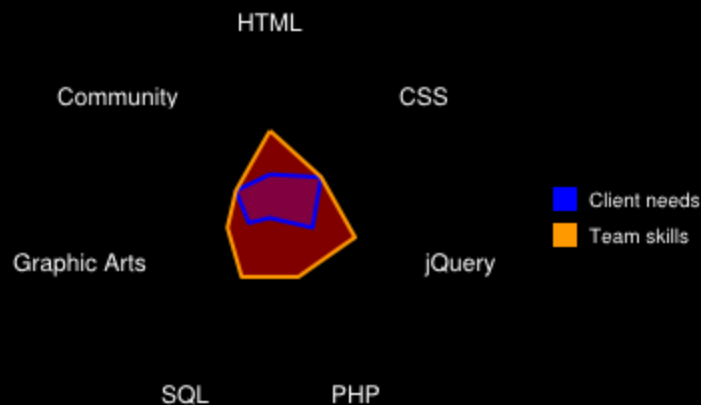


## Proposal Summary:

The SOAPIFF site is in need of both a technology upgrade and maintenance repair. In addition to the repairs and upgrades identified in the initial analysis, the organization, and more importantly its customers, will benefit greatly from a sustained community engagement effort. Despite the functional and technical deficits, SOAPIFF has built a unique visual brand through its consistent theming and it is important that we preserve that overall feel in order to maintain community momentum and brand recognition after the repair and upgrade.

## Client needs / Team skills comparison:

Based on our preliminary assessment of the site and measurement of the skills needed to make the necessary repairs, our team is well suited for the project. Our team's strengths encompass the necessary skills handily:



## Functional repairs:

- Site scales poorly
  - Users come from a multitude of devices each with various screen sizes, orientations and resolutions, many of which we may only get once chance to engage with. Sites which do not adapt to these users risk them feeling like “second class citizens” and feel less professional from those devices.
- Broken links
  - Several links from the SOAPIFF site are broken. These broken links give visitors the same impression abandoned buildings give house hunters: the organization doesn't consider the content important. This is a highly toxic impression to leave potential community contributors with.
- Inconsistent/Broken donation process
  - Two separate donation processes are presented within the site, both with functional problems representing large potential loss in funding sources which are vital to an NPO such as SOAPIFF
    - The donation link in the footer is broken which may stop donors cold if they miss the second method prescribed in the About section
    - The second method (presented in the About section) is vague and only provides an email address, presumably to obtain more information about the process. Website donations are driven primarily by impulse, which has a strong negative correlation with the number of actions the donor must take.

### Technical repairs:

- Site loads slowly
  - Measured load times range a full 3-5 seconds while industry studies show that each 1 second of load time can reduce customer satisfaction by as much as 16%<sup>[1]</sup>
- Standards compliance
  - The site is currently in compliant with the HTML5 standard which can potentially cause rendering issues with some devices and applications

### Community repairs:

- Site purpose isn't clear
  - A new potential user should be able to identify the purpose of a site instantaneously. Currently, users must click through several tabs to identify the sites purpose
- Attendance instructions aren't clear
  - The idea that a user must click a Facebook icon in order to gather attendance information is counterintuitive.
  - The Facebook page linked to doesn't currently contain any event information
- Lack of current information
  - This newest content listed on the site is from 2013 which leaves the site feeling abandoned
- Participant information is one-way
  - Information about past entries and winners are listed as a "wall of text." Linking these items to the creators site drives traffic to them, which encourages the creatives to link back to the SOAPIFF site. Modern search engine rankings are based on this web of referrals and will boost the site's recognition and exposure.

### UX repairs:

- Site navigation is dated
  - The content of the site is "hidden" behind accordion tabs which requires conscious action from the user in order to determine if they want to navigate further. A more exposed design will yield a higher chance that some piece of content will catch the user's eye and encourage them to become part of the community
  - The "Back to top" button is jarring in it's hover transition and doesn't provide the function the user expects. Instead of reloading the entire page, this button should just scroll the page to the top.