Redesign SERPA's website

- About
- Identifying User Challenges in SERPA's Website
  - Existing Site Challenges in SERPA
- Stakeholders
  - key Stakeholders of the website
- Stakeholders & Needs
  - Important Stakeholders
  - Stakeholders Needs

About

Title: Redesign SERPA's website

Acknowledgements:

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

About This Book:

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

Thank You.

Identifying User Challenges in SERPA's Website

Existing Site Challenges in SERPA

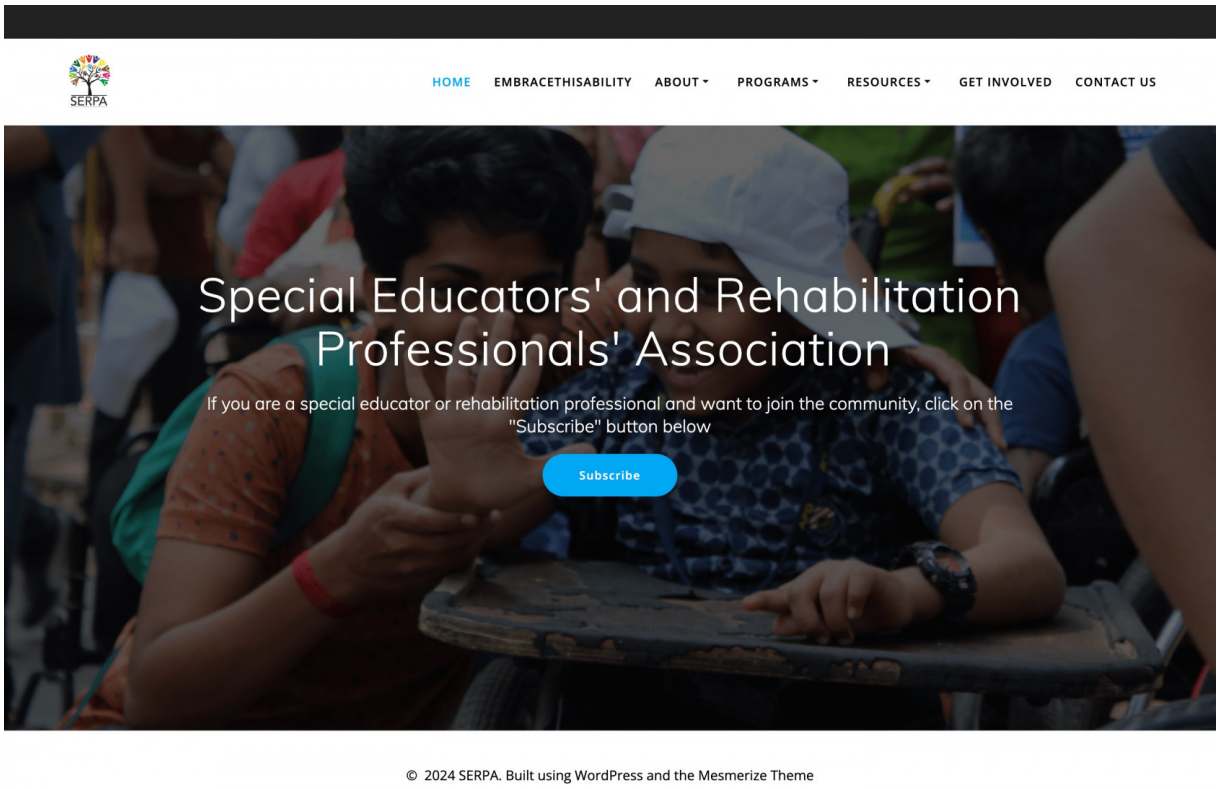
While using the SERPA website, I faced a bunch of Challenges. Here is what I struggled with:-

Challenges

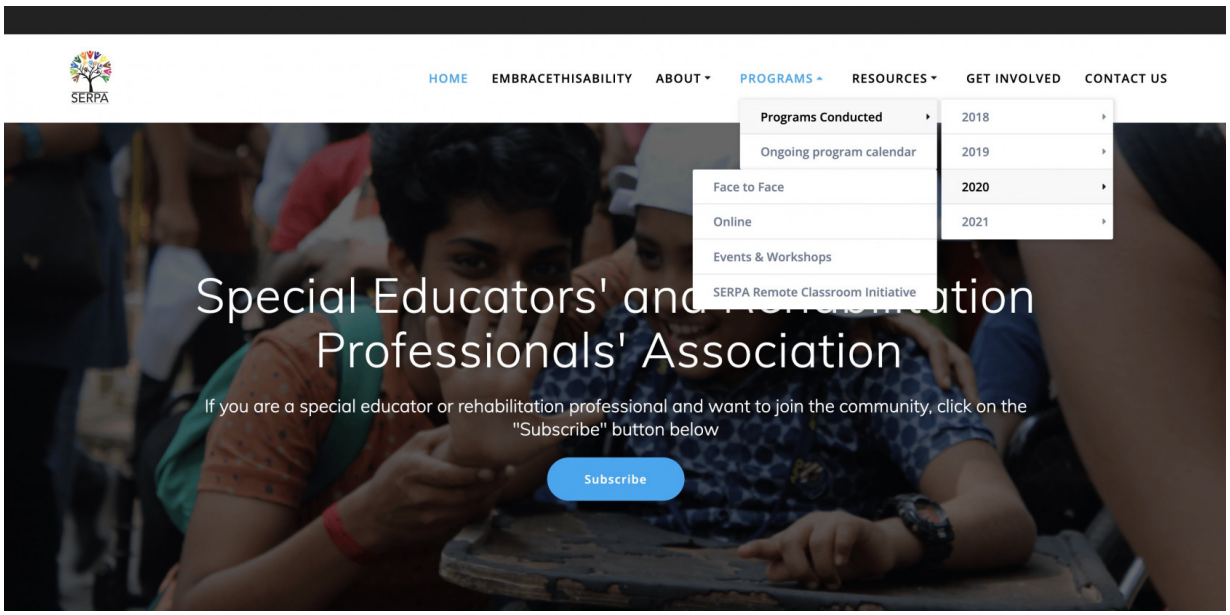
- Unclear Home Page
- Difficult to Navigate
- Not sure where to find the information I needed
- Not user-friendly / Poor User Experience
- Lack of Clear Call-to-Action

let's see the examples:-

- There is not enough information on the home page.



- Difficult to Navigation



Stakeholders

In this chapter, we will discuss the key Stakeholders and groups connected to the SERPA website. Understanding them helps us manage the site effectively.

key Stakeholders of the website

In this chapter, we wll explore the different people and groups who are part / Stakeholders of the SERPA website. These are the individuals and organisations who care about or are connected to the website in some way. Knowing about them is important because their needs and contributions matter. We'll talk about who they are. By understanding these stakeholders, we can collaborate to improve the website for everyone involved.

key Stakeholders

1. Founders/Donors
2. Members of the Organization
3. Educators
4. Beneficiaries (students - Children with disabilities and their families)
5. Volunteers
6. Educators and Rehabilitation Professionals community
7. Advisory Board

Who are the key Stakeholders ?

10 responses

Educators	Donors	Members of the Organization
Beneficiaries	Volunteers	Rehabilitation Professionals
Advisory Board	Board Members	Funders
Children with disabilities and their families		

Stakeholders & Needs

Important Stakeholders

In the last chapter, we discussed the stakeholders, and now we will identify who the important stakeholders are.

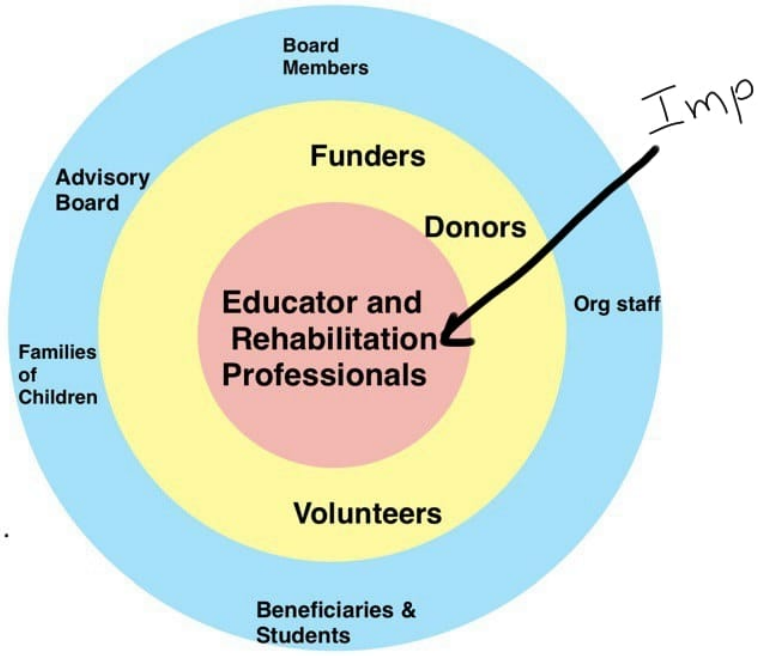
When we are going to work on any project, it's crucial to consider the key stakeholders before beginning. Let's take a look at the important stakeholders of the Serpa website today and identify who is the most important among them. Additionally, it's important to understand the perspective of the main key stakeholders.

We'll figure out the main and central key stakeholders for Serpa's website.

- Founders/Donors
- Members of the Organization
- Educators
- Beneficiaries (students - Children with disabilities and their families)
- Volunteers
- Educators and Rehabilitation Professionals community

- Advisory Board

We have a list of stakeholders, and now our next step is to narrow down and focus on the central key stakeholders from this list.



Stakeholders Needs

In this, our focus will be solely on addressing the needs of the key stakeholders. For example, when a user visits the website, we will look at what information should be clearly shown on the homepage to meet their needs and make their experience better.

https://www.figma.com/proto/EuHWNXgpSR86y8etvnRBK8/Websits-Design?type=design&node-id=2-37&t=R3qD4Vxsam2ESXlH-0&scaling=scale-down&page-id=0%3A1