# NCBT Website Comments

8/31/12

## attendees

## Lists of Suggestions

1. Front Page
   1. Increase size/visibility of the logo
   2. Display links for books better
2. Map
   1. Better rendering of BFBs on the map (hard to find how to turn on bfbs) – should function similar to Sites (with info showing up on the right panel
   2. Fix overflow text on info panel
   3. Fix links to BFB sites
3. BFBS
   1. Fix broken Links!

## Raw Comments

**Sean Higgins**

I like the map.  A lot! You've turned the NC Birding Trail web site into a REALLY GREAT RESOURCE - and one that I'm already using!  Fantastic start.  Below are some comments from my surfing...

1) I've submitted a post for Umstead to see how that option works.

2)  When we click "local businesses" on the sidebar, I wonder if the businesses should automatically pop up.  Instead, you need to hit "show business on map".  This is probably an unnecessary step and one that took me a bit to figure out.

3)  Mackey's Ferry Peanuts in misplaced on the map (here Sean goes again about Mackey's Ferry Peanuts).  It should be on 64.  I just stumbled on it as I did a mock trip plan to try out the site.

4) Currently, business information is not displayed (I realize it's still a work in progress).

5) "See full bird list" is not functioning (I realize still a work in progress)

6) Tours and guides.  Wow... what a plug for the tour guide companies.  I suggest we keep 'em on until we have the online BFB certification running.  Then give the tour companies a year to complete it.  Otherwise it just seems inequitable for our businesses who have worked to complete the BFB program.

7)  A place for site photos seems like a good idea. We can mainly leave it up to sites to upload... if you can make that technology work.   I think smart phone users (and even old laptop farts like me) would like to scroll through some site photos and say, "wow, this is where I want to go".

**Erin Seekamp**

I think the website is transpiring to have the utility it needs to get birders to sites in NC & to local businesses once here. I have secured a little funding from NCSU CE and will be holding 1-2 focus groups to help with the BFB & BFC training re-visualization. My goal is to conduct these during in late fall (this could be a newsletter item). I hope to have the program redesigned by mid-Summer. I believe Sean is correct that the outfitters/guides will be an excellent hook & the listing criterion needs to be "certified BFB".

I also agree with Sean that the BFBs should appear when you click on the tab (not have to also check a box, which took me a while to find). The links to the BFB websites aren't visibility and it took me accidentally triple clicking on the white pop-up box to see the link. Then, as you probably know, many are broken. I suggest a 1-2 sentence description for each, contact number & physical address -- I think it should be part of the certification that they write it & provide an image of the outside of their establishment as part of the BFB certification process. Thoughts?

Sean's idea about a photo for the Trail sites is good; is there a master email list so that you could send an email for a very specific size of photo & format (e.g., .jpg)? Otherwise this would be a daunting task for Scott (Sean mentioned that each site would upload them themselves, but I wouldn't advise sharing control of a website with the sites as inconsistency in quality will become an issue).

Other website comments:

1. I like the frontpage -- however, I think you'll want to repeat the branding & name in the center of the page in larger font so that it is more readily identifiable than in the heading bar (which I like). Maybe put it on onside of the page & stack the 3 boxes to the right or left.
2. When you click on the "guides" box on the homepage, it goes just to the Piedmont guide. Is there any way to have the store create a separate page that is all 3 books with links to add each individually into the shopping cart?
3. Some of the "site information" "directions" text runs off the blue box, making it difficult/impossible to read.
4. Under the quick link "Resources" the Cons & Ed identifier, though intuitive to us, is not intuitive for non-natural resource people. I would recommend spelling out the words.