



HANDS

Community
Arts Center

Lead Researcher: Kelsey Leigh Hensley

Lead Designer: Jessica Perlin

Lead Test Engineer/Documenter: Destiny Lawrence

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01

Project Background

Lead Researcher: Kelsey Leigh Hensley

Project Background

Organization:

HANDS Community Arts Center

Nonprofit with a focus on equitable access to affordable arts education.

Context:

- Operates on a limited funding
- Relies on class enrollment for sustainability
- Website and seasonal program guide attract participants

Primary Audience:

Parents and guardians of children ages 6 to 12.

Secondary Audience:

Adults aged 65 and older.

Project Goals:

- Communicate information clearly
- Increase program guide downloads
- Streamline registration process
- Create an effective lead-generation funnel

Organization Goals:

- Increase program guide downloads
- Increase class enrollment
- Increase event attendance
- Expand the email subscriber list



Case Study Basics

Problem:

Increase seasonal program guide downloads.

Process:

- Secondary research & competitive analysis
- Personas
- Lead-generation funnel strategy
- Wireframes
- Mid-fidelity prototype
- Two moderated usability tests
- High-fidelity prototype

Solution:

- Promoted the seasonal program guide as a lead magnet for the lead-generation funnel
- Organized classes by age
- Transparent pricing
- Simple 3-step registration process
- Follow-up registration confirmation email

Impact:

- Operational sustainability supported through increased class enrollment
- Reduced cognitive load
- Improved equitable access to arts education
- Aligned user needs with business goals
- Strengthened conversion funnel from program guide download to enrollment



Research Methods Used

Secondary Research:

- Reviewed academic sources to validate the social and emotional impact of arts educations on youth and adults 65+

Competitive analysis was conducted:

- Evaluated arts organizations to identify best practices in accessibility, marketing, and program structures

Primary Research:

- Two moderated usability studies were conducted
- Participants: two fellow classmates

Focused on:

- Locating and successfully downloading the seasonal program guide
- Completing the registration process

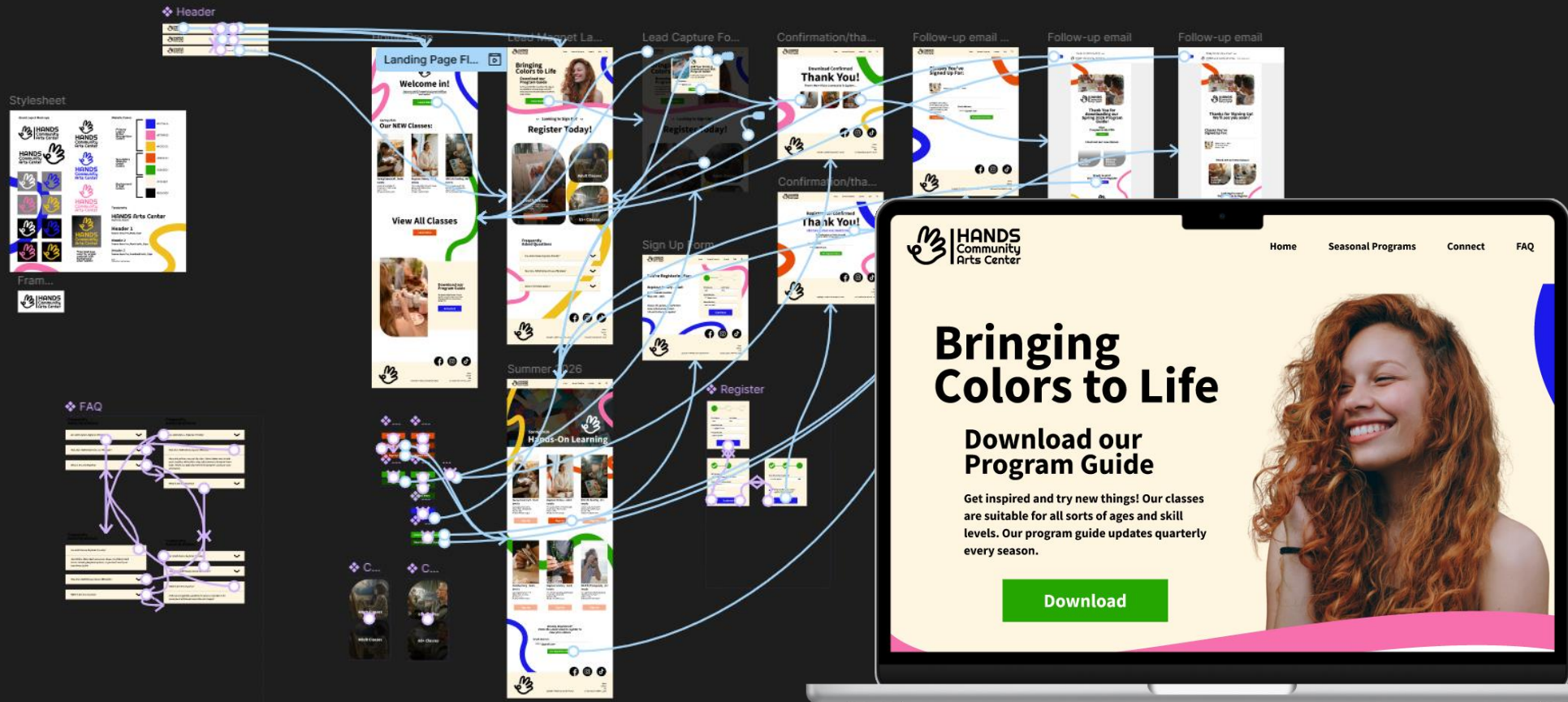


02

Design & Solution

Lead Designer: Jessica Perlin

Tested Prototype



Link to the original prortype used during testing

<https://www.figma.com/proto/SAhy1GHkbVfvBjFAESaOk6/HANDS-Community-Arts-Center?node-id=509-367&p=f&t=WQaun2l7Y1vYL-Rgh-1&scaling=scale-down&content-scaling=fixed&page-id=509%3A176&starting-point-node-id=509%3A367>

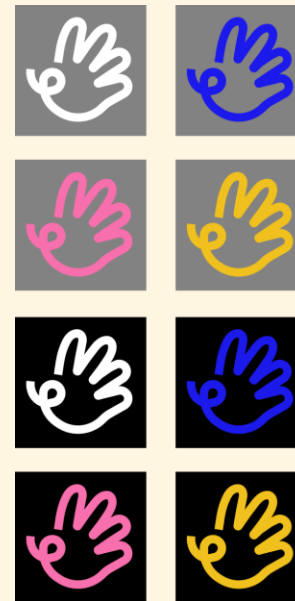
Design System Snapshot

Logo & Colors



Logo Mockup Examples








Geometric, Art Deco inspired Sans-Serif typeface. Logo & Title cards are used for Mockups & Branding for Social Media posts.



Icon Colors

Bright primary colors that can be used against various backgrounds. Gives opportunity for merchandise or future social media branding.

Website Colors

Primary Logo & Brand Recognition Colors		#1C1AEA
		#F76FAD
		#F0C01E
Secondary Website Detail Colors		#E94C07
		#25A601
Background & Text Colors		#FEF6E1
		#000000

Colors & Hex Codes

Primary Brand recognition colors were bright, ristograph inspired to give hands an authentic "freshly printed" look.



Design System Snapshot

Typography

Righteous

Geometric, Art Deco inspired Sans-Serif typeface. Logo & Title cards are used for Mockups & Branding for Social Media posts.

Source Sans Pro

Easy to read sans-serif typeface intended to work well in user interfaces.

HANDS Arts Center

Righteous, Regular

Header 1

Source Sans Pro, Bold, 72px

Header 2

Source Sans Pro, Black Italic, 33px

Header 3

Source Sans Pro, Semibold Italic, 33px

Body

Source Sans Pro, Bold, 20px



Social Media Campaign

Instagram Story / Carousel

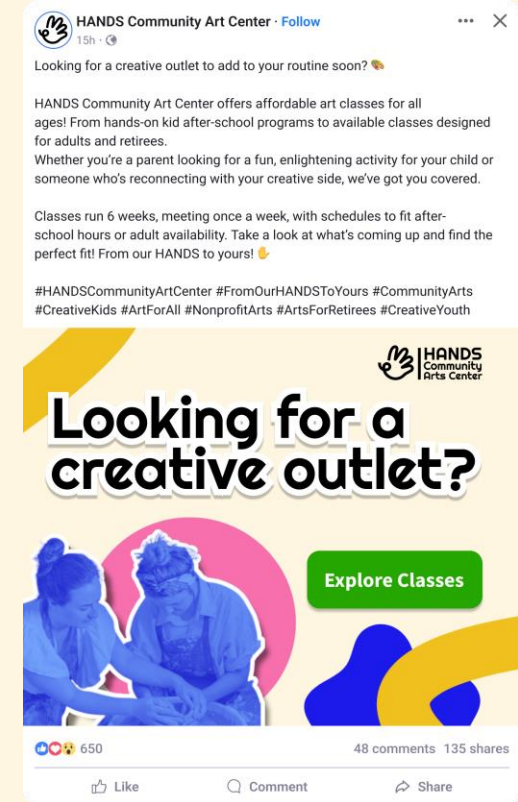
Facebook

Stories

Brightly colored story updates that include a swipe-able CTA that leads users to the website's landing page.

Captions

Detailed captions have brief information on registration details for the season, paired with graphics that parallel the website's branding.

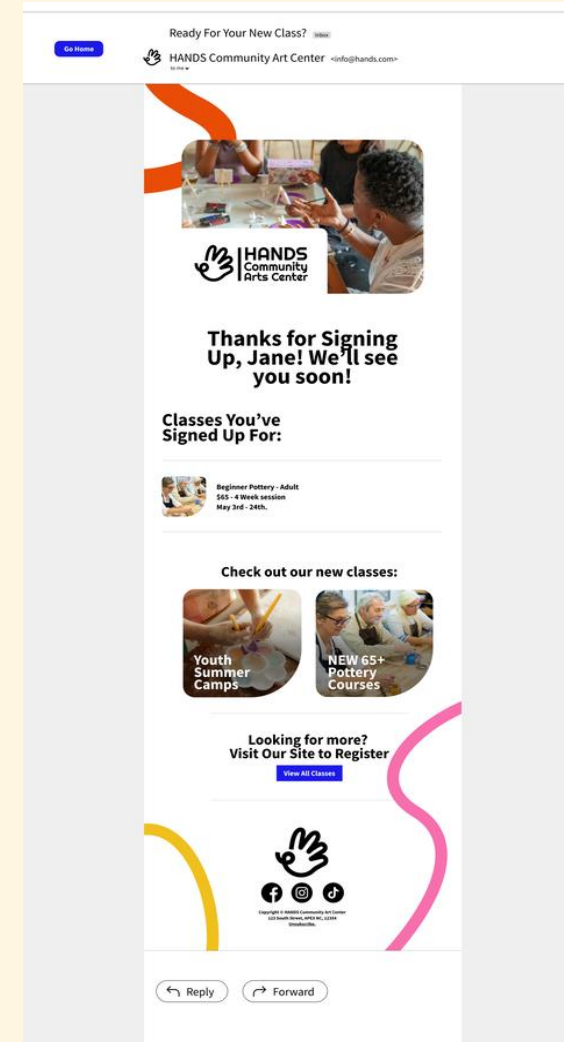
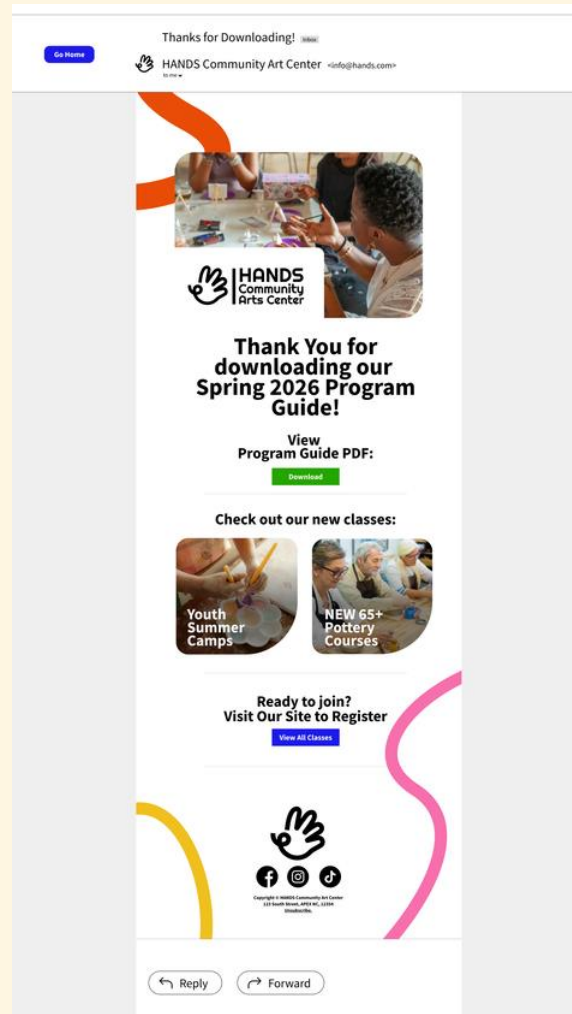


Nurturing Email Mockups



Downloadable Links

Paired with a thank you message, our program guide PDF is emailed to our users in exchange for a lead capture (their email address) from the user. Links within the email are integrated to help redirect the user back to our website. This encourages them to sign-up after paging through the various classes.

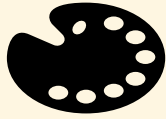


Personalization

To help the user feel more engaged, the Registration Follow-up email is tailored to the user's experience on the website. Their name, collected from the sign up, is used for the email header in addition to the classes they signed up for.



Accessibility Considerations



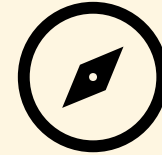
Font & Text

Large text readability paired with accessible branding colors for users with color blindness following WCAG standards.



FAQ & Downloadable

Frequently asked questions section(s) added to help users find answers about programs before contacting staff members. Emails are personally tailored to the users for downloadable content & class registration.



Easy Navigation

Simplifying navigation through a site-wide search bar system, with easy-to-navigate user flow guiding users to classes based on gathered research through user testing.



03

Testing, Impact & Next Steps

Lead Test
Engineer/Documenter:
Destiny Lawrence

How Our Lead Generation Funnel Works

Goal/Purpose

To increase program catalog downloads and class enrollment by making information easy to find, understand, and act on.

Awareness

- Users discover HANDS through social media, search, or community outreach
- Then visit the website to learn about the programs, events, and class affordability

Consideration

- Users download the seasonal program catalog as a lead magnet
- An email confirmation delivers the catalog and reassures users
- The catalog itself helps compare classes by age groups, skill level, and price

Conversion

- Users return to the site from the email or catalog
- They select a class and complete a three-step registration.

Why This Works

- The catalog organizes information in one place
- The email builds trust and keeps users engaged
- The three-step registration process removes confusion and encourages action.



Customer Journey, Testing, and Iteration

Customer Journey

- User lands on the HANDS website
- Downloads the seasonal program catalog
- Receives a confirmation email with the catalog
- Browse for class by age group and skill level
- Start the three-step registration process

Testing Approach

- **2 Moderated** usability testing sessions
- Remote testing through Teams for the Mid-Fidelity prototype

Participants complete key tasks:

- Downloading the catalog
- Reviewing the confirmation email
- Finding and registering for a class

What Changed After Testing

- Navigation and class categories stayed the same
- Messaging around the catalog download was flagged for clarity
- Registration flow was confirmed as easy but needed clearer feedback



Impact & Next Steps

Impact

- Users understood what HANDS is and who it serves
- The program catalog was seen as a helpful tool for users comparing classes and pricing
- The confirmation email reassured users that the catalog download was successful
- The funnel supported users through awareness and consideration

Key Findings from Testing

- Users wanted clearer feedback after downloading the catalog
- Confirmation and email messaging felt repetitive
- One user wanted clear control over email communication

Next Steps

- Improved system feedback after catalog download
- Simplified confirmation and email messaging
- Add clearer opt-in and preference options for registration
- Conduct follow-up testing to validate improvements



04

Acknowledgement

Team Roles and Contributions

Kelsey Leigh Hensley – Lead Researcher

- Conducted background research and competitive examples
- Defined the target audience and personas
- Helped shape the problem statement and goals

Jessica Perlin – Lead Designer

- Designed the social media posts, wireframes, and the prototype
- Worked on the visual style and layout
- Focused on designs usability and accessibility

Destiny Lawrence – Lead Tester & Documenter

- Led usability testing and gathering feedback
- Organized notes and documented findings
- Identified improvements based on testing



Citations

Anastasia Shuraeva. A Cute Little Girl in Pink Sweater Smelling the Paintbrush She Is Holding. Pexels, <https://www.pexels.com/photo/a-cute-little-girl-in-pink-sweater-smelling-the-paintbrush-she-is-holding-6964691/>. Accessed 2 Feb. 2026.

Borba, Jonathan. Hands Mixing Colorful Paints on a Palette. Unsplash, 29 Jan. 2026, <https://unsplash.com/photos/hands-mixing-colorful-paints-on-a-palette-8iS2kljWm4g>. Accessed 2 Feb. 2026.

Kampus Production. A People Doing Pottery Together. Pexels, <https://www.pexels.com/photo/a-people-doing-pottery-together-6023607/>. Accessed 2 Feb. 2026.

Two women laughing while working on a craft Photo by Jonathan Borba from Pexels: <https://www.pexels.com/photo/two-women-laughing-while-working-on-a-craft-27901242/>

A Girl Watching Her Brother Write on a Paper Photo by cottonbro studio: <https://www.pexels.com/photo/a-girl-watching-her-brother-write-on-a-paper-6156882/>

High Angle Shot of an Senior Adult Painter holding a Palette Photo by cottonbro studio: <https://www.pexels.com/photo/high-angle-shot-of-an-senior-adult-painter-holding-a-palette-7885579/>

Crop group of children making drawings Photo by Vanessa Loring: <https://www.pexels.com/photo/crop-group-of-children-making-drawings-7869442/>

Creative Pottery Workshop with Painting Activities Photo by Asad Photo Maldives: <https://www.pexels.com/photo/creative-pottery-workshop-with-painting-activities-30225356/>

Boy in Orange and Black Sweater Painting on White Board Photo by Ivan S from Pexels: <https://www.pexels.com/photo/boy-in-orange-and-black-sweater-painting-on-white-board-6816534/>

Person Painting on Brown Wooden Table Photo by Julian Vera Film: <https://www.pexels.com/photo/person-painting-on-brown-wooden-table-3987022/>

Art Materials On Table Photo by Yan Krukau: <https://www.pexels.com/photo/art-materials-on-table-8612987/>

Smiling Woman With Red Hair Photo by Tomaz Barcellos: <https://www.pexels.com/photo/smiling-woman-with-red-hair-1987301/>

Photo by Burst: <https://www.pexels.com/photo/woman-sitting-on-brown-stool-374054/>

Elderly Man Painting Photo by cottonbro studio: <https://www.pexels.com/photo/elderly-man-painting-on-7885580/>

Faceless man flattening lumber board with hand plane in joinery Photo by Ono Kosuki: <https://www.pexels.com/photo/faceless-man-flattening-lumber-board-with-hand-plane-in-joinery-5974407/>

Person Holding Crochet Hook Photo by Diego Pontes: <https://www.pexels.com/photo/person-holding-crochet-hook-2897128/>

Gray Haired Person Taking Photo Using a Silver and Black Camera Photo by Kampus Production: <https://www.pexels.com/photo/gray-haired-person-taking-photo-using-a-silver-and-black-camera-8170287/>

Person with Blue Eyes Photo by Rachella van Toorn: <https://www.pexels.com/photo/person-with-blue-eyes-9608008/>



Thanks For Watching!