

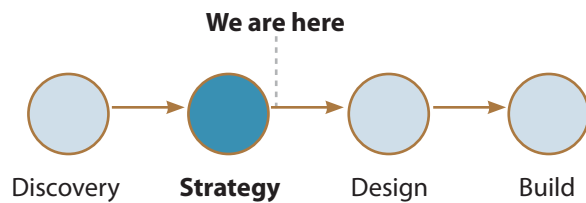


In this document, we present a high-level strategy for redesigning the Women Foundation of California's website. Our recommendations are the result of research and collaboration between Hot Studio, Totem Brand Strategy, and the Foundation.

The strategy phase comprised the following activities:

- Development of current and proposed site maps
- Development of high-level architecture and select schematics
- Research and evaluation of content management system technologies and services

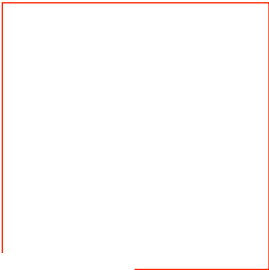
The goal of this document is to outline a strategic approach to redesigning the Foundation website's user experience while improving the content management cycle. This document reflects a future, broad vision of the women's issues activity hub that the site can become over time. It is not intended to imply that these all concepts can or should be implemented in the first phase of the site redesign.

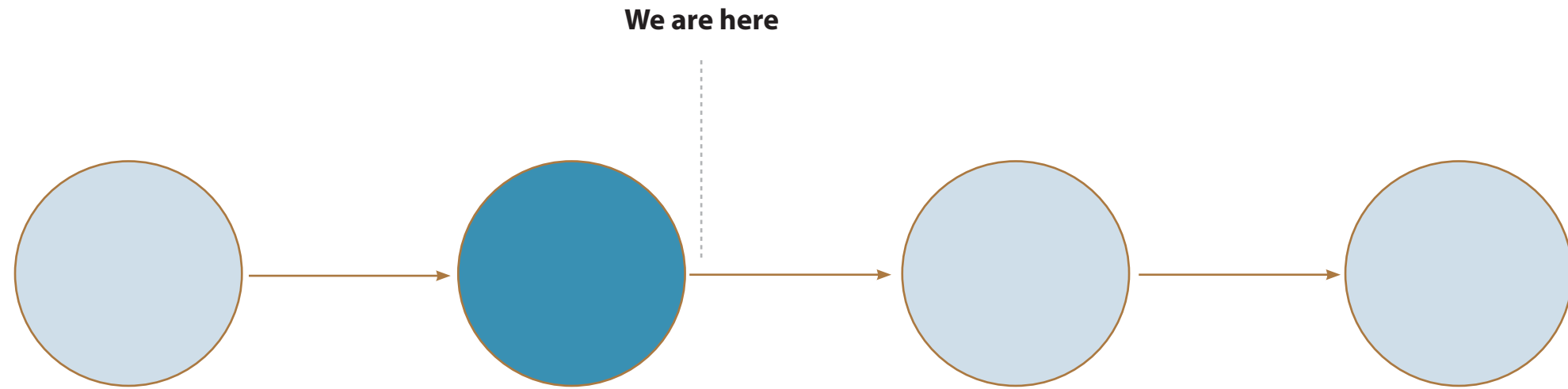


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Best Practices - Community and Sharing
Best Practices - Broad Content Offerings
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We are here

Discovery

During the Discovery phase, we delve into the details of our client's business and brand goals, target audience, and technical landscape. This phase leads to a clear definition of the objectives for the project and the metrics for tracking success.

Key steps:

- Define business goals
- Define project goals
- Identify target audience(s)

Strategy

In our Strategy phase, we use techniques such as task analysis, user profiles and scenarios, best practice analysis, visual design exploration, and business requirements definition to develop a strategic recommendation. We define the scope of the project, the high-level site architecture approach, and explore initial page layouts, elements, and interactions.

Key steps:

- Refined project definition
- High-level site architecture
- Key page schematics

Design

Our deep knowledge of your user and business goals is brought to life during the Design phase. From early sketches to detailed page layouts, a scalable design system is created. User experience design further defines the site structure, navigation, content strategy, and detailed user interaction, while visual design directions provide a range of on-brand experiences from which to choose.

Key steps:

- User taskflows
- Complete schematics
- Visual design comps

Build

In the Build phase we provide solutions ranging from front-end development using HTML, CSS, Flash and Ajax, to back-end development including content management system integration and web application authoring. After client review, we perform quality assurance testing and finalize deliverables.

Key steps:

- Visual design assets
- Complete page templates
- Integration with current systems



During the Discovery phase we did the following activities (see Discovery Document, Oct 18, 2008):

1. Project Kickoff Brainstorm Session

We conducted a brainstorm with the Foundation team and Totem Brand Strategy, to discuss and evaluate various web-oriented activities, content production, and organizational and project goals.

2. Review Existing Research and Data


We reviewed all of Totem's grant partner interviews, the brand audit report, and all interim site copy.

3. Interview Stakeholders

We interviewed staff, board member, potential donor, grant partner, and Women's Policy Institute participant users to understand the current needs, frustrations, expectations, and unrealized opportunities across the full site user base.

4. User Profile Definition

We defined and detailed primary and secondary user groups, identifying their key user tasks and an emerging potential user group: younger contributors



The findings from our Discovery phase informed the work conducted during the Strategy phase.

During Strategy we did the following activities:

1. Best Practices and Deeper Site Analysis

We reviewed other charitable sites, including those recommended by staff and stakeholders, and identified positive features relevant to this project's goals. We also explored the current Foundation website .

2. High-Level Site Maps

The site analysis resulted in a high-level current site architecture, used to illustrate the site as a whole and illuminate site growth and scalability issues. We developed a proposed site map to explore a more intuitive and scalable approach.

3. High-Level Key Page Schematics

We selected some of the key pages and detailed how content and features might be arranged and represented to more effectively drive site adoption and repeat visits.

4. CMS Evaluation and Recommendations

We collected the Foundation's publishing and system infrastructure requirements and mapped them to various CMS' capabilities.

5. Phased Project Plan Approaches

Taking the Foundation's current resources into account, we created two options for phased project plans to consider for moving forward.



What we found in Discovery

How we begin to craft the solution

Key challenges in the user experience	Addressing each challenge
To visitors, especially new ones, the site feels flat, does not communicate the dynamic entity or work of the Foundation, and provides no sense of community	Convey to visitors (explicitly and by example) who you are, what sets you apart from other foundations, and how your various efforts intersect
Potential donors are under the impression that small donations are not desired/helpful, or that the Foundation is too institutional to appreciate their contribution	The site needs to welcome supporters of all levels and social backgrounds
Much of the most valuable site content is difficult to find, and does not follow best practices for writing for the web	While an intuitive navigational framework will assist in the overall comprehension of the site, accommodating targeted needs will improve the experience for all users. Employing web-friendly formatting to page copy catch a user's scanning eye
Content production and editing are in need of a more systematic workflow to ensure fresh, relevant content and support of time-based events and promotional efforts	An overall content strategy begins with establishing a strong Foundation voice and look and extends to nomenclature, formatting rules, and content organization guidelines
The site does not satisfy the progressive, modern user's expectations of web interaction	The site should strategically and intelligently incorporate some of the most commonly used features and trends
The site does not yet support the social networking capabilities expected of an activist hub	A judicious social networking strategy will provide the most efficient path to becoming the hub for women's and girls' issues

What do we recommend?

The strategic approach

1. Make immediate **architectural and page template changes** to provide **easy access to important site content** and encourage broader donor support
2. Define your overall content strategy to employ **compelling storytelling** in order to inspire user action
3. Focus your social networking strategy on **leveraging existing sites and services** to engage various user groups in a cost-effective manner
4. Employ **more interactive features** to hold user interest and encourage repeat visits
5. **Resource a web manager** to oversee all aspects of publishing and maintain the Foundation's voice in social networks





While we understand that many ideas cannot and should not be implemented immediately, **“blue-sky” ideas inherently shape a long-term vision for any web site.** Having a sense of where the Foundation’s online presence *could* be in one to three years helps us to define parameters for initial phases of the redesign effort. The site map and the schematics in this document reflect the future vision, a “best practice” for the future web site. We understand that much of this thinking may not be realized immediately; however, it is imperative that we envision what the future site could be and take a phased approach to manifesting that vision.

1. Make immediate architectural and page template changes to provide easy access to important site content and encourage broader donor support

As is the case with many sites, the Foundation’s content has grown organically and is now ready for reorganization. A new architecture, as shown in the Proposed Site Map (p. 13) will make site navigation and content discovery easier and more intuitive.

Templatized pages will:

- **Realign the site with the brand strategy** through the visual design process
- **Provide a consistent, easily replicated format for new content**, which will in turn make content creation, editing and posting more efficient as well as improve online viewing comprehension
- **Enable contextual user tasks and support navigation** by allowing page elements to appear on more than one page. For example, a donation module could appear on a success story page, so that a potential donor can become an actual donor the second she was inspired, without the distraction of having to navigate to a different section of the site

2. Define your overall content strategy to streamline production and support compelling storytelling in order to inspire user actions

Compelling storytelling, especially when sharing end-to-end reporting of efforts from conception to success, will engage sympathy, altruism, and confidence in your results. This in turn will inspire users to:

- make donations
- participate in Foundation efforts and initiatives
- support viral distribution of Foundation site content

Content strategy helps you decide what you need to say, how you need to say it, and how to best get the editorial work completed. This can cover any combination of:

- creating guidelines around voice and tone
- prescribing the best formatting practices for web consumption
- preparing editorial plans and publishing workflows
- creating strategic content and distribution partnerships with other content providers or media outlets

The Foundation will then realize the following benefits:

- support of the Foundation brand
- increased user comprehension of the Foundation’s mission and practice
- equality of voice between the Northern and Southern California offices
- reduced burden on Foundation staff to create fresh content

3. Focus your social networking strategy on leveraging existing sites and services to engage various user groups

All stakeholders and users interviewed expressed a strong desire to more easily and frequently connect with others working in their areas of interest. Multiple user types also have an intense drive to share their own work.

We recommend the utilization of:

- social and professional networking sites and services (Facebook, LinkedIn, Twitter)
- social media sites (YouTube, Vimeo)
- social bookmarking sites (Digg, Reddit, and Delicious, etc.)
- contributions to 3rd party blogs such as The Huffington Post

Interaction with these sites and services avoids the high overhead costs and risks of building and maintaining your own networking features, yet still provide the key benefits of social networking technology:

- connectivity in already-frequented environments
- contact with exponentially larger audiences
- wider distribution of both user-generated and Foundation-generated content



4. Employ more interactive features to hold user interest and encourage repeat visits

"Doing" is always more engaging than reading, and while the nature of the Foundation's work will require that there sometimes be long blocks of text to share, the primary site experience could be one of interaction, rather than flat research.

Providing more interactive displays of information will:

- **improve site "stickiness"** - the amount of time a user spends on the site will increase if they have more options to "play" with
- **improve content discovery** - dynamic features allow for more information to live on a single page, and relies less on traditional navigation for discovery
- **use page real estate more effectively** - layering information and giving users filtering control will reduce the overall number of pages
- **promote sharing with friends and colleagues** - the more interesting and effective the information display, the more users will disseminate it

5. Resource a web manager to oversee all aspects of publishing and maintain the Foundation's voice in social networks

A dynamic site requires attentive maintenance. We strongly recommend that the Foundation create a single position to handle this work, rather than attempting to carve up these tasks among multiple staff members.

Web manager responsibilities:

- Lead third-party developers through design and development of the new website: **manage timeline, budget, technical specifications and deliverables**
- Coordinate the **production and asset management of a variety of content streams** (text, images, video) to be supplied for the launch of the redesigned website
- Assist multiple internal and external content contributors in the **ongoing production of the Foundation's web pages, blog, and email newsletter**, collaborating with various departments within both the Northern and Southern California offices to **ensure all content (rich-media and text) is up-to-date and meets both content and visual design guidelines**
- Manage social media efforts, including collaboration on the Foundation's social media strategy: the **creation and ongoing maintenance of the Foundation's voice, groups, frequent presence, and strategic communication on social networking sites and tools** elsewhere on the web
- Assist in the development and maintenance of **site accessibility, localization, and search engine optimization policies and standards** to satisfy the widest possible range of users

- Coordinate user feedback and site analysis, such as **responding to user technical support questions and routing other user inquiries; development of online surveys, and the analysis and reporting of results**
- Coordination with third-party support, including **system troubleshooting and coordination with hosting, IT and CMS support**
- Ongoing site administration, including **tracking site statistics, web expenses, and budget**, as well as **maintaining hosting agreements and domain name licenses**

In addition to these tasks, a web manager will stay abreast of the new technologies, tools, and trends that will arise to further assist the Foundation in your goal of being *the* place to get information and become involved in the improvement of women's and girls' lives.

Strategic Development Recommendations



We understand that the Foundation’s budget for the site redesign is yet to be determined and that the back-end changes to the current system are non-trivial.

To accommodate varying budgets and internal resourcing capabilities, we developed two different approaches that the Foundation might take.

	Key development tasks	Pros	Cons
<p>Approach A:</p> <p>Focus on initial strategic changes</p> <p>This is a high-impact, lower-cost approach that focuses on making site architecture and content changes without committing to complex back-end changes</p>	<ul style="list-style-type: none"> • Continue working within the current Kintera content management system • Develop a new site structure and navigation • Develop key page templates and adapt current content • Develop a new content strategy • Establish presence within existing social network sites 	<ul style="list-style-type: none"> • Improves key aspects of the user experience • Realigns site with brand strategy • Exposes more important content • Begins to define the Foundation as a hub of social networking for women’s and girls’ issues • Lower initial cost • Shorter development time • Addresses some content production workflow issues 	<ul style="list-style-type: none"> • Kintera CMS will still eventually have to be replaced since it does not meet current, let alone future, content requirements • Pages templates will have to be redeveloped when new CMS is in place, which may mean having to rewrite content for existing pages • Online donation processing workflow and scalability issues remain unresolved • Does not support multimedia asset management
<p>Approach B:</p> <p>Focus on full site potential</p> <p>This is a comprehensive approach that focuses on making site architecture and content changes without committing to complex back-end changes</p>	<ul style="list-style-type: none"> • Select and implement a new CMS • Develop a new site structure and navigation • Develop key page templates and adapt current content • Develop a new content strategy • Develop and write content for new pages • Establish presence within existing social network sites • Add selected new and/or improved interaction functionality, e.g. dynamic California map • Expand the password-protected Women’s Policy Institute graduate network to a directory for additional user types 	<ul style="list-style-type: none"> • Improves the overall user experience • Realigns site with brand strategy • Exposes more desired content • Begins to define the Foundation as a hub of social networking for women’s and girls’ issues • Resolves site scalability issues before they become greater problems • Resolves online donation processing issues • Supports multimedia asset management, allowing for more video, audio, and images • Can be done in phases, so that high-priority features are addressed first 	<ul style="list-style-type: none"> • Longer development time • Higher initial cost



Foundation target users

We conducted a UX workshop with the Foundation staff to define the different types of users for the Foundation web site. Our interviews with stakeholders validated this definition.

We found the following wide variety of current and potential target users:

- Individual donors
- Potential volunteers
- Donor circle members and organizers
- Donor-advised fund contributors/managers
- Board members
- State policy analysts
- Community-based advocates
- Current and past grant partners
- Individual activists
- Policymakers
- Estate-planning attorneys
- CPAs and money managers
- Institutional donors
- California non-profit professionals
- Print journalists
- Other women's foundations
- Affinity groups
- Funder's networks
- Web journalists and bloggers

Primary and secondary user profiles

We then grouped users with similar content and interaction needs into primary and secondary user profiles:

Primary:

- Donors
- Advocates
- Policymakers

Secondary:

- Foundation staff
- Press
- Funding partners

Universal needs across user types

We then took an in-depth look at common tasks for each user profile and group, and established baseline, universal content needs:

- State of CA issues overview and reports
- Who the Women's Foundation is: board, executive, and staff profiles
- Communication tools among and between user groups
- Contact information for specific assistance
- Focused areas of interest to gather, meet, discuss
- Location-based dynamic interaction, stats, and indicators

As well as baseline interaction needs:

- Searching and/or filtering by keyword, interest area and region
- Sharing their own content with the Foundation community
- Sharing Foundation content with others

Full user profile descriptions and demographics are available in the Discovery document. The following pages show the more specific user tasks and content needs in detail.

What are profiles?

Fictional, representative user archetypes based on data about:

- Environment
- Behaviors
- Skills
- Attitudes
- Goals

How do we use profiles?

Profiles help us focus on the shared needs of the majority of website users. Specifically, they help us think through the things people need to deepen their understanding of the Foundation and achieve their personal goals, such as:

- Content
- Tools or functionality
- Ways of navigating

Primary User Tasks and Needs



DONORS	USEFUL WEB CONTENT/FEATURES
I want to know what current issues exist and are being addressed by the Foundation	Mission statement and systemic change overview; reports, articles, press releases; grant partner profiles/info; events calendar, success/progress stories
I would like to donate to the Foundation	Online donation form; clear information about how to give, via both online and offline methods
I need to be assured that my donation will be used wisely	Mission statement and systemic change overview; success/progress stories; donor testimonials; annual reports; grant partner updates and profiles; printer-friendly versions of all
I need help with my own fundraising efforts	Fundraising toolkits; fundraiser peer training opportunities; ability to post fundraising events on the site
I want to feel like I'm part of a bigger community of people who share my concern for the lives of women and girls, and be recognized for my effort	Information about Foundation- and/or issue-specific interest groups on social networking sites that support discussions; donor/volunteer appreciation on site; access to Foundation-branded merchandise to express affiliation
I want to find out about Foundation events, to attend or volunteer	Online calendar with regional and/or interest area filtering, text and/or email alerts, press releases, community partner content
I want to network with potential new friends or business clients	Foundation- and/or issue-specific interest group on social networking sites, directory of advocates and policymakers, volunteering opportunities, in-kind donation or sponsorship opportunities
I want to voice my opinion on proposed legislation	Action alerts; online "take action" forms; instructions on writing letters to the editor; contact info for community advocacy groups

ADVOCATES	USEFUL WEB CONTENT/FEATURES
I need an expert perspective on the impact of specific policies and issues on women and girls	Foundation policy analyses of proposed legislation and election issues; annual reports; other reports and articles
I want to broaden my professional network and work with other advocates and organizations	Information about Foundation- and/or issue-specific interest groups on social networking sites that support discussions; grant partner directory; community advocacy groups directory
My organization needs financial assistance	Grant guidelines and application; grant partner directory; donor circle information; fundraising toolkits
I want my organization to be more effective	Women's Policy Institute information; organizing best practices; training information; organizations and websites that provide resource for non-profits; success/progress stories
I want to share my organization's expertise, accomplishments, and research	Community advocate directory; grant partner/community success stories and promotional module; information about Foundation- and/or issue-specific interest groups on social networking sites that support discussions
I want to stay connected with my fellow Women's Policy Institute graduates	Graduate directory; information about Foundation- and/or issue-specific interest groups on social networking sites that support discussions; "find colleagues by region" feature
I want to network with policymakers and other contacts in Sacramento	Current contact info for Women's Policy Institute mentors and other cooperative civil servants

POLICYMAKERS	USEFUL WEB CONTENT/FEATURES
I need data to complete my analysis of proposed legislation	Foundation policy analyses of proposed legislation and election issues; annual reports; other reports and articles; success stories
I need concise information to help me decide whether to support a specific policy change	2-6 page executive summaries of the Foundation's positions on policies/issues
I want my research to reach a wider audience	Information about Foundation- and/or issue-specific interest groups on social networking sites that support discussions; grant partner directory; community advocacy groups directory

Secondary User Tasks and Needs



FOUNDATION STAFF	USEFUL WEB CONTENT/FEATURES
I want to better support my colleagues and our users	Easy navigation, downloadable content, descriptive and/or short URLs to key content, filterable issues information, comprehensive user directory directories; staff-only secure area or intranet
I want us to have a site that is dynamic and modern	Interactive homepage, templated pages, content writing guidelines, content management system, clear publishing workflow, ability to update content easily, grant partner and donor partner content, interactive map or other filtered content, sharing features, video player; integration with social networks
I need a an easier system to get good content on the site	Content writing guidelines, content management system, clear publishing workflow
I want us to take advantage of the social media now available	Accounts with appropriate social networks, Google widgets for Foundation donations and events, new content management system that handles multimedia asset management, social media guidelines
I want donations to be processed in a timely and error-free way	New content management system

PRESS	USEFUL WEB CONTENT/FEATURES
I'm looking for people to interview	Staff directory, comprehensive user directory
I'm looking for story ideas, background data, or information about a specific policy	Press kit , press releases, success stories, donor stories, statistical data, search by topic, staff directory, comprehensive user directory, Foundation and community event listings, annual reports, grant partner reports, policy information and analyses

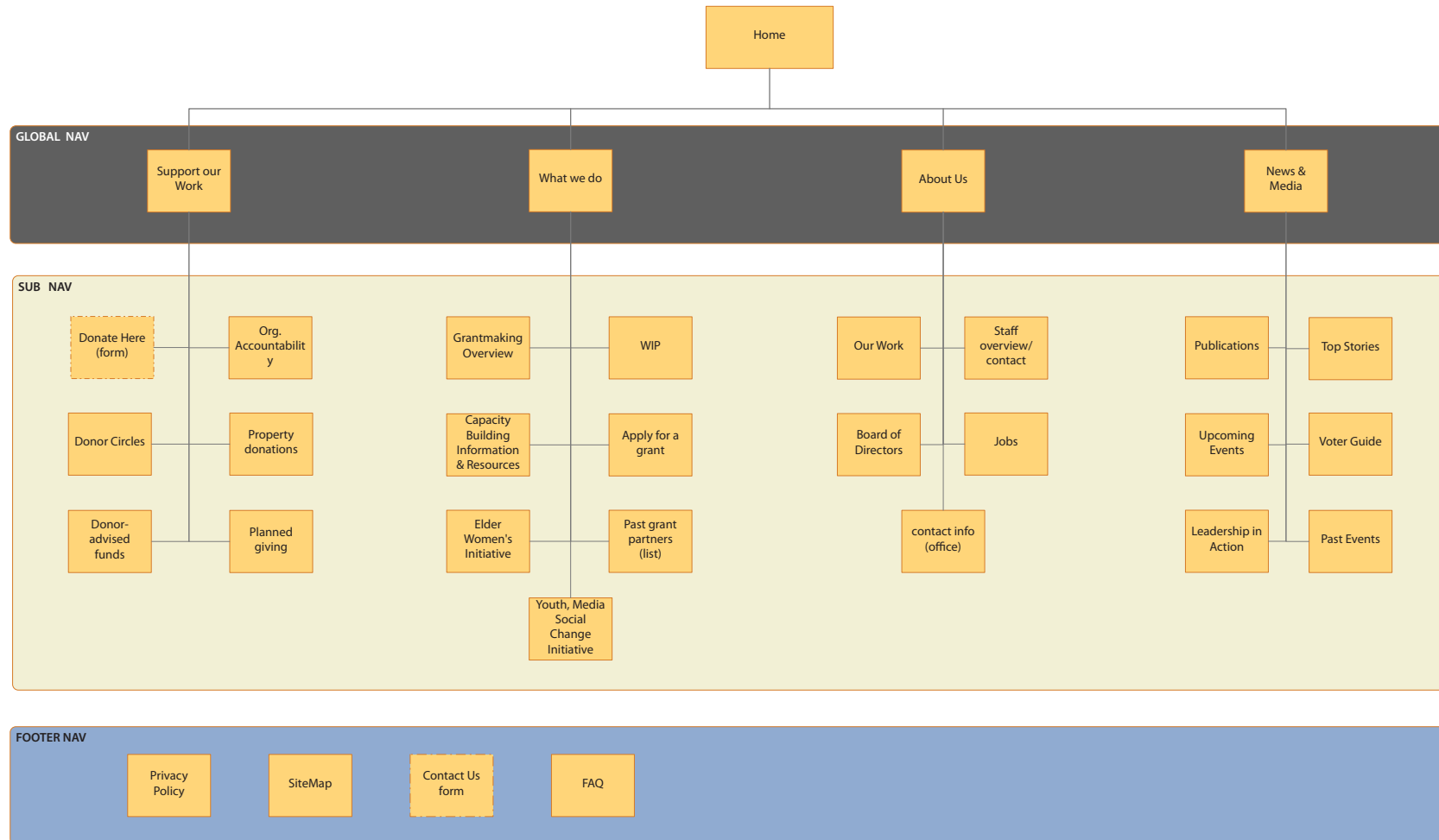
FUNDING PARTNERS	USEFUL WEB CONTENT/FEATURES
I want to share my knowledge and expertise with the Foundation and other like-minded organizations	Foundation policy analyses of proposed legislation and election issues; annual reports; other reports and articles; success stories, comprehensive user directory, non-profit resource organizations, social Foundation- and/or issue-specific interest groups on social networking sites that support discussions
I want to know if we would be good grant partners	Grant guidelines and application, grant partner directory, donor directory, systemic change overview, clear mission statement, board and staff profiles
I want to know more about California issues	Foundation policy analyses of proposed legislation and election issues; annual reports; other reports and articles; success stories, comprehensive user directory



<http://www.womensfoundca.org/>

Legend

- Content page
- Utility page/screen
- Download
- Online Form
- Offsite links



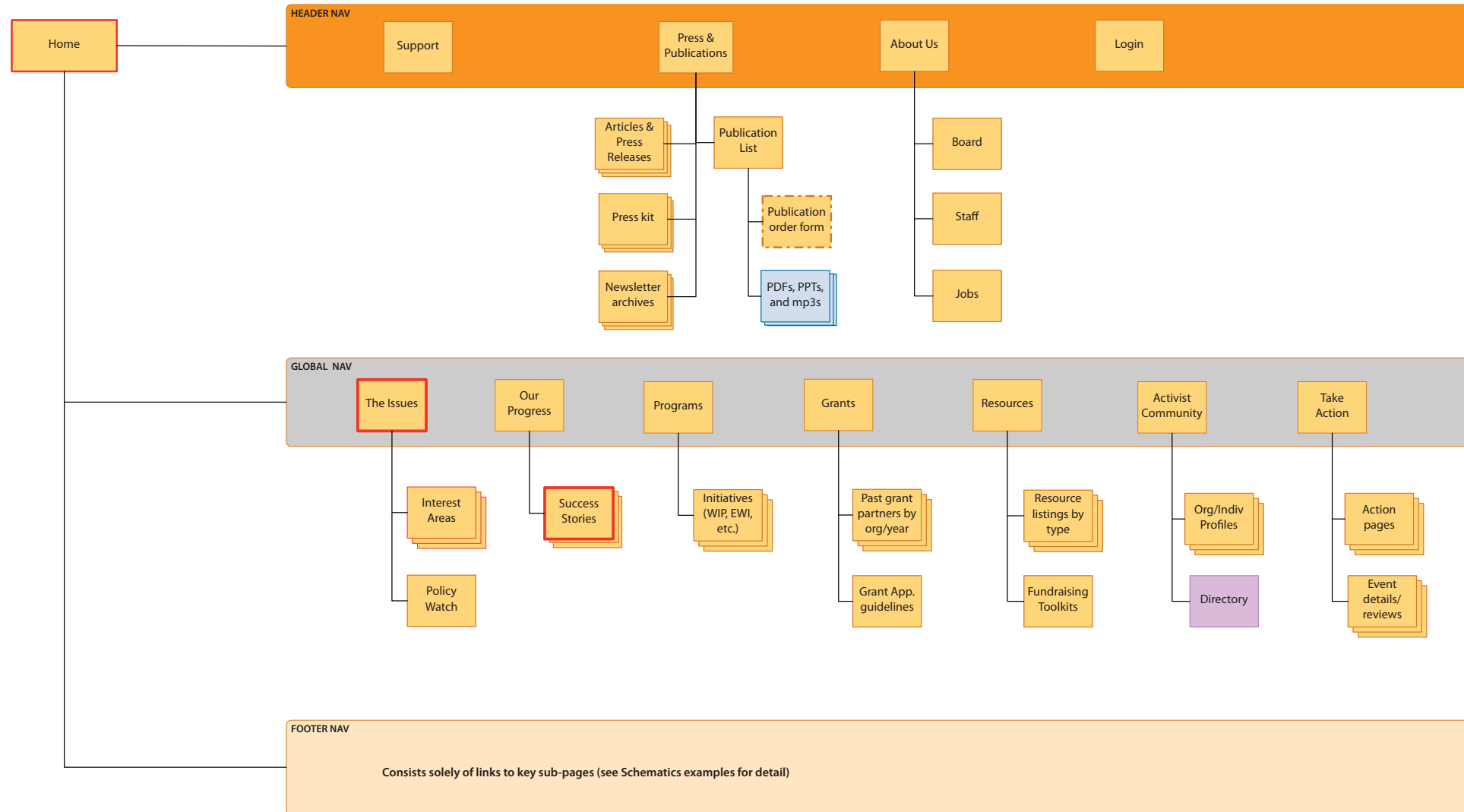
OTHER PAGE TYPES

- Email this page (form)
- PDF download
- Print-friendly
- PPT download
- Confirmation
- Audio download

Proposed Site Map



http://www.womensfoundca.org/





What are schematics?

Page schematics are quite literally the blueprints for your site construction. Also referred to as wireframes, these files are the foundation upon which visual design and front-end development are based.

How are schematics used?

Schematics are utilized by the entire redesign team so that everyone involved in the design and development of the site is literally on the same page:

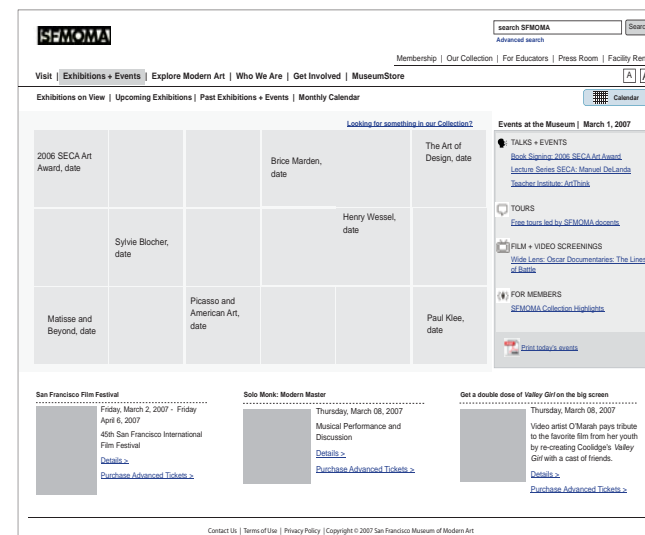
1. User experience architects develop and refine them to design pages that have **clear content areas, navigation paths, nomenclature and interaction rules**. In conjunction with content strategy, they ensure that user needs are being addressed and that the user experience is consistent throughout the site. This ensures that the site is easy to learn and satisfying to use.
2. Visual designers use them to **understand the purpose and prioritization of page elements and features** so that the visual designs accurately represent their importance, and so they can develop and maintain a consistent visual language throughout the site. This ensures that the site is visually appealing and supports your brand strategy.
3. Front- and back-end developers use them to understand **how each element and the site as a whole is supposed to function**, so they can choose and employ the best technologies available. This ensures that the site supports engaging user interactions while requiring a level of ongoing site support that is feasible for your organization, so that what is built is scalable and can be maintained beyond its initial development.

What is the difference between schematics and comps?

Schematics do not include any visual design recommendations. Any use of color, font or layout is simply to suggest the purpose, prioritization and behavior of page elements.

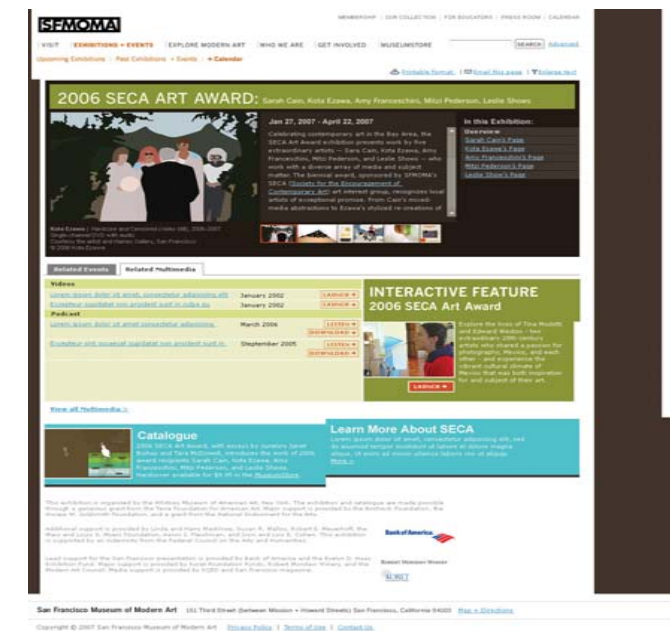
Comps, short for composites, represent the full visual expression of the elements in the schematics. They greatly differ in font, color, and layout from schematics, but contain all the elements prescribed in them, as illustrated here with an example from our work on the San Francisco Museum of Modern Art website:

Schematic:



It is then imperative to remember, when viewing schematics, that the final design will be much more engaging, exciting, and representative of your brand.

Visual design comp for the same page:



Schematic - Home page example



Women's Foundation of California LOGO

Press & Publications About Us LOGIN

Support Our Work DONATE NOW

The Issues Our Progress Programs Grants Resources Activist Community Take Action

We don't teach women to fish. We cut down the fences around the lake.

The Foundation works toward positive systemic change, addressing the full spectrum of issues that affect women and girls to break down the barriers to health, safety, and success.

(illustrative graphic/animation)

Leadership and power

We support programs that give young women a voice and the opportunity to lead.

Women's Health

Economic Prosperity

Safety

Jane Doe was a child slave before participating in the Asian Health Service's Banteay Srei Program, a [2007 Community Action Fund recipient](#) which provides leadership development and self-empowerment for young Southeast Asian women engaged in or at risk of sexual exploitation.

play video ▶

Stay in touch with the Foundation community

Sign up for the newsletter:

enter your email address sign up

Join our [Facebook group](#) and [follow us on Twitter](#) to keep up with other organizations and individuals actively working toward systemic change

Donors and advocates are invited to [post your profile in our Community Directory](#) to share your work and meet others involved with the Foundation

Happening now...

take action: AB 56 will require health insurance companies to notify women about their breast cancer screening coverage, saving thousands of women's lives every year. [Act now >](#)

progress: [Prop 4 defeated](#). Learn how this attack on California's reproductive freedom was defeated by a grassroots phonebanking campaign.

Foundation event: ["It's A Money Thing: A Girl's Guide to Managing Money" book launch and signing party](#) - Los Angeles, December 14

Interactive Map

View issues, events, and find advocacy groups in your area using our interactive map

On our blog:

[Ripple effects from Women Speak Out: Changing the Way Californians Age](#)
This fall, the Local Planning Committees of the Elder Women's Initiative organized three Speak Outs to address the experience of aging in California.

With speakers ranging from Marie Jobling of the Community Living Campaign to keynote speaker Assemblywoman Loni Hancock, the meetings were a surprisingly raucous affair, with passionate [...more>](#)

["There goes the neighborhood"..."It's barbaric, but hey, it's home."](#)
Our friends over at YO!Youth Outlook have joined in on the controversy about "Tiana" moving into the Disney Princess castle in 2009...well, she'll move in as soon as they can draft Tiana a stereotype-free contract. The black princess's name used to be Maddy and was switched to the "less stereotypi...[more>](#)

THIS WEEK'S EXPERT:

photo [Perla Rodriguez](#), Development Director, [Public Policy Institute of California](#)

Perla answers your questions about the policy process in California.

Join the webinar:
Friday Dec 19th, 10-11am

Register now for free

BASICS home FAQ contact us privacy	WAYS TO DONATE join a donor circle create a donor-advised fund make a property donation join the Living Legacy Society	GET INVOLVED send a letter attend an event sign up for our newsletter launch your own policy training program	LEARN THE ISSUES systemic change our reports legislative accomplishments latest newsletter	RESOURCES fundraising toolkits grant FAQ grant application guidelines resources for non-profits WIP Training Program Guide	MEET OUR GRANT PARTNERS 2007-2008 Grant Partners Elder Women's Initiative Youth, Media, and Social Change
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Page Goals

- Provide immediate understanding of the breadth and depth of the Foundation's work within the context of systemic change
- Provide dynamic content areas to showcase success/progress stories
- Establish the intersection of the Foundation's efforts and interaction with others in the community
- Address the primary user groups and direct them to relevant content
- Expose paths to previously buried content
- Provide access to the Foundation's social networking presence

Key strategies:

- Systemic change graphic or animation briefly illustrates the relationship between the interest areas, and how they are served by the Foundation through strategic grantmaking, programs like the Women's Policy Institute, and policy analysis
- Interest areas each showcase a success/progress story, linking to a video, audio slideshow, or text article
- Interactive map link brings user to the Issues section
- Exposing the beginnings of blog entries will drive traffic to the blog and encourage two-way communication via comments
- Social networking options are clearly defined and linked
- "Happening now" offers an easy way to update the site with fresh content. The short form listing allow for rapid updating and could include links to grant partner content on the site or elsewhere

Schematic - The Issues Interactive Map example



Women's Foundation of California LOGO

Press & Publications About Us LOGIN

Support Our Work DONATE NOW

The Issues Our Progress Programs Grants Resources Activist Community Take Action

The Issues

Current statewide policy issues
[AB 16](#) - Sex crimes: minor victims: punishment.
[AB 17](#) - Prostitution: solicitation, pimping, and pandering
AB 21 Economic poisons: methyl bromide
[AB 56](#) Health care coverage: mammographies
SB 28 - Prisons: San Quentin State Prison
[HR 5](#) - (Marriage equality, proposed bill not yet named)

Show on map:
 Leadership and Power (17)
 Women's Health (13)
 Environmental Justice (22)
 Economic Prosperity (11)
 Safety (9)

Show activity for:
 Advocacy groups (39)
 Foundation grant recipients only (23)
 Donor circles (8)
 Community events (6)
 Foundation-sponsored events (12)
 Fundraising events (4)

Environmental Justice Advocacy Group
[Californians for Pesticide Reform](#)
Los Angeles and San Francisco

To support collaboration on environmental health by two women-led organizations in the San Joaquin Valley — Grayson Neighborhood Council and El Quinto Sol — in order to monitor levels of pesticides in the air

Navigation: Home, Basics, Ways to Donate, Get Involved, Learn the Issues, Resources, Meet our Grant Partners

Basics: home, FAQ, contact us, privacy
Ways to Donate: join a donor circle, create a donor-advised fund, make a property donation, join the Living Legacy Society
Get Involved: send a letter, attend an event, sign up for our newsletter, launch your own policy, training program
Learn the Issues: systemic change, our reports, legislative accomplishments, latest newsletter
Resources: fundraising toolkits, grant FAQ, grant application guidelines, resources for non-profits, WIP Training Program Guide
Meet our Grant Partners: 2007-2008 Grant Partners Elder Women's Initiative, Youth, Media, and Social Change

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Page Goals

- Provide information about issues and actions happening in the context of location
- Provide an engaging interaction experience that users will want to repeat

Key strategies:

- Public policy legislation is listed with links to Foundation analysis, when available
- Interactive map allows user to scan for active issues, upcoming events, and active advocacy groups by area
- Dots represent groups and events, and could be differentiated with different icons. Upon mouseover, the information layer will appear with links to the group profile or event listing
- Map filters allow user to narrow down the information displayed in the map

Schematic - Our Progress example



Women's Foundation of California LOGO

Press & Publications About Us LOGIN

Support Our Work DONATE NOW

The Issues Our Progress Programs Grants Resources Activist Community Take Action

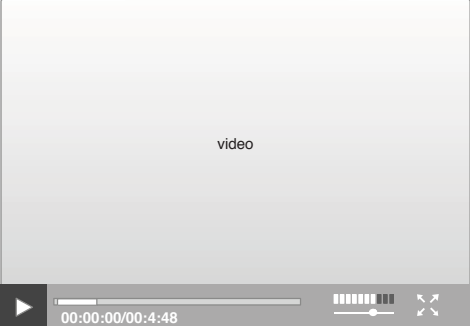
Our Progress

Success stories:

[Story 1](#)
[Story 2](#)
Banteay Srei program
[Story 4](#)
[Story 5](#)
[Story 6](#)
[Story 7](#)
[Story 8](#)

Jane Doe was a child slave before participating in the Asian Health Service's Banteay Srei Program, a [2007 Community Action Fund recipient](#) which provides leadership development and self-empowerment for young Southeast Asian women engaged in or at risk of sexual exploitation.

Her personal story proves the effectiveness of programs like these. [Help the Foundation support more organizations like Asian Health Services.](#)



Legislative Accomplishments [view all in one page>](#)

Wins

SB 1569 - Human Services Eligibility (Kuehl)
AB 2695 - Domestic Violence (Goldberg)
SB 484 - Safe Cosmetics (Migden)
AB 450 (Changed to AB 1179) - Violent Video Games (Yee)
SB 148 - Acoholic Beverages Licenses (Scott)
AB 1796 - Food Stamp Eligibility (Leno)
SB 1441 - Domestic Violence Victims Services (Kuehl)
SB 1639 - Education Works! (Alarcón)

AB 2695 - Domestic Violence (Goldberg)

SIGNED into law on September 29, 2006.
Extends eligibility for certain state and local benefits, including refugee cash assistance, Medi-Cal, and employment social services to qualified noncitizen victims of trafficking, domestic violence, and other serious crimes.

The Foundation provided Grant Partner Name with a \$25000 grant to support their legislative efforts, and accepted two members to join the Women's Policy Institute to teach them how to navigate the state capital.

14 months of work resulted in the final passage in Sept 2006. Since then more 6,000 non-citizen victims of crime now have access to the services to help them and their families heal.

Valiant Efforts

SB 1712 - Lead in Cosmetics (Migden)
AB 2694 - Lead in Children's Products (Ma)
AB 22 - CalWORKs Benefits (Lieber)
AB 589 - Teen Dating Violence (Levine)
SB 48 - Healthy Food Choices (Alquist)
AB 1538 - Foreclosure Relief (Lieu)
AB 2917 - Corrections and Rehabilitation (Goldberg and Liu)
SB 1471 - Sex Education Programs (Kuehl)
AB 855 - CalWORKs Eligibility (Bass)

BASICS
[home](#)
[FAQ](#)
[contact us](#)
[privacy](#)

WAYS TO DONATE
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[create a donor-advised fund](#)
[make a property donation](#)
[join the Living Legacy Society](#)

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[attend an event](#)
[sign up for our newsletter](#)
[launch your own policy training program](#)

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RESOURCES
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[resources for non-profits](#)
[WIP Training Program Guide](#)

MEET OUR GRANT PARTNERS
[2007-2008 Grant Partners Elder Women's Initiative](#)
[Youth, Media, and Social Change](#)

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Page Goals

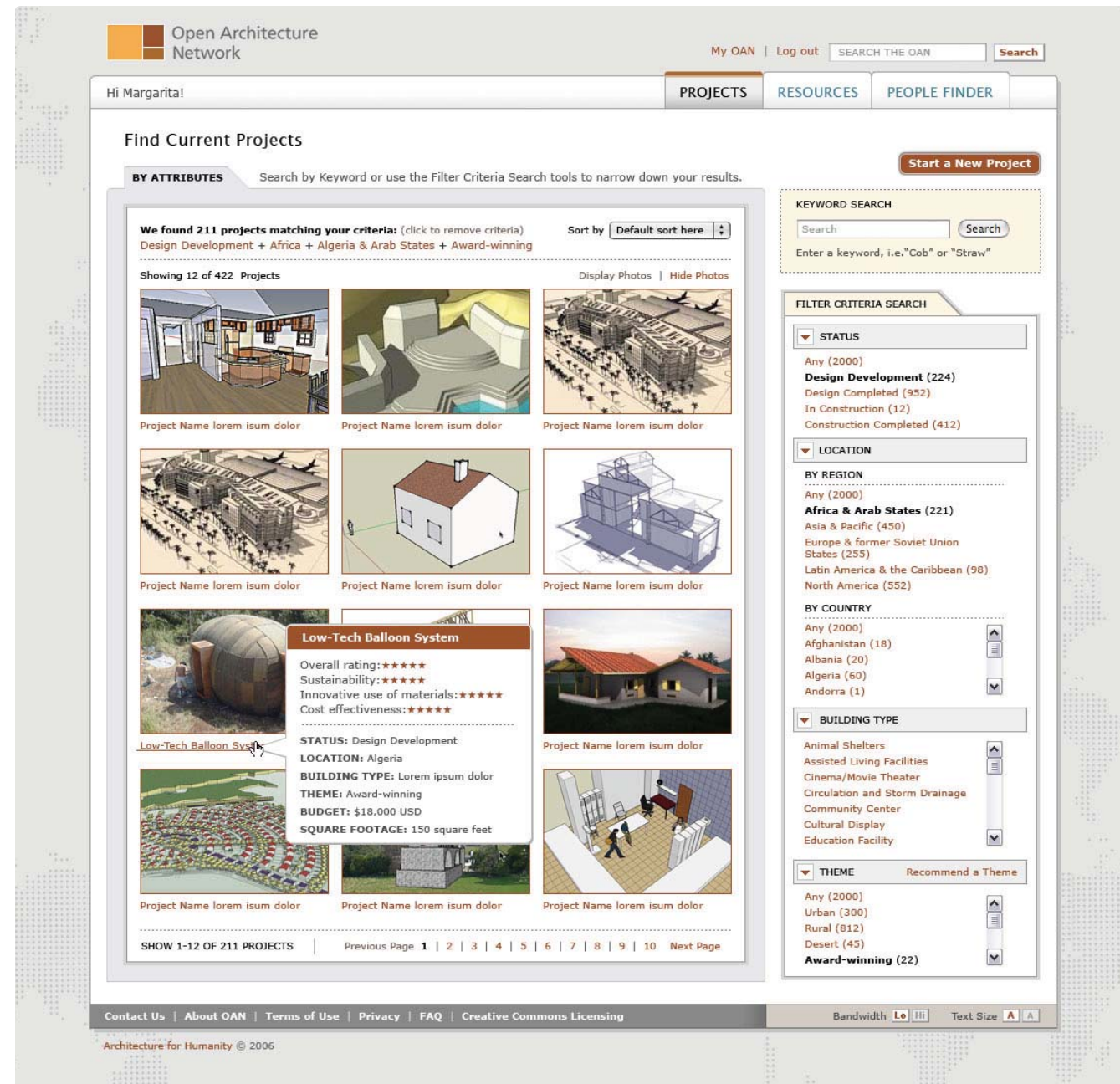
- Provide a record of the successes and progress that the Foundation and their grant partners have made
- Create an archive for multimedia content

Key strategies:

- Menu of success story videos and audio slideshows allow user to scan for interesting topics/names
- On click, the success story begins playing in the embedded player. These videos can also be posted in the Foundation channels on YouTube, Vimeo, and other popular video sharing sites to reach a broader audience. Share options would allow users to post the video in their own websites or blogs
- Legislative accomplishments are duplicated here and in the Women's Policy Institute page, so that all users will discover them, not just those specifically interested in the Women's Policy Institute

Best Practices - Community and Sharing

Open Architecture Network <http://openarchitecturenetwork.org/>



The Open Architecture Network (OAN) site connects architects and designers from all around the world in order to create emergency and permanent housing solutions to improve the standards of living for billions of people. The main goal of the site was to inspire designers to do great work. This goal was met by:

- **Appealing to multiple user groups** - this site met diverse needs of architects, funders, displaced families, project managers, and more with language and offerings that appeal to each group
- **Using visual imagery as a key engagement point** - designers have a hunger to see design so we displayed a large number of high-quality photos and graphical images, then let users drill down for more information
- **Allowing users to promote their own content** - OAN project teams need to promote work to general public and show progress to funders, so we designed the facility for them to contribute their own content
- **Providing a collaborative workspace** - OAN project teams need a place to share files, comment on work, and more for managing projects, so we designed a members area to do so

Best Practices - Broad Content Offerings

FindLaw <http://findlaw.org/>



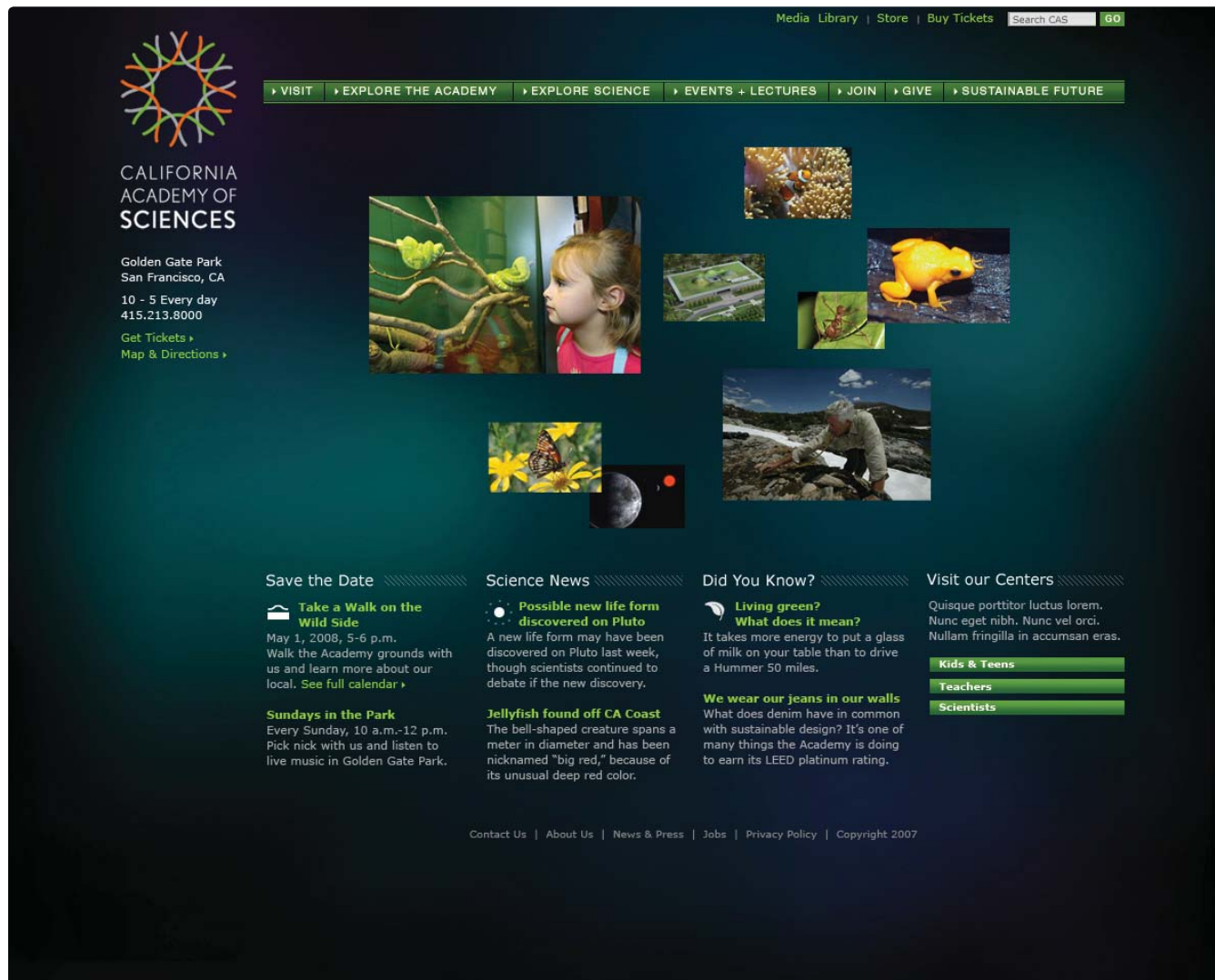
The screenshot shows the FindLaw website homepage. At the top, there is a navigation bar with links for 'Learn About the Law', 'Find a Lawyer', 'Ask FindLaw', 'Forms & Store', 'News', and 'Commentary'. A search bar is located on the right side of the navigation bar. Below the navigation bar, there is a large banner featuring a woman's face and the text: 'The web's number one resource to find lawyers, self-help tools and answers to legal questions.' To the right of the banner, there is a section titled 'Get started on FindLaw' with a sub-header 'We provide legal information, lawyer profiles and a community to help you make the best legal decisions. Here are a few ways to get started.' Below this, there are three main sections: 'FIND LAWYERS' with a 'Find a lawyer' button, 'LEARN ABOUT THE LAW' with 'Read articles' and 'Watch legal videos' links, and 'ASSESS YOUR SITUATION' with a 'Try the legal event advisor' button. The main content area is divided into two columns. The left column is titled 'Find a lawyer' and contains a search form with fields for 'Legal issue' (e.g., Bankruptcy), 'Location' (e.g., Palo Alto, CA or 94036), and 'Name of Attorney or Law Firm'. It also has an 'ADVANCED OPTIONS' section with radio buttons for 'Lawfirms Only' and 'Lawyers Only', a 'Languages' dropdown, and checkboxes for 'Credit Card accepted' and 'Free Consultation Offered'. Below the search form is a 'Find lawyers' button. The right column is titled 'Learn about the law' and contains several sections: 'INDIVIDUAL ISSUES' with links for Accidents & Injuries, Bankruptcy & Debt, Car Accidents, Civil Rights, Criminal Law, Dangerous Products, DUI / DWI, Divorce & Family Law, Employee Rights, Estate Planning, Immigration, Real Estate, and Traffic Violations; 'SMALL BUSINESS ISSUES' with links for Incorporation, Forms and Contracts, Employment, and View more; and 'LEGAL VIDEO' with links for Introduction to Bankruptcy, Introduction to DUI/DWI, and Introduction to Immigration. Below the main content area, there is a 'FEATURED FIRM' section for 'Orlow Orlow & Orlow PC' with a video profile and a 'Post question' button. At the bottom, there is a 'Commentary' section with a sub-prime mortgage article and a 'Recent legal news' section with links for 'Aqua Dots' Toy Sets Recalled, Fisher-Price Kitchen Toys Recalled, and Trasyol Sales Suspended Worldwide. A footer at the bottom contains 'FIND ANSWERS' and 'Are you a legal professional?'.

FindLaw is the world's leading provider of online legal information and Internet marketing solutions for law firms. The breadth of their content presented a significant challenge, and the main goal of their redesign was to better help users find the information they need to address their legal issues while reinforcing the FindLaw brand as the world's premium online legal resource. This goal was met by:

- **Developing a brand-conscious content strategy** - we created an editorial voice with features on the homepage and reorganization of content based on user needs rather than company structure to distinguish FindLaw from its competitors
- **Supporting content discovery** - we added a unified search feature and a modular design to support both direct searching and related browsing tasks, which allows users to find more relevant information
- **Developing a unified brand system** - we consistently used branding elements across the site to reinforce the FindLaw brand at all experience points without being obtrusive
- **Integrating video and interactive tools into the interface** - users were looking for both ease of use and a unique experience, and we supplied both via an interactive lawyer directory, online diagnostic tools, and the integration of video at key points in the user's taskflow

Best Practices - Interactivity and Visual Design

California Academy of Sciences <http://calacademyorg/>



The California Academy of Sciences needed a new website to complement their grand reopening. The site goals were numerous, but all centered around creating a beautiful, immersive, and playful environment to inspire users' interest in science. This was achieved by:

- **Employing an innovative navigation and content discovery strategy** - rather than supporting discovery solely through typical menu-driven tasks, we also threaded several topics throughout the site, and wove them together to show interconnectedness through horizontal contextual navigation
- **Matching the visual experience to the Academy's personality** - the Academy itself is colorful, curious, global, family-oriented, community-conscious, adventurous and very smart. We took the Academy through an intensely analytical visual design process to ensure that the visual design reflected the feeling of being a scientist exploring the natural world