FOOD IS MEDICINE MASSACHUSETTS (FIMMA) WEBSITE REDESIGN

Host Organization: Community Servings, Jamaica Plain, MA
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BACKGROUND

Problem: Even though the current FIMMA website includes a broad spectrum of resources created by the coalition’s leadership and members, it is not optimized for ready access to these tools and does not effectively engage critical stakeholders.

METHODS

Research: 11 in-depth interviews with various stakeholders and literature research on website design, psychology, and NGO stakeholder engagement

Reflect: Synthesize learnings, review hypotheses, initiated second sets of interviews with third-party experts

Experiment: Created UX mockups, designed survey to collect feedback and received 21 responses

Redesign: Finalized redesign recommendations and UX mockups

Survey Results

Significant Improvements in User Experience

NEW WEBSITE MOCK-UP

https://fimma-test-site.squarespace.com/

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