Website overview and page by page analysis 12-6-18

Intro
While Radiant Hope recently revamped its website, the organization could benefit from multiple website revisions and additions. We conducted secondary research about best practices in developing a successful website for a non-profit organization. We also analyzed the current website and conducted a website focus group with eight participants.

Research & Best Practices
● Optimize website for mobile devices
● Easy to donate
● Visually appealing
● Consistent color scheme and branding
● Simplicity (no unnecessary text, photos or ads)
● Promote social media

Analysis
Our focus group showed that Radiant Hope's new website functions well on mobile devices, such as iPhones, but not on iPads. The website makes it clear and easy for publics to donate. The site is fairly visually appealing, but could use additional revamping, such as professional photography; infographics and improved uniformity and consistency in the website design and photos to increase audience engagement. Radiant Hope's website is consistent in color scheme (yellow) and branding (font) within the site itself but not across all of its different communication platforms, such as social media and print. Eliminating blocks of text and allowing for more white space, as well as revising wordy phrases, could improve the simplicity of the site. Radiant Hope does an excellent job of promoting its social media platforms by having the icons easy to find on every page.

General suggestions
● Improve brand consistency
  ○ Url is "hisradianthope.org" instead of "radianthope.org"--this could cause confusion and reduce engagement
  ○ Include company logo on the navigational tab in the web browser
  ○ Incorporate font consistency

"Home"
● Less presence of the sunflower is recommended, because it's so present throughout the website, there could be confusion about the logo
● Eliminate pause/play button under the blog previews

Great things to come for Radiant Hope
January 14, 2018   ▶ 1/1

'Who We Are"
- First paragraph: capitalize "christian"
- Bulleted lists: be consistent with use or non-use of periods at the ends of the sentences
- Check that the spacing of the text on this page is consistent with the rest of the pages
- "Meet the Team" tab
  - Tahva Wylie's bio preview: add period at the end of paragraph
  - Kayte Restaino's bio preview: add period at the end of paragraph

"Request a Package"
- Looks great!

"**Our Stories"**
- Less presence of the sunflower is recommended, because it's so present throughout the website, there could be confusion about the logo
- Add more personal stories
  - "Our Stories" makes it seem like you're being led to package recipient testimonials rather than a photo gallery
  - Maybe when you click on a photo, the person in the photo's short testimony could appear
- "Faces of Radiant Hope" title is potentially confusing, are the faces of team members or of box recipients?
  - Consider only featuring photos of recipients/survivors rather than volunteers/leadership team
- Remove all photo titles or rename all of them
  - When you click on the picture, you get the computer name of the photo (Example: IMG_5720.jpg)

"Get Involved"
- Drop down: change "Radiant Hope Park Night" to "Park Night" to match the rest of the page
- Change "Pack Teams" to "Pack Party"
- "Pack Teams" tab
  - Change tab name and title to "Pack Party"
  - Replace current introduction with a brief Pack Party description under page title:
  - Eliminate "Find out more" button
  - Instead of "Lead One" say "Host One"
  - "Host One" description: **"Learn more** [include hyperlink or button linked to Pack Party Application Form] if you are interested in hosting a Pack Party,"
    - Application Form: first and last name, email address, phone number
    - Once the form is submitted, applicants receive automated email #1 and the streamlined process is kickstarted

- - Replace and update description under "Join One": "Several Pack Parties take place monthly. **Find a Pack Party** [link to monthly calendar where individuals can sign up to attend scheduled Pack Parties] near you!"
  - "Radiant Hope Park Night" tab
    - Change tab name and title to "Park Night"
    - Remove all photo titles or rename all of them
      - When you click on the picture, you get the computer name of the photo (Example: IMG_5720.jpg)
  - "Community Engagement" tab
    - First sentence: change "affect" to "affected"

"Donate"
- First sentence: add a comma after the word "donation" ("With your donation, we...)
- Second bullet point: eliminate "We"
- Inconsistent periods, either include or delete throughout

"Contact Us"
- Looks great!

"More"
- Make sure the "More" tab on the menu is clickable/has a landing page

- "Blog" tab
  - First paragraph: eliminate link in the second line
  - Eliminate pause/play button under the blog previews

- "Media" tab
  - Ideas for enhancing the current "Media" tab
    - Differentiate videos and instagram posts into sections
    - Include photo albums for events
    - Feature social media/blog posts
- "Newsletter Archive"
  - Change title to "News Archive"
  - Include company fact sheet
  - Include past and future news releases

Suggested additions

- Add a page that talks about the logo and how it connects to Joanna's story (link from logo on homepage)
- Consider adding a Merchandise Tab