



# NetSquared Opportunities

## Website Assessment

Ana Willem - jellobrain

### General:

1. Staff pages and about us in top-level visible (even if secondary) navigation
2. More descriptive (if short) context setting language to orient (newer) users
3. Possible color coding and/or branding of sub-project pages (camps, etc)
4. Exposed filters explained for those who are unclear of what to do for Projects
5. Idea of what opportunities are coming up (not just what has passed)
6. Clearer navigation – lowest footer navigation block needs to be creatively represented above fold and throughout site

### Blog:

1. Categorize/organize blogs into tutorials and/or by topic, and have a place for users to browse the archive/library by category
2. Blog competitions and winners that provide a history of popular blogs
3. Right now this is not working as a research tool for organizations or as an organized resource warehouse that is easily or intuitively search-able.
4. Blogs need to be packaged to be more accessible and more sexy.

### Projects:

1. Links to past projects that were funded/accepted, factors, and outcomes for those projects
2. More language about how projects are proposed, and what the purpose of them is
3. Ability for users to assemble and congregate around projects/work discussions
4. Messaging/Notifications for users in certain user groups
5. User/profile identities that link to project pages and groups, and that allow for greater custom expression by the user
6. Is this a black hole? What happens with these projects?
7. Exposed filter not working (it functions but is not helpful for most users) on project page

### Camps

1. Language about what the idea (generally) behind camps are, how they come to exist, and how they support their work
2. Infrastructure for Camp/Campfire leaders to collaborate, plan, and publicize events
3. Best Practices sheets and other resources for Camp/Campfire organizers
4. Metrics and outcomes for camps that is measurable and inspiring
5. Testimonials

### Challenges

1. Idea of new challenges on the horizon
2. Project pages for past challenges that describes challenges and follows/links with winning projects as they get off the ground
3. Testimonials
4. How are projects and challenges similar/different?



### **Local Groups:**

1. Create meetup-like infrastructure ONSITE to capitalize on data storage, level of self-awareness of system, ability for folks to intra-organize, collaborate, and advise one another

### **Users:**

1. Unsure if/when they can/should blog on the site (other than competitions)
2. Unaware of one another and how to network/collaborate and share with one another
3. Not sure how to Navigate. Seems like there is a lot of 'hidden' content on site, and not sure how/where to find it
4. Not aware of the caliber of people who contribute to the site – need more creative and engaging profiles for users that enable folks to get to know about one another

