



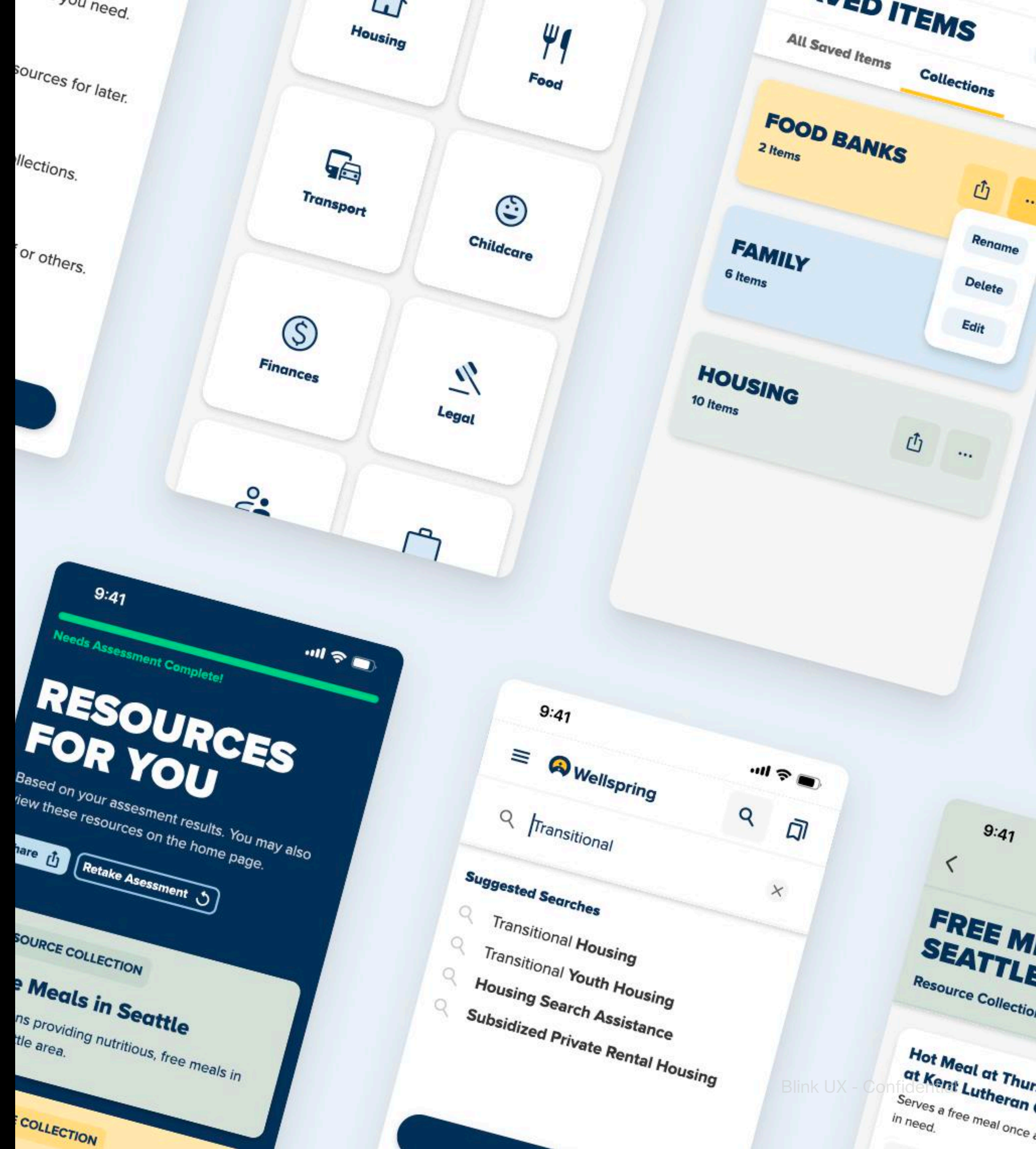
Ending the cycle of family homelessness



Wellspring came to Blink to revolutionize a tool that will help families in crisis and case workers get better access to curated, personalized resources.

Resources for families experiencing housing insecurity are hard to find, with unknown eligibility, and discouraging dead-ends. We researched and designed a new, mobile-first app that provides easy ways to search and save personalized resources.

A digital tool that replaces current paper-based systems will be a huge step forward in preventing homelessness before it happens. Wellspring will use our work to wow donors with a future vision of the app.



What we delivered

- ✓ Foundational research
- ✓ Stakeholder interviews
- ✓ Competitive + comparative review
- ✓ Inspirational + brand review
- ✓ Feature prioritization
- ✓ Experience framework
- ✓ Concept testing
- ✓ Design system + style guide