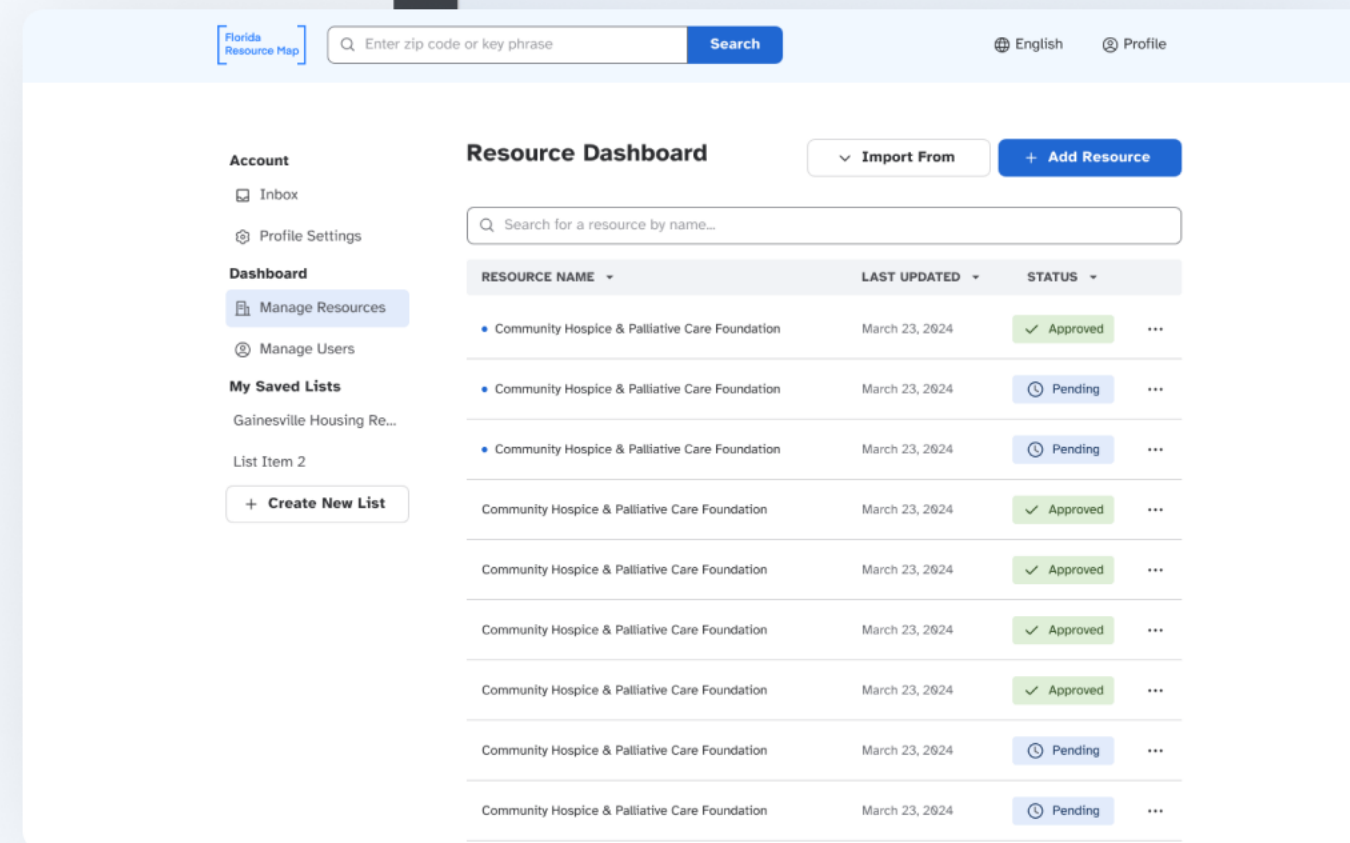
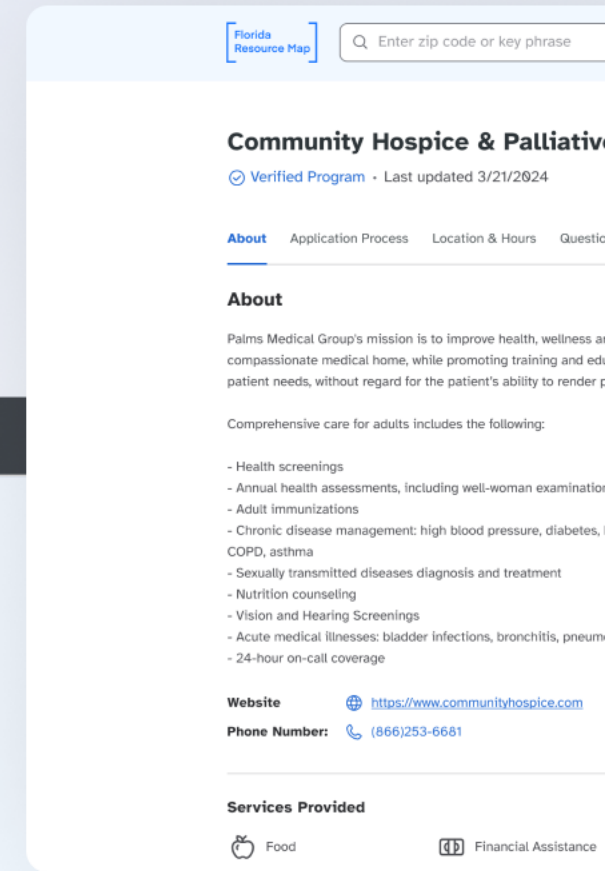
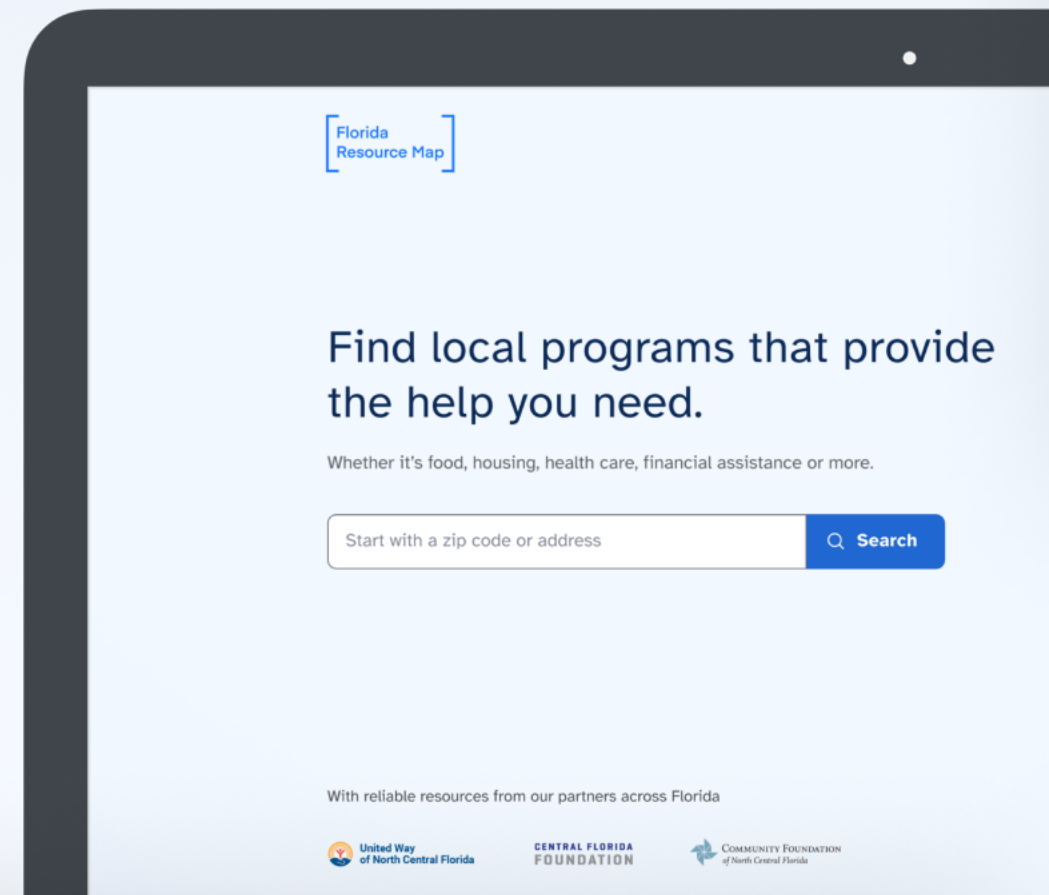


The Florida Resource Map



Problem Statement

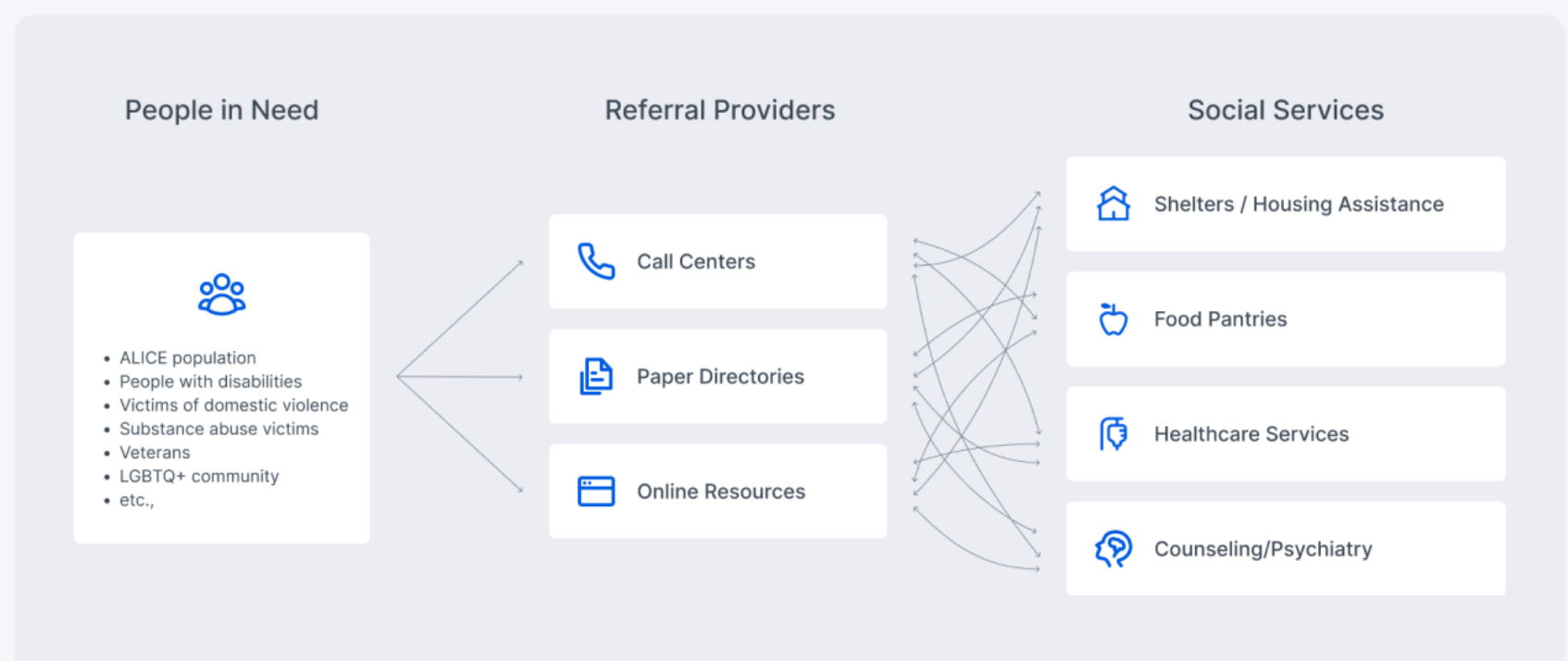
Social services are difficult and confusing to navigate.

Today, millions of people in Florida need assistance, such as families or individuals facing economic crisis, seniors and their caregivers, people with disabilities, etc.

Despite the myriad of social service programs that exist, various **eligibility requirements**, **inconsistent terminology**, and **complex application processes** create a significant barrier preventing these populations from receiving the help they need.

“Every service we've ever tried to use required enormous amounts of paperwork that had to be filled out perfectly to see if you were ‘needy enough’... They deliberately make it as dehumanizing and demoralizing as possible.”

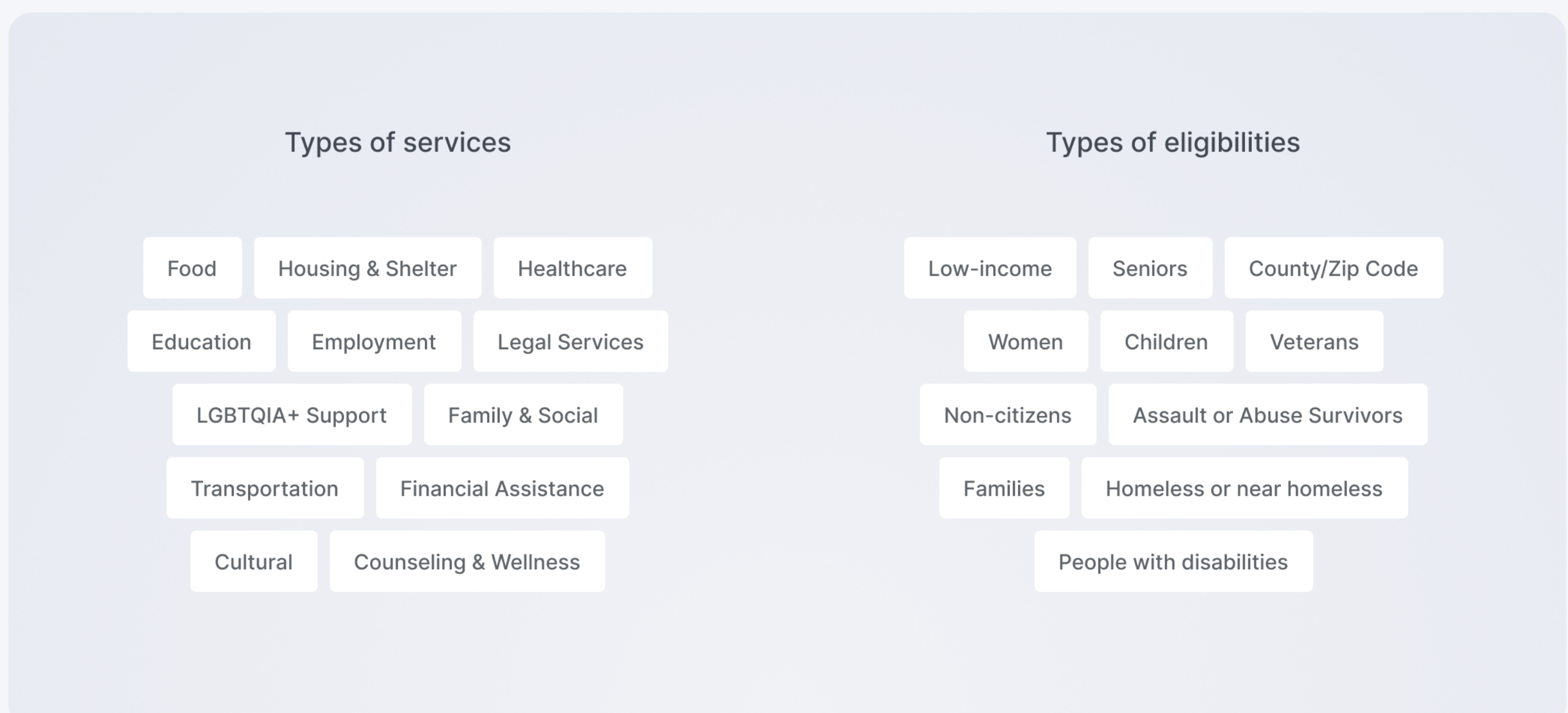
Current Landscape



Everyone has unique needs and circumstances that are difficult to reliably meet.

While call centers such as 211 currently exist to help connect people in need with social services, operators usually suggest programs they know from memory or have connections to, rather than from a comprehensive list of all available programs. This makes it **challenging to reliably help various audiences with unique needs who may not be a perfect match** for the programs they are familiar with.

Furthermore, social workers serving people on the other end of the process aren't incentivized to actively work with these directories to update and provide the detailed information that's necessary for a more personalized process.



Design Requirements & Goals

A centralized, comprehensive resource directory that connects users with their *personal* needs.

The Florida Resource Map isn't the first to try and tackle this problem through a centralized resource directory. In fact, **numerous attempts by others have failed in the past.**

My role and goal as a designer in this project is to avoid and improve upon the mistakes of the past—which will be enabled by conducting the right research.

Trust & Transparency

People who are seeking help may often feel embarrassed, ashamed, or self-conscious or their circumstances. Unexpected barriers or obstacles, such as an application being rejected for eligibility reasons, will lead to **frustration or even abandoning seeking help altogether.**

To help users feel empowered and confident in finding a program that can meet their needs, my designs aimed to provide a transparent overview of application and eligibility requirements for each program.

Accessible Design & Experience

Given the diverse range of audiences social services support, the Florida Resource Map should also aim to be a universally accessible tool. This means considering screen readers, keyboard navigation, people with low vision, dyslexia, or with any physical or mental impairments.

Feasible & Scalable Solutions

Due to the decentralized nature of social service programs, their **combinations of services and eligibility requirements are complex**, and are described using **inconsistent language and terminology.**

For the Florida Resource Map to be an effective and easily usable tool, we need to capture this information in a way that is **standardized.** My approach is to **identify solutions that benefit and incentivize social services** to work closely with us to provide updated and detailed information.

Target Users & Audiences



USER ARCHETYPE #1

Users seeking assistance

People who use the map to look for resources that can help a friend, family member, or themselves.

Goals:

Find resources that apply to their personal circumstances

Want to save resources to come back to later, or share with others

Feel confident or optimistic about resolving their current struggle or challenge.

Pain Points:

It's hard to tell if they meet eligibility requirements for programs they find

Frustration with unexpected requirements or obstacles during application processes.

Can't find programs that fit their needs



USER ARCHETYPE #2

Social workers managing resources

Users who want to help find information for others, or manage and update a program's information.

Goals:

Help clients find services that can help them effectively

Keep track of available social services more efficiently

Gain more funding or resources for their social service program/receive more exposure and cases

Pain Points:

Must review and reject numerous applications or calls from people who are ineligible to receive assistance

It's difficult to manage and keep track of various social services programs.

Clients who are not committed or no-show are hard to work with.

Ideation & Priority Mapping

Florida Resource Map

Problem Statement

Local workers are often underutilized and aren't able to dedicate significant time to helping each individual client. Furthermore, they are often in the dark about the availability or status of resource providers due to a lack of communication channels.

Goals

- Become a useful & valuable tool to social workers and their parent organizations.
- Be shared with individual users to help them become more self-reliant.
- Long-term Content and be funded by the Florida state government.

Project Goals:

- Improve the usability of the Florida Resource Map to help users be more efficient for social workers.
- Update look & feel to build trust with individual users.
- Report more useful & better quality content.
- Figure out ways for information to be more updated and accurate.
- Build an easy-to-use navigation structure to help them update their information? Or is there already a process for this with parent org? (STACY, United Way, 4/11)
- Increase traffic to the page to a good sign of success.
- Good ratings & metrics are the primary measure of success.

Metrics

Net Promoter Score

How likely are you to recommend this resource to a friend or colleague?

Usability Testing

How many users can complete the task of finding a resource within 5 minutes?

How many users can complete the task of updating their information within 5 minutes?

How many users can complete the task of reporting a resource within 5 minutes?

How many users can complete the task of reporting a resource within 5 minutes?

Questions & Research

How many users can complete the task of finding a resource within 5 minutes?

How many users can complete the task of updating their information within 5 minutes?

How many users can complete the task of reporting a resource within 5 minutes?

How many users can complete the task of reporting a resource within 5 minutes?

Ideation:

Priorities

Early Wireframes

Dashboard

Showing 123 results...

23 [Action]

23 [Action]

23 [Action]

23 [Action]

23 [Action]

Edit a Resource

Basic Details | Contact Information | Location | Photos | User Access

Mark as a verified resource

Organization Name * Spanish Name

Description * Spanish Description

Services & Eligibilities

Tags Add Tag

Language Supported

English Spanish

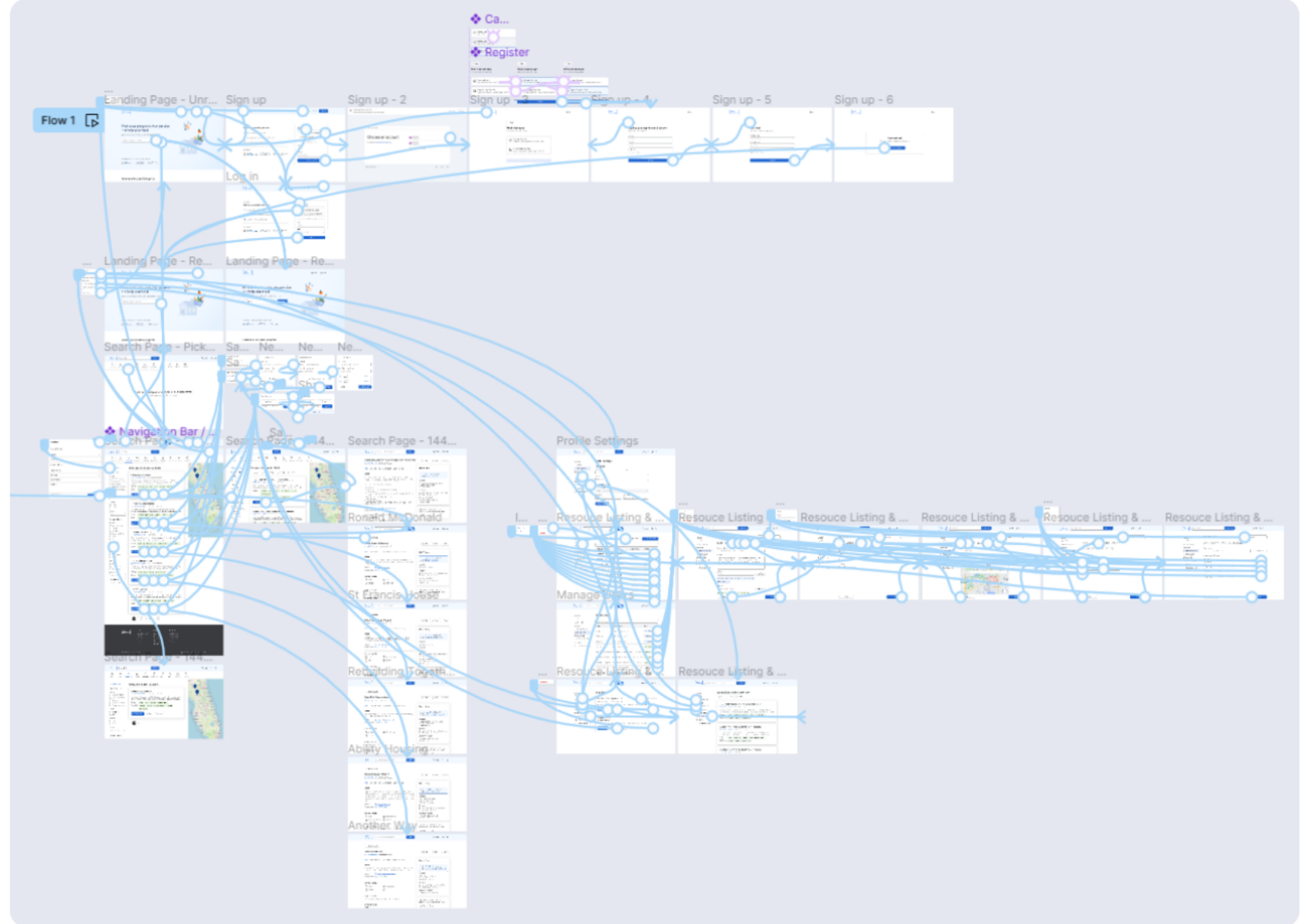
Hours of Operation

Hours will display as a string form. Set Hours

Back Next

North Central Florida Resources

#	Resource Name	Services	Website
1	Seeds of Paradise Food Pantry	Food Shelter	https://fact.org/social-services-2/seed...
2	Kids Feeding Kids	Food Shelter Basic Needs	https://kfkcc.wixsite.com/kidsfeeding...
3	Palm Medical Group	Health Financial Help	https://palmimg.org/
4	Kids Feeding Kids	Food Shelter	https://kfkcc.wixsite.com/kidsfeeding...
5	Cade Museum for Creativity and Invention	Jobs Education	https://cademuseum.org
6	N.M.B. Organization	Shelter	https://www.nmbflorida.org
7	Kids Feeding Kids	Food Shelter	https://kfkcc.wixsite.com/kidsfeeding...
8	Kids Feeding Kids	Food Shelter	https://kfkcc.wixsite.com/kidsfeeding...



Design System

Part of my core design requirements was designing the Florida Resource Map to be accessible for as wide of an audience as possible. To support this, I chose a typeface developed by the Braille Institute that has high legibility for low-vision and dyslexic readers, and designed a wide color token system to meet triple-A color contrast standards.

Florida Resource Map Design System

Typography

Typography is the foundation for communicating information. Ensure clear and concise writing, and use consistent heading levels.

Typeface

Atkinson Hyperlegible

Atkinson Hyperlegible is a free font, chosen for its distinct letterforms that help improve legibility for low-vision readers.

[Download Link](#) · 2 weights available

Typescale

Display - 40/48

Heading One - 32/40

Heading Two - 26/32

Heading Three - 20/26

Heading Four - 20/26

Label Medium - 16/24

Label Small - 14/22

Body - 16/24

Body Small - 14/22

Florida Resource Map Design System

Iconography

Icons are visual representations of commands, devices, directories, or common actions.

Guidelines

Icons help communicate information to users, and should generally be used in conjunction with text, rather than alone.

SMALL ICONS (20px)

LARGE ICONS (32px)

Florida Resource Map Design System

Colors

Colors distinguish our brand and help reinforce and communicate ideas more quickly.

Primary Colors

primary-50	primary-100	primary-200	primary-300	primary-400	primary-500	primary-600	primary-700	primary-800	primary-900
#E9F9FB	#BAD9F1	#98B9EA	#6A99E1	#4D85DB	#2967D2	#1D5EBF	#174995	#123974	#002B58

Neutral Colors

neutral-50	neutral-100	neutral-200	neutral-300	neutral-400	neutral-500	neutral-600	neutral-700	neutral-800	neutral-900
#F9F9F1	#D1D1D3	#BABBBC	#999CA1	#87898E	#696B72	#565658	#4B4C51	#3A3B3F	#2C2D39

Success Colors

success-50	success-100	success-200	success-300	success-400	success-500	success-600	success-700	success-800	success-900
#EFF7EC	#CEESC4	#B7D8A7	#96C77F	#81BC66	#62AB49	#599C3A	#46792D	#365E23	#29481B

Error Colors

error-50	error-100	error-200	error-300	error-400	error-500	error-600	error-700	error-800	error-900
#FCE8E8	#F8B9B9	#F99797	#E96868	#E5444A	#D0E1D1	#C4A1A1	#9E7575	#7A7B7B	#5D6C9C

Warning Colors

warning-50	warning-100	warning-200	warning-300	warning-400	warning-500	warning-600	warning-700	warning-800	warning-900
#F8F8E9	#F8D8B9	#E8C996	#E2B966	#DCA84B	#D396E	#C5697B	#968D15	#745311	#593F8D

Florida Resource Map Design System

Option List

Option lists are used to show a list of grouped items, and are most commonly used with dropdown fields or as side navigation bars.

Guidelines

Option lists should be used similar to action lists, and give users a list of options to select from. They are most commonly used to show actions, as a side navigation bar, or with dropdown fields inputs.

Component

LIST ITEMS

Each of the following are items that can be used interchangeably in an option list.

Form Label

- ✓ List Text
- ✓ List Text
- ✓ List Text
- ✓ List Text

OPTION LIST

The full option list is enclosed within a container, and elevation should be added when necessary. Use the divider as necessary, and ensure destructive actions are weighted towards the bottom of groups.

Form Label

- List Text
- ✓ List Text
- ✓ List Text

Florida Resource Map Design System

Buttons

Buttons are interactive elements that trigger actions or events. Labels should clearly inform users of their purpose.

Guidelines

Buttons should be used to highlight important actions that cannot be conveyed through links. They can also be used for navigation. They can be used with an icon to help communicate ideas more easily.

Component

PRIMARY

Primary buttons are used to convey the most important action or bring attention to the strongest call to action on a page. They should only appear once in a button group or window component.

Default	Hover	Selected	Disabled
Button Label	Button Label	Button Label	Button Label
Button Label	Button Label	Button Label	Button Label

SECONDARY

Secondary buttons are the most basic and neutral form of a button, and should generally be used when an action is not important enough for a primary button.

Default	Hover	Selected	Disabled
Button Label	Button Label	Button Label	Button Label
Button Label	Button Label	Button Label	Button Label

ERROR

Error buttons should be used to warn users of an undesirable or irreversible action. Similar to primary buttons, they should only be used once per button group and do not need to be present on a page.

Default	Hover	Selected	Disabled
Button Label	Button Label	Button Label	Button Label
Button Label	Button Label	Button Label	Button Label

TERTIARY

Error buttons should be used to warn users of an undesirable or irreversible action. Similar to primary buttons, they should only be used once per button group and do not need to be present on a page.

Default	Hover	Selected	Disabled
Button Label	Button Label	Button Label	Button Label
Button Label	Button Label	Button Label	Button Label

Florida Resource Map Design System

Forms

Forms allow users to input information.

Guidelines

Forms are a group of related inputs and controls, such as text fields, checkboxes, date selectors, or dropdown menus, and are submitted through a button.

Component

TEXT FIELD

Text fields are used for users to input text based content. They should generally be used in conjunction with labels for clarity, but labels can be omitted if the purpose of the text field is clear.

Default	Hover	Selected	Filled	Filled Hover	Disabled	Error	Error
First Name Placeholder text	First Name Placeholder text	First Name Typing...	First Name Placeholder text	First Name Placeholder text	First Name Placeholder text	First Name Placeholder text	First Name Placeholder text Error message when requirements are not met.
First Name Placeholder text	First Name Placeholder text	First Name Placeholder text	First Name Placeholder text	First Name Placeholder text	First Name Placeholder text	First Name Placeholder text Error message when requirements are not met.	First Name Placeholder text Error message when requirements are not met.

Radio Buttons

<input type="radio"/> Radio Button	<input type="checkbox"/> Checkbox Label	<input type="checkbox"/> Checkbox Label
<input type="radio"/> Radio Button	<input type="checkbox"/> Checkbox Label	<input type="checkbox"/> Checkbox Label
<input checked="" type="radio"/> Radio Button	<input checked="" type="checkbox"/> Checkbox Label	<input checked="" type="checkbox"/> Checkbox Label
<input checked="" type="radio"/> Radio Button	<input checked="" type="checkbox"/> Checkbox Label	<input checked="" type="checkbox"/> Checkbox Label

Final Designs

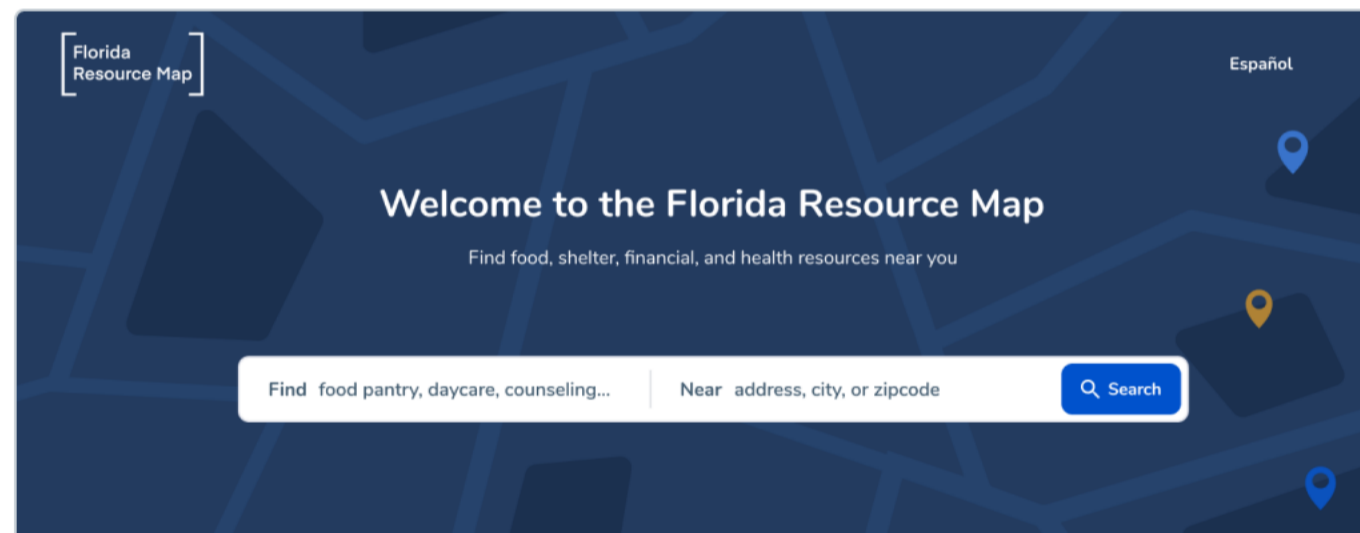
Before & After

While my role in this project was deeply connected with the development team and bringing the Florida Resource Map to life, it was also built on the designs of past students.

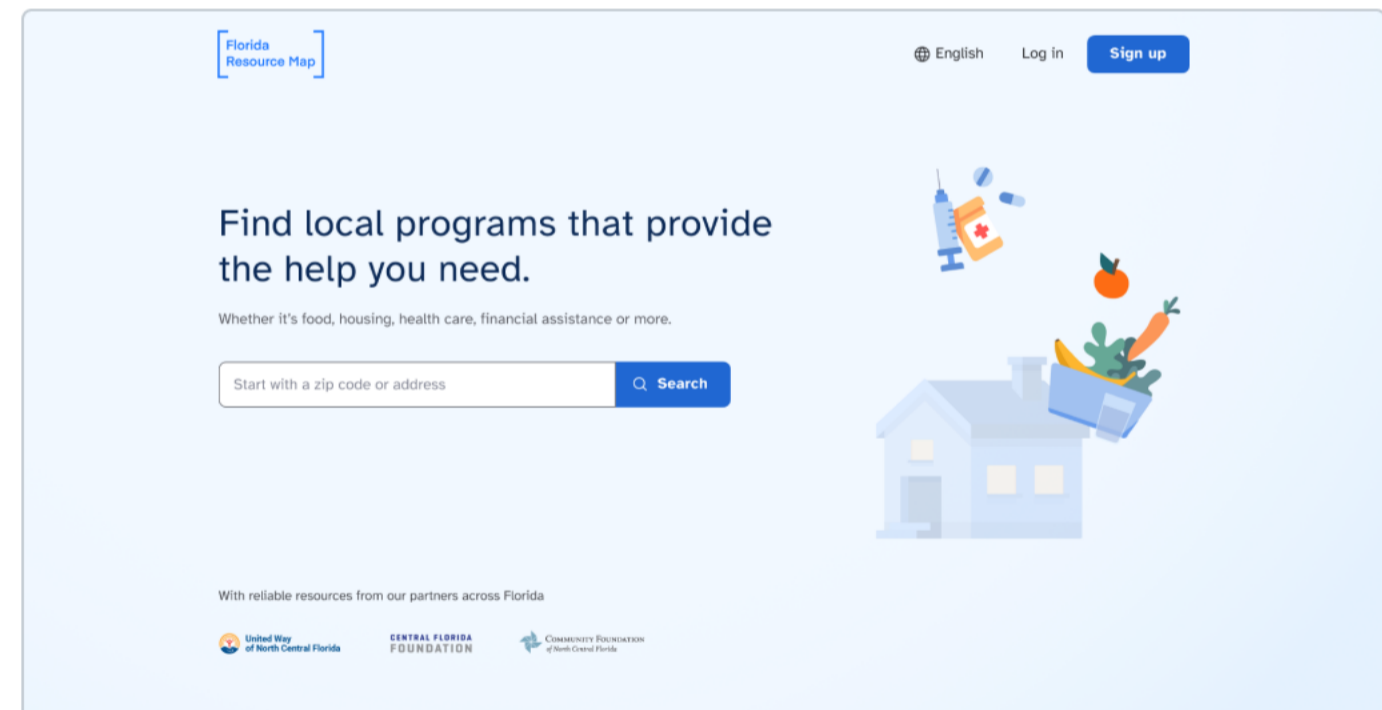
Here are some before-and-afters for comparison:

Home Page

Before



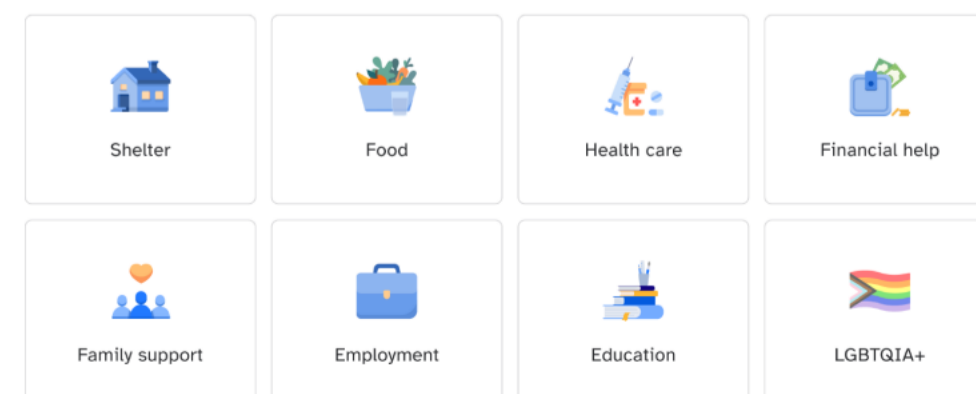
After Redesign



Or, start with a category



Commonly Searched Categories



About the Florida Resource Map

Purpose of this map

The Florida Community Resource Map is an interactive, web-based tool that allows users to locate key resources in their community, including: healthcare, food and nutrition, housing, and education. The map was created by the Florida Community Innovation Foundation as part of its project to fight COVID-19 and support Florida's public health and medical experts. Florida Community Innovation has partnered with the United Way of Northwest Florida and the Central Florida Foundation.

Search Page

Before

Florida Resource Map

Find food pantry Near 234 Branch St. Search Español

"food pantry" near 234 Branch St.

Showing 1-5 of 50

All filters Open now Free meal Place to sleep Takes Medicare

1. Seeds Of Paradise Food Pantry

1460 N Goldenrod Rd
Orlando, FL 32807
0.3 miles away

iscf.org
(407) 250-5822

Services: Free Lunch, Free Dinner, Adult Education

Open Now

2. Food Distribution Center - Prince of Peace

1460 N Goldenrod Rd
Orlando, FL 32807
0.3 miles away

iscf.org
(407) 250-5822

Services: Free Lunch, Free Dinner, Adult Education

Closing soon

3. Seeds Of Paradise Food Pantry

1460 N Goldenrod Rd
Orlando, FL 32807
0.3 miles away

iscf.org
(407) 250-5822

Services: Free Lunch, Free Dinner, Adult Education

Closed

4. Seeds Of Paradise Food Pantry

1460 N Goldenrod Rd
Orlando, FL 32807
0.3 miles away

iscf.org
(407) 250-5822

Services: Free Lunch, Free Dinner, Adult Education

Closed

4. Seeds Of Paradise Food Pantry

1460 N Goldenrod Rd
Orlando, FL 32807
0.3 miles away

iscf.org
(407) 250-5822

Services: Free Lunch, Free Dinner, Adult Education

Closed

1 2 3 4 5 ... 10

After Redesign

Florida Resource Map

32608 Search English Profile

All (63) Food (21) Shelter (12) Finance (8) Health (13) Education (7) Work (16) LGBT+ (9) Families (15) Abuse (11)

12 Results for Shelter in 32608

View All Filters

Program Filters

Services

- Temporary housing
- Long-term assistance
- Homelessness
- Rent/utility assistance
- Maintenance & repairs

Location

- In-person
- Online

Languages

- English
- Spanish

Distance

Select an option

Personal Filters

Age Group

- Infants & toddlers
- Children
- Teenagers
- Young adults (18+)
- Adults
- Elderly

Disability Status

- Disabled

Veteran Status

- Active duty
- National guard
- Veteran

Age Group

- Citizen
- Legal residency
- Undocumented

Income Level

USD per year

Household Size

Number of people

1. Home Haven Initiative

The Philanthropy Hub · Last updated 3/21/2024

Childhood illness is a tremendously stressful time for a family. At the Ronald McDonald House Charities of North Central Florida, our mission is to keep families c...

Provides: Temporary housing, Food, Care, Healthcare, Transportation

Serves: Families with children

See Details Save Share

2. Sheltering Wings Program

The Philanthropy Hub · Last updated 3/21/2024

Our mission is to Create New Futures for women and families with children experiencing homelessness by providing them with the support, encouragement, and...

Provides: Temporary housing, Food, Education, Healthcare, Care

Serves: Families with children

See Details Save Share

3. DwellWell Partnerships

The Philanthropy Hub · Last updated 3/21/2024

We envision safe homes and communities for everyone. To make this a reality, we are repairing homes, revitalizing communities and rebuilding lives.

Provides: Shelter, Maintenance & repairs, Long-term housing, Housing assistance

Serves: Homeowners, Adults 18+, Anyone in Need

See Details Save Share

4. Unity Living Assistance

The Philanthropy Hub · Last updated 3/21/2024

The mission of Ability Housing is to build strong communities where everyone has a home. To fulfill its mission, Ability Housing develops and operates quality affordable...

Provides: Shelter, Long-term housing, Financial assistance

Serves: Families, People with disabilities, Homeless, Near homeless

See Details Save Share

5. Another Way, Inc.

The Philanthropy Hub · Last updated 3/21/2024

Another Way shall offer counseling, support and safe shelter to survivors of domestic and sexual violence; while providing a positive alternative to violence through comm...

Provides: Shelter, Education, Temporary housing, Mental health, Care

Serves: Domestic violence victims, Abuse victims, Adults 18+

See Details Save Share

1 2 3 4 5 ... 14

Florida Resource Map

About: Search for a Program, About FCI, Volunteer, Donate

Connect: Email, Twitter, Instagram, Facebook, LinkedIn

Resources: Become a Partner, Manage Resources, Claim a Resource, Report an Issue

© 2024 Florida Community Innovation

Language Sitemap Report an Issue

Social Service Details Page

Before

Florida Resource Map

Find food pantry Near 234 Branch St. Search Español

Back to search results

Seeds Of Paradise Food Pantry

One or two sentence mission statement or description of the organization goes here. Try to keep it short and sweet.

Services

Free Lunch Free Dinner Adult Education


Highlights

Free WiFi Family friendly Spanish speaking

Accessibility

Wheelchair accessible American Sign Language fluent

Photo gallery



website.com

email@email.com

(999)-999-9999

Get directions

1234 Address Street
Orlando, FL 00000
0.3 mi away

Hours

Monday	Closed
Tuesday	11:00 AM - 9:00 PM Open now
Wednesday	11:00 AM - 9:00 PM
Thursday	11:00 AM - 9:00 PM
Friday	11:00 AM - 9:00 PM
Saturday	11:00 AM - 9:00 PM
Sunday	Closed

Report this resource

After Redesign

Florida Resource Map

Enter zip code or key phrase Search English Profile

Community Hospice & Palliative Care Foundation

Verified Program · Last updated 3/21/2024

Print Save Share

How to Apply

- Call (888)739-2374 for more info.
- Apply on <https://palmmsmq.org/>

Eligibility

- Accepts most medicare and medicaid plans
- Accepts uninsured patients
- Accepts children

Coverage

Alachua County, FL, Baker County, FL, Bradford County, FL, Clay County, FL, Duval County, FL

Documents Required

- Government-issued Identification
- Proof of income

Help us improve the Florida Resource Map!

Was the information in this resource helpful?

Yes No

About

Application Process Location & Hours Question & Answers (1)

Palms Medical Group's mission is to improve health, wellness and life by providing a compassionate medical home, while promoting training and education. Our focus is on meeting patient needs, without regard for the patient's ability to render payment.

Comprehensive care for adults includes the following:

- Health screenings
- Annual health assessments, including well-woman examinations
- Adult immunizations
- Chronic disease management: high blood pressure, diabetes, high cholesterol, heart disease, COPD, asthma
- Sexually transmitted diseases diagnosis and treatment
- Nutrition counseling
- Vision and Hearing Screenings
- Acute medical illnesses: bladder infections, bronchitis, pneumonia, minor orthopedic injuries
- 24-hour on-call coverage

Website: <https://www.communityhospice.com>

Phone Number: (866)253-6681

Services Provided

- Food
- Healthcare
- Financial Assistance
- Good with families

Populations Served

All ages, Individuals, Benefit recipients, Low-income, Uninsured

Languages Spoken

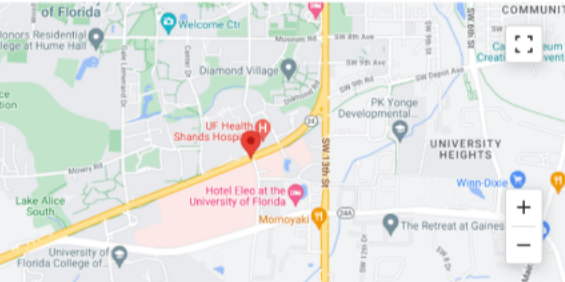
English, Spanish

Application Process

Usually takes 2-4 weeks.

- Apply online or in-person
- We will then review your application for eligibility
- If passed, we will contact you for an interview, during which we will assess your needs and provide a quote estimate.

Hours and Location



23343 NW County Road 236
High Springs, Alachua FL
5.24 miles away

Get Directions

Hours

Sunday:	Closed
Monday:	8:00 AM - 5:00 PM
Tuesday:	8:00 AM - 5:00 PM
Wednesday:	8:00 AM - 5:00 PM
Thursday:	8:00 AM - 5:00 PM
Friday:	8:00 AM - 5:00 PM
Saturday:	10:00 AM - 12:00 PM, 2:00 PM - 4:00 PM

Ask the Community

Want to ask others about their experience with this resource?

Ask a question

Q: How long does it take for one to be accepted after applying?
A: Usually around 1-2 weeks, from my personal experience.

Q: Can I refer someone else to this place?
This question hasn't been answered yet. Be the first to answer it!

Social Service Details Page

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website.com

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(999)-999-9999

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0.3 mi away

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Friday	11:00 AM - 9:00 PM
Saturday	11:00 AM - 9:00 PM
Sunday	Closed

Report this resource

Florida Community Innovation

About: About FCI, Volunteer, Donate

Contact: Facebook, LinkedIn, Email

Partners: Become a Partner, Data Entry Portal

After Redesign

Florida Resource Map

Enter zip code or key phrase Search English Profile

Community Hospice & Palliative Care Foundation

Verified Program · Last updated 3/21/2024

Print Save Share

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Languages Spoken

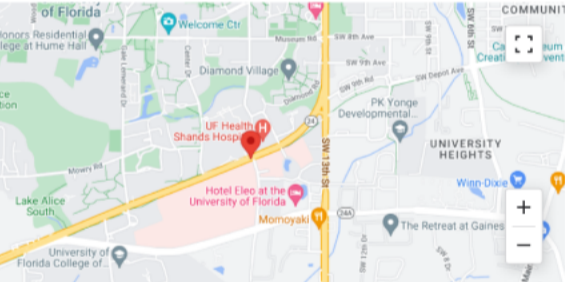
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Hours and Location



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Florida Resource Map

About: Search for a Program, About FCI, Volunteer, Donate

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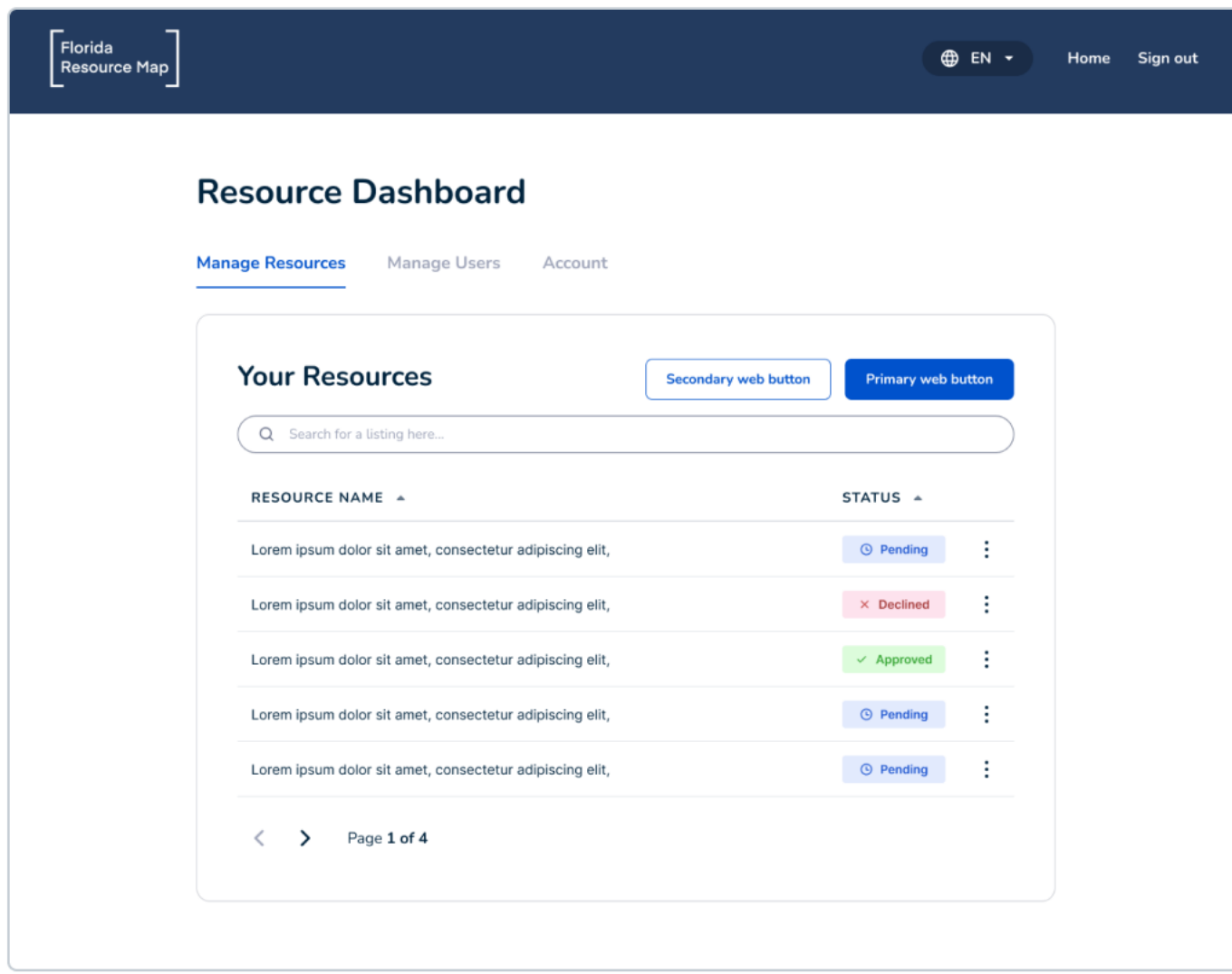
Resources: Become a Partner, Manage Resources, Claim a Resource, Report an Issue

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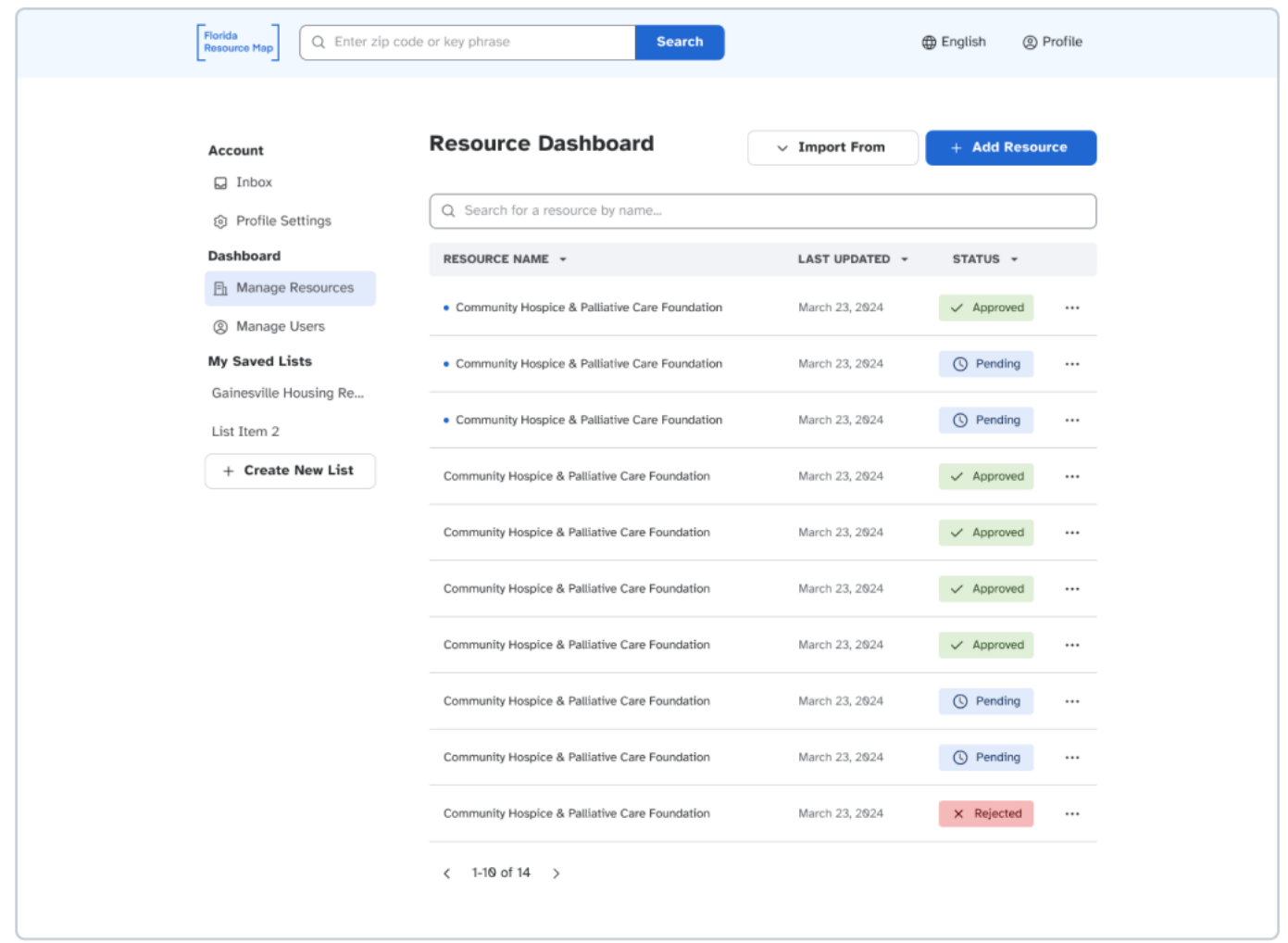
Language Sitemap Report an Issue

Resource Management Dashboard

Before

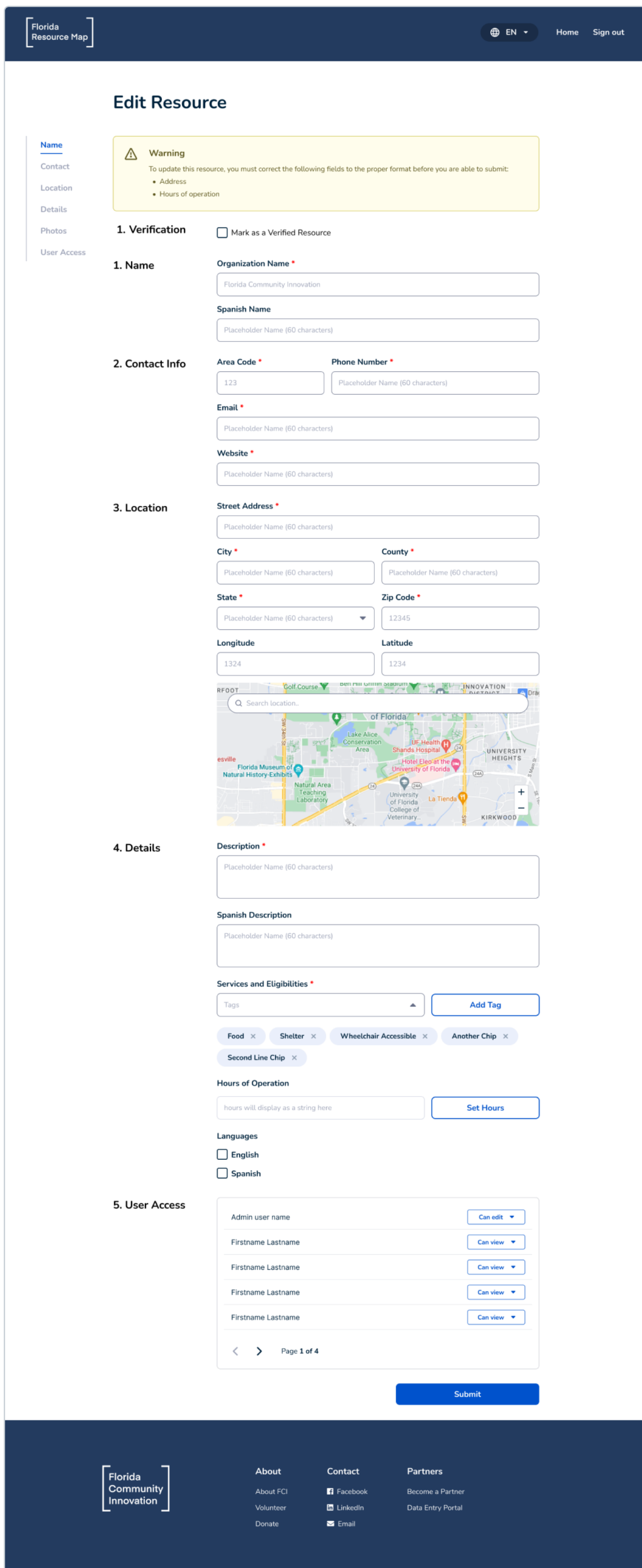


After Redesign



Adding/Editing Resource Page

Before



After Redesign

