Milestone 1

A report on the research data

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# Pain points

Here are some of the pain points that I have discovered/encountered when visiting the website.

1. Site architecture is all over the place
2. Site not responsive
3. Sidebar area is not removed on pages that don’t have them. (Grid System is broken)
4. Header is cluttered and looks like individual pieces rather a cohesive piece.
5. ‘Donation’ call to action is not very effective
6. Top Navigation items open a new tab
7. Very limited “things to do” around the city
8. Clicking the logo opens a new tab rather than going back to home
9. Hover function/animations need better easing
10. Items that you expect to have hover functionality don’t have them
11. Log in page has to much information. (https://www.forestfoundation.org/extranet/index.php Simplify then create tips/help section/add to support section instead)
12. Bottom Navigation typography needs rework. Not legible enough.
13. Overall site typography.
14. Spacing between each div.
15. Favicon needs rework

# Target Audience

The American Forest Foundation (AFF) markets itself to people that are environmental activists/people that want to generally help preserve the last remaining natural wonders that we have. Most of these people do not support this kind of cause expecting anything in return. What they are mostly thinking about when making donations is preserving nature for their decedents.

So, most of the people belonging to this group either have children or grandchildren. Meaning they are between the ages of 30–80. They also, have a stable source of income and make enough money to be either in the middle class tax bracket or higher.

If this individual does not have a family of his/her own then they are either a environmental activist/socially conscious of preserving nature. This individual may be a student around the ages of 18- 20. If they are younger they might be brought into this type of community by their parents. Also, this people usually are nature lovers. They love camping and other outdoor recreational activities.

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| Macintosh HD:Users:Mark:Downloads:images-14.jpg **Samantha Richards** Ages 18 - 25  Born into the technological era, Samantha is well acquainted with any type of device/gadget. However, environmental conscious parents brought her up. That being said she, likes going out for camping trips and volunteers some of her free time tree planting/wild life preservation trips. | |
| Technology Skills | Expert, part of the technological era | |
| End Goal | Site will enable her to stay connected to current news regarding environmental issues/events. | |
| Ideal Feature or Content | Responsive website. Be able to stay connected on the go | |
| Desired Experience | Well Designed and Clean aesthetic | |
| Frustrations | Cluttered with information not enough breathing space | |
| Usability Needs | Responsive and logical filtering/tagging system | |

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| Macintosh HD:Users:Mark:Downloads:images-15.jpg **Sean Murray** Between the ages 30 - 80  Sean grew up during the time when the technological era was evolving. He understands the technology well and can use it well enough. He grew up in a farm that is situated between the fringe of the city and countryside. So, he has seen both sides of living. He owns a business that deals with produce. He is part of the higher tax bracket. Since, he grew up accustomed to nature he donates a portion of his earning to charity that deals with environmental issues. | |
| Technology Skills | Mid-level user. Knows the basics | |
| End Goal | Product will be simple enough concerning navigation, sign up and any basic tasks | |
| Ideal Feature or Content | Simple account management feature and an overview of how his donations are being used. | |
| Desired Experience | Intuitive + Simple + Straight to the point | |
| Frustrations | Interface was difficult to understand and hard to navigate around the site. | |
| Usability Needs | High contrasting colours for better readability | |

# Competitive Analysis

5 exemplary sites, all which **compete directly** with yours:

* Greenpeace Canada: http://www.greenpeace.org/canada/en/
* Alternative Journal: http://www.alternativesjournal.ca/
* Community Forests International: http://forestsinternational.org/
* Environmental Defence: http://environmentaldefence.ca/
* LUTW(Light Up The World): http://lutw.org/

These are the top 5 **success factors** shared by the top sites (based on reviews):

1. User Friendly and simple to use
2. Donation/Support Button is not to obnoxious
3. Site architecture is well thought out
4. Modern and clean
5. Typographic aspect is better than most

These are the top 5 **features** shared by these sites:

1. Image Carousel
2. Social Networking Sharing
3. Search Functionality
4. Multi-language capability
5. Sign up/in function

These are the top 5 **graphic design** trends identified:

1. Simple Colour Palette
2. Use of Sans-Serif fonts for professionalism
3. Heavy usage of imagery
4. Clean and simple interface
5. Well defined grid system