

# Cocoa Packs Website Redesign



Cocoa Packs is a nonprofit in Hershey, PA that provides meals for students who cannot afford them. At an internship with JPL, I worked alongside three other interns to completely redesign their website to create a more user-friendly site that tells the story of Cocoa Packs, helps users find where to donate, and where those who are struggling can go for help from Cocoa Packs. We all worked together creating a new experience for users when visiting the Cocoa Packs Website. My work in this project included meeting with our clients, creating layouts for some of the pages, and populating the website with content.

Primary Concentration:

User Experience

Secondary Concentration:

Communications

Tertiary Concentration:

Design

Partner(s):

Zac Stoll (York College)

Daniel Hinssen (Bloomsburg University)

Brandon Kauffman (Bloomsburg University)

Program(s) Used:

Squarespace

HTML

CSS

Final project can be found at:

[www.CocoaPacks.org](http://www.CocoaPacks.org)

**500+**

CHILDREN SERVED  
AT COCOA PACKS  
EVERY WEEK

OVER  
**65** VOLUNTEER  
GROUPS

ACTIVELY ENGAGE IN  
OPERATIONS SUPPORTING  
COCOA PACKS

**300+**

STUDENTS HAVE  
BENEFITTED FROM THE  
CLOTHING CLOSET

VOLUNTEERS AGED  
**2 - 92**  
REGULARLY SUPPORT  
COCOA PACKS

OVER  
**1,000**  
VOLUNTEERS

**16,000+**  
PANTRY VISITS  
& COCOA PACKS  
DISTRIBUTED  
SINCE 2015

We created visualizations for statistics involving Cocoa Packs and their work in Hershey, PA



**Cocoa Packs™**  
Fighting Childhood Hunger One ❤️ at a Time

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[Donate](#)



# Our Story

This is a sample page on the Cocoa Packs website. Each page has the same header, and has an image with the title of the page.



## Why Volunteer at Cocoa Packs

Our volunteers are an amazing part of what makes our organization so successful. We are always looking for new community members to join our team. Groups, sport teams, organizations and businesses can also get involved!

### EVERY DOLLAR MATTERS

Your generous donation to Cocoa Packs, Inc. directly contributes to our ability to provide weekend food assistance and other services for children pre-school – 12th grade in the Hershey area and beyond. Please consider supporting Cocoa Packs by using one of the options listed on this page. Each donation will profoundly impact the organizations ability to enhance both the physical and emotional wellness for the children we assist each week.

Remember--you do **NOT** have to have a PayPal account to donate. You can use your major debit or credit card.

You can also mail a check, payable to **COCOA PACKS, INC. to P.O. Box 613, Hershey, PA 17033**

We created smaller “ads” on the site to get more donors and volunteers for Cocoa Packs