

CSML Food Bank Website Redesign

Client: UX 1 Class Project – Instructor Meg Lybbert
Tools Used: Figma, AI Assistance
Time Spent: ~12 hours

Overview

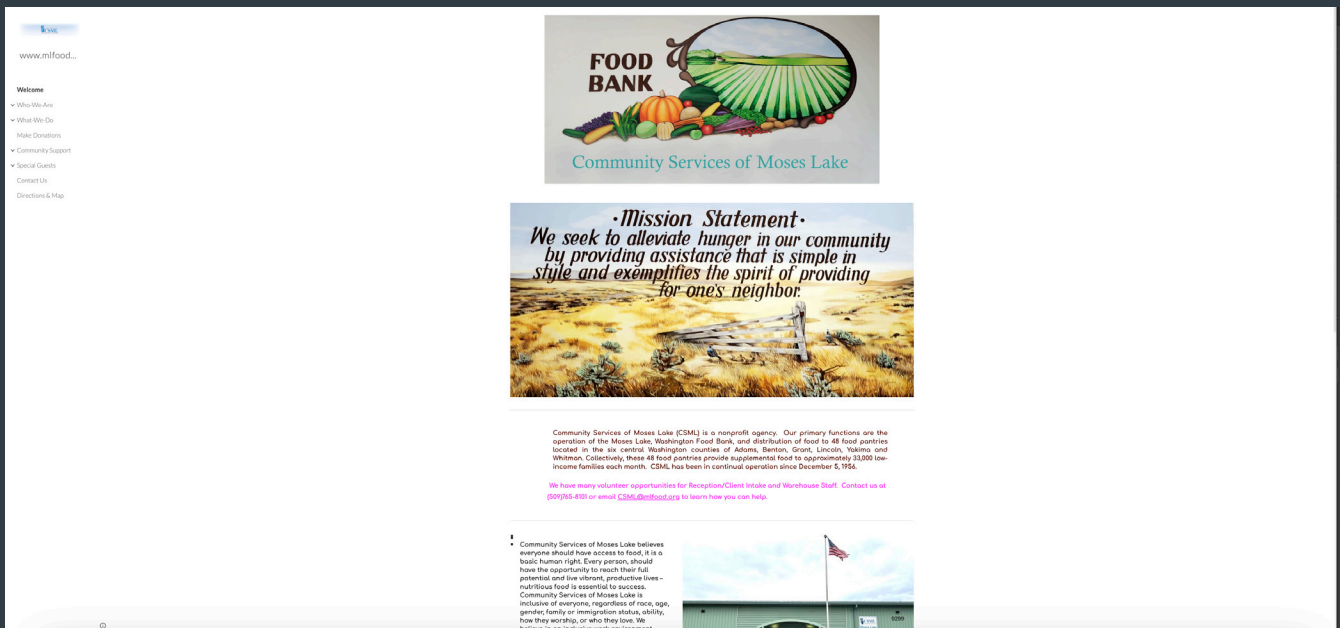
This project centered on redesigning the website for Community Services of Moses Lake (CSML), a regional food bank serving thousands of families. The original website buried essential resources behind unclear navigation and lacked mobile accessibility. My goal was to create a streamlined, accessible 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.

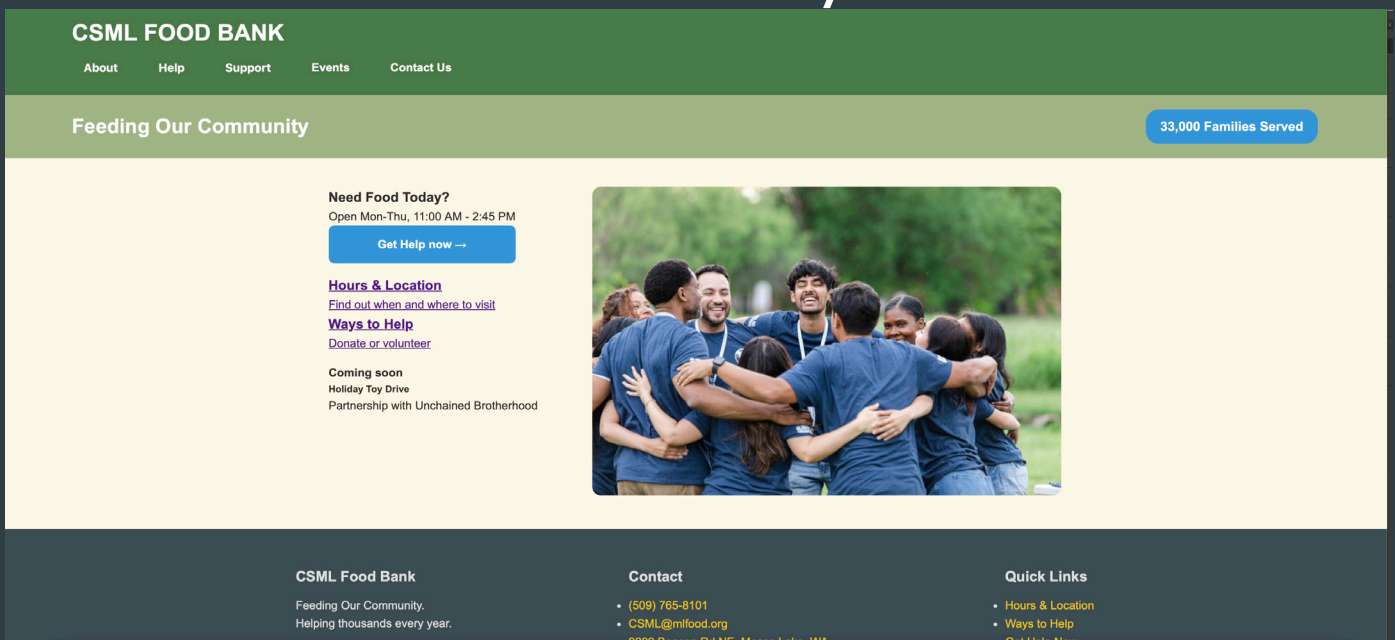
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The Results:



Their current website

My new website



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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?

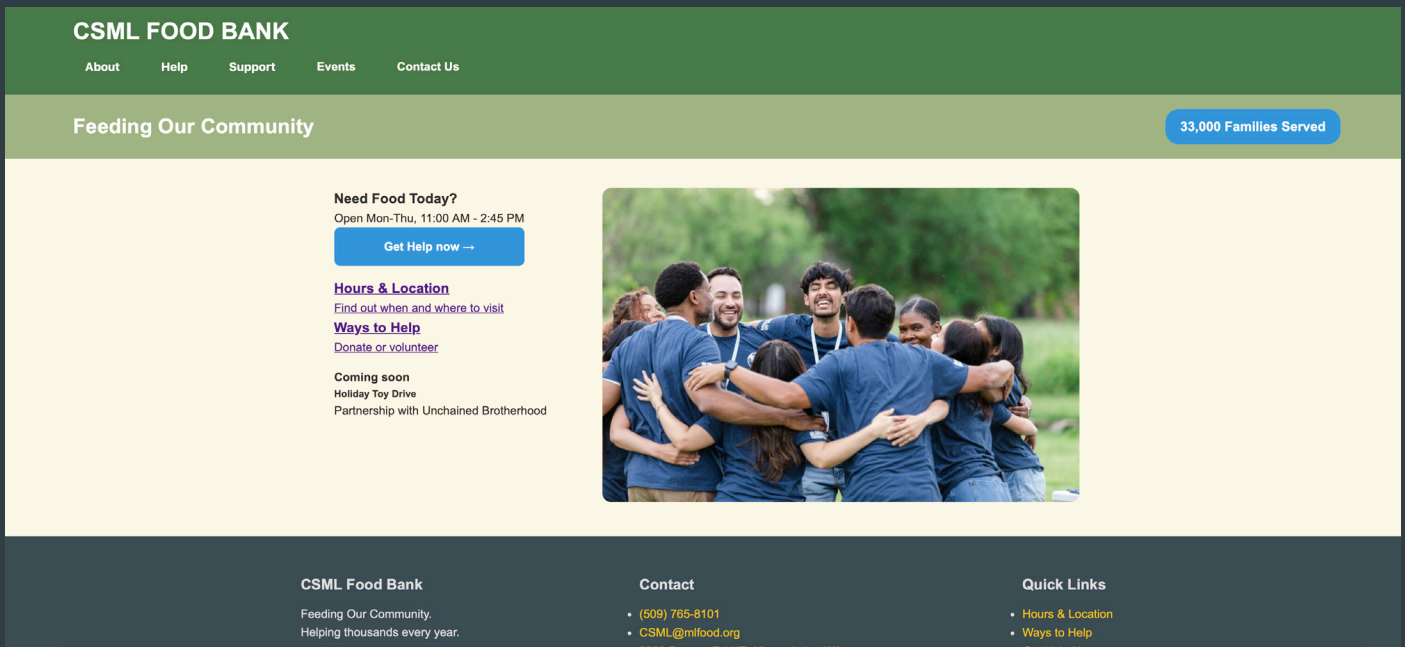
Design

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.



Desktop ^

Mobile v

