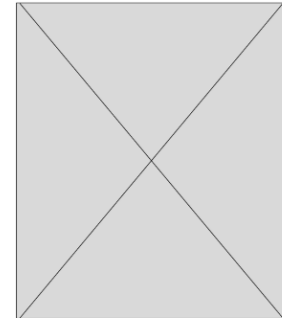
Whether you're looking to make a real impact, develop new skills, or connect with like-minded people, volunteering is a powerful way to grow while doing good.

❖ Donate ❖



Equine therapy has been proven to help children with special needs build confidence, improve motor skills, and develop emotional connections in ways traditional therapy cannot. Your donation helps provide trained therapy horses, professional care, and life-changing experiences.

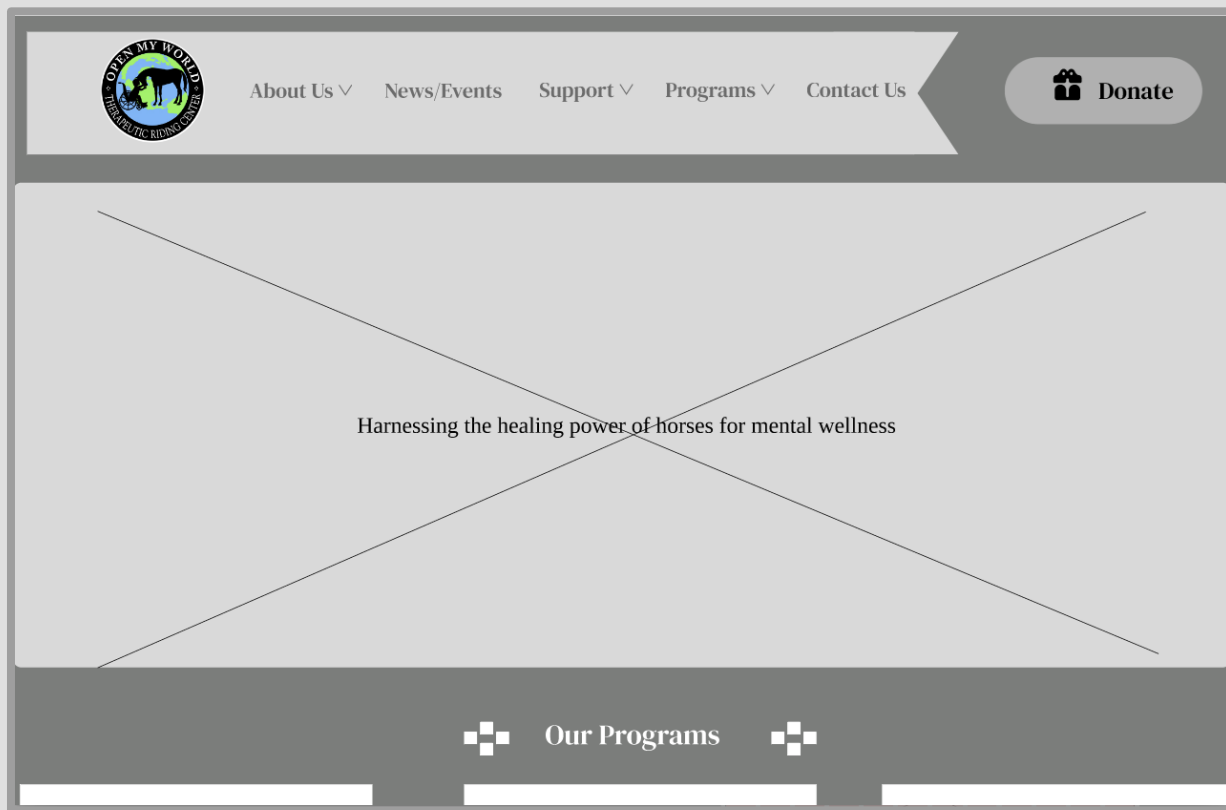
❖ Sponsor ❖



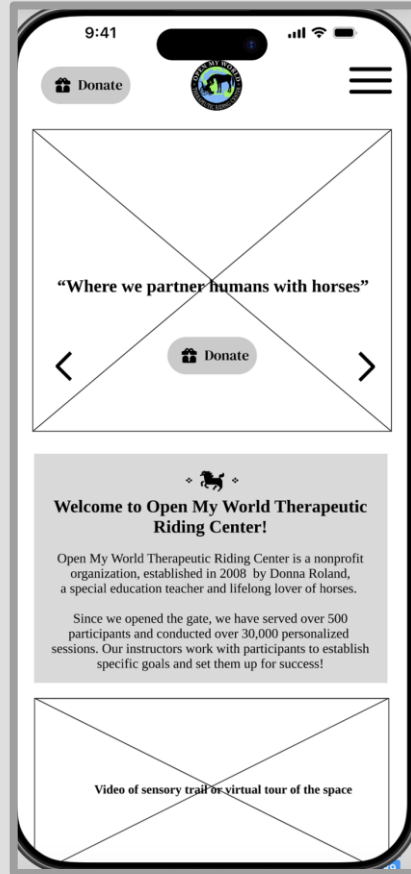
Your sponsorship helps provide essential care, food, medical treatment, and training for a therapy horse that works with special needs children. These incredible horses offer comfort, confidence, and healing, making a difference in their lives.



Mid-Fi Wireframes- Desktop



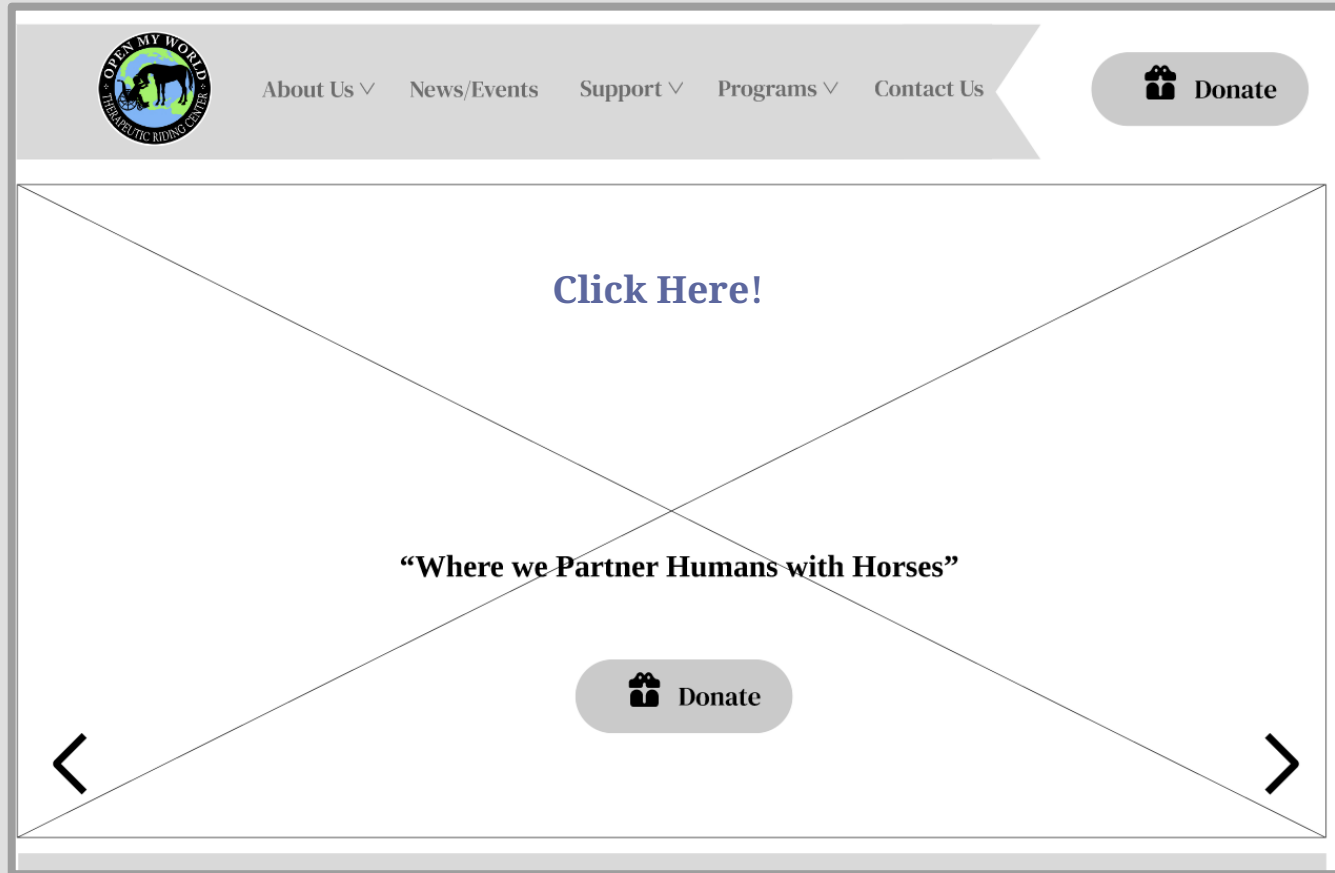
Mid-Fi Mobile Prototype



Click Here!



Mid-Fi Desktop Prototype



Mid-Fi Usability Testing Interviews

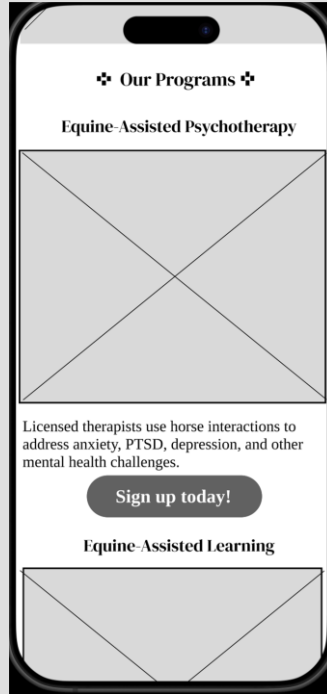
We tested our 'Mid-Fi prototype - desktop and mobile versions' with users who gave us their feedback on pure functionality basis. We tried to analyze the time taken to complete given tasks and how easy it is for users to navigate the website.

[Link to User Testing Interviews](#)

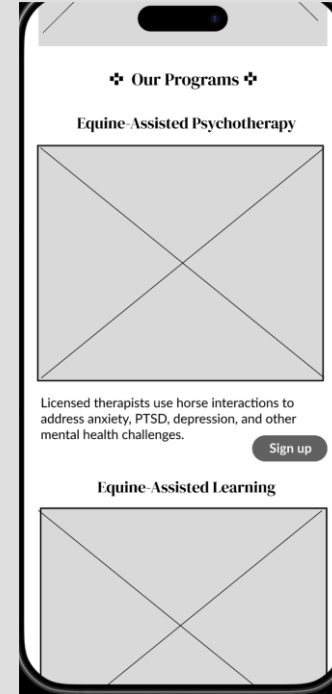
[Link to Mid-Fi Testing Plan](#)



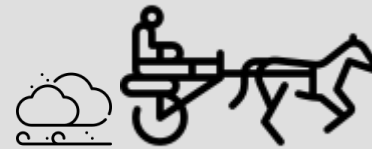
Mid-Fi Wireframes A/B Testing



Version A (Button in center)



Version B (Button in right corner)



Mid-Fi Usability Testing Feedback

Users found the **navigation easy to use** and **appreciated the straightforward design and layout**. However, some experienced **slight confusion with the navbar** and wished it provided clearer indications for specific sections of the page.

A few users **suggested improving the body text's font size and style for better readability**. Additionally, **concerns were raised about spacing and alignment** in certain areas. Interestingly, the spacing and font styling in the mobile version were preferred over the desktop version.

We also presented users with a **small variation (A/B Testing)** and they liked the **second version with the button at the right corner**.

Overall, users were **able to navigate the site smoothly**, complete tasks without confusion, and **clearly understand the purpose of each tab and button**.



Iterations made

Based on user testing and feedback, the following iterations were made before moving to the high-fidelity version:

- The body text font was changed from **Tinos** to **Lato** for improved readability.
- **Three distinct font sizes were finalized** for both mobile and desktop to ensure consistency and better legibility.
- Spacing and alignment were adjusted for a more uniform and visually cohesive design.
- **Interactions were refined** to enhance accessibility and ease of navigation.
- **Greater emphasis was placed on maintaining consistency** across both desktop and mobile versions as well as between various pages.





Module 16-17

Style Guide (Hi-Fi)

01. Colors

Brand Colors



Button Colors



02. Typography

Heading and Sub-Heading

DM Serif Display

Desktop:	Heading - 40 (Auto)	Sub-heading - 32 (Regular)
Mobile:	Heading - 24 (Auto)	Sub-heading - 22 (Auto)

02. Typography

Body Text

Lato

Desktop: 26 (Auto)

Mobile: 18 (Auto)

02. Typography

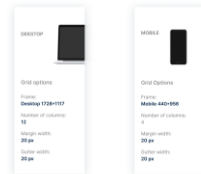
Buttons

DM Serif Display

Desktop: 26 (Auto)

Mobile: 16 (Auto)

03. Grid Systems



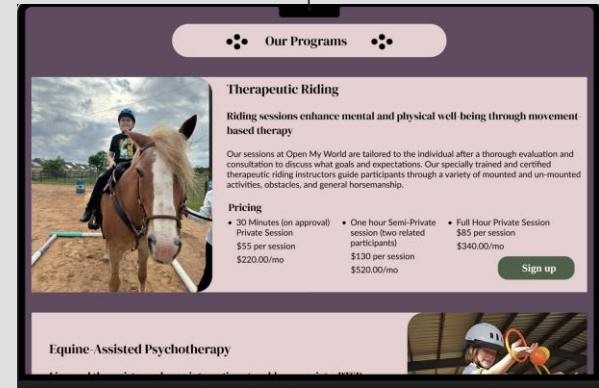
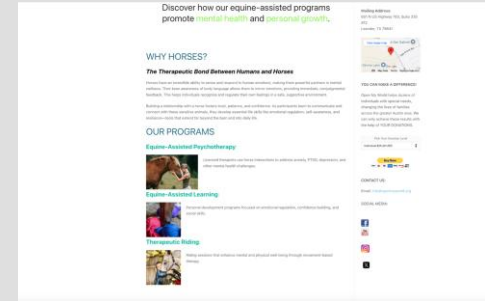
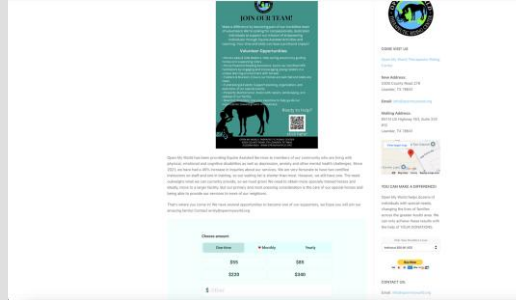
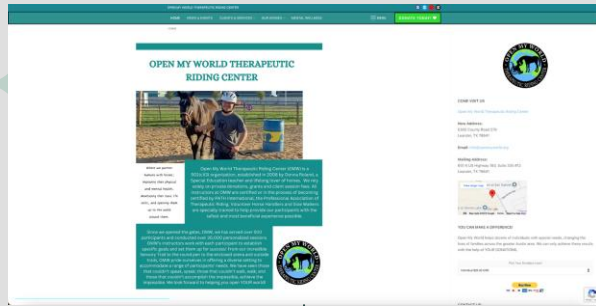
04. Buttons



05. Color Contrast



Before and After



Hi-Fi Testing and Feedback

After finalizing our style guide and UI elements, we conducted usability testing on our latest high-fidelity prototypes. Users evaluated the design **based on functionality, ease of use, and overall visual appeal**.

Feedback indicated that this version successfully integrated changes suggested in previous stages. Participants **appreciated the minimalist design approach, noting that it contributed to a cleaner, more engaging experience**. The redesigned interface was found to be easier to navigate, with clearly marked buttons and components that reduced the time required to complete tasks.

Users reported feeling more motivated to explore the site, engage with content, and learn more about the organization. They expressed an increased willingness to spend time interacting with the platform.

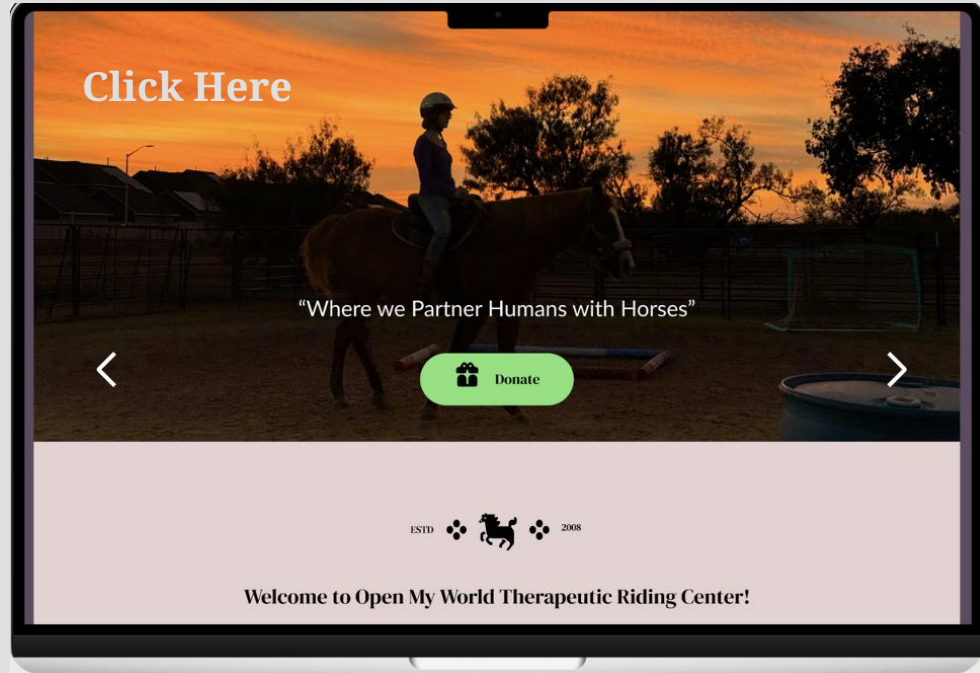
While overall reception was positive, a few areas for improvement were noted. These included minor alignment and spacing adjustments, as well as enhancements in maintaining consistency and uniformity across the interface.

In conclusion, the redesigned prototype was well received and seen as a significant improvement in both usability and design.

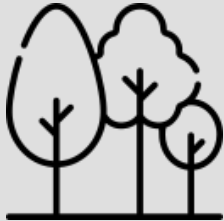
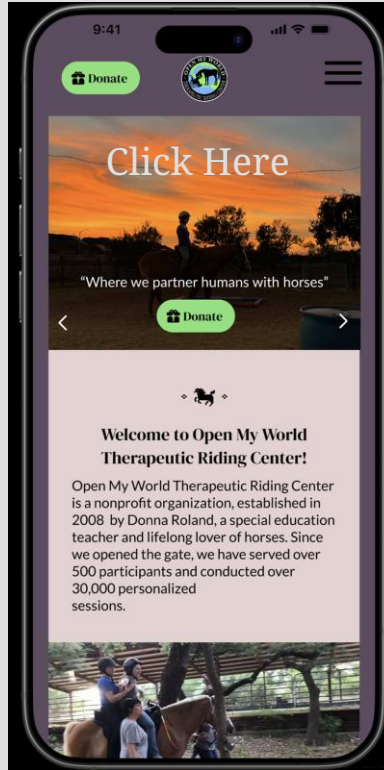
[Link to Hi-Fi interviews](#)



Clickable Prototype - Desktop



Clickable Prototype - Mobile



Impact Statement

Our website redesign transformed the user experience, making navigation intuitive and engaging. The improved layout and streamlined content captured visitors' attention, leading to a **40% increase in user interaction**, a significant rise in time spent on the site, and a **reduced bounce rate**.

Key Outcomes:

- **40% increase in user interaction**
- **Higher engagement** with donation and volunteer pages
- **More inquiries** about equine-assisted therapy and programs
- Improved navigation, leading to a **better overall user experience**



Key Learnings

Area	Learning	Application
Navigation	Clear structure reduces friction	Simplified menus and restructured information architecture
Visual System	Consistency builds trust	Developed reusable UI components and a design system
Mobile UX	Mobile-first improves clarity and usability	Designed smallest screen sizes keeping in mind uniformity and consistency
Accessibility	Inclusive design benefits all users	Tried to incorporate WCAG guidelines for color contrast and maintained consistency
Testing	Data trumps assumptions	Used user testing as a method to validate observations
Emotional Design	Design is a storytelling tool	Aligned visuals, tone, and content with the brand's mission
Iteration	Design is never finished	Have outlined next steps to work on



Next Steps

- **Complete and Unify Additional Pages:** Expand the design to remaining pages while maintaining visual and functional consistency across the entire site.
- **Enhance Usability with Micro-Interactions:** Introduce thoughtful UI elements such as hover states, loading animations, and button feedback to improve interactivity and provide users with clear visual cues.
- **Iterate Based on User Feedback:** Collect and analyze user input post-launch to identify pain points or unmet needs, then implement iterative design improvements based on real experiences.
- **Strengthen Stakeholder Collaboration:** Maintain regular check-ins with the stakeholder to gather nuanced feedback, align on evolving goals, and ensure the site continues to reflect the organization's voice and mission.
- **Leverage Analytics & Heatmaps:** Use tools like Google Analytics, Hotjar, to gather real-time behavioral data and use these insights to optimize user journeys, reduce drop-offs, and refine key interactions.



Thanks!

