

October 15, 2010

Project Overview	
Overview	Noah's Ark has engaged a vendor to redesign the Noah's Ark website.
Site location	www.NoahsArkNJ.org
Adjacent projects	<ul style="list-style-type: none"> • Search Engine Optimization – organic search and pay-per click (esp. Google AdWords) improvements • Improved website metrics – improvements to the visitor metrics from the site • Marketing Plan development – comprehensive plan for all marketing vehicles, initial focus will be placed on SEO and website sections • Website Launch Marketing plan development – plan to articulate how Noah's Ark will market the launch of their revised site • Website Maintenance Plan development – plan to articulate how often what types of content will be refreshed, when, and by whom • Creation of a Noah's Ark style guide to a) define consistent style in all communications and marketing content (print and electronic) b) help ensure ongoing consistency. • Revisions to various components of the Noah's Ark marketing kit including the Press Kit and several program flyers/brochures based on the consistency decided up and captured in the style guide and based upon the Marketing Plan.
References	<ul style="list-style-type: none"> • Discovery form vendor provided and populated by Noah's Ark staff • Proposed revised navigation scheme (spreadsheet)
History	<p>These steps were taken to compile the firefly discovery worksheet and this supplemental worksheet :(referred to as discovery).</p> <ol style="list-style-type: none"> 1. Lauren and Susan brainstormed over the worksheet questions on September 29, 2010. 2. Lauren did research to identify sites she liked, didn't like, and articulate why. This information was captured in discovery. 3. Sue completed an audience analysis and compiled recommendations on how the site can be revised to better meet these user needs. 4. Sue developed a draft navigation schema to support these user needs, best practices, usability, and what the metrics reveal about user behavior patters. 5. Sue developed a draft home page and wireframe to reflect the recommendations graphically and to incorporate some usability best-practices. This is provided as a jump-off point to generate dialogue. 6. Remaining steps (and there are many) are outside the scope of this writing assignment. The information provided in this document will be incorporated into the website redesign project documents and evolve as the discovery phase of the project proceeds. 7. Lauren reviewed and expanded on Sue's deliverables. 8. The next step needs to be reviewed internally; however, to avoid project delays, discovery will be distributed internally and to firefly at the same time.

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<p>Audience analysis</p> <p>Note: This section was completed for the submission of discovery. In addition to a more in depth content analysis, navigation analysis, and SEO recommendations for the redesign, this section needs to be matured as the project proceeds.</p> <p>Current typical demographics: The current demographics are 60+, female, cat owner</p> <p>Desired demographic/target audience: younger audience – college and early twenties, gay and lesbian community</p>		
	Audience Description	Use Cases
Any visitor	Someone who saw the website listed somewhere but who doesn't know much about who we are, and therefore didn't come to the site with a specific purpose.	<ol style="list-style-type: none"> 1. Determine who Noah's Ark is and what we provide. 2. Find out where Noah's Ark is located. 3. Get phone number or other contact information.
People seeking to adopt	These people are looking for an animal to adopt. Some people are looking for a pet with specific characteristics (size, sex, breed...) while other people are browsing for a pet with whom feel a connection.	<ol style="list-style-type: none"> 4. To find out of Noah's Ark currently has available for adoption an animal that matches their specifications. 5. To browse the profiles of the animals Noah's Ark currently has available for adoption. 6. To find out where Noah's Ark is located (to determine if it is close enough and in a location they can get to) and determine if Noah's Ark has hours when the person can visit the facility and browse the available animals. 7. To find out where Noah's Ark is located (to determine if it is close enough and in a location they can get to) and determine if Noah's Ark has hours when the person can visit the facility and meet a specific animal.
People seeking to surrender	These people have an animal that they wish to surrender because they no longer wish to or can no longer house and care for the animal.	<ol style="list-style-type: none"> 1. To find out if Noah's Ark accepts surrendered animals and if so what, if any, stipulations they pose. (E.g., only cats and dogs are accepted) 2. To find out where Noah's Ark is located (to determine if it is close enough and in a location they can get to) and determine if Noah's Ark has hours when the person can visit the facility to deliver the animal. 3. To find out what the process is. 4. Some may be trying to identify alternatives.
People seeking events	These people have pets and they are looking for an event that involves their animals. Some people may be aware of a specific event and are looking for event details. Some people are browsing for events.	<ol style="list-style-type: none"> 1. To learn when Noah's Ark is hosting a specific event, where, what times, and other event details. 2. To browse for upcoming things to do with their pets.

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		<ol style="list-style-type: none"> 3. To find fundraising events. 4. To find out how to sponsor an event. 5. To find out how to participate in an event (e.g., as a performer)
Current volunteers	These are people who volunteer their time for Noah's Ark.	<ol style="list-style-type: none"> 1. Find out dates, times, venues for events they are volunteering at. 2. Find out what other volunteer opportunities exist. 3. Read news about volunteer activities. 4. See pictures and read articles about events and activities that they have participated in.
Potential volunteers	People who wish to get involved with an organization that is in need of their particular skills or services. People seeking volunteer opportunities that suit their interests.	<ol style="list-style-type: none"> 1. Learn more about the organization. 2. Learn what volunteer opportunities exist at Noah's Ark. 3. Contact someone at Noah's Ark to get more information or engage in a conversation about volunteering. 4. Find out what the process is to initiate involvement.
Current employees	People who work for Noah's Ark.	To be completed
Potential employees	People who are considering applying for, or in the application and interview process for employment with Noah's Ark. This audience also contains potential employees Noah's Ark would like to recruit.	<ol style="list-style-type: none"> 1. Find out more about the organization, such as the types of events they hold, the animals they provide care for, their programs and much more. 2. This group should be examined further.
Current funders	These individuals who and organizations that currently donate funds, or in-kind products or services to Noah's Ark.	<ol style="list-style-type: none"> 1. Organizations and individuals who donate may be visiting the site to get the latest news. They want to know what Noah's Ark is accomplishing with the funds they donated. 2. They may also be looking to donate again, more. 3. They may be looking for ways to get more involved beyond donations.
Potential funders	These individuals and organizations considering donate funds, or in-kind products or services to Noah's Ark on an ongoing basis. This audience also includes organizations Noah's Ark is pursuing funding from.	<ol style="list-style-type: none"> 1. To validate that Noah's Ark is a worthy recipient who will use the funds responsibly. 2. To find out if their values align with Noah's Arks values and to learn how Noah's Ark supports those values through programs. 3. To learn who else donates. 4. To learn how to donate.

Recommendations

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Overview	Prior to reviewing the recommendations, view the current state screen capture. Keep in mind, this project is only concerned with content above the fold. This is the most important content on the page because it has to capture the audience's attention sufficiently to get them to read the page, click on a link, take an action (e.g., email us, Search the site) or scroll down to see content below the fold.	
Page element	Current state problem	Future state recommendation
Navigation	<p>There are too many items on the main navigation.</p> <p>The main navigation is taking up too much page real estate.</p>	<p>Redesign navigation and only present high-level navigation items on the main menu.</p> <p>Move the main navigation to the top of the screen and present horizontally.</p> <p>Where it makes sense, remove items from navigation and present as functions or graphic links. (e.g., search, donate, join)</p>
Color scheme	<p>The site is currently hosted by Charity Advantage and the color scheme was imposed by their hosting constraints.</p> <p>There are too many colors on the page. The eye isn't focusing on any one element.</p>	<p>Key in on the logo. All other colors should be used in a limited manner, surrounded by appropriate white space.</p> <p>Only links, menu items, and article headlines should be in a color other than black. Again, to draw attention to them.</p>
Text: font and attributes	<p>There are too many fonts and colors. There is no continuity and the user's eye doesn't focus on any one key element, not even the logo.</p>	<p>Create a style sheet and specify a consistent font and attributes for each element (e.g., main navigation item, sub-navigation item, lead article headline, news column headlines, article content)</p>
Graphics	<p>The cat and dog graphics are appropriate but too large. The colors of these myriad graphics is also not aligned to the Noah's Ark logo.</p>	<p>Keep the Ad graphics in an Ad space side-bar. Surround them with white space (get them OUT of the main content.)</p>
Content	<p>Hardly any content that is most relevant to any of the audience groups visiting this page shows in this view. Due to the other items mentioned above, it takes a moment for the visitor to even determine what page they are on and what this organization is about.</p> <p>There is very little content space given the current layout, the banner graphic and left-hand navigation are using too much real estate.</p> <p>The only user needs that can be met are determining where the facility is located, getting contact information, linking to Noah's Ark on Facebook, or navigation to a few of the many other pages on the site.</p>	<ol style="list-style-type: none"> 1. Reduce height of the banner. 2. Redesign presentation of contact information 3. Place all external link images in a right-hand ad-space column. 4. Use the vast content that is below the fold into a more concise presentation above the fold. 5. The home page should be headlines and teasers that entice the user to click a link and go deeper into the site, or take an action (like searching). The page should be redesigned to meet this goal.

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<p>Actions</p>	<p>There are no actions displaying except linking to Noah's Ark on Facebook, and clicking the mail address to compose and send email to Noah's Ark.</p>	<ol style="list-style-type: none"> 1. Move actions that are on the page, and should remain on the page, into the space above the fold. 2. Add actions that are needed but currently missing, including but not limited to searching the site.
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Summary

There is not a great deal of content. It looks like there is when you first glimpse the site's pages. The content needs to be a) reorganized b) presented more coherently c) expanded on.

The content currently reaches out to three (possibly 5 depending on how the user interprets terms like "Membership" and "Petcasso") of the nine audience groups. With these revisions there is now content on the page that reaches out to seven of the nine audience groups.

The old model presented nine links that would take the user deeper into the site and the new model now offers sixteen opportunities and a search tool.

This document will be matured as the project moves forward.

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Current state page 1 (screen 1, above the fold):



Draft 1 future state: This is an initial first draft of a potential new home page. (Note on spacing: The spacing between articles in the columns needs to be adjusted, the space between the lead article and the menu needs to be reduced, and the spacing between the content and the ad space column on the right should be reduced by expanding the article columns.)

