
Web Site Communication Strategy

Online Brand Objective

The NYNJTC web site, represents over 95 clubs and environmental organizations in the bistate area. The current site is a conduit that represents it's member's and non-members interests and dedication to building and maintaining hiking trails and protecting related open space.

The primary objectives of the NY/NJ Trail Conference (NY/NJTC) site redesign will be to encourage expanded usage of the site by new and existing members. Based on initial assessment, a redesign of the information architecture and presentation founded on user's modes and common tasks within the web site will be executed that will strive to improve overall flow, ease of use and efficiency. The redesign will incorporate and reflect any new branding/marketing efforts as well as supporting the existing brand positioning and mission of the organization.

Site Goals & Objectives

- Improve the overall ease of use and functionality through an intuitively organized Interface.
- Ensure the (NY/NJTC) utilizes Internet "Best Practices."
- Create an updated online presence that delivers on the brand positioning, not only through the communications, but through the user experience.
- Provide an authoritative, differentiated channel within the region.
- Be true to (NY/NJTC) personality and organization's value's.
- Be meaningful and credible to all of (NY/NJTC) audiences.
- Incorporate suggestions and recommendations from the site analytics and user feedback (if appropriate)
- Provide a flexible structure that is supported by the Content Management system. (TBD)
- Provide scalability for future service/feature enhancements.
- Provide a site assessment document, styleguide and guidelines which assure that consistent functionality and ease of use can be incorporated by anyone who is responsible for expanding the site at later dates.

Current Constituent Belief

(Collaborative team/organization effort)
TBD.

Desired Constituent Belief

(Collaborative team/organization effort) (Draft version)

(New Member)

Even though I may be new to (NY/NJTC), I already feel right at home and totally conformable using the site. I can quickly locate hiking trails in my area, purchase maps and books in the Hiker's marketplace, view volunteer opportunities, locate topics and learn about issues that are important to me. I can even help make a difference by donating directly online and sign up for newsletters and publications.

(Existing Member)

The site feels as if it's gotten easier and somehow better. I instantly know where I'm going and how to locate it. When I'm trying to carry out a task (such as purchasing trail maps, I don't question whether I'm doing the right thing. I just do it. Period. And when I'm done, I immediately feel confident knowing that I've accomplished what I set out to do.

Target Audience

- (primary) members (existing) (50%)
- (secondary) non-members (new) (50%)

Organization Brand Promise (specific brand promise may be updated)

The cornerstones of the organizations' mission statement are:

- Developing, building, and maintaining hiking trails.
- Protecting hiking trail lands through support and advocacy.
- Educating the public in the responsible use of trails and the natural environment

Online Brand Objective

Not only make the promise embodied in the mission statement, but deliver on it through the website information architecture:

- Establish the (NYNJTC) site as the leading resource in the region that reflects the needs of it's members and surrounding communities by allowing users to learn, share, support, advocate and get involved in the organizations efforts in an easy, secure and reliable way.

Using the three mission objectives as the core, the site can provide a multitude of services and areas that go far beyond the basics of information services. Since user modes are always in flux, A user can be in a passive information gathering mode, then quickly switch gears to a purchase mode, at any given time. We can achieve a user experience that addresses this dynamic, and provide an efficient, flexible way for users to access services and information..

The current site offerings have expanded to included creating a community and strengthening relationships by promoting the benefits of membership and enrollment, and offering several ways for members and non-members to express their support for the organization through donations, online purchases, volunteering and advocacy programs.

Technical Consideration/Interactive

Quick/Short-Cut menu Locator
Interactive History Timeline

Question?

Is there a requirement to differentiate site experience based on members/non-members in the presentation of information?

Framework

Underlying organizing structure for Information Architecture.

Simply by aggregating content into focused areas can help help fulfill the organizations brand promise and mission objectives.

Educating the public in the responsible use of trails and the natural environment

Developing, building, and maintaining hiking trails.

Protecting hiking trail lands through support and advocacy.

Universal User Modes

All users progress through different stages depending on

what they want to do. This can best be described as a mode or mindset.

By tapping into these universal user modes, the site can also help organize

content and accessibility. Modes are not constant. A user can quickly shift gears

back and forth from learning to purchasing once a decision is made.

Enabling access across these universal modes are a critical component to delivering on

a positive user experience. If they can quickly and efficiently accomplish a task, they

most likely have had a positive experience.

The difference between status of a new or existing member is primarily how familiar

they are with the site. Regardless of status, the organization of content across user modes

provides an intuitive way for users to access content quickly and efficiently.

Learn

Get

Use

Purchase

Support/Maintain

Hypothetical Information Architecture (To Be discussed)

If we were to overlay the brand objectives with the user modes, we naturally start to see how easily an Information Architecture can reinforce the organization's mission and deliver on it through the web site experience.

As an example, the third column illustrates some of the task-specific functions that are represented in each of the user modes. All tasks fall under one or several modes. These are only examples and do not represent all of the tasks that can be accomplished within the site.

Core Organization's Mission
Values and Objectives.

Educating the public in the responsible use
of trails and the natural environment

Developing, building, and
maintaining hiking trails.

Protecting hiking trail lands through
support and advocacy.

Universal
User Modes (Mindset/Status)

Learn

Get

Use

Purchase

Support/Maintain

User Task Examples (Do)

- View Calendar of Events
- Trailwalker Publication

- Access Trail Information
- View Map Locator

- Join Trail Crews
- View Action Alerts

- Buy Maps
- Join/Renew Membership

- Make a Donation
- Get the Annual Report

Global Menu Link

Suggested Focus Highlight Item

Global Site Utilities and Tools

Home
Level 0

Universal User Mode	Learn	Get	Use	Purchase	Support/Maintain
Core Mission Objectives	Educating the public in the responsible use of trails and the natural environment		Developing, building, and maintaining hiking trails.		Protecting hiking trail lands through support and advocacy.

Be informed

- Trailwalker
 - Overview Map
 - Calendar of Events
 - News/New Archives
 - Education
 - Publications
 - Teachers
 - Outreach
 - Grant Programs
 - Science Committees
 - Leave no trace
 - Resources
 - Credit for Courses
 - Obituaries
 - External News Items and newspapers
 - Science Bulletins

Related Links
Option for filter Level (1) and Sub Levels (2-3)

Go Hiking

- Hike of the Week
- New Hiker
- Trails Overview (Bi State area)
 - Appalachian Trail
 - Long path
 - Highlands Trail
- Overview Map (area served)
- Locator maps from the Trail Conference maps
- Finding non-local trails
- Know before you go Hiking
 - Things you should know before going hiking
- Lost and Found
- Vandalism
- Help us monitor the trails
- Volunteer to maintain a trail
- Transportation
- Topographic Maps

Related Links
Option for filter Level (1) and Sub Levels (2-3)

Get Involved/Volunteer

- Join/Renew
- Share Ideas/Viewpoints
- Trail Crew Workshops
- Training
 - Classes
 - Online Instruction
 - Books
- * Science Committee Projects
- * ATC 2007 Conference key committee chairs
- * Publications: Guidebook volunteers
- * East Hudson Trail Committee Leadership Roles
- * Book Reviewers
 - > Download PDFForm
- * Other opportunities

Related Links
Option for filter Level (1) and Sub Levels (2-3)

Take Action

- * Action Alerts
 - Action alert
 - Response Form
- Trail conf Issues
 - Conference Issues
 - Accessed via topic or region each
 - Status Indicator Required
 - (Sort by Region)
 - (Sort by Topic)
 - Issues Archive
- How to Lobby/Get Active
 - National
 - NY State
 - NJ State
 - NYC
 - Local
 - Links
- Events
- Partners
- Public Comt Ops
- Upcoming Votes
- Resources

Related Links
Option for filter Level (1) and Sub Levels (2-3)

Share Ideas

Bulletin Board

Hikers' Market Place

- (Members Advantage)
 - Maps
 - Books
 - Combo Deals
 - Other Merchandise
- (Non-Members Retail)
 - Maps
 - Books
 - Combo Deals
 - Other Merchandise
- Privacy
- Procedures/Help
- Policies
- New Items

Related Links
Option for filter Level (1) and Sub Levels (2-3)

Make a Donation

- Make a Contribution
- Matching Gifts/Workplace Giving
- Belated gift
- Legacy gifts
- The Annual Fund

Related Links
Option for filter Level (1) and Sub Levels (2-3)

About The NYNJTC

- Contact Us
- Driving Directions
- Mission
- Vision
- Bylaws
- Brief History
- Annual Report
- Funding and Support
- Stategic Plan
- Activity Highlights
- FAQ
- Trail Conference Structure
- Staff
- Board
- Committees
- Past Staff, Officers, Awards

Interactive Historical Timeline ?

- Job Opps
 - Open Paid Positions - Trail related
 - Volunteer Positions

Related Links
Option for filter Level (1) and Sub Levels (2-3)

Tools/Utilities

- Search
- Site Map
- FAQ (?)
- Job Opps
- Tags (tool)
- Text Size (site tool)

Quick Locator Task Shortcut feature)
Driven through research and requests from analytics
Task specific areas that users can instantly short-cut to within the site

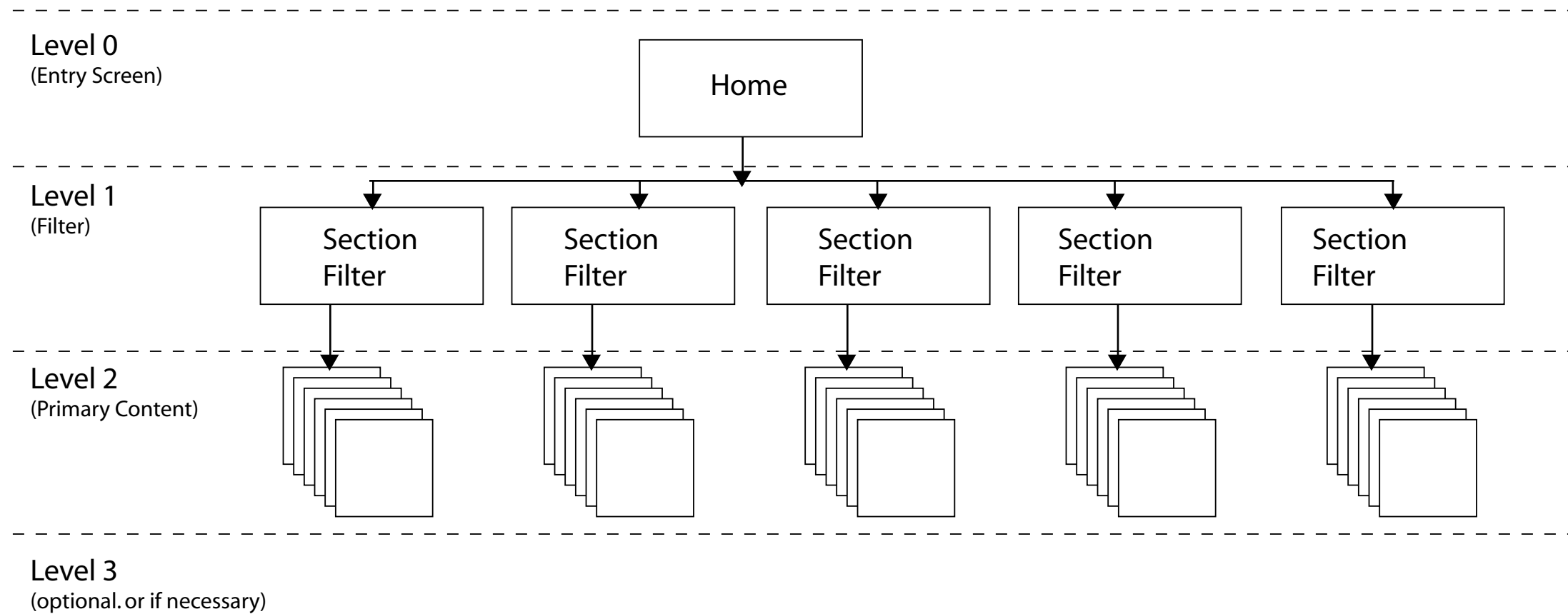
Contact Us Survey

Screen Template Hierarchy

The level of depth that the site can be developed should be no more than 2-3 clicks away.

By implementing a system of filter or segmentation pages, we can allow users to drill deeper into the site.

On some rare occasions, an additional level can be added. By organizing templates in this manner, we can provide a structure that is supportive of a content management system if it is deemed necessary to implement.

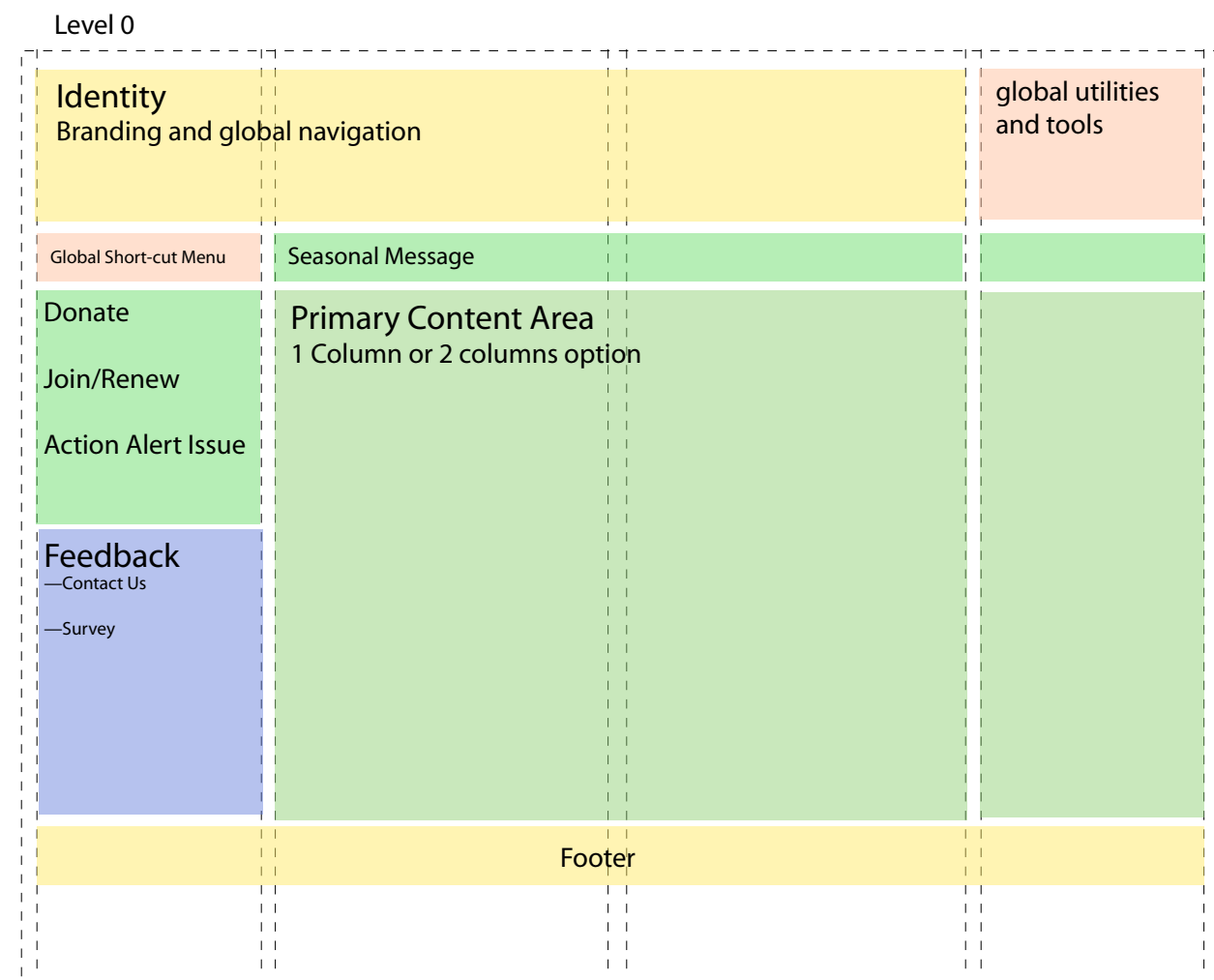


Level 0 Template Color Mapping

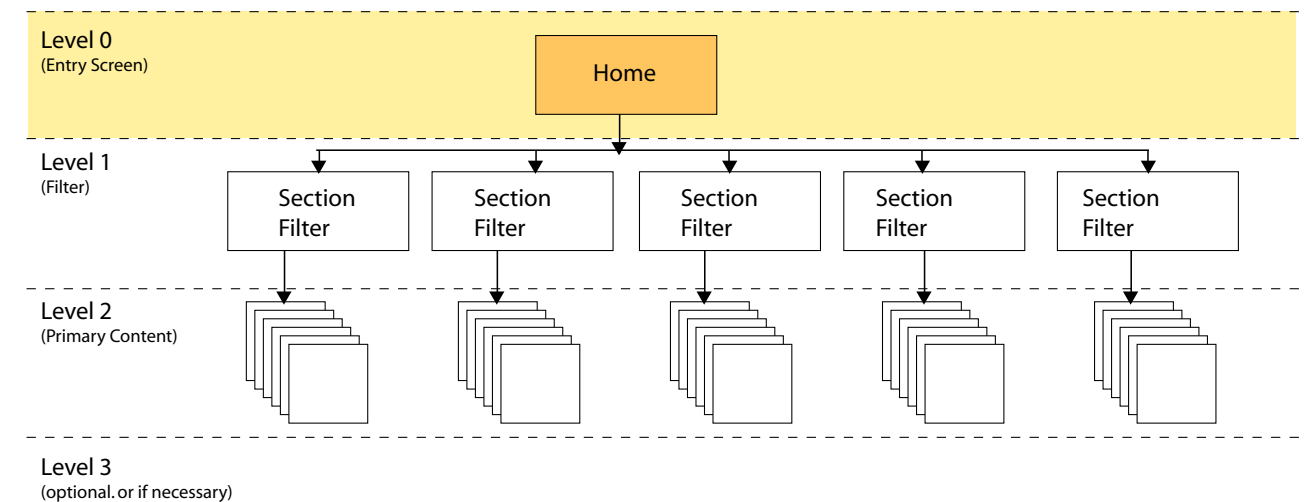
The Level 0 screen illustrates how a consistent display can be achieved for related content and its position on the screen. Basically represents a separation of the global focus or highlight areas. As the content and features are added, the page complexity is decreased through appropriate organization of related content. The color mapping on this screen and the following screens illustrate the consistency of the content relationships and how they are represented on sub-levels within the site..

Production

These templates will also provide a consistent architecture for dynamic content in a content management system. Areas can easily be separated and included within the templates across all levels. A five column grid has been used for these purposes to provide a structure for hypothetical tables, columns and rows. All of this should be considered in the actual production of the templates within the site.



Grid structure for table set up based on 5 columns.

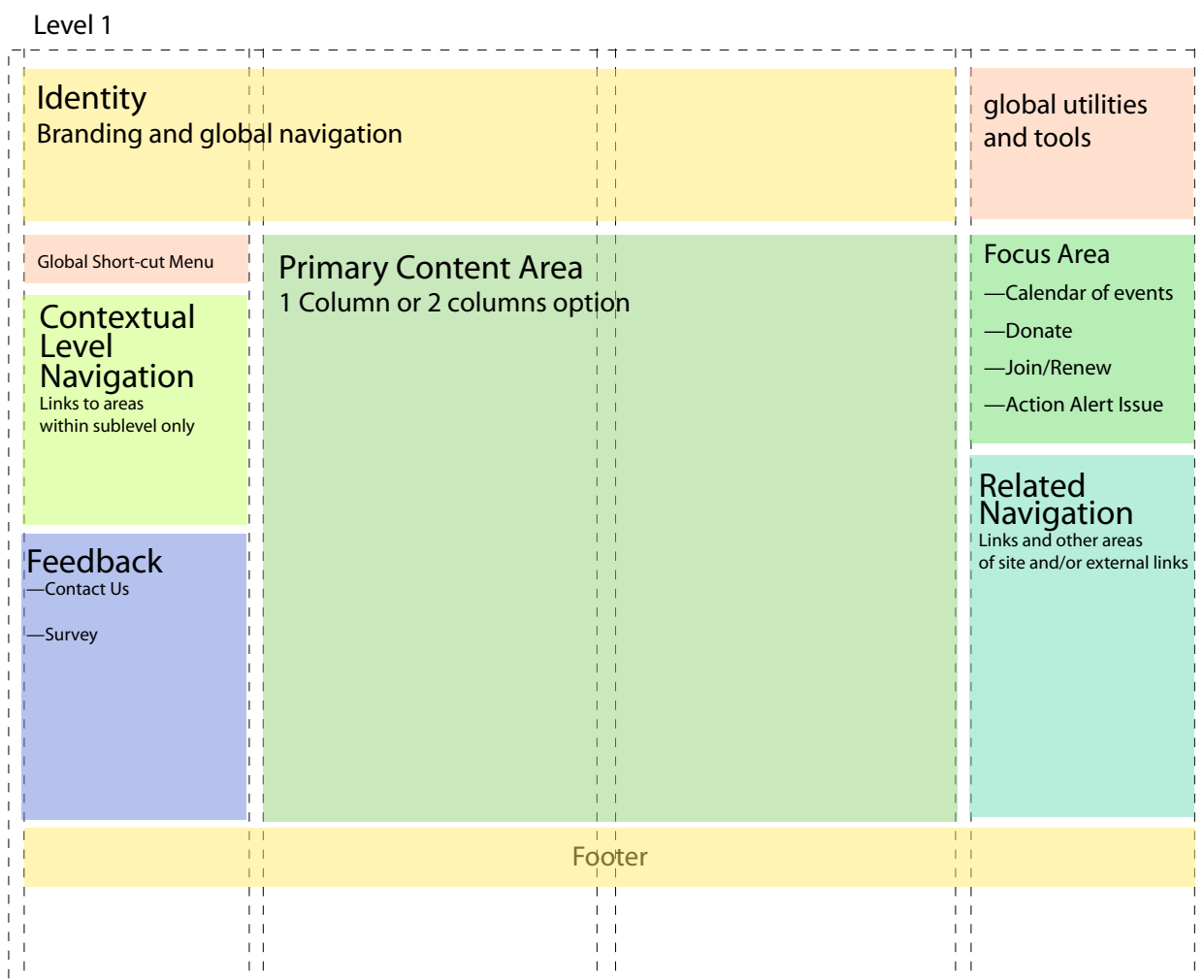


Level 1 Filter Template_option A

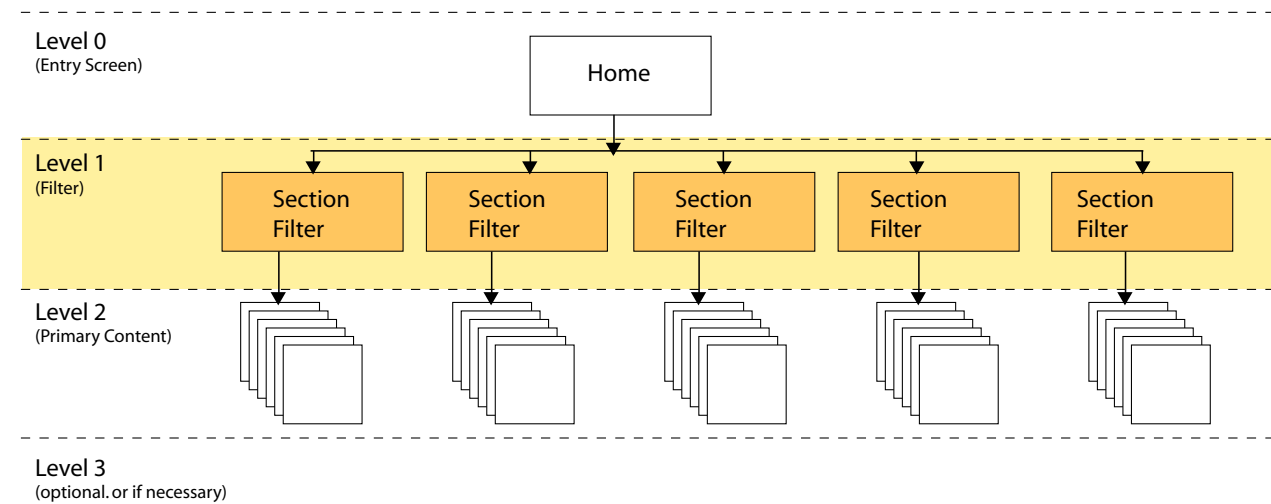
Color Mapping

The Level 1 screen starts to illustrate how a consistent display can be achieved for related content and its position on the screen.

These are all hypothetical placements and labels for content represented here. Actual content and labeling is to be defined through collaboration.



Grid structure for table set up based on 5 columns.



Level 0 Template

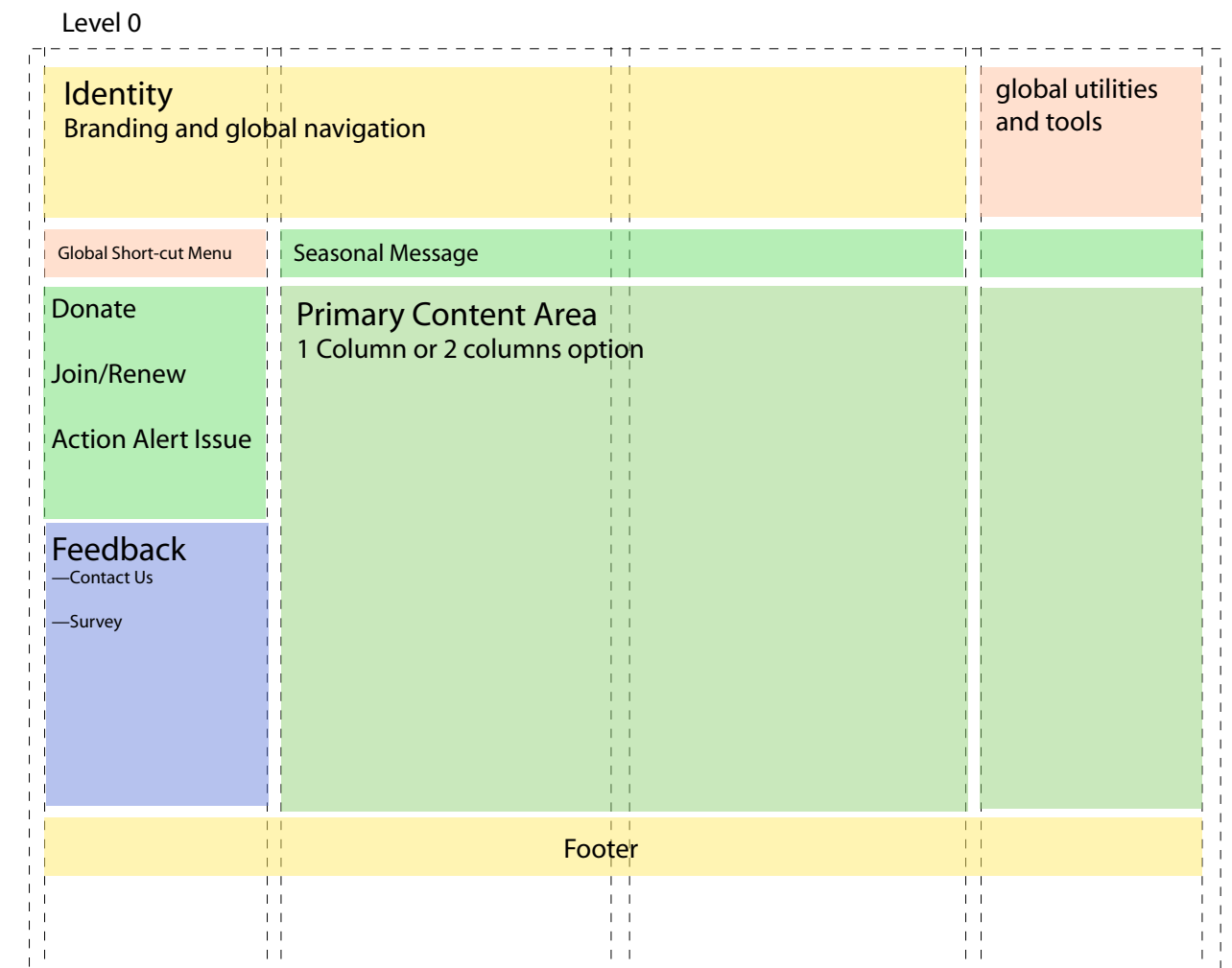
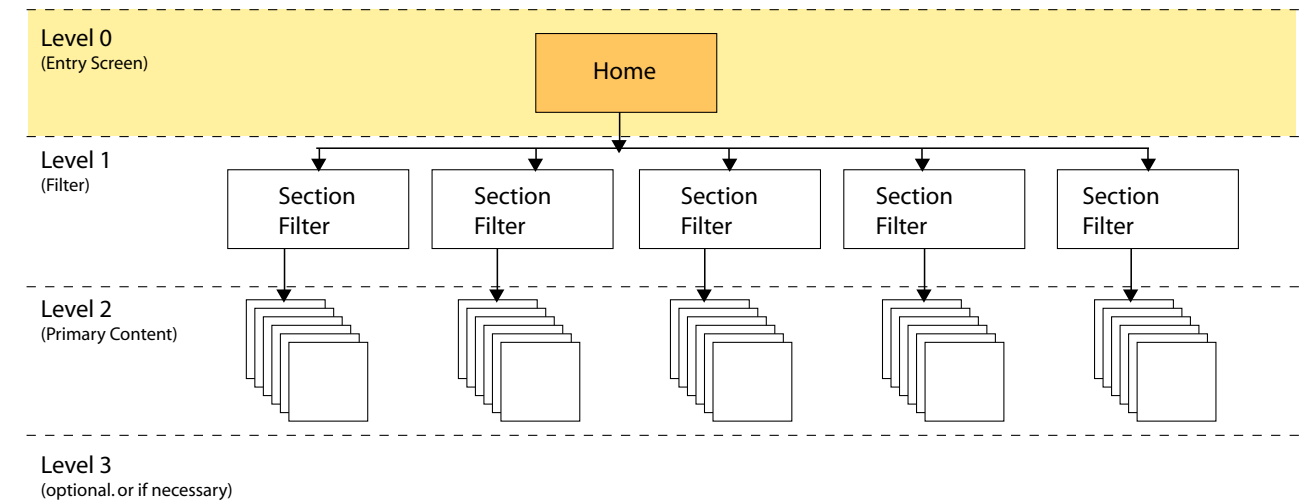
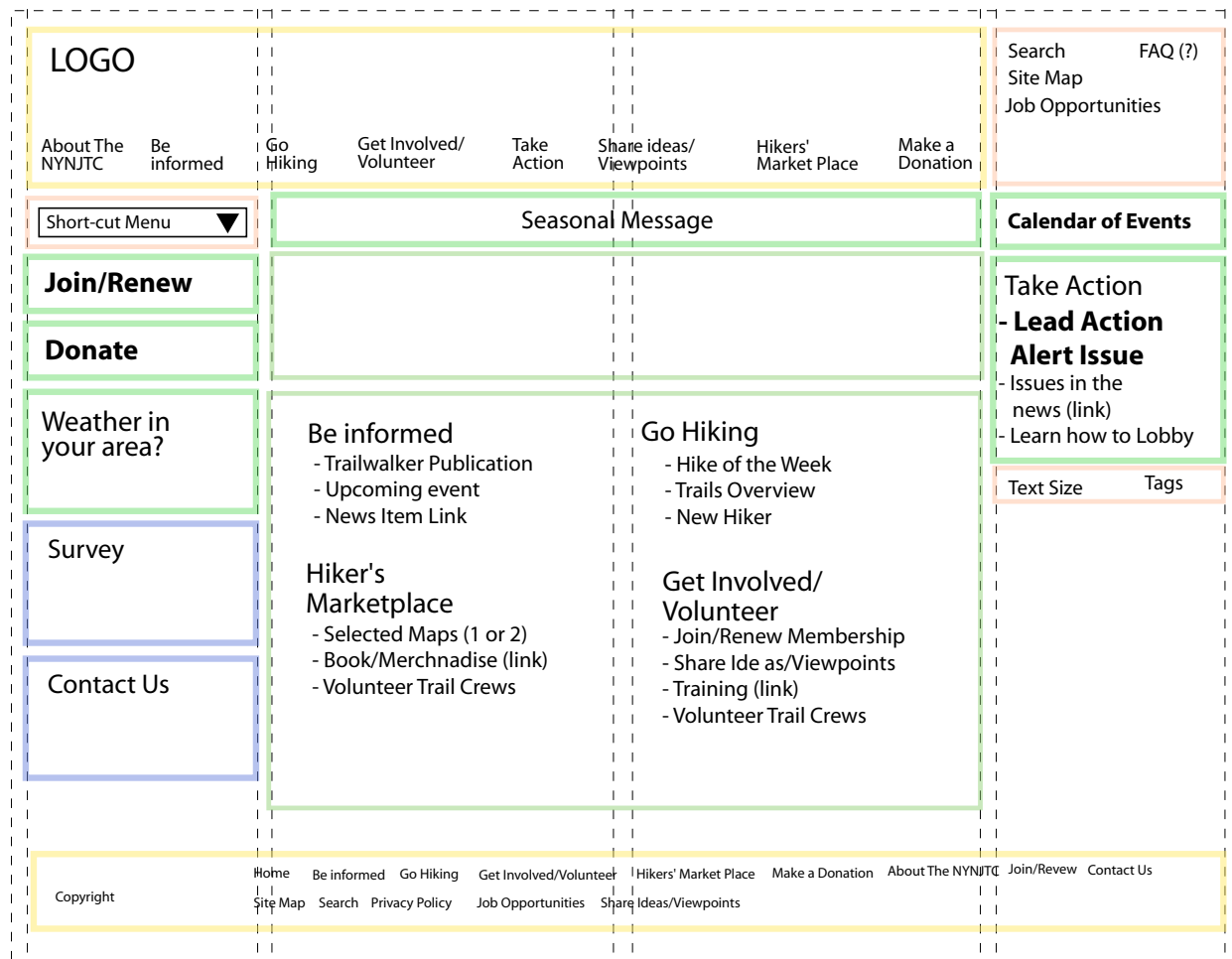
Hypothetical Information Architecture for the entry screen.

This does not represent any finite creative., design, labeling or element positioning. It is to be used solely as a way to help illustrate features and elements and content in relation to the color mapping we have previously viewed. This is all open for discussion. Further development and definition of elements and features on a screen by screen basis will be undertaken.

The labeling of primary navigation is clear, action-oriented and user-centric in the context of a user mode. Hiker's Marketplace could be labeled "Get Merchandise" or "Go Shopping."

The idea here is to provide an organization of content into related groups and suggested positioning and placement. We've also highlighted primary sections and lifted 2-3 items from each area to provide a quick understanding of that area and quick access to popular features within each one. These can change often.

Obviously the organizations business and mission objectives are presented in a user-centric way by highlighting revenue-driving features and providing awareness for issues important to the organization's members.



Grid structure for table set up based on 5 columns.

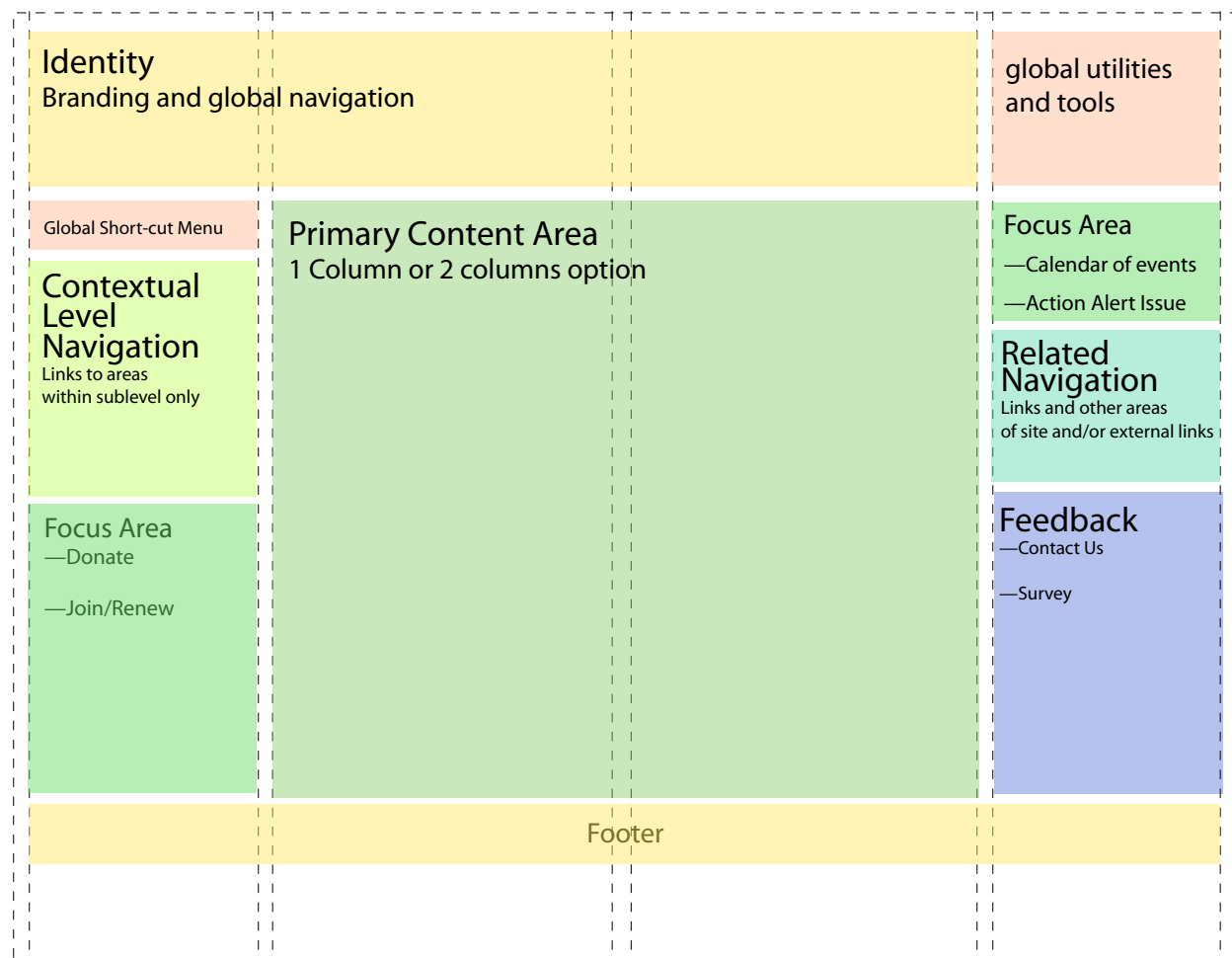
Level 1 Filter Template_option B

Color Mapping

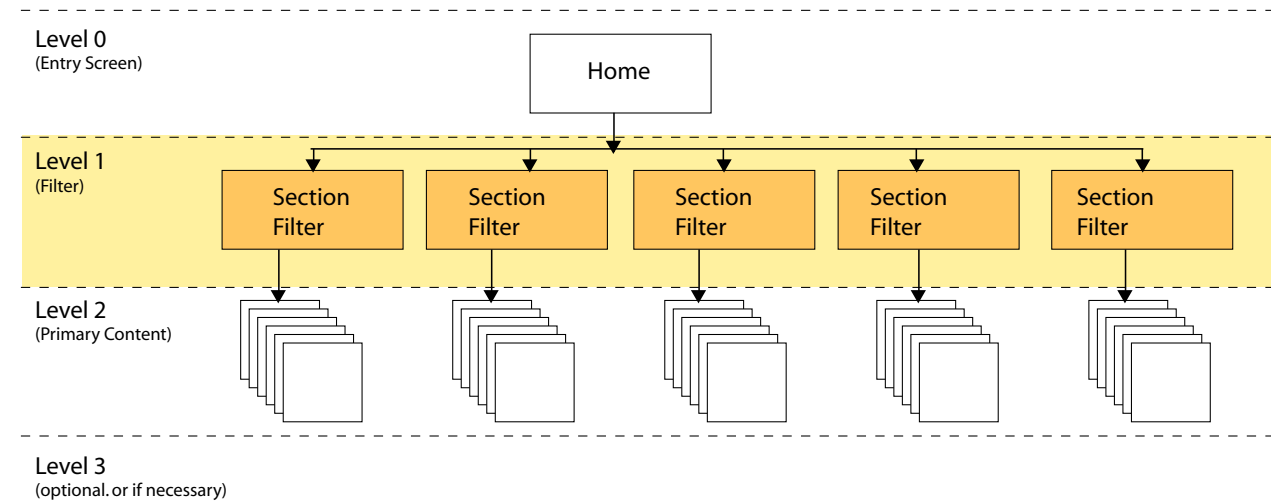
The Level 1 screen starts to illustrate how a consistent display can be achieved for related content and its position on the screen.

Basically represents a separation of the global focus or highlight areas.

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Grid structure for table set up based on 5 columns.



Level 2-3 Content Template

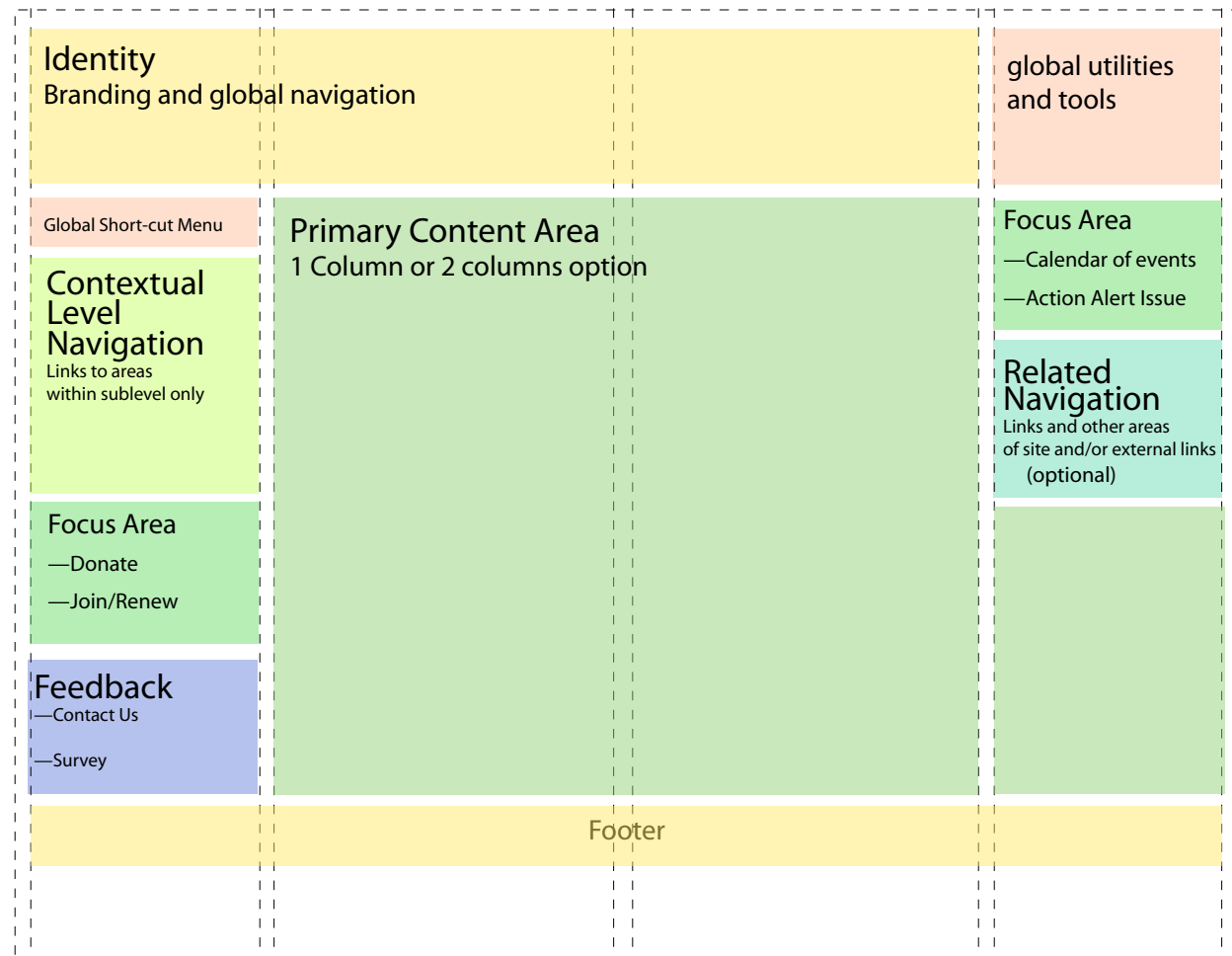
Color Mapping

Illustrate how a consistent display can be achieved for related content and its position on the screen.

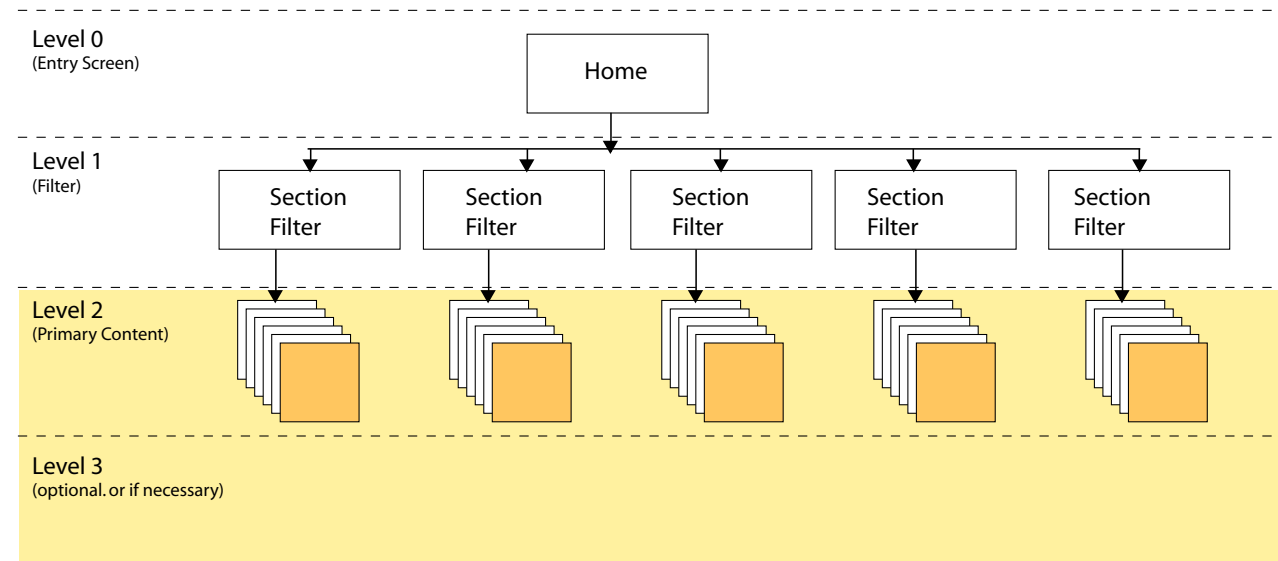
Basically represents a separation of the global focus or highlight areas.

These are all hypothetical placements and labels for content represented here. Actual content and labeling is to be defined through collaboration.

Level 2-3
Sub Level Basic Structural Template



Grid structure for table set up based on 5 columns.



Global (Trail) Locator Menu

Naturally meets an expectation amongst users that there is a short-cut feature that can take them directly to a specific task. This can eliminate the lengthy text links that are difficult for some users to sift through.

Popular tasks can be organized in a user-centric manner.

As additional user feedback, popular issues arise or site analytics suggest, the short-cut menu can be changed quickly and easily. This can add to the speed and ultimately the satisfaction of users who are able to quickly jump or short-cut to a section of the site effortlessly. Conceptually this lends itself to the target audience and could be a very useful feature down the road.

Labeling and description to be determined.

Short-cut Menu ▼

Looking for....

- How do I make a donation?
- How do I become a member?
- Download the annual report etc.....

These are just a few quick examples. The list should be no more than 12-15 popular tasks.

A full list of tasks can be developed through collaboration and research.

