RedCross.Org

Experience Brief

American Red Cross

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Contents

- Goals & Approach
- Guiding Input
- Explorations & Recommendations
- Next Steps

Engagement Goals & Approach

Goals

1. Define the new universal-local blended experience model

2. Focus effort on 4 major priorities:
   - Transactional functionality
   - Geographic relevance
   - Personal relevance
   - Advocacy

3. Represent the model through conceptual wireframes
   - Identify content implications
   - Prioritize efforts for release
   - Evaluate technology implications and opportunities

Approach

Foundational research and insights from Discovery

- Stakeholder Interviews, Landscape Assessment
- Focus Groups and Surveys
- Personas and user journeys
- Constituent needs
- Experience Models
- Features and functionality prioritizations
- First Draft Road map

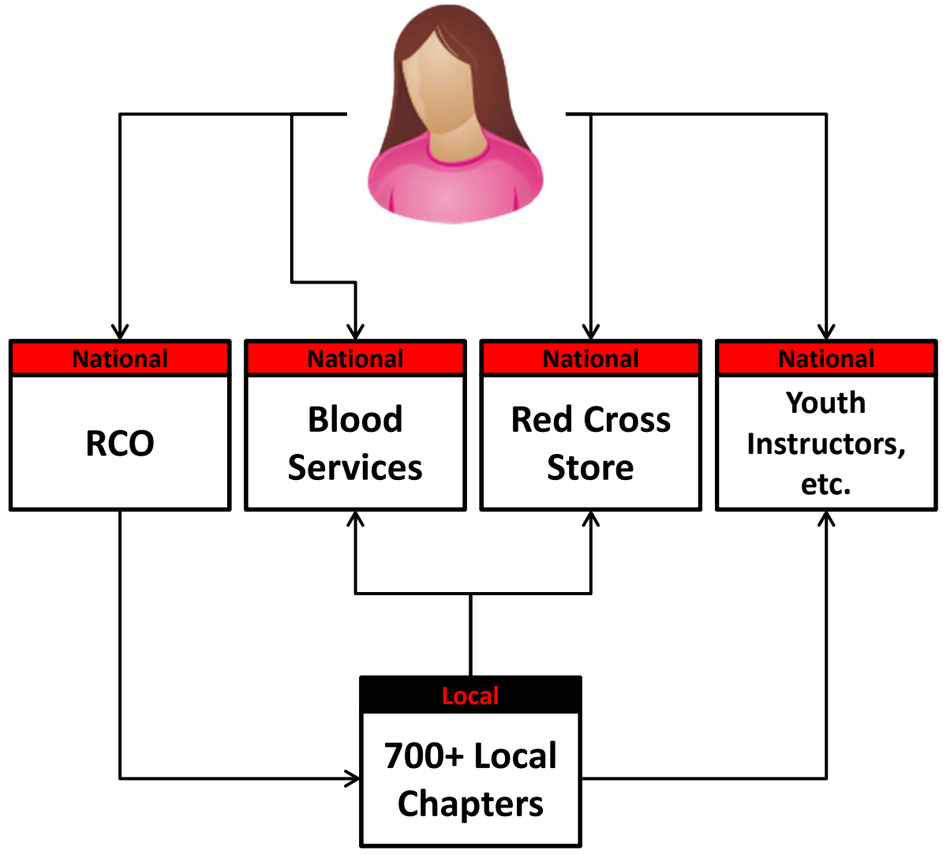
Collaborative work sessions with the Core Team

- Session #1 (10/28) National-Local Orientation
- Session #2 (11/02) Navigation + Content Categorization
- Session #3 (11/08) Homepage Strategy
- Session #4 (11/18) Homepage + Relevant Subpages
- Session #5 (12/01) Experience Brief

Guiding Input

What does the current engagement model look like?

- National serves as the official source for information about the organization
- Local chapters enable people to act (donate time, blood, money, etc.)
- Some local content exists but there is a significant amount of overlapping and duplicative content between national and local entities
- Significant inconsistencies and blurring of terms (donate, prepare, train, educate, etc.)
- A number of major services remain external to RCO (blood, shop, etc.)



What's happening on RCO.org?

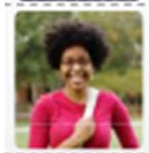
- Most users are coming for the first time (over ~77%)
- More than half come from natural searches
- Time spent on RCO is under 2.5 minutes
- The content visitors (primarily) seek
  - Training
  - Blood Donation
  - Careers and volunteering
- In general, visitors want to maintain awareness and be able to act at all levels (local, regional, national, international)

*Source: Google Analytics, 1/1/2009-12/31/2009

Who are we designing for? What is his/her intent?

The Course Taker……Help her find a course easily.

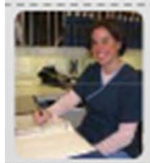
The Regular Donor……Help him confirm the impact of his donation.



The Youth Segment……Make it easy for her to get involved.

The Infrequent Financial Donor……Help him donate effortlessly.

The Infrequent Blood Donor……Enable him to donate blood easily.



The B2B Constituent……Provide robust self-service.

The Service Recipient……Help him find the support he needs.

American Red Cross

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How we think about designing for them in the future?

1. The user comes first
2. The experience is always local
3. Individual action, international impact
4. You are part of a network
5. All roads lead to participation
6. Roles are rotational

Workshop #I | National/Local Orientation

Conversation

The online relationship between national and local experiences

Key Takeaways

- We're designing experiences not "sites"
- The website content architecture should reflect a blended national-local framework
- Promote the concept of local chapter absorbing the national content and avoid a model that enables tribalism
- Promote standardization of enterprise functionality where content is localized
- Non core services should not be forgotten
- The international community engages the American Red Cross
- The publishing and maintenance governance remains a challenge

Workshop #2 | Navigation + Content Categorization

Conversation

The function of website components and their impact on helping users understand the organization, transact, and engage

Key Takeaways

- The Role of Navigation
  - Should provide clear sign posts that account for the breadth of the organization and constituents
  - Labels should be more urgent
  - The footer is not a substitute for the primary navigation but can do more to reflect the organization and serve the end user

- A Robust Drop-down Menu
  - Optimizes access to content and eliminates unnecessary landing pages
  - Where appropriate should provide focused functionality
  - Can benefit a directed, task oriented visitor
  - Shouldn't be a dumping ground

Workshop #3 | Homepage Strategy

Conversation

What is the strategic and tactical purpose for a homepage?

Orientation, Transactional, Informational , Messaging or Promotional, Emotional

Key Takeaways

- Keep it simple, but…
- Communicate the organization's breadth
- Favor the transactional and make it easy to participate (blood, money, time)
- Express the rational and emotional through storytelling and content themes
- Both architecture and content must blend the local and universal experience

The Future Experience Model:
How users will engage the Red Cross online

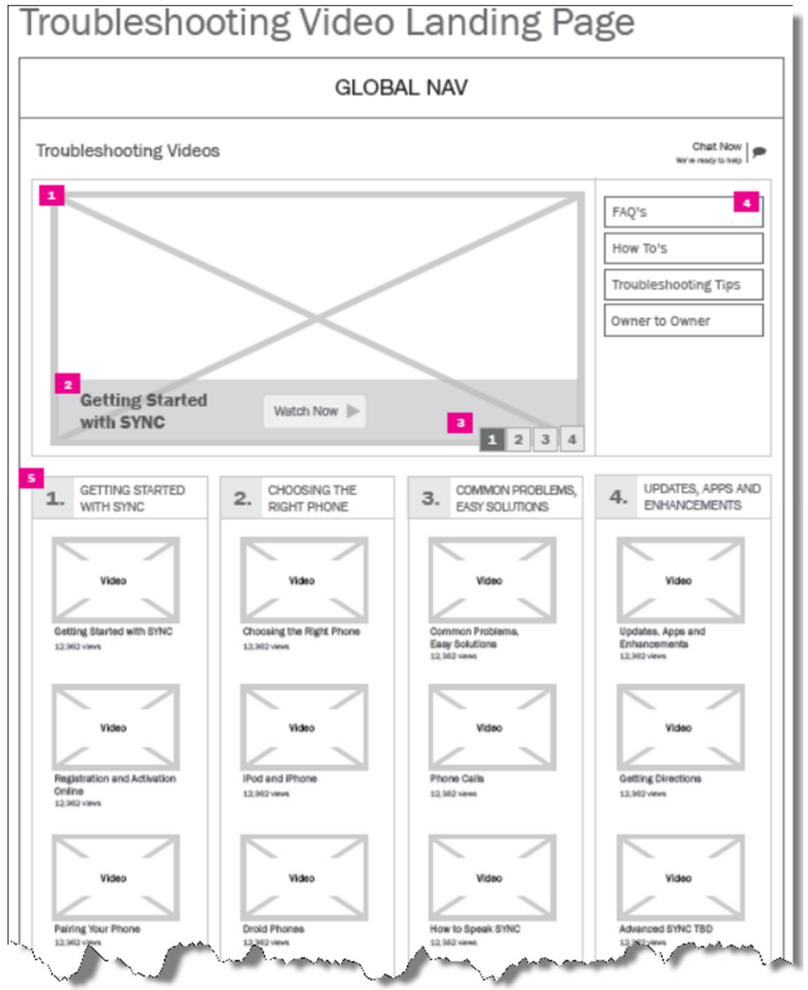
Future Experience Model

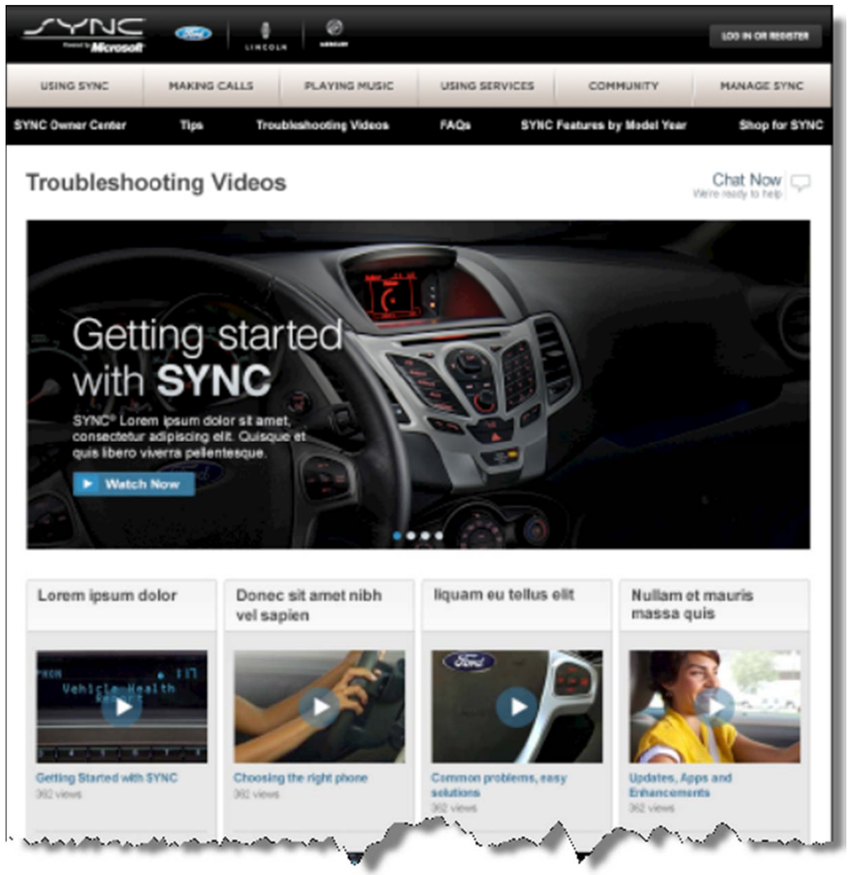
We will build an online user experience that:

- ✓ **Orients visitors to the Red Cross via a universal Information Architecture**
- ✓ **Is inherently local to drive personal relevance**
- ✓ **Draws from a range of content publishers (e.g. national, regional, local and user)**
- ✓ **Provides a stage for story telling**
- ✓ **Pushes timely information**
- ✓ **Facilitates frictionless engagement through direct and optimized functionality**
- ✓ **Integrates Red Cross Services more holistically and contextually**
- ✓ **Allows fluid movement between the “family” of digital properties**
- ✓ **Governed by a set of business rules**

Homepage & Navigation Concepts

A Word about Wireframe vs. Design



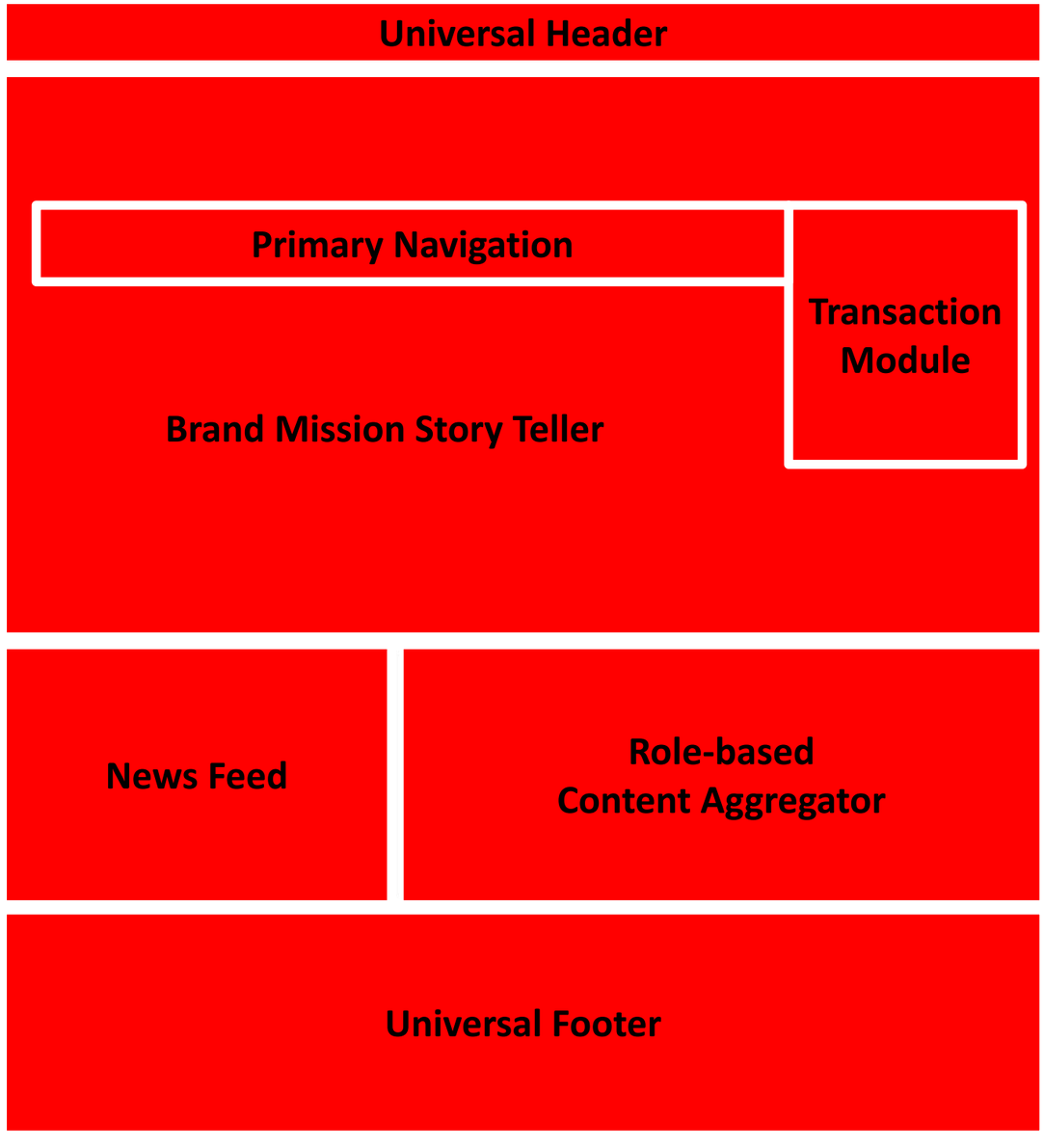


Homepage & Navigation Concepts Overview

	Version A	Version B
Common User Experience Elements		
• A platform for story telling	✓	✓
• A feed for pushing timely information	✓	✓
Shared Qualities		
• Personally relevant by being Inherently local	✓	✓
• Rely on a blend of publishing sources	✓	✓
Distinct User Experience Elements		
• A robust drop-down menu (in lieu of landing pages)	✓	
• Category landing pages (for increased contextual messaging)		✓
Distinct Qualities		
• Organizational Prominence	Expansive	Targeted
• Constituent Focus	Broader	Narrower
• Transaction Facilitation	Direct	Guided
• Use of HP Real Estate	Moderate	Minimalist

Additional activities are being planned to test and validate components of approaches A and B

Version A – Homepage Anatomy



Universal Header

- Appears atop of every page on all* web properties in the Red Cross digital ecosystem (e.g. Red Cross Blood, campaign sites, etc.)
- Intended to establish a consistent framework for unifying and engaging with the organization until properties get formally integrated into RCO.org
- May include universal functionality, such as language selector and search functionality

Primary Navigation

- The information backbone, supports breadth of the organization's services and offerings and is intended to orient and resonate with RCO personas
- Content categorization and tone strategy: Active voice frames topics as urgent missions. Site orientation pivots on self service and helping others

Brand Mission Story Teller

- Real estate dedicated to communicating information about the organization and the people who engage with or on behalf of it.
- It is intended to support a variety of publishing sources and formats (universal, regional, local, user generated, text, video, photography, information graphics)

Transaction Module

- Enables quick initiation of core transactions

News Feed

- A mix of timely news, events, announcements, and social

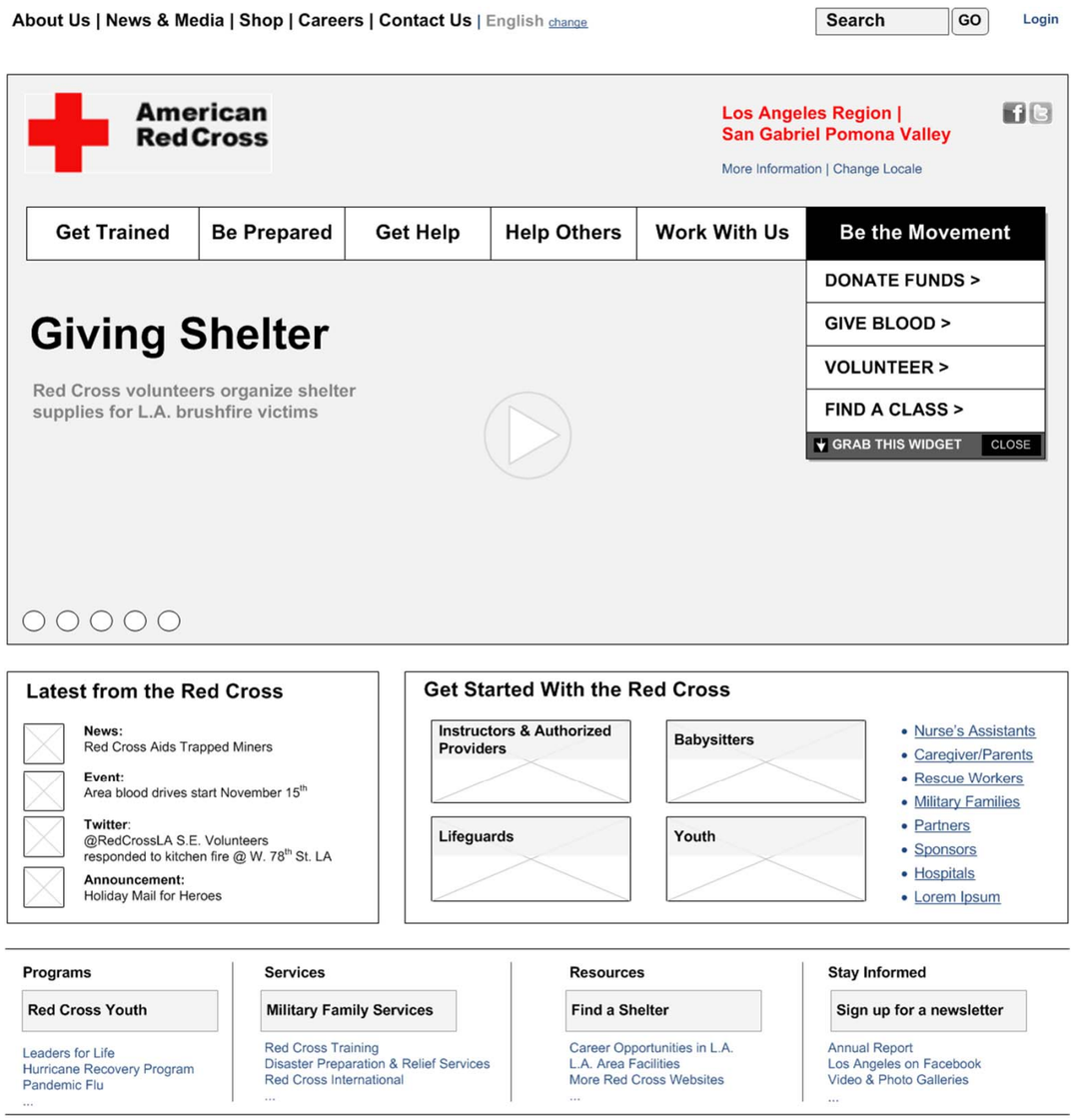
Role-based Constituent Activator

- Provides direct path to a hub of role-based, aggregated content

Universal Footer

- The companion to the Header it too is meant to be persistent across all digital properties
- Clusters content that has affinities that sit outside the primary navigation organization
- Offers easy access to useful information that may sit deeper in the site without sacrificing homepage real estate

Version A – Homepage Summary



Orientation

Balanced blend of brand mission storytelling and transaction

Interaction Design

Constituents are offered parallel paths — a streamlined transaction path as well as an immersive journey through signature activities of the Red Cross mission.

Primary Features

Brand mission feature story, transaction module, role-based content aggregator, latest news

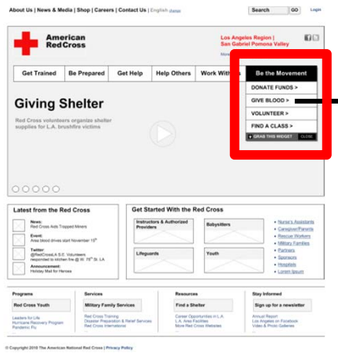
Strengths

- Addresses the two principle modes of constituent behavior in balanced measure: completing tasks and experiencing the brand mission.
- Foregrounds the key transactions to allow constituents to quickly initiate their desired tasks
- Supports the brand mission with a small set of curated stories.
- Gives the site a “live” feel with latest news.
- Provides targeted paths for self-orientation by role.
- Exposes high-interest sub-level content in footer.

Considerations

- A balanced presentation of content loses the possible advantage of emphasizing the higher interest content.
- Populating the page with multiple entry paths and several feature stories offers too many choices for the constituent.
- Transaction module might underestimate the need for constituents to be persuaded to act. Should be tested to confirm.

Version A - Transaction Module



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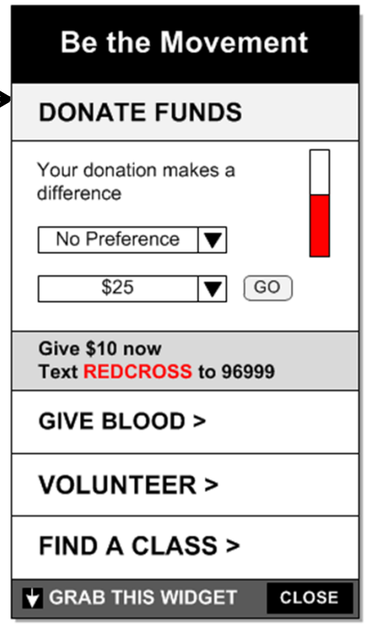
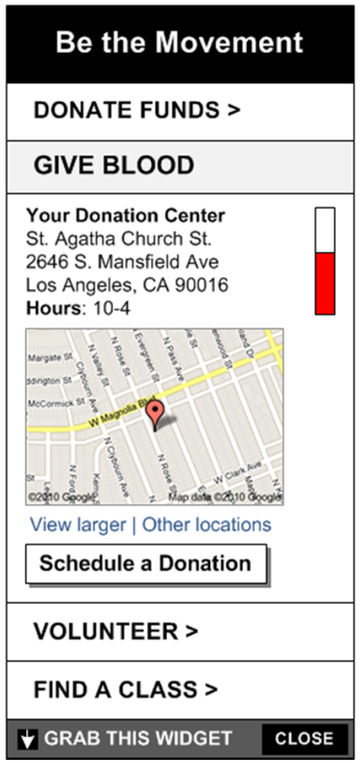
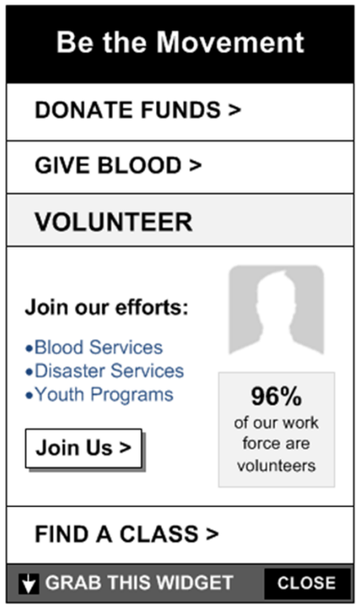
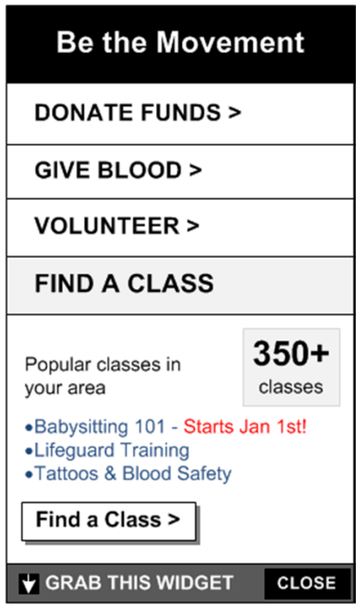
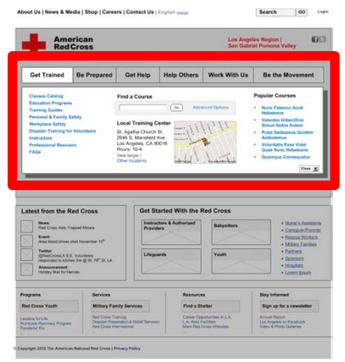








Version A - Drop-Down Menu



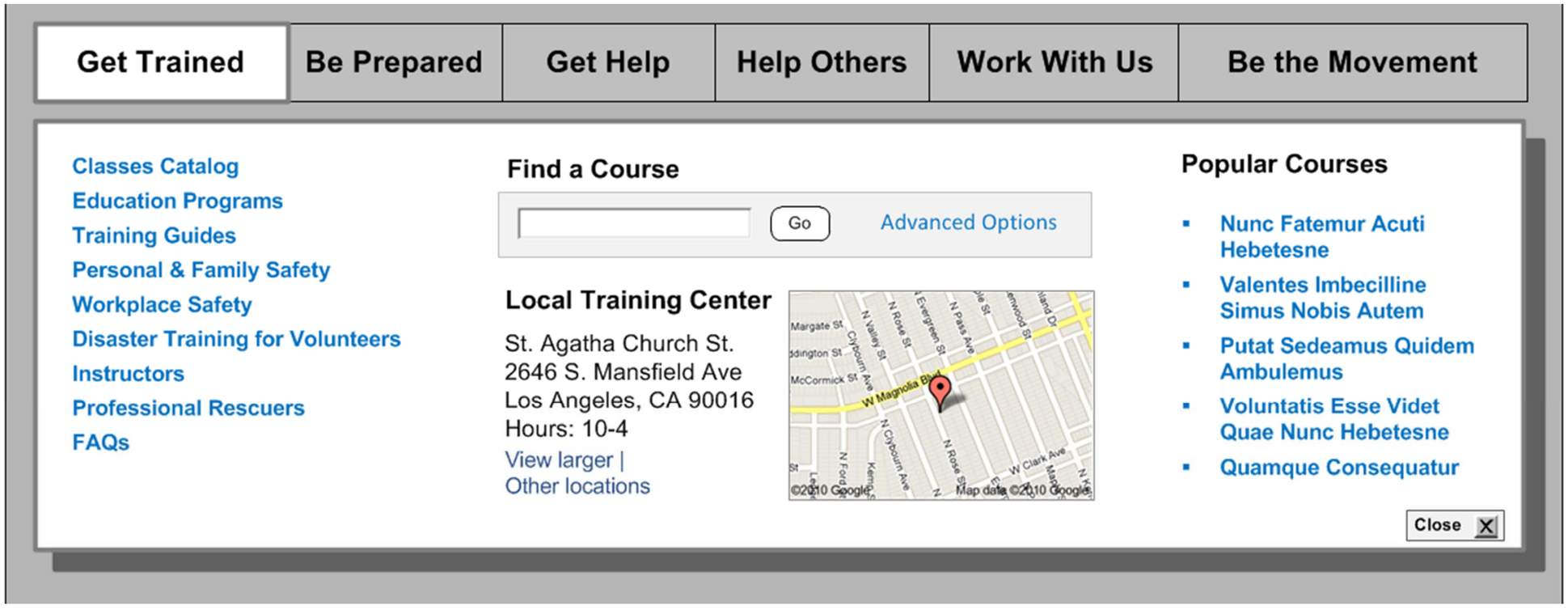
Primary Navigation & Robust Drop-Down Menu

- Needs to account for the breadth of the organization & constituents

- Menu may be comprised of:
  - Secondary and tertiary content categorizes
  - Light functionality
  - Actionable information
  - Contextual and cross-organization promotions
  - Curated content

- Benefits:
  - Eliminates unnecessary landing pages
  - Expedites information finding and taking action

- Considerations:
  - Items appearing in the drop down should be intuitive enough that they don't require a landing page to provide more context
  - Shouldn't be a dumping ground



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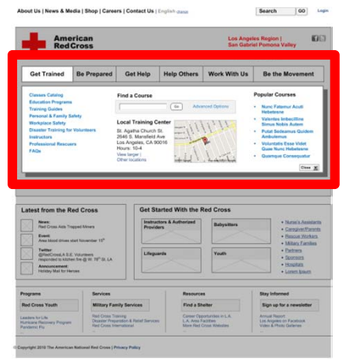

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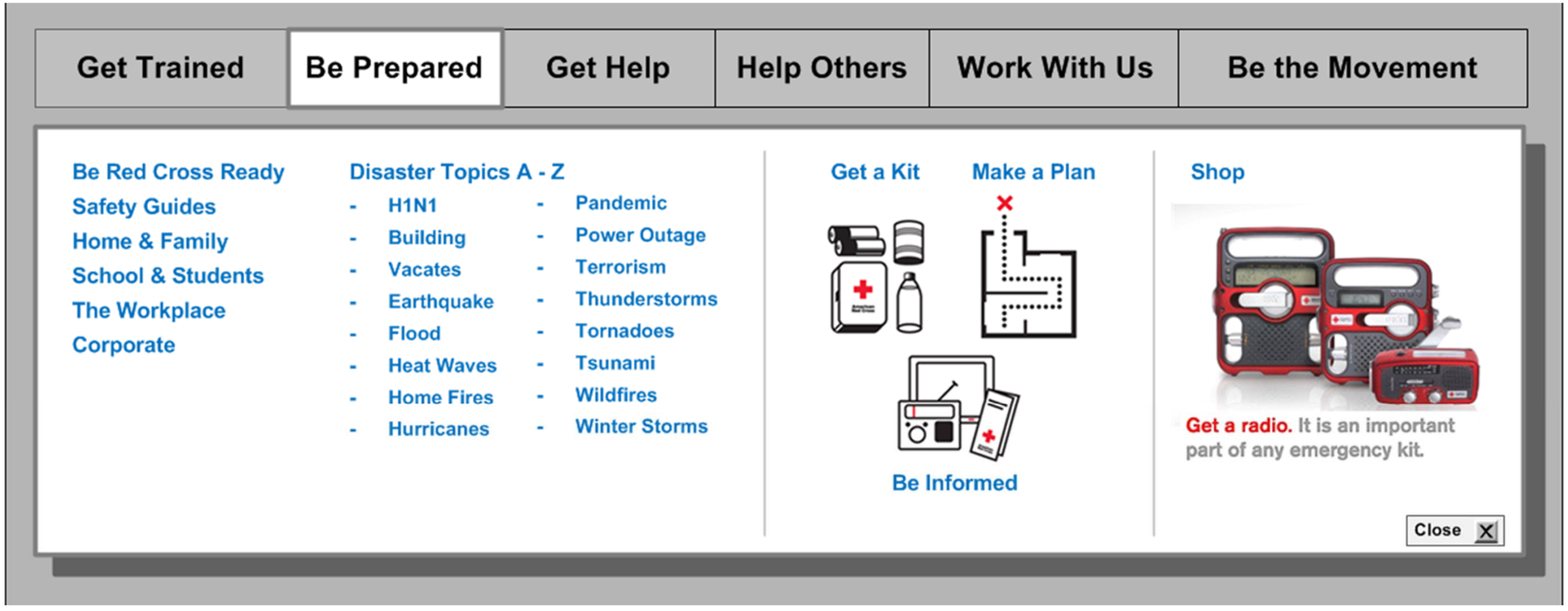

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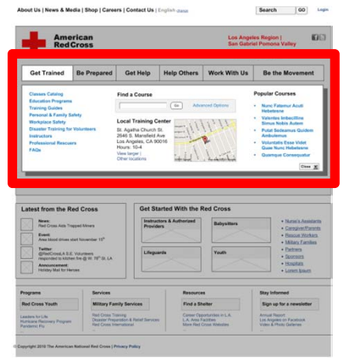

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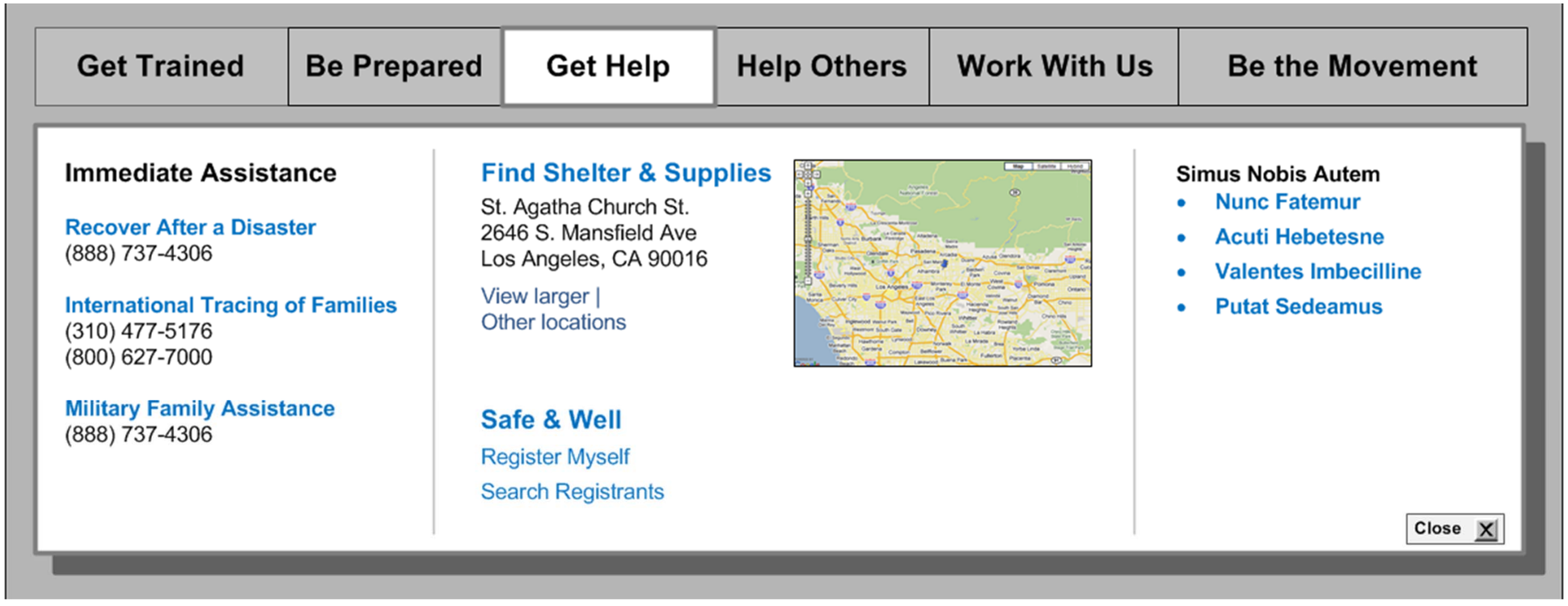

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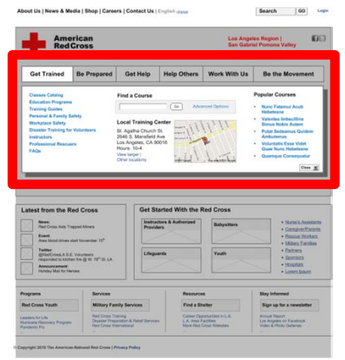

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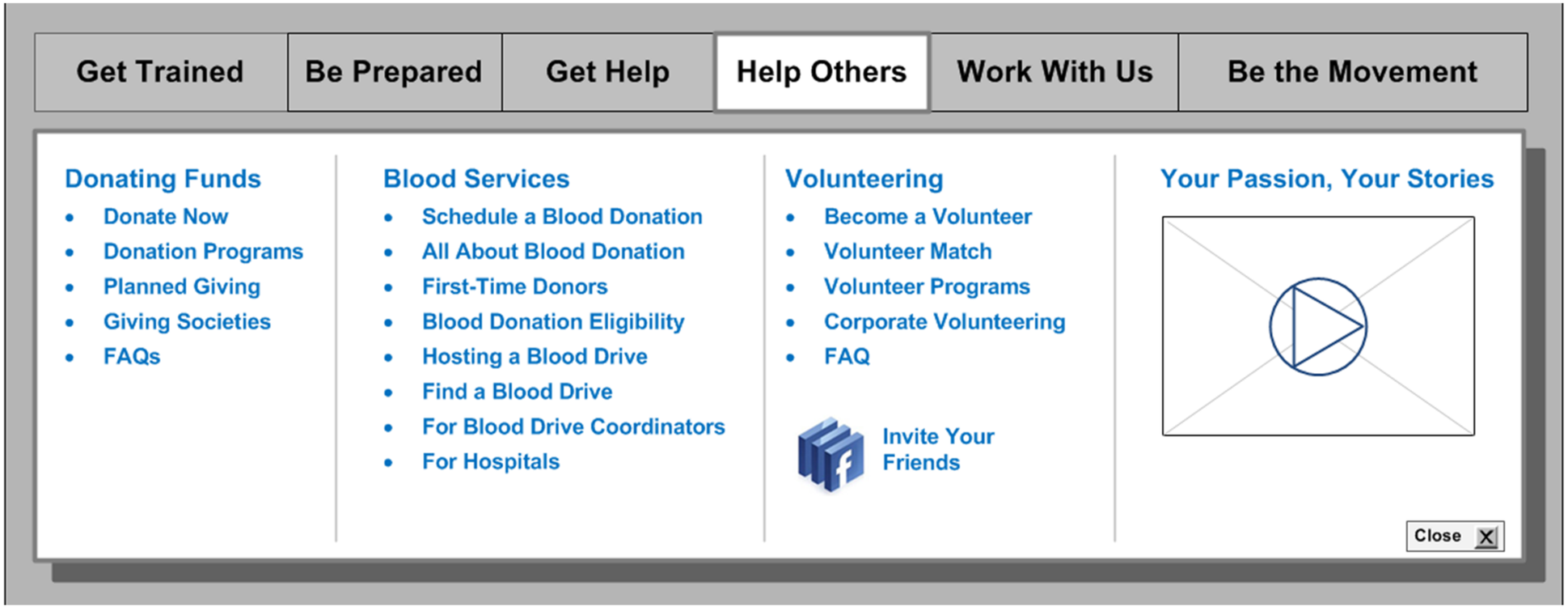
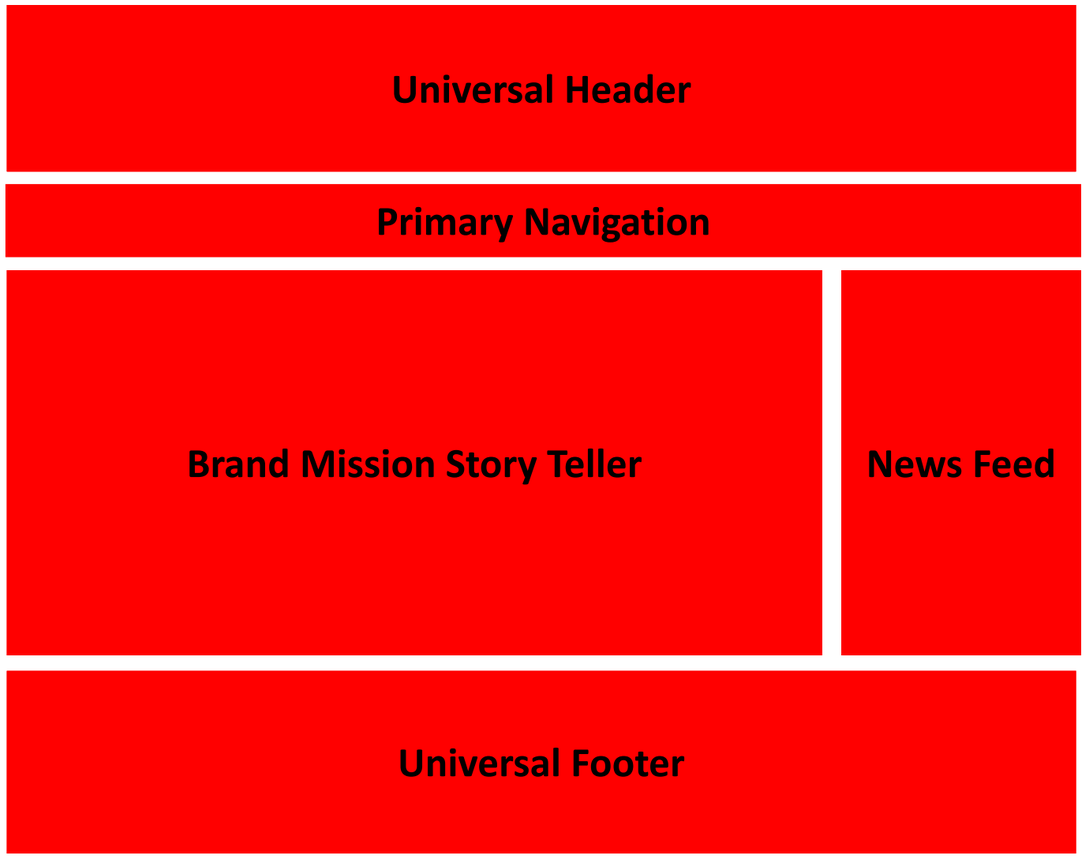


Version B – Homepage Anatomy



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- May include universal functionality, such as language selector and search functionality

Primary Navigation

- Focuses on a discrete set of prioritized tasks

Brand Mission Story Teller

- Real estate dedicated to communicating information about the organization and the people who engage with or on behalf of it.
- It is intended to support a variety of publishing sources and formats (universal, regional, local, user generated, text, video, photography, information graphics)

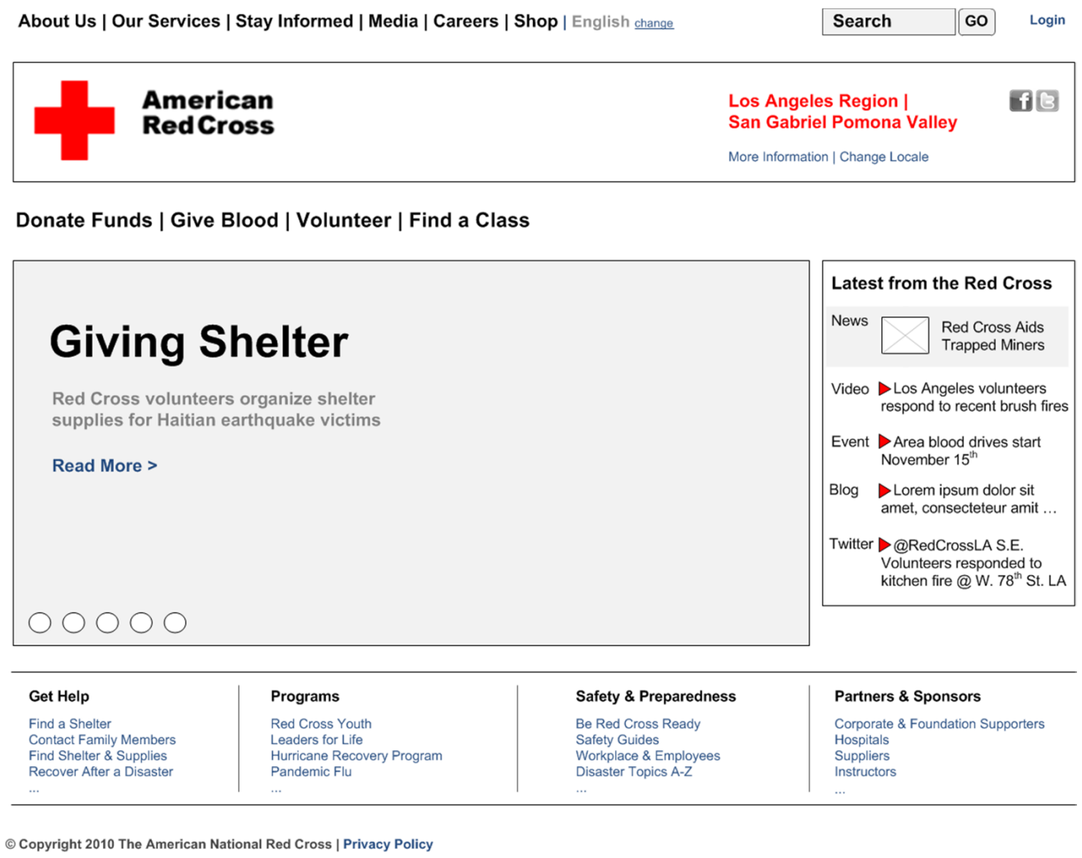
News Feed

- A mix of timely news, events, announcements, and social

Universal Footer

- The companion to the Header it too is meant to be persistent across all digital properties
- Plays a greater role in the support of a diminished primary navigation

Version B – Homepage Summary



Orientation

Transactions enveloped in Storytelling

Interaction Design

The page offers a spare experience that is framed by the key site transactions and focused on a set of feature stories that bring the breadth of the Red Cross mission into sharp relief.

Primary Features

Transaction-based primary navigation, hero story, latest news and feeds

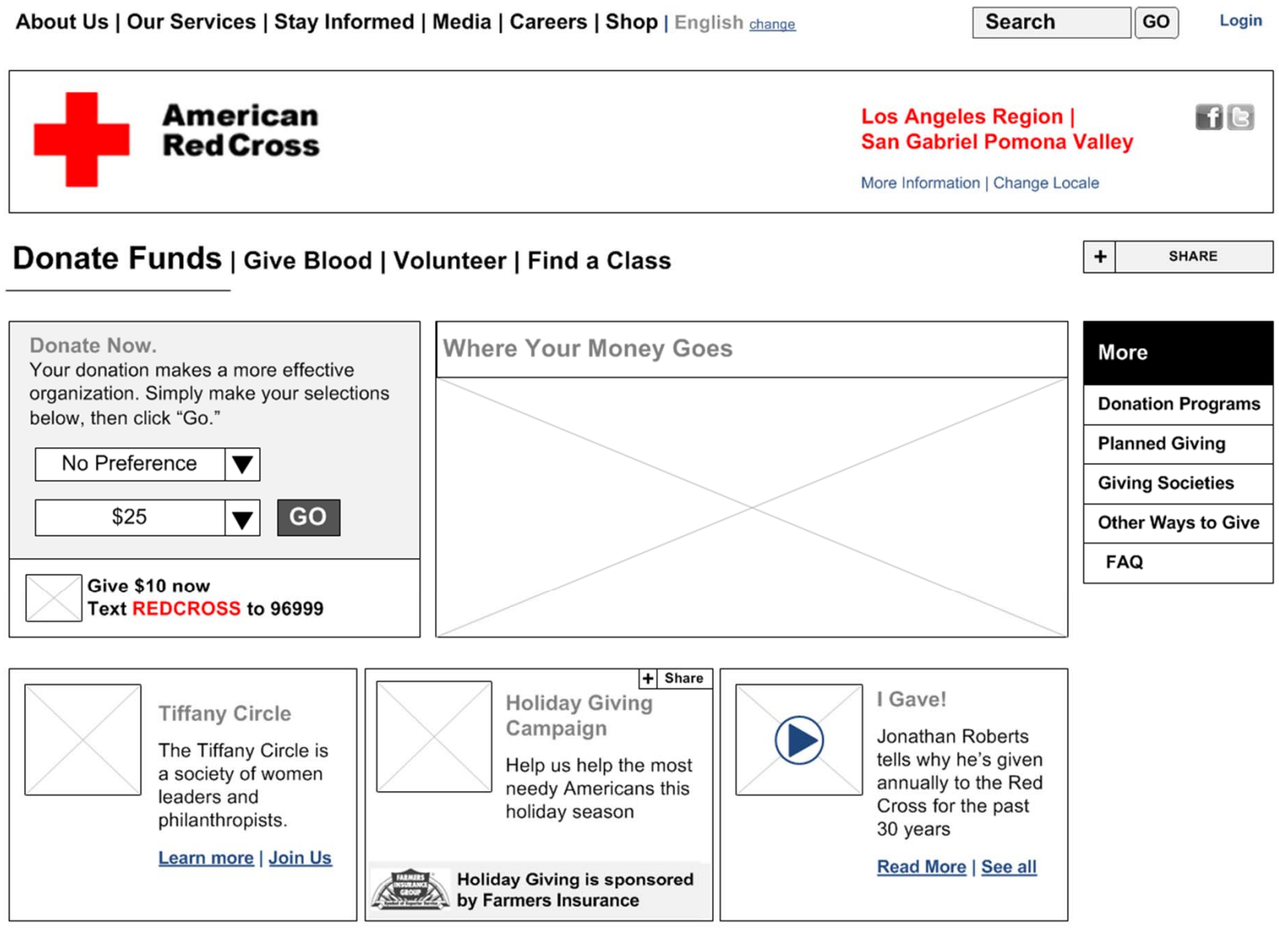
Strengths

- A minimalist page reduces the field of choices and limits the possible entry points for engagement.
- Using the primary navigation as the set of transactions clearly signals the purpose and intent of the site.
- Reducing the main content area to two things —a feature story and latest news— throws extra focus on the mission essence.
- Moving the primary navigation to the footer tilts the navigation schema from information gathering to action steps.

Considerations

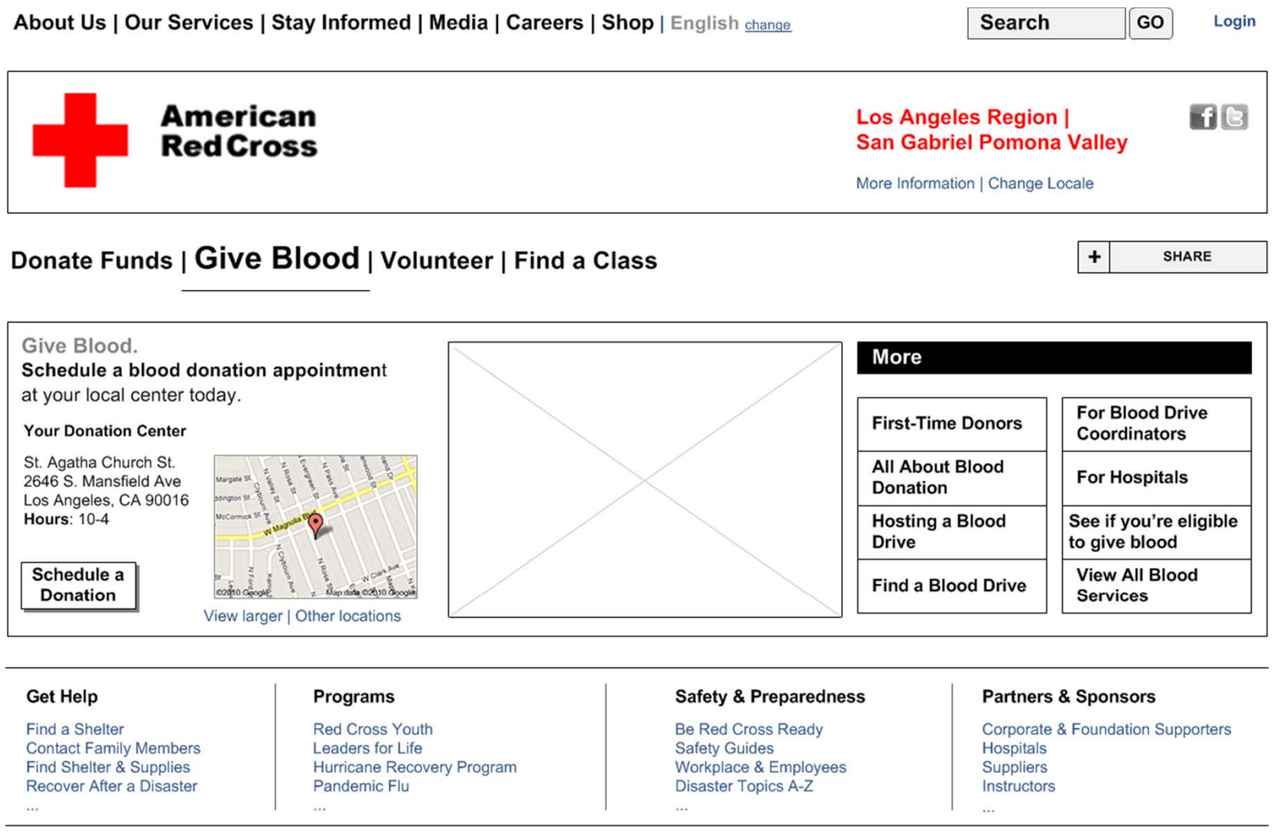
- Using the primary navigation instead of an in-page module for the set of transactions defers the actual action to subpages.
- The emotional range that constitutes the mission (both giving and receiving, volunteers and recipients) is much more narrowly presented.
- Relegating the Get Help content to the footer deemphasizes one of the signature characteristics of the Red Cross organization — it's mandate, in fact—aiding people in dire need.
- Decreases the opportunities for transacting at the first level of engagement

Version B – “Donate Funds” Landing Page



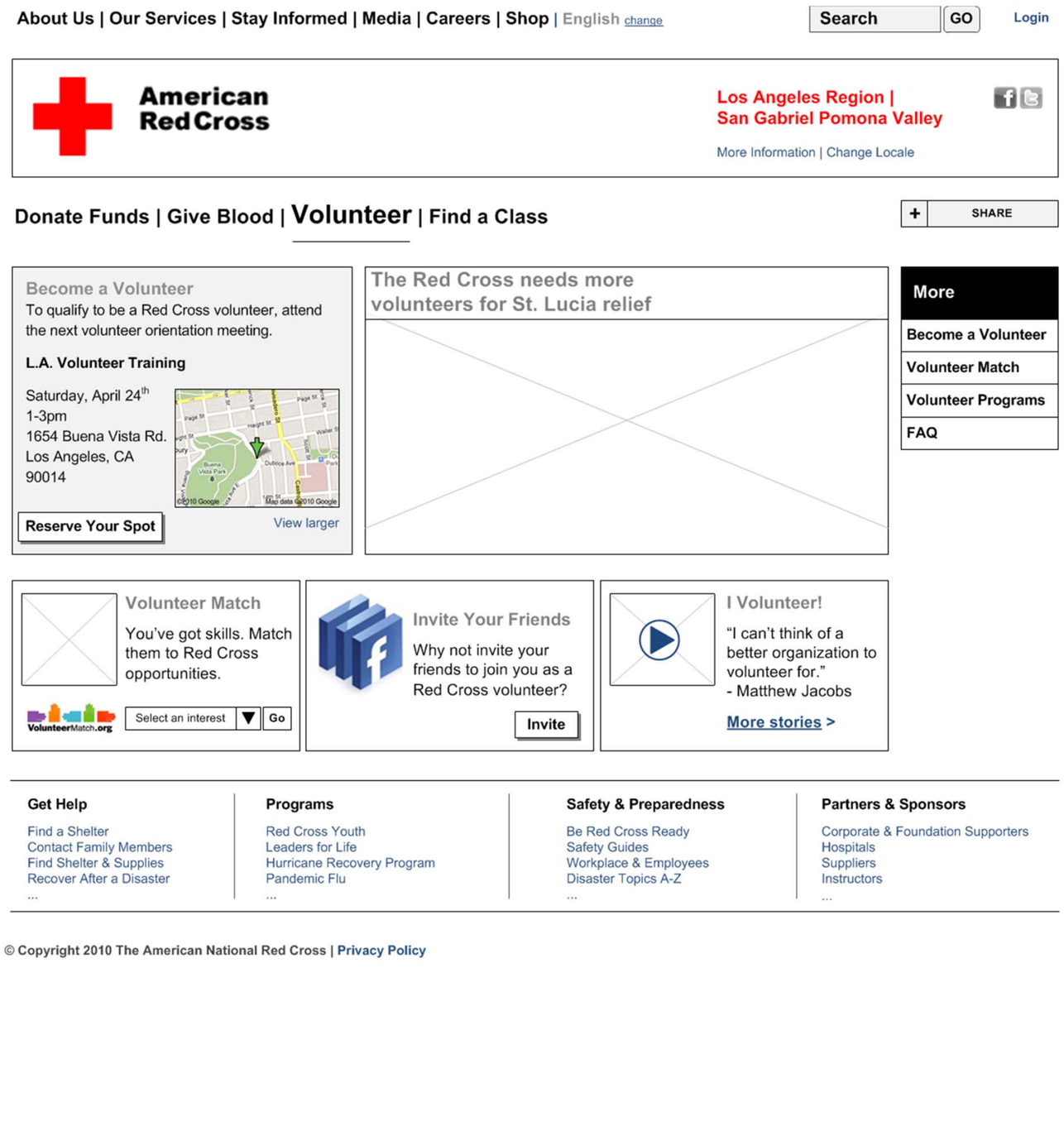
- More holistically orient users to the idea of donating funds
- Donate Now: functionality to initiate a donation
- Feature Story: can be an infographic, or, in disaster state, a call to action to target donor’s giving
- navigation: access to third-level content
- Promotions Row: 3 promotions to highlight a variety of content, refreshed as needed. Can promote programs, campaigns, and/or donor stories.

Version B – “Give Blood” Landing Page



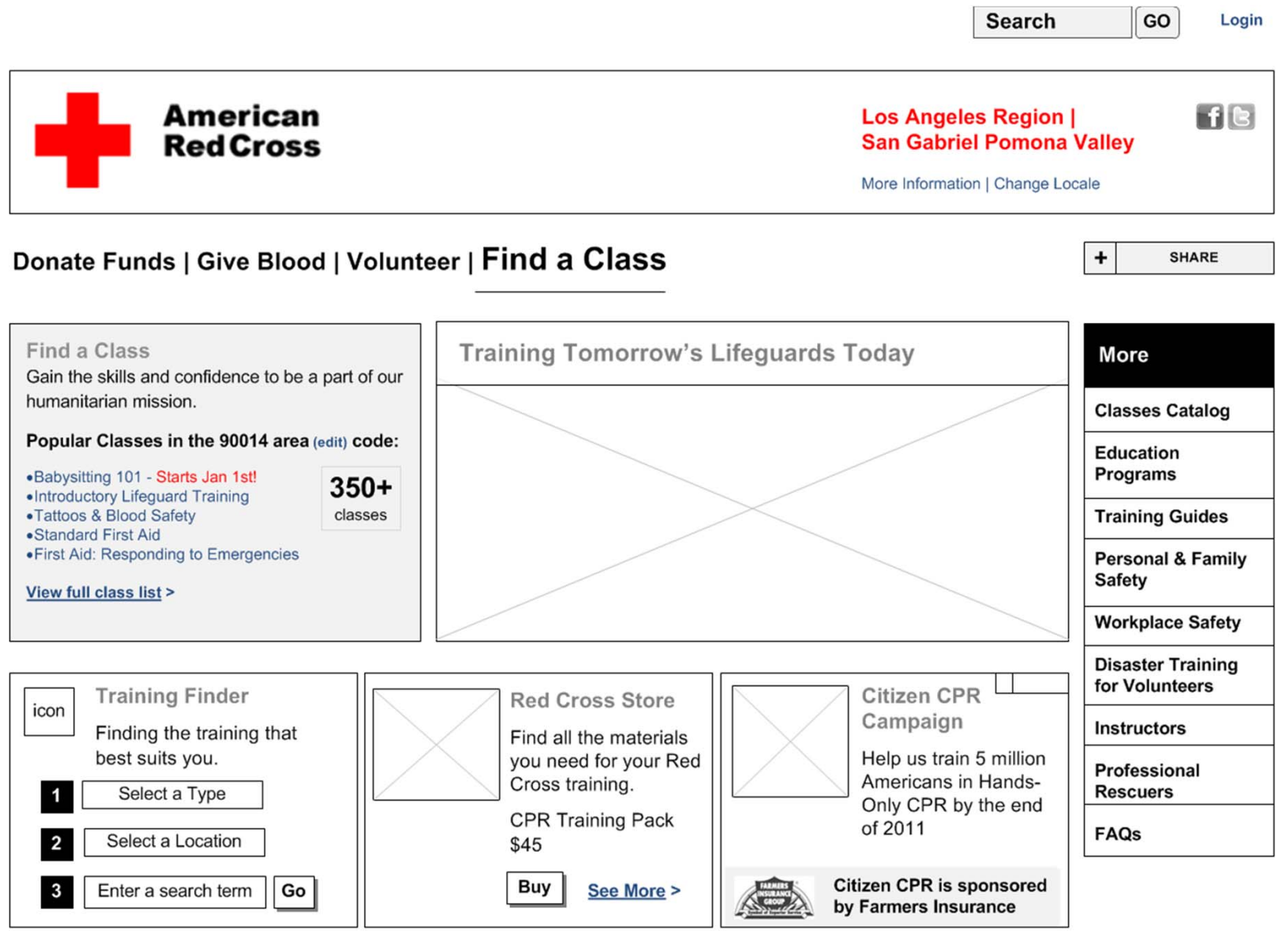
- Give Blood Module: Promotes action of donating blood and provides transition to RCB site.
- navigation: Highlights key secondary blood-donor-related content found on RCB. Offers direct access to specific lower-level content.

Version B – “Volunteer” Landing Page



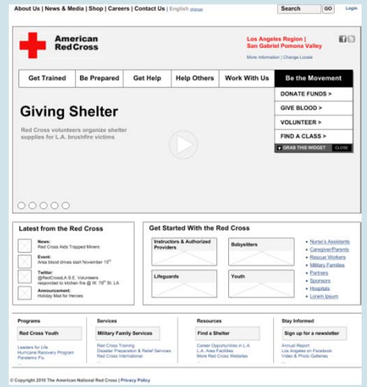
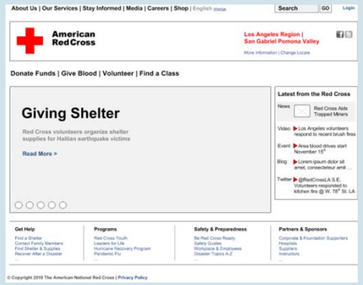
- Become a Volunteer Now: functionality to initiate a volunteer orientation
- Feature Story: can be an infographic, a volunteer story, or, in disaster state, a call to action to recruit volunteers
- navigation: access to third-level content
- Promotions Row: 3 promotions to highlight a variety of content, refreshed as needed. Can feature functionality (Volunteer Match), program promotions, social connection options, shop, campaigns, and volunteer stories.

Version B – “Volunteer” Landing Page



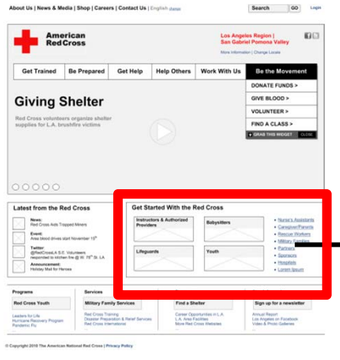
- Find a class: highlights class offerings by zip code and provides access to class list
- Feature Story: can be an info-graphic or promotional story
- navigation: access to third-level content
- Promotions Row: 3 promotions to highlight a variety of content, refreshed as needed. Can feature functionality (Finder), program promotions, shop, campaigns, and training stories.

Homepage, Content Organization & Navigation Design Comparisons

	Version A	Version B
		
Orientation	Balanced blend of brand mission storytelling and transaction	Transactions enveloped in Storytelling
Interaction Design	Constituents are offered parallel paths — a streamlined transaction path as well as an immersive journey through signature activities of the Red Cross mission.	The page offers a spare experience that is framed by the key site transactions and focused on a set of feature stories that bring the breadth of the Red Cross mission into sharp relief.
Primary Features	Brand mission feature story, transaction module, role-based content aggregator, latest news	Transaction-based primary navigation, hero story, latest news and feeds
Strengths	• Addresses the two principle modes of constituent behavior in balanced measure: completing tasks and experiencing the brand mission. • Foregrounds the key transactions to allow constituents to quickly initiate their desired tasks • Supports the brand mission with a small set of curated stories. • Gives the site a “live” feel with latest news. • Provides targeted paths for self-orientation by role. • Exposes high-interest sub-level content in footer.	• A minimalist page reduces the field of choices and limits the possible entry points for engagement. • Using the primary navigation as the set of transactions clearly signals the purpose and intent of the site. • Reducing the main content area to two things —a feature story and latest news— throws extra focus on the mission essence. • Moving the primary navigation to the footer tilts the navigation schema from information gathering to action steps.
Considerations	• A balanced presentation of content loses the possible advantage of emphasizing the higher interest content. • Populating the page with multiple entry paths and several feature stories offers too many choices for the constituent. • Transaction module might underestimate the need for constituents to be persuaded to act. Should be tested to confirm.	• Using the primary navigation instead of an in-page module for the set of transactions defers the actual action to subpages. • The emotional range that constitutes the mission (both giving and receiving, volunteers and recipients) is much more narrowly presented. • Relegating the Get Help content to the footer deemphasizes one of the signature characteristics of the Red Cross organization — it’s mandate, in fact—aiding people in dire need. • Decreases the opportunities for storytelling at the first level of engagement

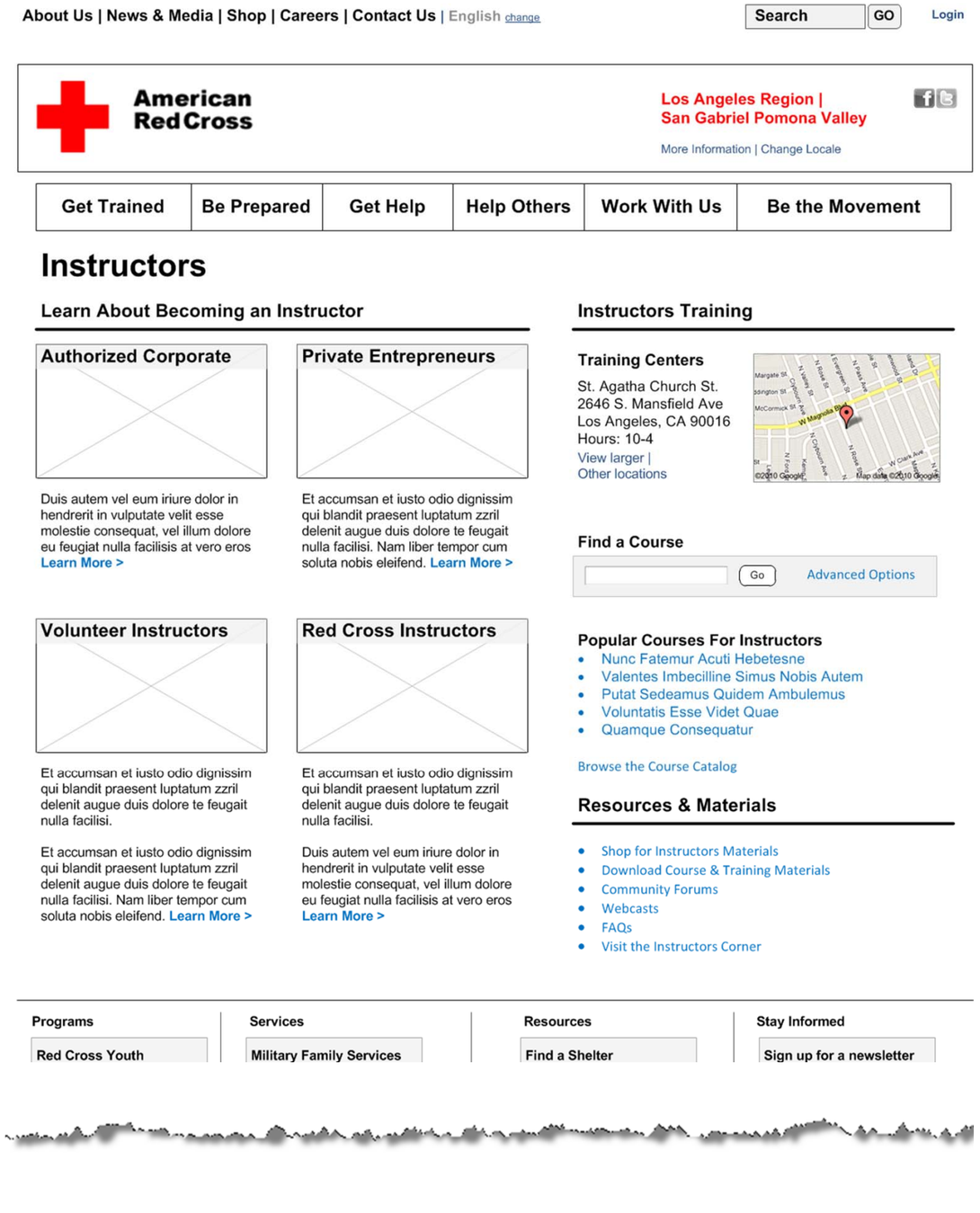
Additional Pages

Version A - Role-based Constituent Activator

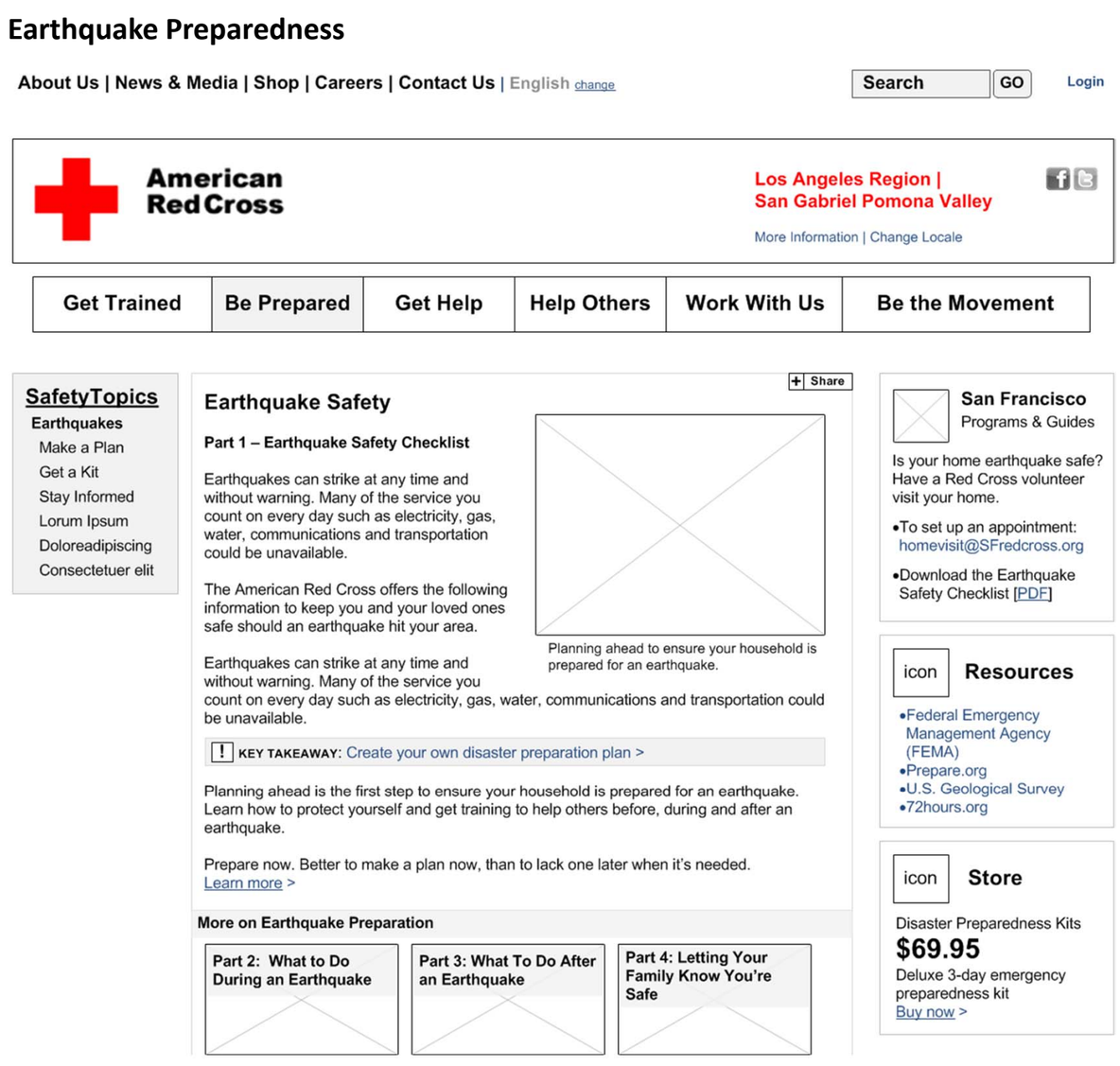


Instructors' Hub

- Learn About: Promotions about becoming an instructor, organized by sub-classifications
- Instructors Training: Grouped content featuring logistics, finder functionality, and popular courses
- Resources & Materials: aggregated content to provide required and supplementary content



Version A - Lower Level Content Page



Content Design System

- Each page is created from templates that are composed of unique modules.
- The set of modules will be sufficient to present a wide variety of content and are derived from the list of content types (e.g., story, photo gallery, program, safety guide, event, etc.)
- Page creators will create pages by first selecting a page template and then populating it with desired modules chosen from a prescribed set that is associated with that template type

Models of Integration

- A majority of the pages will contain universal and local content
- For example, on the topic of earthquake preparedness, the principle content will be universal content about earthquakes, but it will be accompanied by locally relevant content that emphasizes the feeling that the page is contextualized to the constituent's home locale.

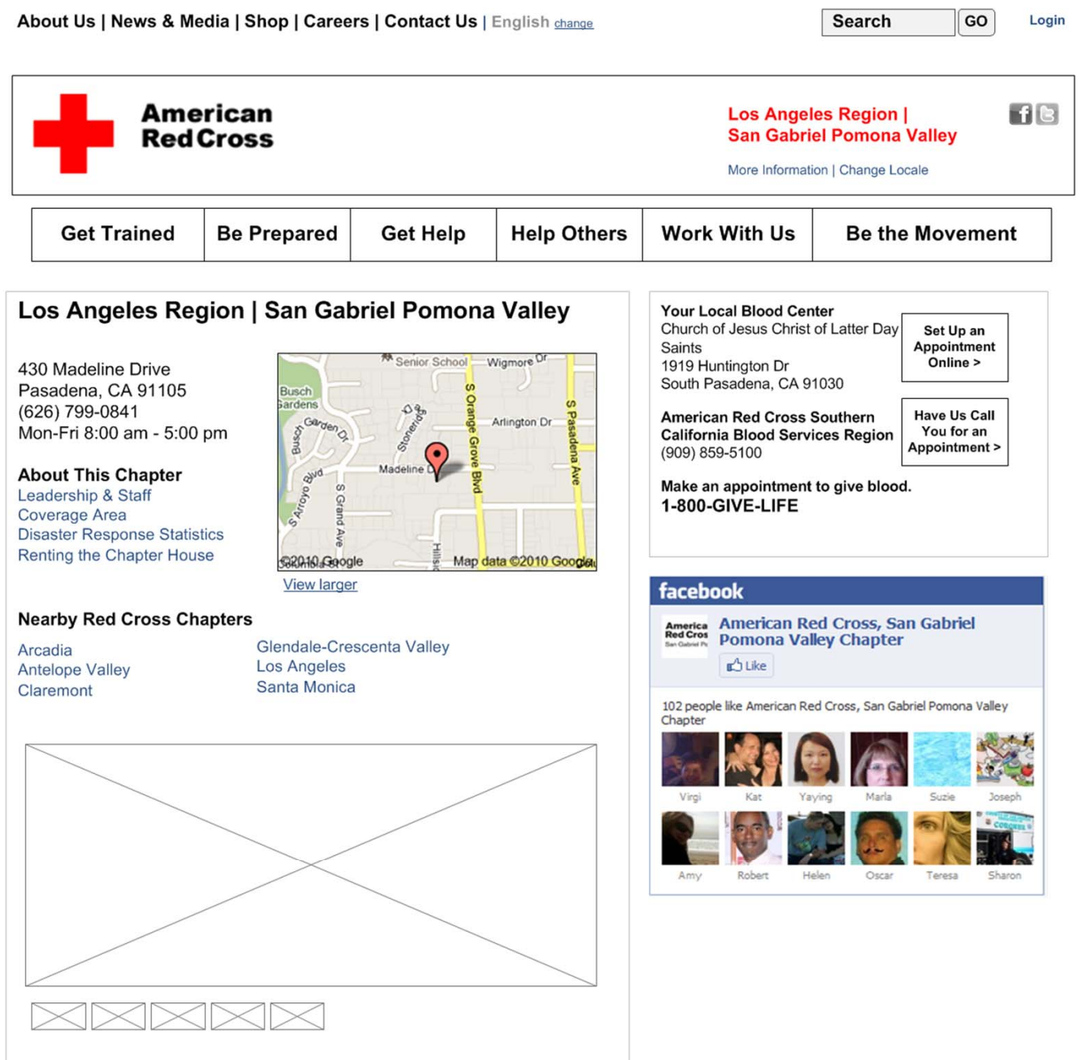
- The blend of content can adopt one of three models:

    - **Adjacent**: universal content is presented as the central story on the page, with local content as supporting content on the same page (local includes such things as contacts, logistics, locally produced stories, instructions)

    - **Mixed**: A collection of discreet content accessed independently, some of it universal, some of it local. (e.g., Red Cross preparedness guidelines v evacuation guidelines for hurricanes in Louisiana)

    - **Embedded**: Local content is embedded in universal content. (e.g., an article promoting the need for blood donors could have embedded information about the next blood drive in your local chapter. This could be either a static or dynamic embedding.)

Version A – “Local” Profile



Purpose

- Positioned as a kind a “fact sheet” a page like this provides a way to support hyper-local information about a chapter and potentially blood region

- Considering the entire site instance should be viewed as localized this page needs to be careful that it doesn’t repeat content and functionality that appear across the site

Chapter Detail Module

- key information—address, map, hours, telephone, nearby chapters that make up region.

Chapter Specific Media, Promotions or Details

- E.g. The building is available for weddings

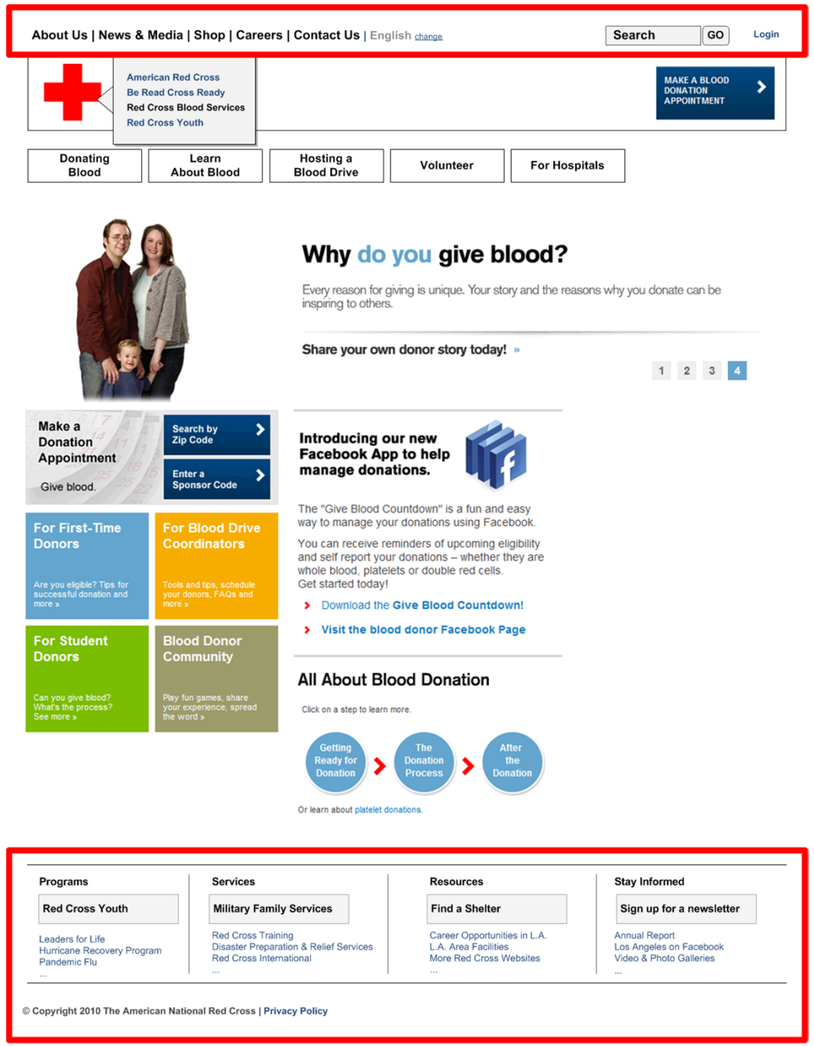
Blood Region / Center Details

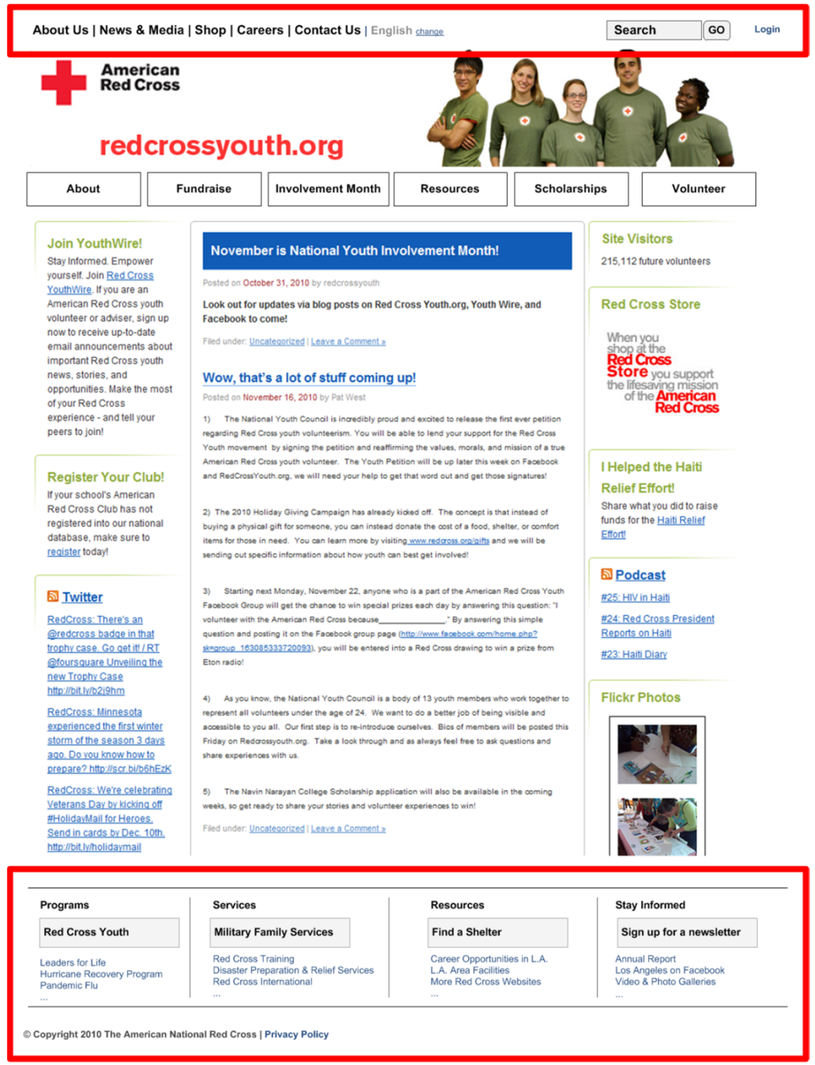
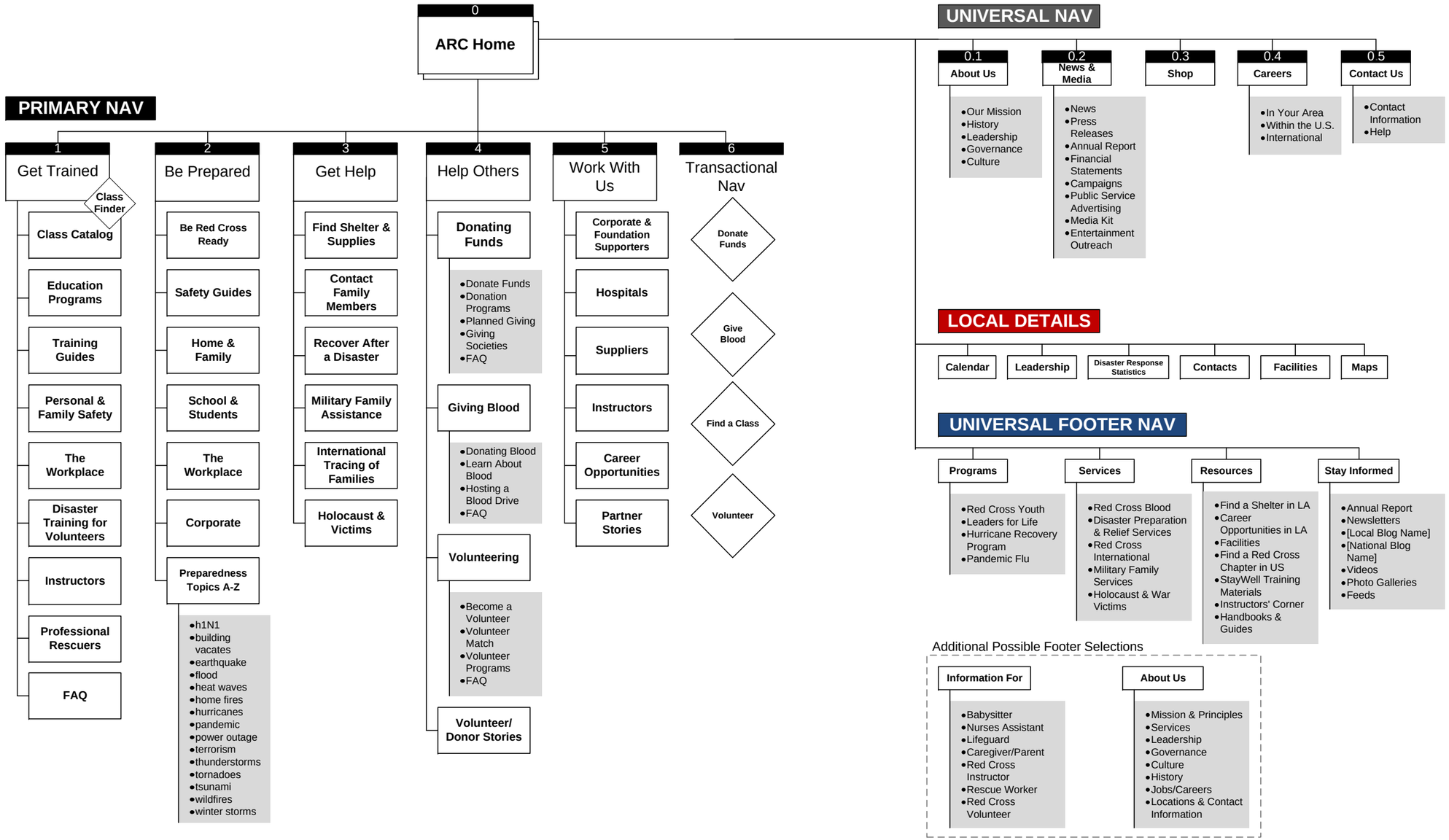
- Key information for locating blood donor facilities, local/regional

Social Media

- Makes a bridge with social media outlets

Universal Header & Footer For Off-Domain Properties[37]





Version A – Site Map