# Homepage Design Slam

Lacey Kruger, Principal Information Architect



## Your Speaker

# Lacey Kruger Principal Information Architect

- 8+ years at Blackbaud/Convio
- Specializes in User Research, Sitemaps and Wireframes for nonprofit web presences
- Member of Blackbaud Interactive's User Experience and Design Team



## Agenda

1. 10 Rules for Effective Homepage Design

2. Slam some Homepages!

### A word about mobile/responsive...

## 1. Articulate your mission and brand

Question: What is the purpose of this website / the mission of this organization?



5 second test results; conduct your own at <a href="http://fivesecondtest.com/">http://fivesecondtest.com/</a>



#### 2. Meet user and stakeholder needs

#### Users

- \* Top content in Analytics
- \* Popular Search terms
- \* Pathways for all audiences
- \* What they say is important

#### **Stakeholders**

- \* Key Messages and branding
- \* Calls to key actions (donate, alerts, subscribe)
- \* What they say is important

#### 3. Make the case for donations

We've funded **11,712** water projects in **22** countries. Here are three things that make us different.



#### **100% MODEL**

Private donors fund our operating costs so 100% of your donations go straight to the field.



#### **PROVING IT**

We prove every water project we build using photos and GPS coordinates on Google Maps.



#### LOCAL PARTNERS

We work with strong local partners on the ground to build and maintain water projects.



Acumen started as an idea to combine the best of markets with the best of aid and charity. Now we have a proven model that's giving the poor access to everything from ambulances to electricity.



75

COMPANIES

PROVIDING
CHOICE NOT
CHARITY





Children make more than 30,000 emergency visits to Riley each year — Indiana's only Level I Pediatric Trauma Center.

Learn more about how donations are used

## 4. Create a visual hierarchy



### 5. Make it easy to Donate









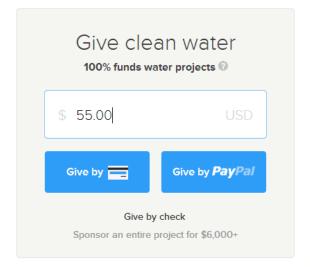


Other

**GIVE NOW** 

Learn More







## 6. Offer multiple ways to engage

We're a non-profit organization on a mission to bring clean and safe drinking water to every person on the planet. Join us.



Sponsor a water project and give clean water to an entire community.



56,659 people have started campaigns for clean water and you can too.



800 million people don't have access to clean drinking water. That's 1 in 9 of us.



#### Join the New Millennium Committee

Let's invent the future together!

Become a Member

#### Connect With Us

Facebook! Twitter! Google+ and more... Continue the conversation with our online community!







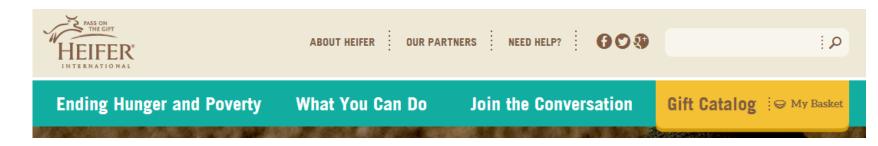


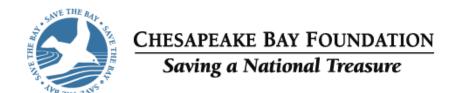




## 7. Provide clear, concise navigation





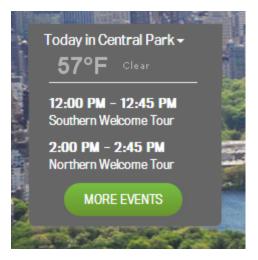


Saving the Bay through <u>education</u>, <u>advocacy</u>, <u>litigation</u>, and <u>restoration</u>.

ABOUT CBF • ABOUT THE BAY • HOW WE SAVE THE BAY • JOIN US TAKE ACTION DONATE

blackbaud

## 8. Include dynamic content









THAYER AWARD on Monday, October 6, 2014.

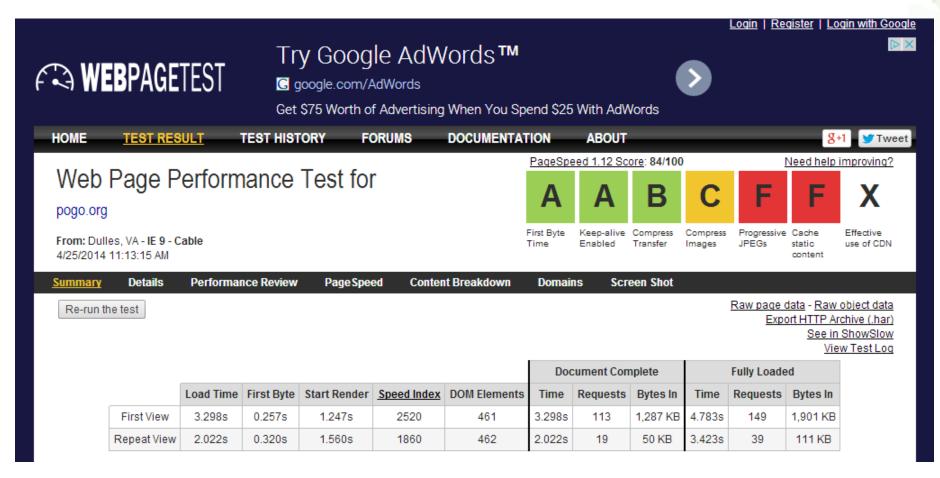
#### 9. Provide contact info







# 10. Ensure page loads in <4 seconds



Page performance test results; conduct your own at <a href="http://www.webpagetest.org/">http://www.webpagetest.org/</a>

## **Summary**

- 1. Clearly convey your mission and brand
- 2. Meet user and stakeholder needs
- 3. Make the case for donations
- 4. Create a visual hierarchy
- 5. Make it easy to Donate
- 6. Offer multiple ways to engage
- 7. Provide clear, concise navigation
- 8. Include dynamic content
- 9. Provide contact info
- 10. Ensure page loads in <4 seconds

### The Slamming begins!

### Volunteers??

(please type your homepage URL in the Chat)

#### **Want More?**

#### Hire Us to help with your homepage!

(or any part of your web presence)

#### interactive-services.blackbaud.com

User Research, Visual Design, Mobile/Responsive, Content Strategy, Usability Testing, Sitemaps, Wireframes, SEO, Analytics, Copywriting etc.

#### Find Lacey:

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