UCSD Tri Delta

Creative Brief

7 Heaven

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I. Defining the Product

Tri Delta's website is undergoing a significant revamp that will showcase a better color scheme, and feature a collage of high-quality photos to show their fun and loving personalities.

II. Scope

A. Summary of Content

<u>Homepage</u> - The homepage is the first thing that visitors of the site will see. Because of this, we want the homepage to represent the face of Tri Delta by giving a clear message on the site is and what the sorority is all about. We will do this by implementing the following:

- Hamburger menu icon to allow more focus on other aspects of the page. We don't want a complicated navigation bar distracting or drawing attention away from the main content of the page. A hamburger menu icon is widely recognized and useable. It's minimalistic design will allow it to disappear on the homepage while remaining accessible when needed.
- Updated Tri Delta logo banner will be centered on the top of the page along with Tri Delta name and letters. As the front or face of the site, it is important that extra time and care is taken to make this portion exceptionally aesthetic and representative of what Tri Delta wants to portray. This will be used to create a sense of community and a welcoming atmosphere for new and prospective visitors.
- Near the bottom of the page will be the social media feeds for facebook/twitter. This will help gauge the social presence and activity of the sorority for prospective members and will provide easy access to these channels.
- Choice images will be placed throughout the homepage. The purpose of these photos is to give visitors an at a glance feel for the members of the sorority. Images should be hi definition and peak the interest and curiosity of visitors so that they want to know more.

<u>Dropdown Hamburger Menu</u> - Will be the main point of navigation for the website and all of its existing pages. All aspects of the website will be accessible through here. Will feature links to pages such as:

- Home: leading back to the main page for the purpose of site flow and an out from other pages.
- Recruitment: a page allowing people to apply for membership with options to upload images and resumes. Will also be for recommendations for potential members. Current open bidding information will be displayed with the dates for the events. A link to the Pan Hellenic Council website will be present for formal recruitment sign up. This page will also feature a letter to prospective members from the Vice President of Membership.
- Leadership: a page showing the current leaders with images, profiles, and bios of each one with updated contact information. In order to create a more relatable and

personal vibe, each profile will feature a favorite memory that individual had in Tri Delta.

- Contact: this page shows the address and main contact email and phone numbers for the sorority.
- Events: this page will feature a calendar of upcoming events and a chronologically dated archive of past events in the greek community. Calendar will feature links to the appropriate social media channels for more information and a hover feature to display more info.
- Gallery: this page will be dedicated to the photos posted by members so that visitors can get a good feel for the people in the sorority.
- Sisterhood: this page will feature content and information about sisterhood events such as the annual Big Bear trip. Images of these events from past years will be posted here.
- Parents: will feature dedicated information for parents visiting the site on why Tri Delta is a good choice for their daughter listing the core values and ideals that will improve and build their daughter for a better prepared and connected future.
- Philanthropy: will display all the philanthropic work of Tri Delta and its most prominent partnerships with organizations. Will give a history of the partnership between Tri Delta and philanthropic organizations and what Tri Delta does to help.
- About Us: this page will showcase the history of Tri Delta, its beginnings and their influence and reputation today. It will also show the symbols and emblems of Tri Delta with descriptions of what the symbols mean.

B. Estimate of Total Program Size

- The website will consist of 10 pages in total including the home page and all the pages corresponding to the drop down navigation options which consists of recruitment, leadership, contact, events, gallery, sisterhood, parents, philanthropy, and about us. Each of the pages will feature images of sorority members and activities that are related to the topic of the page. They will also have the hamburger menu icon in the top right corner so that visitors can access any page from any other page and not be limited to a specific flow. The letter from the President and VPM on the home and recruitment pages will be at maximum 300 words. We believe that limiting it this way will benefit visitors as their desire to read a long wall of text will likely be low and they would rather want a quick rundown of what the presidents want to say. The images featured on each page will be limited to 1 or 2 high quality images that attempt to portray the best qualities of Tri Delta in each topic. This will allow the site to be uniform, have focus, and not be too cluttered with low quality images that detract from the visitor's experience. One of the most difficult aspects of implementation for the website will be the implementation of a calendar. We will display a chronologically ordered history of past, current, and upcoming events in the Events and Sisterhood pages of the site. They will be featured as event cards with each event spanning a whole row with 4 cards being displayed at a time. The pictures of the executive members on the leadership page will be shown in a grid that spans 2 members across. This allows better visibility of the images of each member

while being able to show more information on the screen at one time. The home page and recruitment pages will feature links to external sites. They will be displayed toward the bottom of the page.

III. Target Audiences

A. Primary Audience: Prospective members

Our main audience is prospective members of Tri Delta. From our user research, we found prospective members to be the most likely candidate to visit the website. Targeting this audience, the website should present Tri Delta's value, events and recruitment information on the website. These information should also be easy to navigate to. Through a better defined branding presented through visual design, user-friendly site architecture, and new event photo gallery, the new website will help Tri Delta attract more matching perspectives. It will also help Tri Delta present itself better to the prospectives. From the website, interested women will be able to identify what type of woman a Tri Delta is and what values she stands for.

B. Secondary Audience: Tri Delta's current members

The secondary audience of our product is current Tri Delta member. These members have the need to revisit Chapter's value, philosophy, history as well as access the GINsystem where they can stay up to date on announcements and upcoming events. It is also important for members to share, record their time in the Chapter. Considering this audience, the new website will incorporate GINsystem in a better way to help members log in easily. Our product will also ensure the photo gallery to be interactive enough so that members can also comment or like these photos, enhancing their bonding through the process. There aren't any conflict between primary audience and secondary audience, since their ultimate goal is the same -- understand Tri Delta better and bond with other members.

C. Tertiary Audience: Parents of Tri Delta members

Parents and family members are another main group of users of the website. They are mainly interested in examining the value of the sorority before their kids are involved, understanding how their kids are doing in the organization and possibly providing funds to the sorority through our website. To cover this user group, the new website will support photo gallery, detailed value and history of Tri Delta and possibly a easy-to-navigate donation page. There are possible conflicts between parents and current members, especially regarding how they interpret event photos. To solve this issue, we will carefully choose photos appealed to both groups before placing them in the photo gallery.

IV. Objectives

A. Client's Objectives

Branding: While the current website used similar color and logos from the national website, the new website will establish a fresh new branding design that uses the same color scheme compared to the logo you provided.

Attracting new members: The new website will have better site architecture and more detailed information available for visitors to browse and interact with.

B. Audience's Objectives

A large majority of our audience is comprised of prospective members, and their main objective is to find out if Tri Delta is the perfect sorority for them. When they visit the website, their goal is to get a better idea of the sorority's vibe and the personality of the sisters. They will be looking through the photos to find out if they can see themselves fitting in with them. The prospective members will be looking for the recruitment events so they can meet the sisters and get to know them better in person. They will also be looking for Tri Delta's mission and values to see if they are similar. Our audience also includes current sisters of TriDelta, whose goal when they visit the website is to stay up-to-date. They need to know what events are going on, and they want to see photos of what their sisters are doing. Lastly, our audience includes parents. Their goal is to find out if TriDelta is an appropriate organization for their daughter to join. They will be looking at Tri Delta's mission and philanthropy to learn more about their goals as an organization. Furthermore, they will want to view photos of the sororities to make sure that their daughter will be in a safe environment surrounded with positive influences.

V. Personality & Tone

The redesign of Tri Delta's website will showcase the fun and down to earth personalities of its chapter members. The aim is to be warm, friendly, and inviting. To achieve this, our group will use a peachy warm-toned color palette. We will use high resolution photos that are filtered with peachy undertones in multiple photo galleries throughout the website's pages to showcase the chapter's members. We plan to implement a music player with upbeat songs to add to the fun brand we want to create. The writing style will be professional for the technical information and conversational for the less technical information (i.e. executive member bios).

We want the audience to connect with the content and the girls from the chapter, even though they may have never met a single Tri Delta. From our competitive analysis, we found that all the websites we analyzed used sans-serif font and we plan to use this font. We want

the font to be feminine, but still bold and clear enough for the audience to read with ease. In addition, we plan to bold the heading of each section and have it colored differently from the content. The strategic use of whitespace will place greater emphasis on color scheme, where the peachy and green colors will accented. We will use bubbly icons to further add to the whimsical vibe.
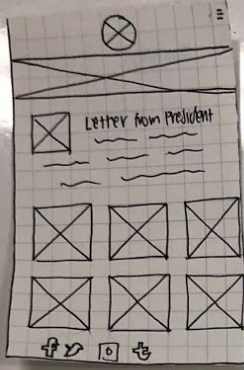
VI. Key Target Audience Insight

You and our audience emphasized the importance of presenting Tri Delta's values, events and sisterhood through the website. We also confirmed on the need to establish a brand using the logo you provided. The new website we are creating will base on the needs stated in key audiences section. It will be easier to navigate with consistent color scheme matching the logo theme. It will also do a better job to include all the necessary information so that prospect members are more likely to bond with current members.

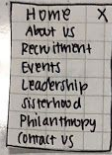## VII. Special Issues & Problems Anticipated

One major problem that we might encounter is the access to enough high-quality photos that can successfully portray the true personality of the sorority. Currently, the sorority has many photos but the problem is the lack of cohesion because they are not striving towards a specific theme. The result is a bunch of scattered photos that look like they were taken by many different girls. This may be a problem because none of us are good photographers, so it will be a challenge to obtain newer high-quality photos that will promote the theme that we choose.
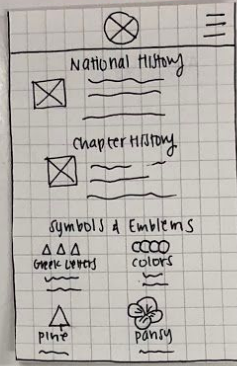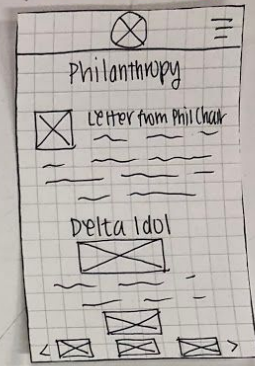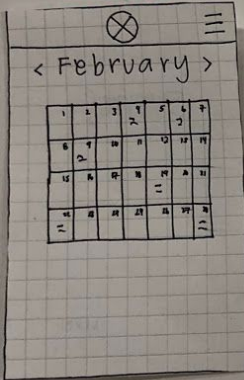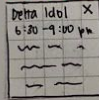
Prototype

Homepage

Nav Menu
Home   X
About Us
Recruitment
Events
Leadership
Sisterhood
Philanthropy
Contact Us

About Us
National History
Chapter History
Symbols & Emblems
△△△   ꙮꙮꙮ
Greek Letters   colors
Pine   Pansy

Philanthropy
Philanthropy
Letter from Phil Chair
Delta Idol

Events
< February >

Event Popup
Delta Idol   X
6:30 - 9:00 pm

Leadership
Executive Board
President
VPM

Contact Us
Contact Us!
Name:
Email:
Subject:
Message:
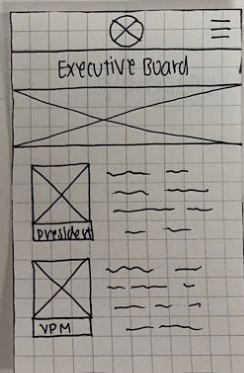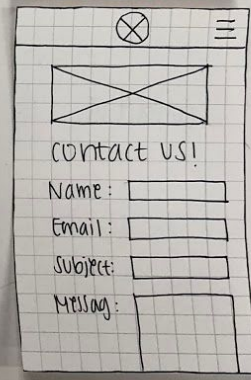
Sisterhood
Sisterhood

Recruitment
Recruitment
Letter from VPM
Contact Info
( ) ___ - ____
Current Open Bidding
Formal Recruitment