**Imaginary scenario:**

Audience:

Assumption:

**Group Pitch:**

**(Vaishnav)**

Imagine that there is a new way for a national cancer research foundation to engage federal policymakers and congressmen with cancer research legislature information.

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**(Lena)**

We are working with the Association of American Cancer Institutes to develop a page for their website that will track the progress of cancer-related legislation supported by the organization.

**(Mark)**

This adds value because this page can now serve as a one-stop shop of information and resources to the niche of cancers research institutes and patient advocates.

**(Cindy)**

In the past few weeks, we have worked with the organization and their public relations department to verify that our page design is useful and intuitive to use compared to existing resources.

**(Vaishnav)**

The page is supported by the organization as it fulfills the currently unmet need of cancer legislation education and tracking.

**(Lena)**

How can YOU make an impact and join the fight against cancer AND leverage the power of Wordpress and its potential for beautiful front end dynamic web pages, to allow an organization to enable its mission and reach its full potential?

**Vaishnav:**

We are working with the Association of American Cancer Institutes to develop a page for their website that will track the progress of cancer-related legislation supported by the organization. This will allow individuals affected by cancer, and medical stakeholders, to track the progress of bills that could potentially impact their health and care. In the past few weeks, we have worked with the organization and their public relations department to verify that our page design is useful and intuitive to use compared to the current website. The page is supported by the organization as it fulfills the currently unmet need of cancer legislation education and tracking. I was wondering if you have any similar projects related to website design for an organization?

Lena:

Imagine that there is a new way for the association of American cancer institutes to engage federal policymakers and congressmen with cancer research legislature information. Instead of having to comb through densely packed information in the form of online bills, we are now able to become informed and educated through interactive displays and fun widgets. By leveraging the power of Wordpress and its potential for beautiful front end dynamic web pages, our team enables the AACI to reach its full potential in its mission to further the engagement of cancer research across the nation.

Cindy:

We are working to create a webpage that includes endorsed federal legislation with AACI to create a way to showcase AACi’s standpoint on the federal level.

This adds value to the organization because the organization can now serve as a hub of information and resources to the niche of cancers research institutes and patient advocates. We do it differently by presenting a track of development related to each legislation so that it is a one stop shop for information for gov relation staff

Wouldn't that be great?

Mark:

We are working to build a website with the external developer Mark to make AACI a place to put the government legislation trackers and show these trackers to the AACI members. This adds value by providing a platform for AACI staff and members to share and learn about the latest information of government legislation process and understand any new laws that might have an impact on the cancer research institutions.We do this differently by making our new website consistent with the main AACI website and make interactive design elements that allows real time updates and present information in a visually friendly way.