

Casa das Palmeiras

A brief evaluation
+transformation plan,
made with love for Casa
das Palmeiras

Desafio técnico
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Insight

The overall design of the site would greatly benefit from a comprehensive revamp. Currently hosted on the Blogspot platform, it utilizes a basic theme with minimal personalization, limited to a header image displaying the name "Casa das Palmeiras" alongside a work of art.

Below the header, there's a huge info-mix (contacts, hours, videos and request for donations), without clear separation or hierarchy.



Information such as the institution's mission and schedule currently confined to the bottom of the sidebar and buried among posts dating back to 2008.

Due to the large volume of posts and their chronological order, this information is pushed to the end of the page, often getting overshadowed as the blog gets updated.

Moreover, the content within posts and topics is presented in a dense and extensive text format, resembling a scientific publication in both form and language.



Pains

For this project, I worked with ten users who had no prior contact with the institution. The identified pain points listed here are derived from the firsthand experience of these users while navigating the website. (originally done in Portuguese)

What is Casa das Palmeiras? What activities are available?

- The information is on the first page;
- It is presented in two ways: in the blog's "who am I" and in posts made between January and March 2008;
- Although they appear on the home page, they are positioned towards the bottom of the page.

How can I donate?

- The information is just below the header and is one of the first elements found;
- Although well localized, there is no formatting to make it clear;
- The only way to donate is through a bank deposit, which scares some users and is quite unpractical.

How do I participate as a customer (patient)?

- Couldn't find the information.

How do I participate as a volunteer?

- No mention of volunteers is made on the homepage;
- In a post, it is possible to know which volunteers are accepted for the library, yoga and other activities.

Who was Nise da Silveira?

- The information can be found in three links below the header, containing an extensive interview with the doctor, as well as in many separate posts;
- The information is made available in the form of extensive and very dense texts and videos, which refer to scientific papers.

Who is responsible for the house? Where do donations go?

- It is not informed who is responsible for the house or distribution of resources.
- It is possible to find campaigns, such as roof renovation. It can also be concluded that some employees are paid. But the information is diffuse.

Draft

Based on the test results, I propose improving functionality and structure while maintaining the current site identity with enhancements. The refined identity, complemented by vintage touches, reflects Dr. Nise's simplicity and highlights the artworks. Prioritizing donor and volunteer engagement as conversion points lays the groundwork for future educational development.

Structure:

- Create a menu bar for easy access and organization of links.
- Condense sub-topics (e.g., activities) in a dropdown scheme within the menu bar to avoid a cluttered interface.
- Prominently place special buttons for volunteers and donors in the menu bar and other key areas.
- Showcase clients' works on the home page through a mosaic layout, with links to the gallery.

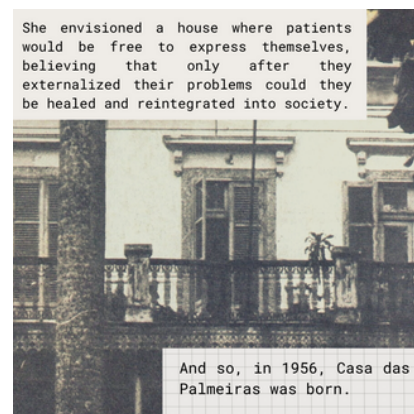
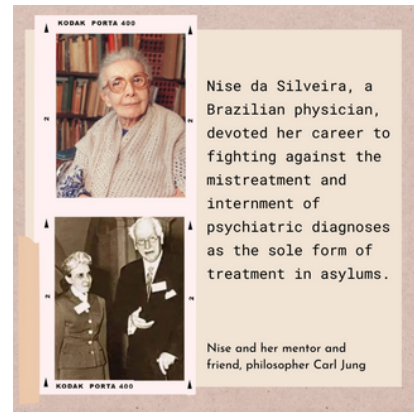
Content:

- Extract mission and engaging snippets from blog posts to captivate users.
- Maintain and organize the valuable production by Casa volunteers through a dedicated blog platform.
- Establish a gallery specifically for showcasing clients' works.
- Simplify the donation process by adopting additional payment methods.
- Utilize a compelling call-to-action (CTA) on the main page: "Casa das Palmeiras needs your help to stay alive." (originally in Portuguese)

[See Home Page Mockup](#)

LinkedIn

With 50% of college graduates utilizing LinkedIn, as per OmniCore Agency¹, it becomes crucial to capture the attention of this audience consisting primarily of entrepreneurs, researchers, and decision-makers who tend to consume more complex information but have limited time to do so. To address this, I propose integrating SlideShare to create informative slides that effectively convey the story of Casa das Palmeiras and its founder. By utilizing quality content in a visually engaging format, we can effectively captivate the LinkedIn audience and provide them with valuable insights about the organization.



¹: <https://www.omnicoreagency.com/linkedin-statistics/>

Twitter

According to OmniCore Agency², 80% of Twitter users access the platform through mobile devices, with a significant portion consisting of young individuals from Generation Z and Millennials. Considering these statistics and the nature of the platform, shorter posts tend to perform better. Additionally, as 93% of Twitter users respond positively to brand interactions, adopting a direct and personalized approach can be effective. Leveraging the hook of the film "Nise - The Heart of Madness" (2015), featuring actress Glória Pires, could potentially enhance the reach and engagement of the publication on Twitter. (Originally in Portuguese)



Casa das Palmeiras

@casadaspalms



Que dia bom pra um filminho 🎬

Para se emocionar, recomendamos Nise - O Coração da Loucura, com [@gloriapires](#).

Aproveite também para conhecer a Casa das Palmeiras, ONG que continua o legado de Nise:

www.casadaspalmeiras.com 🖋️ 🎨

[#CasaDasPalmeiras](#) [#MudeOMundo](#)
[#NiseDaSilveira](#)



5:51 PM · Jan 12, 2021

491 Retweets 66 Quote Tweets 1.9K Likes



Instagram

Following Twitter, but with a greater focus on images. (Originally in Portuguese)



CasaDasPalmeiras · Following
Botafogo, Rio de Janeiro



Liked by julialisboa and 120 others

CasaDasPalmeiras Rolando aqui o dia todo? 🕒 Tire um minuto para se cuidar 🧘🏻‍♀️

Nós somos uma ONG que usa a arte para recuperar a saúde mental. Vem conhecer a gente! Link na bio.

#CasaDasPalmeiras #MudeOMundo #Arte #NiseDaSilveira #SaudeMental

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6 August