

Needs Assessment

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Prepared for:

Voices of the Hill Tufts

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Overview

Voices of the Hill is a group that works as a platform to celebrate and share the voices of the Tufts community.

Voices centers around a physical monologue event that takes place in April.

This event requires participants to submit content in various formats such as writing, photography, or video.

This website will act as a curation platform to allow the content shared at the event to last well beyond it.



Goals

Create a easily navigable platform with a simple, but effective layout.

Have 200 unique visits a month to the platform and have them spend an average of 5-10 minutes on the site.

Be open to all submissions and make submission criteria and process clear.

Create a dynamic site that involves multiple types of content (text, audio, video).

Develop the site into a WordPress theme that is accessible to administrators without comp-sci backgrounds



Layout

The site will be comprised of a home page and 4 main pages:

The home page will illustrate some of the designs and will show featured stories

The stories page will have all the stories together

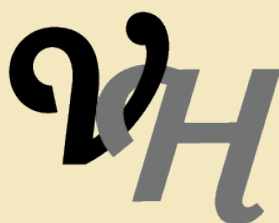
The videos page will showcase content from the events in video format

The about page will be a simple description of the group and the goals for the platform



Client Logo and Color Scheme

Possible Logos



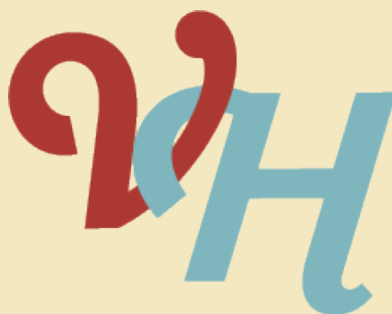
Color Scheme



BACKGROUNDS



Current Working Logos





Form layout


Your Story

First Name *


Last Name *

Email *


How would you like to share your submission? *

At the event and viewable on the website 

If you are sharing your story on the website:

With name attached 

We hope this event sparks dialogue and discussion on campus, would you:

Be open to us reaching out to you 

File Upload *

No file chosen

Anything else you would like us to know?

Thank You



Audience

The audience will be primarily Tufts students, but we hope to have a mix of the larger community including staff, professors, alumni, and parents.

We want to have people view the site as an opportunity to hear the stories and thoughts of people from across campus who have different backgrounds, interests, and experiences than they do.

We want people to identify with the content they are reading and hopefully submit themselves.

The platform should be more easily accessible and inviting to have people both want to spend time looking through it and to submit themselves.



Measuring Success

We will be able to measure the success of the site by seeing whether there is consistent traffic throughout the year even when physical events are not happening.

This does have to be traffic at a certain level, but rather consistent unique visits that spend significant time on the platform.

We will also be able to tell if the platform is successful if there are content submissions throughout the year. If people see the content that is currently there and want to contribute the site perpetuate itself.

Thank You