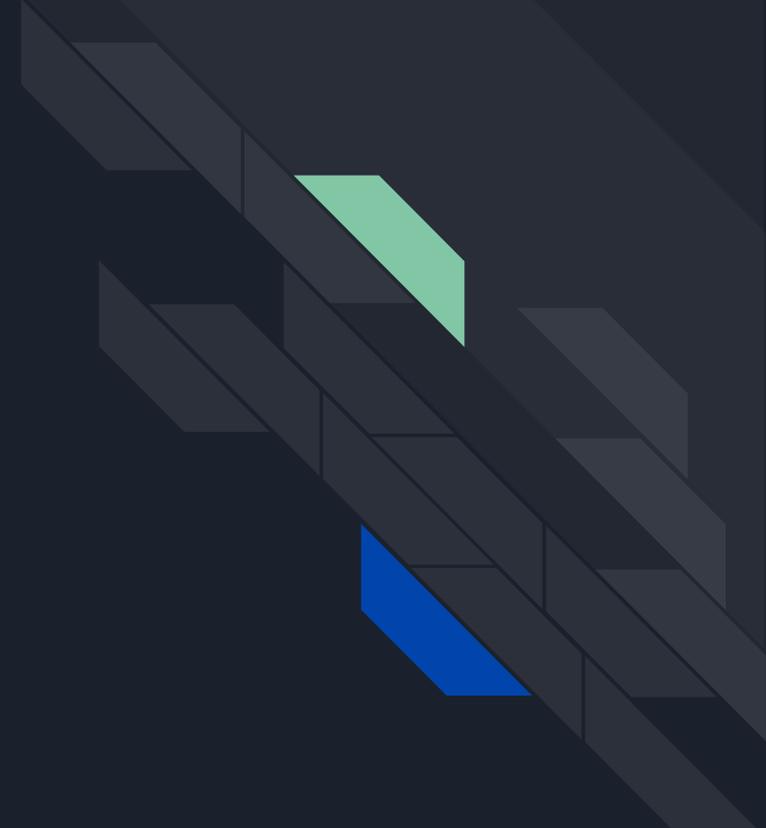




Followup Presentation

For TOUCH New York

Visual Mockups for Digital Recordkeeping System





Visual Mockups: Typeface and Color Palettes

The UI design will match the design of the TOUCH website by using the same colors and fonts.

The three colors at the top are all picked from the TOUCH logo. The blue and red at the top should *never* be used to distinguish between two important items because their brightness is the same. The bottom two colors are picked from the TOUCH website.



Roboto is the font currently being used everywhere on the TOUCH website. It is a clean and simple font designed by Google that is in use on hundreds of popular services and apps.

Roboto

Visual Mockups: form interface



Tap here
to fill
field





A New Proposal: A Clean-Up of the Website

The previous two slides depicted mockups for a digital recordkeeping system because that is what my professor ordered me to create.

However, I believe the best way to help TOUCH is to abandon the digital recordkeeping proposal.

With the information I learned about the client last class (digital recordkeeping is already in-place, the client wishes to improve their digital public presence), I have realized that my previous proposal does not suit the client's needs.

I would like to raise a different proposal that I thought of before:
a “clean-up” of the TOUCH website.

I do not think that the website needs an entire redesign or rebranding (the design is already quite strong), but there are a few pages with out-of-date information, and other small things. I have experience in web design and development, so I am more likely to be helpful with this proposal than the recordkeeping proposal (I have no experience with recordkeeping).

Examples of Things that can be Improved

- The website could have more links when organizations and keywords are mentioned

members and our community. TOUCH works with our partner organizations in Rockland Community Against Hunger (RCAH) to distribute food to over 35 area food pantries weekly. In 2022 the Food Recovery Program rescued over 1.2 MILLION pounds of food – feeding those in need and benefiting our environment.

A snippet from the homepage. The words circled in blue could be turned into links. RCAH could link to their home page. “Food Recovery Program” could link to the “Promoting Nutrition and Preventing Food Insecurity” section of the About Us page which explains what the program is.

- The poster images on the “Fighting Hunger” page could be converted to sections that are a part of the page. This would make them easier to read, especially for users of screen readers (which are not compatible with text in images).



TOUCH-TOGETHER OUR UNITY CAN HEAL
WWW.TOUCHNY.ORG

Become a food donor

Prevent hunger by helping our neighbors in need
Protect our environment by keeping food out of landfills
Highlight your business as a community leader
Save money on carting expenses
TOUCH makes it easy for you!

To learn more contact our Food Recovery Coordinator
Magda Durante at 845-268-8023 or mdurante@touch-ny.org

TOUCH - Together Our Unity Can Heal - provides healthy food and supportive services to our neighbors with chronic illness. TOUCH works with our partner organizations in Rockland Community Against Hunger (RCAH) to distribute food to over 35 area food pantries. In 2022 RCAH's Food Recovery Program rescued over 1.2 million pounds of food - feeding those in need and benefiting our environment.
This year we can do more with YOUR help.



TOUCH-TOGETHER OUR UNITY CAN HEAL
WWW.TOUCHNY.ORG

Become a food rescue volunteer!

Prevent hunger by helping our neighbors in need!
Protect our environment by keeping food out of landfills!
Rescue food from local stores and deliver it to a participating food program.
Volunteer drivers can commit to a weekly food rescue run or fill in when needed.
Most food rescue runs take about an hour and can be done using your own vehicle.
Volunteers should be able to do some lifting.

YOU CAN MAKE A DIFFERENCE!
To learn more contact our Food Recovery Coordinator
Magda Durante at 845-268-8023 or mdurante@touch-ny.org

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This year we can do more with YOUR help.

Thank you!

