

DMDC Website

Strategy

Who is the site for?

- Three main groups.
 - 1st, the **target** audience being users with an interest in metal detecting, looking to sign up to become a member of the club.
 - 2nd, users looking for more information on the DMDC.
 - 3rd existing members of the DMDC.

What do we know about our demographic?

- Site is based for general public. Taking stats from 262 metal detectorists interviewed, most likely aged 40 and above (26.7% were aged 35-44, 87.4% were aged 45+), and also predominantly male. (92.4% of interviewed) (page 2 and fig2)

Statistics pulled from -

https://tuhat.helsinki.fi/ws/files/120984316/Searching_for_Answers.pdf 2012

Is the content relevant / is the technology appropriate?

- 70% of those interviewed in the above study wrote that they catalogued their finds via online resources (fig6). This suggests a decent understanding of web literacy, as well as understanding the inputting of an online sign up form.
- There is a discussion that due to the lack of young recruits into the hobby, there is a concern about where the next generation of metal detector users are going to come from. Providing an online platform and potential discussion space (future addition) would be a desirable project to attract younger members.

Club goals

- Recruit more members
- Increase club awareness
- Gain money from membership fees (pay membership online, future release?)
- Tie together social media pages to provide a main hub of content.

Why would a user want this?

- Provides a window into what life is like as a member of the club without committing in person
- Determine if the club a good match for them
- If the user already has an interest in the hobby but wants to join a club to be social
- Provide a resource to sign up for further information and contact with the club
- Possible 'Online finds table', learn more about the history of the area / what does the club dig up?

What makes a good club website experience?

- Information is presented in a clear, accessible format
- If the desired information isn't immediately presented, the navigation to their desired goal must be clear and obvious as well.
- Website fulfils expected conventions. Nav bar across the top or under a header. Footer at the bottom of the page for contact information / social links.
- Aesthetically pleasing. Relevant images and video content if applicable. Colour choice also subject specific

- Text / images to be as concise as possible while still conveying information. If that is not possible, some sort of search option.
- Pages / sections to be clearly split and easily accessible
- Some sort of club brand or badge, to provide something identifiable for both club and user.

Feature	Importance	Viability / Feasibility
Create an online presence	5	5
Provide a space to sign up	5	5
Information about the club	4	4
Display meeting information	4	4
Link social media pages	2	4
Online finds table	3	3
Pay membership fees online	3	1
Create a forum / chatroom	3	1
	29	27

Scope

- Creating an online presence
- Providing a space to sign up
- Display information about the club
- Display meeting information
- Link social media pages (footer)
- Online finds table

Structure

- Built to primarily push people towards signing up to the club as the main target audience are those who aren't already members.
- However, the page should still be useful for those looking to gain information or connect further with the club.
- Site will be built around a home page as the index, then provide branches off to an online finds table and a sign up form to hit both key goals.
- The home page will also serve the purpose of displaying important meeting information, which would be valuable to both groups.

Skeleton

- Home page as index. Always reachable via clicking the logo / headline text
- Nav bar to be replicated on each page, top right of page on desktop, tablet. Collapsing underneath hero image on mobile.
- Whole site to be structured on 3 or 4 colours at most.
- Make sure content is visible below the hero image
- Include hover colour changes on clickable links.
- Keep text as minimal as possible, lean on images and logos.