

# POCAAN

# Digital Transformation

In partnership with General Assembly UX  
Immersive



# Mission

*POCAAN's mission is to embrace and mobilize communities of color by providing the necessary tools to promote personal responsibility for one's health and holistic well-being.*



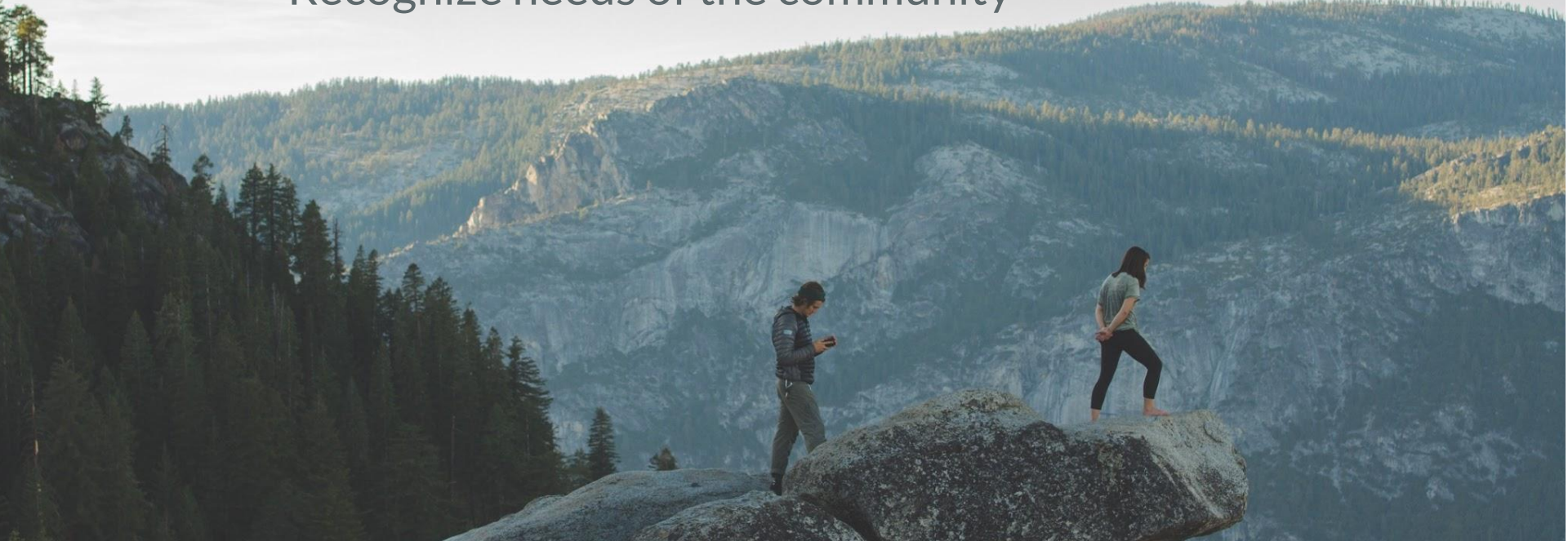
# Goals

Re-engage with the community

Create a vibrant vision

Look towards the future

Recognize needs of the community



# Where POCAAN was, what it is, where it is going

## Was

Broad reaching, HIV focused

## Now

Provides education, outreach, and referral with a focus on serving individuals and communities of color.

## Going

Committed to health equity, community, and focusing on people of color, adapting to 21st century

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**Focus on:**

**Donors**



**Community**



**Millennials**



# Why do people support POCAAN?

*“(POCAAN) is able to help people in ways that no one was there to help me” -*

Vanessa, former POCAAN employee

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# POCAAN's Strengths



- Serving populations not well served
- Helping hard-to-reach at-risk teenagers
- Amount of time in the community
- Passionate people with a cause they care about

*“POCAAN has an immense capacity to invest in people that need help and not give up on them.”*

- Pat Vivian, POCAAN consultant





# Site Requirements



- Modern appearance
- Mobile optimized
- Contact, location, staff
- Programs
- Appeal to both supporters and clients
- Focus on Millennials, donors



Awareness

Trust

Grants

Site Objectives



# Personas



Donor - Robert

- Highly educated
- Looking for trust in the organization
- Want to know money is being used well



Client - Rebecca

- Challenged in variety of ways
- Limited access to technology
- Looking for information/direction

# Donors Needs

- Need to know what the org does
- Need to know who works there
- Needs to know the story
- Need to know impact in community



# Why should donors trust Pocaan?

- Over 29 years of service in the community
- Long-standing track record of helping marginalized groups
- Serving populations not addressed by other organizations

# Clients Needs

Who is POCAAN?

Why trust POCAAN?

What's going on?

Where to start?

How to get help?





# How Do Clients Currently Find Out About POCAAN?

- Word of mouth
- Social media
  - Facebook
  - email
- Events
- Tabling
- Flyers



# Viewpoints That Shaped Our Design

Perspective of people who distribute grant money

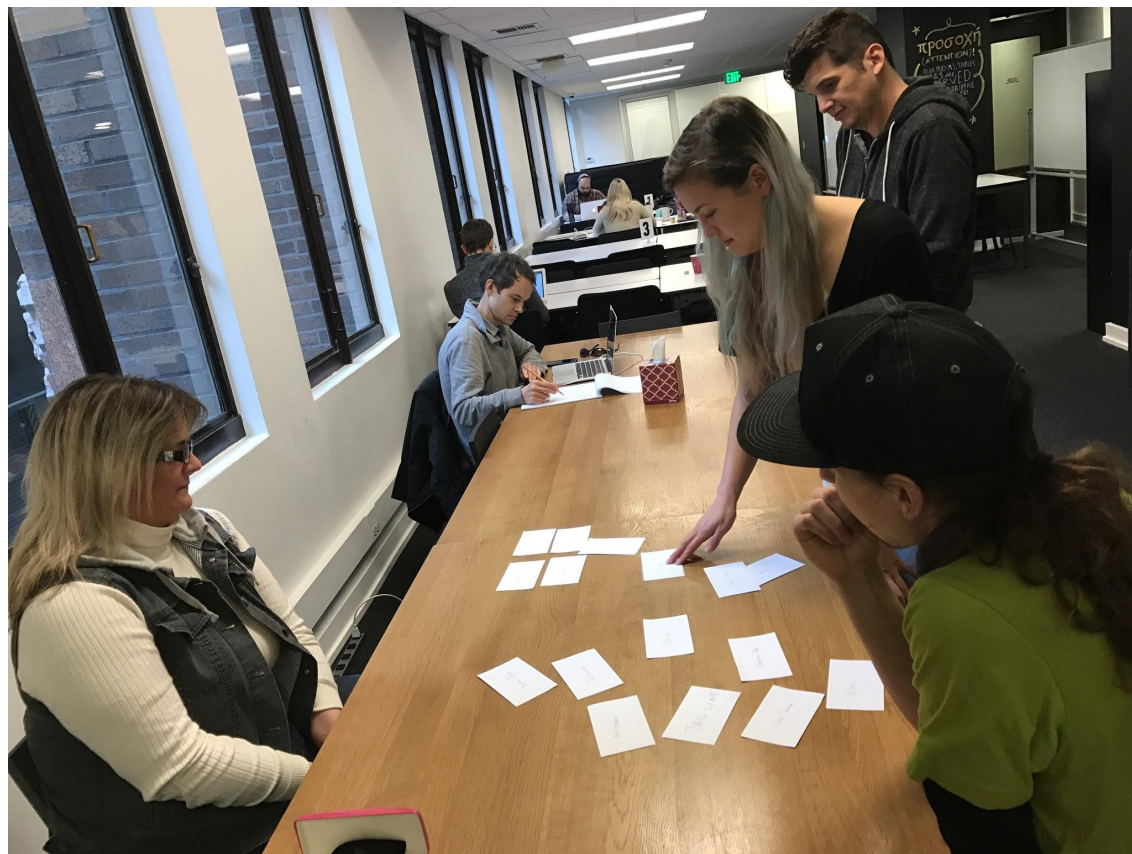
Donors as investors investing in the future

Disadvantaged members of community who are marginalized



# Content

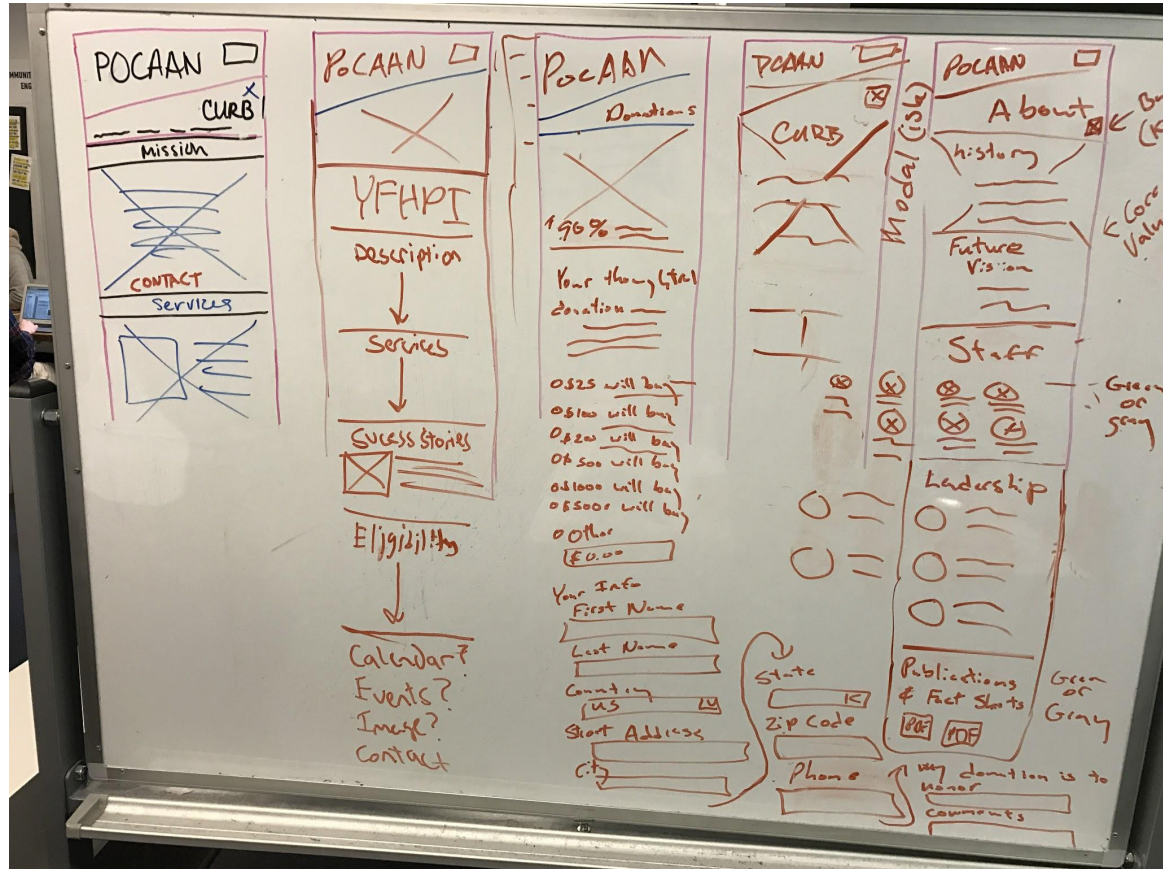
- Home Page
  - Navigation
  - Social Links
- About
  - History
  - Staff
  - Board
- Programs
- Events
- Donate/Support



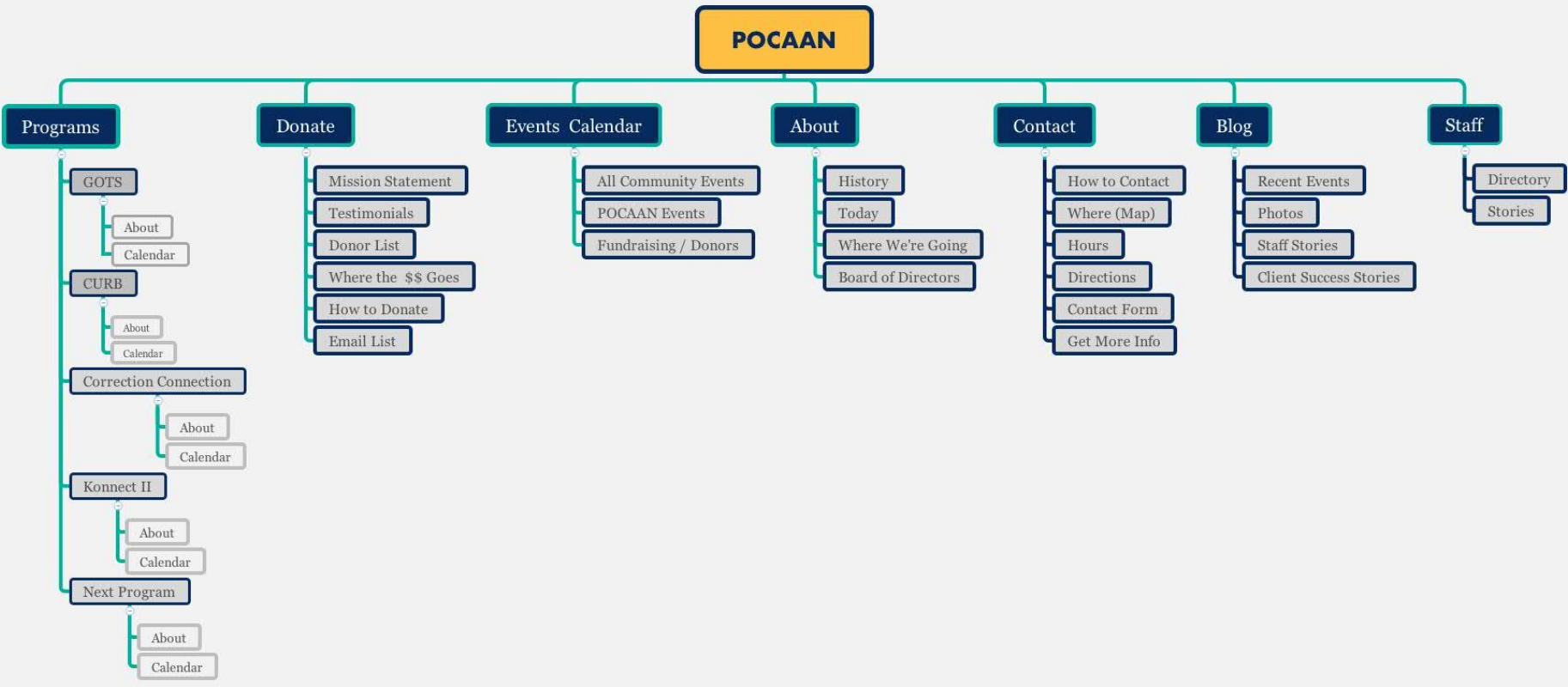


# Design Philosophy

- Modern, clean
- Mobile first
- User friendly
- Simple information architecture
- Bigger vision
- Easy access to content



# SiteMap/Information Architecture




## Telling the Story



**POCAAN**  
Non-profit since 1987

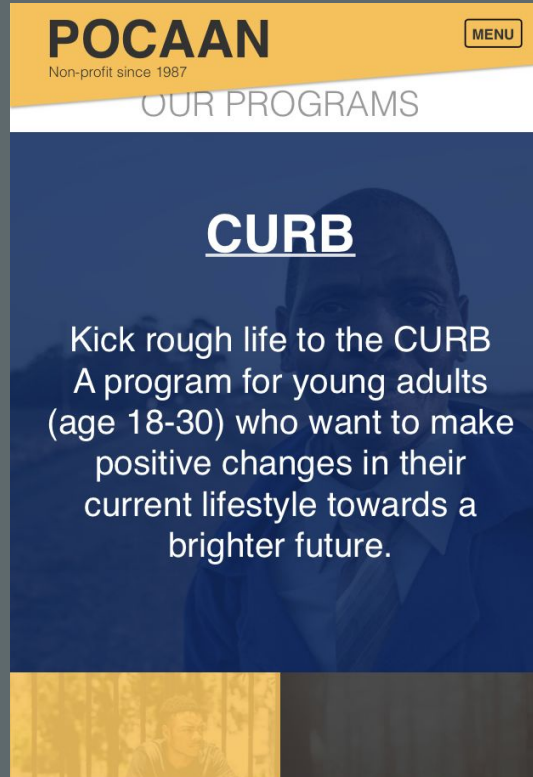
MENU



### ORIGINS OF POCAAN

Established in 1987, POCAAN is a multicultural, multi-social service agency serving marginalized communities in Seattle and greater King County. For many years our work has been rooted in HIV/AIDS prevention, but it has grown with the understanding that related issues such as substance abuse

## Easy to Navigate



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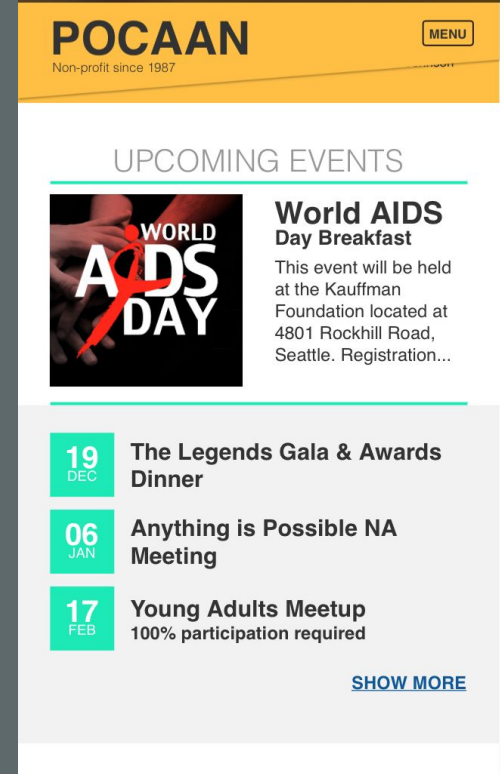
MENU

### OUR PROGRAMS

## CURB

Kick rough life to the CURB  
A program for young adults  
(age 18-30) who want to make  
positive changes in their  
current lifestyle towards a  
brighter future.

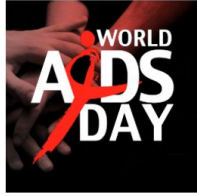
## Mobile First



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MENU

### UPCOMING EVENTS



**World AIDS Day Breakfast**  
This event will be held at the Kauffman Foundation located at 4801 Rockhill Road, Seattle. Registration...

**19 DEC** The Legends Gala & Awards Dinner

**06 JAN** Anything is Possible NA Meeting

**17 FEB** Young Adults Meetup  
100% participation required

[SHOW MORE](#)

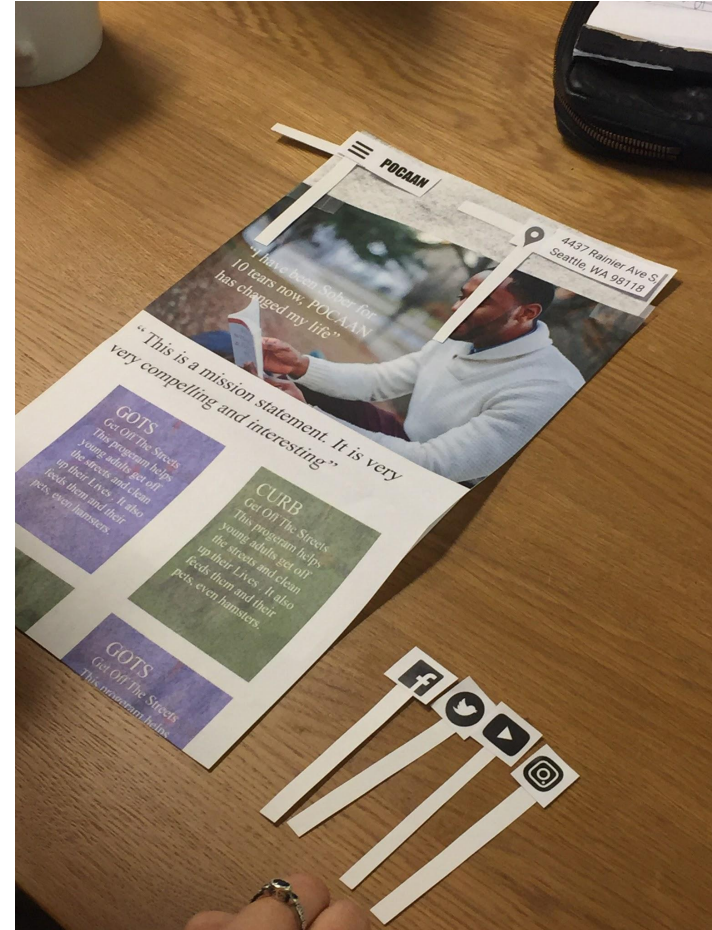


**POCAAN**

**Click to add usability**

# Deliverables

- Research
- Vision
- Information architecture
- Site map
- Wireframes



# Going Forward

How to increase donations

How to improve awareness of events

How Social channels can be improved

How to manage Wordpress (if applicable)

How to implement wireframes

What's needed to bring website to life

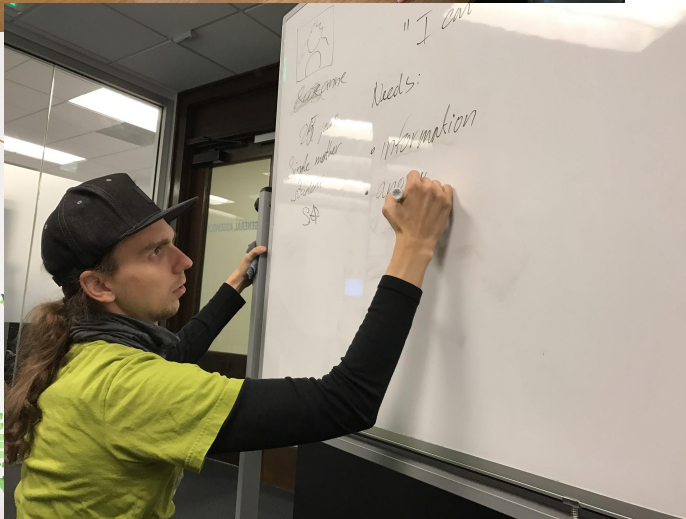
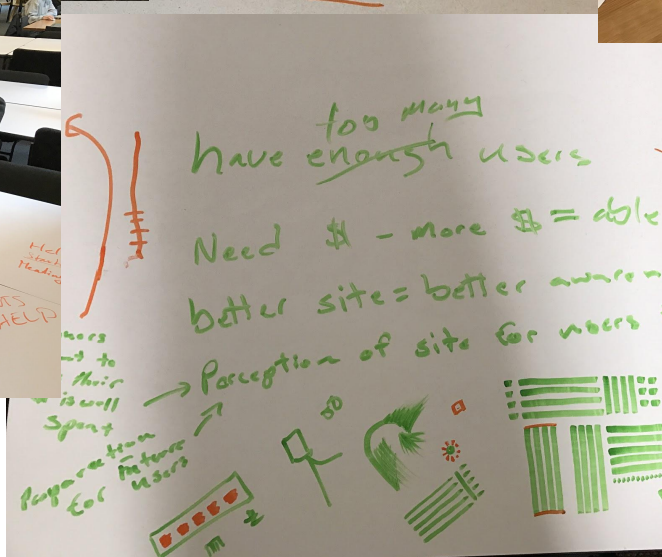
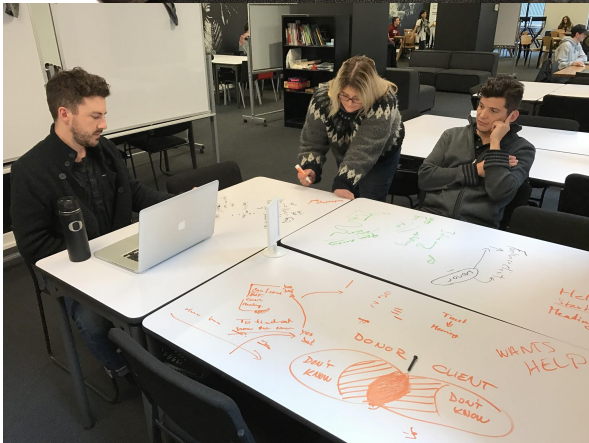
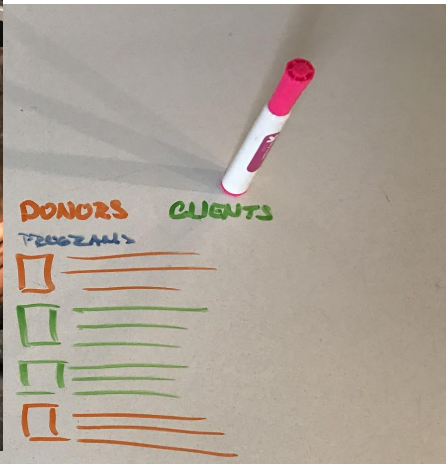
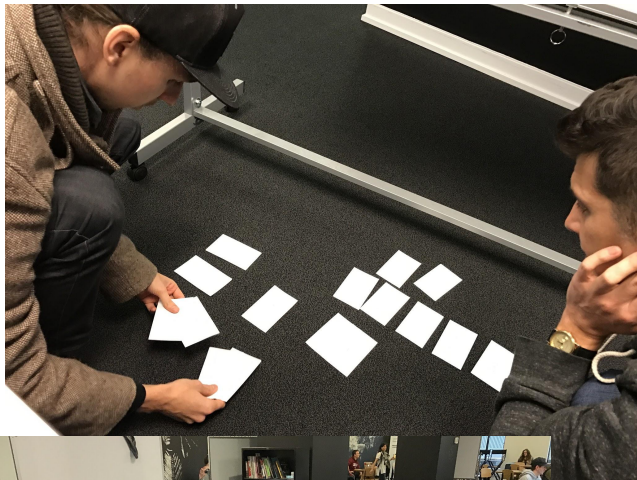




Thank you







Questions? Let's discuss