

Santee Food Bank Research Paper

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The Santee Food Bank is looking for an update to their website to make it more modern and accessible on multiple devices. There are two target markets for this site. The first is anyone wishing to help out the local community in Santee and East County and the second would be anyone needing to find the location and hours for services.

Santee itself is a suburb of San Diego located in East County. According to the 2010 United States Census, Santee's largest ethnic group is Caucasian and in 2008 the median household income was estimated to be \$71,806. This would be the main component of the first target market – for without donations, the Santee Food Bank would have trouble servicing the second target market – the needy and homeless in Santee.

The objectives of the site would be to collect donations of various kinds as well as giving information to those who need services.

The users who come to the site looking to donate should have no trouble finding out how to volunteer their services, the location of the facility or its hours. These users would expect a sophisticated, and modern looking site that inspires confidence that the user's money, time and food will be well utilized.

The current Santee Food Bank website looks patriotic in red, white and blue, but this design is not inspiring when it comes to charitable deeds. A new color palette was developed in warm, harvest colors. The competitor sites, San Diego Food Bank, San Diego Rescue Mission and Feeding America, had color palettes that had blue, purple, red, yellow, green and orange. Feeding America had a heavy leaning toward green and orange. With orange being a color associated with hunger, I developed a color palette based off of fall/harvest colors with the intention to be welcoming and inviting.

San Diego Food Bank has a call to action at the top of their page stating: make a difference in 60 seconds and has various stated donation levels. The problem is that when you click on one of these links, it takes you to a branded page, but the amount is not filled in for you like one would expect. I believe that the pre-existing link to PayPal on the site could be modified

have a pre-specified amount so that the amount could be pre-populated with \$10, \$25 and \$50 to make it very easy for users to donate specific cash amounts.

The San Diego Food Bank also has hours of operation in their footer and a charity navigator brand logo that rates them at 4 stars. Feeding America has this as well. This is something that the Santee Food Bank should look into in order to further inspire the confidence of those who donate to the site.

Where competitor sites all have introductory slideshows, this site will display a single hero image. This will benefit our users since there will be less images and scripts to download. This will increase performance with shorter download times and be less of a drain on potentially limited data plans when the site is accessed through a mobile data plan.

The site will be responsive, making it easy for users who are potentially on their way to the Santee Food Bank to get directions from the website using their mobile phones. The physical address will be linked to google maps and the phone number will be enabled for mobile use to make direct calls from the website's displayed phone number.

For tablet and desktop users, the map and stated phone numbers should provide what information and access they need.