BEST

(BETTER ENVIRONMENTALLY SOUND TRANSPORTATION)

ABOUT BEST

BEST

BETTER ENVIRONMENTALLY SOUND TRANSPORTATION

- A non-profit that promotes sustainable transportation
- Exists since 1991 and is based in Vancouver
- Creator of Bike Valet, Parkbus, STAR and many other programs

MEET THE TEAM

Patrik

Emil

Marie

Ly

Kyle

AGENDA

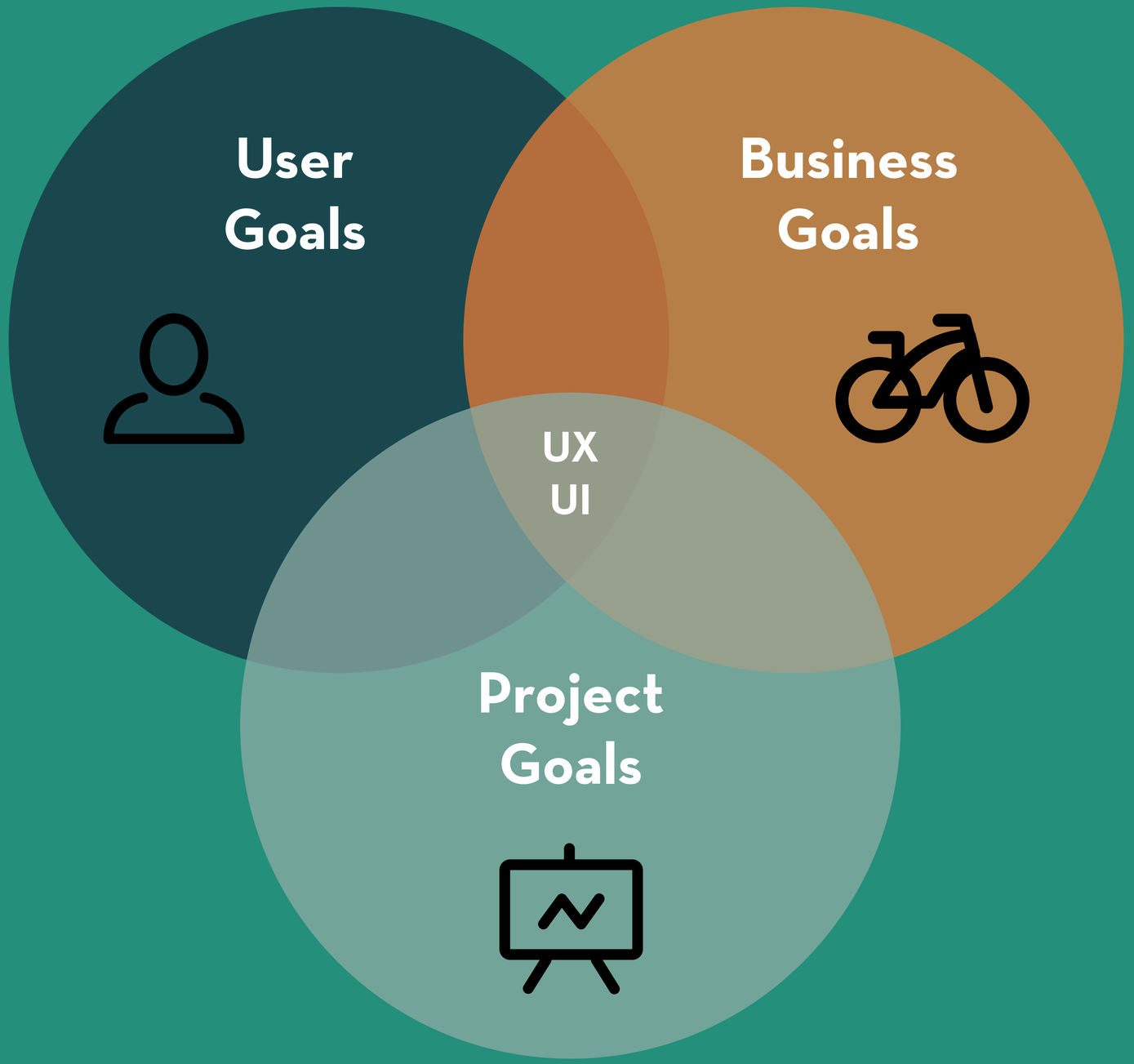
RESEARCH

PLANNING

DESIGN

TEST

PROTOTYPE


User
Goals
Business
Goals
UX
UI
Project
Goals

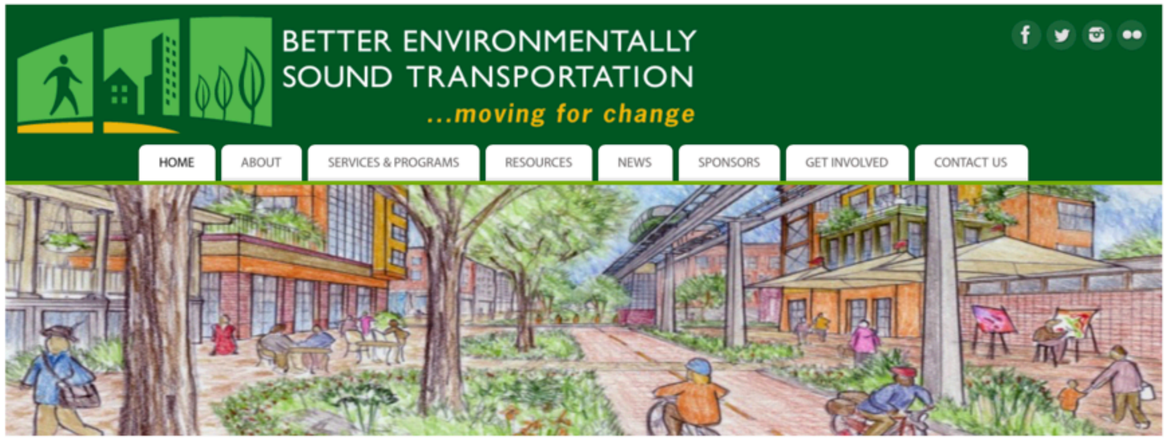
RESEARCH

THE BEFORE

No Navigation

May 2019 BEST newsletter

Mobile



Donate online

Join BEST

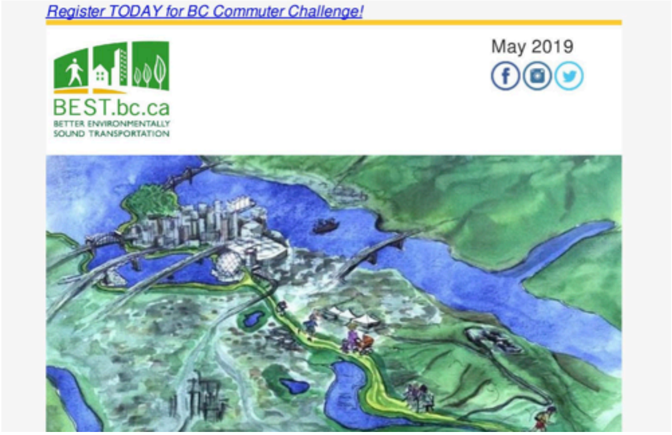
Volunteer

SIGN UP FOR OUR NEWSLETTER

Email: * Required

Enter your email address

May 2019 BEST newsletter



Desktop

Our Sponsors:

TRANSLINK

BRITISH COLUMBIA

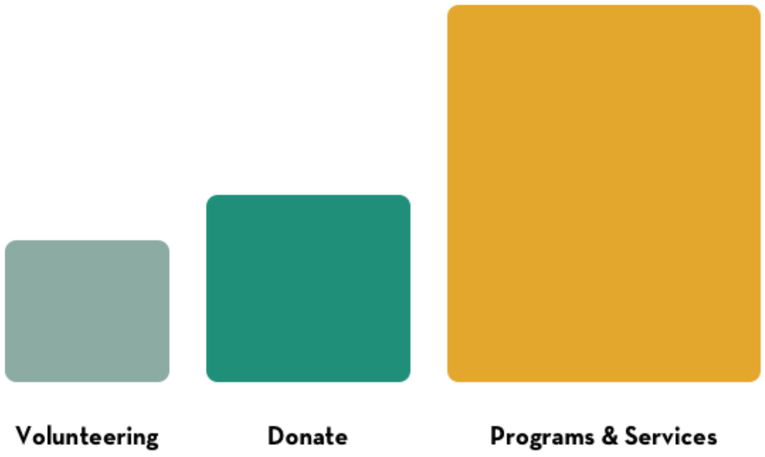
ICE

Images not scaled

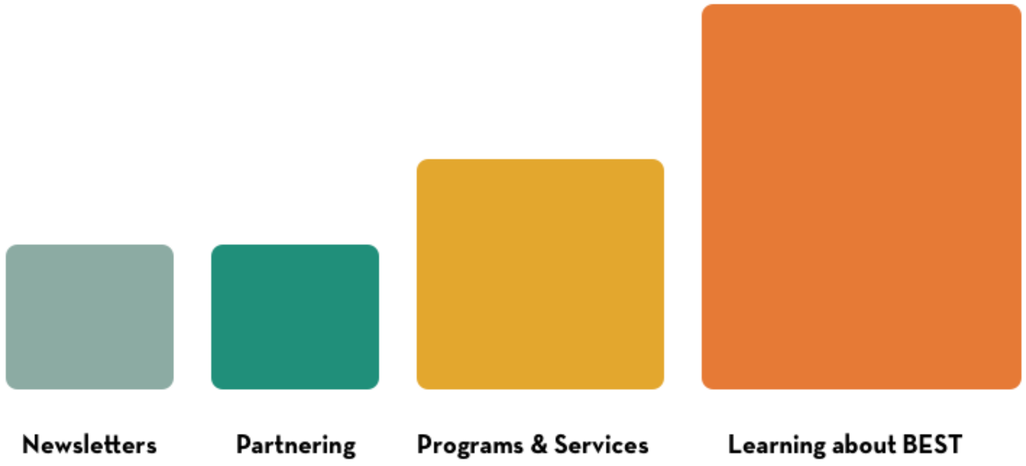
No introduction

Competing call to action

SURVEY & INTERVIEWS



Accessing a non-profit website



Most important information on BEST

ANALYTICS

TRAFFIC IN THE LAST 3 MONTHS

DESKTOP

1719

MOBILE

1006

TABLET

239

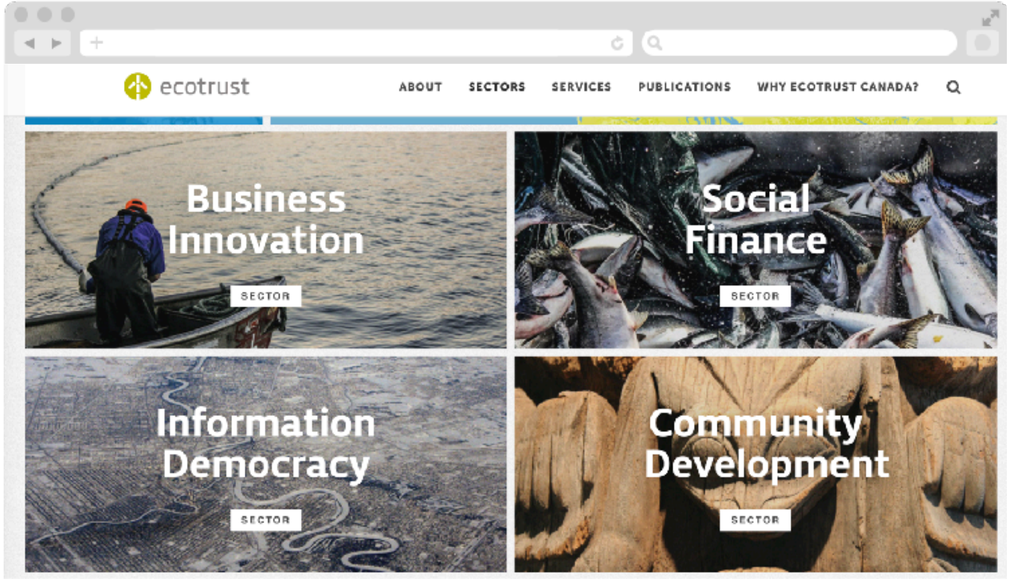
TOP PAGE VIEWS

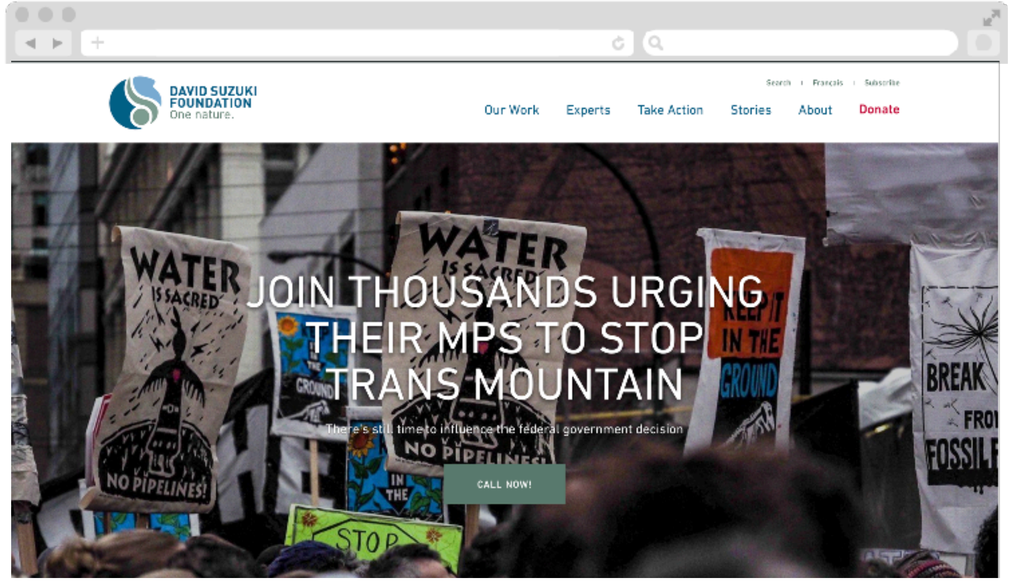
1. HOMEPAGE
2. DONATE YOUR BIKE
3. NEWSLETTER
4. ABOUT
5. WORK AT BEST

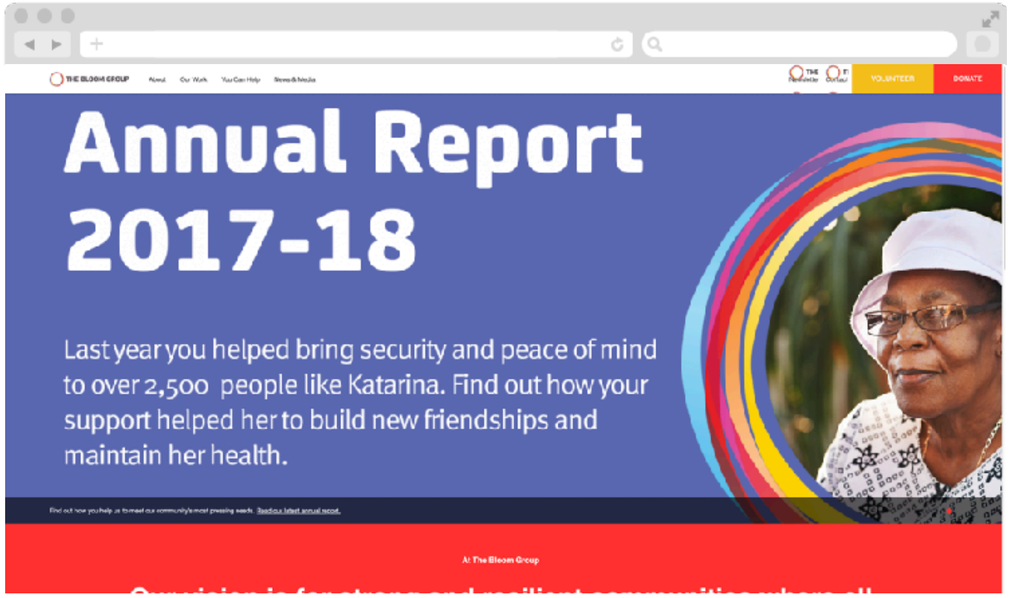
FEATURE ANALYSIS

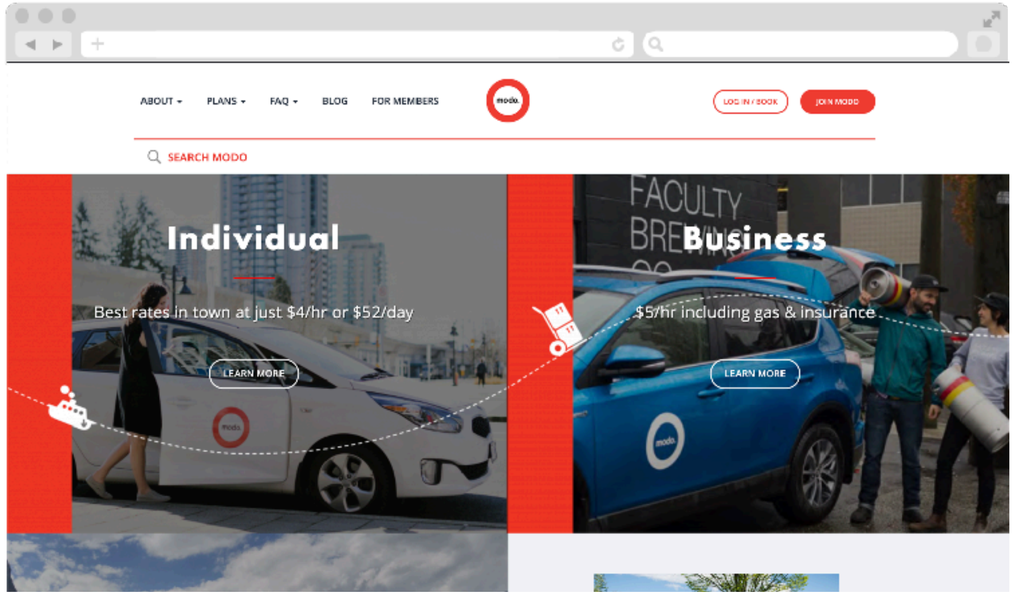
COMPARATIVE/ COMPETATIVE ANALYSIS					re:Streets	HUB Your Cycling Connection	BC CANCER
Donation	✓	✓	✓			✓	✓
About Us	✓	✓	✓	✓	✓	✓	✓
Membership	✓			✓		✓	
Newsletter	✓		✓	✓		✓	
Search		✓		✓	✓	✓	✓
Partners	✓						
FAQ		✓	✓				

VISUAL DESIGN RESEARCH

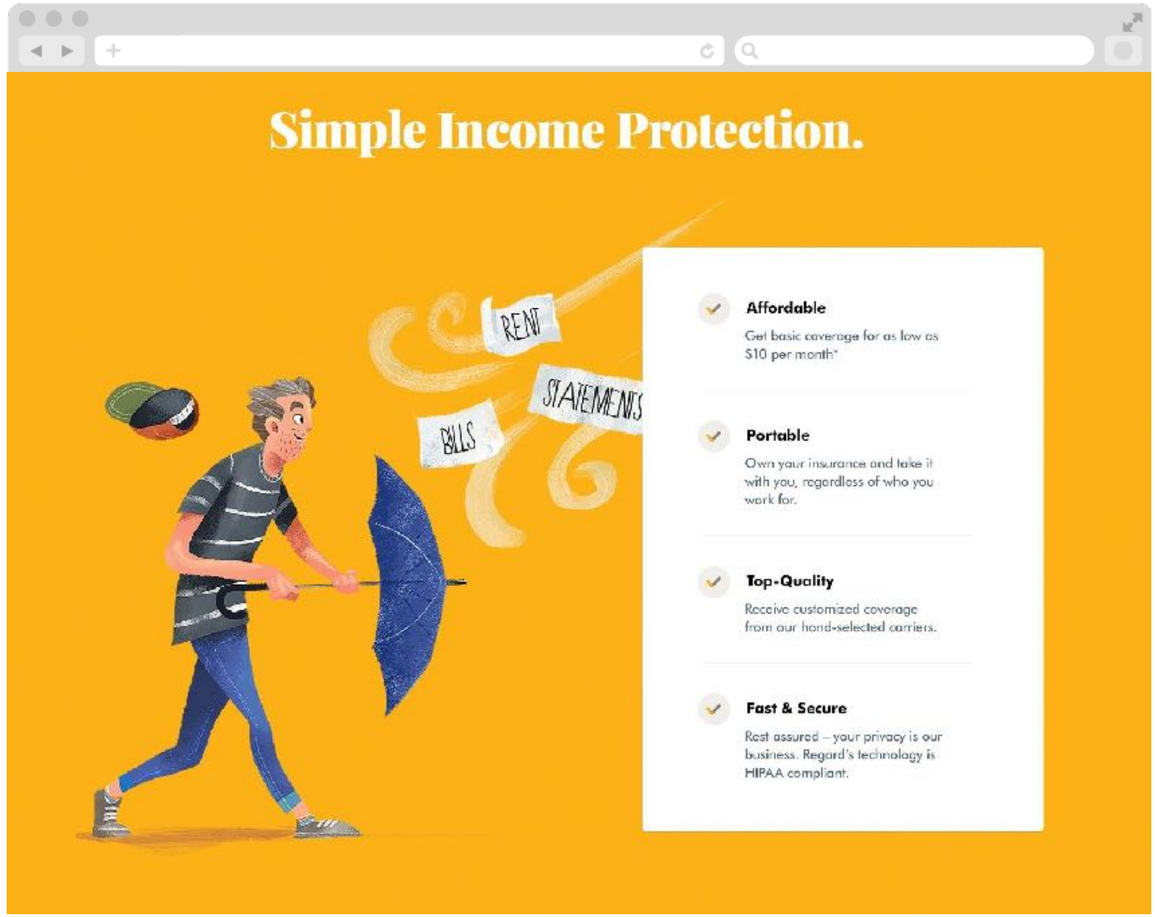


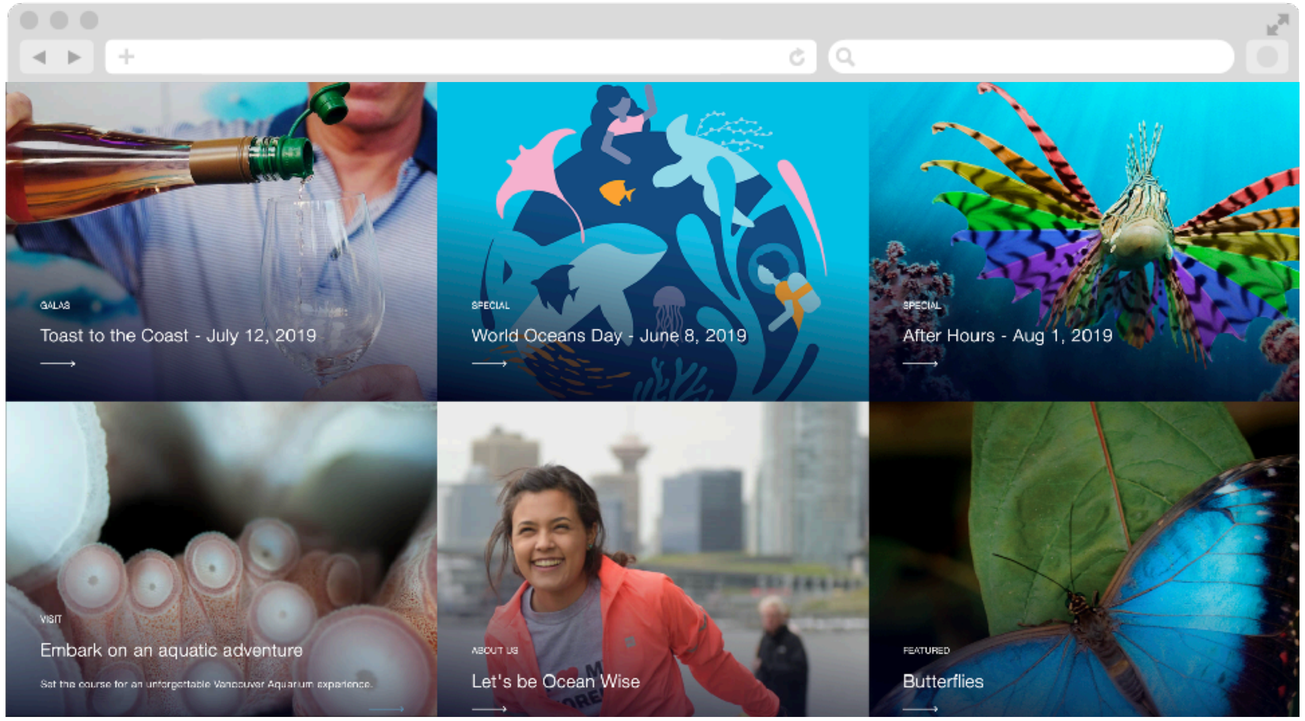




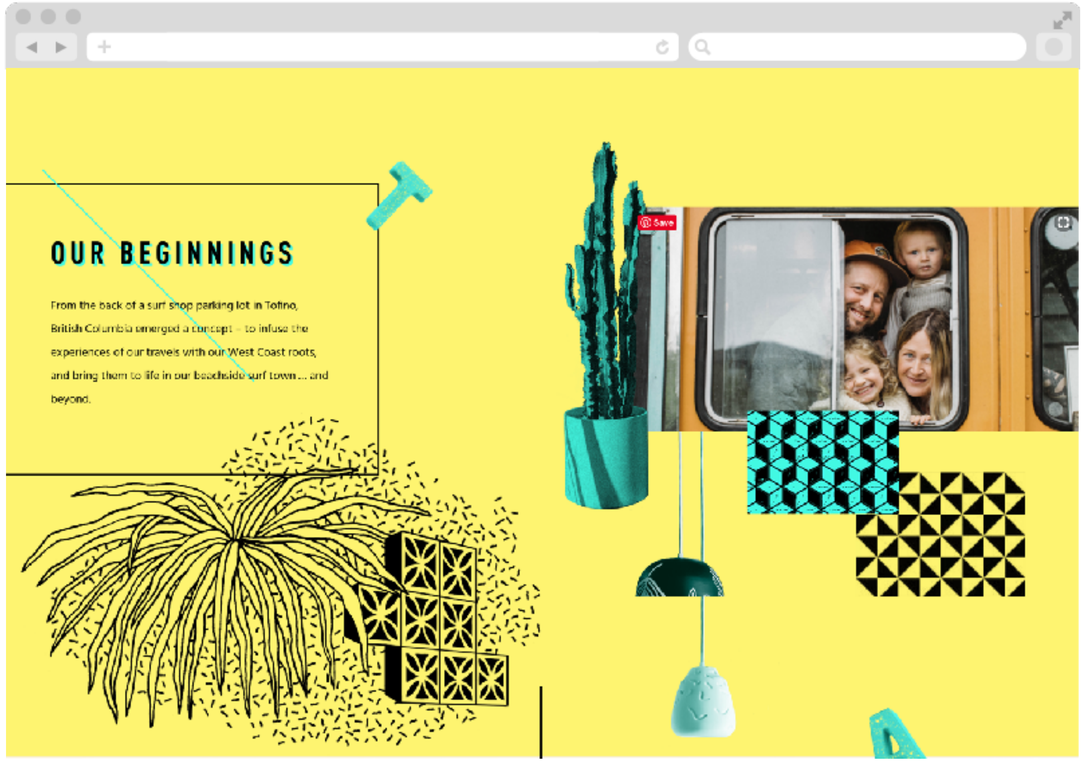


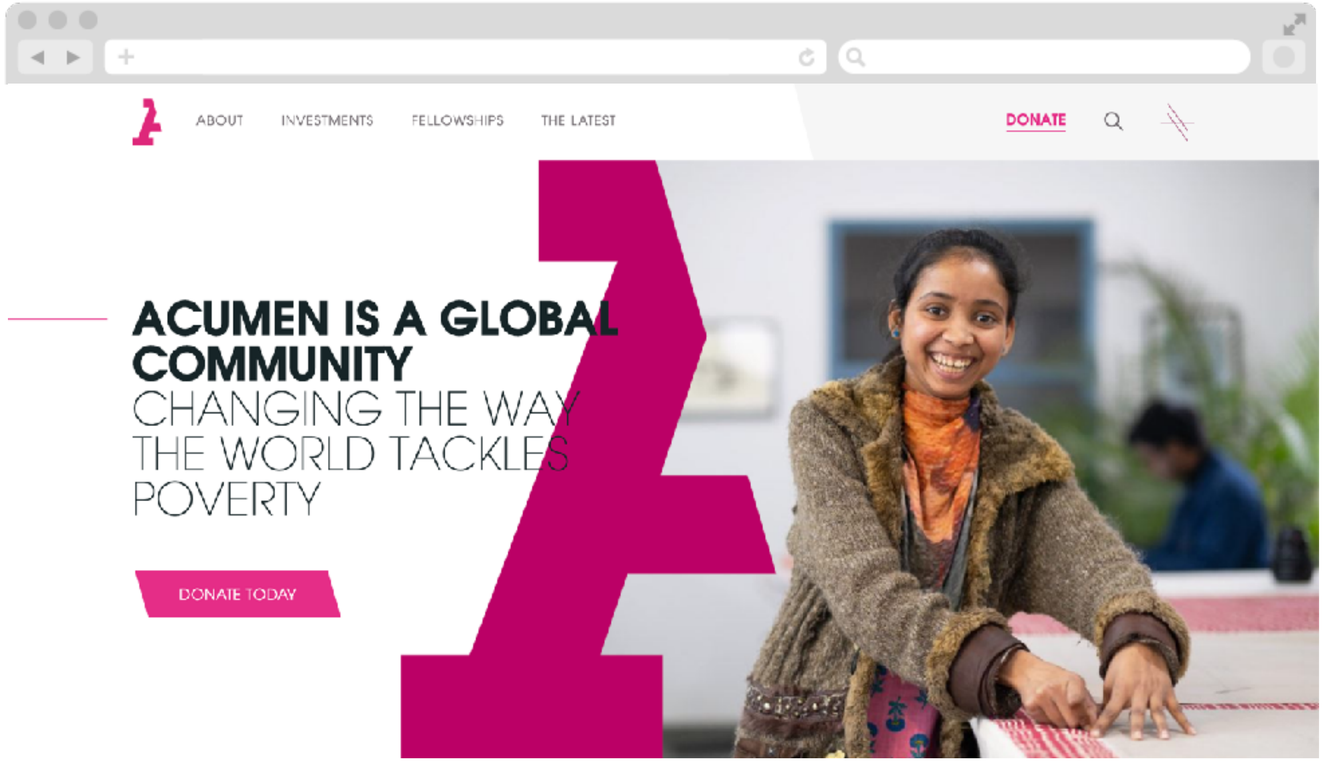
GUT TEST


Simple Income Protection.
RENT
STATEMENTS
BILLS
Affordable
Get basic coverage for as low as $10 per month*
Portable
Own your insurance and take it with you, regardless of who you work for.
Top-Quality
Receive customized coverage from our hand-selected carriers.
Fast & Secure
Rest assured – your privacy is our business. Regard's technology is HIPAA compliant.


GALAS
Toast to the Coast - July 12, 2019
SPECIAL
World Oceans Day - June 8, 2019
SPECIAL
After Hours - Aug 1, 2019
VISIT
Embark on an aquatic adventure
ABOUT US
Let's be Ocean Wise
FEATURED
Butterflies

GUT TEST


OUR BEGINNINGS
From the back of a surf shop parking lot in Tofino, British Columbia emerged a concept – to infuse the experiences of our travels with our West Coast roots, and bring them to life in our beachside surf town ... and beyond.


ABOUT
INVESTMENTS
FELLOWSHIPS
THE LATEST
DONATE
ACUMEN IS A GLOBAL COMMUNITY
CHANGING THE WAY THE WORLD TACKLES POVERTY
DONATE TODAY

PLANNING

WHY

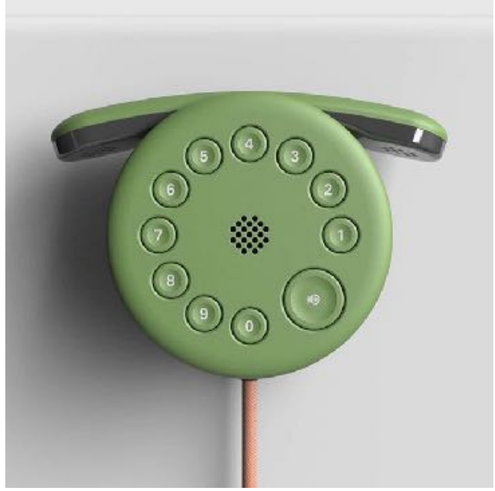
"To build thriving communities through promoting sustainable transportation solutions."

VIBRANT COMMUNTIES

Why:
To build thriving communities through promoting sustainable transportation solutions

Mood	Space	Movement	Shape	Colour
Fun	Somewhat Clean	Slightly Chaotic	Real Objects	Bright
Playful	Inviting	Dynamic	Patterns	Mint Green
Vibrant	Airy		Asymmetrical	Orange - bright
Together				Yellow - bright

MOOD BOARDS

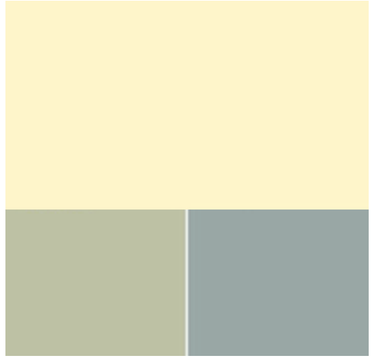


URBAN ACTION

Why:
To build thriving communities through promoting sustainable transportation solutions

Mood	Space	Movement	Shape	Colour
Together	Inviting	Smooth	Breathable Grid	Muted
Trustworthy	Clean	Direct	Textured	Vancouver Green
Grounded	Organised but not boring		Rounded Edges	Street line Yellow
Sincere	Breezy		Overlap	
Urban				

MOOD BOARDS



STYLE TILES

Vibrant Communities

TYPOGRAPHY

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THIS IS A HEADING 1 — Neutraface Text Bold- 32px

THIS IS A HEADING 2 — Neutraface Text Bold - 26px

This is body text — Branden Grotesque Medium - 16px

KEYWORDS

PLAYFUL
VIBRANT
DYNAMIC

COLOUR PALETTE

Primary

Secondary

IMAGERY

BUTTONS

JOIN US | VOLUNTEER

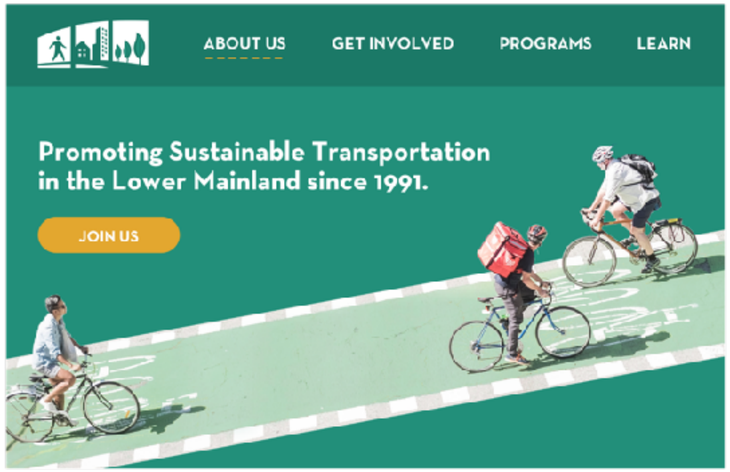
JOIN US | JOIN US

ICONOGRAPHY

PREVIEW

THE BICYCLE VALET

PARKBUS



Urban Action

TYPOGRAPHY

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THIS IS A HEADING 1 — Raleway ExtraBold - 32px

THIS IS A HEADING 2 — Raleway ExtraBold - 26px

This is body text — Cabin Regular - 16px

KEYWORDS

TOGETHER,
TRUSTWORTHY,
GROUNDED,
SINCERE,
URBAN

COLOUR PALETTE

Primary

Secondary

IMAGERY

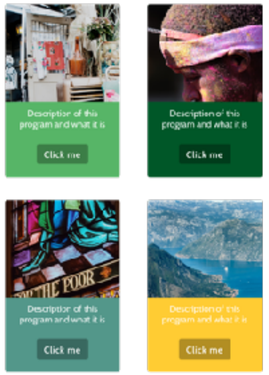
BUTTONS

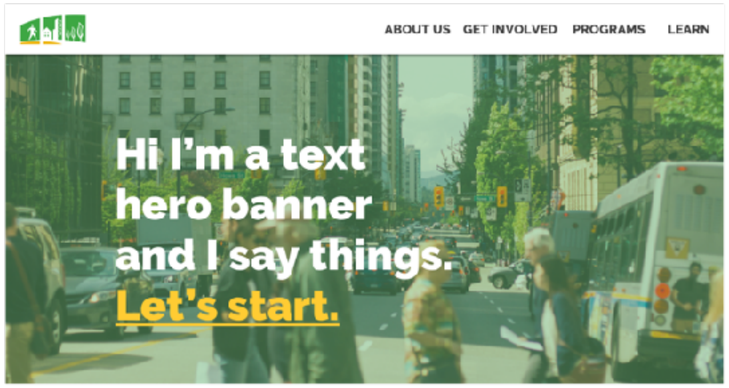
Click me to go | Click me to go

Click me! | Click me!

ICONOGRAPHY

PREVIEW





FINAL STYLE TILE

BEST

Vibrant Communities

TYPOGRAPHY

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This is a heading 1	Neutraface Text Bold- 36px
This is a heading 2	Neutraface Text Demi - 30px
This is body text	Mukta Regular - 18px

KEYWORDS

PLAYFUL
VIBRANT
DYNAMIC

COLOUR PALETTE

Primary

Secondary

IMAGERY

BUTTONS

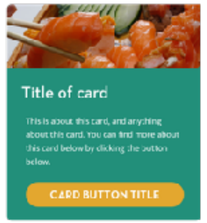
VOLUNTEER
VOLUNTEER
JOIN US
JOIN US

PREVIEW

Title of thing

Description of what's here and other things related to what's here

Link >



Title of card

This is about this card, and anything about this card. You can find more about this card below by clicking the button below.

CARD BUTTON TITLE

AFFINITY DIAGRAM

USED STAR
FINDING SERVICES
NOT FREQUENTLY USED
SEARCH FOR SUSTAINABLE TRANSPORTATION
LEARN FROM FRIEND/FAMILY
NEWSLETTERS
USED BIKE VALET

USAGE

SKYTRAIN
CAR
BUS
VANCOUVER
DONATION TO NON-PROFIT
26-35
IPHONE
MALE 39%
FEMALE 61%

DEMOGRAPHICS

BIKE VALET
SUSTAINABLE TRANSPORTATION
COMMUTER CHALLENGE

SERVICES

SEARCH
BETTER EXPLANATION
BANNER IMAGES
DONATIONS

WANTS

LEARN INFO
NO AWARE OF BEST

AWARENESS

SMALL FONT
VISUALLY CROWDED
IMAGES SQUISHED
FEELS EMPTY
BLANK SPACE
LACK OF GRAPHICS

DISLIKES

USER PERSONA

Jerry Brown

Vancouver, BC

Gender : Male

Age: 28

Status: Single

Education: Computer Science

Profession: Full Stack Web Dev

Archetype: Adventurer

Bio

Jerry is a full stack web developer that lives and works in the dowtown Vancouver; he is environmentaly concious and likes commuting to work on his bicycle instead of driving a vehicle. Therefore he doesn't have a car.

In his spare time, he likes venturing outside the city, but is looking to decrease his carbon footsprint and is looking for more environmentally sustainable transportation options.

Goals

- To attend more outdoor activities
- Venture out on more trips outside the city limits
- Find alternatives for sustainable transportation

Pain Points

- He wants to travel using sustainable transport and take his bicycle with him
- Wants more secured bicycle parking

Personality

Social — Ego

Order — Freedom

Extrovert — Introvert

Thinking — Feeling

Judging — Perceiving

Brands

"I love all things related - building a sustainable community"

Marry Jane

Vancouver, BC

Gender : Female

Age: 45

Status: Single

Education: Business

Profession: Business Director

Archetype: Explorer

Bio

Marry is Director of people and culture at Aurora Cannibis. The company is known for producing medical cannabis and is recongnized for being green. After deploying a survey to her employees, she was astonished to learn that majority of her employees did not use any form of sustainable transportaion.

She heard from a friend that BEST partners with companies to promote sustainable transportation initiatives.

Goals

- Locate a non-profit that alligns with our corporate philosophy
- Get more involved in her community
- Learn and promote sustainable transportation options to her employees

Pain Points

- Find local companies that match their values
- Getting their employees involved in the community culture

Personality

Social — Ego

Order — Freedom

Extrovert — Introvert

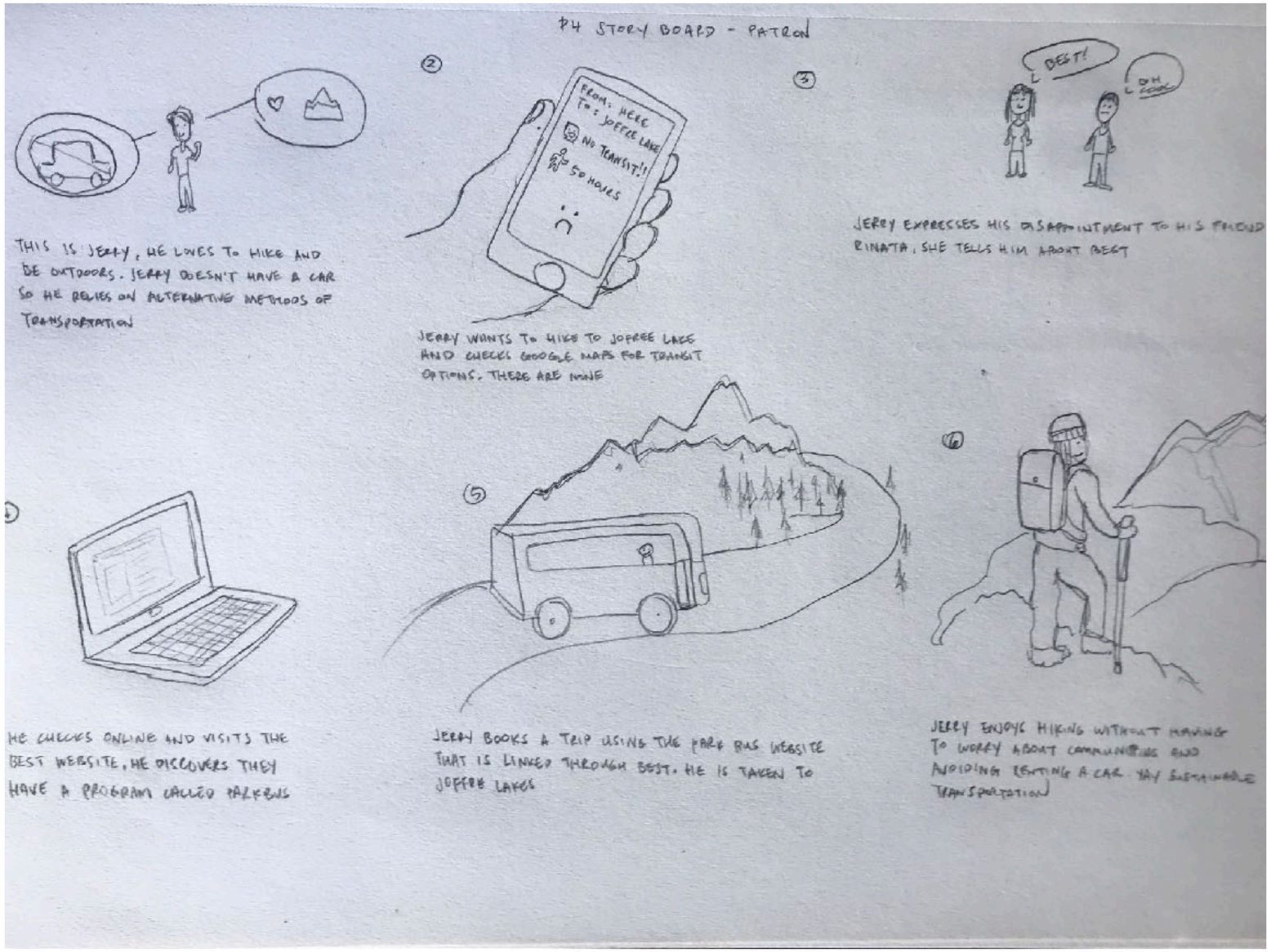
Thinking — Feeling

Judging — Perceiving

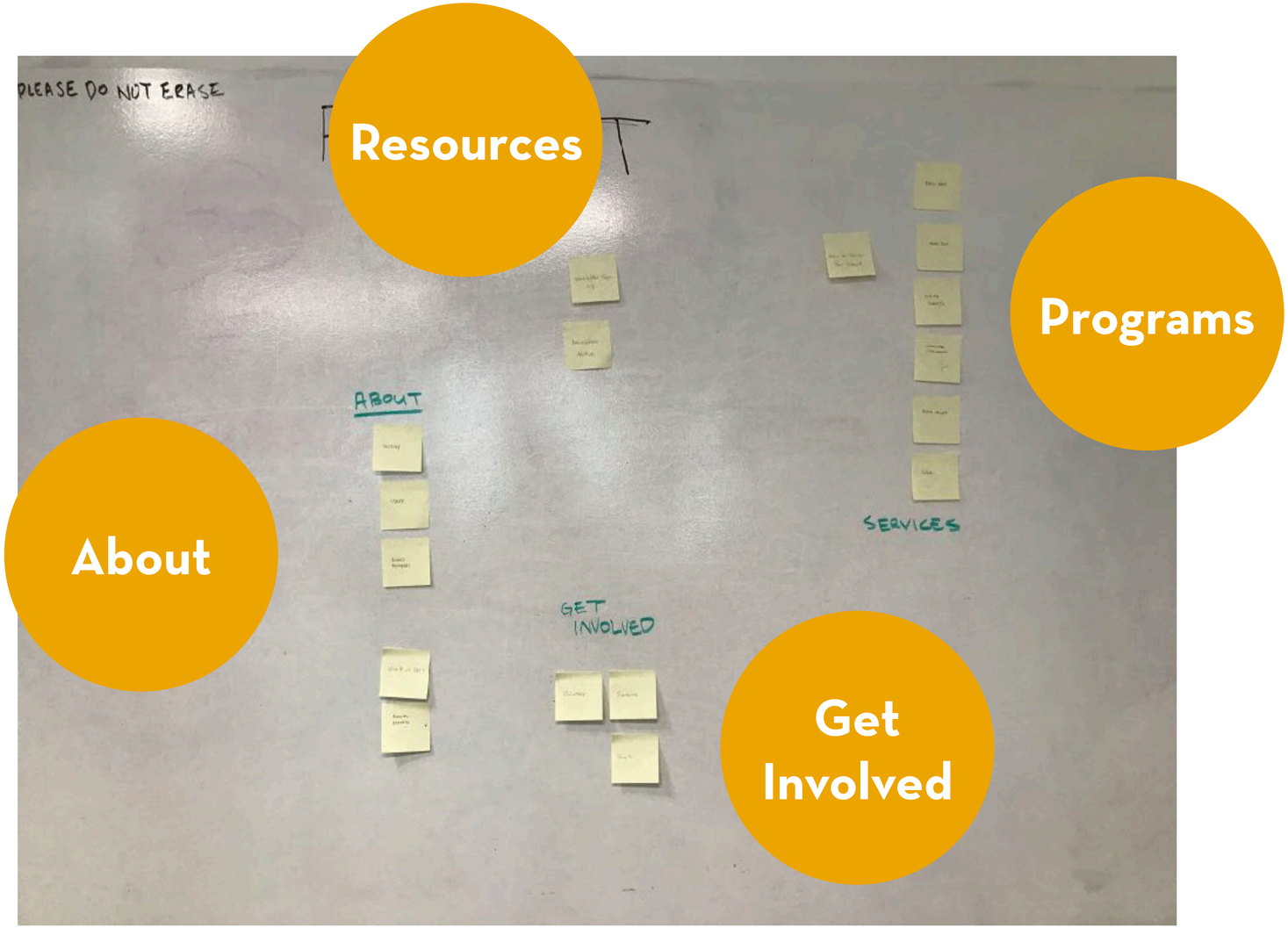
Brands

"Business is my passion - saving the environmental is everyones responsibility"

STORY BOARD


P4 STORY BOARD - PATRON
THIS IS JERRY, HE LOVES TO HIKE AND BE OUTDOORS. JERRY DOESN'T HAVE A CAR SO HE RELIES ON ALTERNATIVE METHODS OF TRANSPORTATION
FROM: HERE
TO: JOFFRE LAKE
NO TRANSIT!!
50 HOURS
JERRY WANTS TO HIKE TO JOFFRE LAKE AND CHECKS GOOGLE MAPS FOR TRANSIT OPTIONS. THERE ARE NONE
BEST!
OH COOL
JERRY EXPRESSES HIS DISAPPOINTMENT TO HIS FRIEND RINATA, SHE TELLS HIM ABOUT BEST
HE CHECKS ONLINE AND VISITS THE BEST WEBSITE, HE DISCOVERS THEY HAVE A PROGRAM CALLED PARKBUS
JERRY BOOKS A TRIP USING THE PARK BUS WEBSITE THAT IS LINKED THROUGH BEST. HE IS TAKEN TO JOFFRE LAKES
JERRY ENJOYS HIKING WITHOUT HAVING TO WORRY ABOUT COMMUNICATING AND AVOIDING RENTING A CAR. YAY SUSTAINABLE TRANSPORTATION

FEATURE PRIORITIZATION



DESIGN

CURRENT LOGO

BEST

BETTER ENVIRONMENTALLY
SOUND TRANSPORTATION

LOGO DESIGN ITERATIONS

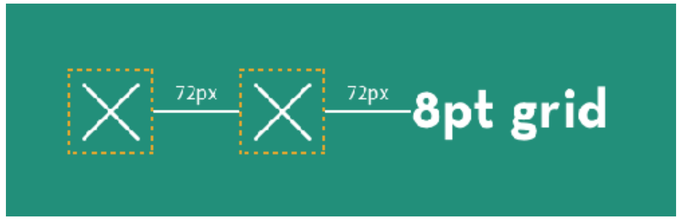
BEST BEST BEST BEST

BEST BEST BEST BEST
MOBILITY MOBILITY MOBILITY MOBILITY

CHOSEN LOGO

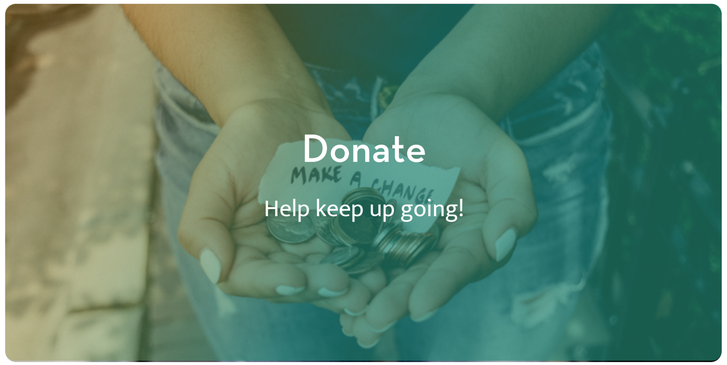
BEST BEST BEST BEST

8 PX SPACING RULE

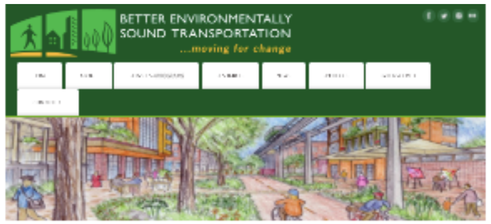


Item	Desktop	Mobile
Banner Size	528px	200px
From Banner to content	64px	32px
From Content to Footer	128px	72px
From section to section	64px	32px
From paragraph to paragraph	24px	24px
From Headers to body	24px	16px
From para header to paragrap	16px	16px
From Text to button	32px	24px
From content to bottom of con	48px	24px
IT DEPENDS		

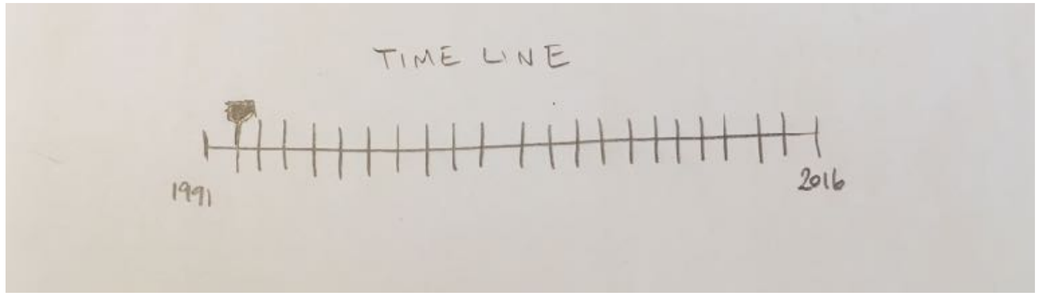
VISUAL LANGUAGE

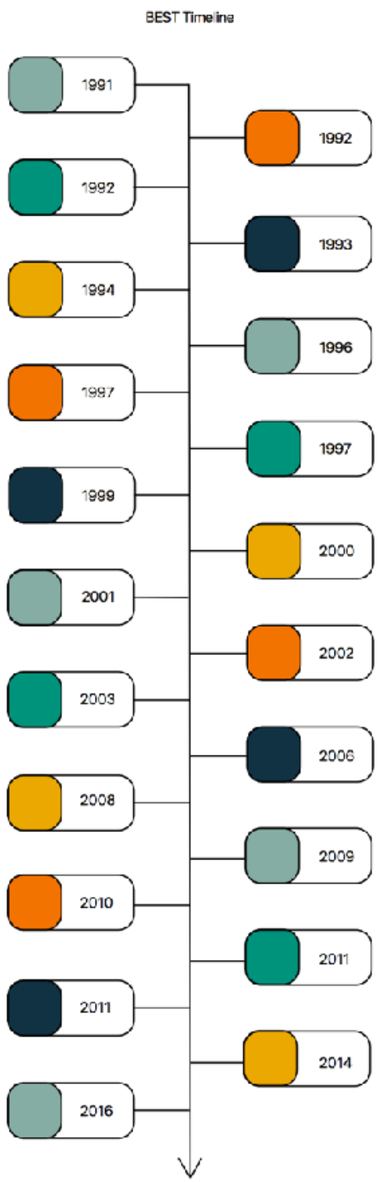


TIMELINE

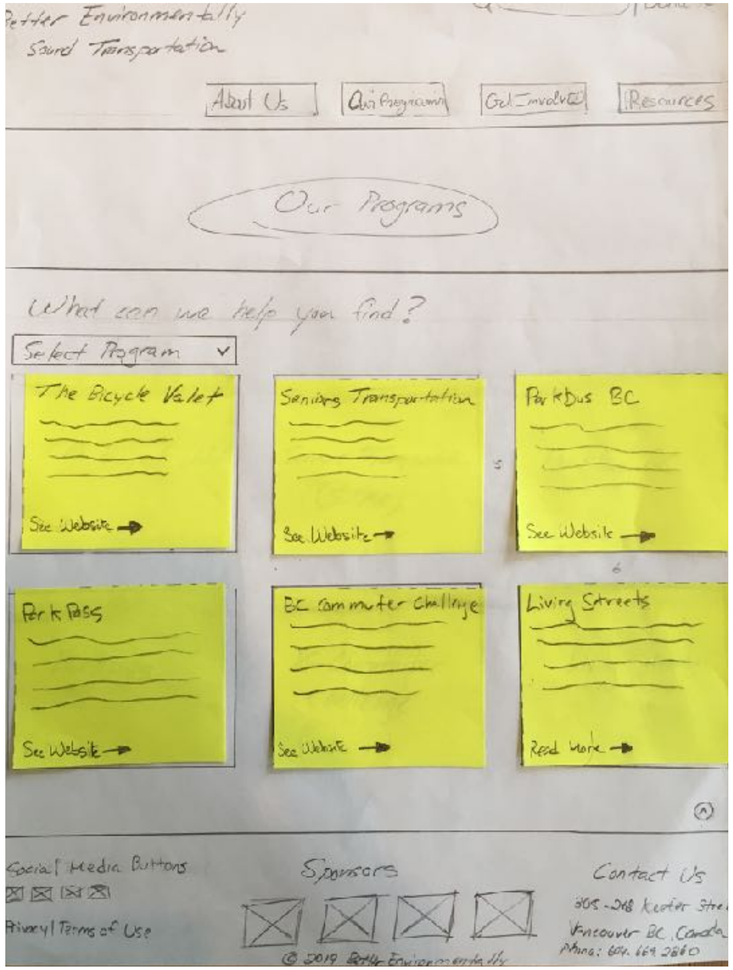

BETTER ENVIRONMENTALLY
SOUND TRANSPORTATION
...moving for change

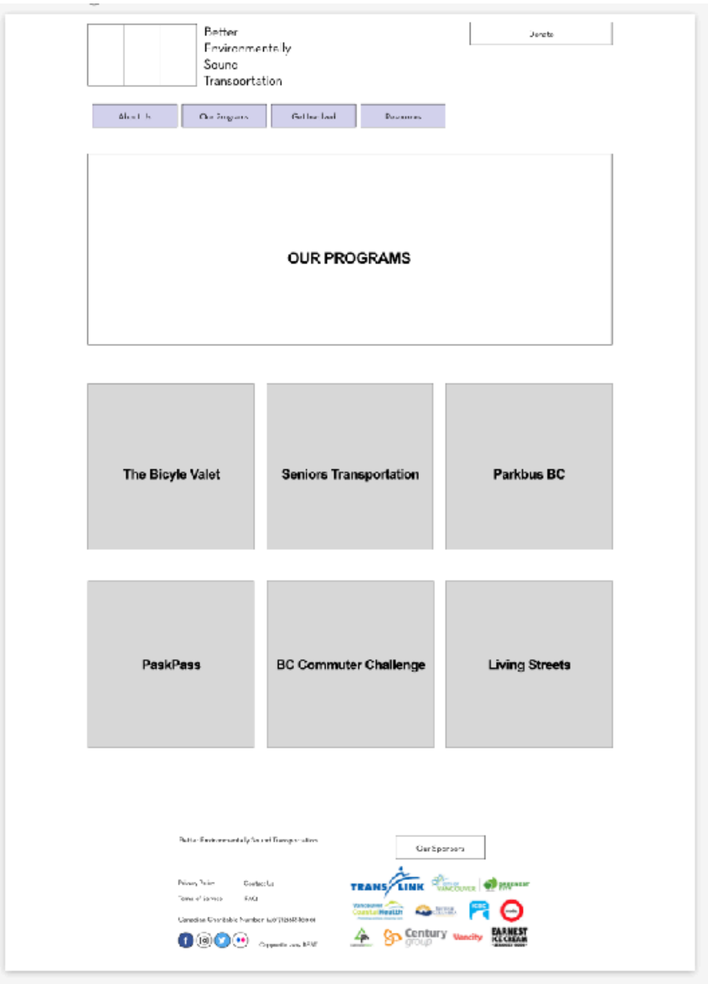
Donner
Join BEST
Volunteer
Email: * Re
Enter your e
Join now!
Our Programs
Bicycle Valet
Historical Timeline
1991
Created as a non-profit organization to promote cycling as a sustainable form of transportation.
BEST was started by a group of dedicated cyclists, or "bicycle people" as we used to call ourselves.
Our vision is vibrant, healthy communities built around walking, cycling, public transit, and ride/car shares. Our mission is the transformation to sustainable transportation.
Read more
1992
Coordinated Ride for the Environment events during National Environment Week in June of 1991 and 1992.
Read more
Our Sponsors
ICBC
Vancity


TIME LINE
1991
2016

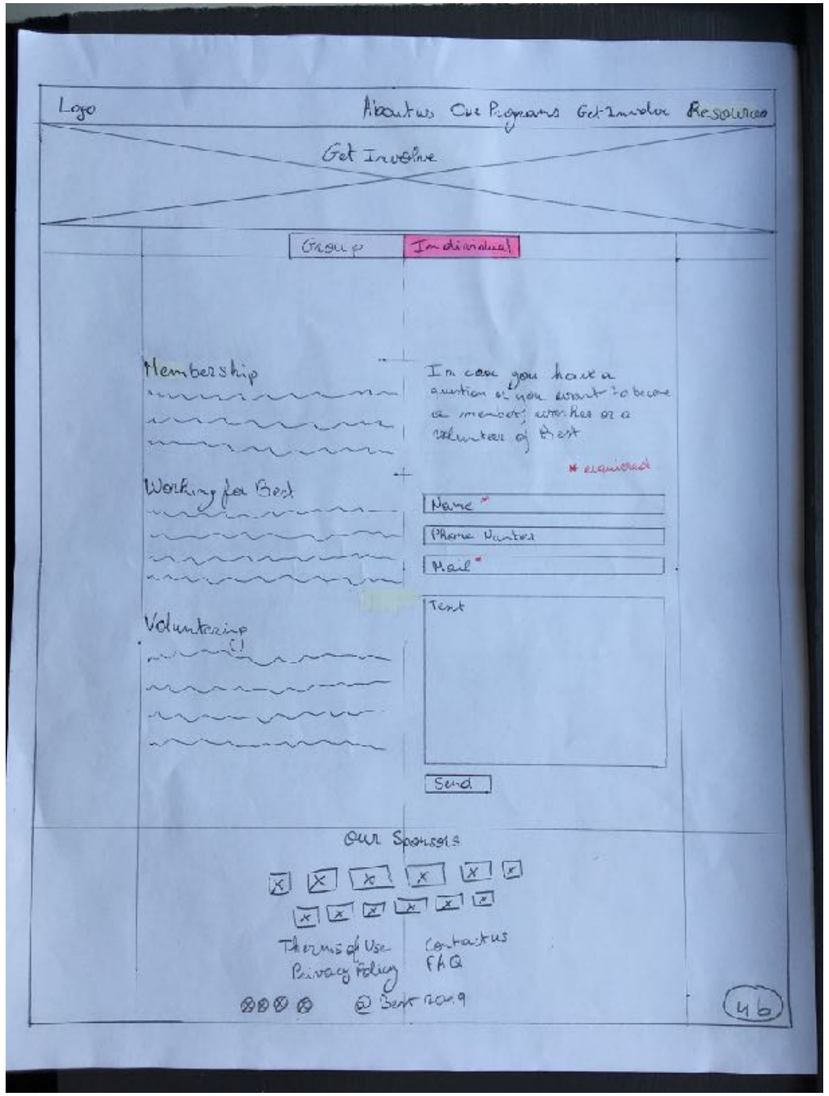

BEST Timeline
1991
1992
1992
1993
1994
1996
1997
1997
1999
2000
2001
2002
2003
2006
2008
2009
2010
2011
2011
2014
2016

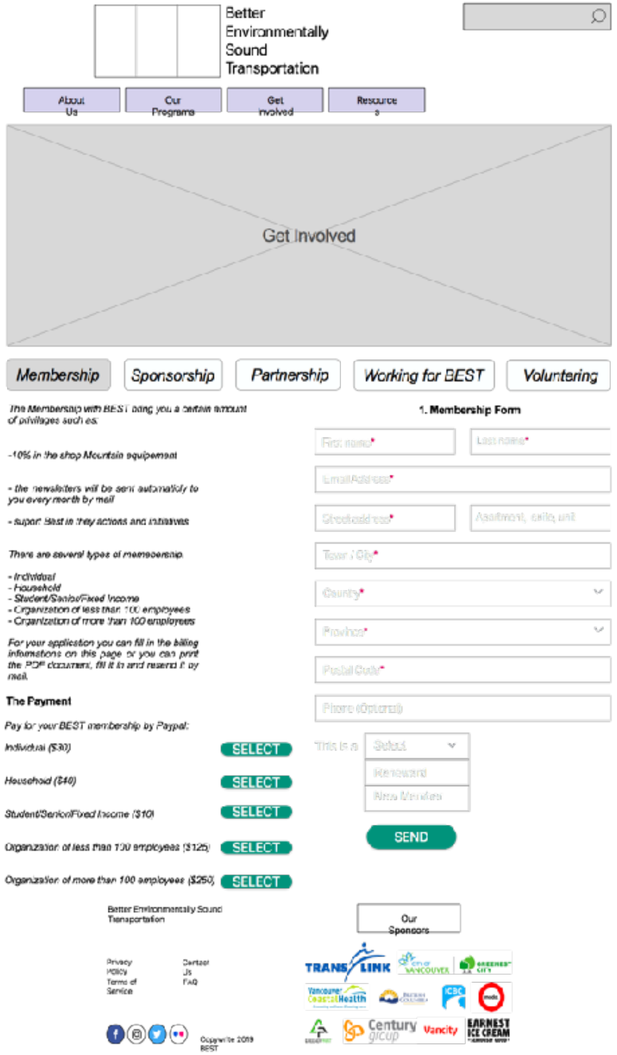
OUR PROGRAMS

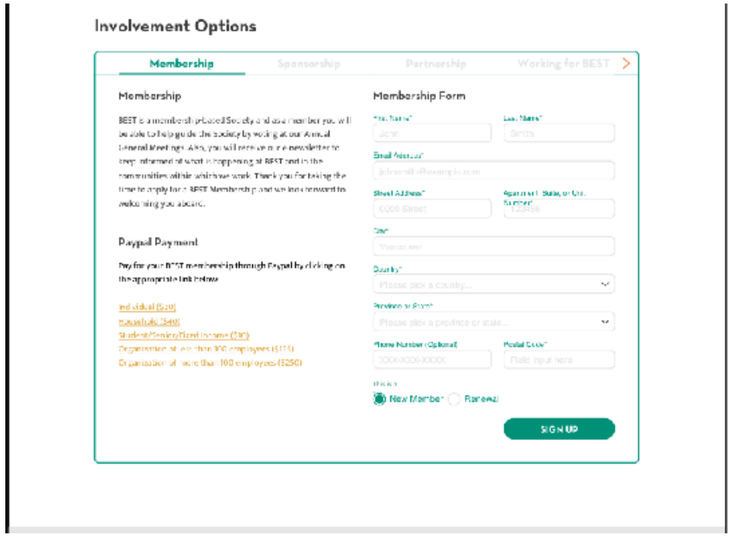




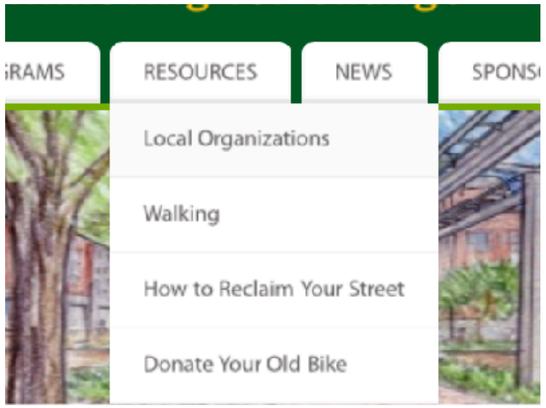
GET INVOLVED







ORGANIZATION



Local Organizations

There are lot of other local organizations doing great work in the world of sustainable transportation. Here are a few:

Walking and cycling:

Hub Cycling

HASTe

Jane's Walk

Vancouver Public Space Network

BC Cycling Coalition

Streets for Everyone

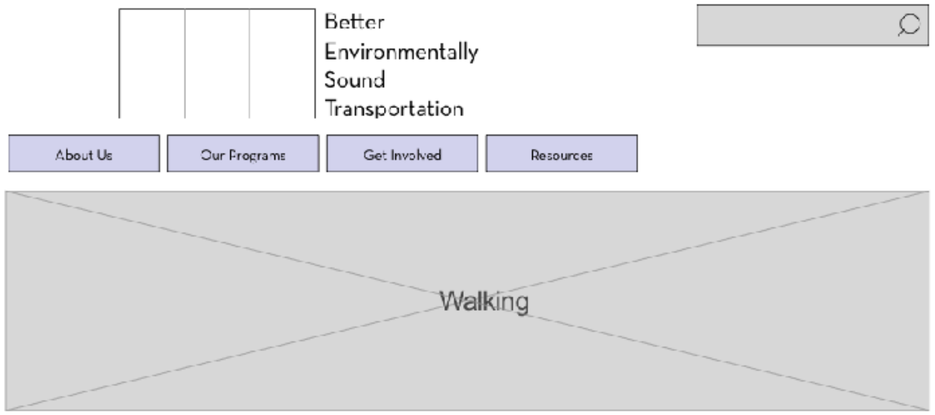
Modacity

Car-sharing:

Modo

car2go

Zipcar



BEST is a proud member of Canada Walks.

Why walk?

BEST supports walking (by foot or wheeled mobility device) as a preferred mode of transportation because:

- Everybody walks

- Every trip begins and ends with walking

- Walking is emissions free transportation

- Walking boosts mental and physical wellbeing

- Walking supports local purchasing

- Walking puts eyes on the street, increasing safety and socialization

- Walking is a low barrier mode, in terms of financial cost and accessibility

Did you know?

BEST advocates for the following:

- Separation of cycling and walking facilities

- Pedestrians & cyclists generally travel at very different speeds. Sharing facilities can create uncomfortable environments for users of each mode.

- Built environments and land use plans that enable and encourage walking

- 60% of population health outcomes are attributed to the built environment

- 30km/hr speed limits on non-arterial roads within cities

- Pedestrians have an 80% risk of dying when hit by a vehicle going 50km/h, but only a 10% risk when hit at 30km/hr.

- Traffic calming and infrastructure improvements that encourage walking and discourage speeds over 30km/hr in residential and commercial areas

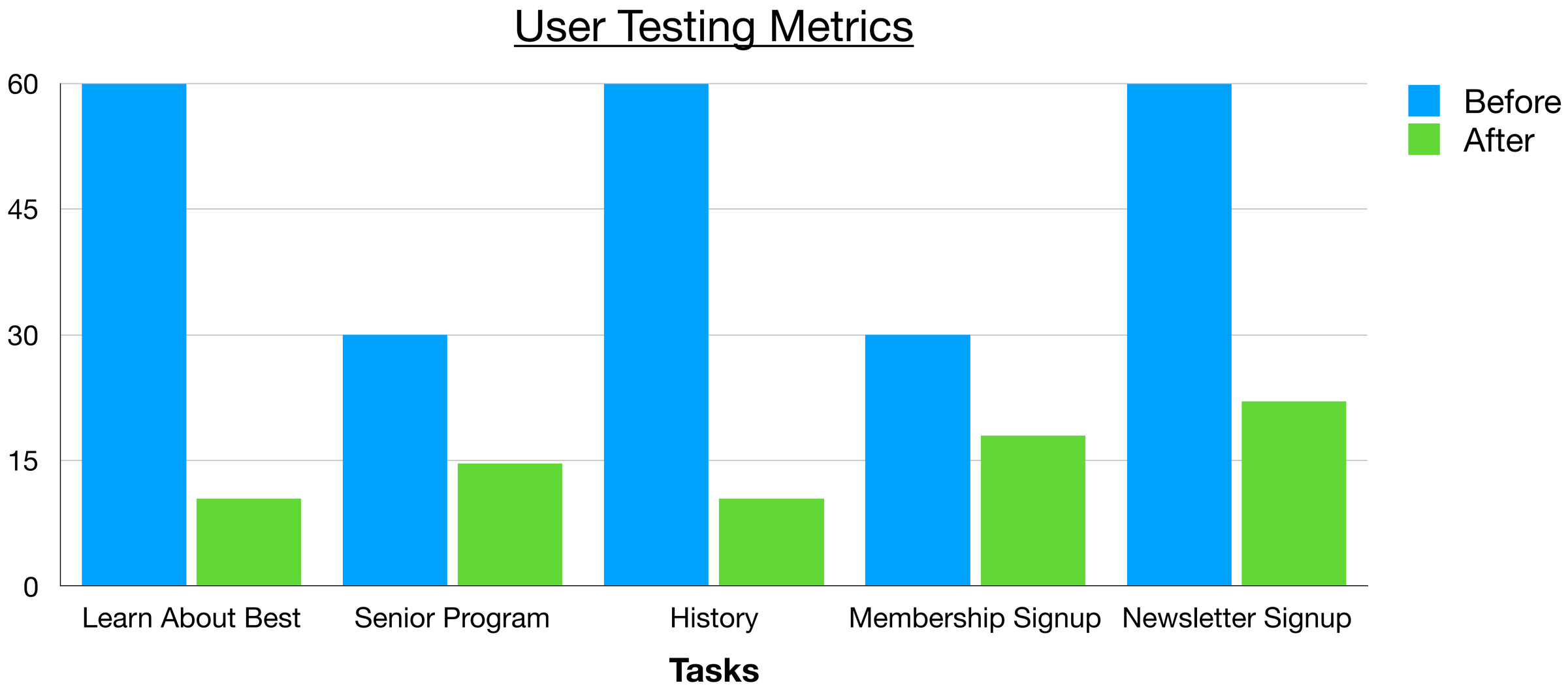
- Roadway design is one of the top ways to improve safety of vulnerable road users, including pedestrians

- Driver education and enforcement of rules of the road

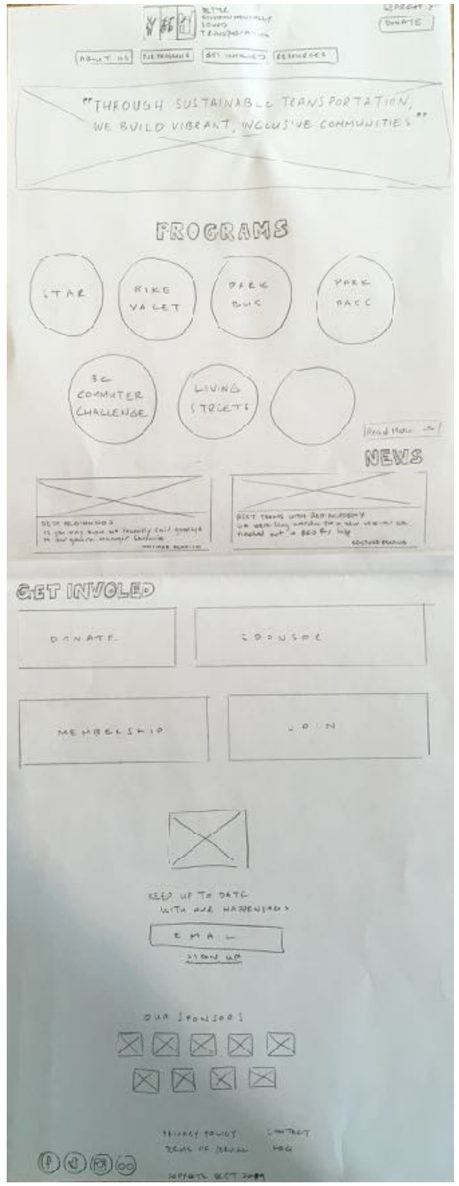
- According to ICBC data, a majority of pedestrian injuries and fatalities can be attributed to driver error. Enhanced driver education and enforcement is imperative to improve safety for pedestrians.

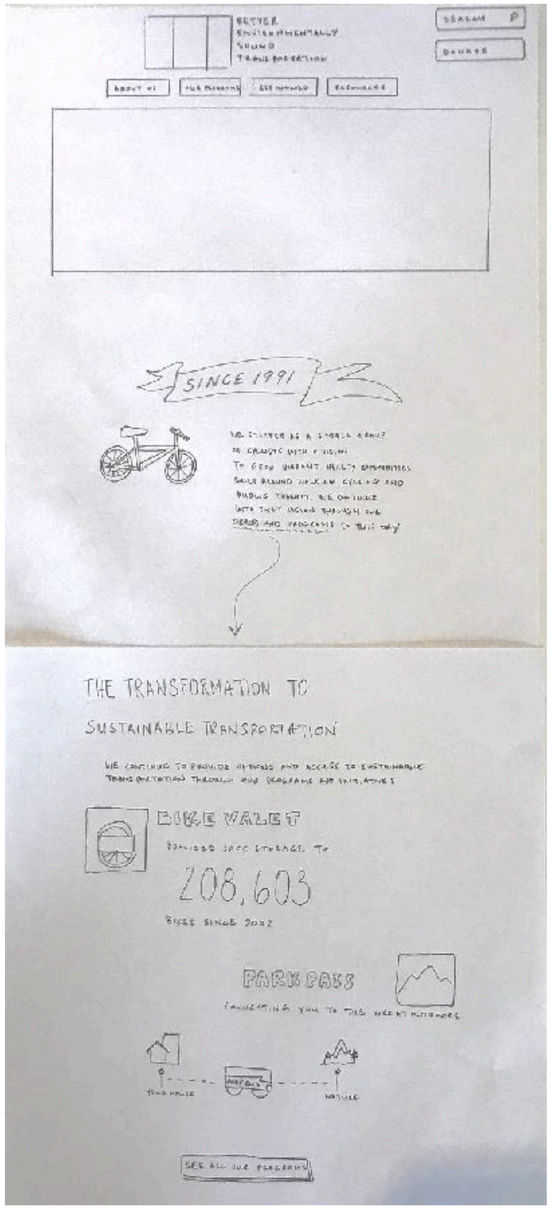
TESTING

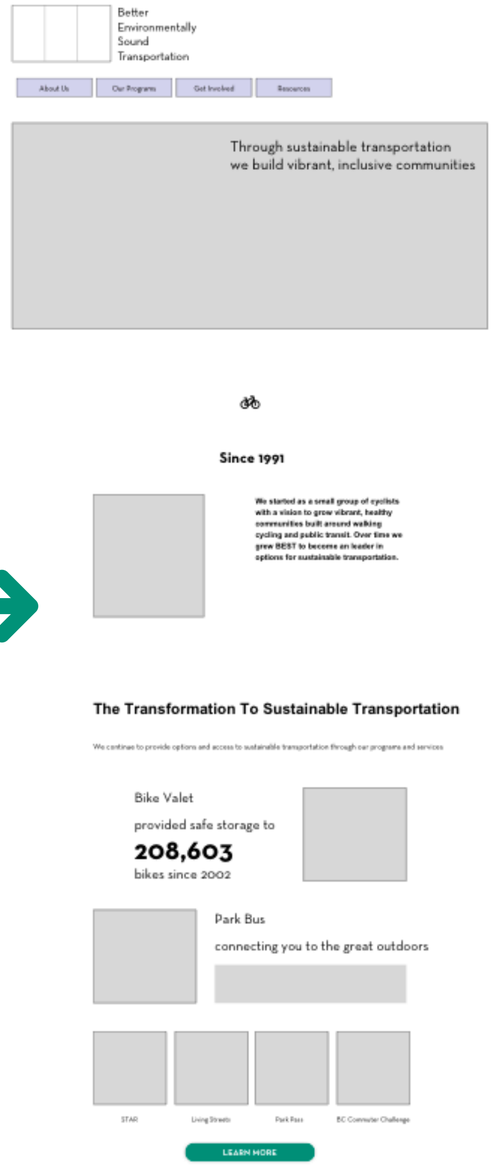
KEY LEARNING: ORGANIZATION

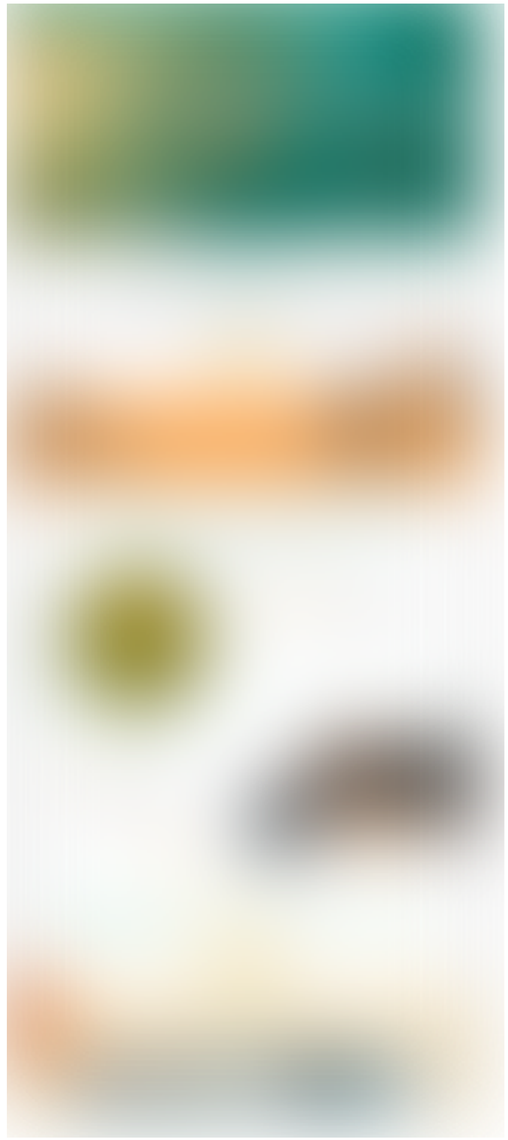


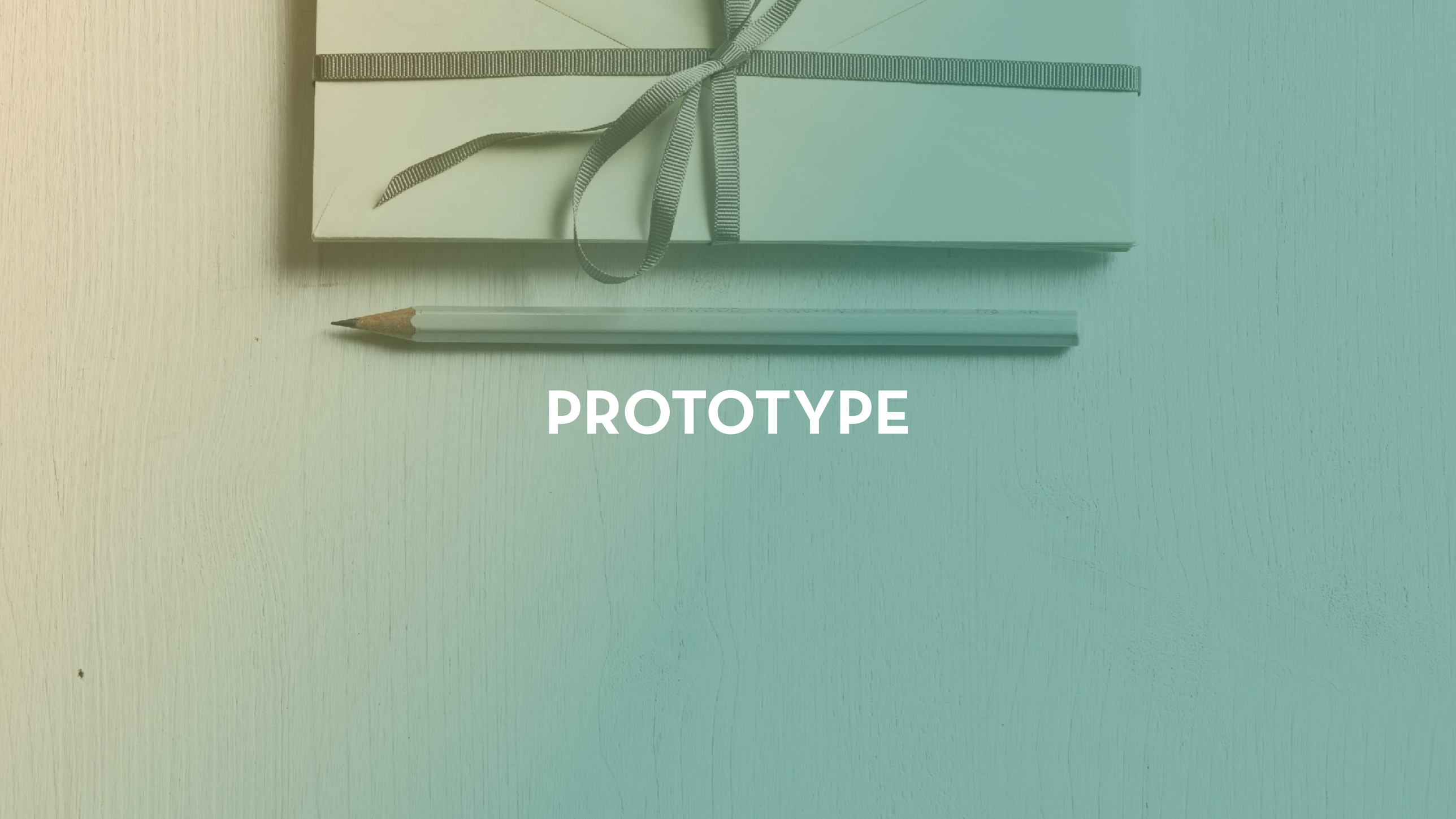
TELLING A STORY











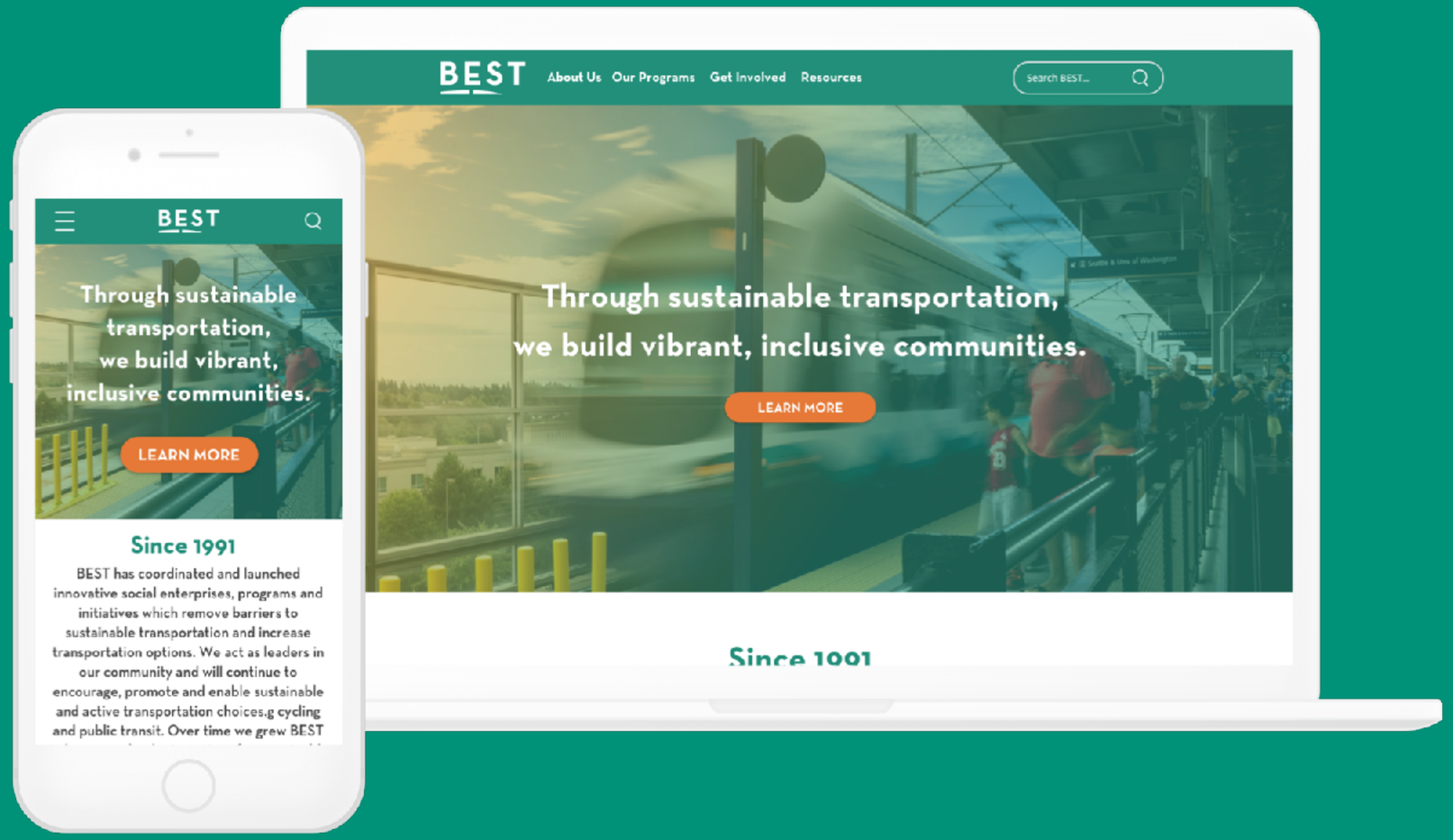
PROTOTYPE

FUTURE CONSIDERATIONS

FUTURE CONSIDERATIONS

- BRAND PHOTOS
- NEWSLETTER
- BODY COPY
- SSL
- SEO

THANK YOU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Since 1991
BEST has coordinated and launched innovative social enterprises, programs and initiatives which remove barriers to sustainable transportation and increase transportation options. We act as leaders in our community and will continue to encourage, promote and enable sustainable and active transportation choices,g cycling and public transit. Over time we grew BEST