

Children's Book Project

PROCESS DOCUMENTATION

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Creative Brief

Overview

The Children's Book Project, a nonprofit founded in January 1992, helps disadvantaged children learn to read by providing books and other resources to children directly or through schools, shelters, and daycare and community centers.

Audience

Clients (Obtain Books)

Schools
Clinics
Shelters
Higher level of authority
Teachers (elementary school)

Book Donors

Companies
Employees (ex. gene tech)

General Public

Money Donations

Recruiting Volunteers

Social Goals

Donations from the public
Visibility in the Bay Area
Get people involved

Business Goals

Increase the number of donors for the project. The success will be measured by Google Analytics and the amount of donations.

Competitive Analysis

	First Book firstbook.org	Ferst Foundation ferstfoundation.org	Room to Read roomtoread.org	Easy Bay Children's Book Project eastbaychildrensbookproject.org	Kids Need to Read kidsneedtoread.org
Content					
Events	N	Y	N	N	Y
FAQ	Y	N	Y	Y	Y
Blog	N	N	Y	Y	N
Donate	Y	Y	Y	Y	Y
About	Y	Y	Y	Y	Y
Volunteer	Y	Y	N	N	Y
Features					
Social Media	Y	N	Y	Y	Y
Donate Money	Y	Y	Y	Y	Y
Map	N	N	N	Y	N
Newsletter	Y	Y	N	N	Y
Member Area	Y	N	Y	N	N

Competitive Analysis

First Book Project

PROS First book project has a very dynamic and colorful website. They seem to manage most of the donation online. They are community based with a lot of social media and extensive description about themselves.

CONS Design and UX wise the website is far from perfect. The design is not consistent on every page and the information on how to get the books is confusing. Also the menus on the landing page don't make a lot of sense because they appear to be repeated twice but the one on the header are actually different sections.

Ferst Foundation

PROS This website has an indicator that tells you which page you're on. It has great visuals including a slide show, letting the viewer know what role the organization plays in the community. It also has a news announcement section that keeps viewers up-to-date.

CONS Clicking on the logo doesn't connect you back to the homepage. The site generates pop ups that can be frustrating. When navigating around the site, some glitches occur, for example, when hovering over the images on "In their Words," the mouse turns into a question mark.

Room to Read

PROS The website is organized really well. The user can navigate to the things they are looking for. The "Donate" button is very clear and will not be missed by the user.

CONS The homepage does not really describe the organization so there is no introduction to what the organization is about when you land on their website.

East Bay Children's Book Project

PROS The website is organized and the menu is clear. The website has more imagery. The "donate" button is on the landing page, is one of the first things we see.

CONS There are some repeated information throughout the website. Design wise there is also a lot of improvement that could be done. The hierarchy of info on the menu doesn't seem to make much sense.

Kids Need to Read

PROS All important info is on the homepage, including social media links. Buttons are clear and easy to spot.

CONS Text heavy and lacking hierarchy. Website looks dated with big margins and type treatment on the banner. There is no color consistency.

Persona 1



Sabina Vázquez Centeno

Age: 43
Status: Single mother
Location: San Francisco, Mission District
Occupation: Hotel housekeeping
Income: \$26,000

Technology

Internet + + - - - -
Mobile App + - - - - -
Software + - - - - -
Social Network + + + + - -

Tech preferences

Browser: Google Chrome
Mobile device: iPhone 4s
OS: Windows
Favorite website: YouTube

Bio

Sabina is raising her 11 year old daughter (Jasmine) by herself while living with her grandparents in the Mission district. Her typical day starts at 6 am to cook breakfast to get Jasmine ready for school at Buena Vista Horace Mann K-8 Community School and ends at 5pm. Her commute to work takes about 2 hours everyday and tries to work overtime when the opportunity presents itself. Her parents help pick up Jasmine from the after school program if Sabina is ever running late. Determined to provide Jasmine with the best in life, Sabina wants to reach out to different communities and ask for donations.

Goals

- To know if there is a way to specifically help get books to the school her daughter is currently enrolled in.
- To get updates on upcoming activities or events and ways she can help.
- To know if there are any other people interested in starting/volunteering for a book drive (contact info).

Frustrations

- Can't sign up for newsletter.
- Hard to find other sources of contact besides a phone number.
- Advice, brochures and sample fliers would be helpful to see without calling.

Persona 2



Suzanne Darcy

Age: 65
Occupation Retired/ President of the Friends of San Francisco Library
Salary: 65 000/year

Technology

Internet + + + - - -
Mobile App + + - - - -
Software + + - - - -
Social Network + + + + - -

Tech preferences

Browser: Chrome
Mobile device: Samsung galaxy S2
Operating System: Windows 10
Favorite website: National Geographic Kid

Bio

Created 15 years ago, the friends of San Francisco Library is a non profit dedicated to support San Francisco library system but also create educational and charity program around books. For Suzanne has been organizing on-site book collect by parent who are bringing the kids to the program or for the employee to bring book. Also she organize book drive once a year. Every six month she takes all the collected books and gives them to the children book project so the book can be redistributed to other charity.

Goals

- Knowing hours and location to drop books.
- Knowing what kind of book need to be collected in priority.
- Organized joint event with the children book project.

Frustrations

- Difficulty to find information.
- Website to complicated to navigate.
- Too much information.

Persona 3



James Dean

Age: 61
Status: Married
Occupation: Middle School Teacher
Income: \$52,000
Location: San Francisco, California

Technology

Internet ++ ---
Mobile App ++ - - -
Software +++ - -
Social Network ++ - - -

Tech preferences

Browser: Google Chrome
Mobile device: iPhone 5s
OS: Windows
Favorite website: MSN

Bio

James teaches English at Martin Luther King Jr Academic Middle School in San Francisco. He loves to read books after he gets off from work. He believes that reading can help someone to be a better person, and extend their knowledge. Thus, he wants his students to read more books not only from the school, but also elsewhere.

Goal

- To know where he can pick up the books.
- To know the hours he can pick up the books.
- To know if the organization can do drop-offs to his school.
- To know what kinds of books they offer to his children.

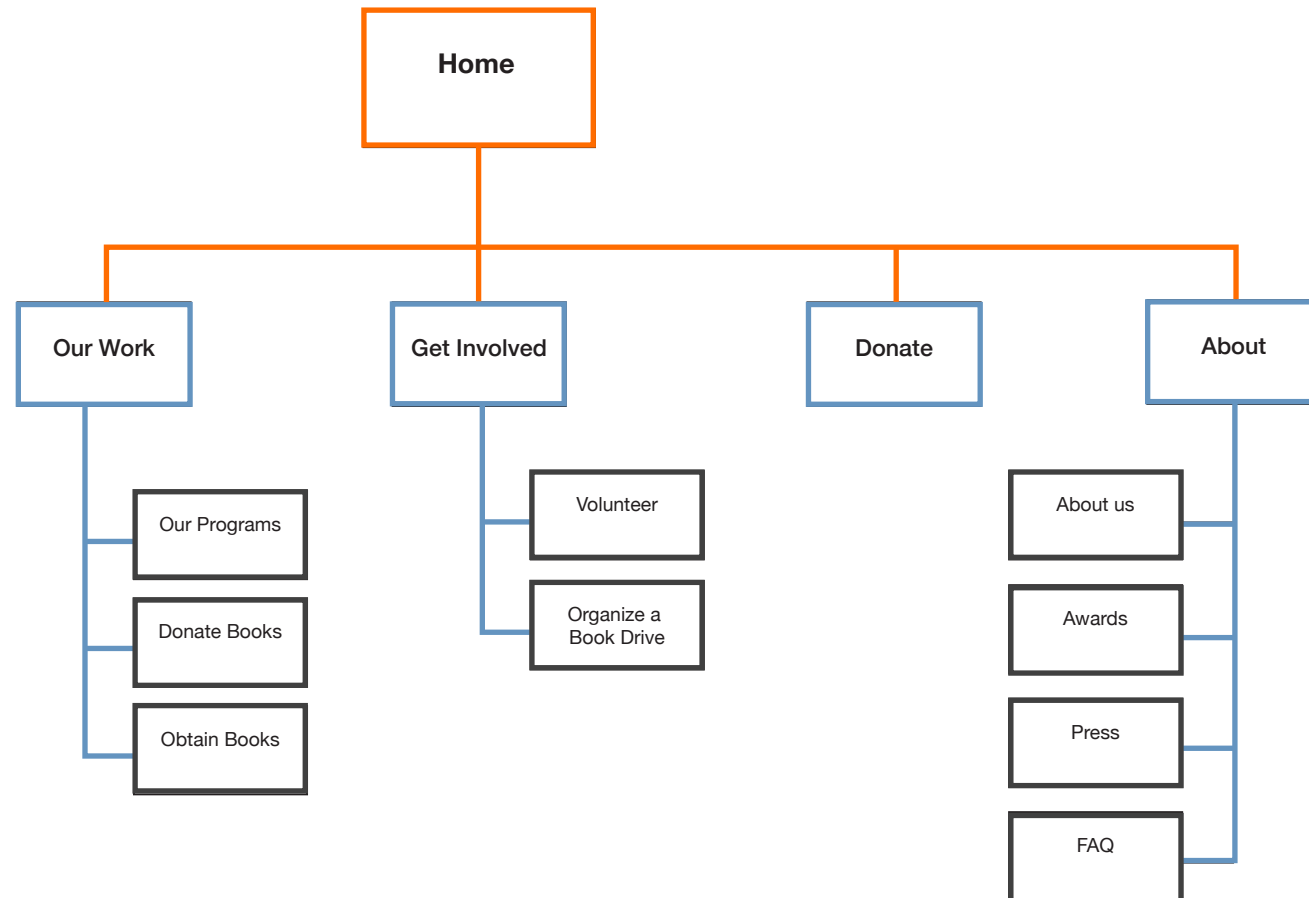
Frustrations

The computer is not working at home.
Wants to know if the website is mobile friendly.

James' Scenario

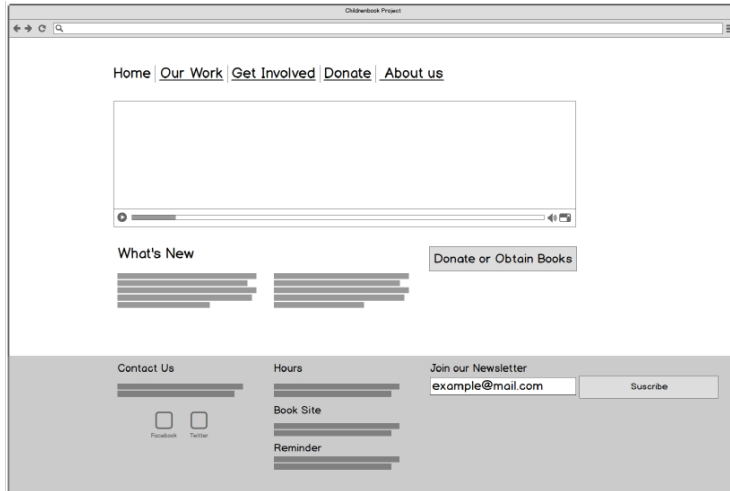
James is 61 years old middle school English teacher. He loves to read and also wants his students to read too, so he looks for websites that organizations donate books to children. One of his friend recommends Children's Book project to James, so he goes to Children's Book Project website. He spends a little time searching and browsing the entire website, and finds that he can pick up books from the organization. Thus, James clicks on "pick up books", and it bring him to another page. So he reads some details about where he can pick up books. Although he has the address where he can pick up books, he still doesn't have the hours of organization, so he continues to search and browse the website. He finds that their hours are on the bottom of the page, and he reads more details about hours operation. Finally, James successful finds out their locations that he can pick up, and hours when they open.

Site Map

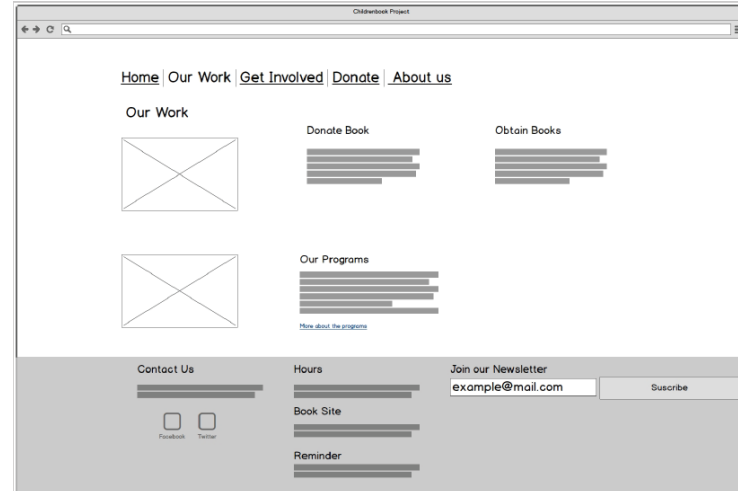


Low Fidelity Wireframe

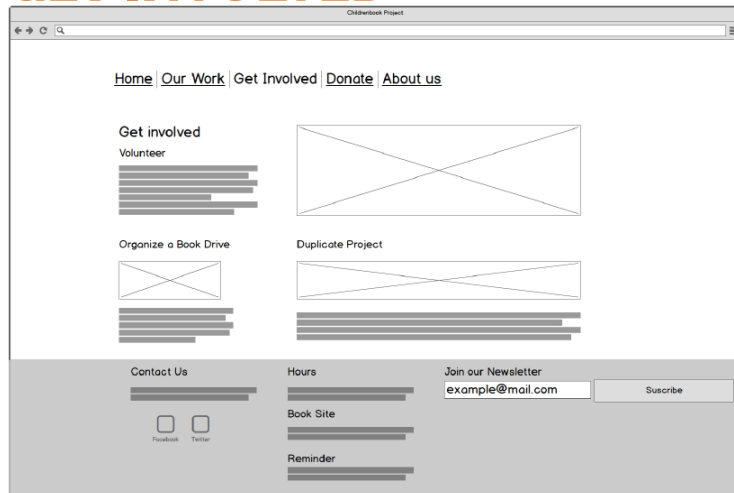
HOME



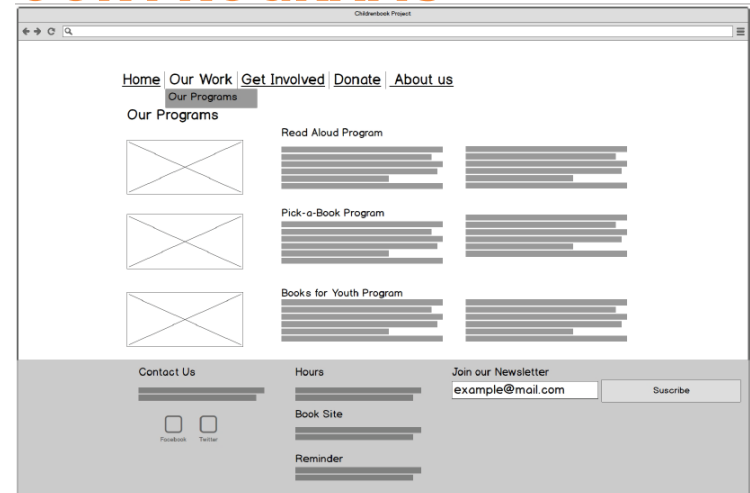
OUR WORK



GET INVOLVED

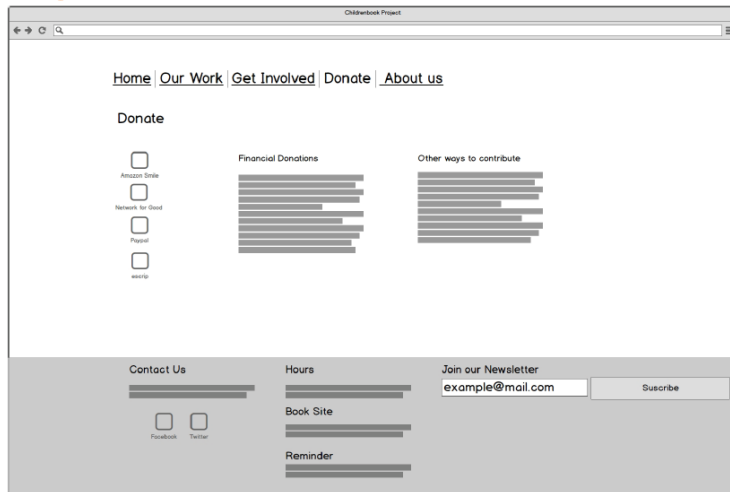


OUR PROGRAMS

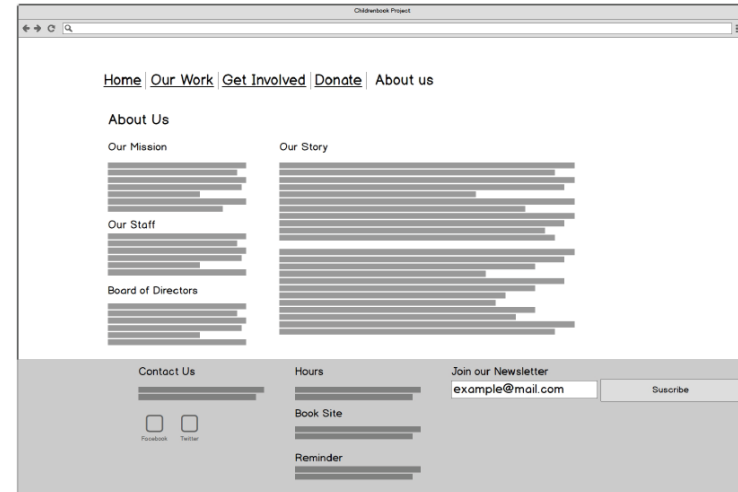


Low Fidelity Wireframe

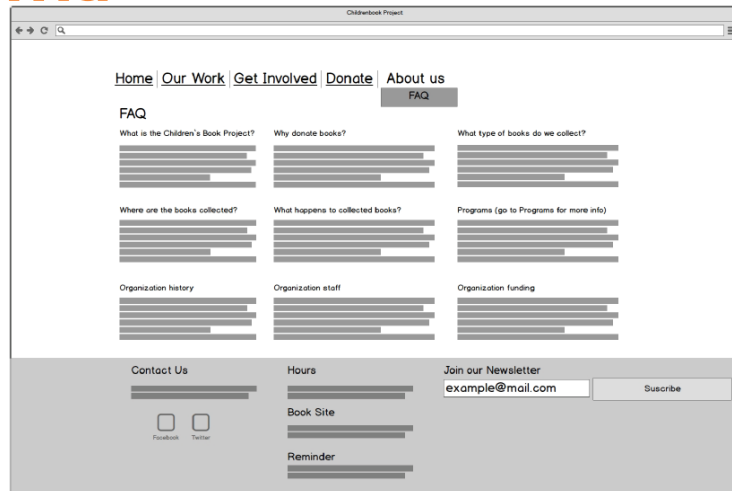
DONATE



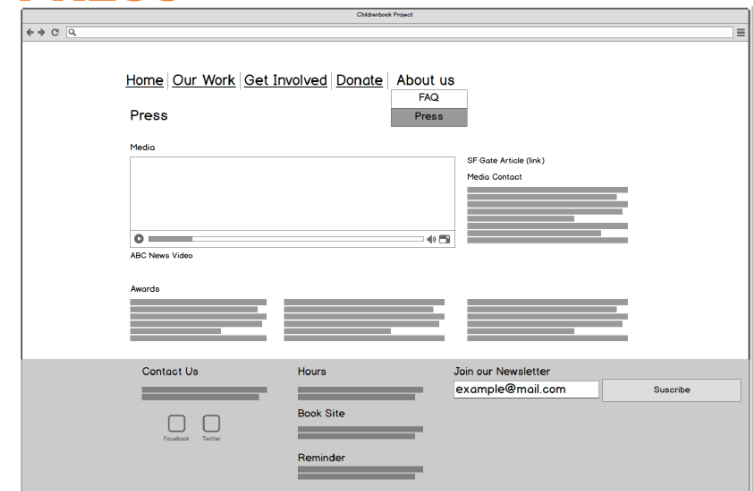
ABOUT US



FAQ



PRESS



Style Tile



Possible Header

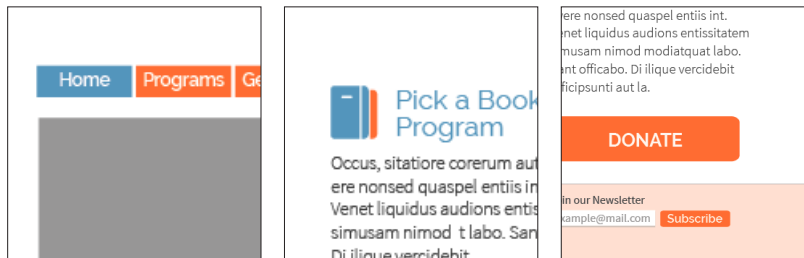
Raleway Extra Bold

Possible Subhead

Raleway Regular

Invellaut reri oditatie dolori ommos di aut la vende cusdae molorro quam sitiore henem. Itae. Tium, qui voloreicabo. Aboresed molescipitat ut aute sitibea volore mi, omni, ipiendent laborisqui aut ea sum nimin prae restibe remporio modi blabore riorepe poribusto blam, ullamusa vent qui disque nihiliq uissim archicabore cusa vere nos eratis es dolore rent mos est quam voloratis et minto mincia dolupta conet quam, quis et harum que veriam inciend ian dae num coritisitia sitate pore volorecusam, comimusame doloriam ant audae vitis et quam iur aut facimporere nonsedi tatiaeperia none doluptur? **ommos di aut**

Source Sans Pro Light



This is a text link

Text Link

LEARN MORE

Button

Home

Programs

Get Involved

Navigation

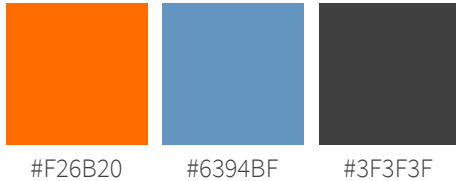
Accessible *Playful*

Care

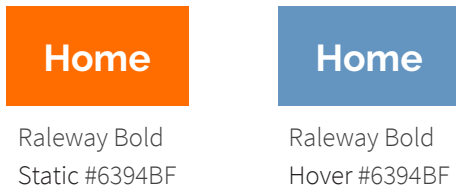
Support

Style Guide

COLOR PALETTE



NAVIGATION



TYPOGRAPHY

Header 1

Raleway Extra Bold / #F26B20

Header 2

Raleway Extra Bold / #3F3F3F

Header 3

Raleway Extra Bold / #3F3F3F

Header 4

Raleway Regular / #6394BF

Header 5

Raleway Regular / #3F3F3F

Header 6

Raleway Regular / #3F3F3F

Fugia commolupic torro temolecum enissi blam quia audandessin cus ut lantoritam voluptat imaio maionet quas ant, estrumqui blaceatis ulles eos sum sum fugia quo tem volent ad quat omnissitat et ma vel ipsam illa qui dollam, volumenest, occus sequas ea qui omnihitati vidunto voluptaquo vel imet pro officid usciist rumqui oditas eatur.

Source Sans Pro Light / #3F3F3F

Redesign

HOME

Children's Book Project

Bringing Books to Children Who Need Them

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How to Obtain Books

Programs

Organize a Book Drive

Donate

Duplicate the Project

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Contact Us

SiteMap

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Book Site

Address (NEW)

1265 43rd Ave.

San Francisco, CA

Phone: 415 665 8219 (NEW)

Mailing Address (NEW)

3632 1st Street

San Francisco, CA

94110

e-mail: children@bookproject.org

Home

NEWS | APRIL 2016

NEWSLETTER 2016


INVITATION: To organizations who serve children and their families: **we invite you to come and replenish your libraries** in your schools, public health centers, daycare centers, homeless shelters, etc. with **free, new and gently-used, high quality books.**

REMINDERS: Thank you in advance for **not** bringing children to the book site -- no children under 18 years of age, please, per the SFUSD insurance policy. Also, we are open to **organizations (and their staff)** that serve children and their families, but **not to individuals.**

MEDIA: ABC News and the Children's Book Project: [Click here to view the ABC news video.](#)


Our Mission

The Children's Book Project was founded to help build literacy by providing free, new and gently-used books to children who need them. Since 1998, we have given away over a million books to help people build home and classroom libraries.



Children's Book Project

Home Our Work Get Involved Donate About



What's new

We invite you to come and replenish your libraries in your schools, public health centers, daycare centers, homeless shelters, etc. with free, new and gently-used, high quality books.

[Donate Books](#)
[Obtain Books](#)

OUR PROGRAMS

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94110

e-mail: children@bookproject.org

Programs

Read Aloud Program

If you get them to read, you can get them to be scholars. - Paul Langan, Author Bluford Series

If we could get our parents to read to their preschool children even just fifteen minutes a day, we could revolutionize the schools. - Helen Love, Former Superintendent Chicago Schools


The single most important activity for building knowledge -- for eventual success in reading is reading aloud to young children. - The National Commission on Reading

But how can you read to your child if you don't have any books?

A large number of Bay Area children do not have books or other literature written for children in their homes and live with parents who are not accustomed to using libraries. These children enter school severely less prepared to learn to read than many of their peers.

An ongoing goal of our project is to work with other organizations to encourage parents to read to their children. Through our Read Aloud Program we have given thousands of books to programs that are actively promoting reading aloud and need children's books to give to families who cannot afford to buy them. As part of our Read Aloud Program, in 1998 we initiated a coalition of San Francisco Bay Area organizations that are particularly concerned with encouraging parents to read to their very young children.

Our Read Aloud Coalition meets regularly to discuss parent training methods and to exchange information, including places where parents are able to go to learn to read. We also choose titles of books for Children's Book Project to purchase. (The Children's Book Project does not receive enough donated books written for infants and toddlers, multicultural books or books written in Spanish or Chinese to meet the needs of the many hundreds of families served each month by our Read Aloud Coalition.) All of the participants work directly with families with very young children and most make regular home visits.



At the end of our Coalition meetings, Children's Book Project provides both new and used books for the participants to select and give to families. During home visits, the caseworkers and nurses stress to parents the importance of sharing books with their children and give them suggestions on ways to do this. They then give the parents books to read. The pediatricians give books to parents during office visits. Books are also given to parents during parenting workshops.

Presently ten organizations, in addition to Children's Book Project, participate in our Read Aloud Coalition. Seven of these organizations are located in San Francisco -- Asian Perinatal Family Support Services, Golden Gate Regional Center (with services in San Mateo and Marin), Homeless Prenatal Program, SFUSD Helix Program, Teenage Pregnancy and Parenting Project (TAPP) and YES WE CAN Urban Asthma Partnership at SFGH and Youth Community Developers. The two remaining organizations are Berkeley Public Health and Unity Council Early Head Start in Oakland.

The feedback we receive about our Read Aloud Program has been very gratifying. Parents are reading the books to their children. Many parents, a great deal of whom are teenagers, have said that reading aloud has also helped their own reading skills. Participants in our Read Aloud Coalition tell us that having books to give as gifts helps to build a trusting relationship between their clients and themselves. The books also provide an incentive for parents to come to work shops.

Children's Book Project

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Our Programs

Donate Books

Obtain Books

Our Programs

Read Aloud Program

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