

# FOOD IS MEDICINE MASSACHUSETTS (FIMMA) WEBSITE REDESIGN

**Host Organization:** Community Servings, Jamaica Plain, MA  
**Team:** Joshua Di Frances (MBA '23), Mary Lou (MBA '23), Olivia Young (PhD '24), Rhoda Zhang (PhD '25)

## BACKGROUND

**Problem:** Even though the current FIMMA website includes a broad spectrum of resources created by the coalition's leadership and members, it is not optimized for ready access to these tools and does not effectively engage critical stakeholders.

## METHODS

**Research:** 11 in-depth interviews with various stakeholders and literature research on website design, psychology, and NGO stakeholder engagement

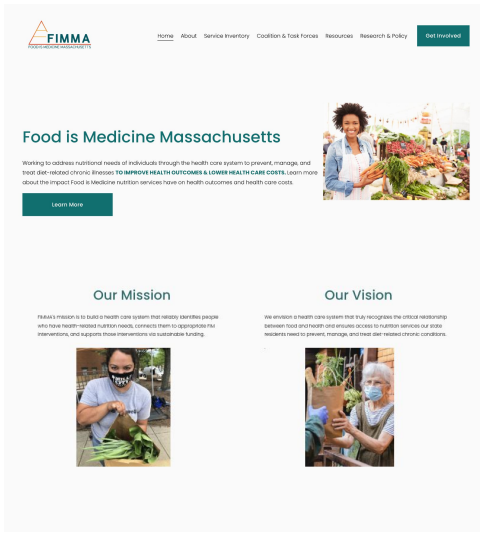
**Reflect:** Synthesize learnings, review hypotheses, initiated second sets of interviews with third-party experts

**Experiment:** Created UX mockups, designed survey to collect feedback and received 21 responses

**Redesign:** Finalized redesign recommendations and UX mockups

## NEW WEBSITE MOCK-UP

<https://fimma-test-site.squarespace.com/>



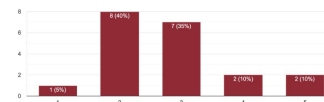
## Acknowledgements:

Community Servings - Jean Terranova; Liz Hatzenbuehler  
 Mentor - Luis Barros

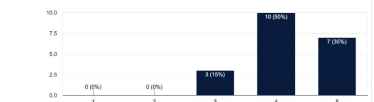
## Survey Results

### Significant Improvements in User Experience

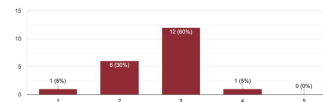
How easy is it to understand FIMMA's mission from the old home page?



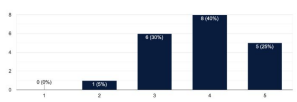
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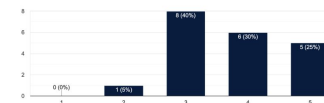
How inviting is the old home page?



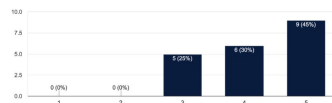
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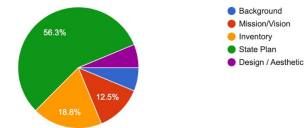
How much more visually appealing is our redesigned elements compared to the old version?



How likely is it that you would visit this website if you would like to learn more about anything related to Food is Medicine Massachusetts?



What elements of the old website design did you like the most?



What elements of the new website design did you like the most?

