# CSML Food Bank Website Redesign

Client: UX 1 Class Project - In-

structor Meg Lybbert

Tools Used: Figma, Al Assistance

Time Spent: ~12 hours

#### Overview

This project centered on redesigning the website for Community Services of Moses Lake (CSML), a regional food bank serving thousands of families. The original website buried essential resources behind unclear navigation and lacked mobile accessibility. My goal was to create a streamlined, accessible site that prioritized immediate access to help — food assistance, donation opportunities, and volunteer sign-ups — while presenting the organization with warmth and clarity.

### The Challenge

Food banks exist to meet urgent needs. But the original CSML website made it difficult for users to quickly find when and where to get food. Vital information like hours, contact details, and how to help were scattered, poorly formatted, and not mobile-friendly. This redesign was about more than aesthetics — it was about removing barriers between people and the help they need.

# CSML Food Bank Website Redesign

#### The Results:



#### Their current website

### My new website



# CSML Food Bank Website Redesign

#### **Process**

I began by researching the structure and UX strategies of other nonprofit and food bank websites. I noted patterns in how they prioritized emergency help, simplified support pathways, and made mobile access seamless. I mapped out the core user journeys — especially those of someone in need — and focused the site around their most pressing questions: Where do I go? When can I get help? How do I get involved?

#### Design

Using Figma, I designed responsive prototypes optimized for both desktop and mobile. The design emphasized:

- Clear, high-contrast calls to action ("Get Help Now")
- Easy-to-skim quick links to Hours & Location, Ways to Help, and Volunteer
- Streamlined site architecture with five intuitive pages
- A visual tone that balanced professionalism with approachability

#### Outcome

The final website is an accessible, mobile-first platform that connects users to help within seconds. Visitors can now immediately find operating hours, get directions, or donate with minimal effort. The redesigned homepage communicates urgency, clarity, and trust, and a popup clearly explains the redesign's purpose and links back to the original site for transparency.



About Help Support Events

Contact Us

**Feeding Our Community** 

Need Food Today? Open Mon-Thu, 11:00 AM - 2:45 PM

Hours & Location Find out when and where to visit Ways to Help

Donate or volunteer Coming soon Holiday Toy Drive Partnership with Unchained Brotherhood



**CSML Food Bank** 

ul 🕏 💷

Support

**Contact Us** 

- **Quick Links**

# Desktop

21:04

**About** 

# Mobile v

### **CSML Food Bank**

Home

**Get Help** 

**Hours & Location** 

Ways to Help

About Us

**Contact Us** 

#### Feeding Our Community

**CSML FOOD BANK** 

Help

33,000 Families Served

**Events** 

#### **Get Help Today**

Access food and services for those in need.

#### **Need Food Today?**

Open Mon-Thu, 11:00 AM - 2:45 PM

**Get Help now** →

#### **Hours & Location**

Find out when and where to visit

Ways to Help

**Donate or volunteer** 

#### Who We Help

CSML provides supplemental food to approximately 33,000 low-income families every month. From babies to the elderly, our food bank supports individuals from all walks of life. Over half of those receiving food are children and seniors.