



Miller Center
for Social Entrepreneurship



Website Redesign Recommendations



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EXECUTIVE SUMMARY

NUCAFE envisions a Uganda where coffee farmers profitably own their coffee along the value chain for sustainable livelihoods and customer satisfaction leading to societal transformation. Since a website is how the world will learn about NUCAFE's mission, it is important to ensure visitors are not lost when they visit NUCAFE's website.

While the other deliverables are inward-facing, meaning that they will be utilized within NUCAFE's ecosystem, this website redesign is meant to be outward facing. This means that the website's intended audience is potential investors, partners, and international buyers.

The current website is extremely informational. However, that information can overwhelm visitors. This guide will make a few suggestions to streamlining that information to tell a story. This includes heavily focusing on Farmer testimonies because at the end of the day, the NUCAFE's mission begins and ends with the farmers.



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Introduction

NUCAFE envisions a Uganda where coffee farmers profitably own their coffee along the value chain for sustainable livelihoods and customer satisfaction leading to societal transformation. Since a website is how the world will learn about NUCAFE’s mission, it is important to ensure visitors are not lost when they visit NUCAFE’s website.

We found that the current website is extremely informational, however, it includes redundant information, creating unnecessary tabs that overwhelm the visitor. The goal of our recommendations is to ensure website visitors leave with a clear understanding of NUCAFE’s vision, mission and how they can be a part of it.

This deliverable will outline the changes and updates recommended to the NUCAFE website.



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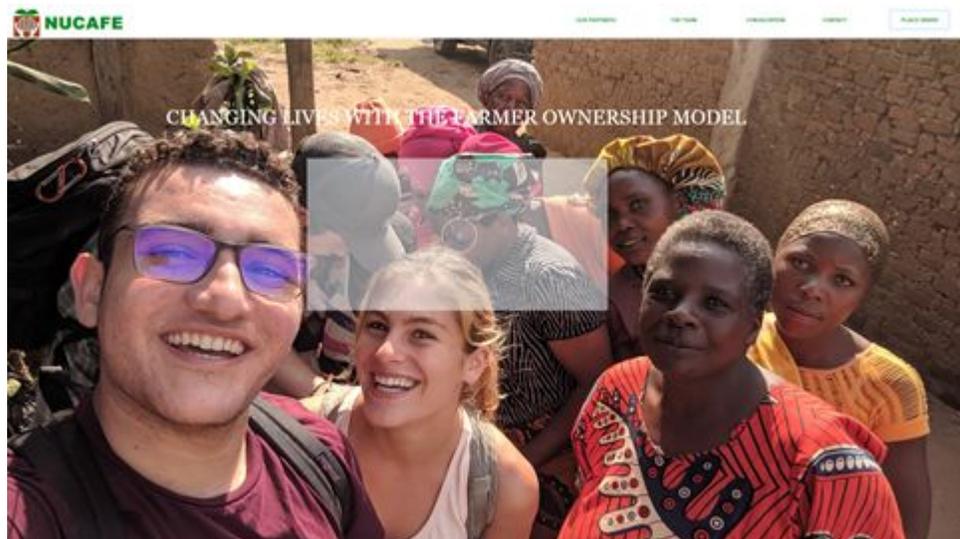
Methods and Design

A website is how the world learns about an organization and for this reason, we must ensure that NUCAFE's mission educates and inspires the world in the way it intends. This website aims primarily to inform the general public; farmers and employees of NUCAFE are secondary audiences.

Current Website



Conceptual Wireframe



Important note: this is merely a conceptual framework. The real landing page pictures should showcase farmers and not include the fellows.

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General Suggestions

In order to create a more modern look, we recommend utilizing a new theme template with different navigation buttons and designs. While the old website held a lot of valuable information, in some places it was clustered together in a way that may overwhelm visitors and confuse them with what NUCAFE does.

The theme in the new wireframe found above is only a suggestion, but most modern themes will accomplish a simple look which will make it easier for visitors to learn about NUCAFE. An effective website functions much like meeting someone for the first time and leaving a good first impression. It is usually counterproductive to tell someone every detail about one's life upon the first encounter. Instead, it is more effective to give high-level details that keeps them engaged and wanting to learn more: one's job, passions, hobbies, music interests, favorite foods, etc.

So how does this relate to NUCAFE's website? Imagine you are someone who knows nothing about NUCAFE. The first thing you will do is google it to find the website. As soon as you log on, you'll want to know the high-level *idea* of why NUCAFE exists.

This is the vision. And this is the first thing a new visitor should see upon visiting the website: "We envision a Uganda where coffee farmers profitably own their coffee along the value chain for sustainable livelihoods and customer satisfaction leading to societal transformation."

Now the website visitor has a strong idea of what NUCAFE does on a very high level. If they are interested in *how* NUCAFE achieves this mission, *then* they can explore the website and learn about the Farmer Ownership Model, the membership base, Omukago cafe, conferences, training videos, etc.

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Content Recommendations

Landing Page

- “Our Vision: We envision a Uganda where coffee farmers profitably own their coffee along the value chain for sustainable livelihoods and customer satisfaction leading to societal transformation.”
- Pictures and quotes of Farmer Testimonials and how NUCAFE has positively impacted their lives
- An explainer video of how NUCAFE utilizes the Farmer Ownership Model
- Partnership logos on the sides of the page (more partnership logos will be revealed as you scroll down)

About Us

- Current tabs called “Pillars” and “Strategic Objectives” (consolidate into one) and call it “What We Do.” Remember, the simpler, the better. We want visitors to get a very high-level, simple understanding of NUCAFE before diving deeper into the details.
- Farmer Ownership Model
- Achievements
- Environment

The Team

- Management Team
- Board Profile
- Interns (to show how NUCAFE engages with the Youth)

Partnerships

- Partnership logos
- The content that is currently under Programs > On Going
- Application to Become a Partner

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Content Recommendations (Continued)

For The Farmers:

- Video Trainings for Farmers (this is where the graphic linking the training videos will go)
- Services
- How To Join NUCAFE (will include application to reduce the amount of subtabs)

Become a Buyer:

- This is a tab that we discussed with Charles. The purpose is to streamline international orders and serve as a sales funnel to international buyers when they visit the website.
- It will be an order form for international buyers to connect with NUCAFE

Career Opportunities:

- Intern
- Volunteers
- Job Opportunities
- The content under this tab on the old website can be placed under these relevant categories since the only thing on them is links to download pdf applications. This is a waste of space and makes the website seem more crowded than it needs to be.

Social Media:

- Latest News
- Events and Conventions
- Social Media Tags

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