

Website Redesign

Project Proposal & Brief

Brain Cancer Foundation

<http://braincancer.org>

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WEB210 & ITC210 | Fall 2015

- Name of Organization: Brain Cancer Foundation
 - URL: braincancer.org
 - Stakeholders: Maria Barrett & Dr. Charles Cobbs
 - Staging Area: <https://braincancerredesign.wordpress.com/>
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HISTORY & ORGANIZATION'S GOALS:

braincancer.org is the online space for the Brain Cancer Foundation. The content of the site was recently migrated to Wordpress, but it needs some reorganization. The main navigation would benefit from restructuring based on a new taxonomy. Along with clearer messaging to accurately reflect their mission, their identity system is in need of a refresh. The updated product will influence the direction and voice of their online brand expression. The site aims to be the go-to resource for patients and their loved ones, as well as medical professionals and caregivers in the brain cancer field. Their main focus is to highlight the "What's next?" steps following a patient's diagnosis. In addition, they strive to create a community-oriented space for brain cancer awareness, providing support for anyone whose life has been touched by this condition.

Upon studying the current website, interviewing Maria Barrett, and reviewing similar websites, the following business goals have been identified as primary issues to address within this proposal.

- PRIMARY GOALS:
 - Overall increase in
 - Donations
 - visitors to the site
 - subscribers to the blog
 - viewership of videos
 - social media interactions (likes on Facebook, shares, pins, etc)
 - awareness of next-step resources for brain tumor patients
 - Become the one stop-shop for patients of brain cancers, families of patients, caregivers and other medical professionals.

- Better identify goals, mission and structure of site

ASSUMPTIONS & CONSTRAINTS

ASSUMPTIONS:

- L, B, K, & P will have access to Google Analytic information, Wordpress access, server access, etc.
- L, B, K, & P will have access to content, both written and visual, for redesign content upload.
- Final presentation for Web210 and ITC210 is December 16th and will be the due time for SCC classes. Actual deployment of site may be after the quarter ends.

CONSTRAINTS:

- Holiday season (end of November, December) may impact both parties.
- All group members have other finals that may impact production.

AUDIENCE PROFILES

After interviewing Maria about her site and its visitors, the following three groups have been identified as primary user groups that would potentially be visiting braincancer.org.

These groups will aid in informing the designers and developers in which to base site actions, functionality and usability on for the future redesign.

USER TYPE	BASIC DEMOGRAPHICS	DESCRIPTION	TASK
Family member or caretaker of patient	<ul style="list-style-type: none"> ● 15-80 years old ● Female ● Single ● \$25,000-\$150,000/year ● Mac & smartphone (iPhone) user 	Sally is grieving for her loved one who is steadily going downhill. She is seeking a greater community she can connect with and share what she's going through. She is scared and tired and sad. This is too much for her to handle on her own.	<ul style="list-style-type: none"> ● She sees a post of Facebook that one of her friends shared. She notices it's about being hopeful even though you're dealing with loss. She connects with this strongly. ● She clicks on the organization to find out more. After skimming a few posts, she sees that they have substance and purpose. This is enough to entice her to click on their URL. ● She is pleased to find that they can get her in touch with support

			<p>groups for people who are experiencing similar things.</p> <ul style="list-style-type: none"> • After attending a few meetings, she's so moved by the amount of support she's received that she clicks on "donate" to support their continued efforts.
Patient	<ul style="list-style-type: none"> • 20-70 years old • Female • Married • \$25,000-\$60,000/year • PC & smartphone • (iPhone) user 	<p>Geraldine has just found out she has brain cancer. After being told she has only two months to live, she's in shock but also desperate to do something immediately. She needs to find out as quickly as possible if there's anything she can do to help her chances of survival.</p>	<ul style="list-style-type: none"> • Looks for advice on steps she can take toward getting the treatment she needs. • She sees the "What Now?" (or similarly named) section and finds useful information there, such as how to go about finding the best medical treatment and lifestyle changes she can make to help cope with her emotions..
Medical Professionals	<ul style="list-style-type: none"> • 30-60 years old • Male • Married • \$40,000-\$160,000/year • PC & smartphone (Android) User 	<p>Harold wants to stay abreast of the latest forms of treatment. He knows that medical information multiplies at a rapid speed. In order to stay relevant and help his patients the most, he reads several articles per week to help keep him up-to-date.</p>	<ul style="list-style-type: none"> • Looks up an article on a recent ground-breaking study. • He's impressed with their level of professionalism and the amount of care they have for this demographic of patients. • Sees the type of work they're doing and decides to donate to the cause.

FUNCTIONAL REQUIREMENTS

This site redesign/update will be produced by K,L,B &P for [The Brain Cancer Foundation](#) with the following functional requirements:

1. Active link slideshow on homepage: Maria identified this feature on a similar site and feels it is effective, both in use of space and marketing.
2. Video Capabilities: Maria has identified that the videos are of one of their strongest pieces of content on the site and get the most visits. Site will also be able to responsively display any videos embedded into the site by Maria.
3. Social Media Feeds: Twitter, Instagram, and blog feeds will update automatically in the NEWS/MEDIA area.
4. Responsive Capabilities: Maria has identified that mobile and tablet users are some of the most common visitors.
5. SEO: Redesign will incorporate updated SEO (search engine optimization) techniques like incorporating more HTML5 elements, focused keywords, and written-for-the-web title tags, headlines and paragraphs for better search engine results. 'White hat' best practices will be followed when incorporating these techniques in order to boost their organic search rankings. This will ultimately help end users find braincancer.org more easily, increasing their audience, as well as donation-based funding.

TECHNICAL REQUIREMENTS

This site redesign/update will be produced by K,L,B &P for braincancer.org with the following technical requirements:

1. Markup Code: Main structure of the site will be built with HTML5 in compliance with W3C standards.
2. Presentation Code: Redesign site will be enhanced with Cascading Style Sheets to update the styling (look-and-feel) of the site and will be written in compliance with standards outlined by the W3C for CSS3.
3. Client-Side Scripting: Any client-side scripting will be written in JavaScript and will potentially utilize AJAX, jQuery, and other technologies to streamline the end-user experience.
4. Server-Side Scripting: Any server-side scripting code for redesign will be written in PHP to control elements that interact with a server and database.
5. Wordpress: Redesign will continue to use Wordpress as the content management system (CMS).

CONTENT REQUIREMENTS

This redesign/update will be produced with pre-approved content recycled from the current site. Lorem Ipsum (dummy content) will be used in areas that are new will be made to be used within Wordpress, the designated CMS. The following requirements for content are outlined below:

- Branding: New design will incorporate typography, logo, and styling in accordance with approved style guide provided by Maria.
- Photographic Images: Maria will supply all photographs, including videos and still images upon request. Maria is also responsible for any additional licensing fees that are associated with stock photographs or graphics.
- Audio/Video Files: Maria will supply all files that will be incorporated into the redesign upon request.
- Written Copy: Written copy will be initially designed with Lorem Ipsum as a visual representation; real copy to be added before launch.

SCOPE/OUT OF SCOPE

IN SCOPE

- Improved information architecture
- New homepage design
- New template page design
- Improved site navigation area
- Search Engine Optimization
- Social Networking integration
- Improved styling and typography
- Media queries for responsive design
- Implementation of widgets upon Maria's request
- Integration of third party donation handling into site via a "donate" button/link

OUT OF SCOPE

- Writing, editing, and publishing content
- Photography, logo design and other visual branding elements
- Final branding objectives
- Donation management and other third party transactional applications that require sensitive information

PROJECT PHASES

In order to streamline the redesign/update, the new project has been divided into phases. Each phase generally takes one to three weeks. And most will require review, approval, and sign-off by Maria Barrett. Any delay on the part of Maria will affect the launching of the final redesign.

This redesign will be divided into the following stages:

1. **DISCOVERY:** During this phase, Maria and design/development team will audit, discuss, and analyze current website, clarify new objectives, identify goals and identity for redesign/update. K,L,P & B will also conduct user research, which will consist of competitive analysis of similar sites, and affinity

diagramming (which examines how content is grouped together from a user point-of-view) with current site in order to aid in enhancing the usability of the redesign.

2. **CONTENT AUDIT:** This phase consists of Katie and Paige analyzing the current site to determine how content (both visual and written) will satisfy user needs identified after Discovery Phase.
3. **INFORMATION ARCHITECTURE:** K&P will create an information architecture to describe the re-structuring of the website and how it will be organized. This architecture will be based on data collected during the Discovery Phase, Content Audit, and wireframe prototypes. It will require an approval and official sign-off by Maria.
4. **CONTENT DESIGN:** K&P will create and present a “blueprint” or wireframe--a simple visual representation that illustrates blocks of content, navigational schemas, and user functionality. Requires approval and sign-off by Maria before proceeding to next phase.
5. **VISUAL DESIGN:** K&P will create and present a visual design study that displays potential visual designs and styling. K&P will provide at least three initial design concepts that meet all Content Requirements and are within scope. This phase will also require an approval and sign-off from Maria before proceeding to next phase.
6. **PRODUCTION & DEVELOPMENT:** L&B will be responsible for producing this redesign on the braincancer.org development server with all the aforementioned content and technological requirements.
7. **TESTING:** K,L,P&B will be responsible for all testing of website pages on multiple browsers, platforms, and viewports.
8. **STYLING GUIDELINES:** K,L,P&B will be responsible for producing and implementing style guidelines with the review, approval, and signoff from Maria. All FPO (for position only) images will be replaced with imagery supplied by Maria.
9. **LAUNCH:** This phase consists of migrating the redesign from K,L,P&B development servers to braincancer.org servers and ensuring that it's ready for public viewing.
10. **TRAINING:** K,L, B & P will be responsible for training Maria for any additional Wordpress tools or techniques she may need to use the content management system of said Project.

DELIVERABLES

The following deliverables will be given to Maria as evidence of completion:

1. **Project Debrief and Proposal:** this document outlines the overall goals, issues, target audience, timeline, and redesign goals for the braincancer.org site redesign/update after the completion of Phases 1 and 2.
2. **Information Architecture Diagram:** This diagram outlines the flow of information and how pages are related to each other. It will also help determine new menu organization schema and naming conventions.
3. **Wireframes/Prototypes:** Based upon the research done by the group, a set of 3 different wireframes (blueprints or content outlines) that will display redesigned template pages for the Homepage and destination pages will be given to Maria for signoff.
4. **Visual Designs:** Upon the approval of one Wireframe layout, K&P will submit at least 3 sets of different visual designs based off the chosen wireframe.
5. **Redesigned/Updated Website:** This is the final version of the site that has been approved at various points within the production process by Maria. Additionally, testing and debugging of redesign have been completed and reviewed.

APPROXIMATE TIMELINE

- October 9, 2015 - Handoff of Project Brief & Proposal & Timeline
- October 9, 2015 - Upload of Staging Area for deliverables
- October 21, 2015 - Handoff of findings from Discovery Phase
- October 30, 2015 - Handoff of wireframes to Maria
- November 11, 2015 - Handoff of Visual Designs
- Mid-November through Mid-December - Group will work together to implement approved design and migrate previous posts and pages from the preexisting website.
- December 20, 2015 - January 30th: Final site design is implemented on braincancer.org's server space, handoff of notes and other documentation if not completed by SCC's

STAKEHOLDER INFO

MAIN STAKEHOLDERS/CONTACT(S):

- Maria Barrett
mbarrett@me.com

FINAL APPROVAL (main design): Maria Barrett

RIGHTS OF USAGE, CLIENT RESPONSIBILITIES & PROJECT TERMS

Rights of usage for this redesign are described as follows:

- braincancer.org and Maria Barrett are granted usage rights of this redesign as designed and produced by Katie Bajema, Paige Fukuhara, Lisa Fortino and Billie Matteo via the World Wide Web.
- K,L,B & P reserve the right to use this redesign and workflow process as a portfolio piece and case study.

The Client, Maria Barrett, will adhere to responsibilities for redesign project and are described as follows:

1. The Client is expected to participate and be available for review and approval of all project deliverables, as described in the project phases section, according to the proposed schedule.
2. The Client is to understand that this is a class project that is being worked on by students as a learning experience. A reasonable attempt will be made by both instructors of the class and students enrolled in the class to complete the project in a professional and timely manner. However, Seattle Central College cannot guarantee nor be responsible for the quality of work produced in this class.

PROJECT TERMS:

braincancer.org and Maria Barrett will adhere to the following terms:

1. Any vendor fees (domain registration, ISP, hosting, font licensing, etc.) are the responsibility of Maria Barrett. The group will notify Maria of any issues or upcoming fees as necessary.
2. Maria Barrett will supply group with all appropriate material (images, passwords, and logins for third party applications, etc.) upon request.
3. If at any time before Jan 1, 2016, this redesign is halted or cancelled by Maria, the group will be still be allowed to use templates of site for portfolios and resumes examples.

PROJECT APPROVAL:

By signing below, Maria Barrett, Katie Bajema, Lisa Fortino, Paige Fukuhara and Billie Matteo agree upon the terms, conditions, deliverables, requirements and any and all additional payments as outlined.

Name: _____ Date: _____

Maria Barrett

Name: _____ Date: _____

Katie Bajema

Name: _____ Date: _____

Lisa Fortino

Name: _____ Date: _____

Billie Matteo

Name: _____ Date: _____

Paige Fukuhara