Feedback:

Summarized customer notes from February 8/10 customer check-ins:

Want a blog implemented quite badly, but know it is a secondary priority.

We might not be able to have the membership linked to user account

We know very well what they are concerned with on their website, and what is important to them in a future website.

Only admins and admin authorized users can make posts to the blog. All other users will only have the ability to comment on blogs.

Feed should not be restricted by the login/Signup. It should be open to all.

They do have Social media accounts but not much active:

Want connection to users to be all in one place, keep it on the website.

Membership + payments are through the national organization, this includes IABC membership information.

High emphasis on two way communication with users(blogging, social media, etc.)

Want admin blog privileges.

Accounts while not needed could add to the user experience.

Third party login mechanisms could help decrease spam and fake accounts.

Possibility of using accounts to sign up for paid events? (I think bad idea, will get fewer people to sign up so less $$$ coming in)

Third party payment authorization might be an avenue worth exploring.

Keep website accessible for non account holders, make accounts only use to enhance user experience via blogging, notifications, and credential storage.

Notify the admins about the new blog/comment or new issue through emails or any other means.

Summarized customer notes from March 1/3 customer check-ins:

They want users to scroll through pages to get to new information, not click links to get new information.

They liked Shane's sitemap design alot, an active/dynamic homepage. The career tab should be advertised and easy to get to

Search bar is important to them for user navigation

They liked the scroll down single banner style of page design (like Alish presented). A floating nav menu might be a good idea.

They still put a large amount of emphasis on simplicity.

Summarized customer notes from March 15/17 customer check-ins:
They weren't sure about having the back button on the career pages. They preferred not having to go so deep into the page to view content. We could instead keep the user on the same page and have the information slide out
They liked the left justified text and didn't like having varying sizes of text boxes. The get involved page will need to be changed
Blue coloured text to indicate an action is great
Events be advertised on the home page
They liked the clean home page on the mobile version.

Focus on alignment, reduce the number of buttons, move towards a more uniform design. A strip of solid color to separate sections is "best practice" according to the clients, maybe make some changes accordingly. I liked what the group after us did with the nav bar in the white space and a solid bar of color across the top.

Liked a short navbar on get involved page.