

CASE STUDY BY GABRIEL RODRIGUEZ

# UX Design Project: WTVP Donor Expansion

WTVP

Fall 2025

**In the wake of 2025 federal budget cuts, WTVP approached us to come up with solutions for expanding their current donor base. Our proposal, “Peoria Partners”, is a joint venture between WTVP and local Peoria businesses designed to do just that.**

**My Role:**

**UX Researcher &  
Designer**

**Team Size:**

**3**

**Tools Used:**

**Figma**

**Canva**

**Timeline:**

**~14 weeks**

**GABRIEL RODRIGUEZ**

# Problem Statement

This project served as a partnership between WTVP and Bradley University to address the impact of the 2025 federal budget cuts on WTVP's donor base. The goal of this project is to help WTVP gain younger donors and expand its younger audience.

The largest amount of WTVP donations often come from one-time pledge donations or retired fans of PBS, yet **recent budget cuts have inspired a wave of "revenge giving"** which, while helpful, are not sustainable in the long term.

What we discovered is that the majority of WTVP's target donor audiences seem to be looking for a **quantifiable "return on investment"** in order to feel comfortable donating, since they do not always have the same disposable income or downtime as WTVP's current donor base.

# Process: Research

## Competitive Analysis

## Journey/Empathy Maps

## User Interviews & Testing

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I assisted with researching what set apart **competitive broadcasting services** from WTVF. Then, I dissected what specific elements of those services target WTVF supporters were most passionate about in order to make accurate **personas, empathy maps, and journey maps**.

### Niche Competitor

#### Dropout

**Overview**  
Dropout is a subscription-based comedy service based in Los Angeles.

**Observations**

1. Operates similar to other broadcasting platforms like **Netflix** or **PBS Passport**
2. Provides a **wide variety of shows** that largely cater to **young adults and Gen Z**
3. Creates **high engagement and retention** for people with similar interests and senses of humor, but ends up excluding members of older and younger audiences.



**Summary**  
Dropout's target audience is uniquely catered to an audience WTVF may be looking to acquire, yet **does not reach far beyond those audiences** despite program variety. WTVF could capitalize on this audience by either providing a **more familiar, streamlined layout** or **exploring a larger variety of targeted shows** that caters to the desired audience.

### Journey Map 2



**Taylor Marlow**  
"Detail-Oriented Giver"

Age: 35  
Gender: Male  
Occupation: Teacher  
Location: Peoria, IL  
Status: Married  
Children: Two (11 & 9)

| Finding an Event                                                                                                                                                                                                  | Volunteer Sign-Up                                                                                                                                                                                        | Scheduling                                                                                                                                                                               | Traveling To Event                                                                                                                                                                   | Volunteering                                                                                                                                                                                  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Actions</b> <ul style="list-style-type: none"><li>• Looked about on event through social media</li><li>• Reached out to friends for information</li><li>• Checked out the event details and location</li></ul> | <b>Actions</b> <ul style="list-style-type: none"><li>• Opened email and clicked on link to sign up</li><li>• Filled out a form with personal information</li><li>• Clicked on "Sign Up" button</li></ul> | <b>Actions</b> <ul style="list-style-type: none"><li>• Checked calendar for any conflicts</li><li>• Clicked on "Schedule" button</li><li>• Filled out a form with availability</li></ul> | <b>Actions</b> <ul style="list-style-type: none"><li>• Clicked on "Travel" button</li><li>• Filled out a form with travel information</li><li>• Clicked on "Travel" button</li></ul> | <b>Actions</b> <ul style="list-style-type: none"><li>• Clicked on "Volunteer" button</li><li>• Filled out a form with volunteer information</li><li>• Clicked on "Volunteer" button</li></ul> |
| <b>Goals</b> <ul style="list-style-type: none"><li>• Find a good event to attend</li><li>• Get a good deal on tickets</li><li>• Get a good location for the event</li></ul>                                       | <b>Goals</b> <ul style="list-style-type: none"><li>• Get a good deal on tickets</li><li>• Get a good location for the event</li><li>• Get a good time for the event</li></ul>                            | <b>Goals</b> <ul style="list-style-type: none"><li>• Get a good deal on tickets</li><li>• Get a good location for the event</li><li>• Get a good time for the event</li></ul>            | <b>Goals</b> <ul style="list-style-type: none"><li>• Get a good deal on tickets</li><li>• Get a good location for the event</li><li>• Get a good time for the event</li></ul>        | <b>Goals</b> <ul style="list-style-type: none"><li>• Get a good deal on tickets</li><li>• Get a good location for the event</li><li>• Get a good time for the event</li></ul>                 |
| <b>Feelings</b> <ul style="list-style-type: none"><li>• Happy</li></ul>                                                                                                                                           | <b>Feelings</b> <ul style="list-style-type: none"><li>• Happy</li></ul>                                                                                                                                  | <b>Feelings</b> <ul style="list-style-type: none"><li>• Happy</li></ul>                                                                                                                  | <b>Feelings</b> <ul style="list-style-type: none"><li>• Happy</li></ul>                                                                                                              | <b>Feelings</b> <ul style="list-style-type: none"><li>• Happy</li></ul>                                                                                                                       |
| <b>Pain Points</b> <ul style="list-style-type: none"><li>• Not enough events to choose from</li><li>• Not enough information about the event</li></ul>                                                            | <b>Pain Points</b> <ul style="list-style-type: none"><li>• Not enough information about the event</li><li>• Not enough information about the location</li></ul>                                          | <b>Pain Points</b> <ul style="list-style-type: none"><li>• Not enough information about the event</li><li>• Not enough information about the location</li></ul>                          | <b>Pain Points</b> <ul style="list-style-type: none"><li>• Not enough information about the event</li><li>• Not enough information about the location</li></ul>                      | <b>Pain Points</b> <ul style="list-style-type: none"><li>• Not enough information about the event</li><li>• Not enough information about the location</li></ul>                               |
| <b>Opportunities</b> <ul style="list-style-type: none"><li>• Create a community page for the event</li><li>• Create a community page for the event</li></ul>                                                      | <b>Opportunities</b> <ul style="list-style-type: none"><li>• Create a community page for the event</li><li>• Create a community page for the event</li></ul>                                             | <b>Opportunities</b> <ul style="list-style-type: none"><li>• Create a community page for the event</li><li>• Create a community page for the event</li></ul>                             | <b>Opportunities</b> <ul style="list-style-type: none"><li>• Create a community page for the event</li><li>• Create a community page for the event</li></ul>                         | <b>Opportunities</b> <ul style="list-style-type: none"><li>• Create a community page for the event</li><li>• Create a community page for the event</li></ul>                                  |

# Process: Design

Informational Flyers

Business Interest Survey

Webpage Mockups

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I wanted to find ways to combine the desire for community-based engagement and tangible donation rewards that WTVP's target audience was looking for. From there, I focused on designing the **informational flyer, webpage layout, and interest form** for the "Peoria Partners" proposal.



# User Testing

## Methods:

For user tests, we mainly focused on **comprehension tests** to ensure that the mission and appeal of Peoria Partners were understood at a glance. We also ran **A/B tests** between different iterations of certain elements.

## Results:

While the majority of users understood the mission, they found the visual design between each element to be **inconsistent and disconnected** from the program, decreasing overall comprehension.

## Impact:

To fix these perceived inconsistencies, we compared the visual layout and body text of all designed elements and readjusted each to better unify the vision of the program.

# Final Solution

The end result was “Peoria Partners”, a co-op program that rewards WTVP donors with exclusive benefits at local businesses.

This was decided as younger donors desire more perceivable value in organizations they support.

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**Peoria ARTNERS**  
Sponsored by WTVP

**Peoria Partners is a co-op benefits program between WTVP and Peoria-based businesses.**

Your donations can do more than support your community; they can also support you. Join Peoria Partners by becoming a WTVP donor and gain access to a variety of rewards at participating locations.

Explore new shopping, dining, and entertainment experiences. Get discounts and perks at local stores. [Be a Partner today!](#)

**Partner benefits include:**

- Exclusive discounts
- Hidden menu items
- Gifts with purchases
- Member get-togethers

**Visit our website**

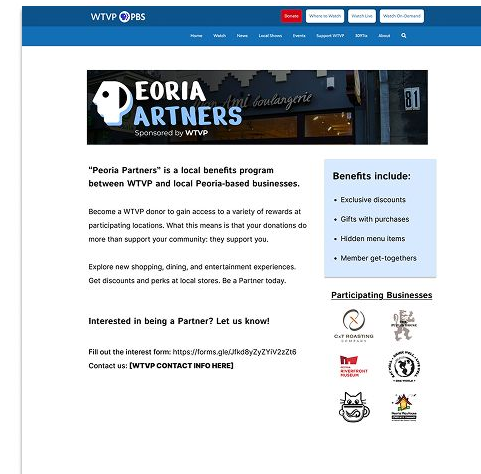


<https://wtvp.org/peoriapartners>

**Interest survey**



<https://forms.gle/Jfk8yZyYIV2zZt6>



WTVP PBS

**Peoria ARTNERS**  
Sponsored by WTVP

"Peoria Partners" is a local benefits program between WTVP and local Peoria-based businesses.

Benefits Include:

- Exclusive discounts
- Gifts with purchases
- Hidden menu items
- Member get-togethers

Participating Businesses

Interested in being a Partner? Let us know!

Fill out the interest form: <https://forms.gle/Jfk8yZyYIV2zZt6>  
Contact us: [WTVP-CONTACT INFO HERE](#)



**Peoria ARTNERS**  
Sponsored by WTVP

(309) 677-4747 | [wtvpmail@wtvp.org](mailto:wtvpmail@wtvp.org)



**DONOR-EXCLUSIVE BENEFITS**

- Discounts
- Purchase Bonuses
- Member Meet-ups
- Secret Menu Items

**SUPPORT YOUR COMMUNITY**  
Discover and engage with Peoria-based businesses to build a stronger city.

**PARTICIPATING LOCATIONS**



# Thank You!

Check out my portfolio: [\*https://gabemakesgames.net/\*](https://gabemakesgames.net/)