Washington State University Vancouver || Creative Media & Digital Culture

Created by DTC 478 | Usability Capstone

PARKS FOUNDATION OF CLARK COUNTY
USABILITY AND INTERFACE GUIDELINES

Prepared for: Dellan Redjou | Executive Director
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EXECUTIVE SUMMARY

The following is a report and recommendations for improving the usability and user experience with the Parks Foundation of Clark County (PFCC) website. This report and recommendations were created to improve usability in the redesign of the PFCC website by the Senior Seminar. Preparation was done by Washington State University Vancouver Creative Media and Culture Program's DTC 478 class on Usability and Interface Design.

- **User and Stakeholder Requirements**
  We recommend several changes to the PFCC website, including revised navigation and website structure for improved user experience. We propose updating the color palette, typography, and the logo to address accessibility and usability. Additionally, we recommend using a WordPress theme for easier maintenance and ways to automate processes that are currently manually updated.

- **Current Inventory**
  We assessed all existing pages to create a complete inventory of all issues to address while building a new website. These include broken links and images without Alt text.

- **Conceptual Framework**
  We analyzed the current website and created recommendations for implementing new features and optimization to improve the user experience.

- **Prototypes and Design Guidelines**
  We created prototypes for both desktop and mobile, that reflect the stakeholders and users' preferences that show the visual hierarchy of the information on each main navigation section.

- **Testing Guidelines**
  We have created a list of types of testing that should be conducted throughout the development stage to ensure proper functionality, usability, and to remove unnecessary elements.

- **Social Media Promotions**
  We created a detailed proposal to increase social media use with recommendations for channel and platform analysis, SWOT, buyer personas, and campaign development. Implementing these recommendations will help achieve the primary goal of the website redesign.

- **Search Engine Optimization (SEO) Implementation**
  We have created SEO recommendations to increase searchability and drive traffic to the redesigned website through keyword usage and targeting, title tags, and crawlable link structure.

DISCOVERY OVERVIEW

The discovery overview includes user requirements, analysis, and suggestions, stakeholder requirements, competitor research, current inventory with textual descriptions, and issues that all need to be considered when implementing the website redesign.

USER REQUIREMENTS AND ANALYSIS

This report describes the user requirements necessary for redesigning the PFCC's website. The following data is based on an interview with the stakeholders and a user survey completed by current DTC students. Key outcomes are broken into two sections. Each will discuss the requirements of the stakeholders and the user-suggested requirements taken from the survey.

Stakeholder Requirements

1. Make the website more attractive. Update the color scheme used.
2. Make the new website communicate PFCC's position among other communities to have more support and donations.
3. Remove the two navigation bars and merge them into one. Simplify the navigation.
4. Update the text appearance. Remove the dense text (bold, italicized) and make it look clean. Make the fonts more significant, and the text containers less wordy in general to remove large blocks of text on the website.
5. Make the donation page easy to use, especially on mobile devices.
6. Ensure the website is on WordPress so that PFCC can maintain it on their own.
7. Make a page describing how funds are used to show users how money is used to benefit others, consider something along the lines of an infographic. This will encourage donations.

Recommendations

1. Make the mission of PFCC easier to find. It's currently on the bottom of the page and in one of the sub-navigation links, and even then, the mission isn't clearly stated. Also, make it persuasive but not pushy.
2. Make the website mobile friendly.
3. Display various options to support PFCC.
4. Don't require users to go through multiple pages to find what they're looking for.

5. Create a calendar of upcoming events.
6. Have specific locations for individual projects so that users wouldn't have to leave the page to find locations on their own. Doing extra work often discourages the user from completing the task at all.
7. Position the buttons correctly, so they aren't on top of other text and visuals. Update their look and style so that they don't look cheap and old-fashioned.
8. Ensure that social media icons are clearly placed on the website, not just links or "like" button.
9. Make a search tool that would allow users to find what they're looking for more easily.

COMPETITOR RESEARCH

The best of the competitor's websites had consistent use of critical elements that should be emulated in the PFCC website. Additionally, there were some mistakes that were repeated in the competitors' websites should be avoided in the PFCC website redesign. Please refer to Appendix A for a detailed report of these findings.

Interesting and noteworthy design elements on competitor's websites:

- Use cohesive color pallets
- Diverse, high-quality imagery of parks and people in the community
- The content flowed smoothly and was not blocky
- Donate buttons stood out on the page
- Additional information about donations was provided
- Menu tabs were not wordy but included action words
- Information was presented in the footer and on the main pages
- Websites contained event calendars
- Websites displayed dynamic slideshows
- Maps were utilized in exciting ways
- Images were linked to relevant elements

Things to avoid:

- Too much white space
- Insufficient imagery
- Broken Links
- Lack donation information
- Lack of user engagement

CURRENT INVENTORY

After reviewing the current state of PFCC's website, we have created several charts to help visualize the overall structure, hierarchy, and content/task flow. We've broken this down even further with a textual representation of each page that outlines the website architecture in further detail. Please note, we did not include specific content information in these breakdowns. These representations are meant to create a visual map to help identify areas that work well, areas that can be improved, and areas that are obsolescence or redundancy. Please refer to Appendix B for Textual Representations of the current website.

You will also find in our report a spreadsheet that details broken links within the website. The first column lists the broken link, the second columns list the first page the link was found on, the third column lists the error message, and the fourth column lists how many times that link is pointed to within the website. These are all problems that can and should be fixed within the scope of this project. Please refer to Appendix C for detailed issues of the current website.

FLOW DIAGRAM SUMMARY

The following pages describe the primary navigation from both the top level and the second level in a flow diagram. The first diagram is an overview of the home page and how the navigation is structured. The following pages are a breakdown of a similar structure found on their respective pages. Please refer to Appendix D for specific issues of the current website.

Order of Diagram pages are as follows:

1. PFCC Flow Diagram Home Page
2. PFCC Flow Diagram Exploring the Parks Foundation
3. PFCC Flow Diagram Contact Us
4. PFCC Flow Diagram Support Top Navigation
5. PFCC Flow Diagram Site Map
6. PFCC Flow Diagram Support Second Layer Navigation
7. PFCC Flow Diagram Community Grants
8. PFCC Flow Diagram Special Projects
9. PFCC Flow Diagram Events & Opportunities
10. PFCC Flow Diagram Membership

DEVELOPMENT OVERVIEW

The development overview contains assessment and recommendations for a conceptual framework, wireframes, navigation, and website structure. Focusing on these elements will ensure the stakeholder's expectations are met through the website redesign process.

CONCEPTUAL FRAMEWORK

The conceptual framework is a breakdown of PFCC's current website layout. The analysis will provide recommendations for implementing changes of features and applying optimizations in the website redesign.

Home

- Remove dual navigation bars, replace them with a single bar at the top.
- Condense existing pages to eliminate the need for dropdowns.
- Add a large donate button near the top of the page. We shouldn't need to scroll for that.
- The list of events at the bottom shows events that have already happened. This makes the site seem like it's not being kept up very well.

Exploring the Parks Foundation

- Should be included in an **About Us** page to reduce the clutter of the site.
- Reduce the amount of text. Most users don't want to read paragraphs of text.
- "**Donate Today**" button can be lowered. The current placement looks sloppy.
- Links below text can be enlarged, or the blank space can be reduced. This will keep everything concise.

Staff

- Incorporate into **About Us**. This will keep the site concise and clean.
- Include pictures of the staff members so users can understand who they are if they are looking for them.
- Please include a brief description of their roles at PFCC.
- Email links should be placed at the end of the brief description. Clicking on the names is not very intuitive.

Board of Directors

- Incorporate into **About Us**. This will keep the site concise and clean.
- Include email links for those who want their contact out on the site. This will allow users to contact board members

Mission

- Incorporate into about us to keep the site concise.
- Reduce the text for the mission and include the new and refined one.

Contact Us

- Not too many issues here.
- Have the option of contacting an individual staff member. Some users may click this link expecting to contact a specific staff member.

Support

- The title of this page should be revised, it should not be "**Investing in our Parks, Trails, and Recreational Opportunities**." This would keep the site consistent.
- The "**Get Involved**" box to the left can be added to the main page. It has the same function, which is to get users to donate.

Site Map

- The **Site Map** will need to be changed to match the new design. The current Site Map doesn't even match the current website layout.
- Some titles like "**Exploring the Parks Foundation**" don't have all the sub links located. Therefore, all the sub links must be added for the sake of consistency.

Support (2ⁿᵈ navigation bar)

- Clicking the support link will take you to a different page than the support link listed above. This is inconsistent. Therefore, the previous page can be changed into a "Donations" page. The title can be changed, as well.
- We can have each part of the list highlighted for a link instead of part of it. I think this will keep the consistency in check. Currently, it looks unfinished.
- Under the Community Partners page, remove the donation box at the bottom. We should have a big button instead. The current donation box at the bottom feels a little forced and desperate. It doesn't even work correctly, "**Select an Amount**" doesn't bring an option up.
- Change the "**Support**" link under Community partners to "**Invest in Our Parks**." The current title is misleading from what's on the actual page.
- "Sponsor an Event" doesn't have a title on its page. This is inconsistent, and it may confuse a user. The title could be "Sponsor an upcoming event." Then, there could be a list of upcoming events within a year from the current date, or we could have a calendar in which a user can see the days where events are taking place. This helps

the users get an idea of what's in store for the future with the PFCC. Also, the current event is a year old!

- For Memberships, we could explain the benefits of being a member. According to the clients, the only advantage is a link of some sort (Add to this later). Let's be sure to list that and any more benefits so users can get motivated to become a member.
- The Volunteering page has good content, its concise, and it gives you what you are looking for. As of now, this page doesn't need to be changed majorly, other than increasing the text. This goes throughout the whole website.

Community Grants

- There is no title on the main page. This is inconsistent.
- The 2020 community grant application opens a PDF in the current tab. Opening it in a new tab would be a better fit, so the user won't have to click back to the website. A user may want the PDF on a separate tab, as well. Having the user duplicate the tab would be too much work for something that can be super simple.
- Increase the size of the text and images at the bottom of the article. This may be too small for a user.

Special Projects

- The main "**Special Projects**" page has a few links that will take you to pages that are displayed in the pop-up menu. It is believed that the links on the main page should be eliminated, keep the pop-up menu the same. The links on the "**Special Projects**" page doesn't even match the list in the pop-up menu. "**Good Sport Equipment Connection**" will open a new tab while the others don't. This is inconsistent with the other links. Therefore, I believe that it will help the website if we get rid of the links on the "**Special Projects**" page.
- Clicking the image on the "**Everybody Plays**" page will open another page with a different image to click on. Both images have different information on them, and it may confuse a user. Therefore, we should only have the main image zoom in once clicked.
- For the "**Good Sporting Equipment Connection**" page, let's remove the orange line. First, the line is clickable. Clicking on it will send you to a page called "GSEC Facebook graphics v6". There is no reason the main user of the website should see this. Also, the line meant to separate the donate button from the rest of the text. It seems unnecessary.
- On the "**Teen Late-Night Programs**" page, the image to the right of the text is clickable. However, it takes you to the City of Vancouver site. This link should be removed so a user won't be confused with the result. In the paragraph, there are

two links that already take you to the site. It would be redundant to have the image do the same as well.

- The "**Washougal Bike Park**" page has two main issues. The image at the top takes you to another page to view it. This is unnecessary because it only adds an extra step to the user's goal, which is the view of the image. There is a piece of text that says click here under the big support button. Clicking the link will open a PDF of the bike course. We should have it open a new tab instead. This reduces the extra step of pressing the go back button.

Events & Opportunities

- Clicking the "**Events & Opportunities**" tab on the nav bar will open a page with four images and some text at the top. I believe this will be an excellent place to install a calendar. This would show users what events & Opportunities are coming.
- The "**SwingMore 24!**" event was held in September, and this makes it outdated. After an event has happened, it should be removed from the pop-up list so that users won't get confused. The same goes for the "**Booville**" page.

Footer

- Under **Connect with Us**, show the social media logo instead. This is a modern standard. Add other social media platforms, as well.
- **About Us** should be a separate page on the navbar. It's more important to put it up at the top than the bottom of the page.
- The sections need to be spaced evenly. It is currently floating to the left.

NAVIGATION & WEBSITE STRUCTURE

The main pages of the site: Home, About Us, Our Work, and Get Involved are accessible via the navigation bar at the top of the page. The News & Events, Find a Park, Grants, and the Contact Us page are accessible from the footer. Both the News and Our Work pages have sub-pages featuring individual projects and events, ways to get involved, and news posts.

The following image is a visual representation of our proposed website navigation.
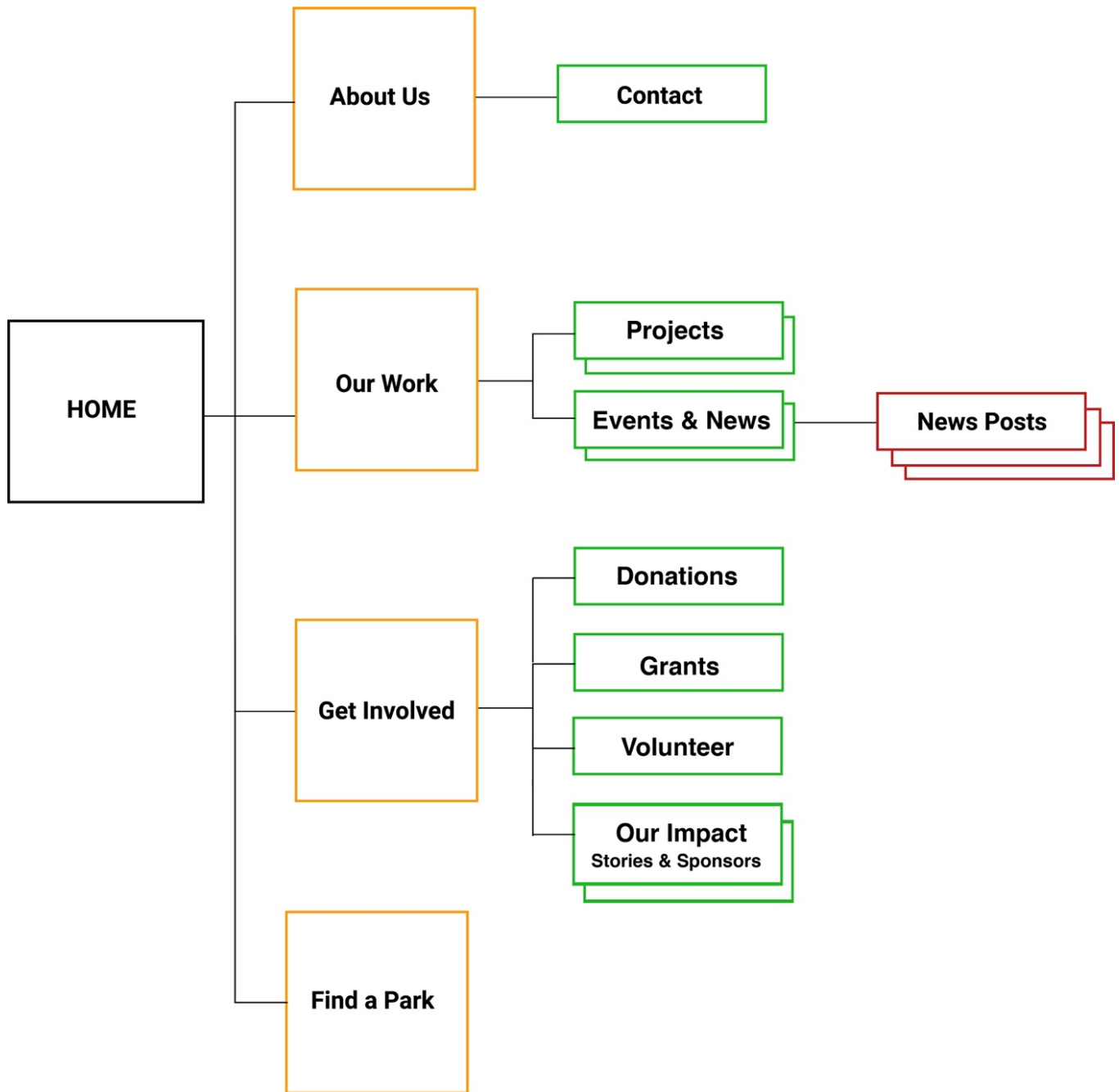
Factors such as a restructured navigation and visual representation of website page structure, along with proposed website element restructure will give the PFCC website a user friendly website that allows visitors confidence and trust in PFCC.

DESIGN OVERVIEW

The design phase includes research and application of user friendly and accessible color schemes, typography that contrasts for easy readability that also compliments the website redesign. Guidelines for procuring quality photography and videos that will enhance the website and help connect with the community. Prototypes were created to give a visual representation of the new website layout for desktop and mobile access.

CONTENT

COLOR PALETTE

The chosen color palette creates a fun, inviting color scheme creating a fresh new look. By using colors often found in nature, the user is provided with a feeling appropriate to the website. Furthermore, the combination of bright and dark colors allows for information to stand out from its contrasting colors, guaranteeing that regardless of time spent at the website, the user's eyes will easily be able to find important information.
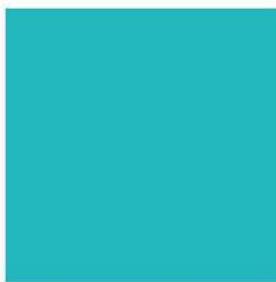
HEX	#25B8BF	HEX	#879945	HEX	#E0CD17
RGB	37 184 191	RGB	135 153 69	RGB	224 205 23
HSV	183 81 75	HSV	73 55 60	HSV	54 90 88
CMYK	81 4 0 25	CMYK	12 0 55 40	CMYK	0 8 90 12

HEX	#D11542	HEX	#7A5725
RGB	209 21 66	RGB	122 87 37
HSV	346 90 82	HSV	35 70 48
CMYK	0 90 68 18	CMYK	0 29 79 52

Tint Color Palette

In addition to the suggested color palette, tints and shades have been provided to increase usability and readability. Tints and shades can be used to promote unification within the page elements, without adding additional colors. This color palette is also color blind accessible.

#25B8BF	#51C6CC	#92DCDF	#BEEAEC
#E0CD17	#E6D745	#F0E68B	#F6F0B6
#7A5725	#957951	#BDAB92	#D7CDBE

| #879945 | #9FAD6A | #C3CCA2 | #DBE0C7 |
| #D11542 | #DA4468 | #E88AA1 | #F1B9C6 |

#25B8BF

#879945

#E0CD17

#D11542

#7A5725

Typography

Open Sans was the first preferred font from the client. This sans-serif font is easily read among web-based platforms, professional, and modern. This font is widely accessible and downloadable from Google Fonts.

Open Sans

Heading 1
Heading 2
Heading 3
Light
Light Italic
Regular
Regular Italic

Semi-Bold
Semi-Bold Italic
Bold
Bold Italic
Extra-Bold
Extra-Bold Italic

The following is an example of ways Open Sans looks visually when displaying a combination of heading and body text. This is an example of Open Sans Bold as a heading and Open Sans Regular as body text.

Body Text

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Roboto was the second preferred font from the client. This sans-serif font is easily read among web-based platforms, professional, and modern. This font is widely accessible and downloadable from Google Fonts.

Roboto

Heading 1

Heading 2

Heading 3

Thin

Thin Italic

Light

Light Italic

Regular

Regular Italic

Medium

Medium Italic

Bold

Bold Italic

Black

Black Italic

The following is an example of ways Roboto looks visually when displaying a combination of heading and body text. This is an example of Roboto Bold as a heading and Roboto Regular as body text.

Body Text

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

PHOTOGRAPHY/VIDEO STYLE GUIDE

Images can evoke emotion, create a mood, and build a connection. Photography, along with writing, typography, and design, likewise set the tone for branding. Imagery has the ability to connect the audience to the mission and goals of the Foundation. It is essential to create a relationship with the audience, and this can easily be done with images.

PFCC's mission is to improve the quality of life in Clark County by supporting parks, trails, and recreational activities. Photography used throughout the website should be reflective of the mission.

Colors & Lighting

Images should appear to be natural and not highly stylized. Photo editing should likewise be consistent throughout all photographic elements to enhance stylistic flow and maintain a consistent look throughout the website. Images should be vibrant and inviting, reflective of the color palette used throughout the website. Additionally, the photos should be exposed properly, and be able to be used a full bleed, meaning no overexposed white edges.

Shot List

Lifestyle photos should be primarily used across the site to build a sense of community and awareness of PFCC's community roots. These should include images of:

- People using the parks and trails
- People engaged in recreational activities related to PFCC
- Candid lifestyle integrations
- Headshots of board members can also create a sense of connection to people who visit the site. Headshots should be consistent in lighting and style for all photos.

Guidance

- Shoot photos at eye level - unnatural angles can feel awkward.
- All images should be able to hold tone against white, i.e., no blown out overexposed images.
- Images should have a focal point - clutter distracts from the message.
- Blurry images are not to be used on site, as they divert from the professionalism of the Museum's core.
- Avoid having subjects in images behave in ways that are unnatural or forced.

DESIGN GUIDELINES AND PROTOTYPES

Graphic Design and Branding elements have the power to drastically increase the usability and consumability of any visual design effort. With appropriate colors, photos, fonts, and the like, a visual journey can be created within users visiting the site and create emphasis on essential elements within the project. The Graphic and Branding Design teams are responsible for coordinating all stylistic, visual, photographic, and structural elements that ultimately bring to life the skeletons of the site suggested by the Wireframes/Prototypes team.

Through illustrating these color, font, and photography suggestions and placements, it is hoped that these teams can successfully suggest ideas that:

- Create a visual journey through the website, one that is clean, organized, and pleasing to the eye
- Draw emphasis on important elements such as compelling "Call to Action" buttons
- Represent stylistic hierarchy within all aspects to draw the eye appropriately through the site

It is hoped that these dynamic suggestions can be molded across all elements on this new website and others, providing strong guidelines while leaving space for alteration and variation to represent the elements of each page best. Through these suggestions and ideas below, the Graphic Design and Branding teams wish to emphasize the community, spirit, and core mission of PFCC.

PROTOTYPES

The following prototypes are intended to show the placement of user interface elements and to define the sections of the page. Each layout was chosen to make it easy for people to find the information they are looking for and encourage visiting.

Prototypes not listed as main navigation sections are not listed here. The excluded prototype images and descriptions are found in Appendix E.

HOME

The home page is the main page of the website. From here the user can navigate to all other parts of the website.

Top Navigation

Colors:

- Teal: #25B8BF
- Mustard: #E0CD17
- Brown: #7A5725
- Olive: #879945
- Red: #D11542
- White: #FFFFFF
- Black: #222222

The top navigation presents a space for vital information to be settled, instantly drawing in new visitors.
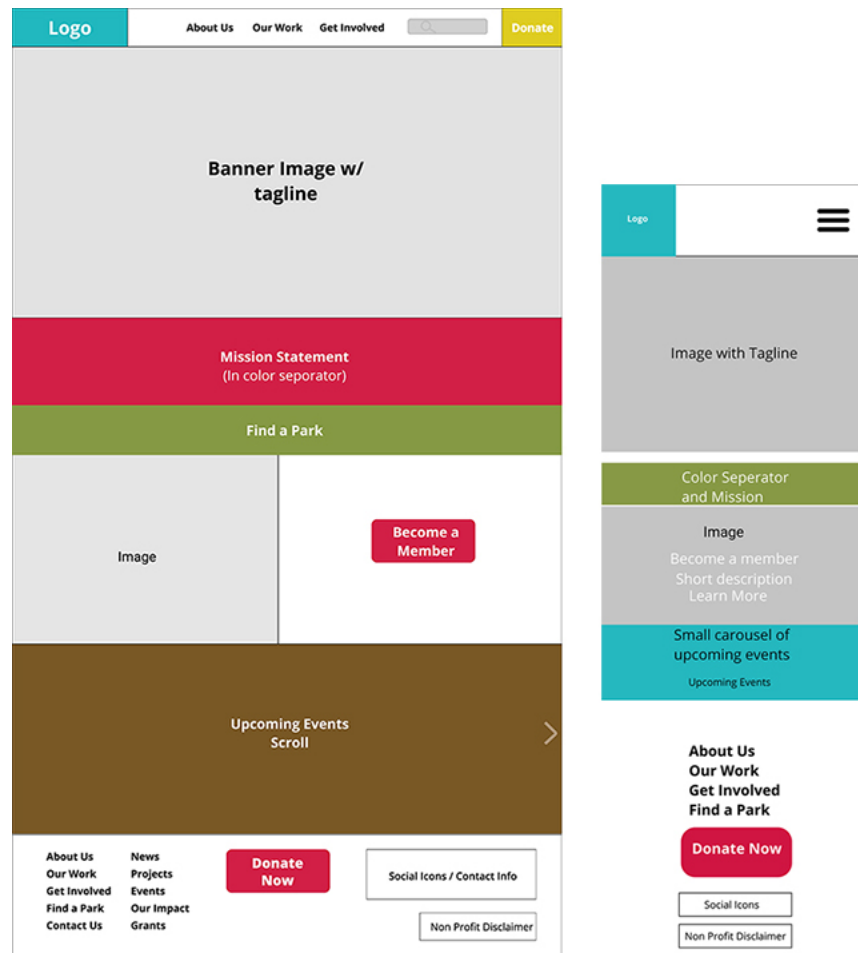
Using a bold font in the "Logo" and "Donate" sections will help the top navigation to stand out more, without adding excess emphasis. Because this section guides users through the site, utilizing bright colors in these areas will draw attention to them instantly. Regarding the "Logo" and "Donate" buttons, a teal or mustard hue will contrast well with the white background in the navigation bar, drawing users' attention with a pop of color. Further, the mustard color, due to its brightness, can be used throughout the site on other "Call to Action" elements. These small decisions can make a big difference in the amount of traffic to the "Donation" page, and ultimately increase sharing to PFCC.

Banner Image with Tagline

- Image: Refer to Photography Guidelines
- Tagline Font: Open Sans Bold
- Tagline Font Color: White #FFFFFF or Black #222222

Including warm, inviting photos on the website will instantly capture viewers and introduce them to the heart of PFCC. In conjunction with this, text color is dependent on the brightness of colors in the image (use white for darker images, and black for lighter images). Finally, a bold font will help visitors read the text describing the photo.

Color Separator w/ Mission

- Background Color: Olive: #879945
- Font: Open Sans Regular
- Font Color: White #FFFFFF
- Become a Member
- Block Background Color: White #FFFFFF
- Button Background Color: Red: #D11542
- Font: Open Sans Bold White #FFFFFF

In this section of the website, the emphasis is essential to ensure users notice this vital action on the website, one of PCFF's primary goals. By including a red button, users will be attracted to it instantly, and likewise, bold font will help it be more noticeable and easier to read. As indicated above, using bright colors such as mustard and red for "Call to Action" elements help these icons to stand out and gain traction on the website.

Upcoming Events Scroll

- Background Color: Brown #7A5725
- Font: Open Sans Regular
- Font Color: White #FFFFFF

Using another stand out color in the indicated palette will help distinguish this section from others on the site. Likewise, using a bold font to title the section creates hierarchy and visual guidance through it. Lastly, using a white font will easily help the text to stand out on this section of the page.

ABOUT US

The About Us page is intended to provide information about PFCC to the user. It features content reflects the mission of the foundation, staff, and the board of directors.

Mission/Vision Section

- Background Color: Olive: #879945
  Olive creates nice color separation from the rest of the page, a color that communicates nature, tranquility, optimism, and compassion. These are all traits that PFCC wish to communicate with their users.
- Font: Open Sans Regular White #FFFFFF
  Readable on Olive Background
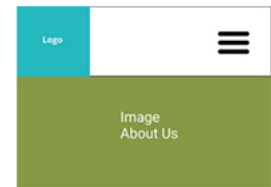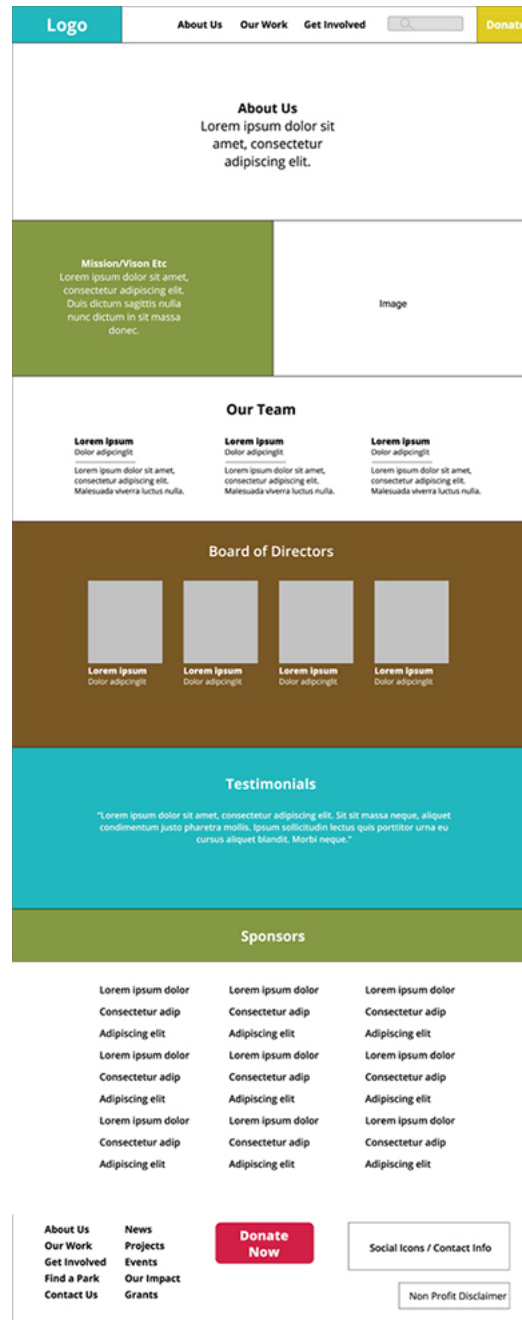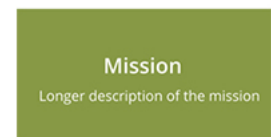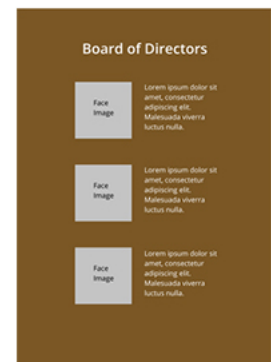
OUR WORK

Projects/Events

The main projects and events pages are meant to provide an overview of projects and events the PFCC are working on. From this page the user can navigate to individual pages for the projects and events which will provide more detailed information.

Projects Section

- Background Color Red: #D11542
  A red background will draw the user's attention. It is a strong color, when used will make elements stand out.
- Font: Open Sans Bold White #FFFFFF
  A bold font will be more noticeable and easier to read. White text will stand out on the red background.

Events Section

- Background Color Teal: #25B8BF
  Using the color teal blue communicates trustworthiness, reliability, and tranquility. It is a non-threatening and soothing color that can aid in pleasant user experience.
- Font: Open Sans Bold White #FFFFFF
  A bold font will be more noticeable and easier to read. White text will stand out on the teal background.

GET INVOLVED

Banner Image w/ Tagline

- Image: Refer to Photography Guidelines
- Tagline: Open Sans Bold White #FFFFFF or Black #222222
- Text color is dependent on the brightness of colors in the image. A bold font will help the user read the text on top of the image.

"Become a Member" Section

- Background Color Red: #D11542
- A red background will draw attention to the user and is a strong color to use to stand out elements.
- Font: Open Sans Bold White #FFFFFF
- A bold font will be more noticeable and easier to read. White text will look beautiful on the red background.

Creating standout elements on the content pages with distinct colors, readable fonts, and clean organization will help users to identify pages and navigate through the website easily. This hierarchy can be used to label all nesting elements under the home page, with varying colors for different pages, if desired. Likewise, in the content sections of these pages, photo and text blocks of diverse shapes (i.e., circle images for Staff photos) can be easily distributed to guide viewers through the site, allowing for both textual and visual representation of the elements of the page. By including stand out color sections as well, users are prompted to move further through the site and explore what it has to offer.
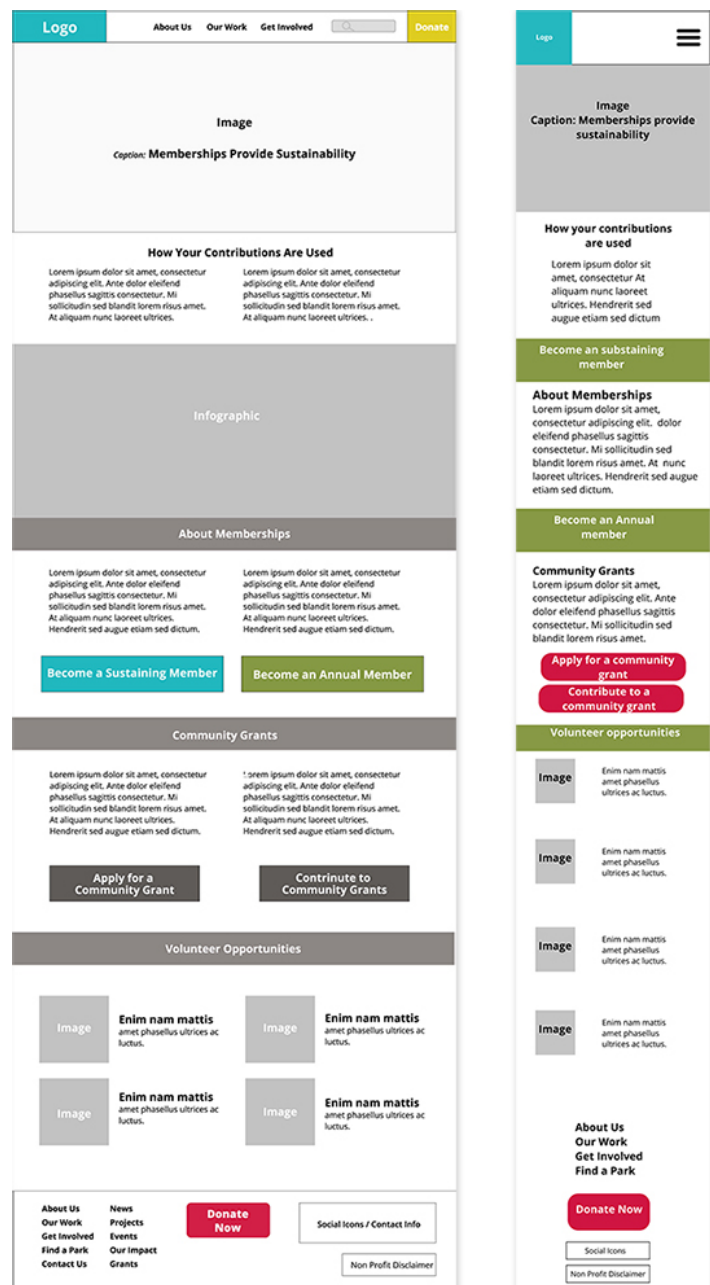
Footer

- Main Link Font: Open Sans Bold
- Main Link Font Color: Black #222222
- "Donate" Link: Open Sans Bold
- "Donate" Link Color: Mustard #E0CD17
- Social Icons Shape: Small Circle
- Social Icons Color: Black #222222
- Social Icons Font Color: White #FFFFFF
- Non-profit Disclaimer Font: Open Sans Regular
- Non-Profit Disclaimer Font Color: Black #222222

Lastly, the footer on the home page again utilizes a bold variation of the selected font for the titles, helping present hierarchy and visual flow while tying it in with the top navigation. Tying in the mustard color in conjunction with the top navigation "Donate" button again draws attention to it and is an ideal color for "Call to Action" elements. Finally, circle icons will create traffic to these links, helping them stand out amongst a text-heavy section of the site.

TESTING OVERVIEW

When testing, the primary focus must be on fulfilling the stakeholder's requirements. The second focus must be on creating a streamlined and straightforward way to navigate these features. At all stages of development, it is vital to test functionality and usability. The use of the following three procedures will improve the quality of the finished website.

TYPES

Component testing is the primary testing of code and needs to be done periodically. It is essential to fix coding problems as early as possible in order to avoid significant issues later on. This type of testing should be done during development and before passing the completed code up the chain of command to the group leader.

System testing is a test of the full system, making sure all the parts are working as intended. No knowledge of the underlying code is necessary. So it is essential to have people unfamiliar with the website test it by having them follow various paths through the website. This type of testing provides a chance to test current versions of the product against guidelines provided by the stakeholder.

Acceptance testing is testing done with end users, or other outside parties. The goal is to make sure the application can solve the customer's needs. It is essential to conduct systems testing before acceptance testing. It is also a way to see how users use the website in an uncontrolled environment.

Component testing should be done throughout development and should be completed by the development team. Systems testing should be done after adding a new feature, or before performing acceptance testing. Finally, acceptance testing should be done with users unfamiliar with the website to make sure the design is intuitive.

SOCIAL MEDIA OVERVIEW

The social media overview includes channel analysis, platform analysis, SWOT analysis, and recommendations for campaign development to grow the PFCC's audience and drive traffic to the website.

CHANNEL ANALYSIS

Channel analysis is an integral part of a marketing plan. The need to identify social media channels that drive the most traffic will help determine where to focus and maximize marketing efforts. Brand consistency is essential for these channels; the logo and username/handle should be the same across platforms. Providing original content that is helpful and engaging is a must.

Facebook

- The home page is engaging
    - The username is consistent
    - The profile photo (Logo) could use a remake that fits the area, so it is not cut off
    - The cover photo is a beautiful image but could use an image that's more indicative of the foundation
    - Fundraisers are not listed
    - Donate buttons could be posted here or more info on how to donate, sponsor information, or start a fundraiser.
- About has detailed information listed
    - Email link works, web site link works
- Events are AMAZING

- Organize and utilize photos to maximize benefits and engage the audience
    - These could include tags, cross posting and grouped by events and people/content
- Community is engaging
- Groups have been joined or created

    - Consider providing more information

- Reviews are AMAZING
    - 4.9/5 score!
    - Automate this into the website or yelp?
- FB Post could use more interaction to engage the audience
    - A goal to implement auto response would be ideal
    - Use hashtags
    - Tag people in photos and events
- Collect metrics and data from actual social media channels this is hugely beneficial
- Begin FREE analytics to collect data and advertise through the channel
- Metrics:
    - Followers: 2408
    - Likes: 2236
    - Check-ins: 97
    - Overall rating on FB: 4.9

Image Guidelines for Facebook:

- Profile photo: Best results when uploading a square image (360×360, 720×720, or 960×960). The Facebook profile picture frame size is 183×183 pixels.
- Facebook cover photo size: 828 x 315 px (851 x 315px for personal profiles)
- Desktop news feed display: Up to 470 x 470 px
- Mobile news feed display: Up to 626 x 840 px
- Text: The Desktop news feed displays 500 characters, mobile 110 characters, and the right column ad 90 characters.

Twitter

- Tweets are informative but very unattractive
- Have the link to the webpage placed in the "bio" section, which is very helpful and beneficial.

- Little to no engagement on posts, despite a decent amount of followers
- Not much interaction with users, except for occasional reposts when users share about them
- Should use more graphics than links. Images/infographics are easy to scan and read through, but links have not been clicked often unless the user is very interested. Links make users miss a lot of exciting information by driving away possible interest.
- Make a more professional profile picture.
- Consistent branding/name. Currently, their username is just "Parks Foundation" without Clark County, which could be confusing.
- Post consistently.
- Post tweets that allow and lead to more engagement.

Metrics

- Followers: 816
- Following: 598
- Tweets: 502

Instagram

Channel not found. There is no account, therefore, no data. Notably, there is an image and a place on a map. This channel can help with audience reach and engagement; communication through Instagram is more personal and promotes getting the community involved. Photos of park projects and community events will highlight what goals the PFCC is accomplishing. This platform was made to illustrate in visual detail exactly what money donated to the park's foundation through grants and membership.

YouTube

Channel not found. There is no account, therefore, no data. YouTube is significant for SEO and a great place to provide information, unique content, and feature activities within the community.

PLATFORM ANALYSIS

A platform is the company's foundation. They are built upon using available tools to implement a communication strategy. The PFCC platform is used minimally for communications, ads, and brand building. Channels currently used are; the website, event hosting, word of mouth, and minimal use of social media channels.

Target Audience

Answering who the typical customer is and then determining whom you want to target as a customer will improve promotions, help with engagement, and increase awareness of events and for PFCC. Using buyer personas will raise awareness for the ideal customer.

A buyer persona is a research-based fictional profile that represents your ideal customer based on market research and real data about your existing customers. Buyer persona attitudes need to have varied tastes as well as income levels that address the scope of not only current patrons but future patrons.

Fostering love for local parks and activities will mean education level (past or present) is an important consideration. Detailed Buyer Personas have been created and should be reviewed to implement this data for advantageous promotions and engagement. Please refer to Appendix F for detailed buyer personas. Once social media metrics have been recorded through free analytics from each channel, refine and update the buyer personas every four months.

Data to consider and record includes:

- o What the average customer age?
- o Do they have a family?
- o Are they in schools, local students, researchers?
- o What activities are they interested in, and why?
- o Are they male or female?
- o What is their income level?
- o Education level?
- o What are they interested in outside of your product and service?
- Competitors – considering your competitors will help determine what you can do better and will promote engagement with your audience more efficiently.
  - o Clark County, Washington - Public Works
    https://www.clark.wa.gov/public-works/clark-county-parks
  - o City of Vancouver Washington - Parks & Recreation
    https://www.cityofvancouver.us/parksrec/contact/clark-county-parks
  - o Other foundations that support the community and appeal to the locals, such as animal shelters, PFCCs, and homeless shelters

Goals

- Engagement - get the community involved and make them care; this will promote contributions and social sharing.
    - o Twitter and Facebook performing well, this could be enhanced with a content calendar and branding guidelines that extend to general post frames
        - There is no Instagram - Instagram is primed for not only visual storytelling about the fantastic work the PFCC does but also for cross-platform posting.
        - Show people the good being done and give them the opportunity to participate financially at a level they can afford.
    - o Support - encourage a donation to specific grants as well as generating membership across all platforms.
    - o Showcase - PFCC grants do great work in our community! That should be the focus of at least 50% of engagement.
        - Promote the app!
        - Gives credit to entities that participated/donated
            - This provides an additional method of promoting and thanking participants besides banners on the website.
            - There is an opportunity for cross-promotion with little effort spent on creative assets.
        - Encourages further support by directing people towards supporting our community.

To meet goals

- o Invest
    - Channel engagement with users, make time to post responses or provide feedback on social media channels
        - Establishing content calendars and branding guidelines will streamline the process.
    - Driving likes, shares, and organic engagement by posting events that other followers/friends post that include you, and vice versa.
        - This is already being done on Twitter and Facebook, but only from others
        - Participation in these platforms outperforms competitors at this stage. This needs to continue.

- o Sales
  - Promote Membership at all stages of social interaction.
  - Promote future grants to engage social spheres into donating to specific projects.
  - Promote the new App, highlighting inclusion technology.
  - Offer discount membership, especially for renewing members
  - Offer a game or sweepstake where new sponsors, donors, or members get a free bottle of wine, or a walking stick set, or something engaging and appreciated

Metrics Measured

Metrics Measured from Facebook and Twitter

- The PFCC Facebook page had 2,412 followers at the time of analysis.
  - o The Facebook page has the most posts, most frequently, but could use more multimedia elements (short video) and use hashtags to drive engagement.
  - o A Hubspot study found that 83% of consumers would consider sharing video content with friends, and people spend 2.6 more time interacting with video content than non-video content.
- The PFCC Twitter account had 817 followers and 98 tweets at the time of analysis.
  - ○ The Twitter account consisted of proper use of hashtags and media, but a lot more posts should be made to drive engagement and grow follower count on Twitter. The Twitter account is currently challenging to find.

There does not seem to be a YouTube or Instagram channel

The PFCC's website should feature the social media buttons on the front page, not just a like button at the top. Facebook is the best performing social media channel but could still improve engagement. The Twitter channel could link to Instagram for longer posts that exceed Twitter's character limit. An Instagram channel will help promote a more personal level of connection and increase younger awareness and engagement. A YouTube channel could be useful to showcase completed and upcoming projects.

SWOT ANALYSIS

A SWOT (Strengths, Weakness, Opportunities, and Threats) analysis helps a company determine its competitive advantages. You can use SWOT Analysis to make the most of what you've got, to your organization's best advantage. Doing so will help reduce chances

of failure, by understanding what you're lacking, and eliminating hazards that would otherwise catch you unawares. The following analysis will help PFCC develop a full awareness of all the factors involved in making business decisions. A SWOT analysis should be evaluated and adjusted quarterly.

Strengths

Strengths are an internal factor. These are things that your organization does particularly well, or that you do in a way that will distinguish you from your competitors.

- Facebook
    - Events are fantastic -consider using this for a calendar on site, link?
    - 2, 412 follow the page, and 2, 412 like it.
    - Facebook is the strongest social presence, with multiple posts and likes.
    - Not much engagement, minimal use of images and graphics in the posts.
- Twitter
    - Twitter account has 98 tweets, 817 followers, and the account is following 598 accounts.
    - The number of followers despite there only being 98 tweets so far is pretty impressive.
    - The account used hashtags for 27/98 of their tweets, and 30/98 contained media, which could be increased.

Weakness

Weaknesses are internal factors. Being aware of potential weaknesses can eliminate any future issues. Weaknesses, like strengths, are intrinsic features of your organization, focus on your people, resources, systems, and procedures. Think about what you could improve, and the sort of practices you should avoid.

- Facebook
    - The logo doesn't fit
        - The optimal size for profile image photos is 180 x 180 pixels
        - Must look clear at 160px and 32px
    - Cover photo doesn't represent the brand
        - optimal image size for cover photos is 851 x 315 pixels
        - Just FYI optimal size for post (shared) images is 1,200 x 630 pixels

- o Spelling/grammar errors on the About page
- o Thousands of photos but not organized or grouped for easy access
- o Several great videos, losing potential by not having these posted to YouTube there could be increased engagement and site traffic
- o Should be capitalizing on check-ins and engagement, which are low
- o Many fantastic reviews which deserve acknowledgment
  - Consider plugin for the web site?
- YouTube
  - o No YouTube accounts
  - o Found mentions but no profile
  - o Many engaging videos that aren't linked directly to you
    - Using engaging content and capitalizing on influencers will help Foundations grow
  - o Many mentions of a "park foundation" in Las Vegas
    - MUST differentiate
  - o PFCC needs to use this channel for SEO
  - o No Metrics available
- Twitter
  - o Twitter account was very hard to find
  - o Found mentions but not linked to profile
  - o Username is inconsistent with other channels
  - o Mentioned events aren't driving traffic to social or site
  - o No metrics available
- Instagram
  - o No Instagram accounts
  - o No mentions
  - o No metrics available
- Google
  - o Several articles from other websites that should link back to the foundation
    - Columbian
    - Clark County Today
    - Vancouver USA
    - Givegab (donation button?) seems inactive and doesn't work, consider removing

- Start requesting links back - Always!

Opportunities

Opportunities are typically external openings or chances for something positive to happen. Opportunities typically occur from situations outside PFCC and require consideration of things that can happen in the future. Creating an online presence through social media where the company currently doesn't exist is a huge opportunity.

- Facebook
    - Consider using a more professional profile picture, so you look more professional/reputable
    - Try to post consistently about upcoming events, glimpses of unique projects. Have posts dedicated to honoring sponsors individually (kind of like "gratitude posts," which would then encourage the audience to link back to you on their account and give you more traffic), post about who receives the grants, etc.
    - Reply to comments to show interaction/engagement with users, and this will encourage them to interact with you because you care about them
- YouTube
    - No account on YouTube
    - Could use this channel to promote their events, such as hosted camps different events that are made possible through the grants given out
    - Could interview those whose lives had been affected by those grants to show the importance and use of this foundation
- Twitter
    - Update and maintain the channel to take advantage of free metrics and traffic
    - There is a presence present on Twitter, which could lead traffic to the site if an account is made
    - Having a current profile on Twitter would be beneficial, especially when you are mentioned on this platform anyways; this would allow people who actively use Twitter to connect
- Instagram
    - Have a relevant, professional profile picture
    - Could use story features to show images/videos of taking a walk on a sunny or even a rainy day. Just showing the park trails and what beautiful scenery is

       around could drive users to get in their cars with their children or dog and go outside for a little.

- o Could have a highlight for each of the different parks sponsored by their foundation and repost other users who tag this location (with permission) or take their pictures and show the types of things available at each park (what kind of swing sets, trails, picnic areas)
- o Use stories to post questions and do quick surveys to help improve the parks, know what people want in those parks
- o Posts could feature what the grants are used for, how this foundation is improving and helping our community

Threats

Threats include anything that can negatively affect your business from the outside, such as supply chain problems, shifts in market requirements, or a shortage of recruits. This also includes considering competitors' advantages and meeting challenges.

- Facebook
  - o Embarrassing stories or over-sharing online
    - Be sure to moderate comments and posts, and be consistent
  - o Privacy concerns when sharing information, always get permission
  - o The campaign must be sustainable
  - o Consider obstacles that prevent successful social media campaigns
- Twitter
  - o Embarrassing stories or over-sharing online
    - Be sure to moderate comments and posts, and be consistent
  - o Privacy concerns when sharing information, always get permission
  - o The campaign must be sustainable; do you have someone that can keep up with the channel.
  - o Consider obstacles that prevent successful social media campaigns
- YouTube
  - o No account, direct threat for losing competitive advantage
  - o Market share is at risk without these channels
  - o No SEO from this channel which lessens a Google search result
  - o May appear spam-like if enabled all at once, ease into the new accounts
- Instagram

- o No account, direct threat for losing competitive advantage
- o Market share is at risk without these channels
- o No SEO from this channel which lessens a Google search result
- o May appear spam-like if enabled all at once, ease into the new accounts

CAMPAIGN DEVELOPMENT

Developing a social media campaign will be based on determining goals, developing a promotion mix, and following both immediate and long-term recommendations.

Goals

- Objectives
  - o Engage users with various posts on social media channels that would consist of graphics and text
  - o Remind users of foundation goals, who they are, and what they do through posts
  - o Encourage donations by linking back to the site and providing opportunities or reasons for those donations (such as information about a need or an idea that needs sponsoring to come to life, whether that's a new park, or remodeling/renovating an old one)
- Influencers/Audience/Buyer Personas
  - o Age: 25-65
  - o Moms, middle-aged men, and women who like to support community efforts, and seniors
  - o Engagement with a wide range of audience members that differ in income level, education level, and interests
  - o Use of all social media channels, but place more focus on Facebook and Instagram
- Emotional Dynamic
  - o Build a strong connection between the audience and the foundation through consistent posts and interaction with the audience
  - o Post interviews/real-life stories that would show how much the foundation's work is helping and affecting the lives of locals; show that the foundation's work is effective, not just money being collected for "projects."
  - o Have the audience voluntarily want to donate to the foundation by seeing the work and effect that it has on the community

- Market Research/Metrics
  - Research what target audience likes to see, what encourages them to take action, and incorporate those techniques in the marketing strategy on the various social media platforms
  - Study competitors: what are they doing that works well and what isn't working (to avoid unnecessary mistakes)
  - Keep track of social media metrics and know what times and content are better to post to get the most engagement

Promotions Mix

- Call to Action
  - While building the social media audience, engage with a call to action to donate to support the foundation.
  - Simplify donor/membership pipeline
    - Re-work website so that social media messages promoting donations lead to donations page within two clicks.
  - Better highlight the work being done with grant money over social media
    - Event postings
    - Call to donate to events
    - Call to increase membership
- Choose Best performing platforms
  - Set of analytics to adequately capture essential events.
    - Click through
    - Donations
    - Membership sales
  - Run cross-platform posting to measure engagement.
    - Adjust messaging/platform targeting
    - Run A/B testing on new assets
- Content Schedule
  - Scheduling content for posting across all platforms will streamline the content curation process while allowing the scheduling of an entire campaign
  - The marketing plan should include contingencies
  - Schedules need to be general enough to simplify posting about specific types of events and calls to action.
- Budget

- o The marketing budget needs to be completed and reviewed often.
- o Reach and messaging of produced content should be considered when budgeting for new creative assets.

Immediate Recommendations

- Create accounts for Instagram and YouTube
- Schedule a specific time and day to post
    - o Evaluate metrics based on performance to determine the best schedule for both posts time/day and content
    - o Facebook has the most substantial presence, add a goal to post weekly
        - Use consistent hashtags such as #PFCC for brand consistency
        - Also, use common tags to get PFCC in the audience feed, things such as #MondayFunday (if posting on Monday) or #TBT (if posting on Thursday) or other relevant tags
        - Use tags that catch the eye and make things interesting, especially of playing a game or questionnaire for people to interact with and then interact!
        - Update username/handle to match all other social media channels
- Implement special and unique hashtags for events, special occasions, or make something fun
    - o Specifically, for Instagram
    - o Google owns YouTube, take advantage of higher ranking and search results from YouTube by providing desired content that is helpful and fun

        - A video tour, informational videos, or how-to videos are a great place to start
- Create uniform usernames/handles and logo for cross-platform consistency to build brand trust
- Take advantage of Facebook, Instagram, and Google FREE analytics. Some of the channels offer free nonprofit ads opportunities
- Create social media guidelines so volunteers can help with posts and engagement, without needing experience

Long-term Recommendations

- SEO implementation when building the new website
- Link to all social channels on the new website

- Consider offering a seat at the luncheon, a spot at the golf tournament, entry to Booville, or as a prize to community members and promote them on social media!
- Giveaways or contests can engage customers on social (See above)
- Complete a SWOT analysis every four months
- Stay on top of communications/interactions when posting
- Create a social media policy for posts, behavior, and content
- Consider creating tiers for sponsors, donors, etc. and create special events or awards for them.

SEO

Search Engine Optimization, or SEO, can be utilized to increase the number of visitors to the PFCC's website, which is the first step in making it easier for users to find. Below is a breakdown for the current website's page and keyword analysis. We also recommended that PFCC utilize a social media management platform, such as Hootsuite or Social Bakers.

Suggestions include:

Using excellent metadata description and category breakdown on search pages.

- Indexable Content:
  - o Rework the mobile website to be more useful to mobile visitors. Most of the pages accessible from within the website are static, except for the upcoming and past events pages, so it may be beneficial to add index tags to both these pages to make them indexable.
- Crawlable Link Structure:
  - o Purge unnecessary images to increase crawl budget for active pages. Alternatively, reorganize the image archive, preferably, so related images are on the same pages for user convenience.
  - o Create a sitemap to emphasize the more important pages on the website.
- Keyword Usage & Targeting:
  - o Add a description of the business on the homepage of the website, utilizing the following keywords: "Clark County," "Parks Foundation," "Parks Foundation of Clark County," and "Parks Clark County Washington." Three to five keywords are considered ideal, and these are the four believed to be most relevant to the SEO on this website.

- o Add alt descriptions to the images, for example, "<description of image> sponsored at the Parks Foundation of Clark County." Add outgoing links to ongoing projects or activities, for example, "Check out our park event in Clark County, such as the "X Park" or "X Camp."
- Title Tags:
  - o Add Washington State somewhere in the title, "The Washington State Parks Foundation of Clark County," brings it up to 49 characters, much closer to the 50 – 60 mentioned in the Technical SEO Checklist. "The Parks Foundation of Clark County, Washington" would also work and also comes to 49 characters.
- Meta Tags:
  - o Write in a meta description, 135-160 characters long as described in the Technical Checklist, that describes the business.
- URL Structure:
  - o Switch to the more secure HTTPS certificate using Google's HTTPS Migration Guide.
- Improve readability
  - o Make text larger
  - o Include more subheadings and more concise headers
  - o Use important keywords
- Work on layout
  - o Make sure that nothing is overlapping on the page and that it looks professional (do not have buttons on top of text or images separating text)
  - o Good and professional layout holds users on the page since it is a pleasant experience
- Include more social media icons
  - o Social media mentions can improve your SEO ranking
- Canonical and Duplicate Content:
  - o They have the essential pages marked with the main homepage, the store page, and the membership page. I would suggest that they continue their current practices.
- Rich Snippets:
  - o Use Google's Structured Data Codelab to add rich data to the products and donation pages, as exemplified in the code snippets section.

SEO Keyword Analysis

The most important queries to go after as a supporter of Clark County parks are the local queries. Often people would like to find specific things to do in a park, "where can I hike?" or "which parks offer ADA swings." Because of this, showing up on searches such as "parks with trails in Clark County" or "ADA parks in Clark County" could have a significant effect on PFCC's SEO.

Use informative keywords for this website because its main focus is to drive awareness of the cause.

- Keywords:
  - "Clark County" is a short-tailed keyword, and has a high search volume, as there are many counties in other states with the same name. Despite this, it is a useful keyword for PFCC, as it is half of the organization's name. Since most Google searches are on mobile devices, with location services, this will narrow down the volume of searches to our county and allow for more visibility for this website.
  - "Parks Foundation," another short-tailed keyword. Much like the previous keyword is the first half of the organization's name. While "parks foundation" also likely has a high search volume, again, the majority is used with location services to narrow down the results.
  - "Parks Foundation Clark County" is a medium-tailed keyword search term that already works. The PFCC website is the first result for this search on Google. This search hits a good balance between search volume and difficulty, it brings up about 35 million results, but the PFCC still ranks highly. The primary strategy for this keyword would be to continue reinforcing this as the Parks Foundation of Clark County, differentiating from other foundations.

Promotions
  - Event Specific Activities
  - Programs
  - Camps
  - Promotions
  - Contests

- Call to Action – A call to action centers around engagement with content, exhibits, and supporting PFCC. Call to action needs to mirror brand priorities.
  - Donations
  - Membership
  - Sponsors
  - Preservation of local parks and activities
  - Education and interactions of community activities
- Facebook, Twitter, and Instagram should be the primary short-term focus on social media marketing
  - Growing market share on current active social platforms should yield better overall engagement rather than starting fresh, especially considering limited manning and resources.

- Content Schedule

  - Putting in the time to create a content schedule will create more free time in the future.
    - Content calendars should include design styling elements as well as a unified social media voice.
    - Implementing generic calendars for upcoming events should be a priority.

We believe that following recommendations for channel analysis, platform analysis, SWOT analysis, campaign development, and SEO will increase awareness and audience reach for PFCC, helping to achieve the main goal of the website redesign.

ADDITIONAL RECOMMENDATIONS

The following are recommendations that will be beneficial to the website redesign, including Plug-ins and WordPress theme suggestions that will increase a successful redesign.

PLUGINS

Installing a few WordPress plugins on the PFCC's are critical for the website to run correctly.

- For search engine optimization, the plugins Yoast or Rankmath are recommended.
- In addition, Google Analytics by MonsterInsights would be a great tool.

- We recommend installing Contact Form 7 for a general contact form that can be customized.
- To display a calendar of events, the plugin Events Calendar by Modern Trice Inc would be a great option.
- For a map displaying the different park locations, WP Google Maps would be an ideal option.
- Finally, for social media icons that link to the social media pages, the plugin Social Media Feather is an excellent option use.

With these plugins installed, the PFCC's website will run efficiently and smoothly.

WORDPRESS THEMES
Avada Theme

This theme is extremely customizable and responsive, featuring a live editor similar to the built in Gutenberg plugin, which allows for editing pages visually rather than from the dashboard. It features a ton of built in elements that can be used for design. It also allows you to copy content ranging in size from paragraphs to whole pages to recreate certain design choices and maintain consistency easily. Additionally, it features news posts and contact forms. Most useful, it comes with dozens of demos, in varying styles which can be used as a starting place for site construction.

https://themeforest.net/item/avada-responsive-multipurpose-theme/2833226

CONTRIBUTORS

Project Manager
Ann Radcliffe

Competitive Research
Sarah West - *Lead*
Eli Culbertson

User Requirements Analysis
Eli Culbertson - *Lead*
Irina Boligar

Current Inventory
Alisha Papenfuse - *Lead*
Leandra Corvus
Jakob Potter

*Procedures & Instructions for
Testing* Eli Culbertson - *Lead*

Conceptual Framework & Models
Joe Rodgers - *Lead*
Luke Moody
Ross Philbrook
Riley Taylor
Jazz Jackson

Social Media Analysis
Shana Penta - *Lead*
Beau Burk-Sterns
Irina Boligar
Pete Clausen

Branding Guidelines
Kamra Shields - *Lead*
Luke Moody
Courtney Packard

Instructions for Building
Sarah West - *Lead*
Eli Culberson

Graphics & Visual Design
Dakota Beard - *Lead*
Allison Moen
Trevor Chilton
Courtney Packard

Final Document
Shana Penta
Ann Radcliffe
Leandra Corvus

APPENDICES

APPENDIX A

Competitor Research - Parks Foundation of Clark County				
Name	**Main Menu Tabs**	**Design**	**Nice Features**	**Dislikes**
Park City Community Foundation *parkcitycf.org*	Our Impact, Giving and Investing, Supporting Nonprofits, About Us, Advisor resources, Contact, DONATE NOW, Other Ways to give. Footer Menu: Subscribe, Blog, Events, Donate Now, Contact, Videos	Great use of whitespace. Blue, green, orange, and white	Slideshow banner with eye-catching imagery. Cohesive design, sticky menu, upcoming events, recent news, search bar, donate button stands out	N/A
Playworks Pacific Northwest *playworks.org*	About, News, Events, Impact, Services, Partnerships, Get Involved	Blocky, square, blue, white and purple color pallet	Button hover animation is fun, social media links, footer menu tabs, donate button stands out, imagery	Not cohesive, broken up and blocky
Outdoors for All Foundation *outdoorsforall.org*	Home, About, Programs, Volunteer, Giving, Events/News, Contact. Footer menu: Partner, Calendar, Get connected, Outdoors for All	Cohesive and engaging use of color, text and imagery	Donate button stands out, Engaging and diverse images, slideshow banner	Some text on the banner illegible, footer menu does not work, phone number in header
Washington Trails Association *wta.org*	Tabs are informative, have active language "go outside" "get involved" Our Work, Go Outside, Get Involved, Donate, My Backpack	Cohesive color palette. Well organized. Good use of white space.	Footer contains vital information. All images link to relevant pages. User reviews of trails. Donation page has relevant information	N/A
Mountains to Sound Greenway *mtsgreenway.org*	Clean and simple. Explore, Learn, Get Involved, Support, About Us, Donate	Simple color palette, matches their logo	Interactive map of parks and trails, donate button is differently colored and stands out	Too much white space. Not enough images on some pages
ECOSS (Environmental Coalition of South Seattle) *ecoss.org*	Small text, hard to read, come up too slowly. Home, Programs, Events, News, Jobs, Donate	Solid color Palette. Too much white space, strong imagery	Event calendar, shows awards and sponsors	Large content blocks, non-informative donation page

Competitor Textual Descriptions

1) Park City Community Foundation
    a) Location: Park City, Utah
    b) URL: https://parkcitycf.org/about-us/
    c) Main Menu Tabs: Our Impact, Giving and Investing, Supporting Nonprofits, About
       Us, Advisor resources, Contact, DONATE NOW, Other Ways to give. Footer
       Menu: Subscribe, Blog, Events, Donate Now, Contact, Videos
    d) Design: Great use of whitespace! Blue, green, orange, and white
    e) Neat Features: Slideshow banner with eye-catching imagery of people in
       community. Cohesive design, sticky menu, upcoming events and recent news
       included, search bar, donate button stands out
    f) Features I Dislike: N/A

2) Playworks Pacific Northwest
    a) Location: Pacific Northwest
    b) URL: URL: https://www.playworks.org/pacific-northwest/
    c) Main Menu Tabs: About, News, Events, Impact, Services, Partnerships, Get Involved
    d) Design: Blocky, square, blue, white and purple color pallet
    e) Neat Features: Button hover animation is fun, social media links, footer menu tabs
       donate button stands out, good image choices of happy children
    f) Features I Dislike: not cohesive, broken up and blocky.

3) Outdoors for All Foundation
    a) Location: Seattle, Washington
    b) URL: https://outdoorsforall.org/
    c) Main Menu Tabs: Home, About, Programs, Volunteer, Giving,
       Events/News, Contact. Footer menu: Partner, Calendar, Get connected, Outdoors for
       All
    d) Design: Cohesive and engaging use of color, text and imagery.
    e) Neat Features: donate button stands out, Engaging and diverse images, slideshow
       banner,
    f) Features I Dislike: some text on the banner illegible, footer menu does not work,
       phone number in header

4) Washington Trails Association
    a) Location: Washington
    b) URL: https://www.wta.org/
    c) Main Menu Tabs: Tabs are informative, have active language "go outside" "get involved" Our Work, Go Outside, Get Involved, Donate, My Backpack
    d) Design: Cohesive and appealing color palette, Well organized, Good use of white space, content is concise and emphasized by strong imagery,
    e) Neat Features: Footer contains all the important information. All the images link to relevant pages, User reviews of trails. Donation page has relevant information and lets you know what your money will be put towards
    f) Features I Dislike: N/A

5) Mountains to Sound Greenway
    a) Location: Central Washington, Seattle
    b) URL: https://mtsgreenway.org/
    c) Main Menu Tabs: Clean and simple. Explore, Learn, Get Involved, Support, About Us, Donate
    d) Design: Simple color palette, matches their logo
    e) Neat Features: Interactive map of parks and trails, donate button is differently colored and stands out.
    f) Features I Dislike: Slightly too much white space, Not enough images on some pages

6) ECOSS (Environmental Coalition of South Seattle)
    a) Location: South Seattle
    b) URL: https://ecoss.org/
    c) Main Menu Tabs: Small text, hard to read, come up too slowly
    d) Design: Solid color palette, Too much white space, strong imagery
    e) Neat Features: Event calendar, shows awards and sponsors
    f) Features I Dislike: Large content blocks, non-informative donation page

APPENDIX B

HOME (INCLUDES ALL COMMON ITEMS FOUND ON MOST PAGES)

- Header (common)
    - o Navigation bar:
        - Items titled "Home", "Exploring the Parks Foundation", "Contact Us", "Support", "Site Map".
    - o Header Image of logo, "Parks Foundation of Clark County" that links to Home page.
    - o Search bar.
- Navigation Menu (common):
    - o Dropdowns titled "Support", "Community Grants", "Special Projects", "Events & Opportunities", "Membership".
- Body:
    - o Slideshow image showing news, events, promotional images, and donation links.
    - o "Become a Member" link to membership information.
    - o "Lend a Hand" link to volunteer information
    - o "Find a Park or Trail" link to park information.
    - o Donation link
    - o Blog posts:
        - Title of post
        - Short snippet of body.
        - Link to post.
        - Date of post.
        - Number of comments.
    - o Slideshow of logos of top donor companies.
- Footer (common):
    - o "Connect With Us" link to Facebook.
    - o Short About Us section.
    - o Contact information.

- **Header (common)**
- Navigation Menu (common)
- Body:
  - Image in place of H1.
  - Links to become a member, donating, and other areas of the site.
  - Image of two people at a park.
  - The mission statement of PFCC.
- Footer (common)

Membership

- Header (common)
- Navigation Menu (common)
- Body:
  - Promotional image for parks foundation.
  - Image in place of H1.
  - Copy about what foundation offers and what it has created.
  - Membership and donation form.
- Footer (common)

Sponsorship

- Header (common)
- Navigation Menu (common)
- Body:
  - Image in place of H1.
  - Copy about importance of sponsorships.
  - Links to PDFs for sponsoring events.
- Footer (common)

Support/Donate

- Header (common)
- Navigation Menu (common)
- Body:
  - Image in place of H1.
  - Copy about how to support foundation.

- o Links to different types of support for foundation.
- Footer (common)

Legacy Gifts

- Header (common)
- Navigation Menu (common)
- Body:
  - o Image in place of H1.
  - o Copy about joining Heritage Circle.
  - o Copy about leaving a will and/or estate that contributes to the foundation.
- Footer (common)

Purchase a Gift Card

- Header (common)
- Navigation Menu (common)
- Body:
  - o Image in place of H1.
  - o Image of a gift card.
  - o Copy about gift cards and instructions.
- Footer (common)

Commemorative Bricks Available in Propstra Square

- Header (common)
- Navigation Menu (common)
- Body:
  - o Image in place of H1.
  - o Image of bricks.
  - o Copy about bricks.
  - o Purchase form.
- Footer (common)

Purchase a New or Adopt an Existing Bench

- Header (common)
- Navigation Menu (common)
- Body:

- o Image in place of H1.
- o Copy about purchasing benches.
- o Link to list of parks.
- Footer (common)

Unrestricted Donation

- Header (common)
- Navigation Menu (common)
- Body:
  - o Image in place of H1.
  - o Copy about donation.
  - o Donation link.
- Footer (common)

Volunteer

- Header (common)
- Navigation Menu (common)
- Body:
  - o Image in place of H1.
  - o Imager of volunteer.
  - o Copy about volunteer work.
- Footer (common)

COMMUNITY GRANTS

- Header (common)
- Navigation Menu (common)
- Body:
  - o Image in place of H1.
  - o Graphic showing donation and grant money received.
  - o Contribution link.
- Footer (common)

Community Grant Donors 2012

- Header (common)
- Navigation Menu (common)

- Body:
  - Image in place of H1.
  - List of names.
- Footer (common)

Community Grant Donors 2011

- Header (common)
- Navigation Menu (common)
- Body:
  - Image in place of H1.
  - List of names.
- Footer (common)

SPECIAL PROJECTS

- Header (common)
- Navigation Menu (common)
- Body:
  - Image in place of H1.
  - Images of community members.
  - Copy about projects.
  - Links to different projects.
- Footer (common)

Community Partners

- Header (common)
- Navigation Menu (common)
- Body:
  - Image in place of H1.
  - Copy about partnership.
  - Image of current partner logos.
  - List of partners.
  - Partner donation form.
- Footer (common)

Community Projects

- Header (common)
- Navigation Menu (common)
- Body:
    - Image in place of H1.
    - Image link to current project.
- Footer (common)

Access to Recreation

- Header (common)
- Navigation Menu (common)
- Body:
    - Image in place of H1.
    - Description of project.
    - Donation link.
- Footer (common)

Evergreen Park Playground Program

- Header (common)
- Navigation Menu (common)
- Body:
    - Image in place of H1.
    - Description of project.
    - Donation link.
    - Promotional image.
- Footer (common)

Everybody Plays

- Header (common)
- Navigation Menu (common)
- Body:
    - Image in place of H1.
    - Description of project.
    - Donation link.

- o Promotional image.
- Footer (common)

Kinetic Sculpture Project

- Header (common)
- Navigation Menu (common)
- Body:
  - o Image in place of H1.
  - o Description of project.
  - o Promotional image.
- Footer (common)

Old Evergreen Highway Trail

- Header (common)
- Navigation Menu (common)
- Body:
  - o Image in place of H1.
  - o Description of project.
- Footer (common)

Sensory Camp

- Header (common)
- Navigation Menu (common)
- Body:
  - o Image in place of H1.
  - o Description of project.
  - o Donation link.
  - o Promotional image.
- Footer (common)

Vancouver Waterfront Park

- Header (common)
- Navigation Menu (common)
- Body:
  - o Image in place of H1.

- - Description of project.
  - Donation link.
- Footer (common)

Battle Ground Veterans Memorial

- Header (common)
- Navigation Menu (common)
- Body:
  - Image in place of H1.
  - Description of project.
  - Donation form.
  - Promotional image.
- Footer (common)

Whipple Creek Regional Park

- Header (common)
- Navigation Menu (common)
- Body:
  - Image in place of H1.
  - Description of project.
  - Donation link.
  - Promotional image.
- Footer (common)

EVENTS & OPPORTUNITIES

Events

- Header (common)
- Navigation Menu (common)
- Body:
  - Image in place of H1.
  - Images of community.
- Footer (common)

Annual Golf Tournament

- Header (common)
- Navigation Menu (common)
- Body:
    - Image in place of H1.
    - Images of event.
- Footer (common)

Annual Luncheon & Membership Meeting

- Header (common)
- Navigation Menu (common)
- Body:
    - Image in place of H1.
    - Image of sponsors.
    - Thank you list.
    - Money raised and what it goes to.
    - Images of event.
- Footer (common)

St. Paddy's for Kids 203 Event Photos

- Header (common)
- Navigation Menu (common)
- Body:
    - Image in place of H1.
    - Images of event.
- Footer (common)

Community Events

- Header (common)
- Navigation Menu (common)
- Body:
    - Image in place of H1.
    - Title of event, image of event, description of event.
- Footer (common)

Sponsor an Event

- Header (common)
- Navigation Menu (common)
- Body:
    - Image in place of H1.
    - Copy about how to sponsor.
- Footer (common)

EXPLORING THE PARKS FOUNDATION

- Header (common)
- Navigation Menu (common)
- Body:
    - Image in place of H1.
    - Q and A section.
- Footer (common)

Mission

- Header (common)
- Navigation Menu (common)
- Body:
    - Image in place of H1.
    - Copy describing mission and values.
- Footer (common)

Staff

- Header (common)
- Navigation Menu (common)
- Body:
    - Image in place of H1.
    - List of staff members.
- Footer (common)

- Header (common)
- Navigation Menu (common)
- Body:
  - Image in place of H1.
  - Latest articles put out by foundation.
- Footer (common)

Newsletter Archive

- Header (common)
- Navigation Menu (common)
- Body:
  - Image in place of H1.
  - Links to old articles by month. (2013-2014)
- Footer (common)

Press Releases

- Header (common)
- Navigation Menu (common)
- Body:
  - Image in place of H1.
  - List of and links to previous press releases from early 2012 to late 2013.
- Footer (common)

Contact Us

- Header (common)
- Navigation Menu (common)
- Body:
  - Image in place of H1.
  - Address.
  - Contact form.
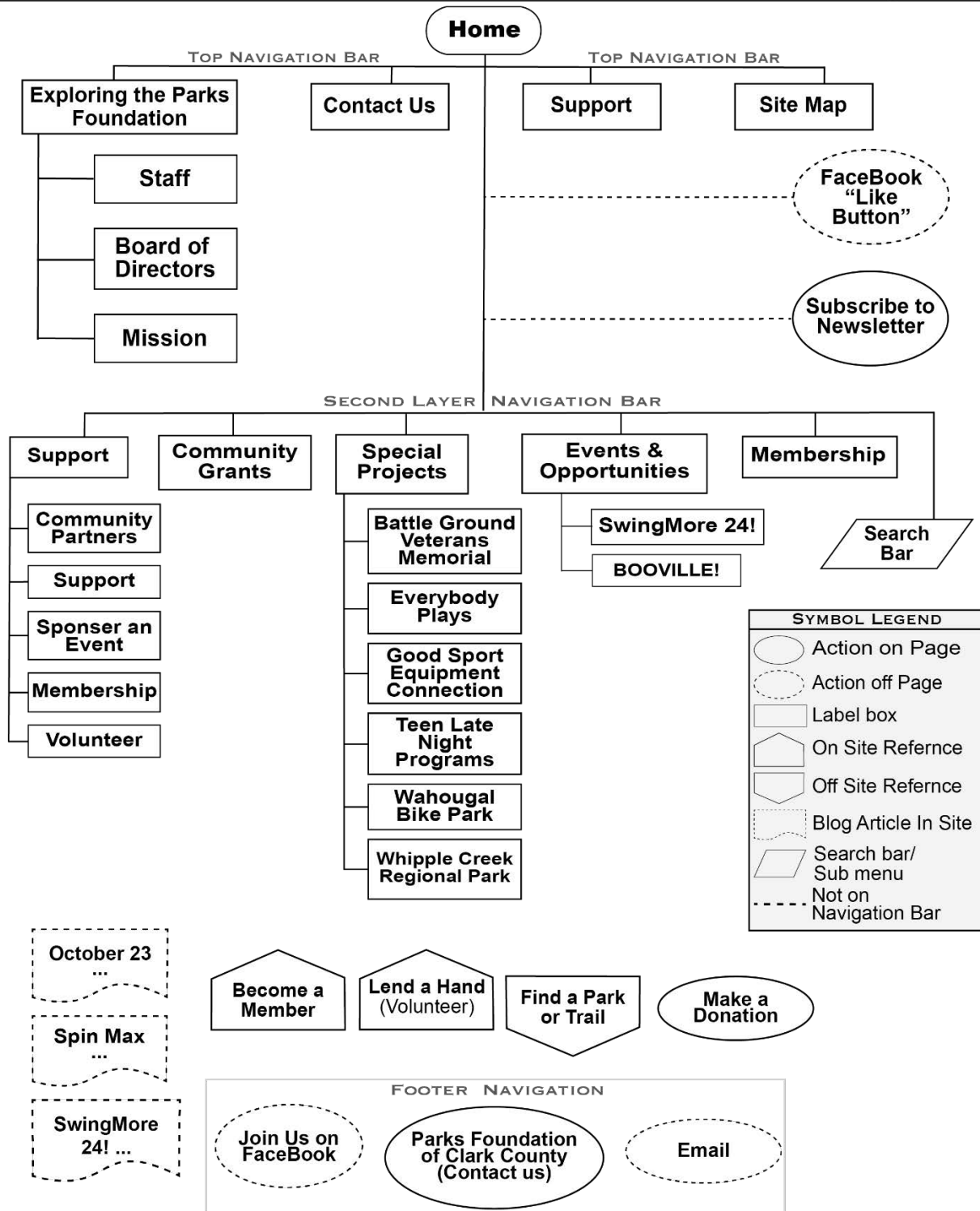- Footer (common)

Site Map

- Header (common)
- Navigation Menu (common)
- Body:
    - o   Image in place of H1.
    - o   Links to all important pages on site.
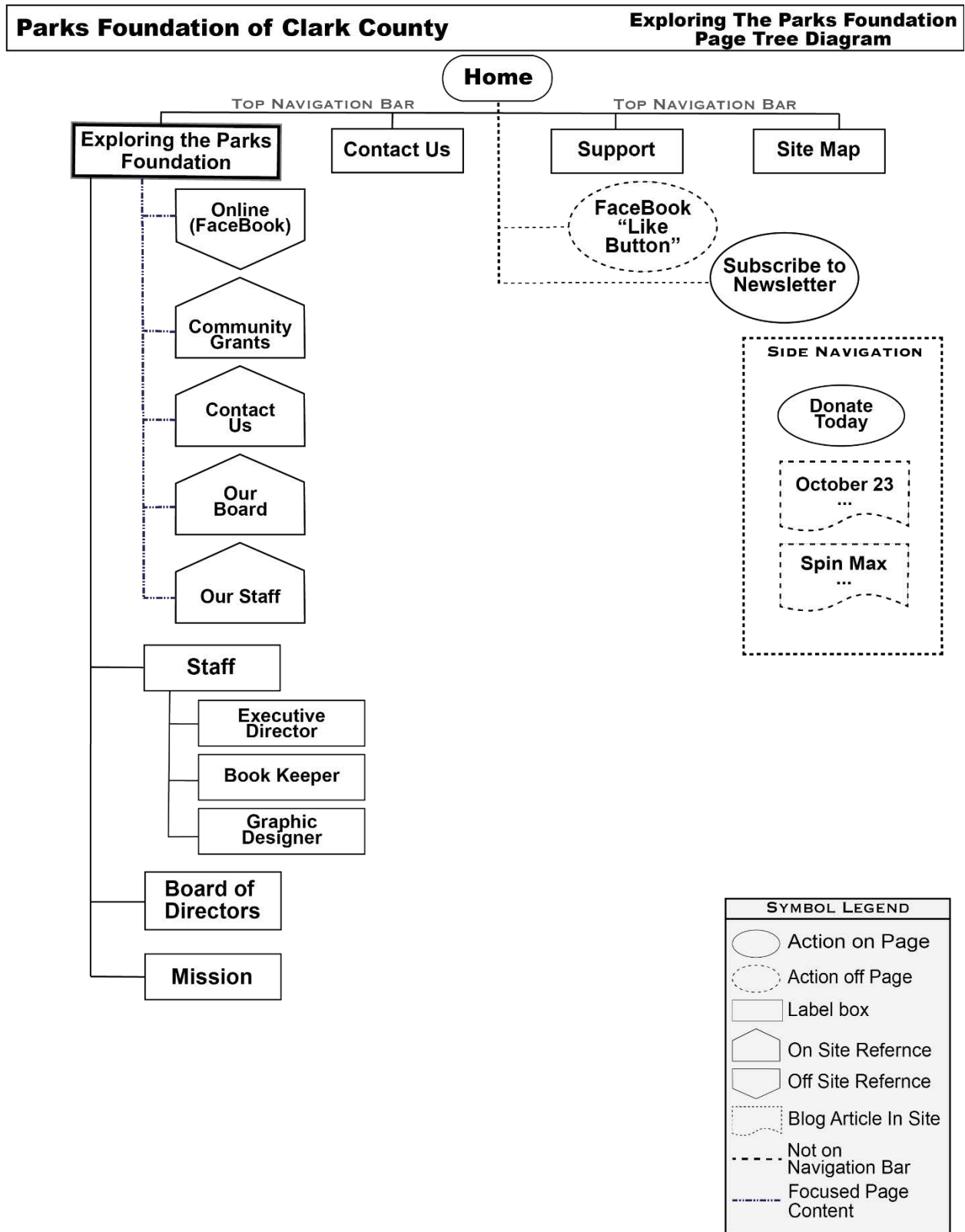- Footer (common)

APPENDIX C

URL	First Parent URL	HTTP Error Message	No. Internal Links to URL
http://e2.ma/message/blqnd/nuhojd	http://www.parksfoundation.us/news/newsletter-archive	Connection closed.	0
http://e2.ma/message/jn13d/nuhojd	http://www.parksfoundation.us/news/newsletter-archive	Connection closed.	0
http://e2.ma/message/vkfyc/nuhojd	http://www.parksfoundation.us/news/newsletter-archive	Connection closed.	0
http://e2.ma/message/znoqc/fsqrjd	http://www.parksfoundation.us/news/newsletter-archive	Connection closed.	0
http://t.e2ma.net/message/btkwe/fsqrjd	http://www.parksfoundation.us/news/newsletter-archive	404 Not Found	0
http://t.e2ma.net/message/jvz3e/nuhojd	http://www.parksfoundation.us/news/newsletter-archive	404 Not Found	0
http://t.e2ma.net/webview/b94ie/f9d109dcf7d9841308e2b7e3451e9014	http://www.parksfoundation.us/news/newsletter-archive	404 Not Found	0
http://t.e2ma.net/webview/r11re/6386dafd564a75e5c08d908b4cb82527	http://www.parksfoundation.us/news/newsletter-archive	404 Not Found	0
http://www.parkhero.org/parks-trails.html	http://www.parksfoundation.us/about/events/community-events	404 Not Found	0
http://www.parksfoundation.us/events/st-paddys-for-kids/st-paddys-for-kids-2013-event-photos/olympus-digital-camera	http://www.parksfoundation.us/about/events/st-paddys-for-kids-2013-event-photos	404 Not Found	4
http://www.parksfoundation.us/events/st-paddys-for-kids/st-paddys-for-kids-2013-event-photos/olympus-digital-camera-2	http://www.parksfoundation.us/about/events/st-paddys-for-kids-2013-event-photos	404 Not Found	4
http://www.parksfoundation.us/events/st-paddys-for-kids/st-paddys-for-kids-2013-event-photos/olympus-digital-camera-4	http://www.parksfoundation.us/about/events/st-paddys-for-kids-2013-event-photos	404 Not Found	4
http://www.parksfoundation.us/events/st-paddys-for-kids/st-paddys-for-kids-2013-event-photos/olympus-digital-camera-5	http://www.parksfoundation.us/about/events/st-paddys-for-kids-2013-event-photos	404 Not Found	4
http://www.parksfoundation.us/events/st-paddys-for-kids/st-paddys-for-kids-2013-event-photos/olympus-digital-camera-6	http://www.parksfoundation.us/about/events/st-paddys-for-kids-2013-event-photos	404 Not Found	4
http://www.parksfoundation.us/gsec-website-interior-page-header-v1-01	http://www.parksfoundation.us/special-projects/good-sport-equipment-connection	404 Not Found	4
http://www.parksfoundation.us/purchase-a-memorial-brick	http://www.parksfoundation.us/news/page/3	404 Not Found	8
http://www.parksfoundation.us/september-21st-the-day-your-gift-gives-more/givemore24-website-header-or-graphic-01	http://www.parksfoundation.us/news/page/3	404 Not Found	8
http://www.parksfoundation.us/special-projects/veterans-memorial-project?preview_id=801&preview_nonce=e570cc0e22&_thumbnail_id=-1&preview=true	http://www.parksfoundation.us/news/page/3	500 Internal Server Error	8
http://www.parksfoundation.us/wp-content/uploads/2012/03/2018-BOOVILLE-Vendor-FP-JJ-v4.pdf	http://www.parksfoundation.us/news/page/2	404 Not Found	8
http://www.parksfoundation.us/wp-content/uploads/2012/03/2018-BOOVILLE-Vendor-Form-NP-JJ-4.pdf	http://www.parksfoundation.us/news/page/2	404 Not Found	8
http://www.parksfoundation.us/wp-content/uploads/2013/12/Thorp-Scholarships.pdf	http://www.parksfoundation.us/news/press-releases	404 Not Found	4
http://www.parksfoundation.us/wp-content/uploads/2018/09/2018-BOOVILLE-sponsorship-sheet-v4-01.jpg	http://www.parksfoundation.us/news/page/2	404 Not Found	8
https://www.cityofbg.org/DocumentCenter/View/2325	http://www.parksfoundation.us/special-projects/veterans-memorial-project	404 Not Found	0
https://www.cityofbg.org/honoredveterans	http://www.parksfoundation.us/special-projects/veterans-memorial-project	404 Not Found	0
https://www.cityofvancouver.us/community/page/make-difference-day	http://www.parksfoundation.us/news/page/3	404 Not Found	0
https://www.cityofvancouver.us/waterfrontpark/page/waterfront-park-project	http://www.parksfoundation.us/news/page/2	403 Forbidden	0

APPENDIX D

Home Page

Parks Foundation of Clark County   Home Page
                                                          Tree Diagram

Home

TOP NAVIGATION BAR   TOP NAVIGATION BAR

Exploring the Parks Foundation   **Contact Us**   **Support**   **Site Map**

- **Staff**
- **Board of Directors**
- **Mission**

FaceBook "Like Button"

Subscribe to Newsletter

SECOND LAYER NAVIGATION BAR

Support | **Community Grants** | **Special Projects** | **Events & Opportunities** | **Membership**

- **Community Partners**
- **Support**
- **Sponser an Event**
- **Membership**
- **Volunteer**

Special Projects:
- **Battle Ground Veterans Memorial**
- **Everybody Plays**
- **Good Sport Equipment Connection**
- **Teen Late Night Programs**
- **Wahougal Bike Park**
- **Whipple Creek Regional Park**

Events & Opportunities:
- **SwingMore 24!**
- **BOOVILLE!**

Search Bar

SYMBOL LEGEND

Symbol	Meaning
Ellipse	Action on Page
Dashed ellipse	Action off Page
Rectangle	Label box
Pentagon	On Site Refernce
Pentagon (down)	Off Site Refernce
Dashed rectangle	Blog Article In Site
Parallelogram	Search bar/ Sub menu
Dashed line	Not on Navigation Bar

October 23 ...

Spin Max ...

SwingMore 24! ...

Become a Member   **Lend a Hand** (Volunteer)   **Find a Park or Trail**   **Make a Donation**

FOOTER NAVIGATION

Join Us on FaceBook   **Parks Foundation of Clark County (Contact us)**   **Email**

Exploring the PFCC

Parks Foundation of Clark County

**Exploring The Parks Foundation
Page Tree Diagram**

Home

TOP NAVIGATION BAR   TOP NAVIGATION BAR

**Exploring the Parks
Foundation**

Contact Us

Support

Site Map

**Online
(FaceBook)**

**FaceBook
"Like
Button"**

**Community
Grants**

**Subscribe to
Newsletter**

**Contact
Us**

SIDE NAVIGATION

**Our
Board**

**Donate
Today**

Our Staff

**October 23
...**

Staff

**Spin Max
...**

**Executive
Director**

Book Keeper

**Graphic
Designer**

**Board of
Directors**

Mission

SYMBOL LEGEND

◯ Action on Page

⬭ Action off Page

▭ Label box

⬠ On Site Refernce

⬡ Off Site Refernce

▱ Blog Article In Site

- - - - Not on
Navigation Bar

—··— Focused Page
Content

Contact Us

Parks Foundation of Clark County

Contact Us Page Tree Diagram

Home

TOP NAVIGATION BAR   TOP NAVIGATION BAR

Exploring the Parks Foundation

Contact Us

Support

Site Map

SYMBOL LEGEND

Action on Page
Action off Page
Label box
Blog Article In Site
Not on Navigation Bar
Focused Page Content
In Page Form

Email Link

In page email form

FaceBook "Like Button"

Subscribe to Newsletter

SIDE NAVIGATION

Donate Today

October 23 ...

Spin Max ...

Support Top Navigation

Parks Foundation of Clark County

Support Page Tree Diagram

Home

TOP NAVIGATION BAR — TOP NAVIGATION BAR

- Exploring the Parks Foundation
- Contact Us
- Support
- Site Map

FaceBook "Like Button"

Subscribe to Newsletter

SIDE NAVIGATION

- Commmunity Grants
- Legacy Gifts
  - Email Link
  - Guide to planing your will
- Commemorative Bricks of Propstra Square in Esther Short Park
- Engraved Pavers in Soreson Park
  - Order Form
  - Choose an Engraved Paver

Donate Today

October 23 ...

Spin Max ...

- Sponser a Park Amenity in Ridgefield
  - Available Amenities Form
  - Sponser Form
  - Sponser online form
- Buy/Adopt a trail bench in Clark County
  - List of Parks
- Charity Gift Cards
  - Parks Foundation TisBest Link
- Unrestricted Donation
- Amazon Smile
- Top 10 Reasons To Support Parks

- Florence B. Wager Awards
  - FaceBook
  - Annual Luncheon & Membership Meeting
  - Luncheon Tickets
  - Nomination Packet
  - Email Our Staff
- Community Grant Awards
  - 2020 Grant Application
  - Contribute to Community Grants
- Donate Now

SYMBOL LEGEND

- Action on Page
- Action off Page
- Label box
- On Site Refernce
- Off Site Refernce
- Blog Article In Site
- In Page/Online Form
- Search bar/ Sub menu
- Not on Navigation Bar
- Focused Page Content

Site Map

Support Second Layer Navigation

Parks Foundation of Clark County   **2nd Support
Page Tree Diagram**

Home

TOP NAVIGATION BAR   TOP NAVIGATION BAR

Exploring the Parks
Foundation

Contact Us
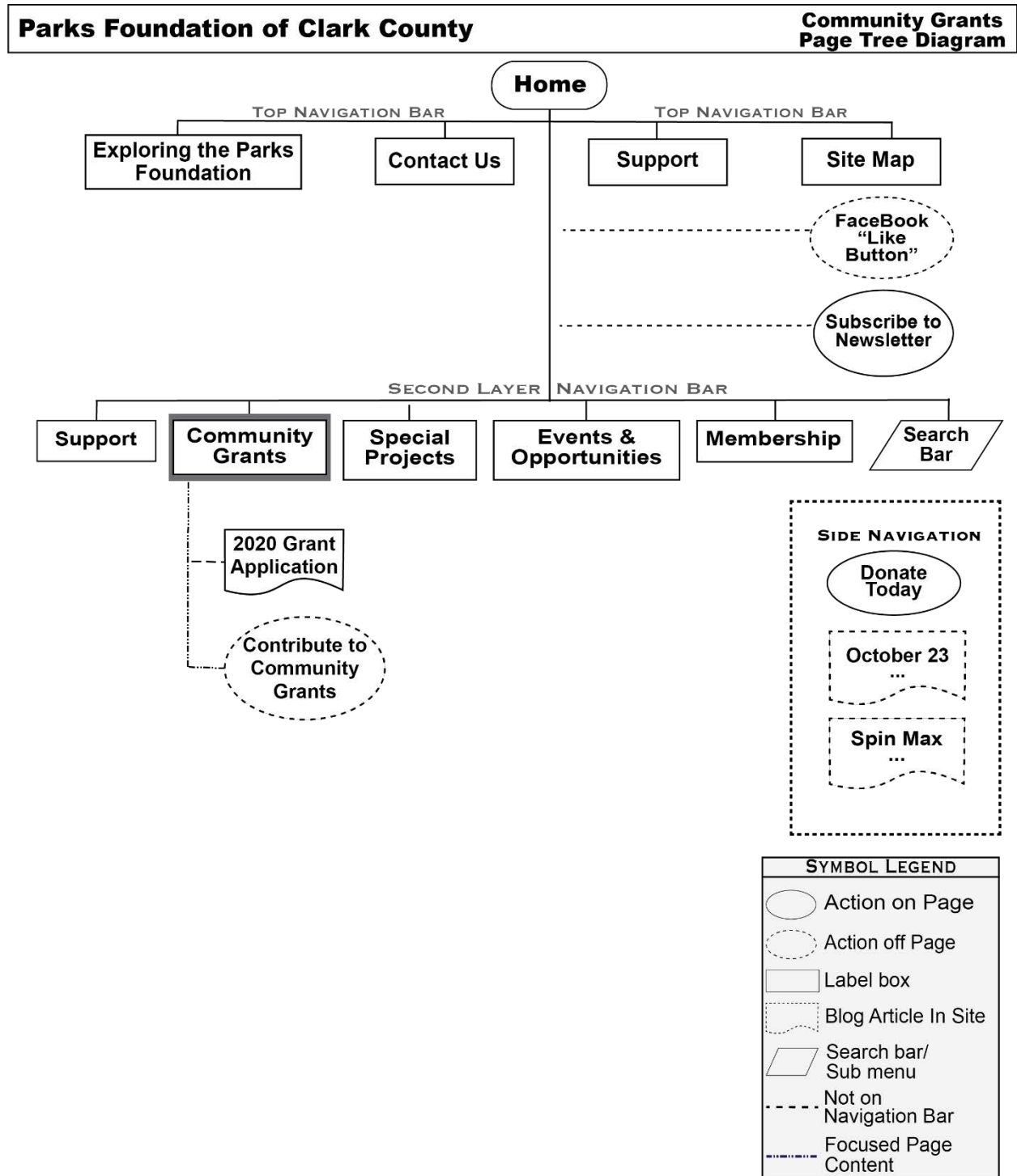
Support

Site Map

SECOND LAYER NAVIGATION BAR

Support

Community
Grants

Special
Projects

Events &
Opportunities

Membership

Search
Bar

Become a
Member

Donation

Annual
Luncheon ...

Special
Project or
Program

Community
Grant

Leave a
Legacy

Propstra Sq.
in Esther
Short Park

Pavers at
Soreson
Park

Become a
Community
Partner

Volunteer

Community
Partners

Support

Sponser an
Event

Membership

Volunteer

Community
Partner
Frequency
Form

Link to Top
Support Page

Dianna
Kretzschmar
(link to Staff)

Links to
Mebership
Page

Clark
Heros

FaceBook

City of Vancouver
Volunter Form

City/County
Services

Clark Green
Neighbors

SYMBOL LEGEND

Action on Page

Action off Page

Label box

On Site Refernce

Off Site Refernce

Blog Article In Site

In Page/Online
Form

Search bar/ Sub
menu

Not on
Navigation Bar

Focused Page
Content

SIDE NAVIGATION

Donate
Today

October 23
...

Spin Max
...

BY TOP NAVIGATION

FaceBook
"Like
Button"

Subscribe to
Newsletter

Community Grants

Parks Foundation of Clark County

**Community Grants
Page Tree Diagram**

Home

TOP NAVIGATION BAR · TOP NAVIGATION BAR

Exploring the Parks Foundation

Contact Us

Support

Site Map

FaceBook "Like Button"
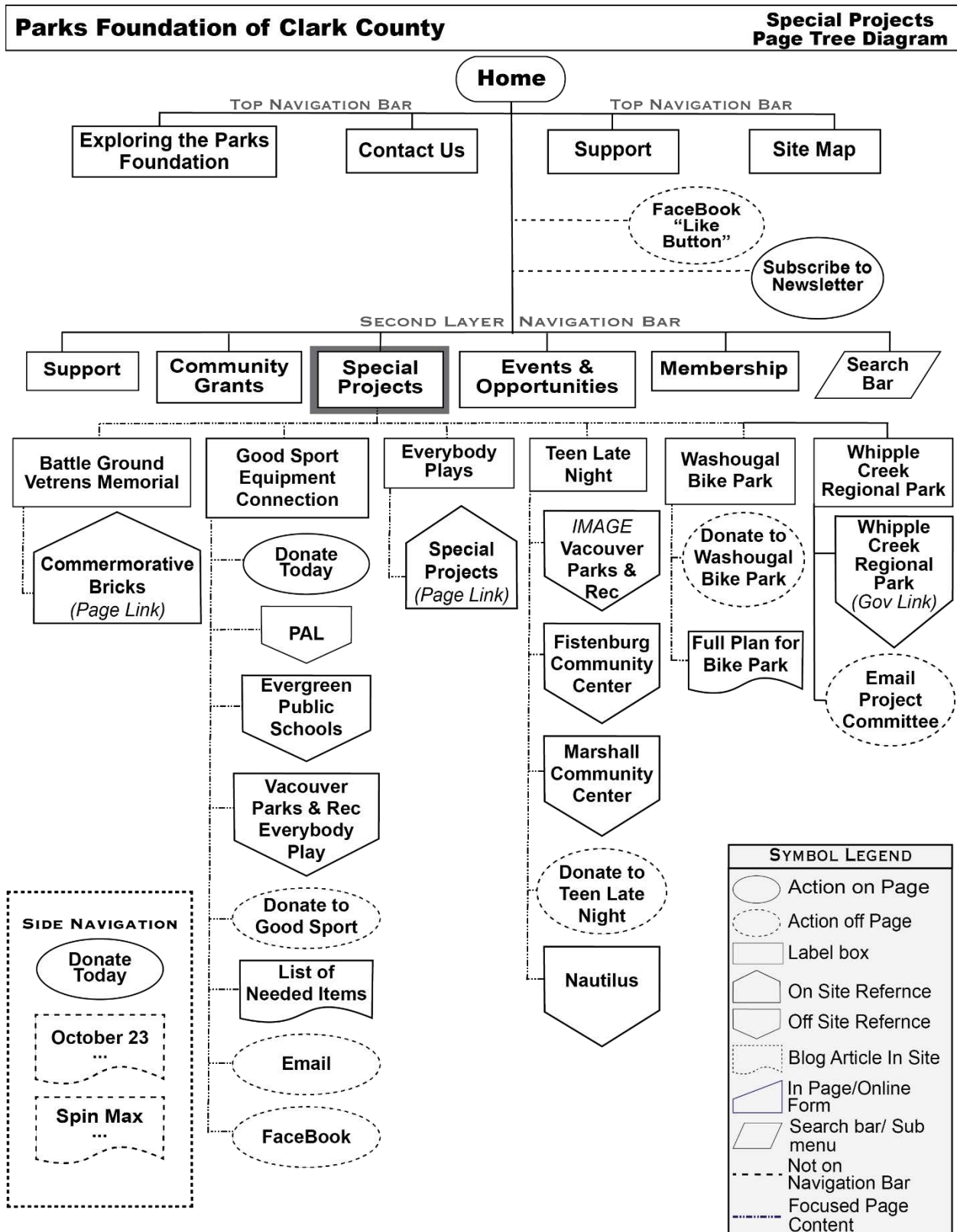
Subscribe to Newsletter

SECOND LAYER NAVIGATION BAR

Support

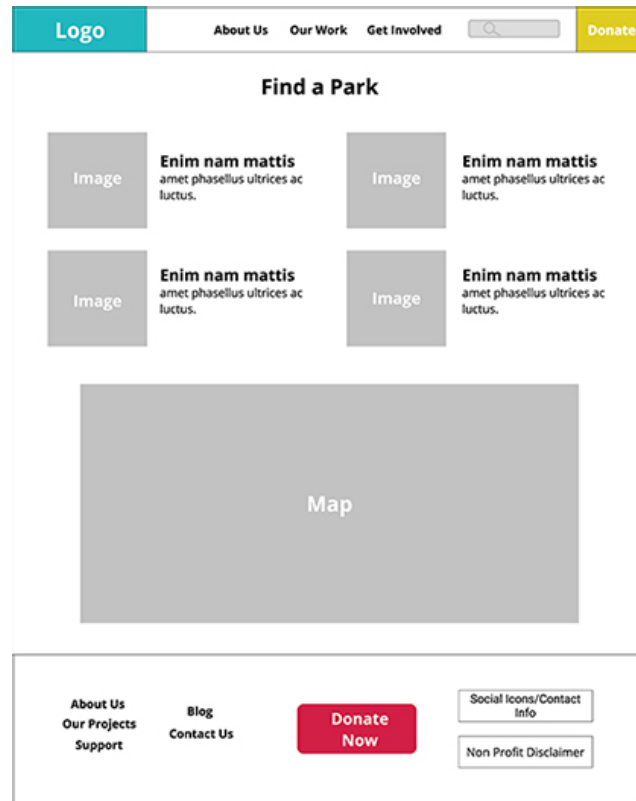Community Grants

Special Projects

Events & Opportunities

Membership

Search Bar

2020 Grant Application

Contribute to Community Grants

SIDE NAVIGATION

Donate Today

October 23 ...

Spin Max ...

SYMBOL LEGEND

Action on Page
Action off Page
Label box
Blog Article In Site
Search bar/ Sub menu
Not on Navigation Bar
Focused Page Content

Special Projects

Parks Foundation of Clark County — Special Projects Page Tree Diagram

Events & Opportunities

Parks Foundation of Clark County **Events & Opportunities Page Tree Diagram**

Home

TOP NAVIGATION BAR   TOP NAVIGATION BAR

Exploring the Parks Foundation **Contact Us** **Support** **Site Map**

EVENTS SIDE NAVIGATION

Donate Today **October 23 ...** **Spin Max ...**

FaceBook "Like Button"

Subscribe to Newsletter

SECOND LAYER NAVIGATION BAR

Support **Community Grants** **Special Projects** **Events & Opportunities** **Membership** **Search Bar**

BOOVILLE! **SwingMore 24!**

SIDE NAVIGATION FOR SWING 24!

IQ Credit Union

GiveMore 24! Page **Make a Contribution**

Oct. 2019

Sept. 2019

Vancouver Parks & Rec

July 2019

June 2019

East West Martial Arts

Battleground Summer Playground Program **Everybody Plays! Scholarships** **Camp Hope**

May 2019

April 2019

Pick 6 Sports

March 2019

Nov. 2018

Scarecrow Walk

Oct. 2018

Donation Option **FaceBook**

Sept. 2018

Scarecrow Walk Sponsor

SYMBOL LEGEND	
⬭	Action on Page
⬭	Action off Page
▭	Label box
⬡	On Site Refernce
⬡	Off Site Refernce
┈	Blog Article In Site
~	Focused Page Content
⬦	In Page/Online Form
▱	Search bar/ Sub menu
┅	Not on Navigation Bar

June 2018

April 2018

Feb. 2018

BooVille Sponsor

Jan. 2018

Oct. 2017

Community Partner

Sept. 2017

July 2017

Membership

Parks Foundation of Clark County — **Membership Page Tree Diagram**

Home

TOP NAVIGATION BAR — TOP NAVIGATION BAR

- Exploring the Parks Foundation
- Contact Us
- Support
- Site Map

FaceBook "Like Button"

Subscribe to Newsletter

SECOND LAYER NAVIGATION BAR

- Support
- Community Grants
- Special Projects
- Events & Opportunities
- Membership
- Search Bar

SIDE NAVIGATION FOR SWING 24!

Donate Today

- Community Grants
- Special Projects
- Community Grants
- Parks Foundation Sustaining
- Annual Member

(IMAGE link) Parks Foundation Sustaining

(IMAGE link) Annual Member

Oct. 2019
Sept. 2019
July 2019
June 2019
May 2019
April 2019
March 2019
Nov. 2018
Oct. 2018
Sept. 2018
June 2018
April 2018
Feb. 2018
Jan. 2018
Oct. 2017
Sept. 2017
July 2017

SYMBOL LEGEND

Symbol	Meaning
(oval)	Action on Page
(dashed oval)	Action off Page
(rectangle)	Label box
(hexagon)	On Site Refernce
(hexagon outlined)	Off Site Refernce
(dotted box)	Blog Article In Site
(angled shape)	In Page/Online Form
(parallelogram)	Search bar/ Sub menu
- - - -	Not on Navigation Bar
—·—·—	Focused Page Content

Appendix E
Prototypes

Find a Park

A list of local parks and their addresses, and a map of them.

NEWS

The main news page is meant to facilitate navigation to individual posts. The most recent post will be featured at the top with the featured image from the post. Less recent posts will be featured in a grid pattern below.
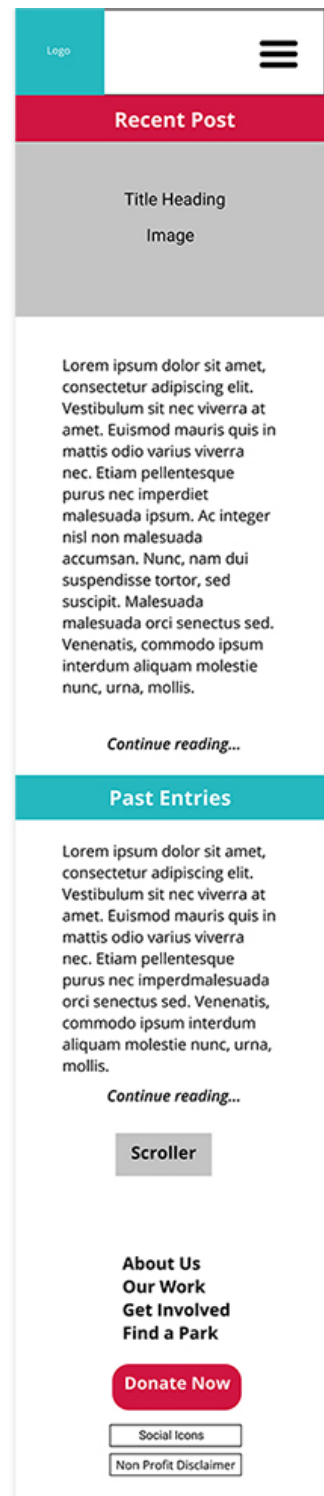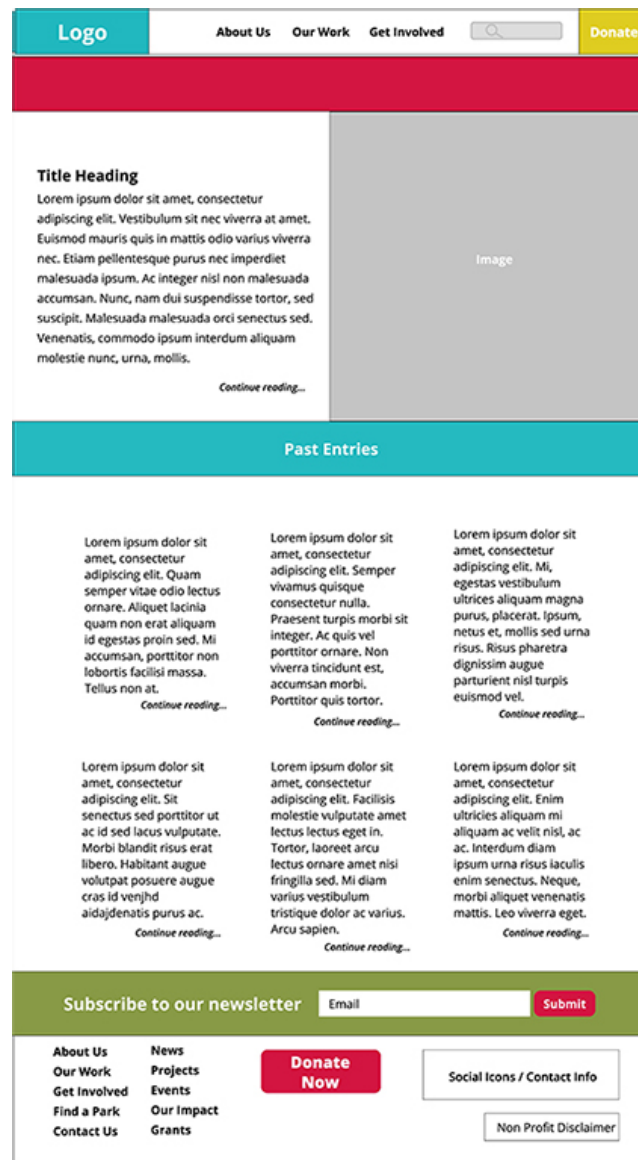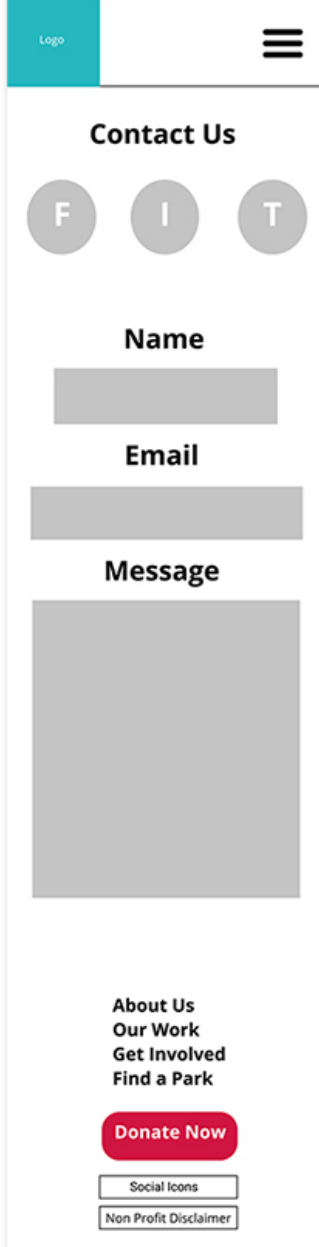
CONTACT US

Page reached from the footer of the website, which contains an email form as well as links to the foundation's social media pages.

DONATE

Page to facilitate donations, users can choose their type of donation, membership, or grant and set an amount. It also features a link to the application to receive grants.

Appendix F

Buyer Personas

The following are a list of developed buyer personas:

Working Mom Mindy

 (Main demographic for the PFCC currently - Females 25-70)

Background:
- Has 2 young children and 1 dog
- Works as a teacher in a local middle school
- Likes to take her children and dog out to parks for walks and to play
- Wants to make her community parks safe, pretty and fun

Demographics:
- Female
- Age 25-35
- Low to middle class income, but both her and her husband work
- Lives in the Clark County district

Identifiers
- likes to contribute to the community
- talks with other moms and friends to find out about cool location to take her kids or just uses Google
- preferences generally use Facebook and Instagram
- doesn't always have money to donate and support this foundation

Marketing Message
- Show how little you can donate per month. With as little as $2.50, that is still a contribution that adds up and helps make change

Eddie Engager

Background
- Has children, or is an active uncle
- Works as a social media specialist at a firm
- Likes to stay active in the community and share about interesting things/experiences on his social media

Demographics
- Male
- Age 30-40
- Middle to high income
- Lives in the Clark County district

Identifiers
- Active, positive, adventurous
- Communicates generally through social media, particularly Instagram
- Doesn't like the whole complicated process of donating money and would have done it more if it would have been somehow on the social media accounts and had been very simple

Marketing Message
- Create some hashtag campaign for an event which would encourage Eddie to check out the event and use the hashtag on his next post/story he shares on his social media channels

ORNERY OLIVER

This persona is an exclusionary person, the persona or customer you want to avoid

Background
- Mid-tier real estate developer.
- Upper middle income and reasonably successful, but also opportunistic.
- Married with children or possibly divorced.

Demographics
- Male
- 35-50
- Income: 100K+
- Lives in suburbs
- Drives large luxury SUV

Identifiers
- Aggressive demeanor
- Donates to political candidates that promise to reduce taxes and Government spending
- Lobbies City Council to allow for more development

- Compiles lists of potential development properties, including the PFCC building

Objections

- Considers the PFCC a misuse of functional commercial space
- Considers nearly all PFCC's a waste of time and money
- Believes artifacts should be primarily displayed on the internet and not on public display to reduce costs
- Believes there are better entertainment options in the city than the PFCC

Goals

- Financially driven, is not satisfied with the level of income, seeks to be a millionaire in the next decade
- Wants to raise his influence and profile within the community

Challenges

- Concerned about regulation slowing development
- Concerned that some on city council do not share his profit or culture views

How to Address

- Social Media campaign sharing the importance of cultural preservation, historical importance and value of the PFCC
- Feature donors/members in social media posts, especially those with a high profile in the community

RETIRED RON

Background

- Retired accountant
- Upper middle-class lifestyle
- Married for 35 years

Demographics

- Male
- 65-75
- Fixed income, but invested well during working years and lives off primarily the earnings
- Lives in gated community with clubhouse
- Drives Toyota Prius

Identifiers

- Quiet demeanor. Very measured in social situations
- Spends a lot of time watching grandchildren play sports
- Moderate politics. Socially liberal but fiscally conservative
- Cares about the community, but only has so much time and money to give
- Primarily uses Facebook, but also uses Twitter a couple times a week

Objections

- Does not like to be solicited, prefers to feel like it is his idea to donate to causes
- Wife prefers to donate to animal welfare charities, limiting the amount of charity dollars

Goals

- Wants to improve community for grandchildren and the younger generations
- Wants to spend retirement years on projects when not traveling (including community)

Challenges

- Getting Ron's attention regarding the PFCC and drawing his interest in particular projects
- Competing with other charities for Ron's charitable donations

How to Address

- Social media posts highlighting projects that benefit children (Primarily Facebook)
- Social Media posts that highlight projects that are dog friendly using photos (Trails, etc.)

STANLEY STAKEHOLDER

Background

- Has job in human resources, forestry, or other government position, or successful corporation.
- Married with 1-2 children, one most likely already graduated and out of the house, the other in high school
- Has completed a masters in higher education
- Goals include public involvement, supporting causes that directly involve giving back to the community, and help the place they live in as well

Demographics
- Male
- 50+
- Annual Income $246,623+
- Location is in Southwest Washington, in Clark County; Woodland, Ridgefield, Vancouver etc.

Identifiers
- Demeanor is a motivated person, an active person who is invested in the community, cares about the place they grew up in and also likes a tax write off for sponsorship
- Communication preference via mobile calls, email and face to face meetings
- Social sharing preferences are limited, uses Twitter, has Facebook but doesn't actively use this channel
- Challenges are minimal, this person enjoys outdoors when they have time and believes in the Foundations cause. Biggest challenge is to keep them focused on the Foundation, and not another cause.

SPONSOR SAM

Involves a renewed pledge that supports a specific cause or project

Background
- Sam has a bachelor's or master's degree
- Works in a white-collar position, such as a marketing firm, code developer, accountant, financial manager, or civil engineer; middle to upper-class income (combined with husband $165,282 per year)
- Married with children
- Her goal is to instill values of community support and civil leadership to help children
- Cares about the county she lives in and want to help make it better for her children

Demographics
- Sam is female
- Age range 35-65
- Living in Clark county or grew up there, or other nearby municipalities

Identifiers

- Wants to do more in community, stay involved in activities that promote a beautiful and safe place to live
- Buzz words
    - Give back
    - Caring for our community
- Mannerisms
    - Active on social media
    - Positive demeanor, believes in community efforts, likes to be involved

ONE TIME DONOR DAVID

Makes a one-time donation, but if reminded might contribute more

Background
- David is likely in a trade, skill jobs, service industry, civil servant or similar position such as a volunteer coach
- He makes a one-time donation to the PFCC
- His family consists of a partner;1 child -maybe none
- Education; high school, skill training or certification
- Goals include
    - believe in contributing to the foundation for better programs and equipment
- The challenge for this person is that they want to contribute but are limited in resources; either time or money or both

Demographic
- David is male
- Age range 25-45
- David has a lower to middle-class income ($29,382-$46, 061 per year)
- Location southwest Washington, Clark county

Identifiers
- Wants to do more in community,
- Involved in sports and other extracurricular activities within the community
- Communicates through email or social media, mobile
- Social sharing preferences; likely via Facebook or Instagram
- Challenges; doesn't have more time or money to participate
- Isn't aware of other activities that he can use to contribute to the foundation

MEMBER MARY

Is a member of the foundation, and considered the primary source for income.

Background
- Mary works in the school district, as a para educator, as a coach, or as a stay at home mom, maybe volunteers for rotary)
- Focused on giving her children the best life
- Family consists of husband and 2-3 children
- College graduate
- Goals are to be a productive member of society, instill strong values and goals in her children and continue to promote civic duties as an active member of her community

Demographics
- Female
- Mary is 35-65
- Income is middle-class wages ($74,747-$92,786 per year)
- Mary is located in outer Clark county or a nearby municipality such as Ridgefield or Woodland

Identifiers
- Quiet, educated, involved, and stand by her decisions
- Communication preferences are mobile, social media such as Instagram or Twitter
- Social sharing preferences; shares important causes and events that she or friends and family might attend
- Challenges are limited time for special events, once the kids are grown, she'll volunteer and help more significantly

Appendix G

Notes from stakeholder interview

Why do you want to redesign your site?

- The site is hard to navigate
- Want the site to convey what the foundation does
- Match mission statement, values & goals
- Want to be clear they aren't parks and rec, they are Parks Foundation
  - Make clear they are non-profit and DO NOT get tax money aren't Parks and Rec

Company services (offerings)?

- Delegates funds from donations, events, sponsor, and contributors to Municipalities
- Promote events and sponsorship
  - Swimming lessons
  - Park hope
  - At-risk youth programs
  - Teen Late Night
  - Special Projects based upon community need

What works

- Not much, interested in a full redesign, except the logo
- Would like to see full-bleed photos in the carousel

What doesn't

- Navigation - want to condense to one which is user/mobile friendly
- Site structure complicated, its hard to find things - big problem
- Dated design
- The site does not represent values
- Super text-heavy - complicated to read
- Board member profiles are hidden

Contact info: **Ann Radcliffe for Teams**

- Erin Beck -Board
- Vic - CEO Security

- Dellan Redjou- Executive Director

What are your company values?

- PFCC wants to convey their story; to achieve a better Clark County for the community through fund acquisition and by building, fixing, implementing and curating special projects that will achieve this goal.
- Mission statement (need a copy of new one) want visible on the front (or all pages)

What do you want everyone to think about you?

- Trying to make Clark County one of the best places to live
  - build trust through brand identity

Are there brand requirements?

- No, but must keep the logo
  - Unless its amazing, consider a reworking of the current elements so they can still use old one for papers, print, etc?
- Must keep sponsors

Goals to achieve

- The PRIMARY goal is to raise funds through opportunities and special events
  - Membership is monthly income - eventually should support operating costs
- Drive Traffic so they can:
  - Build awareness - Convey how community is better thanks to PFCC's efforts
  - To promote community involvement and engagement so community cares
  - Circles back to if community members care, they will want to give back

Who is the site for?

- Members (the main source of support)
- Donors
- Sponsors and
- Community for special projects

What's important to the customer?

- Stakeholders will be able to see where the funding is going
- Members can see projects in the works

- Content is useful and engaging
  - Links/info to other parks foundations - gets people where they want to go

How will the site redesign achieve business goals?

- The intent is to draw a larger audience for building awareness and community involvement

What visitor actions do you want to encourage?

- PFCC wants every visitor to think "why should I care"
  - They want visitors to see reasons on the website, for example video or images that make the foundations contribution and actions stand out, and demonstrate why the visitors should care.
- Donation encouragement
- Fundraising for special projects
  - Skate park, Dog park, and other projects etc.

Is there a current design team? NO-Senior Seminar next semester will be the team? Branding guidelines!

Site redesign goals:

- Want links to the projects and municipalities they serve on the site
- Want more white space on images and on website
- Want site to be mobile-friendly, especially donation options
- Need to show how PFCC works
  - Donations - PFCC - growth for the community
- New user-friendly navigation
- User-friendly donations page
- Goals are to drive membership and donations

Is there a current social media team/strategy?

- No, but there is a marketing person who does what she can
  - They would like a branding guide
  - They would like that to include a guide for photos
  - Really need to utilize social media as a resource
  - Social media guide/content schedule

Who is the web host?

- Using WordPress and Host Gaitor
- Must stay in WP for usability and maintenance ease

Has any SEO been implemented?

- They aren't sure
- Link back from sponsors would be ideal
- Use newsletter and link content from the blog
- Needed more info from senior seminar

Is there a need for content creation? Yes

- Video Creation
    - Need to tell stories that are emotionally engaging
    - Hard to produce content with only one marketing person
    - Needs to be plug and play
- Photo and video guidelines to follow when taking photos or videos for events and activities
- Content will need to be produced by WSU
- Would like full scale images (not the boxed frames they're using)
- Suggestions for images to use on Social Media to promote events
- Demonstrate things they've helped make better
    - Testimonials
    - Calendar of events to promote

What content must be kept?

- Board of Directors page but improved
- Special Projects
- Community Grants
- Sponsor link (doesn't have to stay on front page)
- Donor Appreciation (on 2nd nav-support/community partners page)
- Logo

What content would you like to see gone?

- Color Scheme
- Site Structure

- Text heavy content
- Navigation

Who are your visual inspirations?

- Need email with their list of visual inspirations

What do you hate about competitor websites?

- Crowded navigation bars
- Dropdown menus

After the redesign, who will manage and update the site?

- Board and other members
- Erin Beck, Vic Marcus, Dellan Redjou (members spoken to today)
- Want a calendar of events
- Would love the 112th anniversary luncheon day as the opener for their site
  - Theme Lewis & Clark Trail
- Would like to demonstrate the flow of funds and how it is acquired, distributed and end project etc. Begins with Foundation.
- Maybe interested in easier donation app?
- Target Customer:
  - REI type (strong interest in outdoors)
  - ALL people, Seniors, Parents
  - Community stakeholders
    - Sponsors
    - Donors

What's the difference between the community foundation builders, the community partners, and other sponsor/donors?

Appendix H

Stakeholder Feedback

Feedback from Project PARKS stakeholders on competitor's websites.

I have their responses **color coded,** with their **initials**, so that you know who is made the statement. I have also **bolded** the **key information**.

> **[DR] Dellan Redjou** - Executive Director at Parks Foundation of Clark County
> **[EB] Erin Beck** - Corporate Communications Manager at Nautilus, Inc.
> **[VM] Vic Marcus -** Chief Operating Officer at NWI Global

San Antonio Parks Foundation

[DR] Much bigger foundation but the **list of parks**, their **membership page**, the way their **current projects are represented with pictures and verbiage as well as the dollars needed and where they are in the funding stream** i.e. 130 of 150 to be raised.

[EB] The **main homepage image moves**, which captures my attention and is more interesting than a static photo as a first impression. I like how the **bright, full bleed images** break up the page and **alternate between the white backgrounds** – in other words, when you're scrolling **you see a full image, then white space with copy and smaller images, then another full image, etc.** *You can tell their images are really intended to illustrate the beauty and fun that can be found in San Antonio's parks.*

[VM] Love the **responsive design** and a **clear call to action** in the **upper left menu** "**DONATE**".

Anchorage Park Foundation

[DR] Also a bigger foundation. The **tab of programs and projects**. If you click on complete **projects**, there is a **description of the project with pictures** and the **amount of the awarded grant**. Also a **directory of parks**. It is available on the Clark County website, but it would be **nice to have it on ours as well.** Their **support page**. *I also noted on several websites that there is a **note that employers will match and a note about legacy gifts**.*

[EB] Colors are much more **muted** and safe, which **I don't love**. **Simple navigation**. I agree with Vic that I like a **prominent and bright "DONATE"** button on the homepage so no one has to go looking for it. **I'd like to see it even more front and center than this**.

[VM] Nice representation of current and completed projects. Also, a **clear way to "DONATE"** right away.

Montgomery Parks Foundation

[DR] I **didn't** particularly **like this site.**

[EB] I **don't care for this site either**. It's sloppy – there are different fonts, sizes, etc. and too many navigation levels.

[VM] This is **basically mirror image of our current site.**

Truckee Meadows Parks Foundation

[DR] The **brightness** of the website, the **colors** (Vic, I think you might like this blue), the **membership options page**

[EB] I **don't love it and I don't hate it**. Again, **WAY too many navigation levels**.

[VM] **Not a fan** of this site (other than the shade of blue they use).

Los Angeles Parks Foundation

[DR] Again, the **projects pages with pictures to catch the viewers' attention**. I **don't like** their **donation page.** I **do like the donate a bench page**, but we would need to work with the county on this to make sure there are benches to adopt. **Same with adopt a park.**

[EB] I think **this is a beautiful site**. Again, I l**ike the mixture of big, bright photos and white space.** I like **how the Partners & Sponsors logos are on a carousol at the bottom**, going horizontally, rather than taking up massive amounts of real estate vertically. **Three simple navigation buttons at the top make it clean and easy to find things**.

[VM] Here is what I like: **responsive design, large fonts** (easy to ready). **Good use of white space**. The site would be much **better if they didn't use a hamburger menu**.

Seattle Parks Foundation

[DR] **Not my favorite**, though I **do like the information on the ways to give page**.

[EB] I **love this site**, for many of the same reasons as Vic. I **love the LARGE full-bleed homepage image** with **copy over the top of it**. Again, **only 4 navigation buttons, a very clear DONATE button, and another horizontal carousel.**

[VM] **Huge fan of** their **navigation menu. No drop downs** and **easy to get to where you want to go.** This one is the **winner** from me strictly speaking **from a usability standpoint**.