



Connecting People with Nature since 1920

# Volunteering on the Web

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# Finding Things

- By navigation
- By search
- By bookmarking



# Website Design

- User Experience (UX)
- Users SCAN – they don't READ
- Users have a *Persona*
- Mobile is different than Desktop



# Persona

- On trail volunteer
  - Investigate
  - Sign up
  - Support
- Off trail volunteer
- Group
  - Youth
  - Corporate
  - ??
- Committee member