
CASE STUDY



**VOLUNTEERING UX
EXPERTISE TO INCREASE
ONLINE DONATIONS BY
650% FOR THE HUNGARIAN
RED CROSS**



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Following a series of successful collaborations between EPAM and the Hungarian Red Cross (HunRC), including the development and launch of a [blood donation app](#), EPAM was given the opportunity to rethink and redesign the HunRC's website, which hadn't been fully updated since 2006. Challenged by the HunRC, the largest humanitarian organization in Hungary, to donate technical skills instead of just money, EPAM agreed to provide its UX and web design expertise to the client pro bono.

With the goal of launching an end-to-end omnichannel solution, EPAM and the HunRC worked closely through the whole ideation process from the beginning of the discovery phase at the end of 2015 to the launch in May 2017 on World Red Cross Day. This approach helped to build strong trust between the UX team and the client, and the project resulted in not only a new and up-to-date website, but also a totally different mindset and business strategy, helping the HunRC to increase online donations by an annualized 650% since launch. Keep reading to hear the full story...

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The Hungarian Red Cross website prior to EPAM's redesign

GETTING STARTED: IDENTIFYING KEY CHALLENGES & SETTING UP COMMUNICATION CHANNELS

As the project got underway in late 2015, EPAM started by analyzing the HunRC's old website and identifying areas for improvement, as well as gaining inspiration from the site that EPAM designed for the [American Red Cross](#) in the early 2010s. The EPAM team's findings from its review of the legacy HunRC website included:

- Outdated design and content
- Lack of logical site architecture with too many subpages, Facebook pages and county pages
- Complicated search and donation flows with no streamlined option for online donations
- Content gives site visitors a non-realistic vision of the Red Cross brand (i.e. only a blood donation organization or governmental organization)
- No specific site function to provide adequate information in the event of a catastrophe
- Site lacks many features desired by younger users
- Admin interface is difficult to use

With the challenges and areas for improvement identified, EPAM set up a communication portal to facilitate constant updates and transparency of the project. The team developed the portal to upload and share news and materials to make collaboration faster and more effective and ensure the client was aware that everything was running smoothly.



The online portal used to communicate with the client and share project progress

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In order to truly understand the needs of both users and stakeholders who interact with the HunRC and its website on a regular basis, EPAM led the client through a variety of activities in the Discovery and Definition phases. Here are just a few of them.

DISCOVERY PHASE

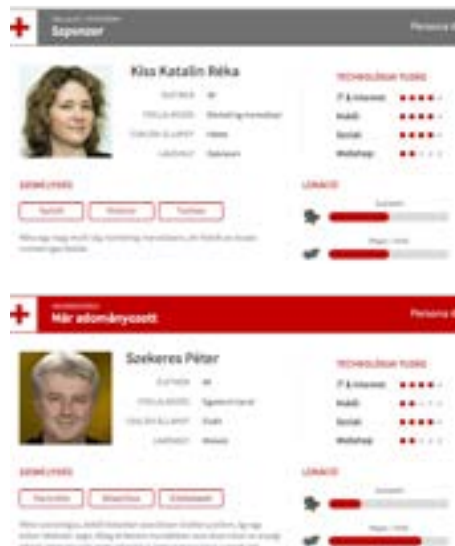
STAKEHOLDER INTERVIEWS & WORKSHOPS

EPAM organized workshops to widen its knowledge of the Hungarian Red Cross and explore organizational challenges. The HunRC team helped EPAM identify pain points and define the goals of the website.



PERSONAS

Based on highly detailed data about user demographics and interviews with a diverse range of users ranging in age, location and familiarity with the HunRC, EPAM developed personas and user journey maps that showcased a user's desired interaction with the brand over time and across channels. Key persona groups included new users, existing volunteers and businesses.



ANALYTICS

EPAM examined the analytics from the legacy website and discovered that the new site would need to cover an extremely wide user base of people ranging in age, location and internet usage habits. Findings also revealed that users preferred browsing via mobile and tablet, which was a problem since the old site wasn't responsive.



SURVEYS

By conducting surveys to explore donation behavior, results showed that users donate from 1000 - 5000 HUF and prefer bank transfer or online donation, which were unavailable on the old site.



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DEFINITION PHASE

MAPPING VOLUNTEER JOURNEYS

With the goal of increasing the number of volunteer applications, EPAM mapped out the volunteer journey for different personas and examined the before-and-after registration in detail.



STREAMLINING SITE ARCHITECTURE

EPAM restructured the menu and submenu and optimized site content.

#1	Elsődleges navigációs sáv					
	ADOMÁNYOZÁS	HOGYAN SZÓTHETEK?	SEGÍTSÉGRE SZORULOK?	ELŐSEGÉLY	KATASTROFÁK	VERADÁS
Online adomány	Adományozás	Gyermek és családok	Elősegély kérelem	Hogyan segíthet?		
AMI TI segíthet	Önkéntesség	Hajléktalanok	Tartalékok és tárgyak	Tartalékok és tárgyak	Tartalékok és tárgyak	
Adományozás	Veradás	Személyes tárgyak	Élelmiszer	Katasztrófa-ellenes		
Adományozás	VK Csempe	Figyelmű emberek	Élelmiszer	Rehabilitáció		
Válaközvetítő (CSE)	Társaság	Munka és támogatás	Országos (Elősegély) Vésztő	Reménytelenül károsultak		
Támogatás	Válaközvetítő (CSE)	Humánus segítségnyújtás	Székes (Elősegély) Vésztő	Ég-segély		
	Földrajzi Vésztő	Reménytelenül				

SIMPLIFYING DONATION FLOWS

Seeking to make the process smoother for anyone wishing to donate, EPAM designed easier payment flows and predefined the amounts of potential donations to give users a benchmark for how much they should give.





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DESIGN & DEPLOY: BRINGING IT ALL TOGETHER TO LAUNCH THE NEW SITE

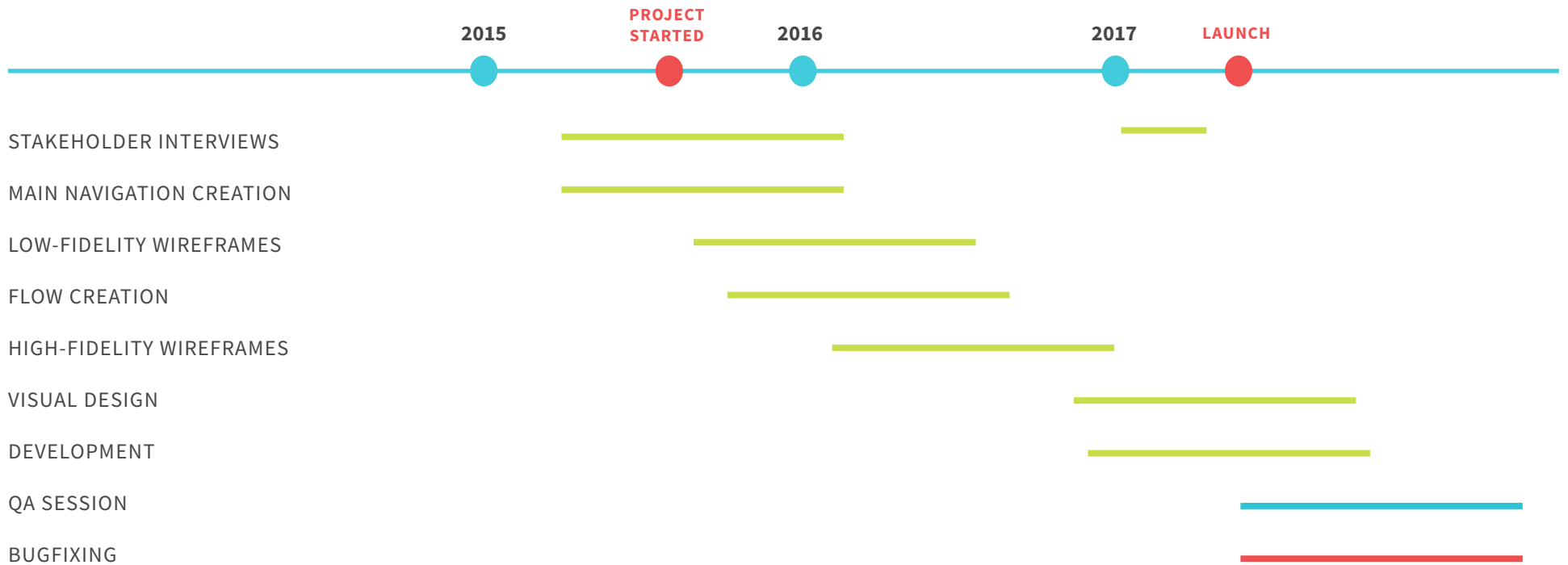
When the Hungarian Red Cross started working with EPAM, two things were clear: the organization needed a clean, easy-to-use web interface where visitors could quickly and easily find needed information, as well as a page that could be converted in just a couple of minutes in the event of unexpected situations and catastrophes to fundraise and disseminate news. EPAM exceeded the customer's expectations, producing the following project highlights for the HunRC:

- Updated and expanded the brand identity for a digital world
- Utilized responsive design to maximize conversions and engagement across all devices, including mobile, tablet and desktop
- Simplified donation flows and optimized them for smaller screens
- Enabled targeted donations in the event of a catastrophe (i.e. flood) or for a specific situation (i.e. winter food drive, education, holiday gifts)
- Implemented smart search functionality
- Performed content strategy, wireframing and prototyping services
- Developed the website's CMS and front-end build
- Provided a consistent visual branding and style guide
- Built a media library to share useful videos and other types of multimedia
- Delivered an overall user experience that makes it easier to donate to and volunteer for the HunRC

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RECAP: MAPPING THE PROJECT FROM END TO END



Over the course of the engagement, EPAM helped the Hungarian Red Cross meet its high-level digital transformation goals by employing a collaborative, iterative approach to requirements definition and web design. The above timeline provides a glimpse of all of the services EPAM provided to make the new HunRC website a success.



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REALIZING A 650% ANNUALIZED INCREASE IN ONLINE DONATIONS IN SIX MONTHS

“We dared to dream big and found the best team for that dream. We did it! Thank you to the EPAM Hungary UX team!”

- Annamária Csali, Head of Communications, Hungarian Red Cross

“One of the highest levels of volunteering is when a company helps by providing its own expertise. We are grateful to the staff at EPAM that, through their expertise, needy people, supporters and users of our services are now getting much easier access to the information they need.”

- István Kardos, Director General, Hungarian Red Cross

In accordance with World Red Cross Day on May 8, 2017, the Hungarian Red Cross’s new website, www.voroskereszt.hu, finally launched to the general public with a simulation of catastrophe to showcase the site’s usefulness in a true emergency. In the six months since the launch, the following results have been recorded by the HunRC:

- 650% increase in estimated annual online donations from 400,000 HUF to 3,00,000 HUF per year
- 500% increase in daily site visitors from roughly 200 to 1,000 per day
- Significant positive feedback from users of all ages

In addition to increasing donations and improving the overall online user experience, EPAM’s revamped website for the HunRC [won the Quality Award](#) in the Social and Civil Organizations category at the Website of the Year Awards.

CONTACT

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For more information,
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ABOUT THE HUNGARIAN RED CROSS

The Hungarian Red Cross is a member of the International Red Cross and Red Crescent Movement, which is the world's largest group of humanitarian non-governmental organizations. Its key activities include blood donation, first aid, disaster management and tracing.

ABOUT EPAM HUNGARY

With over 1,500 EPAMers working across offices in Budapest, Szeged and Debrecen, EPAM Hungary is a thriving delivery center for many of the company's key competencies, including UX design, mobile development, big data, business intelligence, application and cloud management, Agile and eCommerce.