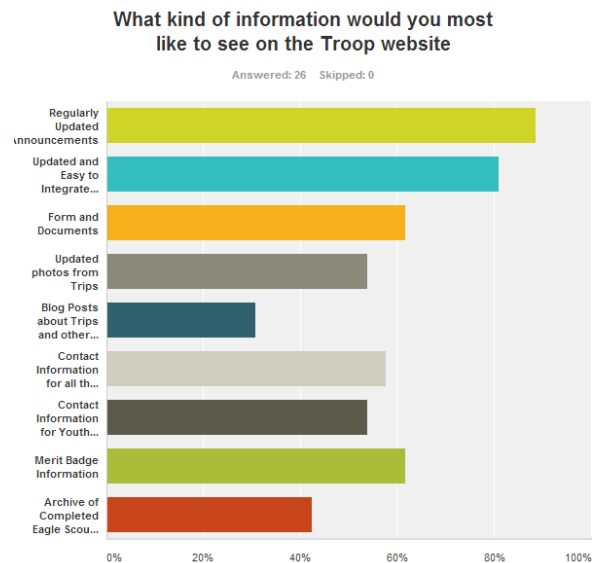# Boy Scout Troop 191
Content Strategy and Website Redesign

OBJECTIVES:

Provide an upgraded interface that provides more content for current members and their parents as well as prospective members. Create a central location for calendar events and troop-wide notifications, complete with a built in automated email subscription system.


What kind of information would you most like to see on the Troop website

Answered: 26   Skipped: 0

- Regularly Updated Announcements
- Updated and Easy to Integrate...
- Form and Documents
- Updated photos from Trips
- Blog Posts about Trips and other...
- Contact Information for all th...
- Contact Information for Youth...
- Merit Badge Information
- Archive of Completed Eagle Scou...

0%   20%   40%   60%   80%   100%

Excerpt of usability and feature request user survey.

COLORS:

#2C5538 #61BD6D #ED1122 #F0EB78

These brand colors were chosen because they represent the colors already used in Troop 191's uniform; the green in the hat, pants, and kerchief; red in various patches; and beige in the shirt color. The tones of green also reflect the outdoor nature of scouting.
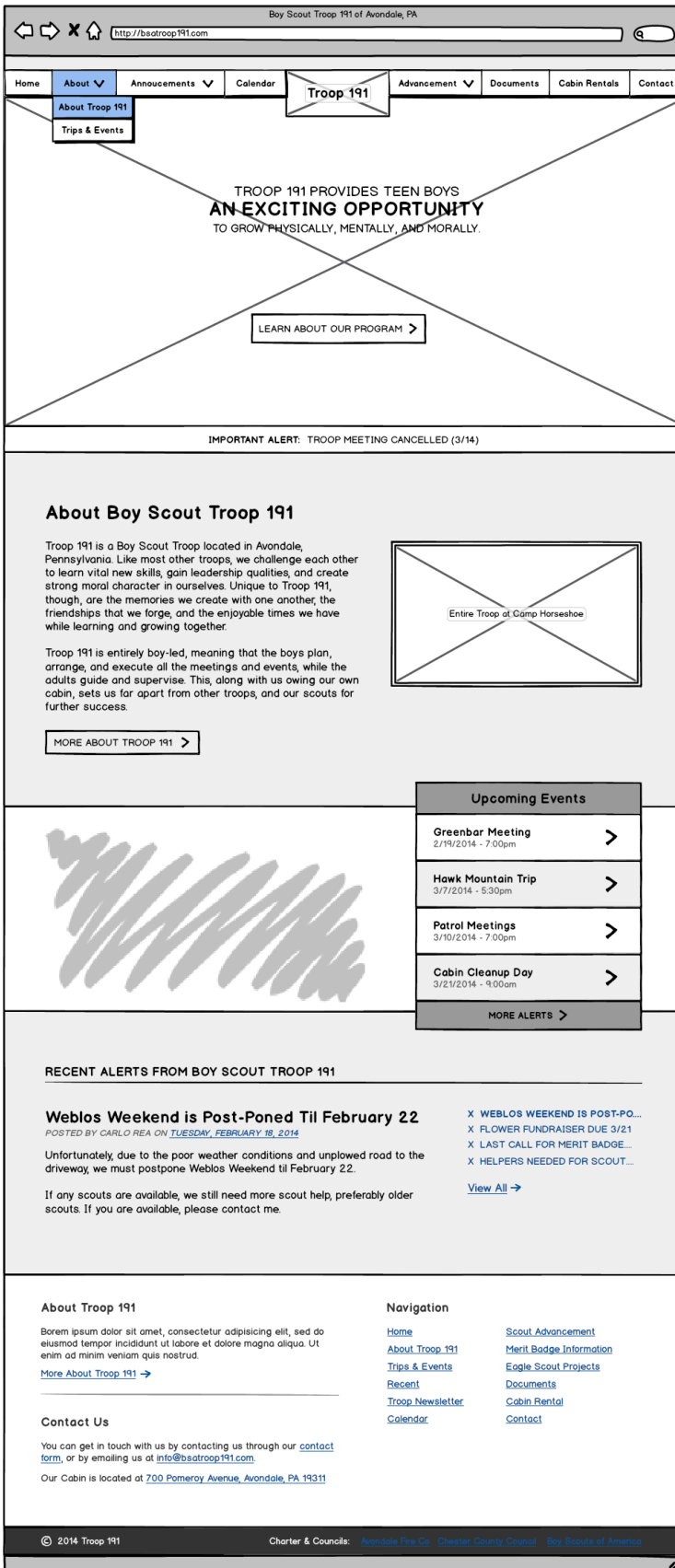
SITEMAP:
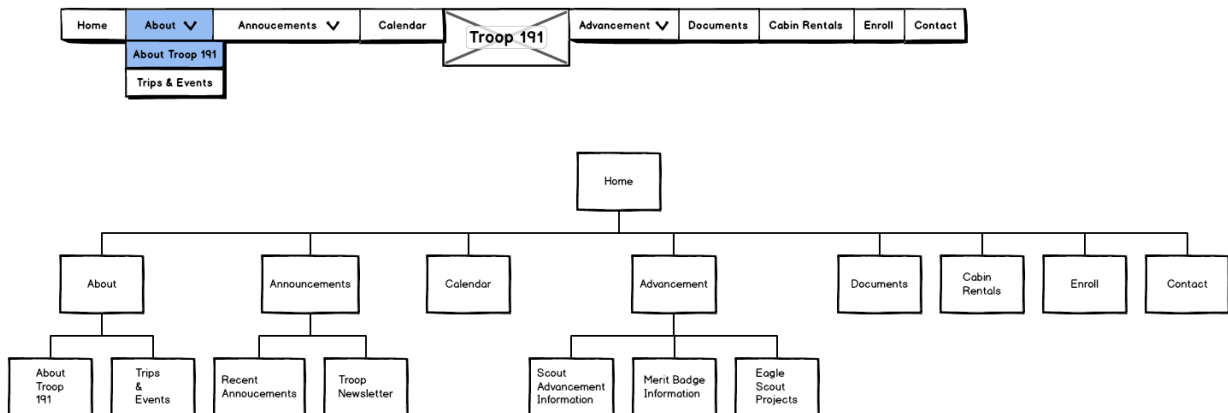
CONCEPTUAL SKETCHES AND WIREFRAMES:

Various conceptual sketches of possible homepage designs.

High fidelity pencil wireframe sketch of the possible homepage design.

Home Page Wireframe

This wireframe shows the page's overall layout and the content for the webpage. It also shows the progression of the design from the earlier sketches.

Initially completing a basic, black and white wireframe allows one to focus on the content, hierarchy, and layout while not having to pay attention to color and details.
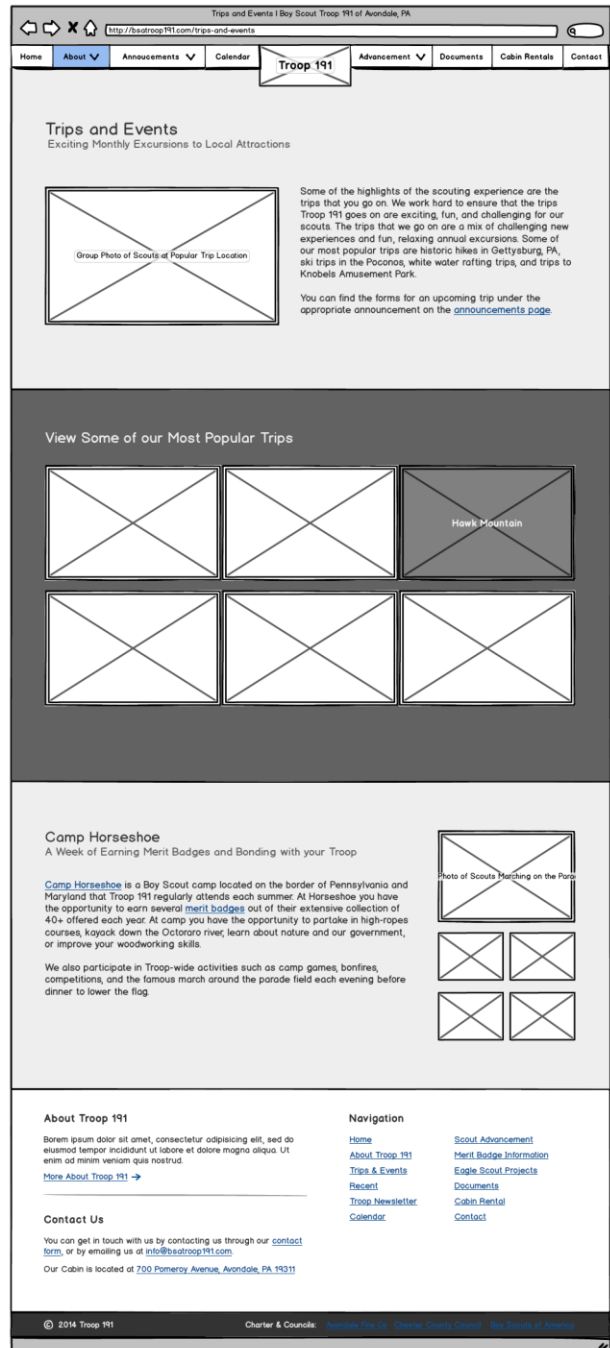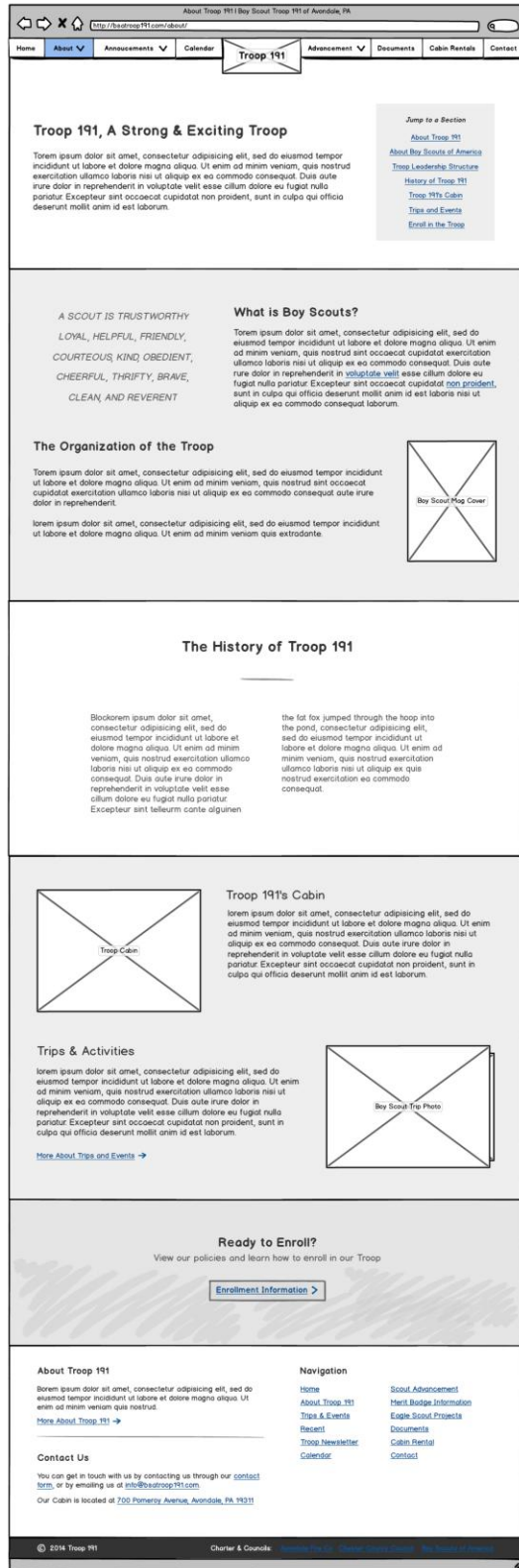
Left- Wireframe of About Page
Right- Wireframe of Trips and Events Page

FINAL WEB PAGE DESIGNS

Home Page

Navigation of the website was designed to be as simple as possible. To ensure that users would be able to find all the content, complexity in multi-level navigation was minimized.
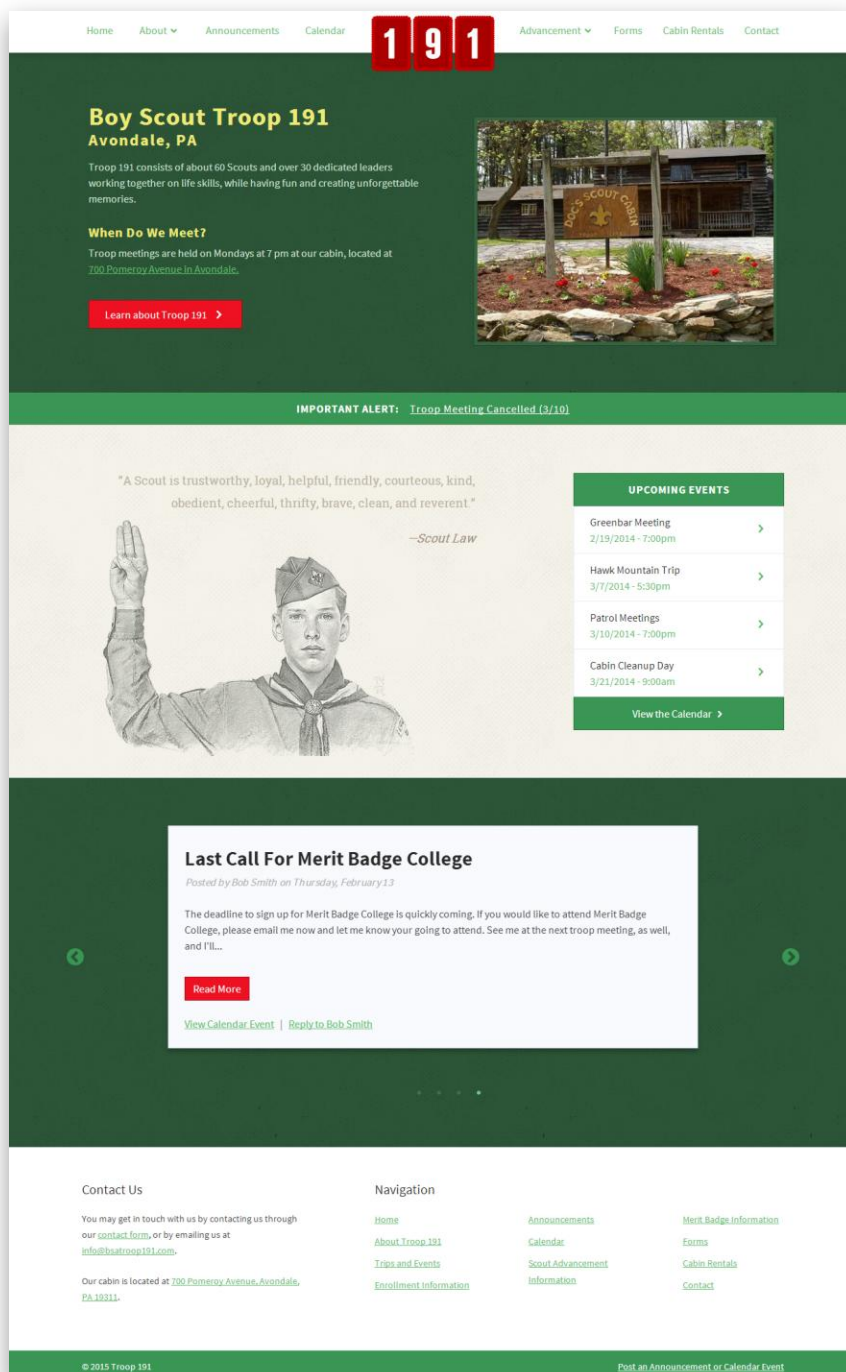
A "191 Patch" logo was used to imitate the unit patch that scouts in our troop wear on their uniform.

A drawing of a scout and the Scout Law relate Scouting's rich history with our Troop's upcoming events.

The homepage features large blocks of color, graphics, and interactive elements like the announcements slider.

Trips and Events Page

This page shows various trips that Troop 191 goes on, designed with prospective scouts in mind.

Features a "Popular Trips" interactive element in which more details of the trip appear in an overlay when the picture of the trip is clicked.

Recent Announcements Page
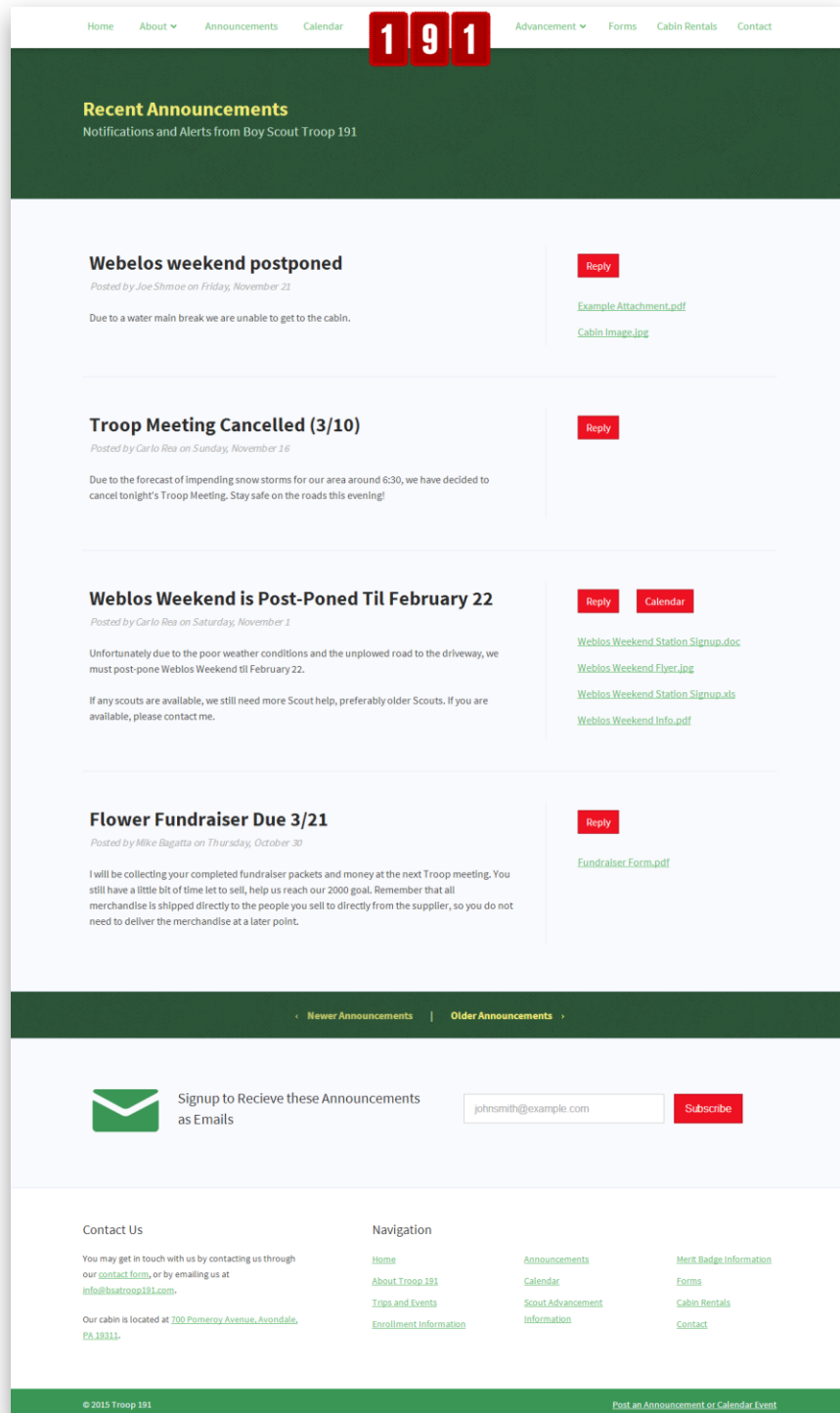
The website is unique in that while it features a lot of static content, it also features an advanced announcements system.

By moving away from the previous method of manually emailing announcements to the troop, all announcements now have a centralized area from which they can be viewed at any time.

This system allows announcements to be posted to the website and then emailed to the troop.

Members of the troop can now manage their email subscription directly, freeing the troop leaders from having to manage an extensive email distribution list.

Home   About ▾   Announcements ▾   Calendar   **191**   Advancement ▾   Forms   Cabin Rentals   Contact

Trips and Events
Exciting Monthly Excursions to Local Attractions

Some of the highlights of the scouting experience are the trips that you go on. We work hard to ensure that the trips Troop 191 goes on are exciting, fun, and challenging for our scouts. The trips that we go on are a mix of challenging new experiences and fun, relaxing annual excursions. Some of our most popular trips are historic hikes in Gettysburg, PA, ski trips in the Poconos, white water rafting trips, and trips to Knobels Amusement Park.

You can find the forms for an upcoming trip under the appropriate announcement on the announcements page.