MOMS ADOPTING MOMS

UX Map



Bio Mom



Foster Mom



Donor

NMI Capstone

Users
Overview

1. **MAM connects foster and bio moms and accepts requests through their website to.**

2. **MAM also uses their website to advertise to donors and give information about donations.**

3. **Busy foster moms, bio moms, and donors need to be able to find the information they need quickly.**

4. **To break down a large quantity of information, the navigation bar organizes several pages named for each type of user.**

Bio Mom

Story

Molly is a 22-year-old mother of two. Her kids were placed into foster care after she became a substance user, and victim of a toxic relationship. Ready to reclaim her life, Molly wants to utilize the services Moms Adopting Moms (MAM) offers to succeed. Molly aims to become a hairstylist and support her two children as a single mother.



Goals

- Complete her case plan
- Get her GED
- Achieve reunification

Needs

- Learn more about what MAM is and offers
- Find information on how to request assistance from MAM

Challenges

- Molly has to achieve several steps before reunification is possible
- Molly has had difficulty obtaining job opportunities
- Molly does not have a vehicle

Current Navigation

Clicks: 4 Clicks to find information and request assistance.

1. From the homepage, Molly clicks on the “About Us” dropdown menu and goes to the “Services” page.

2. On the “Services” page, Molly is able all of what MAM does. To discover more, she clicks on the “Programs” page from the navigation bar.

3. After reading about MAM’s specific programs, Molly has some specific ideas about what she can do to accomplish her goals through MAM.

4. Molly next clicks on the “Request Assistance” page and fills out the embedded JotForm to begin to receive the help she needs.

Banner

Our Mission

Mission Text
Mission Text





Carousel

JotForm

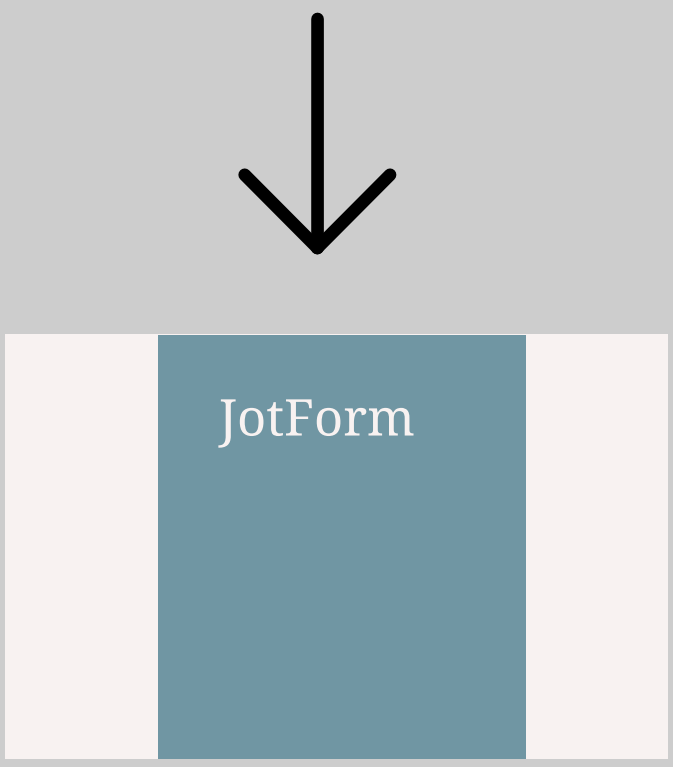
Updated Navigation

Clicks: 2 Clicks to find information and request assistance.

1. From the homepage, Molly clicks on the “Services and Programs” page from the navigation bar. On the page, she is able to see the help MAM provides and how they ensure the success of the parents they help.



2. Now that Molly knows MAM can help her to achieve her goals, she clicks on the “Request Assistance” page and fills out the embedded JotForm to begin to receive the help she needs.



Foster Mom

Story

Donna is a 43-year-old foster mom. She was once a child in the foster care system and now has a deep commitment to providing stability for children during their most vulnerable moments. She is passionate about family reunification and wants to support biological moms by offering guidance and encouragement through Moms Adopting Moms.



Goals

- Provide a stable, loving home
- Mentor biological mothers
- Support emotional-wellbeing through open communication and trust

Needs

- Learn how MAM supports foster families
- Access resources to mentor biological mothers
- Coordinate with MAM and caseworkers

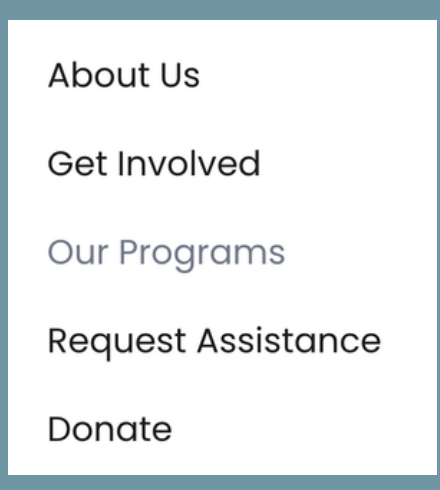
Challenges

- Balancing foster care responsibilities with personal life
- Navigating complex reunification processes
- Managing emotional strain of foster placements

Current Navigation

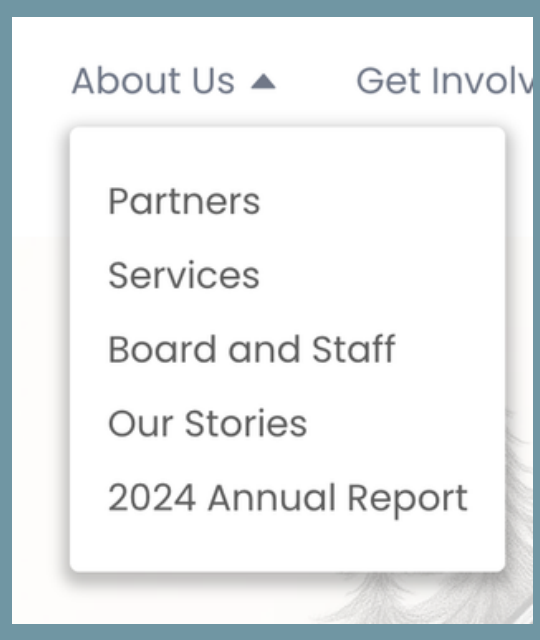
Clicks: 6 clicks to learn information and volunteer

1. From the homepage, Donna clicks on the “Our Programs” page to learn more about what it means to be a volunteer for Moms Adopting Moms.

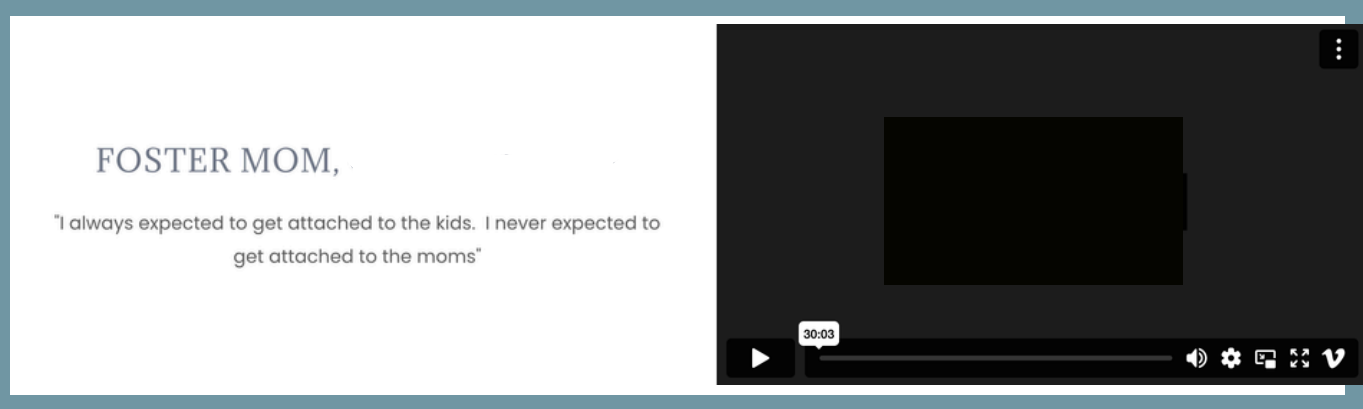




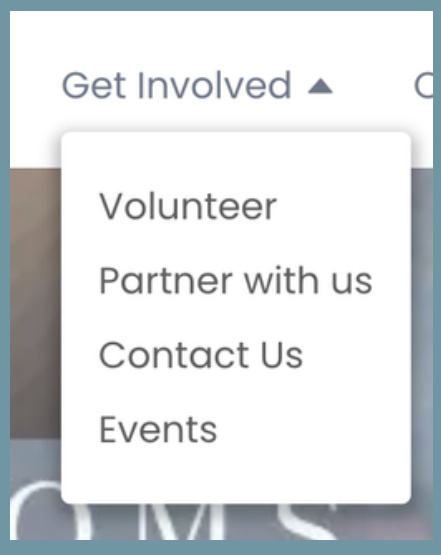
2. From here, Donna wants to hear from other foster moms who have worked with MAM. She clicks on the “About Us” dropdown menu and selects the “Our Stories” page.

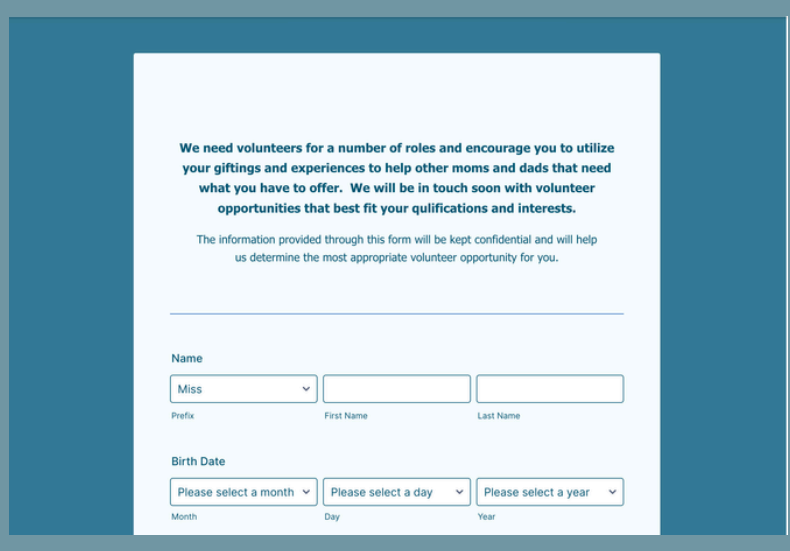


3. She scrolls down to one of the videos titled “Foster Mom, Name” and clicks play.



4. Now that Donna feels confident about volunteering, she clicks on the “Get Involved” dropdown menu and clicks “Volunteer.” She then fills out the embedded Jotform and submits it.

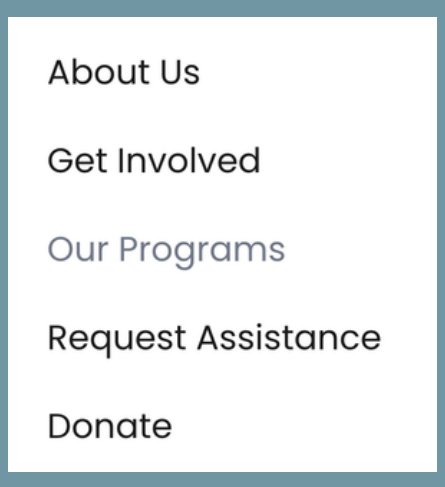




Current Navigation

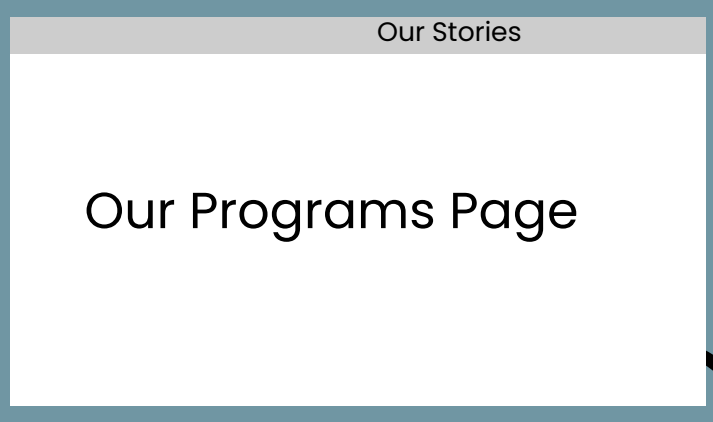
Clicks: 4 clicks to learn information and volunteer

1. From the homepage, Donna clicks on the “Our Programs” page to learn more about what it means to be a volunteer for Moms Adopting Moms.

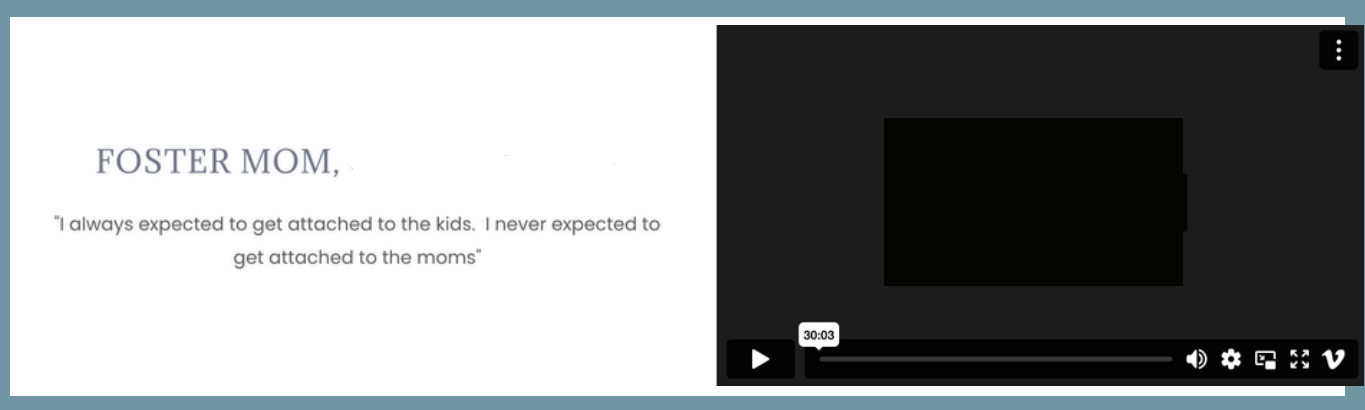




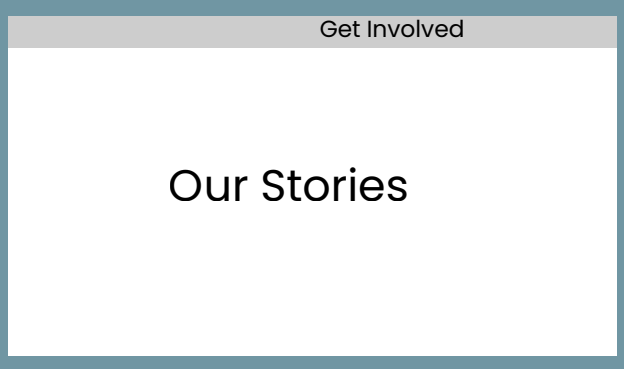
2. From here, Donna wants to hear from other foster moms who have worked with MAM. She clicks on “Our Stories” from the navigation bar.

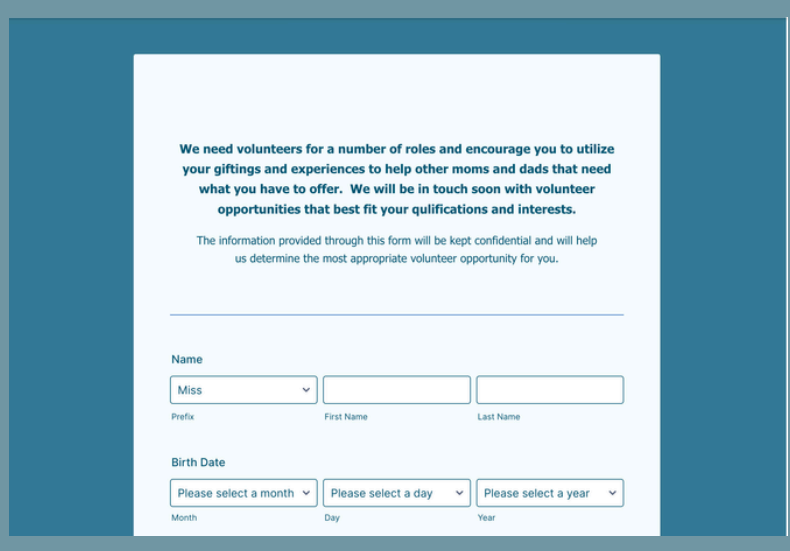


3. She scrolls down to one of the videos titled “Foster Mom, Name” and clicks play.



4. Now that Donna feels confident about volunteering, she clicks on the “Get Involved” page and finds the form to Volunteer.





Donor

Story

Jennifer is a 54 year old woman looking to donate to Moms Adopting Moms, She understands the importance of support and second chances. She believes that with the right guidance, accountability, and support, families can heal. By donating, she knows she is helping provide safe foster homes, mentorship, and practical resources that give both mothers and children a real chance at rebuilding their lives.



Goals

- Create lasting impact through giving
- Strengthen MAM programs
- Provide resources for bio mothers

Needs

- Understand how her donations directly impact families
- Identify the most effective programs to support through MAM
- Stay informed on outcomes and success stories

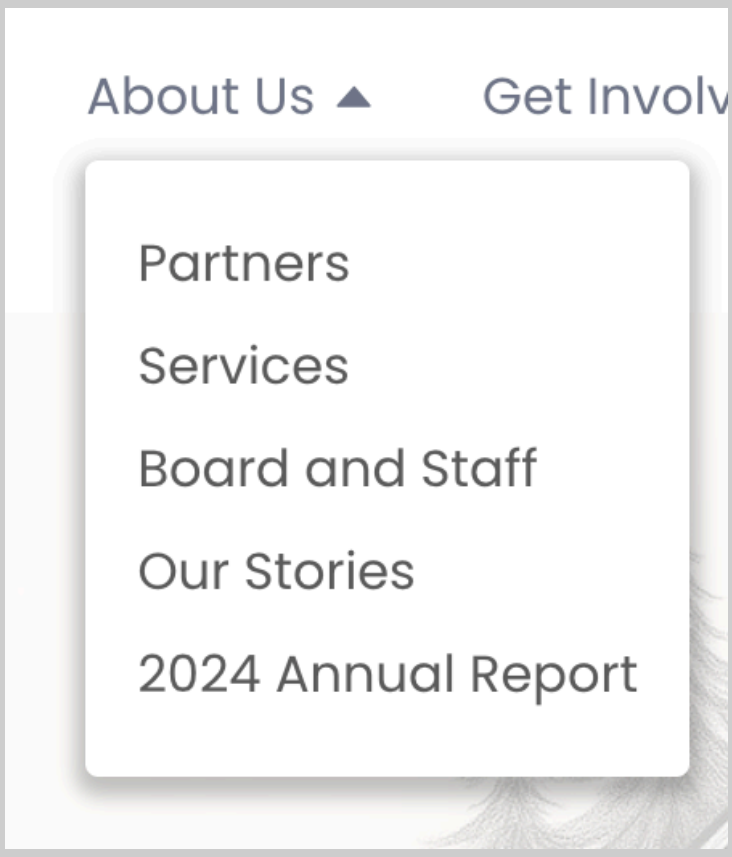
Challenges

- Choosing where her support is needed most
- Ensuring long-term, sustainable impact

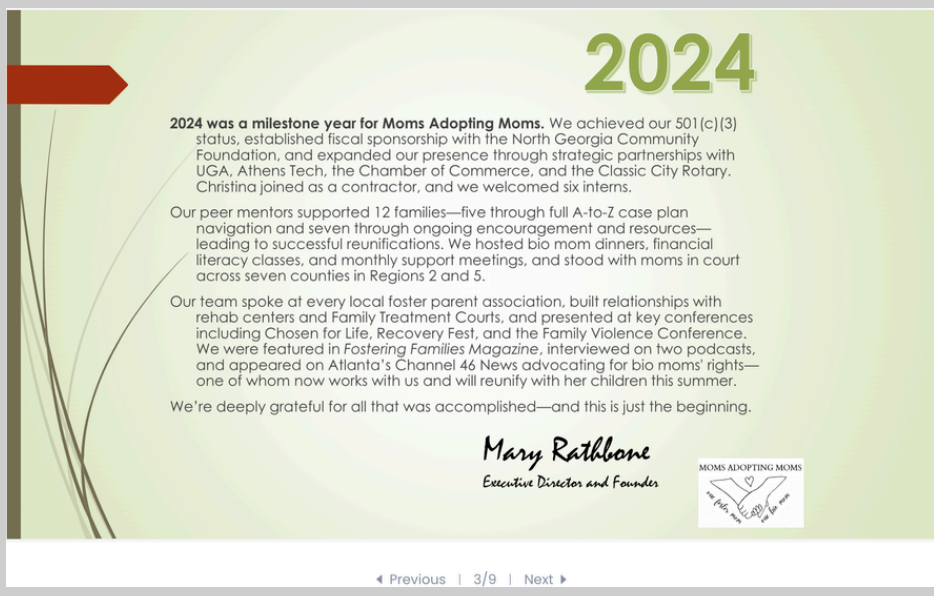
Current Navigation

Clicks: 7 clicks to learn information and donate

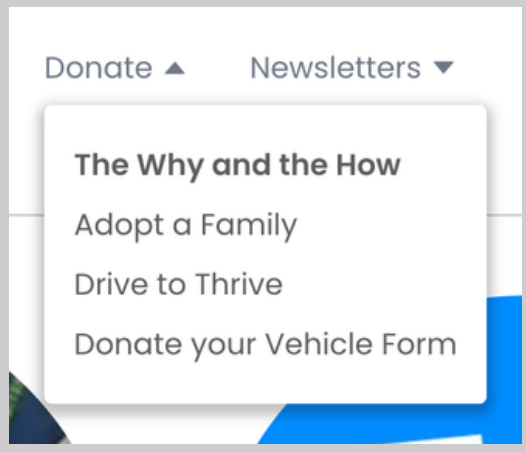
1. From the homepage, Jennifer clicks the “About Us” dropdown menu and selects the “2024 Annual Report” page to better understand the MAM mission and their success.



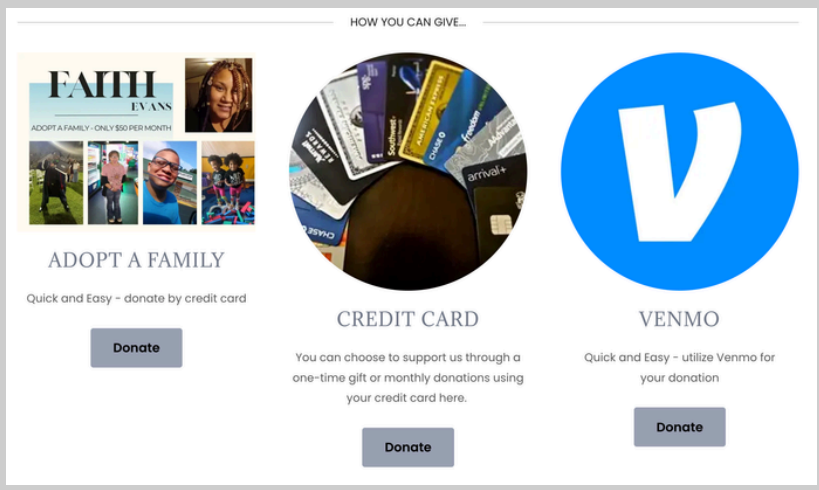
2. Jennifer clicks through the 2024 Annual Report page and decides she would like to donate to Moms Adopting Moms.

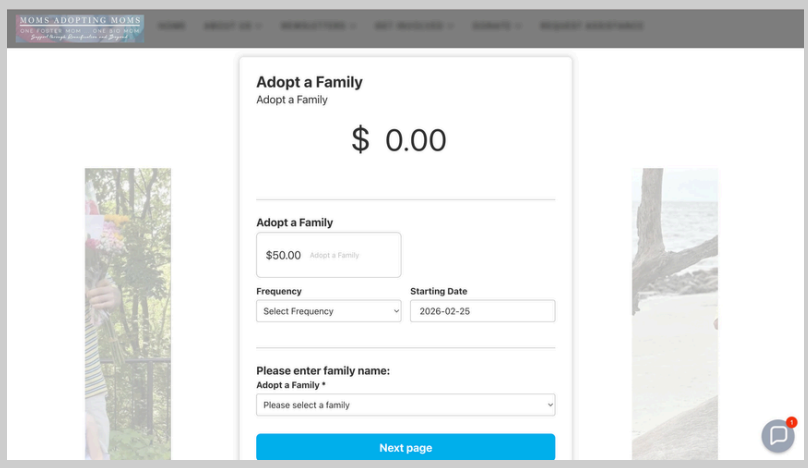


3. Donna selects the “Donate” dropdown menu and clicks “The Why and the How’ page to choose which medium she would like to use for her donation.



4. Jennifer chooses the “Adopt a Family” option and is taken to the FluidPlay website to submit her donation through credit card.





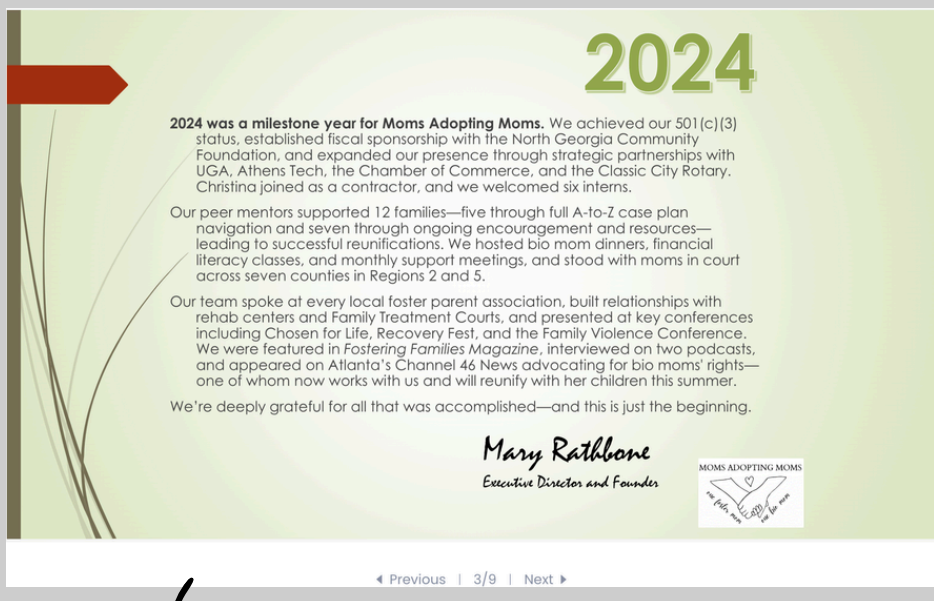
Current Navigation

Clicks: 3 clicks to learn information and donate

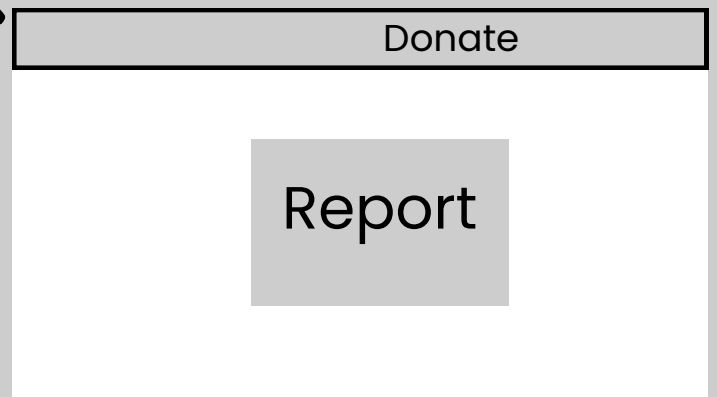
1. From the homepage, Jennifer clicks the “About Us” page and scrolls to find the “2024 Annual Report” page to better understand the MAM mission and their success.



2. Jennifer looks through the 2024 Annual Report page and decides she would like to donate to Moms Adopting Moms.



3. Donna selects the “Donate” page from the navigation bar to choose which medium she would like to use for her donation.



4. Jennifer chooses the “Adopt a Family” option and is taken to the FluidPlay website to submit her donation through credit card.

