

Assignment 3: Website UI/UX strategy

- **Problem Summary:**

The Centre for Addiction and Mental Health (CAMH) Foundation's website serves as a critical platform for raising awareness, providing resources, and encouraging donations to support mental health initiatives in Canada. Given the prevalence of mental health issues affecting one in five Canadians annually and the foundation's role in addressing this crisis, the website's effectiveness is paramount.

- **From a UI/UX perspective, the current website presents several challenges:**

1. **Navigation Complexity:** The current menu is cluttered, with multiple dropdowns that may overwhelm visitors. This makes it hard to find key information quickly, especially for those in distress or looking to donate.
2. **Lack of Engaging Visual Hierarchy:** Important calls-to-action (like “Donate Now”) are not consistently emphasized above the fold, which reduces conversion rates.
3. **Limited Storytelling:** The homepage feels clinical, with limited use of impactful stories or visuals that build empathy and trust.
4. **Mobile Optimization Issues:** While the website is responsive, some menus and interactive features are less user-friendly on mobile, conflicting with the recommended mobile-first principle.
5. **Accessibility Gaps:** The site may not fully comply with WCAG 2.1, making it difficult for users with disabilities to navigate (**World Wide Web Consortium (W3C). Web Content Accessibility Guidelines (WCAG) 2.1 Accessed 5 June 2025.**)

- **Strategic Recommendations:**

To enhance the user experience and effectiveness of the CAMH Foundation website, the following UI/UX strategies are recommended:

To improve user experience and support CAMH Foundation’s mission:

- 1. Simplify Navigation:** Implement a clear, concise menu structure with no more than two levels of hierarchy.
- 2. Strengthen Visual Hierarchy:** Place the main CTA (“Donate Now”) prominently above the fold with a high-contrast design and sticky header.
- 3. Integrate Emotional Storytelling:** Feature real patient testimonials, donor stories, and videos on the homepage to engage visitors.
- 4. Prioritize Accessibility:** Adhere to WCAG 2.1 guidelines, ensuring proper contrast, alt text, and keyboard navigation.
- 5. Design Mobile-First:** Ensure all essential elements are optimized for small screens, with easy tap targets and minimal clutter.
- 6. Build Trust with Impact Metrics:** Include clear statistics and visuals that show how donations support mental health programs.

- **Audience Overview:**

- The CAMH Foundation website serves multiple user groups with unique goals and needs. Understanding these audiences is essential to crafting an effective user experience that aligns with CAMH’s mission of advancing mental health care and support across Canada. According to CAMH, 1 in 5 Canadians experiences mental illness annually (**Mental illness and addiction: Facts and statistics**).

The primary audience segments include:

- **Donors**

- Motivated by empathy, emotional connections, a sense of community belonging or social responsibility, and will be attracted by CAMH campaigns such as #NotAlone and #GiveHope.
- Seek transparency, impact metrics, and streamlined donation options.

- **Patients**

- Often experiencing emotional distress, uncertainty, or urgency. Stats Canada reports that youth aged 15–24 have the highest rates of anxiety and depression.
- Need immediate access to support resources, clear navigation, and a compassionate tone.

- **Caregivers and Families**

- Supporting someone living with mental illness or addiction. Public CAMH testimonials often come from young adults and caregivers, reinforcing these as priority groups.
- Looking for educational tools, community support, and reassurance.

- **Volunteers and Advocates**

- Passionate about mental health awareness and change.
- Value storytelling, event opportunities, and clear pathways to get involved.
- CAMH's social media strategies highlight donor spotlights, recovery stories, and mental health campaigns tailored for volunteer advocates.

User Personas:

As part of the CAMH Foundation website redesign, we developed two user personas based on real data and audience analysis. These personas represent key user groups with emotional and practical needs related to mental health and CAMH's mission.

The goal of these personas is to guide content and design decisions that prioritize empathy, accessibility, and engagement, especially for donors and individuals seeking support.

Persona 1: Elena Li: Young Adult Seeking Support

Emma is a 22-year-old student living in Toronto who has recently been diagnosed with anxiety and depression. She found CAMH through TikTok and is now navigating the website to seek resources, book appointments, and understand treatment options.

Her biggest needs are emotional safety, clarity, and trust. A cluttered website or clinical tone could discourage her. Visual storytelling, testimonials, and mobile optimization will help her feel seen and supported.

Persona 2: David Ross: Corporate Donor and Advocate

David is a 45-year-old executive who lost his brother to suicide and now supports mental health causes through corporate sponsorships. He's busy, mission-driven, and wants to ensure that his donations are making a real impact.

David needs quick access to donation information, transparent impact metrics, and stories that reflect CAMH's mission. The website must provide him with both emotional connection and data-driven trust.

- **Main Objectives:**

The primary goal of the CAMH Foundation website is to drive donations that support mental health care, research and public awareness initiatives. The website must function as an effective fundraising platform while building trust and connections with potential donors and supporters.

Primary CTA:

1. Donate Now:

- This CTA should be visually prominent on the homepage and consistent throughout the site.
- It should be placed in high-visibility areas such as the header and hero section and designed with a contrasting colour and clear, action-oriented language (e.g., “Donate Now- Help Save Lives”).
- A sticky donation button should remain accessible as users scroll, ensuring that donating is always one click away.

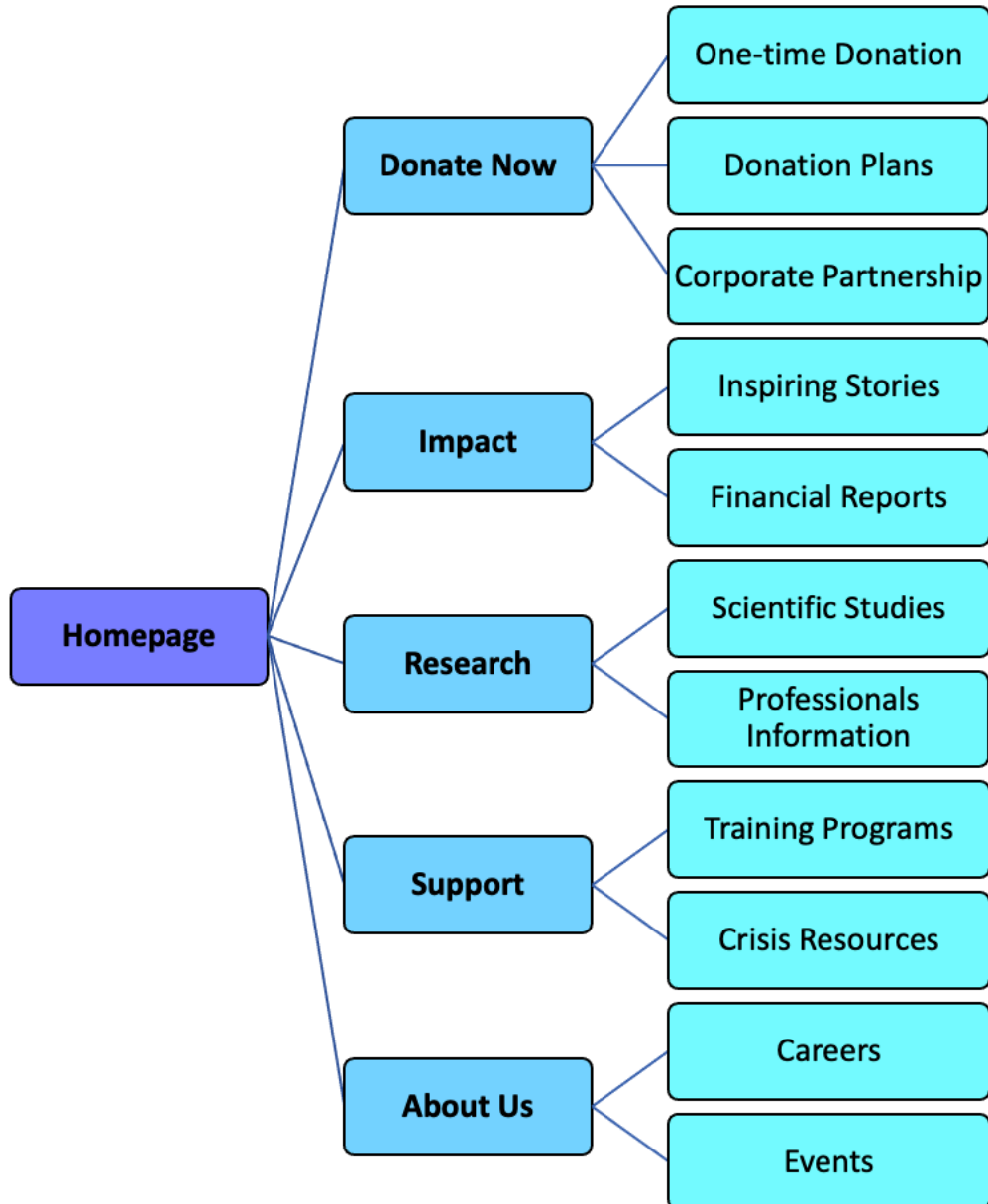
Secondary CTAs:

- 1. Share Stories - Support Mental Health**
- 2. Learn How You Can Help - Get Involved Now**
- 3. Find Support - Access Resources Now**

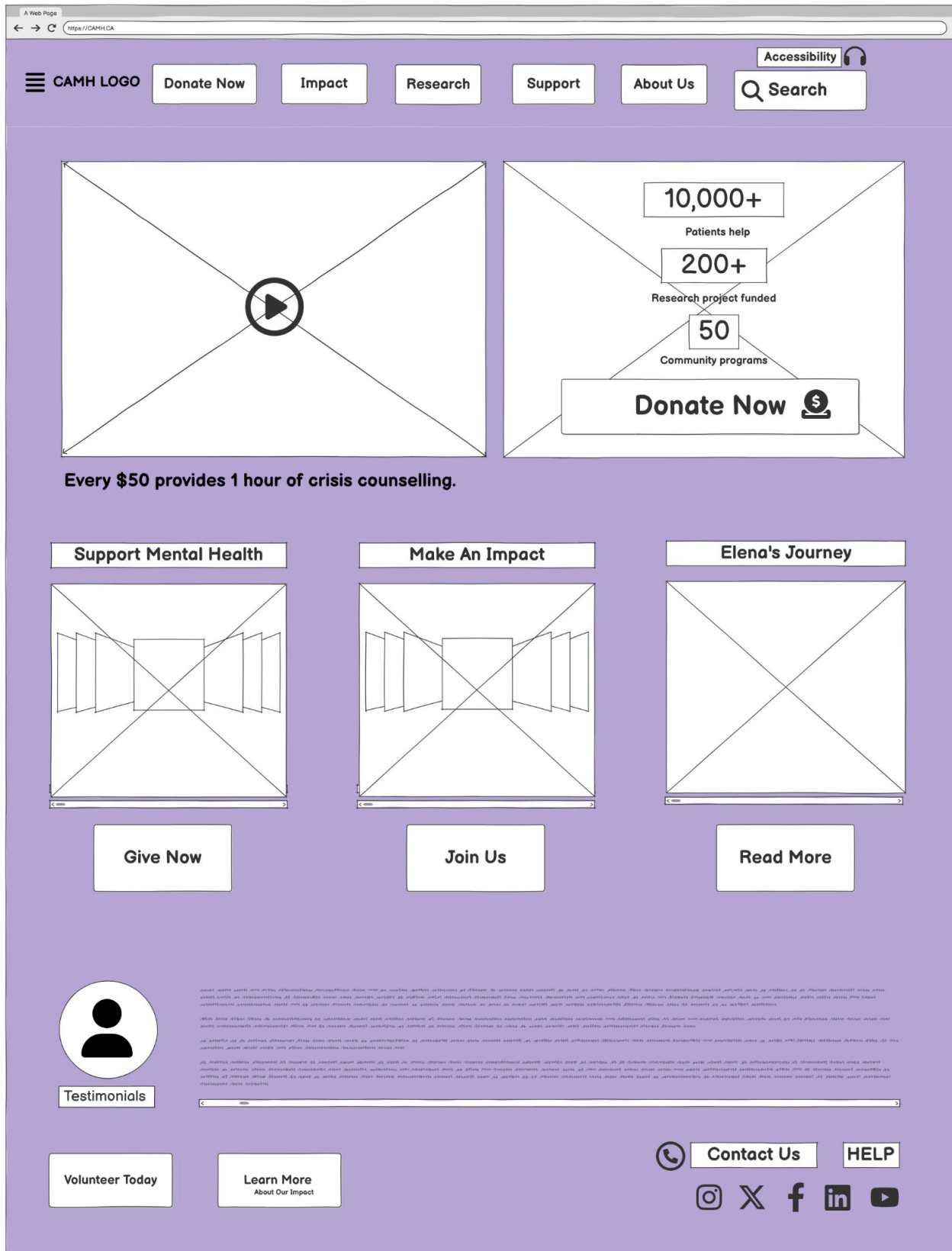
Summary:

- By focusing on the “Donate Now” primary call-to-action (CTA) and supporting it with additional actions like “Get Involved” and “Learn More,” the website can guide visitors toward meaningful engagement and support the CAMH Foundation’s mission to advance mental health in Canada.

- **IA (Information Architecture) :**



• Desktop Wireframe:



This wireframe presents the homepage layout for the CAMH Foundation website. The design balances emotional storytelling, clear calls to action, and a focus on impact to encourage user engagement and support.

Wireframe Description:

Header Section:

- Displays the CAMH logo and main navigation menu consisting of Impact, Research, Support, About Us, Accessibility and a search bar.
- Prioritizes clarity and accessibility for all visitors.

Hero Section:

- Features a carousel of powerful rotating images paired with short captions to tell real stories of patients, caregivers, and CAMH programs.
- Visually rich and emotionally compelling, it draws users into the purpose of the site.
- Clear CTA buttons are placed directly below the carousel, guiding users to:
 - Give Now
 - Join us
 - Read More
- These buttons allow visitors to take immediate action based on their interest, whether that's donating, volunteering, or learning more about CAMH's work.

Impact Metrics:

- A sidebar-style visual with key statistics:
 - 10,000+ patients helped,
 - 200+ research projects funded
 - 50 community programs
- Accompanied by a **“Donate Now”** button to prompt quick action.

Testimonial Access:

- A simple Testimonials button at the bottom left invites users to explore real patient and donor stories, adding authenticity and emotional depth.

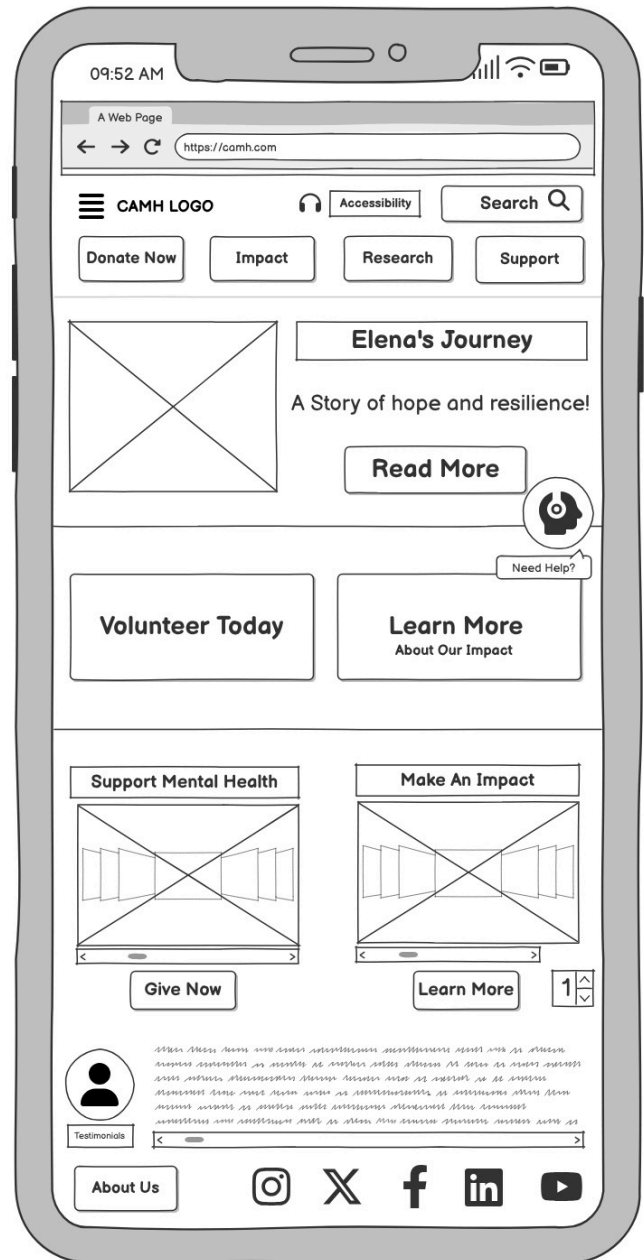
Footer Section:

- Volunteer Today
- Learn More
- Includes Contact Us, Help, and social media links to maintain ongoing engagement
- Instagram
- Facebook
- LinkedIn
- YouTube

Summary:

This wireframe uses a carousel hero section and strong visual hierarchy to immediately draw attention and deliver powerful stories. With clear navigation, emotional appeal, and strong CTAs, it effectively guides visitors toward donations, volunteering, and deeper engagement with CAMH Foundation's cause.

- **Mobile Wireframe:**



Header Section:

- Includes the CAMH logo, search bar, and an accessibility button for inclusive design.
- A compact, easy-to-tap pinned navigation menu with key links:
 - Donate Now
 - Impact
 - Research
 - Support

Hero Section:

- Dominated by a video player thumbnail to deliver emotional storytelling through visuals.
- **Donate Now** CTA is large and immediately visible below the video.
- Impact stats like *10,000+ patients helped* provide credibility and urgency right below the CTA.
- A floating Need Help? The button ensures quick access to support for users in crisis.

Footer Section:

- Continues the emotional appeal with a highlighted story snippet (e.g., *Elena's Journey*) and a “Read More” button for a deeper connection.
- Sticky Icon-Based Footer Menu for quick navigation:
 - Donate Now
 - Volunteer
 - Stories
 - Our impact
- Two strong mid-page CTAs:
 - Volunteer Today
 - Learn More About Our Impact
- The bottom-most section includes social media icons to maintain ongoing engagement
 - Instagram, X (Twitter)
 - Facebook
 - LinkedIn
 - YouTube

Summary: This mobile design transforms a small screen into a powerful platform for change. With stories that touch the heart, CTAs that drive action, and a layout built for humans first. It delivers CAMH Foundation’s mission with compassion, clarity, and one simple swipe.

Reference lists

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