

Client Name: Homeless Animals in Sioux Falls
Project Name: HorsePower Website Redesign
High Level Strategy Brief

Revision	Date	Notes
0.0	9/22/16	First draft
0.1	9/28/16	Revisions
0.2	10/6/16	Revisions

STRATEGY

Project Overview

Redesign the HorsePower website (<https://handiriders.wordpress.com/>) to provide users with a better experience to access information about the organization. HorsePower's current website is disorganized and very confusing. There is almost too much information present on each page, making it hard to distinguish between important/relevant information, and fluff. There are also too many navigation tab sections and pages with different content scattered throughout. My goal is to re-organize and condense the pages to become much more user-friendly and accessible, and there for increase the number of volunteers, clients, and hopefully free up the staff at HorsePower to focus on therapy as opposed to answering questions from their confusing website.

Business Overview

"HorsePower provides equestrian programs/therapies for individuals with physical, emotional, and/or cognitive challenges in a quest for personal independence, accomplishment, self-pride, and well-being." HorsePower provides 3 different therapies: Hippotherapy, Therapeutic Riding, and Ground Work.

Website Target Audiences

Members of the Sioux Falls and surrounding communities who are looking for alternative therapies to help their disabled or challenged child, and also community members and donors who are looking to volunteer or learn more about the organization.

Business Goals

The goal of the website is to:

- Increase awareness of the HorsePower organization in the Sioux Empire area
- Educate the public on why this is an important organization and how it benefits their clients
- Increase number of donations, volunteers, and clients
- Provide resources and information for potential client families, and other stakeholders
- Make signing up for sessions an easy and accessible online process

Strategies

We define strategies as plans of action to achieve business goals.

Goal	Strategy
Increase awareness of HorsePower	1. Have a fun, easy to use resource about HorsePower that can translate into different mediums (social media, fliers, etc.)
Educate the public	2. Provide easy to understand information in an engaging way
Increase donations/volunteers/clients	3. Make donation and volunteer set up accessible on the website
Provide resources/information for potential clients	4. Have visually appealing and downloadable fliers and information
Easy sign ups	5. Provide and easy to understand page outlining the steps for signing up for the program
Provide an easy to maintain CMS for employees to update	6. Have an organized and easy to use CMS that HorsePower employees are able to update frequently

Tactics

This section includes tactics that relate to each of the recommended strategies. More specific tactics will also be addressed in the User Experience Architecture and Requirements Definition documents.

Strategy	Tactic
1. Have a fun, easy to use resource about HorsePower that can translate into different mediums (social media, fliers, etc.)	<ul style="list-style-type: none">• Create engaging graphics/infographics that can be utilized elsewhere and be recognizable to the brand
2. Provide easy to understand information in an engaging way	<ul style="list-style-type: none">• Have a section dedicated to specific topics with information broken down into easy to understand topics
3. Make donation and volunteer set up accessible on the website	<ul style="list-style-type: none">• Create prominent "donate now" and "volunteer" button/links to make it obvious how to get involved
4. Have visually appealing and downloadable fliers and information	<ul style="list-style-type: none">• Re-design the current information into fliers that highlight the key factors and organize the information easily.
5. Provide and easy to understand page outlining the steps for signing	<ul style="list-style-type: none">• Have a page that outlines program details and information in an easy to

up for the program	understand fashion broken up with photos/graphics/icons for visual understanding without as much reading.
6. Have an organized and easy to use CMS that HorsePower employees are able to update frequently	<ul style="list-style-type: none"> Utilize Wordpress for CMS

Technology

- Customized Wordpress content management system
- Site needs to be backwards compatible to all browsers released since 2011.
- All site content must be responsive and mobile ready

Measurement

User Experience

Extensive user testing based on strategic goals will occur at each of the following phases:

- Wireframing
- Design Concepts
- Beta Site
- Final Site

Results of testing and planned changes based on testing will be shared with the client.

CREATIVE CONSIDERATIONS

This section outlines branding and design considerations for the project. This affects the User Experience Architecture, Design Concepts and Copywriting, which follow this document in the planning and production process.

Branding + Documentation:

Horsepower has a few variations of the horseshoe logo. Their branding is not consistent, and they only have a few professionally designed fliers/banners. The branding does not encompass all their visual communications, and is not cohesive.

To remain in line with current 'branding':

- Use earth tones, various shades of brown with a rustic feel
- Horseshoe is the main logo component
- Horse-focused
- Will need new high quality photography
- Create a cohesive look and feel that stretches across all communication platforms

Competitive Analysis

Besides being one of many non-profits in the area vying for funding, there is only one other similar non-profit in the area that may be directly competing with HorsePower for funding/donations/volunteers.

This Nonprofit is **New Hope Horses**. <http://www.newhopehorses.org/p/doublehp-equine-assisted-learning.html> They are a horse rescue group that also focuses on therapy riding as well.

Differentiators:

- HorsePower has been in business for over 30 years, compared to 17 with New Hope
- Three unique therapy options for clients
- Focused mainly on therapy as opposed to rescuing horses
- More established in the community

Other desirable website features/functions

- Easy navigation
- Compelling to make the user want to take action
- Mission statement must be clear
- Focal points on donation and volunteering

Information Architecture + User Experience

Wireframes to come.