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UX DESIGN & STRATEGY

Friends of Fort Point Channel

User Experience Architecture Guide

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EXECUTIVE SUMMARY

Goal

1. Redesign Friends of Fort Point Channel's complete donations experience so that it is more intuitive and encourages larger and more repeat donations.

2. Redesign Friends' website for a local business and tourist audience in order to better serve the organization's mission. The site should:
- Allow users to easily browse and find content.
- Reflect the neighborhood's culture and identity.

Market

Partners
Fort Point serves as a link between the business districts of Downtown Crossing and Financial District to the up-and-coming South Boston Waterfront neighborhood. Friends of Fort Point Channel partners with many of its neighbors to promote and host events in the area. Main partners include:
- Fort Point Arts Community: A nonprofit organization whose mission is to promote the work of Fort Point artists and to increase the visibility of the arts in Fort Point.
- Fort Point Theatre Channel: A nonprofit group whose mission is to enrich the area by establishing a forum for collaborative expression.
- Seaport Transportation Management Association: A nonprofit whose mission is to improve economic vitality via sustainable commute options.

Direct competition
Since Friends is dependent on donations from the local community, it competes with nearby neighborhood associations who are seeking donations as well. Main competitors include:
- Fort Point Neighborhood Association
- Downtown Boston Business Improvement District
- Boston Harbor Association
- Other neighborhood groups: Kendall Square, South End, Back Bay, etc.

Indirect competition
The Friends website serves as a city guide by showcasing events, attractions, and restaurants; thus, it competes indirectly with popular websites such as Yelp, TripAdvisor, and Eventbrite, as well as Boston city guides, local news outlets, and social media.

The nonprofit industry
In Massachusetts, the public charity sector is divided into three primary categories:

	Grassroots	Safety Net Organizations	Economic Engines
Budget Size (by Revenues)	Under $250,000	$250,000 to $50 million	Over $50 million
Primary Value Propsition	Generate civil society through grassroots action, creativity and volunteerism	Provision of a 'safety net' through the delivery of services and quality of life contributions	Large-scale services and contributions to the state's economic health and competitiveness
% of 2011 Organizations	0.78	0.21	0.01

Source: The Boston Foundation

As of 2011, there were 18,623 grassroots public charities in Massachusetts and 2,508 of them — including Friends of Fort Point Channel — were located in Suffolk County. Of the three categories, grassroots organizations rely the most on contributions, which account for 47 percent of their total revenue.

EXECUTIVE SUMMARY cont.

Problem

1. Friends of Fort Point Channel's current donation page is:
    - Not easy to locate on the site.
    - Not designed to maximize donation potential.

"There's no way you can just click and donate. Even looking at the site now, I can't figure out how to give money."

2. Friends of Fort Point Channel's current website is:
    - Difficult to navigate due to a bulky site architecture.
    - Not in line with web design best practices.
    - Not representative of Fort Point's unique culture and history.

"[The site] has a lot of dropdowns, so it's hard to find what I'm specifically looking for."

Proposed solution & deliverables

The redesigned donations experience will have:

- Donation form that keeps donors on-site.
- "Donate Now" button prominently displayed on the homepage.
- Clear communication about the benefits of donating and personalized thank you emails to donors.
- Suggested donation amounts and a custom field to enter any amount.
- Multiple payment methods (credit card or PayPal).
- Donor report summary and analytics.

The redesigned website will have:

- Clear and organized site map.
- Visual identity that embodies neighborhood vibe: industrial, artsy, hip.
- Strategic use of high-resolution photos to showcase the neighborhood.
- Coherent brand experience.
- Trustworthy directory of neighborhood businesses and attractions.

USER RESEARCH / summary

Key objectives

- Understand Fort Point from a residential and business perspective.
- Gain insight to the relationship local businesses and residents have with nonprofits in the area, specifically Friends of Fort Point Channel.
- Learn what motivates and drives donors to give.
- Evaluate the relationship individuals and businesses have with the nonprofit after a donation and how it matches their expectations.

Methods

Primary research consisted of phone interviews and an online survey.
Secondary research consisted of reading published articles.

Results

Phone interviews
Seven interviews were conducted with local community members, who represented a range of demographics and business motivations.

Key findings:

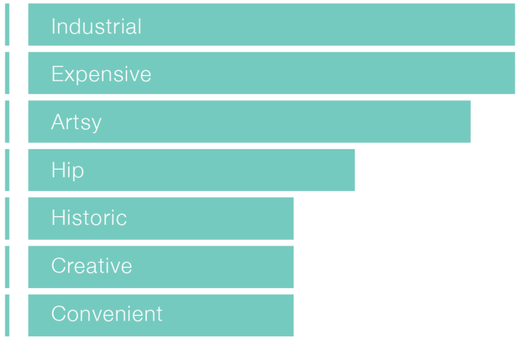
- Many value Friends' newsletter and business committees as an effective way to stay in touch with the community.
- It is difficult to donate to Friends on their current website.
- Some users would rather donate by mailing a check to avoid the online processing fee.
- Large and small businesses value donation incentives differently. Larger businesses are not as motivated by incentives, while smaller businesses use the incentives to decide on their donation amount.
- Continued communication and involvement with nonprofits after donation is key.

Online survey
The survey was created to better understand the Fort Point residential and work population and how they engage with the community. It was distributed via newsletters, social media, and Slack (internal communication software) to a Fort Point audience between Oct. 27 and Nov. 2. It received 87 responses.

Key findings:

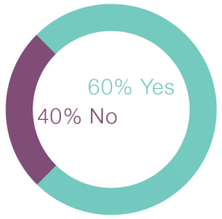
- Sixty percent of respondents said they attended an event in their neighborhood in the past 6 months. Forty-nine percent of those people said they heard about the event through social media.
- Hosting events and word of mouth are powerful ways for an organization to promote itself to the local community.
- Ninety percent of respondents said they can name a restaurant or business located in Fort Point.
- Forty three percent of respondents said the primary way they get their neighborhood news is through social media. Twenty six percent said local media.
- The top adjectives used to describe Fort Point is "industrial," "expensive," "artsy," and "hip."

Words that describe the Fort Point neighborhood:



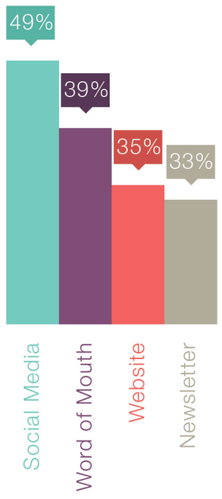
USER RESEARCH / summary, cont.

In the past 6 months, have you attended an event in your neighborhood?

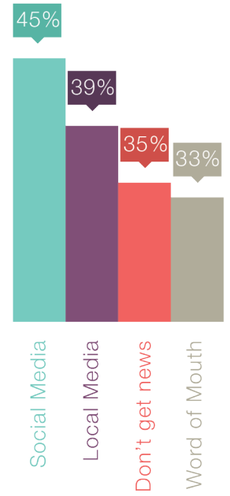


Yes

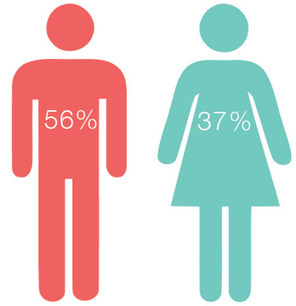
How did you hear about the event(s)?



What is the primary way you get your neighborhood news?



Demographics



46 Male / 30 Female

6 Prefer Not to Answer/Other

Age	
21-30	54%
31-40	15%
41-50	13%
51 or older	16%

Results, cont.

Secondary research
The main source of revenue for nonprofits are donations. In order to maximize donation potential, it is vital to understand donor intent and donor retention.

Donor intent:
There are many reasons why individuals and organizations donate, such as the following:

- When they are offered incentives, such as recognition from websites, social media, or newsletters. (*New York Times*, 12/22/13)
- When the nonprofit's mission aligns with their moral code.
- When they receive pleasure from contributing to a good cause, known as the "warm glow" theory, which economics professor James Andreoni first defined in 1989. (*New York Times*, 12/22/13)
- They want to feel a sense of closeness to the nonprofit and/or community.
- They want to build their social network.

Donor retention:
Once a nonprofit receives a donation, the goal is to cultivate donor loyalty to ensure recurring contributions. The primary drivers of loyalty are satisfaction, identification, trust, and commitment. (*Nonprofit Quarterly*, 8/15/13)

Successful drivers of donor loyalty:

- Acknowledge
    - Express gratitude for donations in a timely manner.
    - Utilize social media as a way to thank donors and supporters, not just to broadcast updates.
- Involve
    - Invite donors to participate in upcoming events and meetings.
    - Ask for donors' opinion on how the nonprofit could improve.
- Inform
    - Let donors know how their money is being used.
    - Explain goals and future plans for the nonprofit.
    - Keep donors up-to-date on events and news.

HEATHER GREENE
Local business owner

Female, 40
Boston, MA
Director of Operations at mid-sized established business in Fort Point

- Her business has been in the area for 5 years and is relatively established.
- Donates to a variety of charities in the area.
- Decides to give donations based on organizations who are visibly active in the community.
- Organic social media posts are the best form of marketing for her business.

Solution:
- Robust website and newsletter would help Heather stay up-to-date with Friends of Fort Point Channel news and show that her financial contributions are making an impact.
- Continuing communication from the nonprofit (personalized emails, invitations to events, etc.) after Heather makes a contribution would incentivize her to donate more.

> “There are organizations that only call every September to ask for money. If that’s the only communication I have with the nonprofit every year, I’m not as willing to give.”

JEFFREY TAYLOR

Tech startup employee

Male, 30
Boston, MA
Director of Marketing, small tech startup in Fort Point

- Looking to network with other businesses and increase his customer base.
- Moved into a small office in Fort Point a year ago. His startup has been growing quickly in the past year, so he is looking for bigger office space.
- Wants to stay in Fort Point for its tech community and its convenient location. Uses Fort Point as a way to attract talented engineers to his company.
- As a startup, values word of mouth, social media buzz, newsletter shoutouts to boost SEO and recognition for his company.
- His startup hasn't given to any nonprofits in the past, but also hasn't been asked. He would donate to a neighborhood nonprofit, especially if that means more networking opportunities.

Solution:

- Friends is an affordable way to market his company and secure a business network.
- Friends business committee meetings provide valuable networks for Jeffrey to find potential open offices.
- Friends website displays perks of the neighborhood to entice employees to come work at Jeffrey's company.

> We are trying to grow our startup. First thing I learned in business school is that in order to be successful, you have to have good business relationships and network as much as possible."

JENNIFER SMITH
Tourist

Female, 25
Seattle, WA
Front end web developer

- Taking a 2-week vacation with friends to visit the East Coast.
- Is the “planner” of her friend group, likes to research attractions and restaurants ahead of time to make an itinerary.
- Her friends are very artistic and interested in checking out art galleries on their trip.
- Likes using Yelp, Foursquare, and TripAdvisor but looking for an authentic local voice, instead of reading other tourist’s reviews.

Solution:
- City guide portion of the Friends website will provide unbiased and comprehensive list of things to do in the neighborhood.
- Website will reflect character of the neighborhood and give Jennifer a sense of what to expect.

> “I don’t always trust review-centered guides, so I’m looking for an unbiased city guide to start my research of what to do in Boston.”

DONOR MANAGEMENT SOFTWARE

Version 1

Friends currently uses PayPal (free version) to collect donations online. However, the experience takes donors off-site to a PayPal domain when they donate.

In addition, PayPal does not offer Friends satisfactory donation reports or analytics.

The table below compares seven donation management software as possible alternatives to PayPal.

	Razoo	Network for Good	Member Planet	Donation	Wild Apricot	PayPal	Flipcause
Charity Pricing	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Website Form Customization	Yes	Yes	Yes	Yes	Yes	No	Yes
On-Site Donation Page	Yes	Yes	Yes	No	Yes	No	Yes
Smartphone Compatibility	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Personalized Donor Email	Yes	Yes	Yes	Yes	Yes	No	Yes
Donations Report/Dashboard	Yes	Yes	Yes	Yes	Yes	No	Yes
Donations Report Excel Version	Yes	?	Yes	Yes	Yes	No	Yes
Any Donation Amount	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Suggested Donation Amount	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Credit Card Payment	Yes	Yes	Yes	Yes	Yes	Yes	Yes
PayPal Payment	Yes	Yes	Yes (and payment fees change to 2.2% + $0.30)	No	Yes (and payment fees change to 2.2% + $0.30	Yes	No
eCheck Payment	No	No	Yes	Yes	No	Yes	No

Version 2

After comparing price, features, and benefits, the following two options are recommended. Give is a free Wordpress donation plugin that gives nonprofits the ability to customize donation forms and see a detailed donation report and dashboard. However, it does take donors off-site.

	PayPal + Give	PayPal Pro
Charity Pricing	2.2% + $0.30 Payment Fee	2.2% + $0.30 Payment Fee $30/Month
Website Form Customization	Yes (with Give)	Yes
On-Site Donation Page	No	Yes
Smartphone Compatibility	Yes	Yes
Personalized Donor Email	No	No
Donations Report/Dashboard	Yes (with Give)	No
Donations Report Excel Version	Yes (with Give)	No
Any Donation Amount	Yes	Yes
Suggested Donation Amount	Yes	Yes
Credit Card Payment	Yes	Yes
PayPal Payment	Yes	Yes
eCheck Payment	Yes	Yes

USABILITY TESTING

Objective
Conduct exploratory testing of website redesign.

Method
Users were asked initial screening questions:

- Do you work for a nonprofit?
- Do you live or work in Fort Point?
- Do you regularly make donations to organizations?
- Do you own a business?

Users were asked to complete a series of tasks on the prototype:

- Find the address of the Barking Crab restaurant.
- Submit an application to join the Fort Point Business Committee.
- Find the public art structure called “Flutter.”
- You are looking to move your business to Fort Point. How would you find out about open office spaces to move into?
- Subscribe to the newsletter.
- Donate $500 to Friends of Fort Point Channel.

Key findings

- Users navigated the overall site architecture successfully.
- Some users experienced difficulty when finding Fort Point Business Committee.
- Top navigation items “Fort Point” and “Resources” were too vague for users to find what they were looking for.
- “Subscribe” button in masthead did not provide enough context.

KEY DESIGN DECISIONS

The following high-level principles guided all design work for the project:

1. Keep the user on-site as they make a donation.

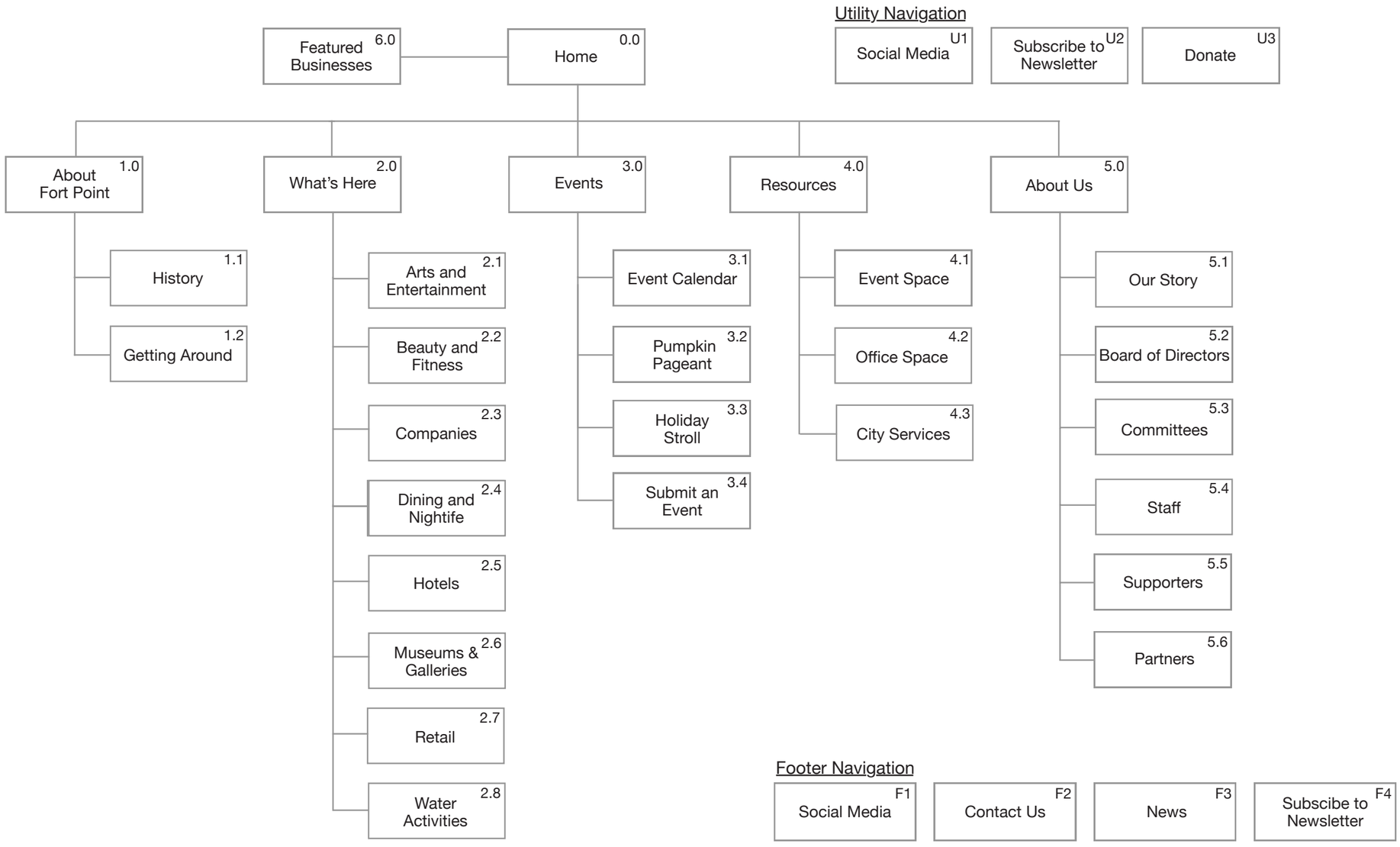
2. Design website for local businesses as the primary audience.

3. Keep design modular so that it easily scales across multiple devices.

4. Design the site so that it's flexible and extensible, to accommodate both the neighborhood and the organization as they grow.

5. Use visual design strategically to convey the unique culture and identity of the area.

SITE MAP


Utility Navigation
Social Media U1
Subscribe to Newsletter U2
Donate U3
Featured Businesses 6.0
Home 0.0
About Fort Point 1.0
What's Here 2.0
Events 3.0
Resources 4.0
About Us 5.0
History 1.1
Getting Around 1.2
Arts and Entertainment 2.1
Beauty and Fitness 2.2
Companies 2.3
Dining and Nightife 2.4
Hotels 2.5
Museums & Galleries 2.6
Retail 2.7
Water Activities 2.8
Event Calendar 3.1
Pumpkin Pageant 3.2
Holiday Stroll 3.3
Submit an Event 3.4
Event Space 4.1
Office Space 4.2
City Services 4.3
Our Story 5.1
Board of Directors 5.2
Committees 5.3
Staff 5.4
Supporters 5.5
Partners 5.6
Footer Navigation
Social Media F1
Contact Us F2
News F3
Subscibe to Newsletter F4

FEATURE SET

U1 Social Media

A. Facebook
B. Twitter
C. Instagram
D. LinkedIn

U2 Subscribe to Newsletter

A. Modal appears with text box for user to type in email to subscribe to online newsletter list.
B. After submitting, confirmation message appears . User can close modal and return to homepage.

U3 Donate

A. Donation perks appear at right. Perks are listed for each amount: $25, $500, $2,500, $5,000, $12,000.
B. Donation amount
    a. Suggested donation amounts: $25, $500, $2,500, $5,000, $12,000.
    b. Text box to manually enter custom amount.
    c. Select recurring donation option: one-time, monthly, annual.
C. Your information
    a. First name text box. What is entered is auto-filled in “Payment Details” section.
    b. Last name text box. What is entered is auto-filled in “Payment Details” section.
    c. Email text box
    d. Phone number text box (not required)
D. Payment details
    a. First name text box: User can edit what was auto-filled from “Your Information”.
    b. Last name text box: User can edit what was auto-filled from “Your Information.”
    c. Select payment type: Credit card (Visa, Mastercard, American Express, Discover)
        i. Text box for credit card number.
        ii. Text box for expiration date.
        iii. Text box for CSC code.
        iv. Text box for address line 1.
        v. Text box for address line 2 (if applicable).
        vi. Text box for city.
        vii. Text box for state.
        viii. Text box for zip code.
    d. Select payment type: PayPal
        i. Form changes to PayPal login.
        ii. Text box for email login.
        iii. Text box for password.

D. Review
    a. After all details are entered, “Review” button becomes clickable.
    b. Donation summary is displayed.
        i. Purpose: Friends of Fort Point Channel.
        ii. Donation amount is listed.
        iii. Recurrence is listed: one-time, monthly, or annual radio buttons.
    b. Payment summary is displayed.
        i. Payment method (credit card or PayPal) is listed, with affordance to edit.
        ii. Billing address is listed, with affordance to edit.
        iii. Contact information is listed, with affordance to edit.
    c. Text box for enter in name or company for donor acknowledgment.
    d. Check box option to donate anonymously.

E. Confirmation
    A. After pressing “Donate Now,” confirmation page appears.
    B. Confirmation number listed.
    C. Email receipt it sent to email on file.
    D. Link to print donation receipt.
    E. Billing address is listed.
    F. Donations coordinator contact information is listed.
    G. Button to return to homepage.

FEATURE SET, cont.

0.0 Homepage

A. In masthead, social media icons on left.
B. In masthead, Friends of Fort Point Channel logo anchored in center.
C. In masthead, subscribe to newsletter button on right.
D. In mastehead, Donate button on right.
E. Top-level navigation includes: Home, About Fort Point, What's Here, Events, Resources, About Us. Each drops down to further options.
F. Top-level navigation and masthead remain persistent throughout site.
G. Large image of Fort Point under top level navigation.
H. Three featured Fort Point businesses/individuals are displayed.
    a. When selected, modal appears with photo and short blurb about business.
    b. The business's social media icons are displayed.
    c. List of open job positions. When clicked, opens link to the business's website.
    d. Image gallery of business.

1.0 About Fort Point (Hover: shows dropdowns 1.1, 1.2)

A. Sidebar navigation is anchored to left of page and displays secondary navigation.

1.1 History

A. Text and images about history of Fort Point.

1.2 Getting Around

A. Large map
    a. Supplied by Google Maps API. User can zoom in an dout and drag to display a different area.
    b. Fort Point boundaries are marked.
B. Link to download PDF of South Boston Waterfront Guide.
C. Directions to Fort Point by foot, car, and public transit are listed.
D. Fort Point button is selected by default.
E .Parking button
    a. When clicked, map refreshes to display pins showing parking lots and garages.
    b. Address and contact information of lot/garage are displayed on right.
    c. As user drags and move map area, parking information updates to correspond with the area of the map shown.
F. Directions button
    a. Car, public transit, walking icons appear as options.
    b. Text box to enter in start location.
        i. As user types address, dropdown appears with suggested addresses based on user's input.
        ii. When user selects address, or presses enter after typing in address, address is filled in to text box.
    c. Text box to enter in finish location.
        i. As user types address, dropdown appears with suggested addresses based on user's input.
        ii. When user selects address, or presses enter after typing in address, address is filled in to text box.
        iii. Map refreshes to display directions.

2.0 What's Here (Hover: shows dropdowns 2.1-2.8)

A. Sidebar navigation anchored and visible at all times.

2.1 Art and Entertainment

A. Grid layout of public art and entertainment. Each box displays image of artwork or business.
B. Search box lets users search by keyword.
C. Public art
    a. Name of art piece is listed.
    b. Name of artist is listed.
    c. Art location is listed.
    d. Button to learn more. Box reveals more information via flip animation. Clicking "Back" returns user to image view via flip animation.
C. Businesses
    a. Image of business.
    b. Address and phone number of business are shown.
    c. Button to learn more. Box reveals more information via flip animation. Clicking back returns user to image view via flip animation.

FEATURE SET, cont.

2.2 Beauty and Fitness
A. Displayed in grid layout with relevant images and information, displayed from A-Z.

2.3 Companies
A. Accordion-style list of companies listed A-Z.
B. Search box lets users search by keyword.
C. When user clicks on company, more information is displayed.
a. Image of company.
b. Summary/description of company.
c. Link to company's website (opens in new tab).
d. Information can be minimized by clicking on company again.
B. Search bar
D. Refiner: filter dropdowns
a. Design & Architecture
b. Financial Services
c. Legal
d. Nonprofits
e. Real Estate
f. Technology
g. Other

2.4 Dining and Nightlife
A. Displayed in grid layout with relevant images and information, displayed from A-Z.
B. Each restaurant has own box.
a. Image of restaurant is displayed.
b. Name of restaurant is displayed.
c. Address is displayed.
d. Phone number is displayed.
e. Price rating ($, $$, $$$) is displayed.
C. Button to learn more. Box reveals more information via flip animation. Clicking back returns user to image view via flip animation.
D. Refiner: price filter dropdown: $, $$, $$$.
E. Refiner: type filter dropdown:
a. Casual & Takeout
b. Cafes
c. Restaurants
d. Bars & Nightlife

2.5 Hotels
A. Displayed in grid format with same image/info box affordances.

2.6 Museums and Galleries
A. Displayed in grid format with same image/info box affordances.

2.7 Retail
A. Displayed in grid format with same image/info box affordances.

2.8 Water Activities
A. Displayed in grid format with same image/info box affordances.

3.0 Events (Hover: shows dropdowns 3.1-3.4)
A. Sidebar navigation anchored and visible at all times.

3.1 Event Calendar
A. Calendar layout shows events happening each day. When event is clicked, displays summary of event, time, and location.
B. Link at top right of calendar lets users see next month.
C. Refiner: filter by month. Choices are January through December.
D. Refiner: filter by view
a. Month (default shown)
b. List
i. Events listed with most recent event shown first.
ii. Title, summary, and image of event are shown.

FEATURE SET, cont.

3.2 Pumpkin Pageant

A. Image gallery from past year's Pumpkin Pageant.
B. Details about upcoming Pumpkin Pageant.

3.3 Holiday Stroll

A. Details of event:
    a. When
    b. Where
    c. Price to attend
B. Form to sign up for event embedded in page.
    a. Text box for name
    b. Text box for company
    c. Text box for email
    d. Text box for phone
    e. Text box with question, "What would you like to offer this year?"
    f. Text box to specify contact person during event.
    g. Text box asking number of postcards to be sent.
    h. Text box for questions or comments.
C. Join button submits information to Friends. Check mark appears showing confirmation when submitted.

3.4 Submit an Event

A. Embedded form
    a. Text box for name
    b. Text box for email
    c. Text box for event name
    d. Text box for event location
    e. Dropdowns for:
        i. Month of event.
        ii. Date of event.
        iii. Start time of event.
        iv. End time of event.
    f. Text box for additional comments.
B. Submit button submits information to Friends. Check mark appears showing confirmation when submitted.
C. Friends is notified of event submission and has option to publish event to site.

4.0 Resources (Hover: shows dropdowns 4.1-4.3)

A. Sidebar navigation anchored and visible at all times.

4.1 Event Space

A. Grid layout with image/info boxes
B. Filter by type:
    a. Boats
    b. Convention Centers
    c. Galleries
    d. Hotels
    e. Museums
    f. Restaurants

4.2 Office Space

A. Grid layout with image/info boxes.

4.3 City Services

A. Accordion-style layout.

5.0 About Us (Hover: shows dropdowns 5.1-5.6)

A. Sidebar navigation anchored and visible at all times.

5.1 Our Story

A. Text and images about Friends.

5.2 Board of Directors

A. Grid format with images and text.
    a. Image of person is displayed.
    b. Person's name is displayed.
    c. Company association is displayed.
    d. President and vice president are labeled accordingly.

FEATURE SET, cont.

5.3 Committees

A. Accordion-style format
B. Name of committee is diplayed.
C. When ccommittee name is clicked, more information appears, including short blurb and list of members.
D. Fort Point business committee has embedded form.
    a. Text box for name.
    b. Text box for email.
    c. Text box for company.
    d. Text box for job title.
    e. Radio button selection for “Do you live in Fort Point?”
    f. Text box for comments.
E. Join button submits information to Friends. Check mark appears showing confirmation when submitted.

5.4 Staff

A. Image and name of staff memberis displayed.
B. Short bio of each staff member is displayed.

5.5 Supporters

A. Grid format
B. Name and image of business/individual are displayed.

5.6 Partners

A. Grid format
B. Name and image of business/individual are displayed.

F1 Social Media

A. Same as U1.

F2 Contact Us

A. Brings user to form page.
B. Text box for name.
C. Text box for email.
D. Text box for message.
B. Send button submits message to friends. Check mark appears as confirmation.
C. Friends’ address, phone number, and email are displayed.

F3 News

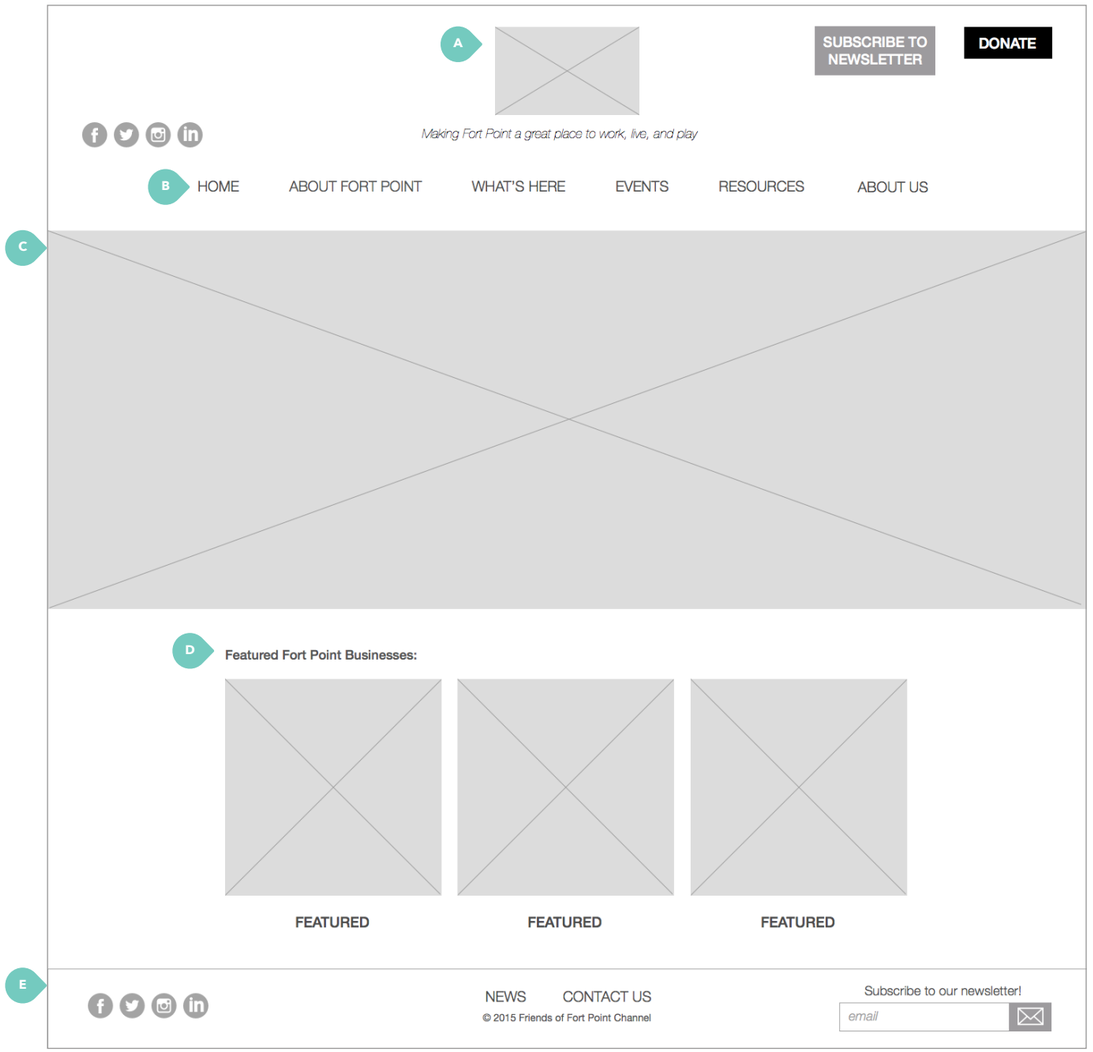
A. Brings user to page sorted by most recent news articles about Fort Point.
B. Image and headlines are displayed. Headline links to article.
C. Short blurb and date of publication are also displayed.

F4 Subscribe to Newsletter

A. Text box to input email. Same confirmation modal appears as in U2.

WIREFRAMES

WIREFRAMES / homepage



0.0 — Homepage

A. Friends of Fort Port Channel logo and tagline. Logo links back to the homepage.

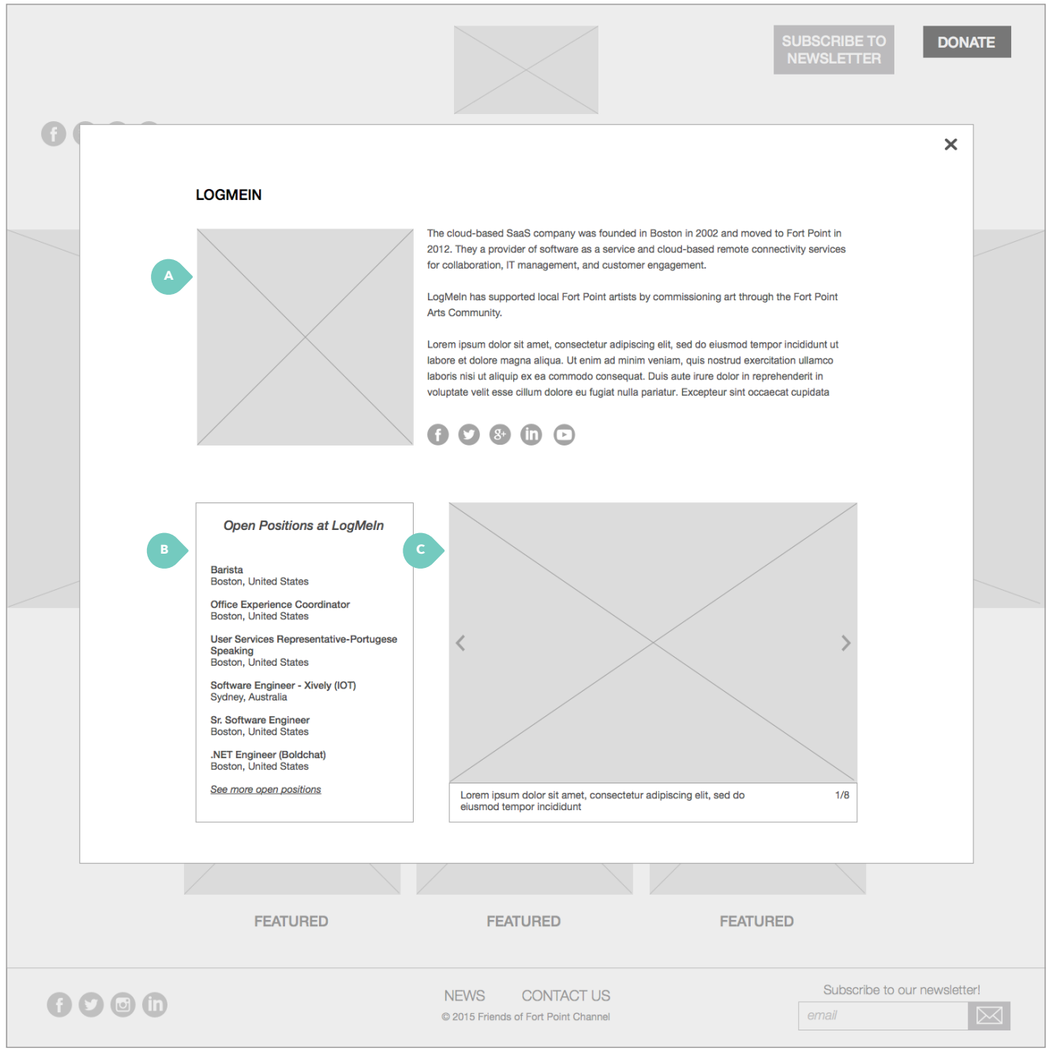
B. Top-level navigation links to Home, About Fort Point, What's Here, Events, Resources, and About Us.

C. Static high-resolution hero image.

D. Boxes display image and name of featured local businesses.

E. Footer includes social media buttons, links to News and Contact Us, as well as form to subscribe to newsletter. This is persistent on all pages.

All links change color when hovered over.



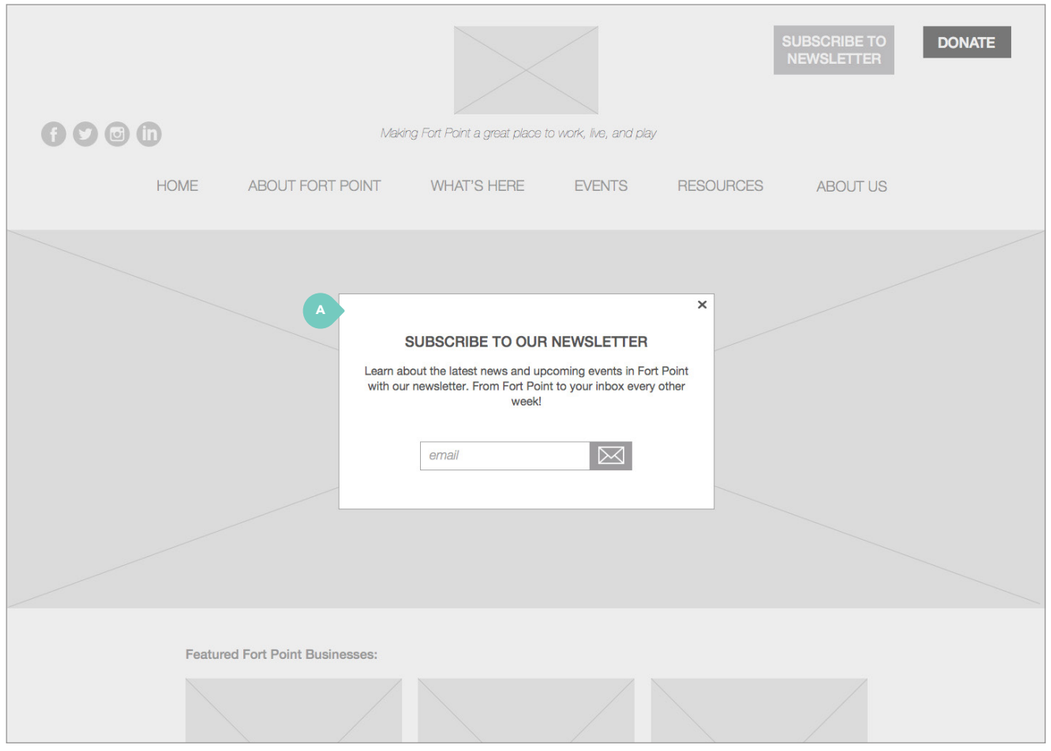
6.0 — Featured Business

Modal appears over homepage when user clicks on featured business.

A. Image of featured business.

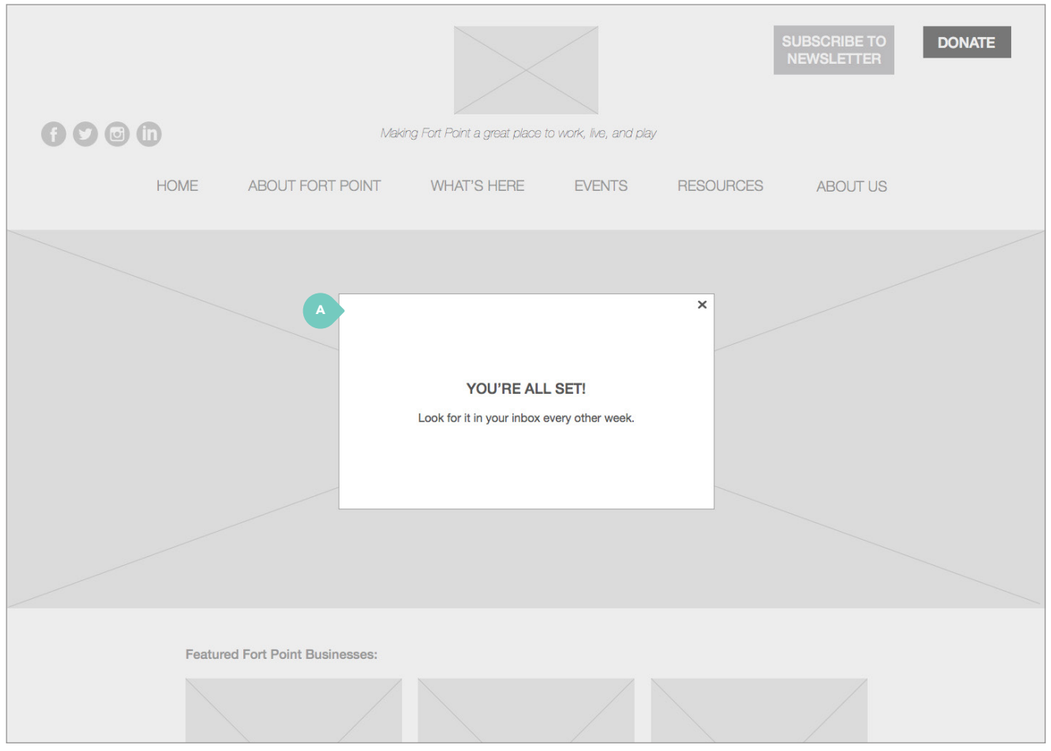
B. List of open positions within company. Each link directs to company's website. Listings must be manually entered.

C. Image gallery.



U2 — Subscribe to Newsletter (1 of 2)

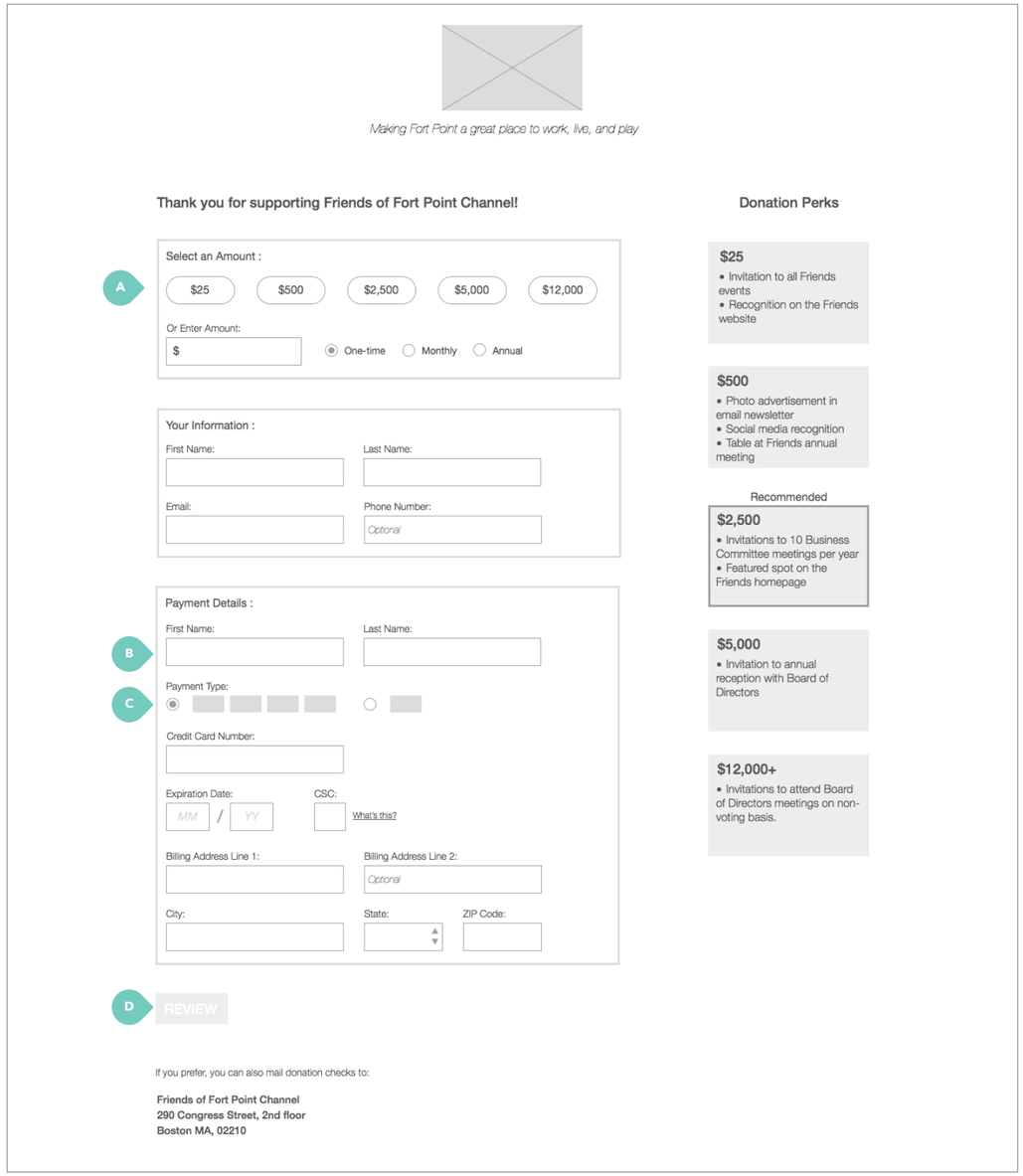
A. Modal appears with affordance for users to enter in email.



U2 — Subscribe to Newsletter (2 of 2)

A. Confirmation message.

WIREFRAMES / donation flow



U3 — Donation (1 of 4)

A. Users can select an amount or enter in their own. “One-time” is selected by default.

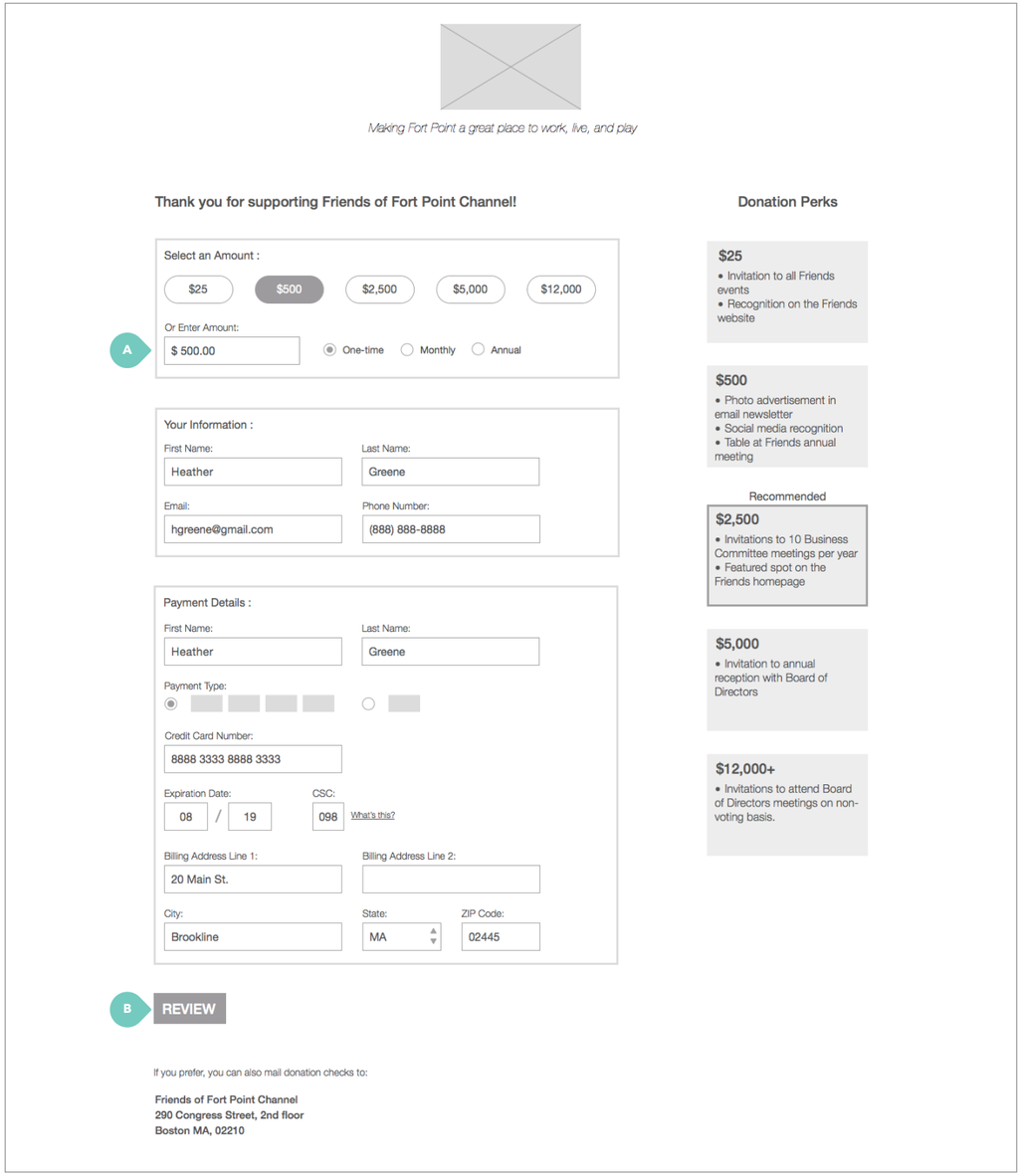
B. First and last name auto-fills based on what user entered in fields above.

C. Users have option to pay with credit card (Visa, Mastercard, American Express, Discover) or PayPal.

D. “Review” button is unactivated and not clickable until user completes all required fields.

Donation pages are designed using PayPal Pro (recommended option) as the donor management software.

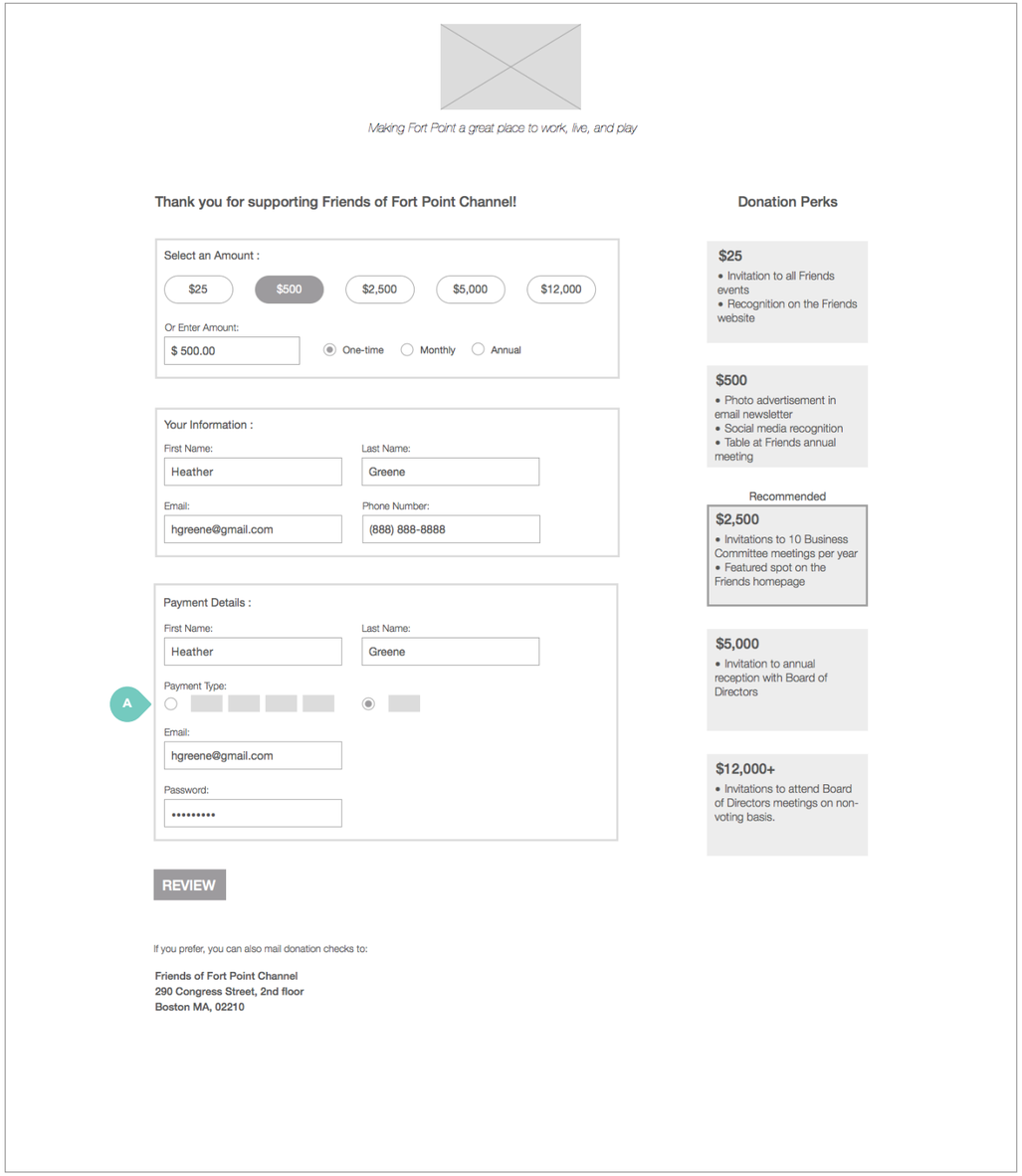
WIREFRAMES / donation flow



U3 — Donation with credit card (2 of 4)

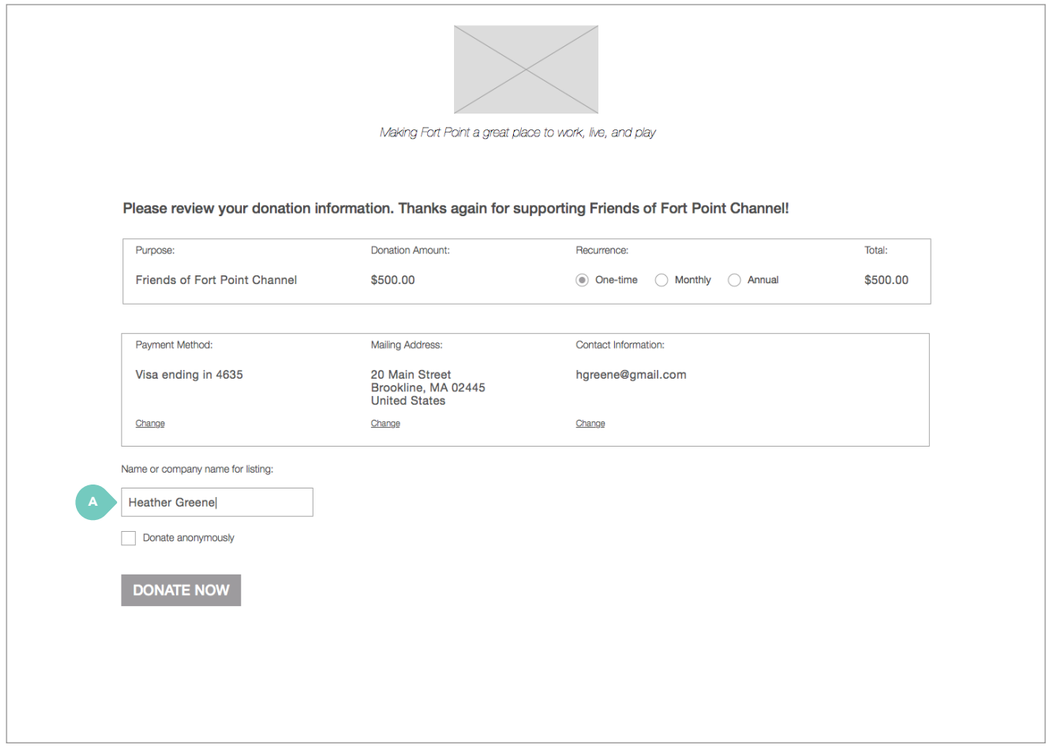
A. Box fills in with amount user selected.

B. “Review” button is activated and allows the user to continue when required fields are filled.



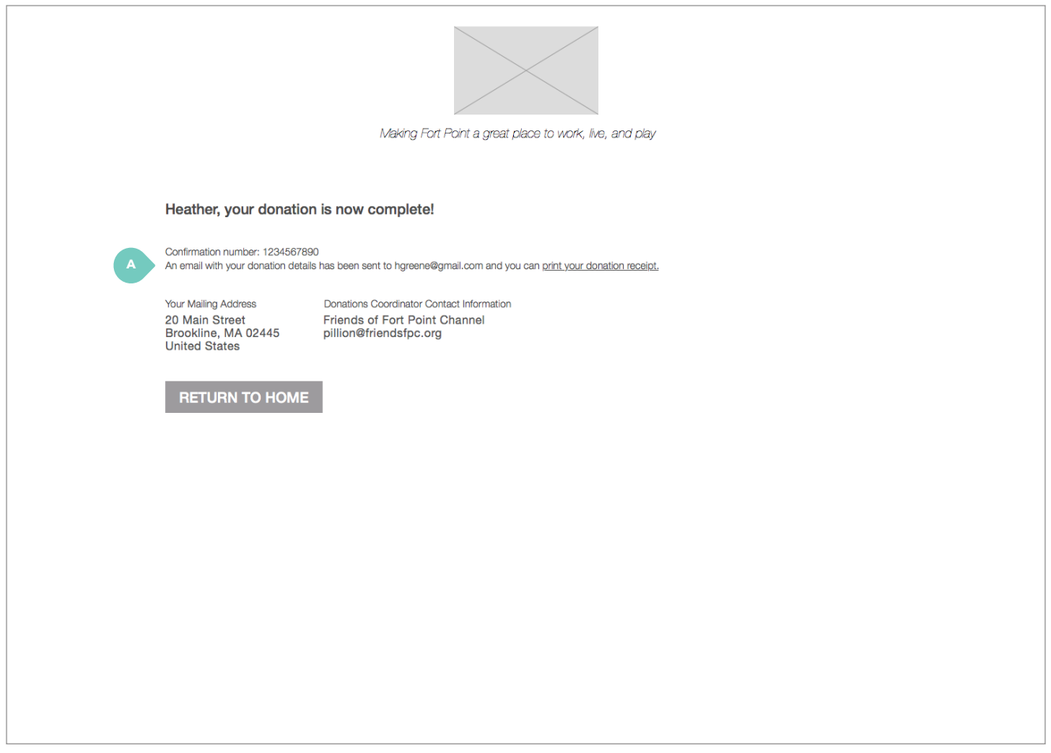
U3 — Donation with PayPal (2 of 4)

A. PayPal option is selected.



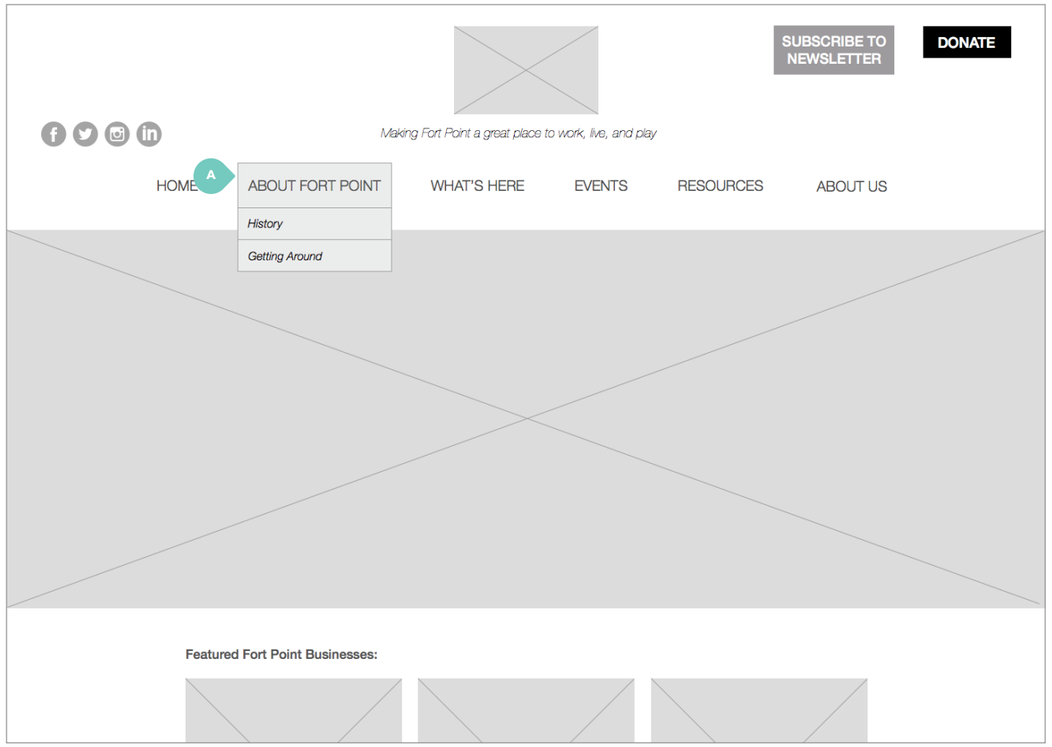
U3 — Donation review (3 of 4)

A. Name is auto-filled from previous step.



U3 — Donation confirmation (4 of 4)

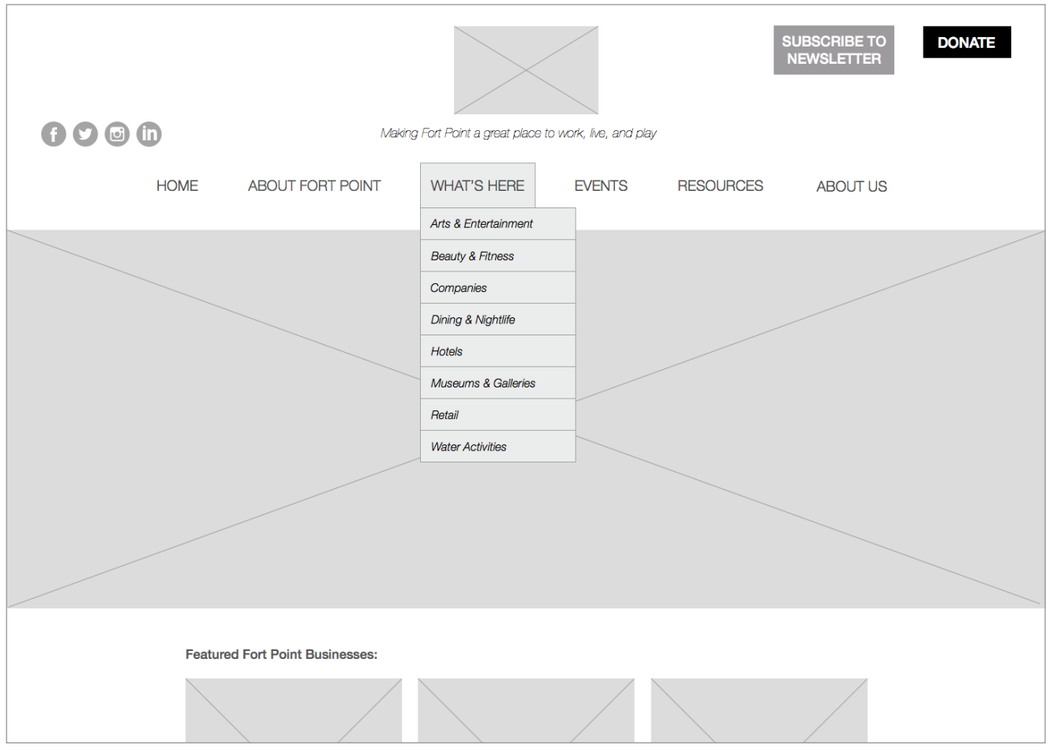
A. Link to print receipt opens new tab with PDF receipt.



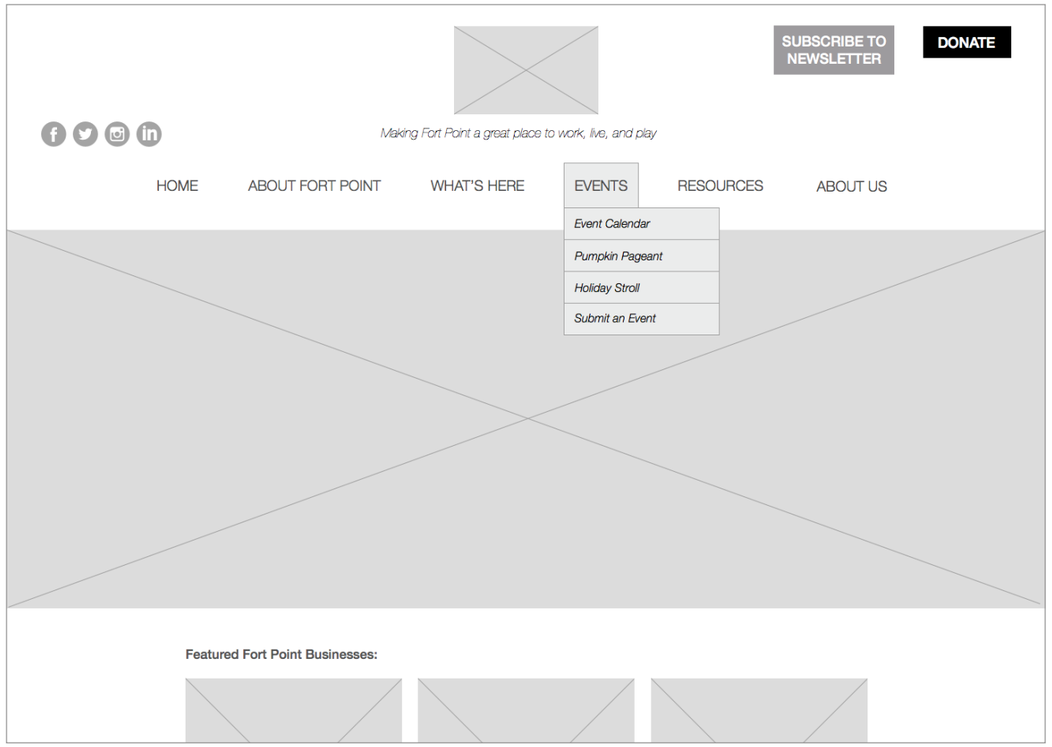
0.0 — About Fort Point dropdown

A. Top-level item About Fort Point drops down to History and Getting Around. Dropdowns appear on hover. Each item is highlighted as user hovers over (see pg. 80).

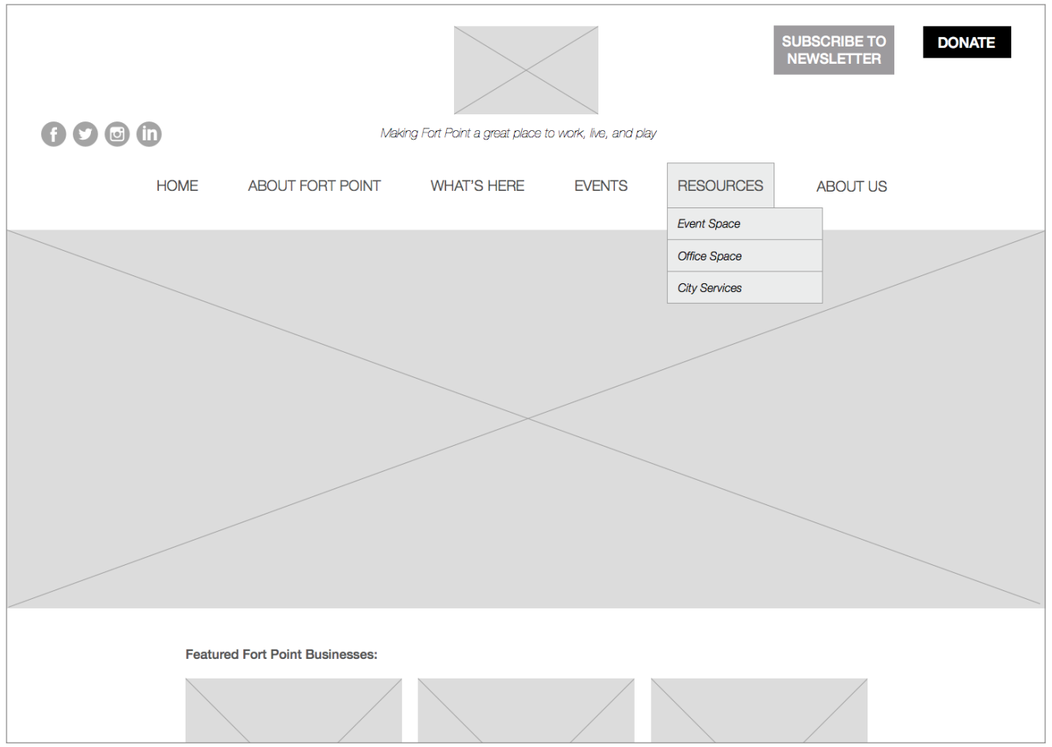
Clicking on any top-level navigation item (i.e. About Fort Point) brings user to first page in dropdown (i.e. History).



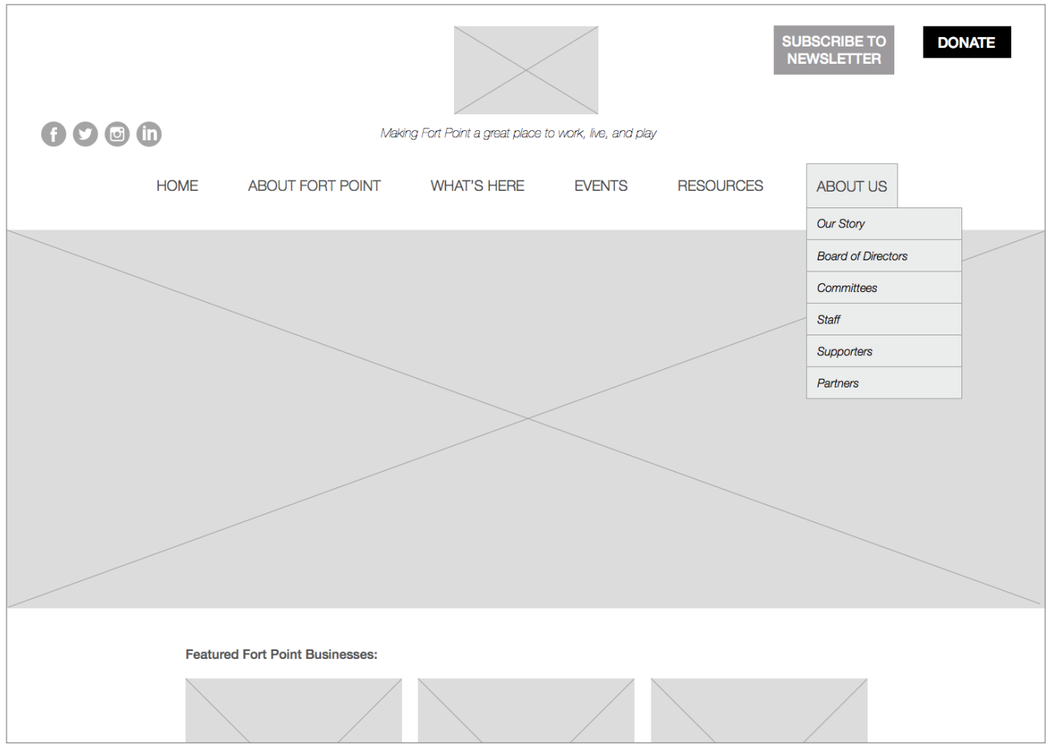
0.0 — What's Here dropdown



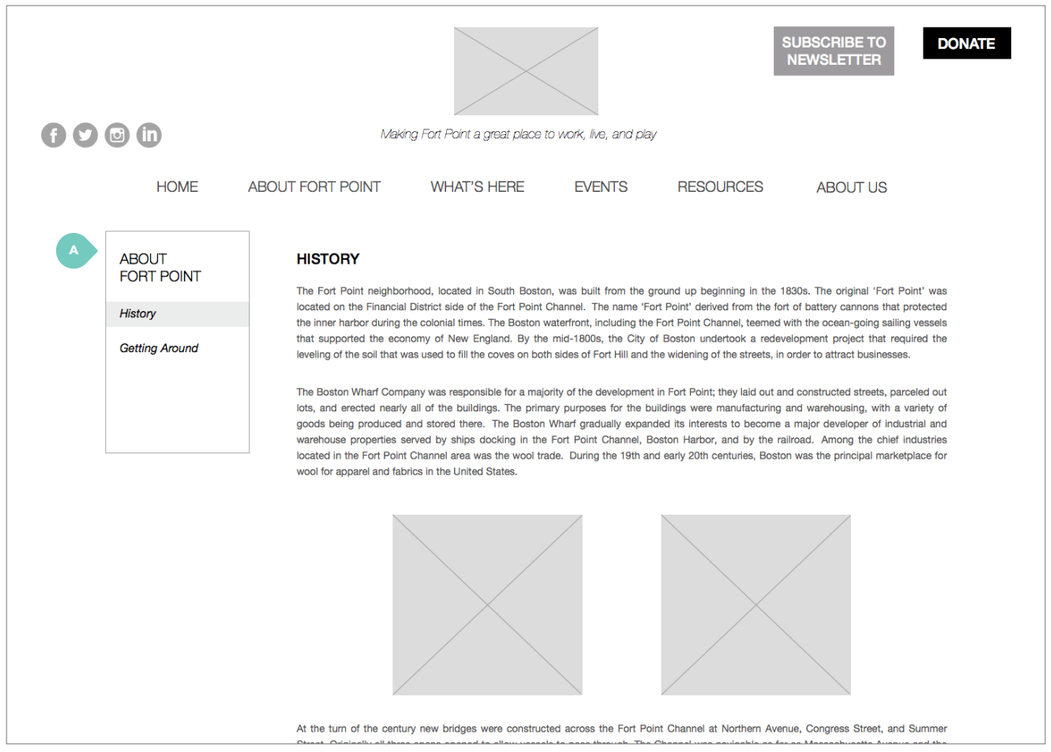
0.0 — Events dropdown



0.0 — Resources dropdown



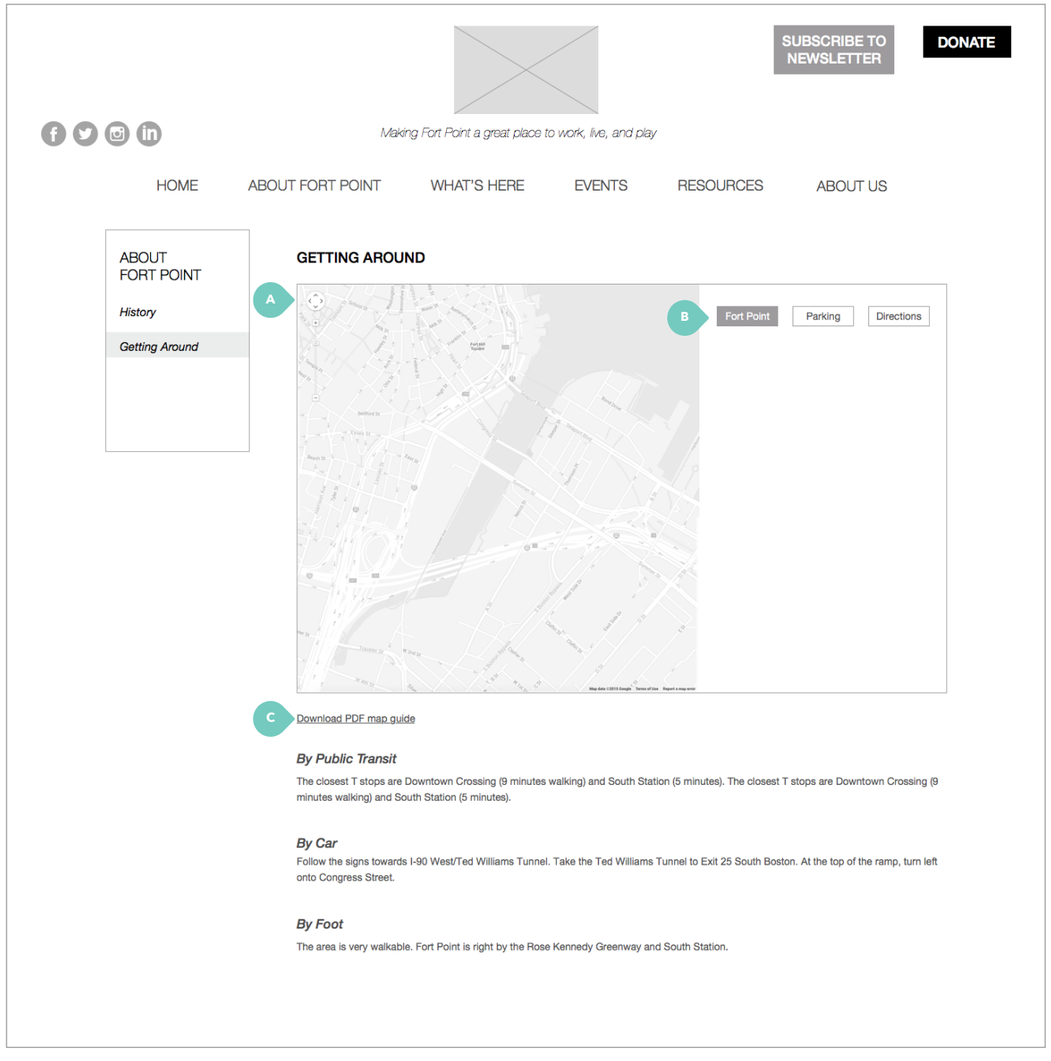
0.0 — About Us dropdown



1.1 — About Fort Point, History

A. Sidebar navigation mirrors dropdowns from top-level navigation. The sidebar is persistent on pages found under the top-level navigation. The page the user is currently on is highlighted.

Sidebar navigation stays with user as he or she scrolls down page.

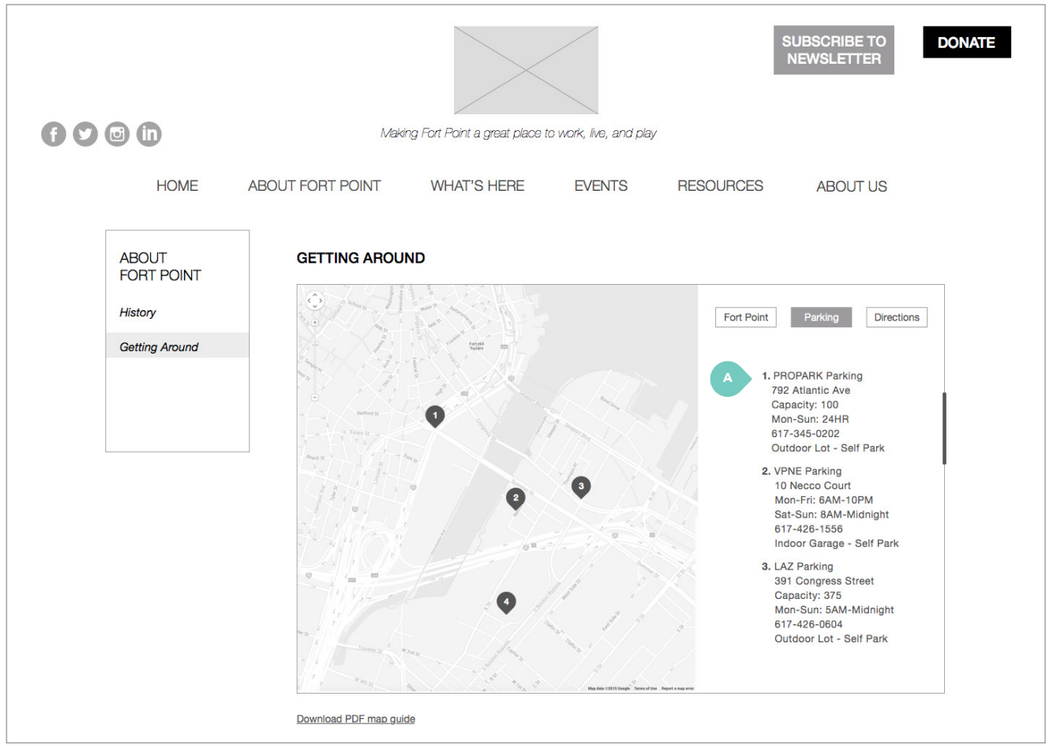


1.2 — About Fort Point, Getting Around

A. Interactive map supplied by Google Maps API. Boundaries of Fort Point are highlighted.

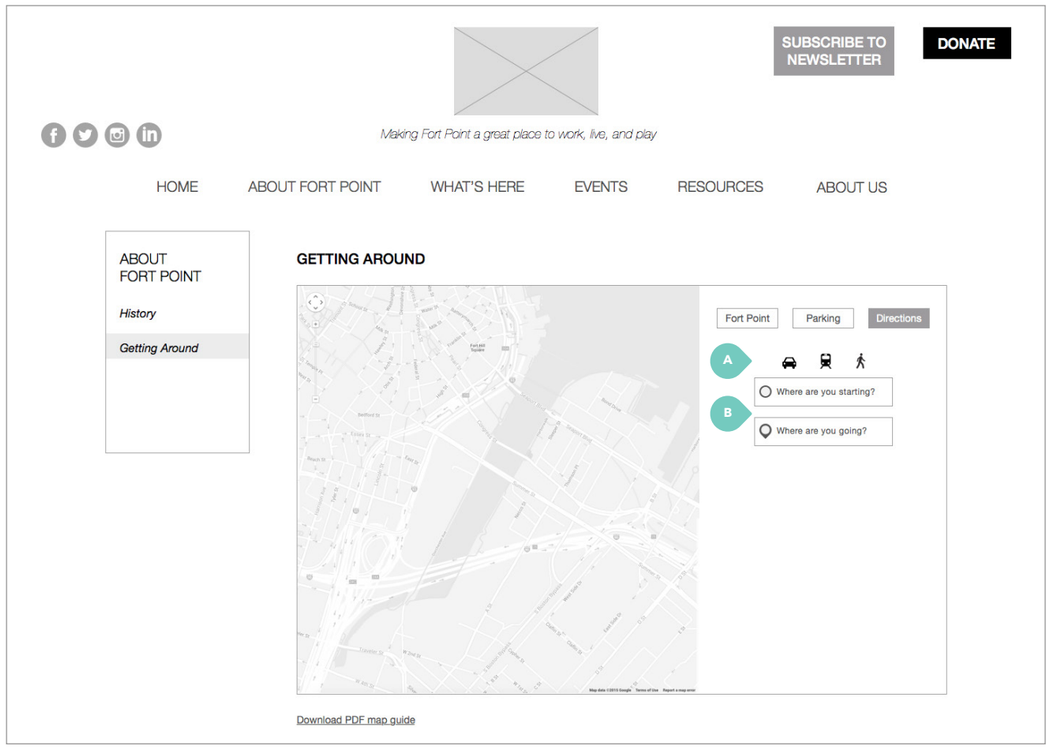
B. Button options. Selected option is highlighted. Default selection is Fort Point.

C. Opens up new tab with PDF of South Boston Waterfront Guide.



1.2 — About Fort Point, Getting Around

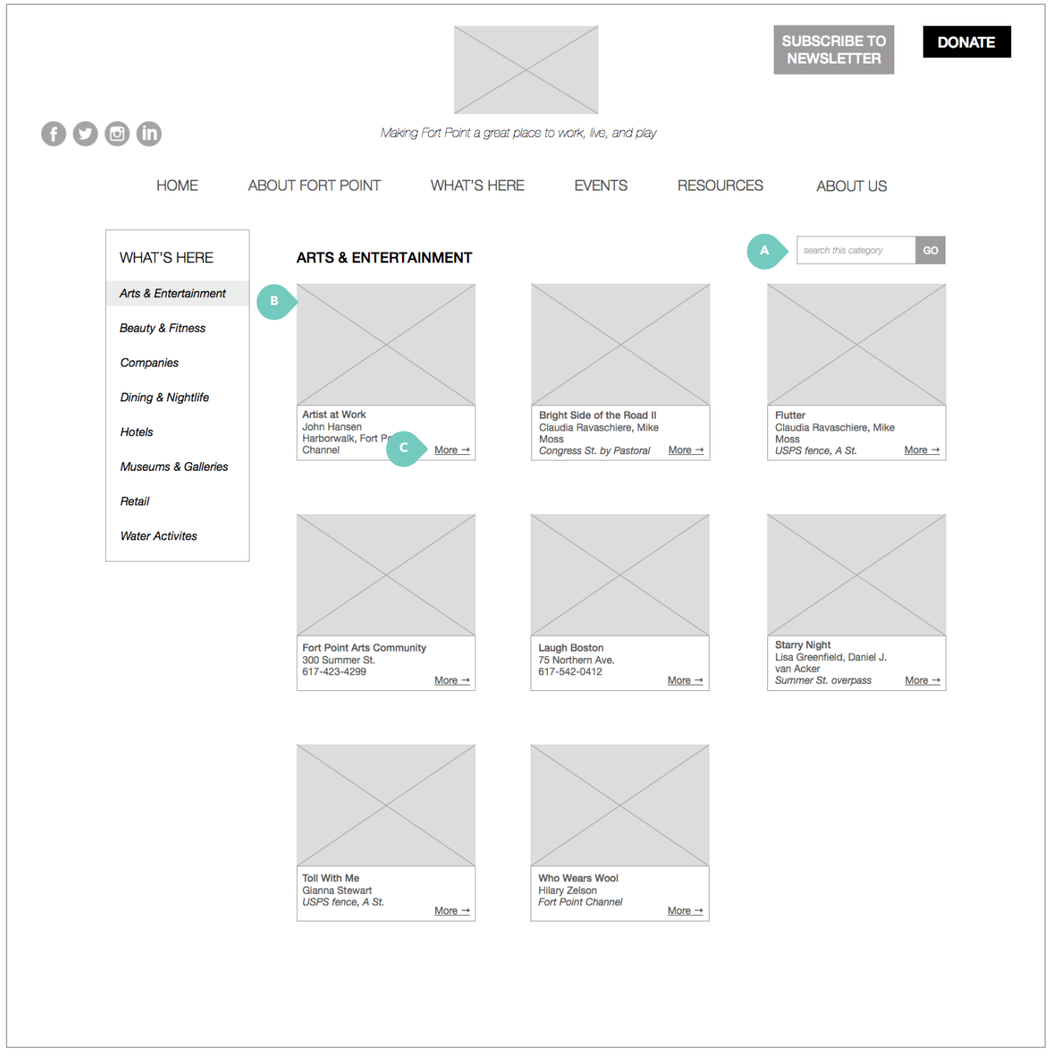
A. Displays parking options corresponding to markers on map.



1.2 — About Fort Point, Getting Around

A. Users can select transportation mode: car, public transit, or walking.

B. Users can enter in start and finish destinations to see directions on map. As user enters in address, dropdown appears with suggested addresses. When user makes selection, map updates accordingly.

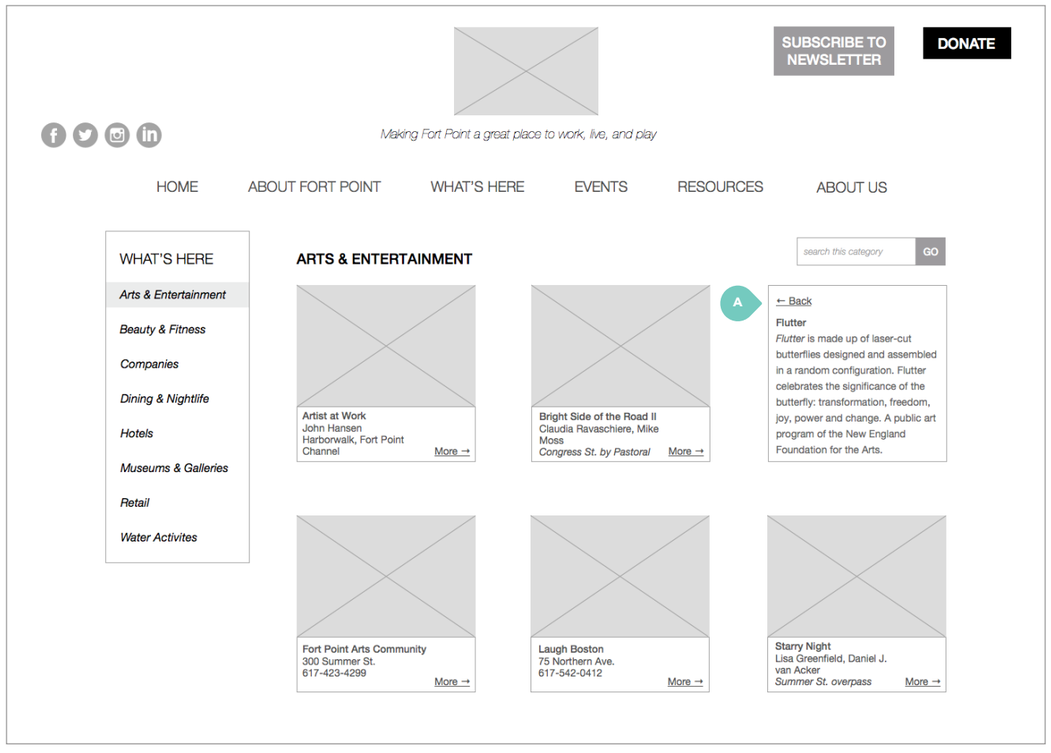


2.1 — What's Here, A&E

A. Search bar lets user search for keywords in category he or she is currently in (i.e. Arts & Entertainment).

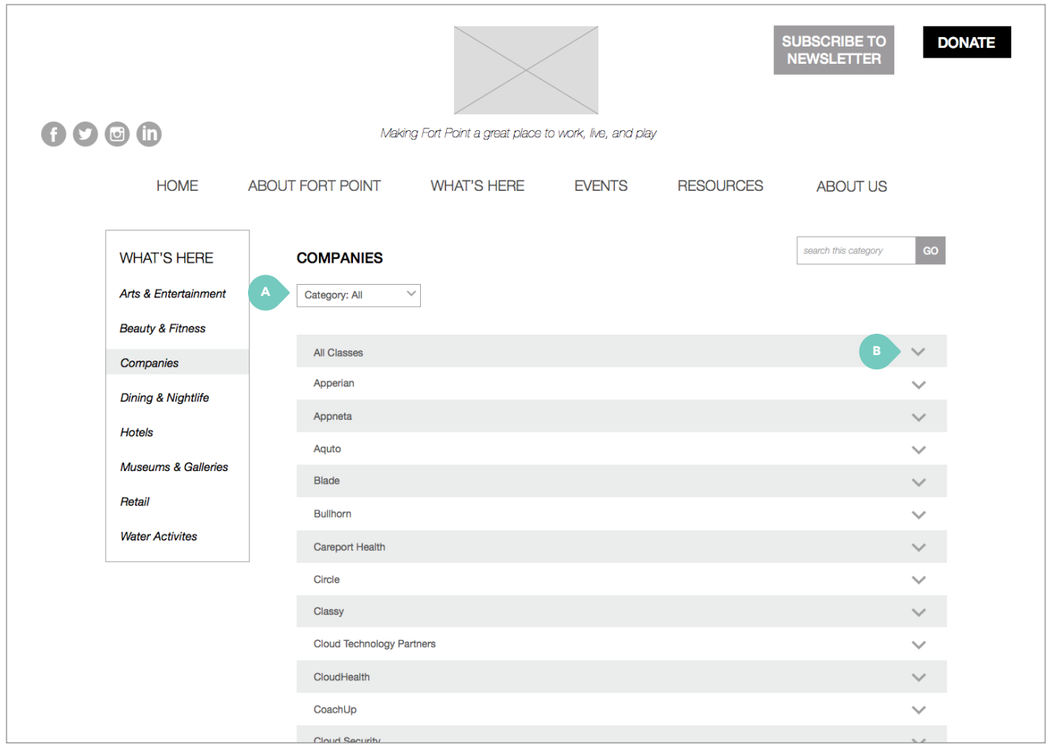
B. Modular elements are laid out in grid. Each displays photo and name of attraction. Name links to organization or artist's website.

C. Clicking on More reveals additional information about attraction with a flip animation.



2.1 — What's Here, A&E

A. Box reveals more information with a flip animation. Clicking "Back" returns user to image view with same animation.

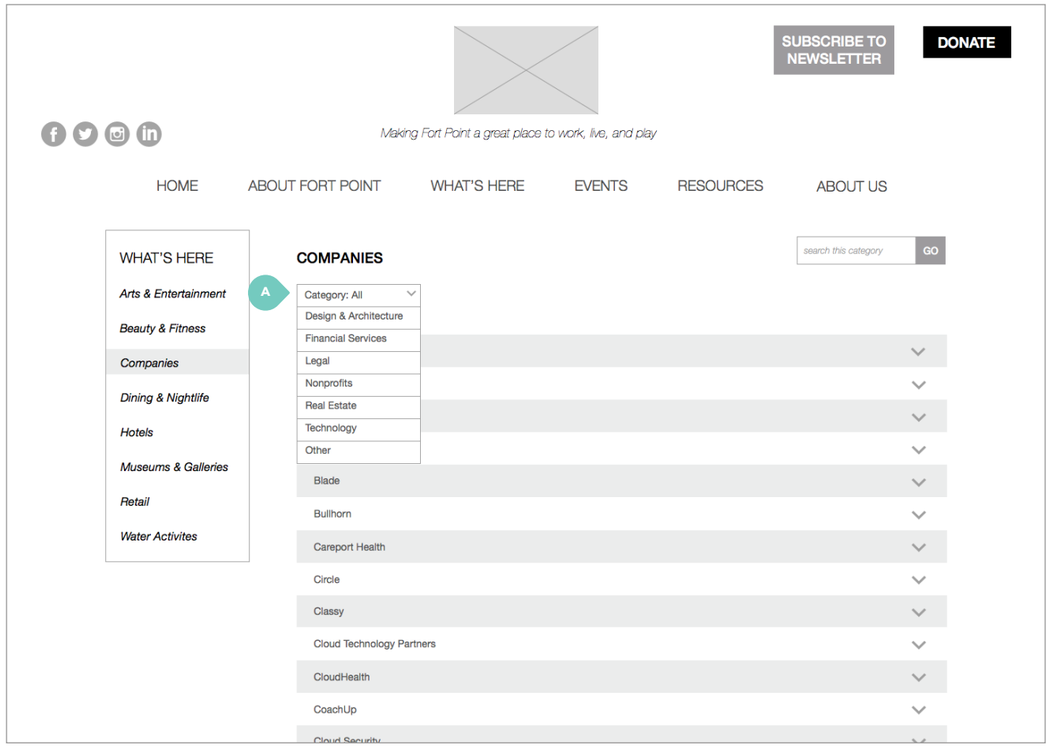


2.3 — What's Here, Companies

A. Dropdown lets users refine which companies are displayed.

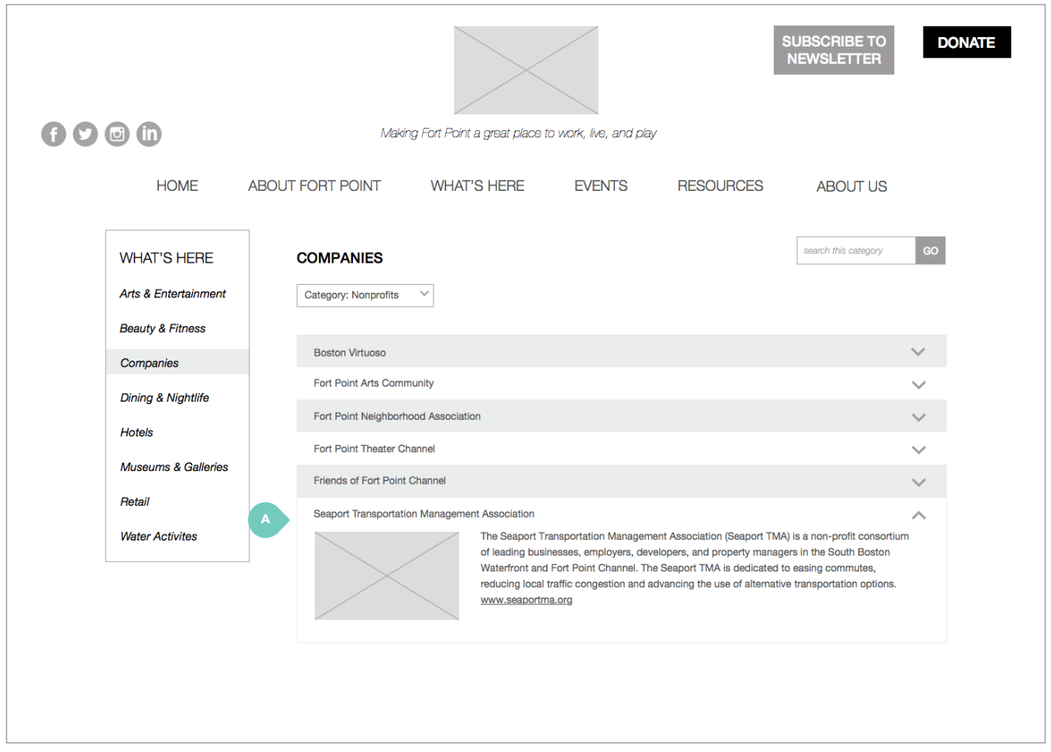
B. Accordion setup lets users click to expand and collapse each item. In default view, all items are collapsed.

Note: Under What's Here, Companies is the only category that uses the accordion setup. All others use grid layout, as seen in Arts & Entertainment.



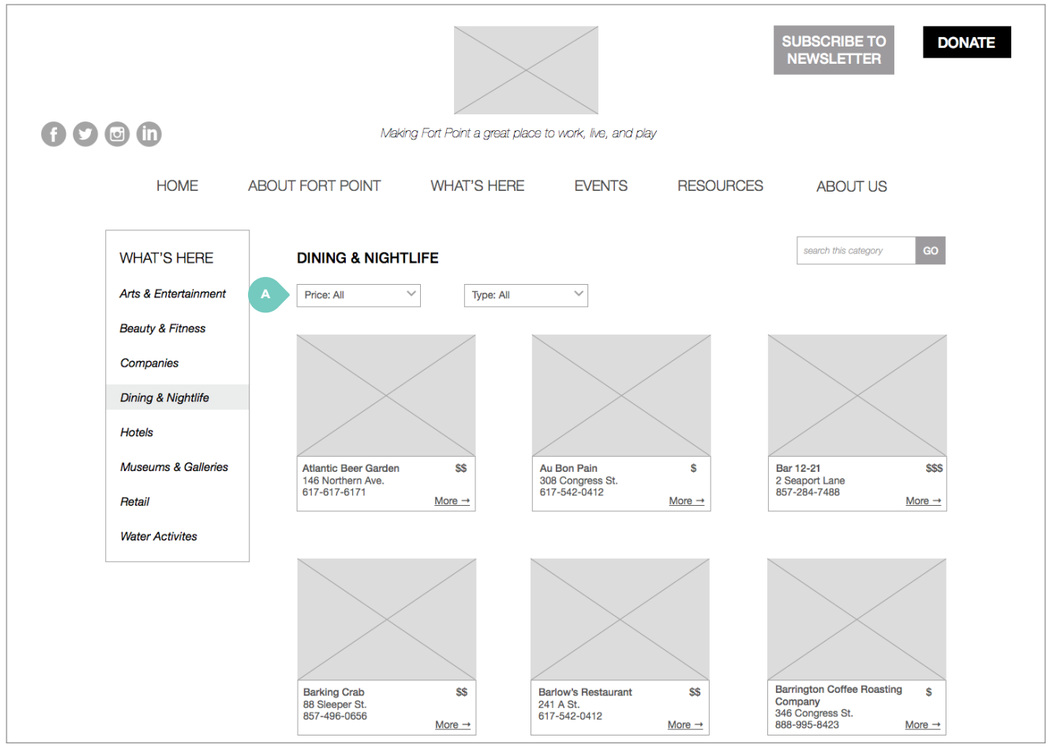
2.3 — What's Here, Companies

A. Dropdown refiners.



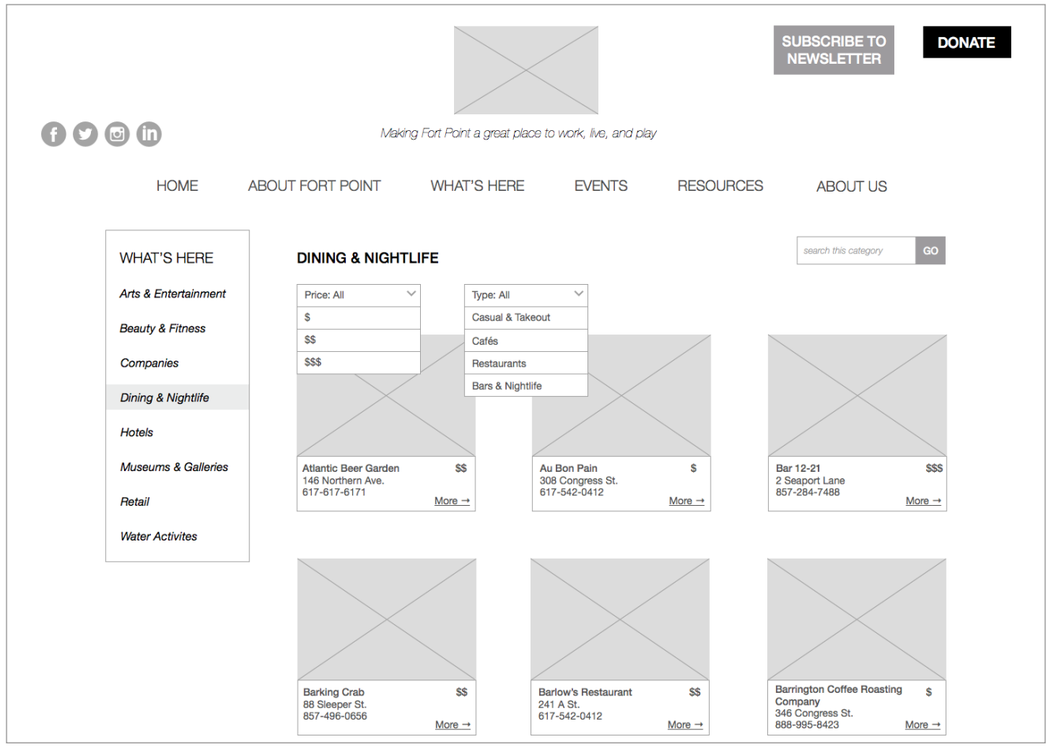
2.3 — What's Here, Companies

A. Example of expanded item in accordion. Shows photo, short description, and URL of company.

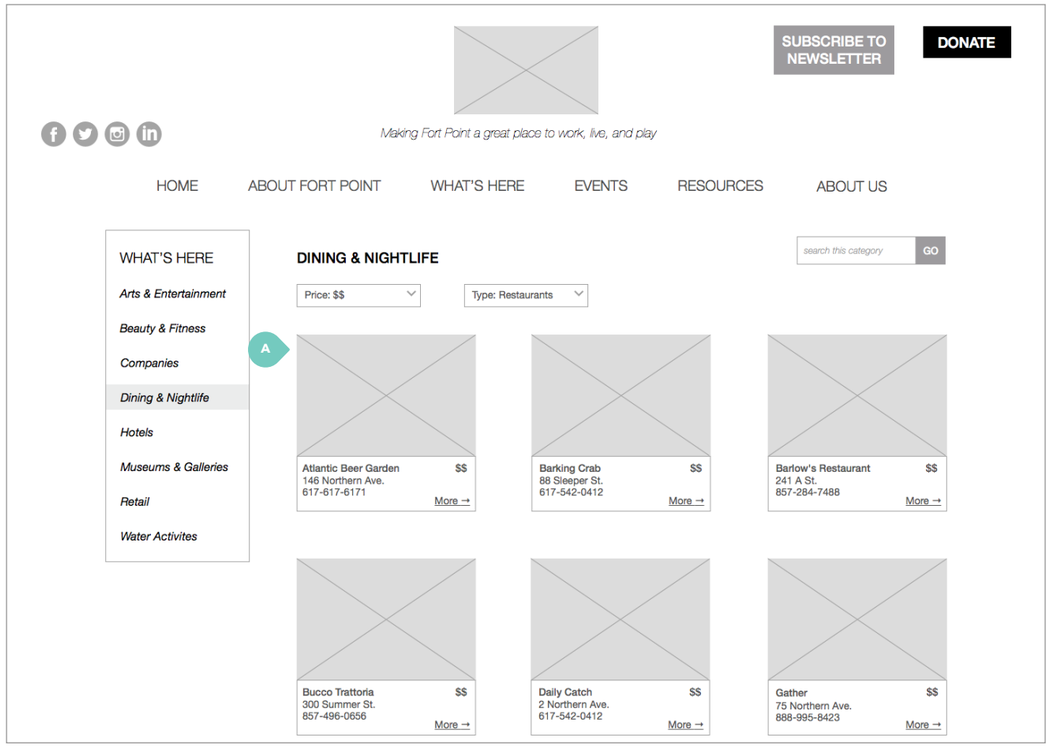


2.4 — What's Here, Dining & Nightlife

A. Dropdown lets users refine by price and type.

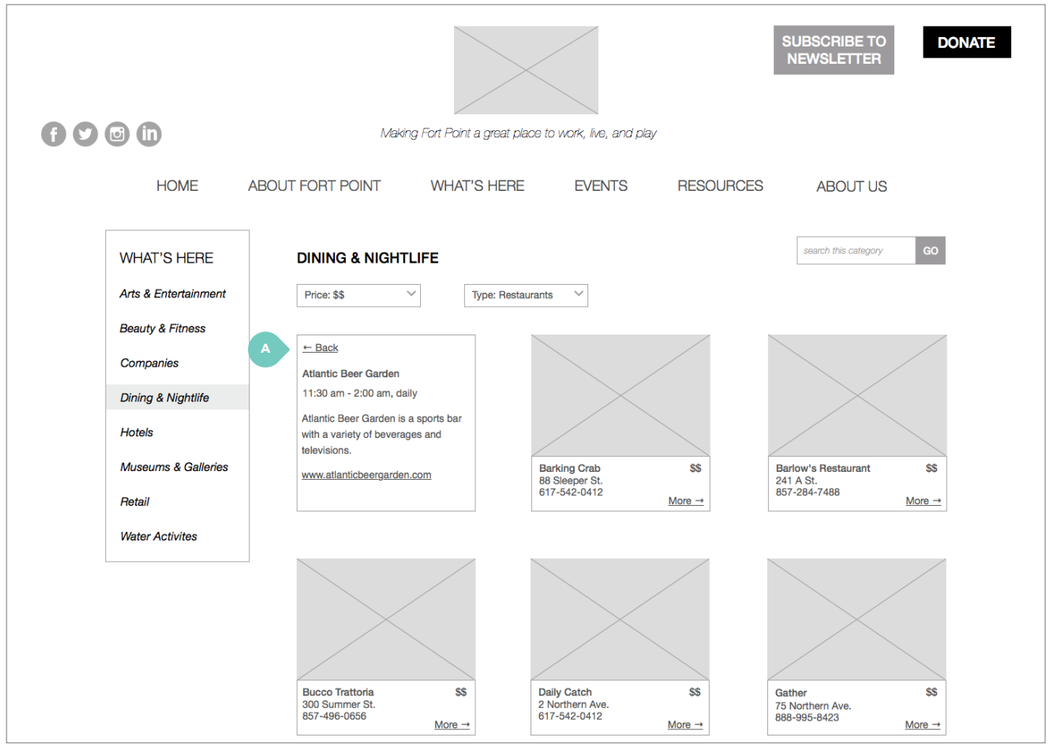


2.4 — What's Here, Dining & Nightlife



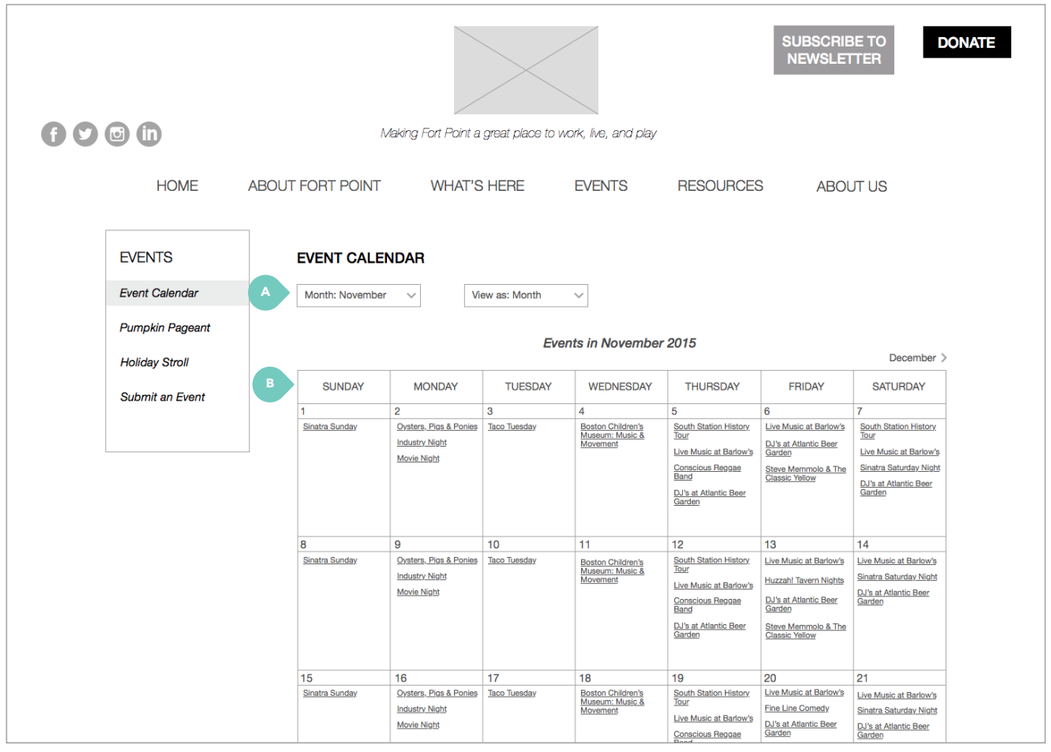
2.4 — What's Here, Dining & Nightlife

A. After user selects option in dropdown refiner, grid layout updates automatically.



2.4 — What's Here, Dining & Nightlife

A. Via flip animation, box reveals more information about restaurant, including hours, short description, and link to restaurant's website.

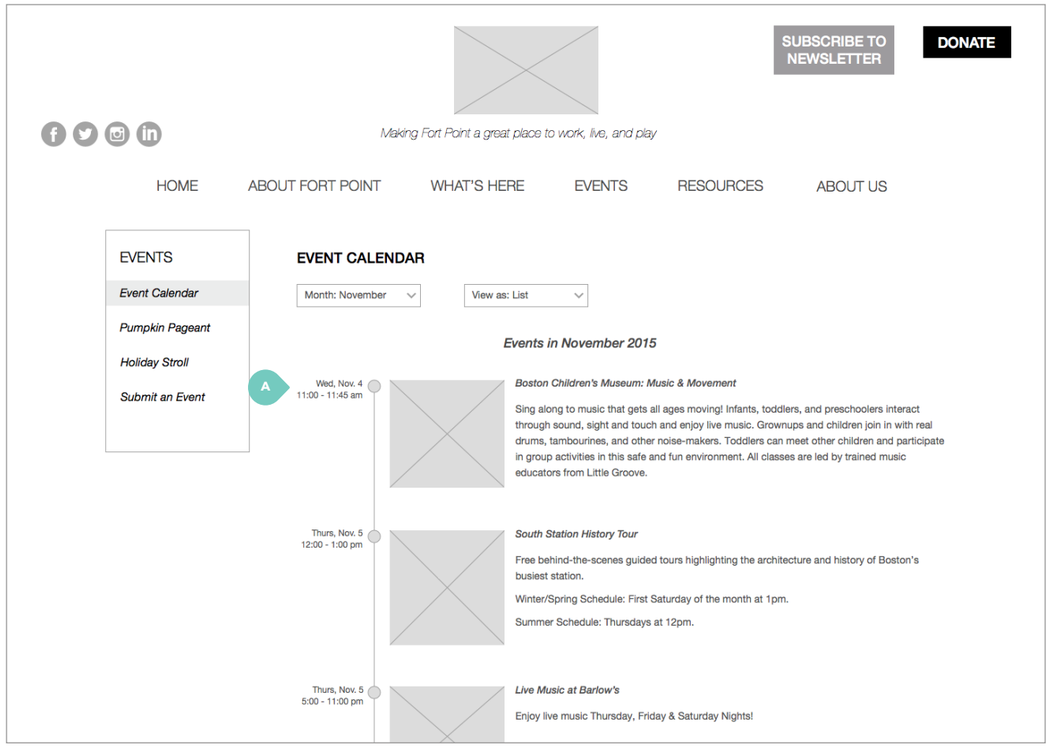


3.1 — Events, Event Calendar (month view)

A. Dropdown refiners lets users choose a month, as well as calendar or list view.

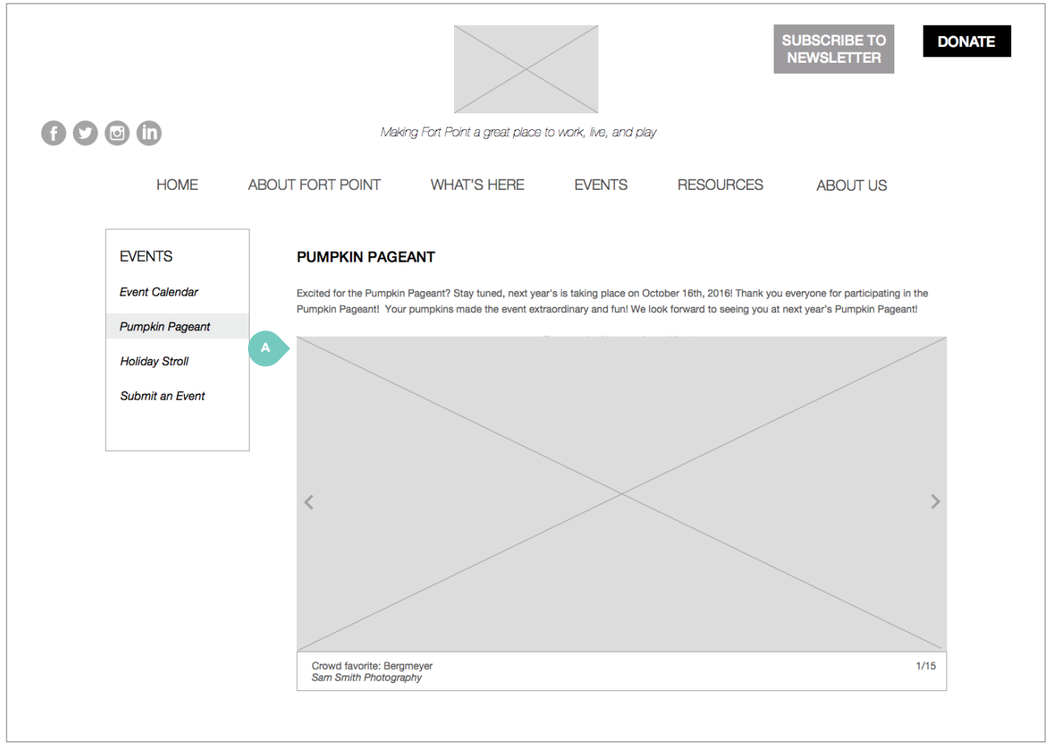
B. Users can click on each event to get more information such as start and end time and location.

Interface employs The Events Calendar, a free Wordpress plugin.



3.1 — Events, Event Calendar (list view)

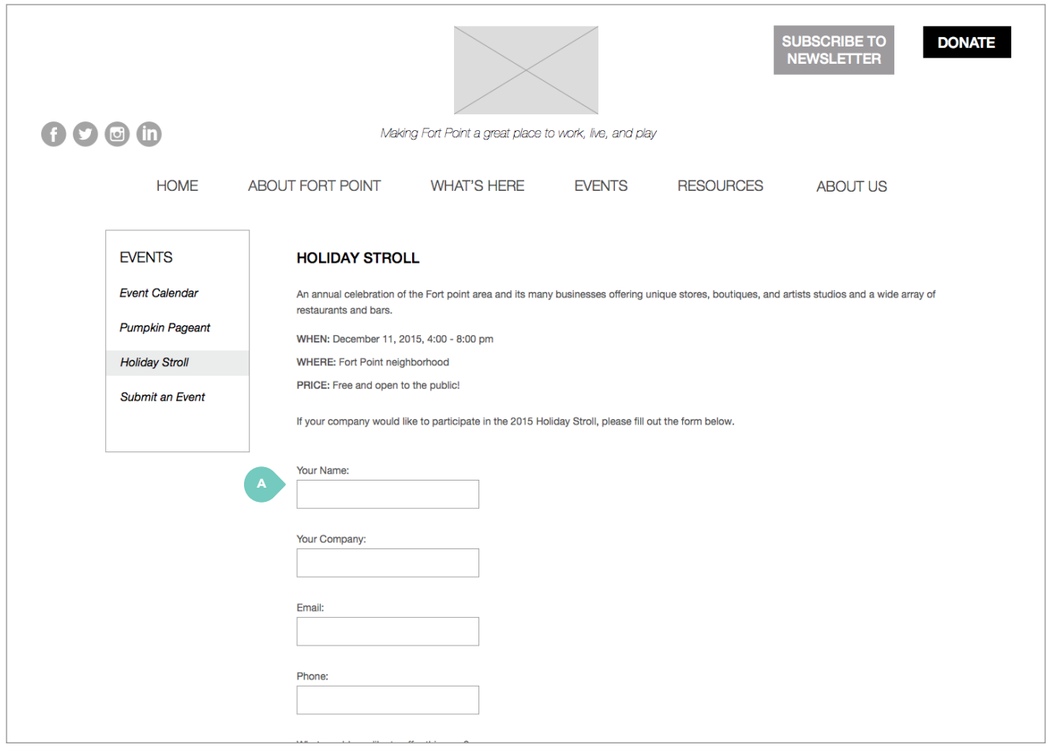
A. List displays upcoming events.



3.2 — Events, Pumpkin Pageant

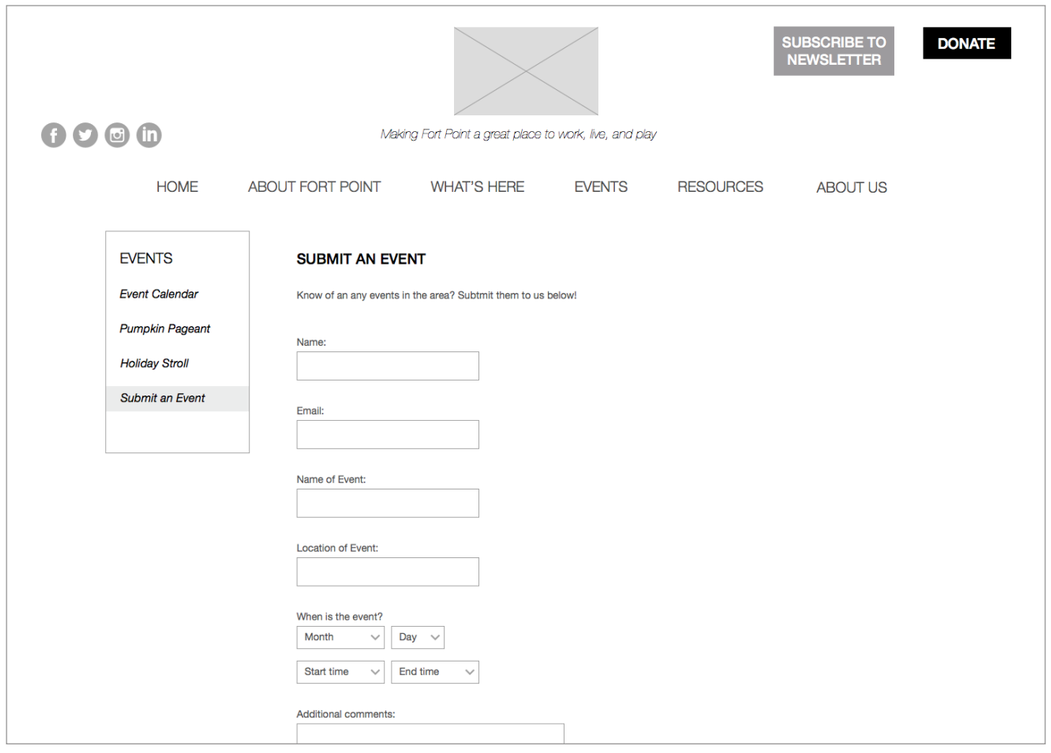
A. Large image carousel displays photos from event. Users can click through carousel with left and right arrows.

This page can be replicated to showcase other Friends events.

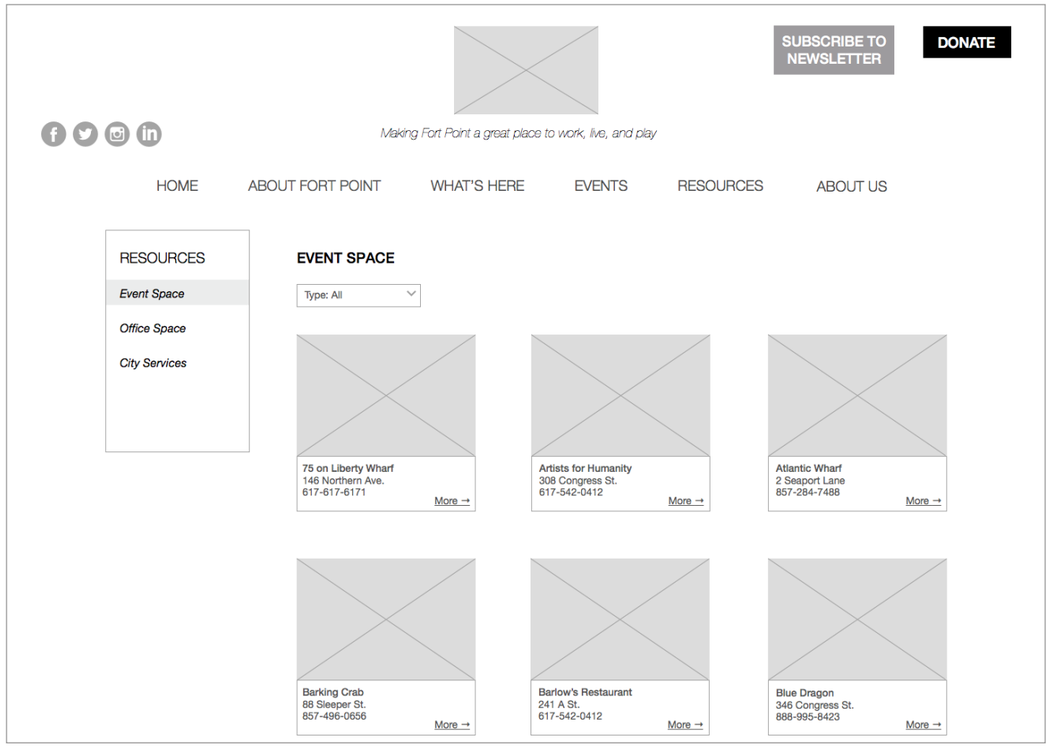


3.3 — Events, Holiday Stroll

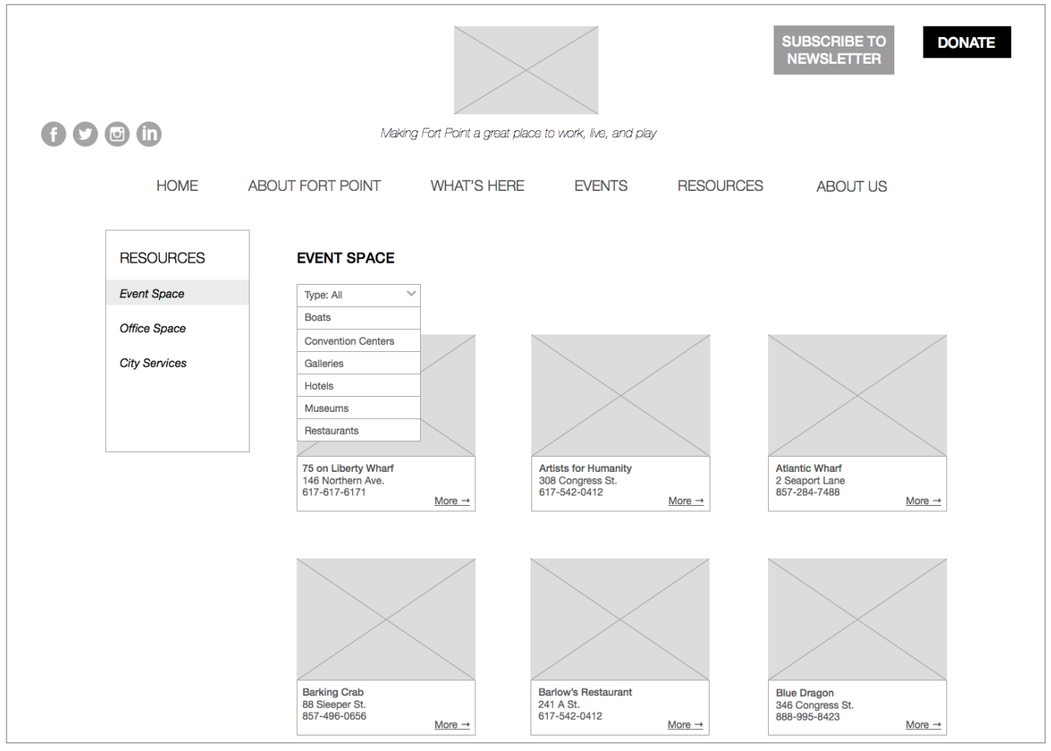
A. Sign-up form is embedded in page.



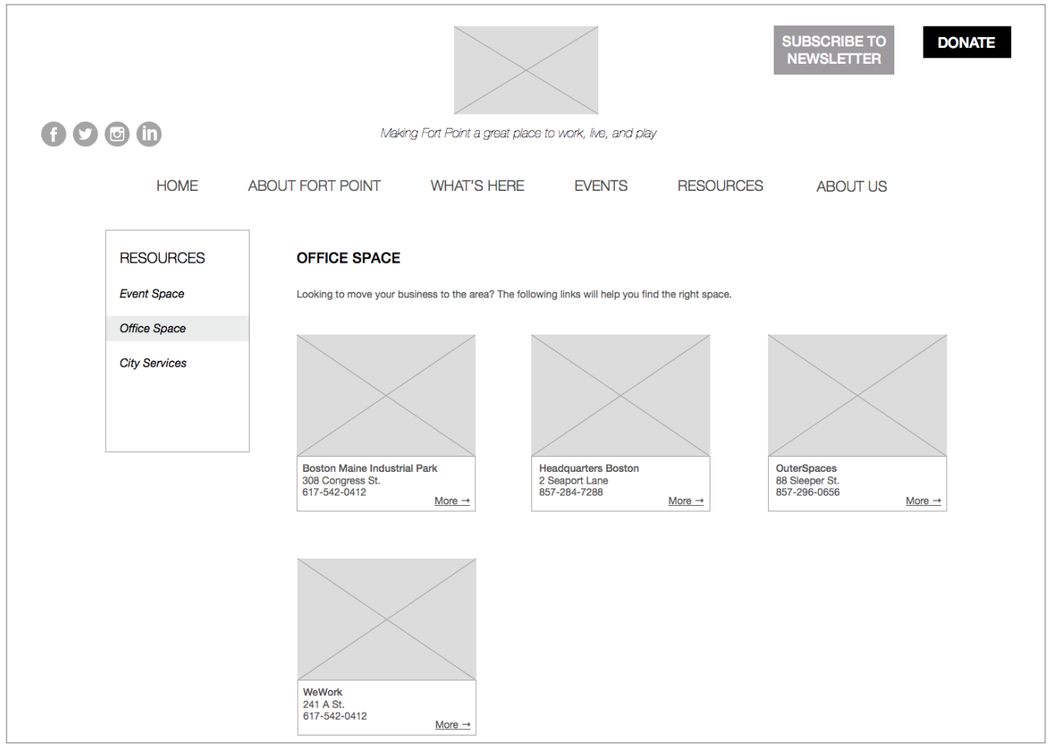
3.4 — Events, Submit an Event



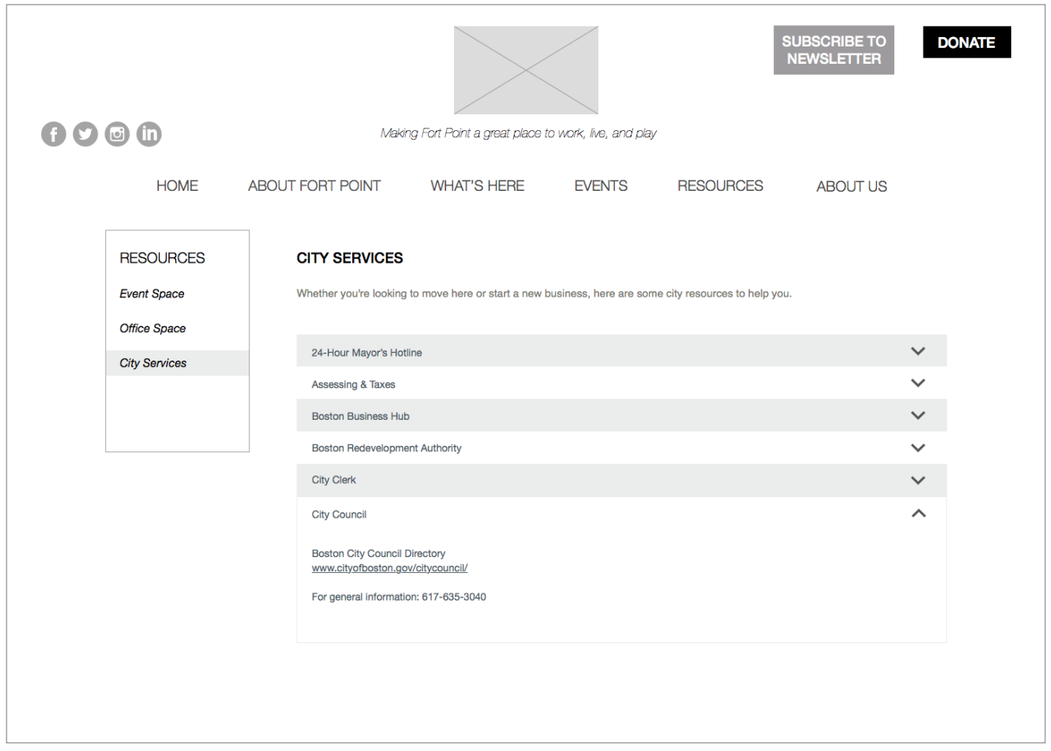
4.1 — Resources, Event Space



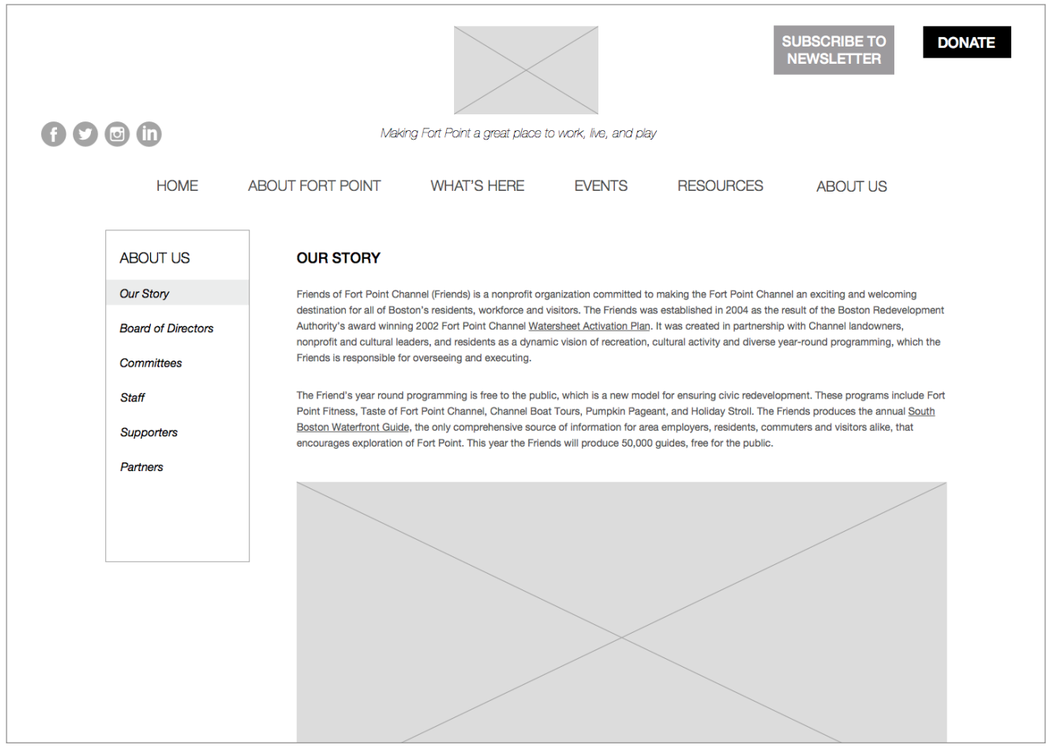
4.1 — Resources, Event Space



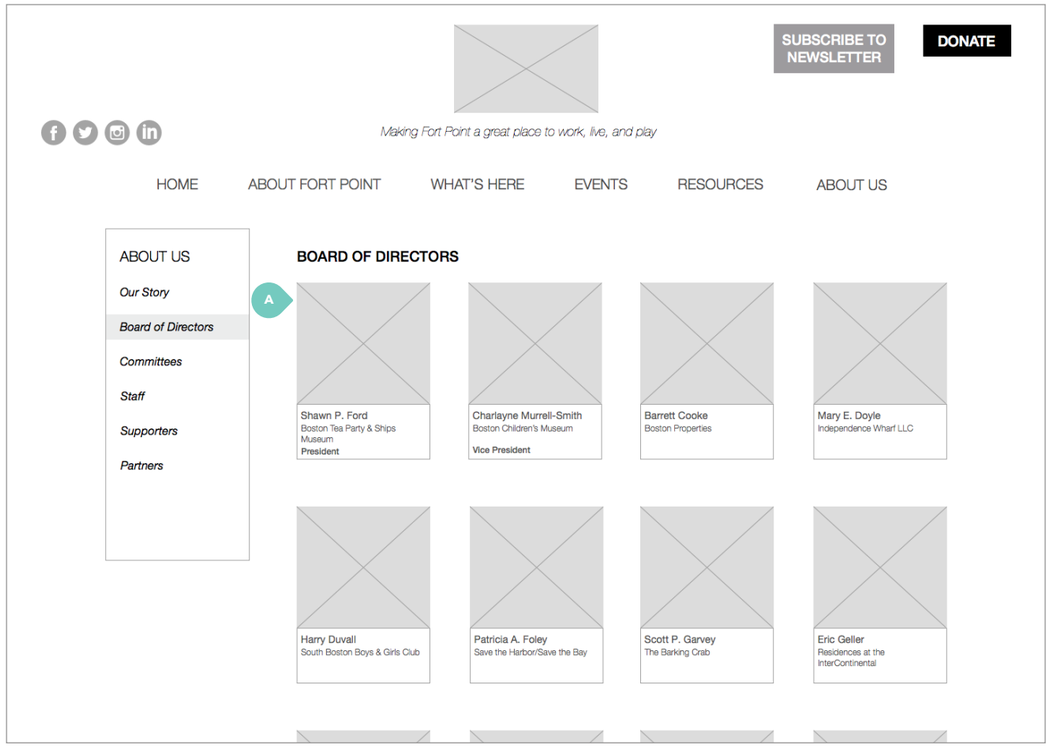
4.2 — Resources, Office Space



4.3 — Resources, City Services

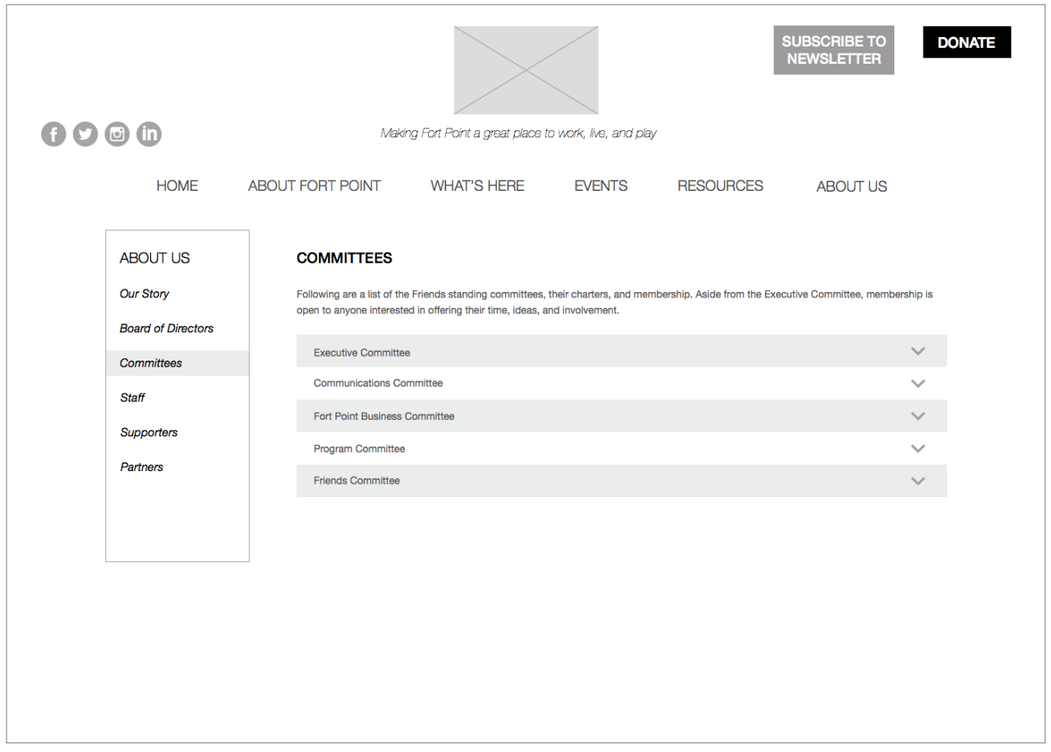


5.1 — About Us, Our Story

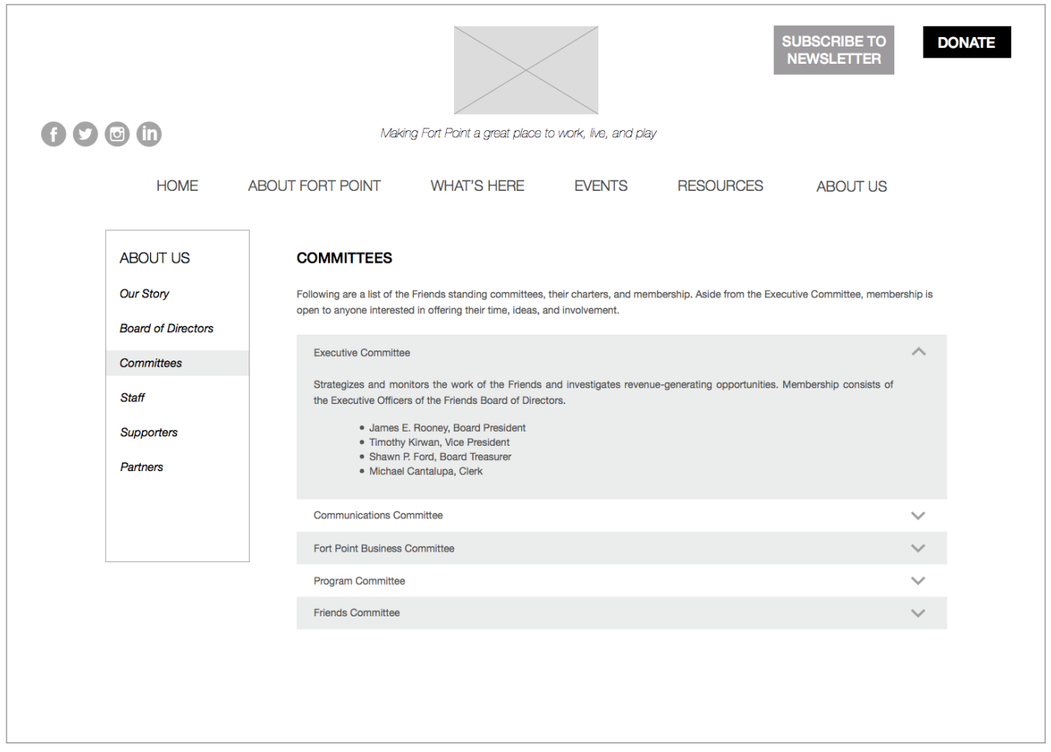


5.2 — About Us, Board of Directors

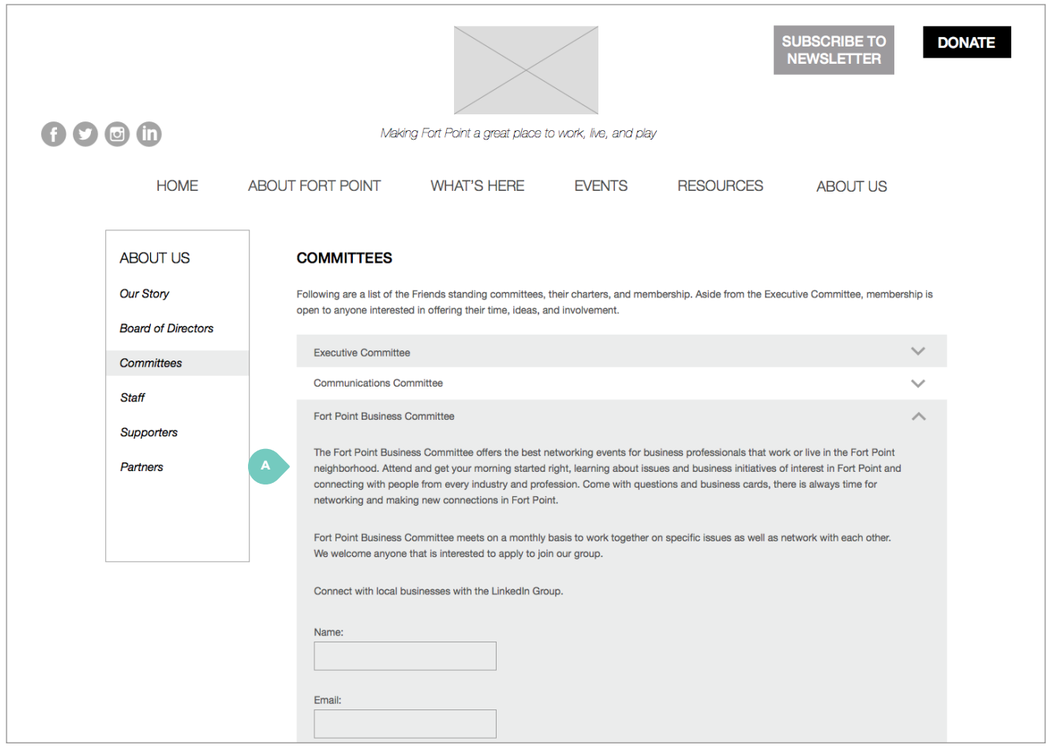
A. Each Board of Director member's name and headshot are displayed in grid.



5.3 — About Us, Committees

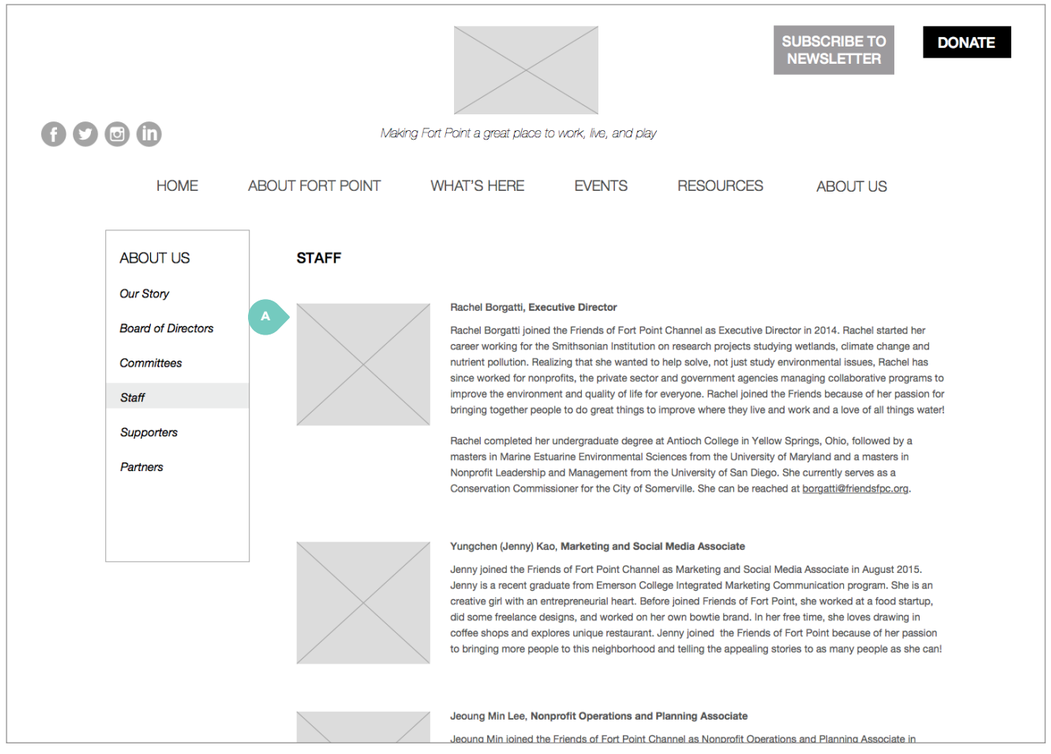


5.3 — About Us, Committees



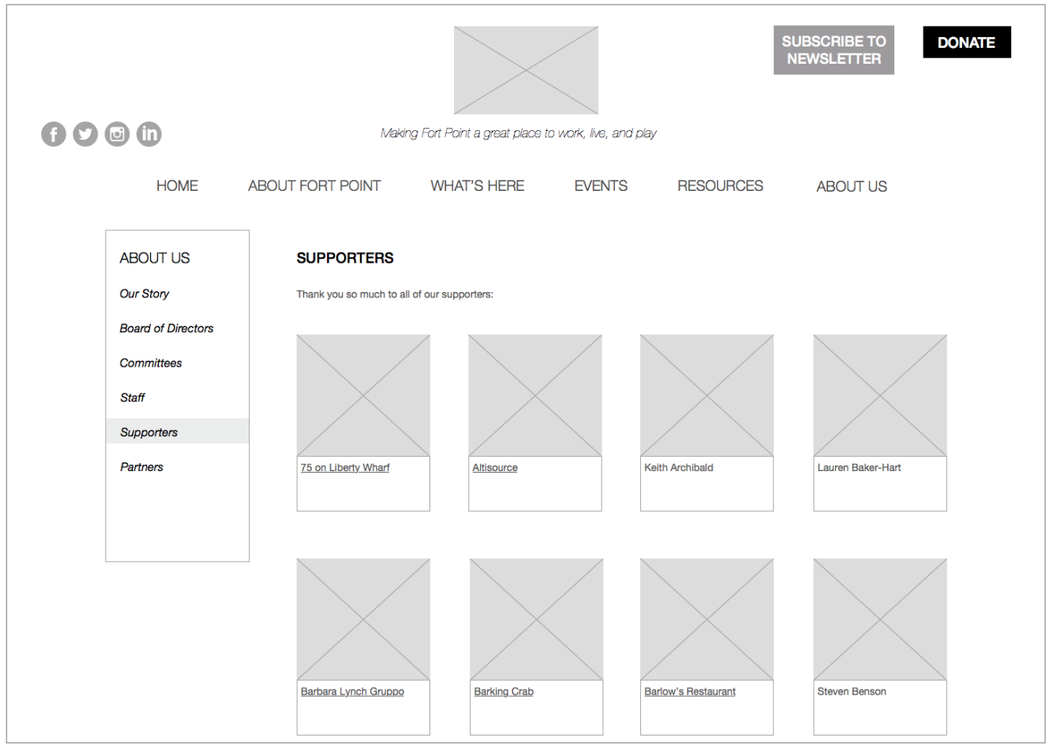
5.3 — About Us, Committees

A. Form to join the Business Committee is embedded in the accordion setup.

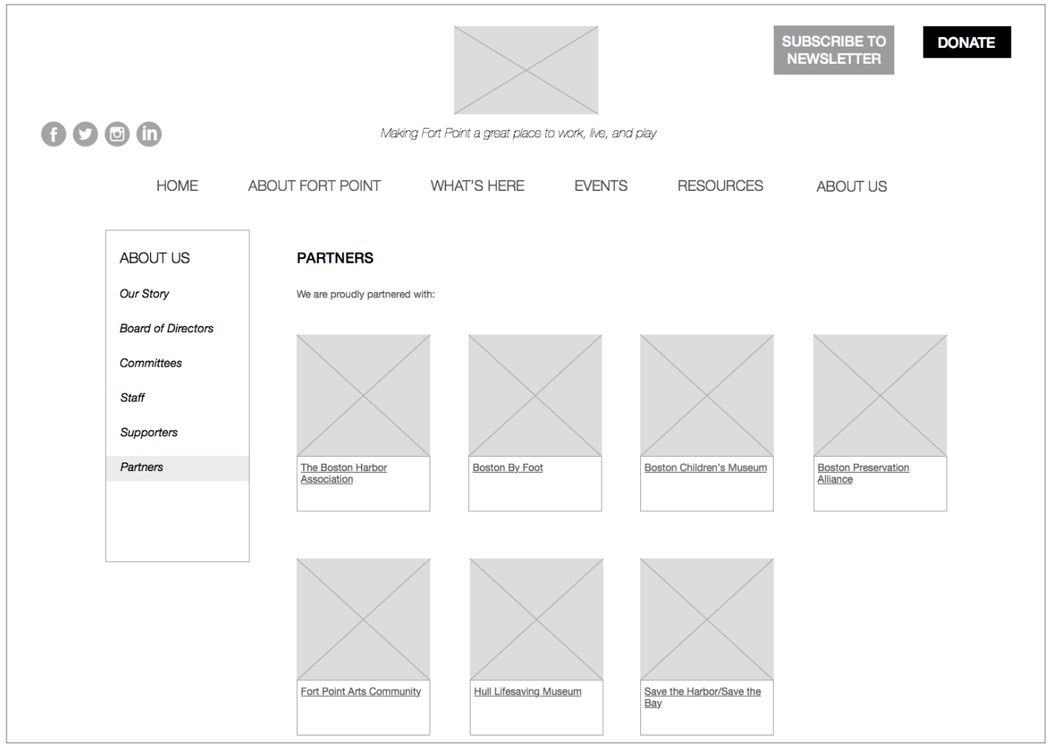


5.4 — About Us, Staff

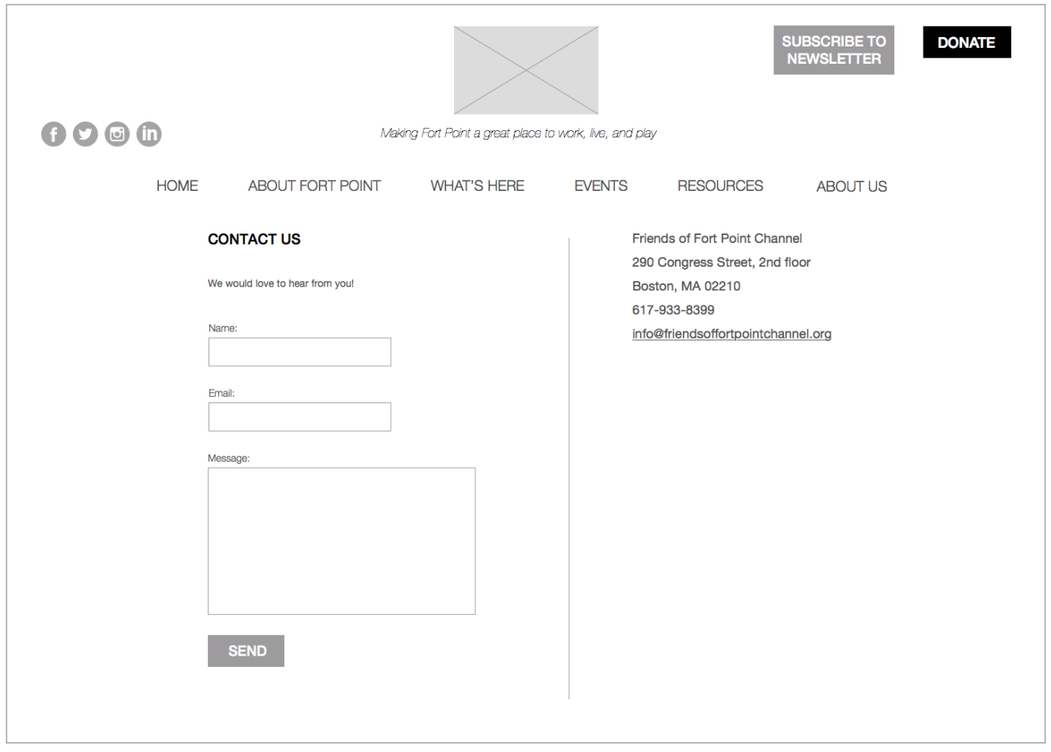
A. Headshot of staff member.



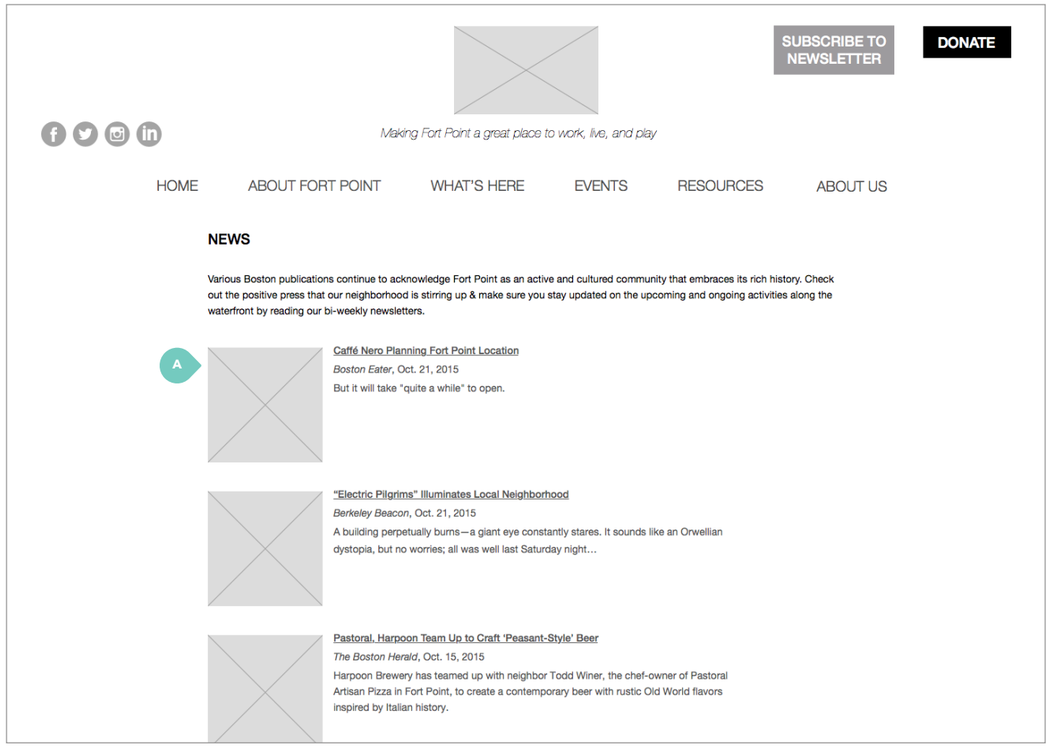
5.5 — About Us, Supporters



5.6 — About Us, Partners



F2 — Contact Us



F3— News

A. Most recent articles are displayed first.

VISUAL STYLE GUIDE

LOGO

friends of FORT POINT CHANNEL

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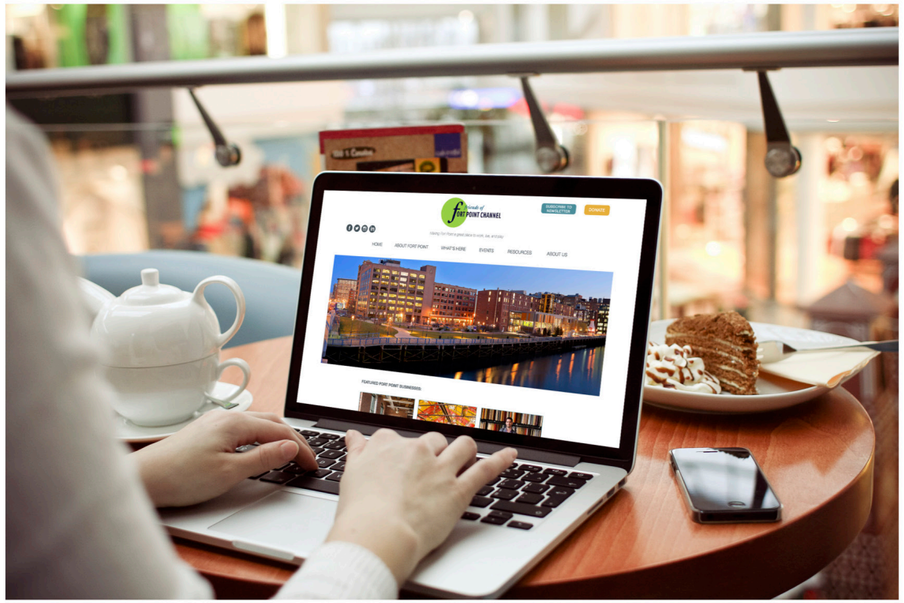

GRAPHIC OVERLAYS

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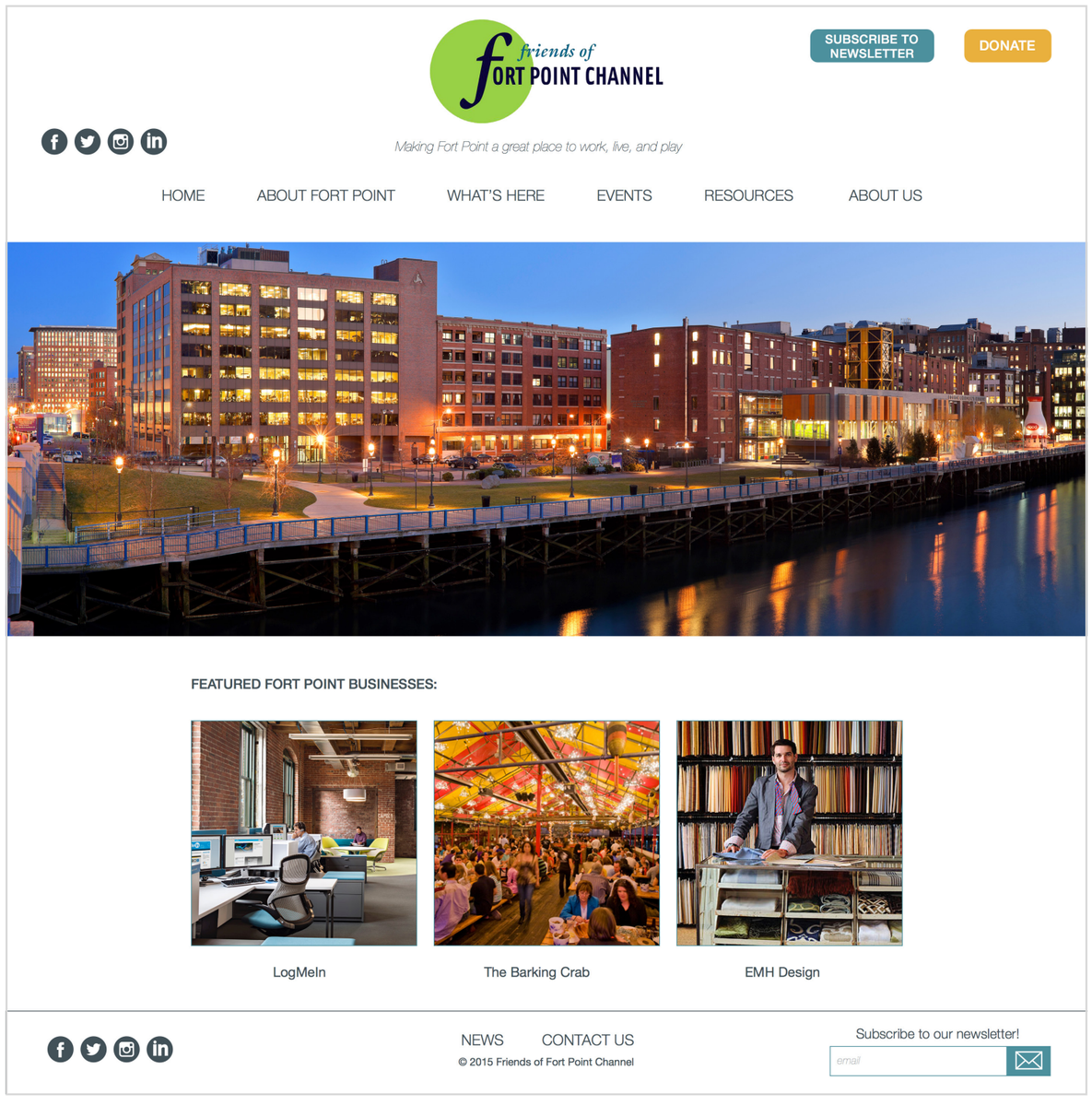

Julie Xie
UX DESIGN & STRATEGY

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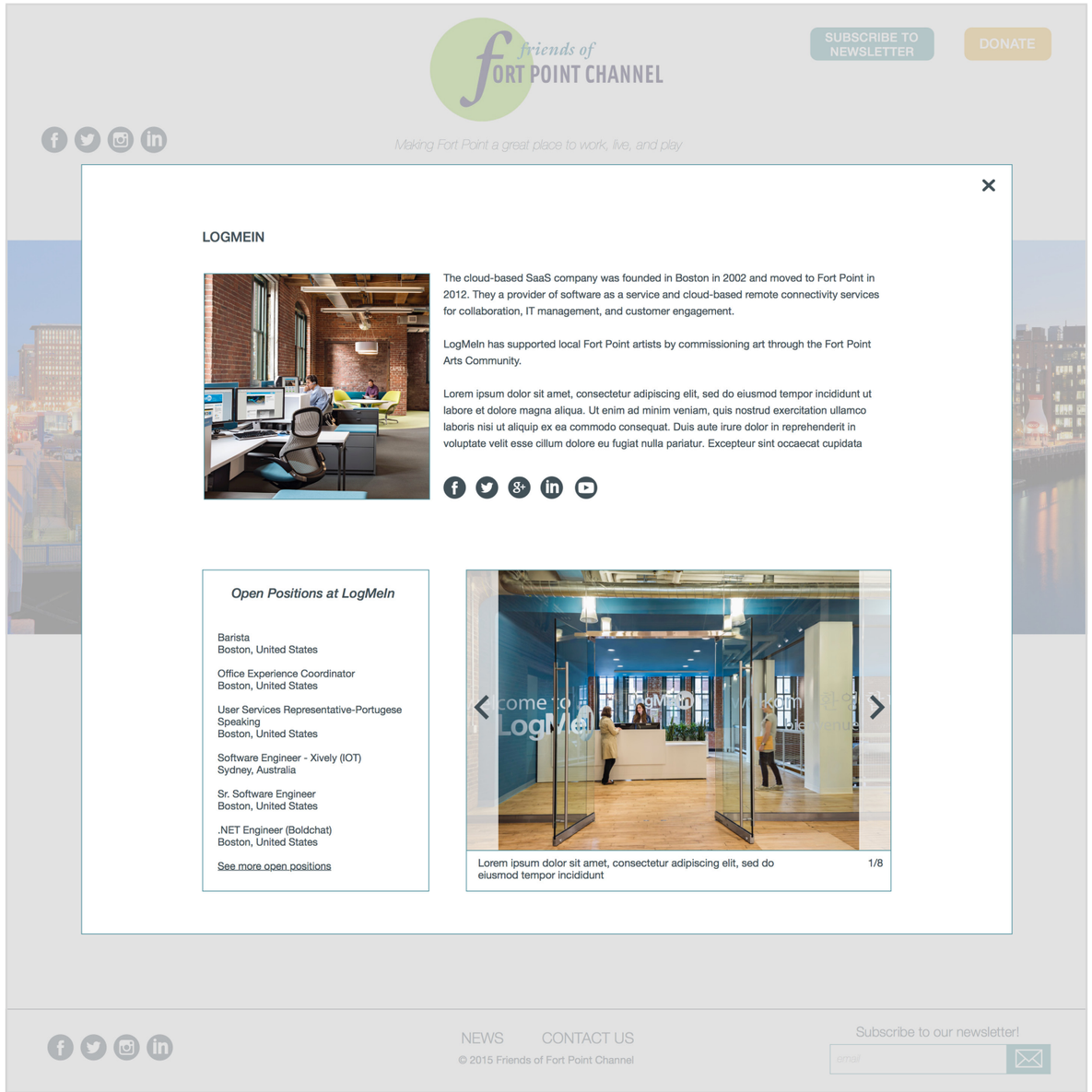

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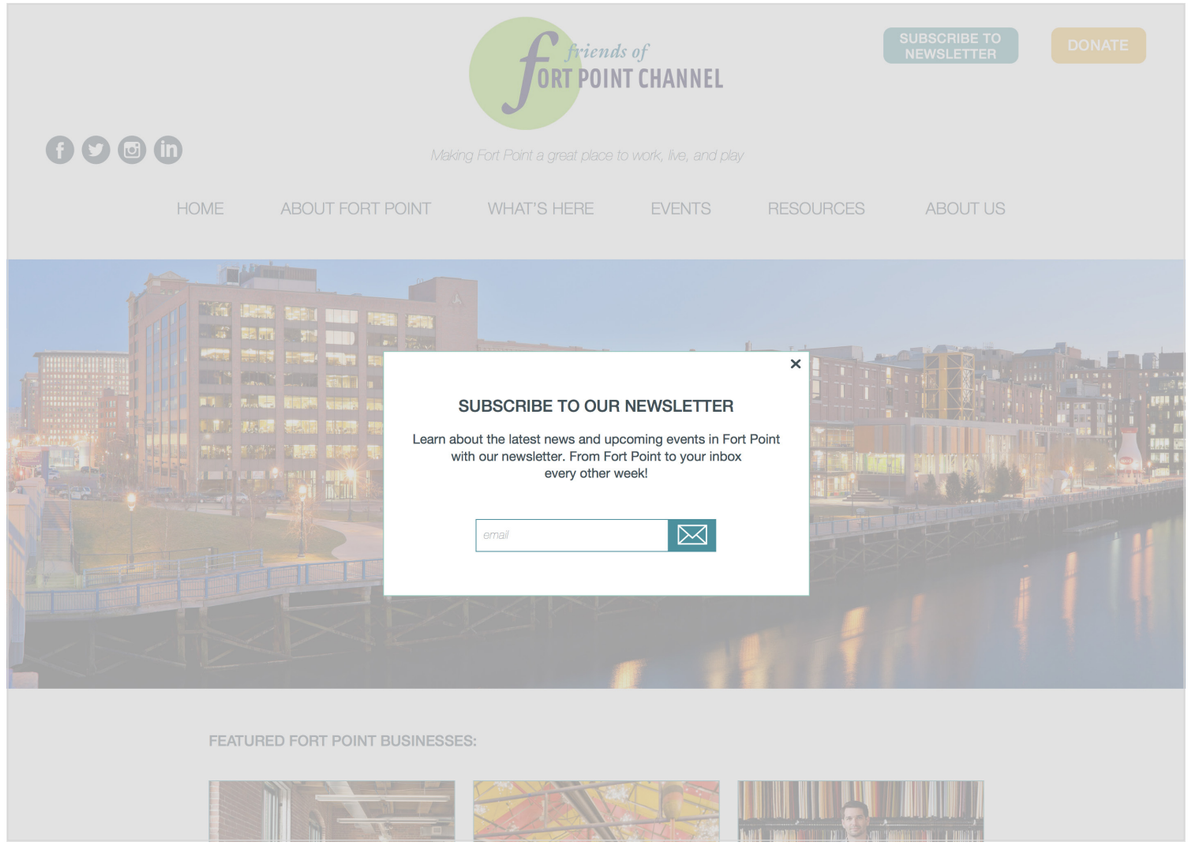

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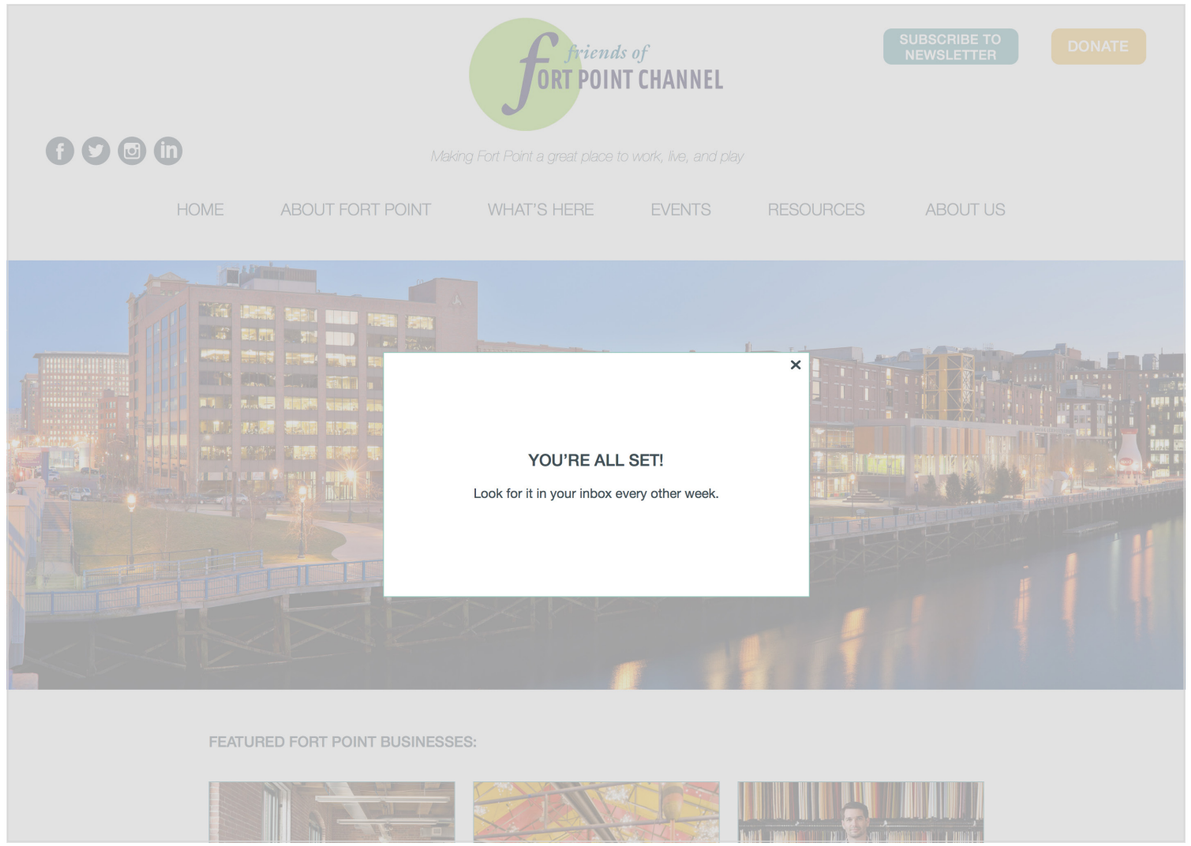

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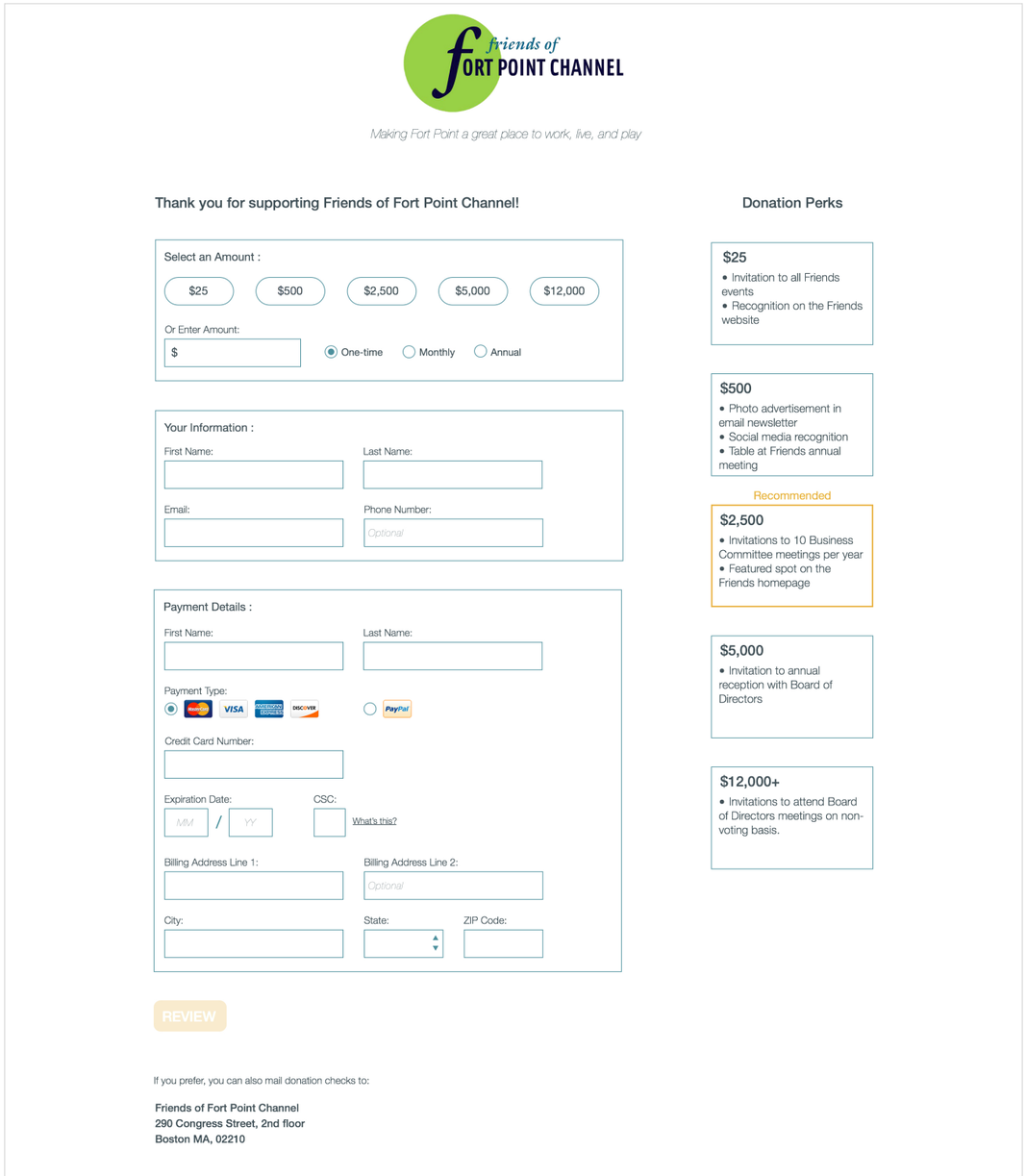

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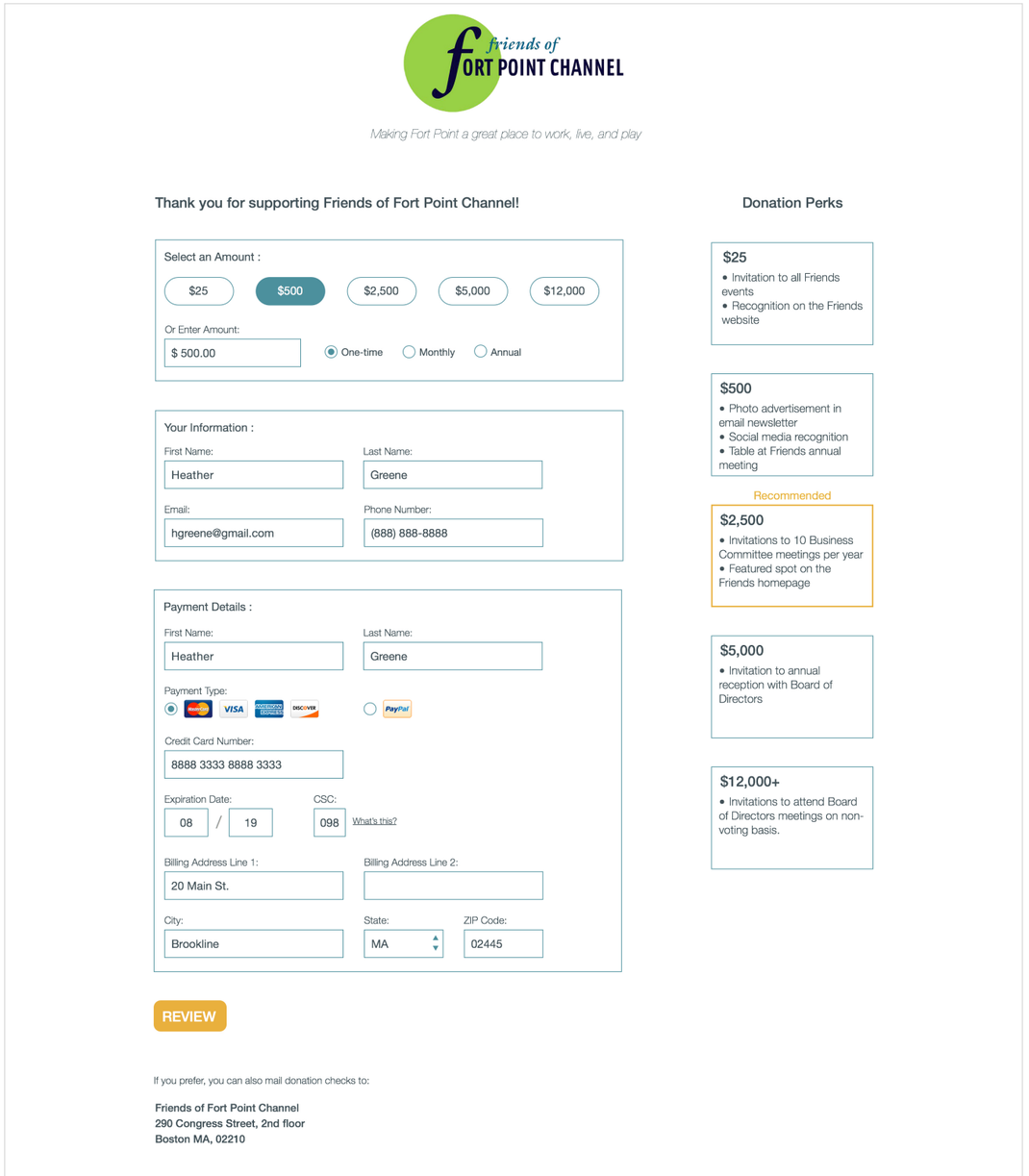

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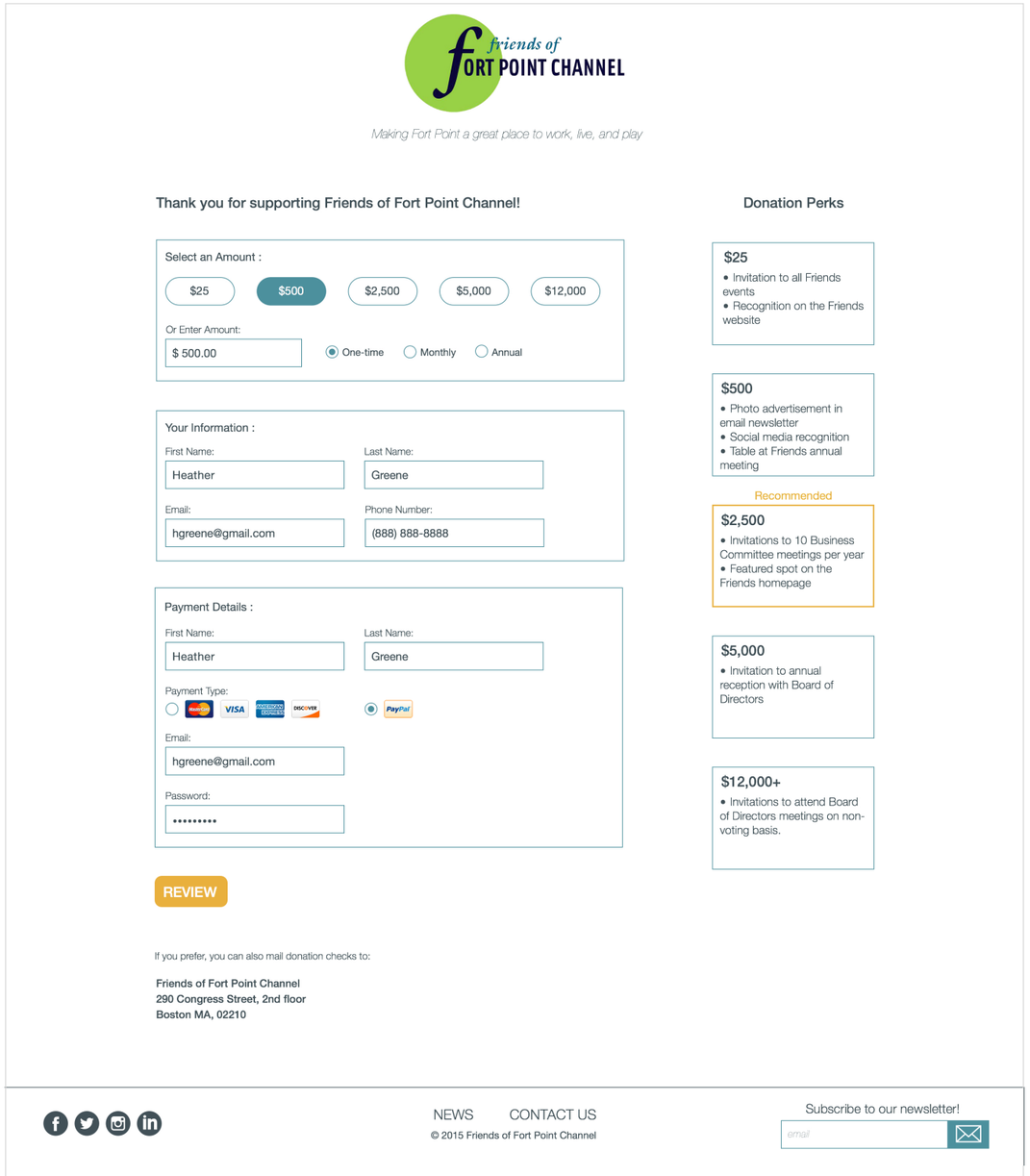

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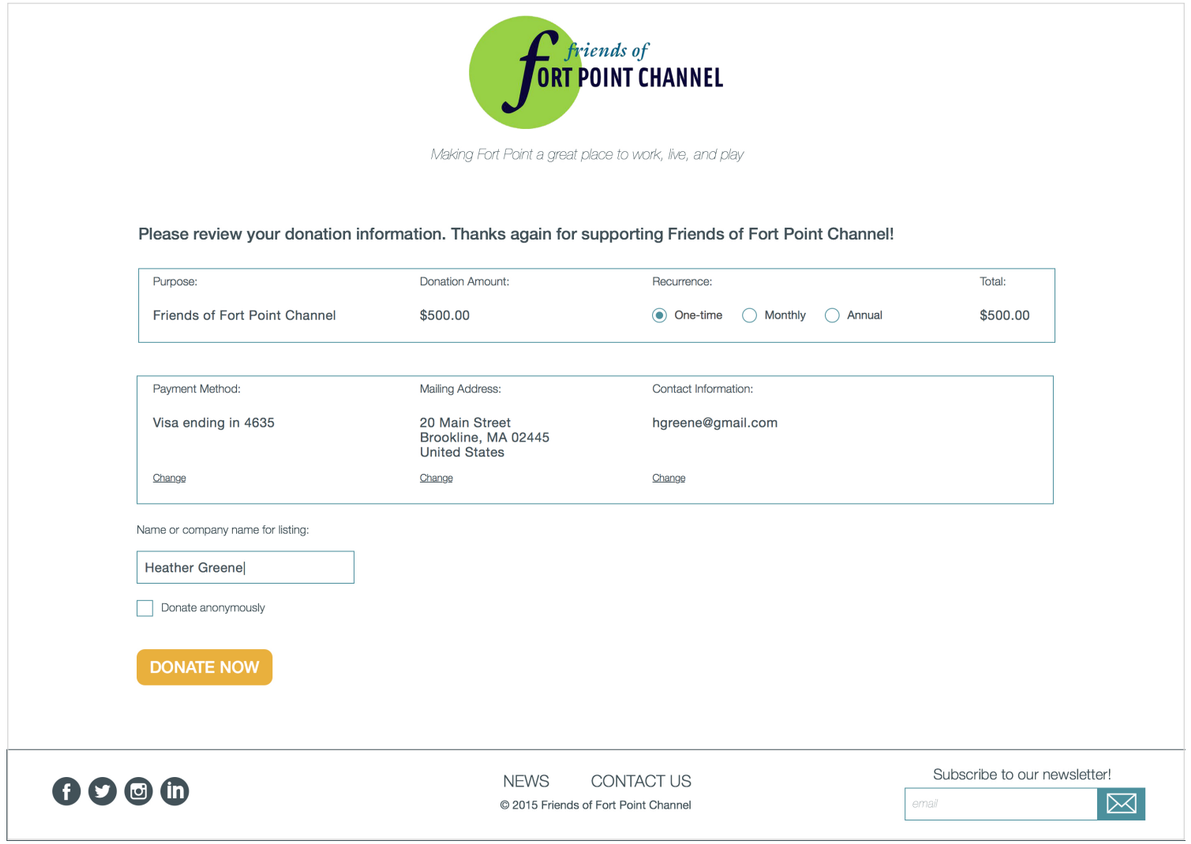

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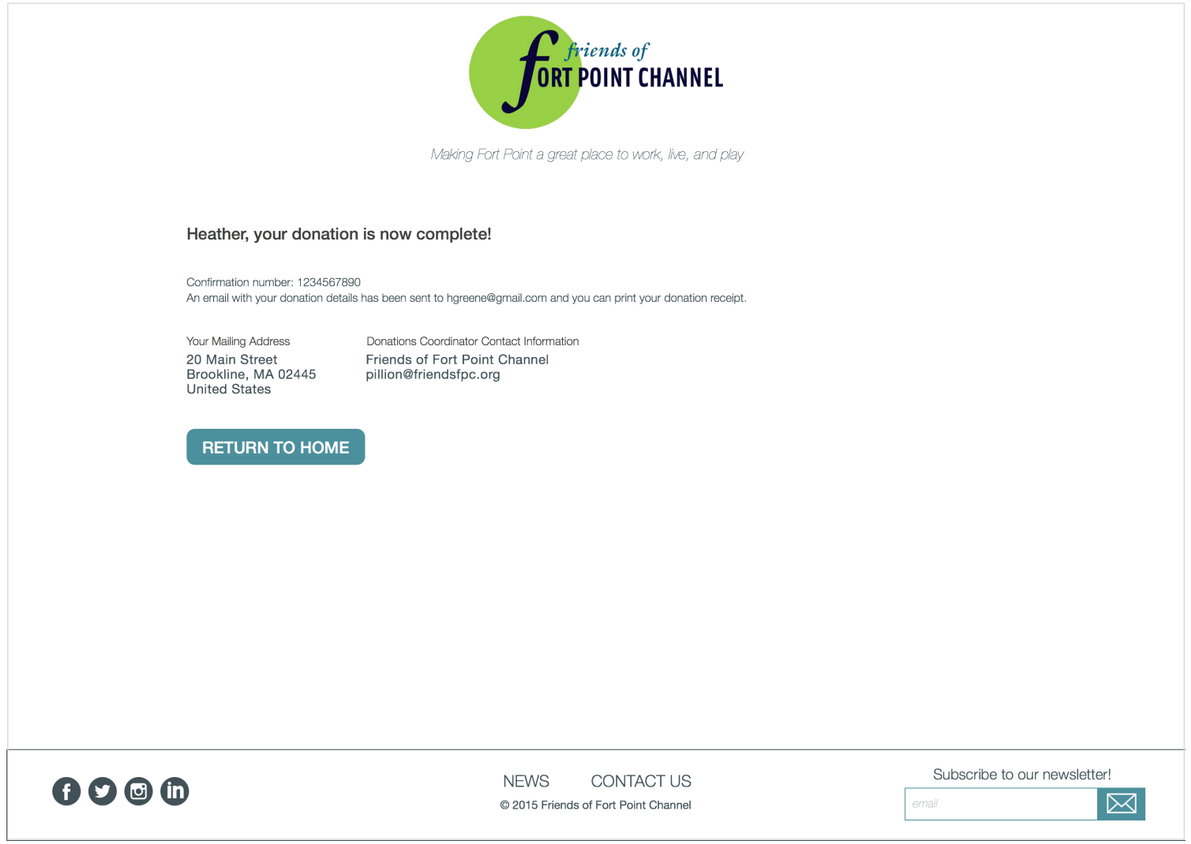

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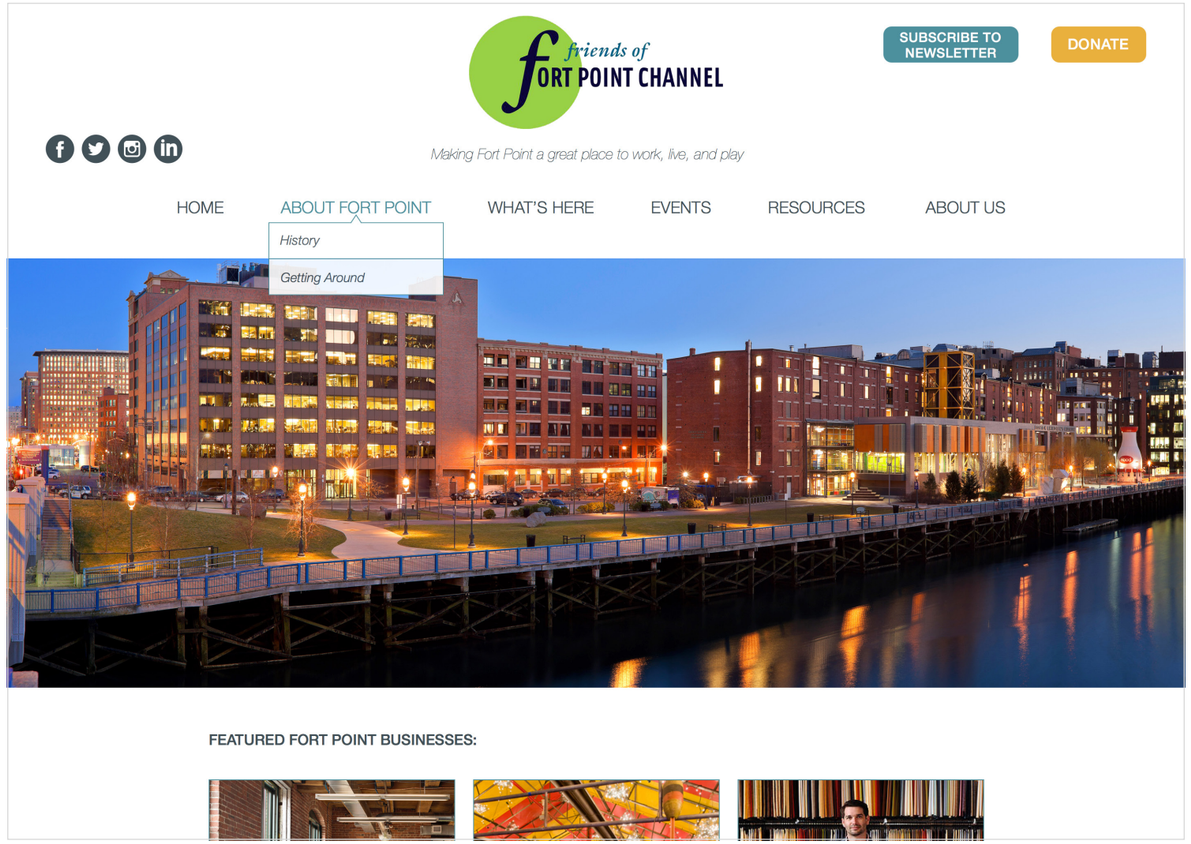

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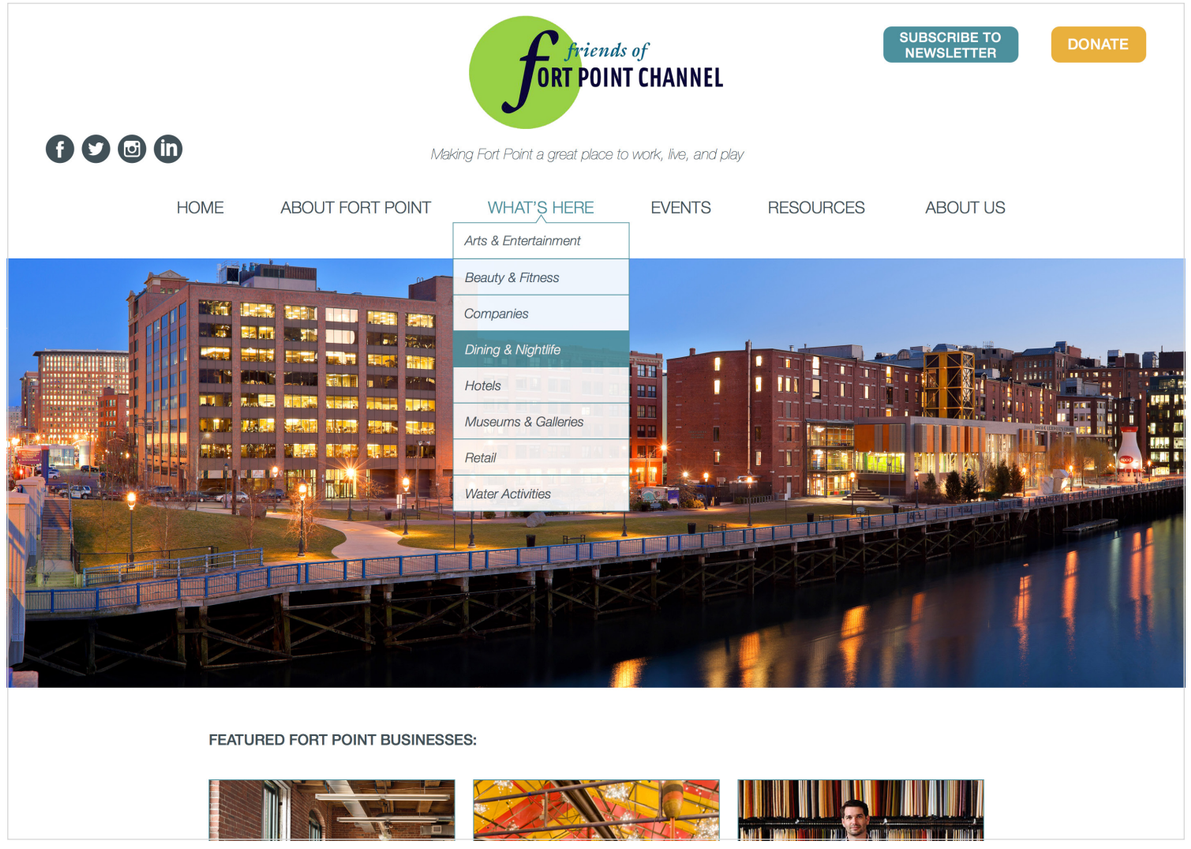

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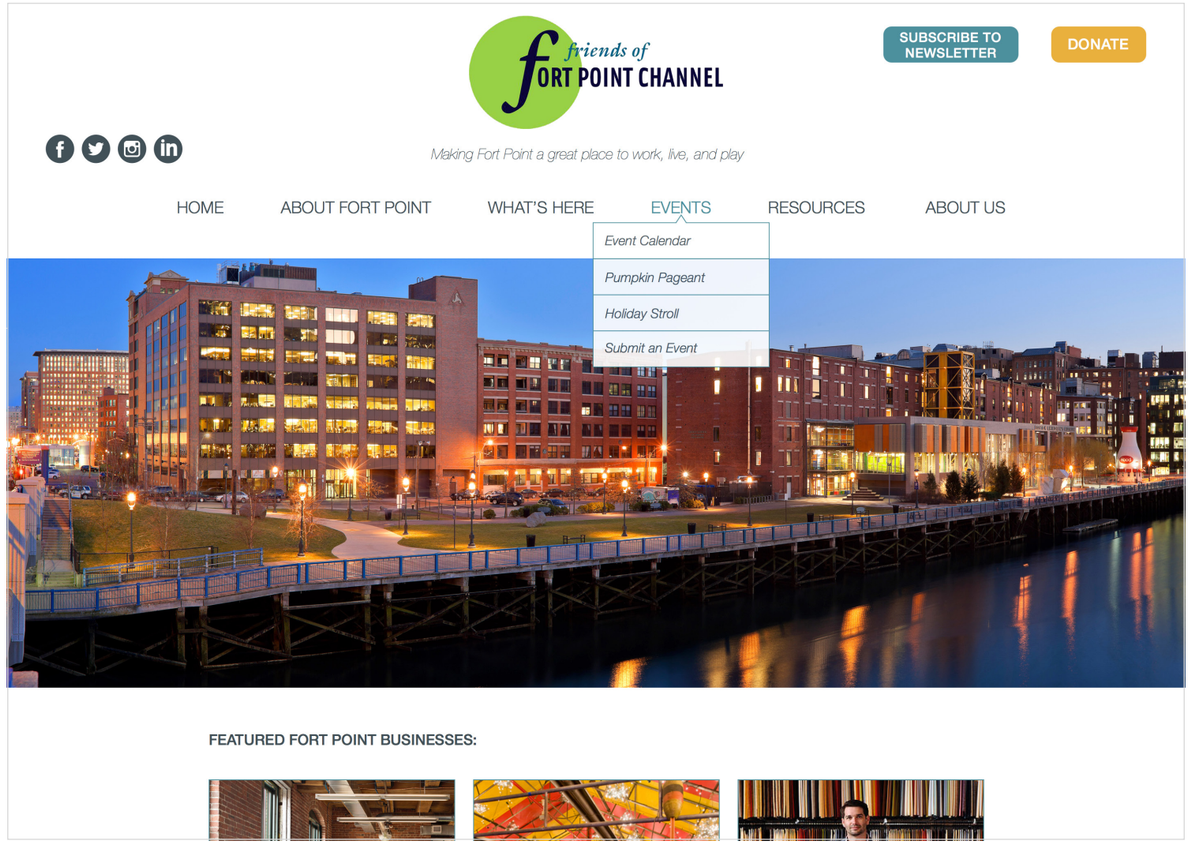

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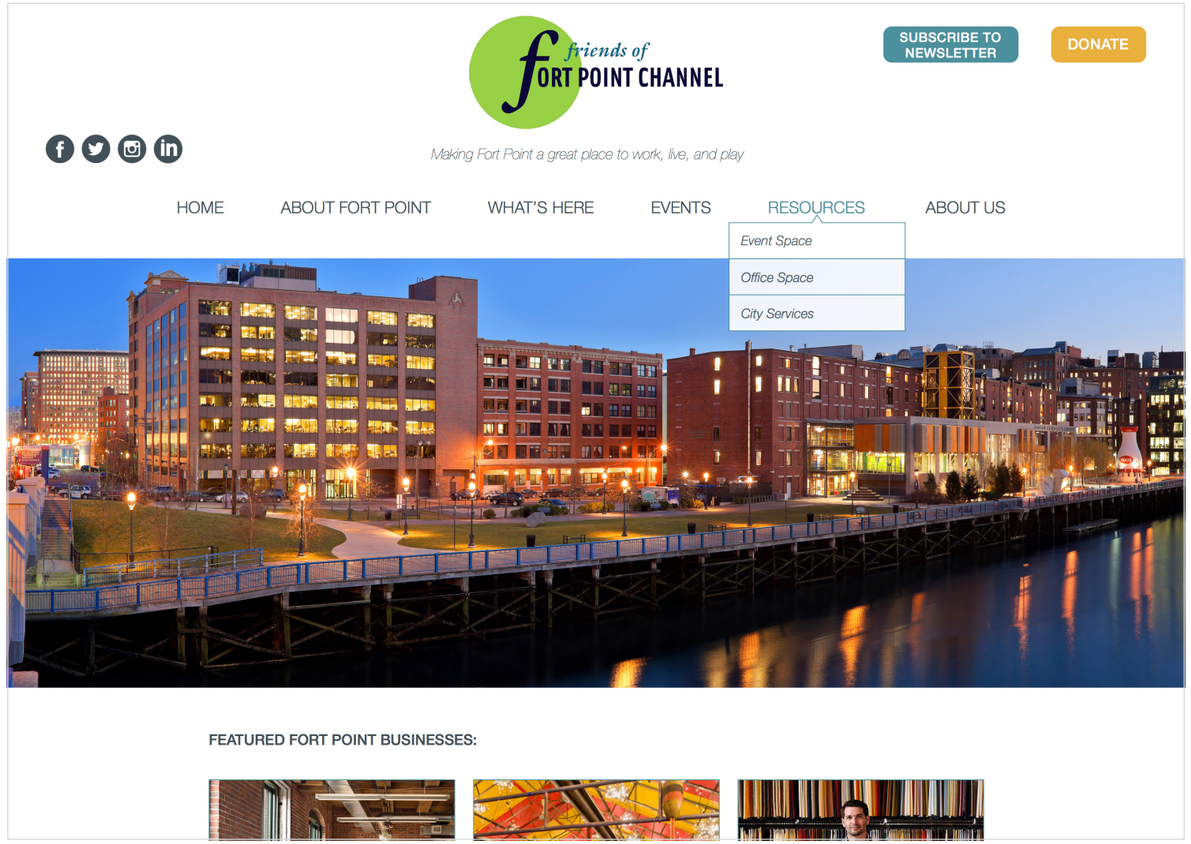

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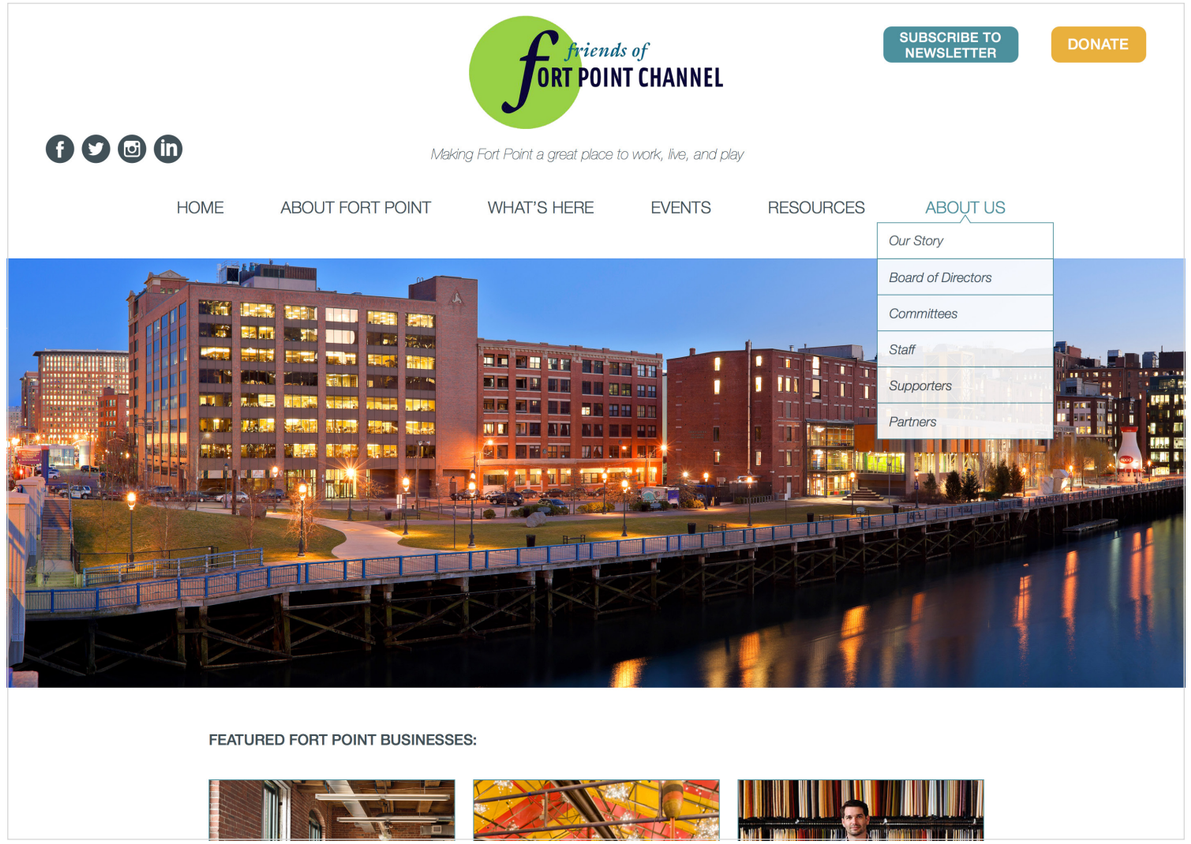

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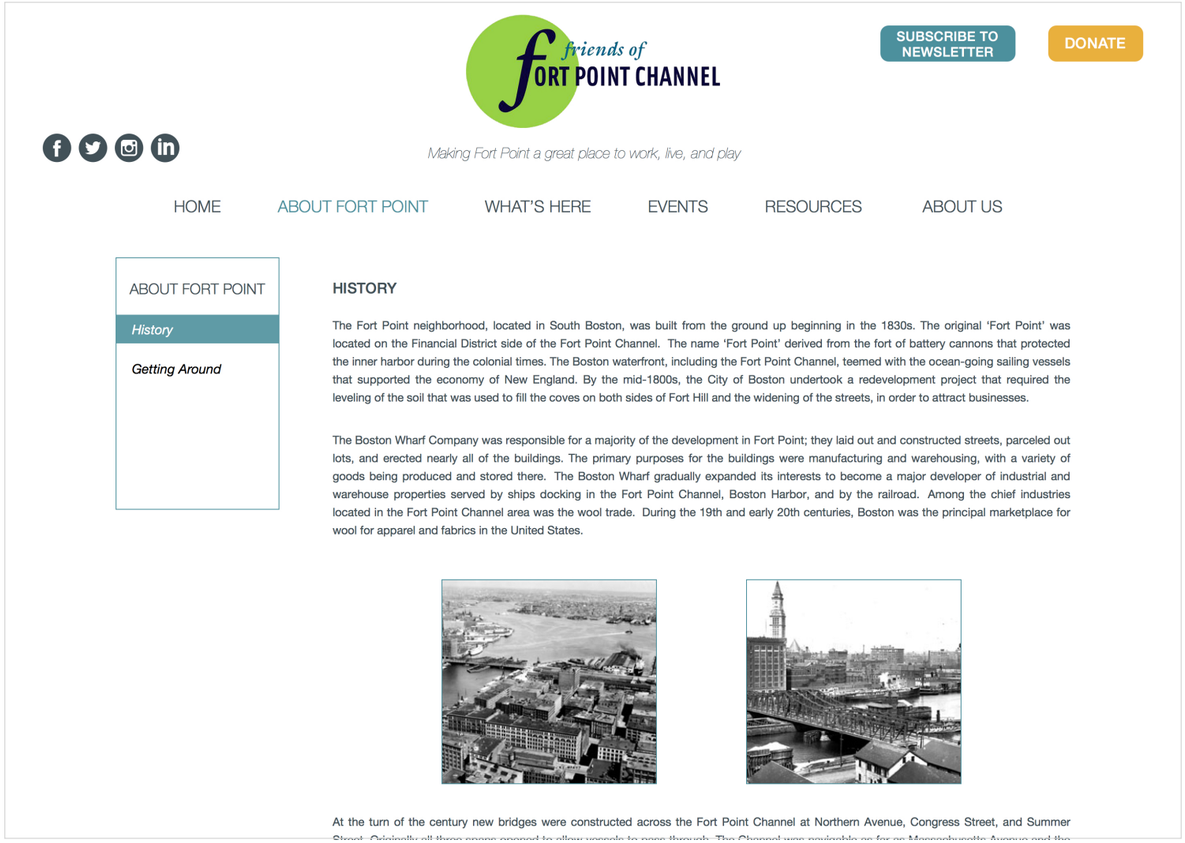

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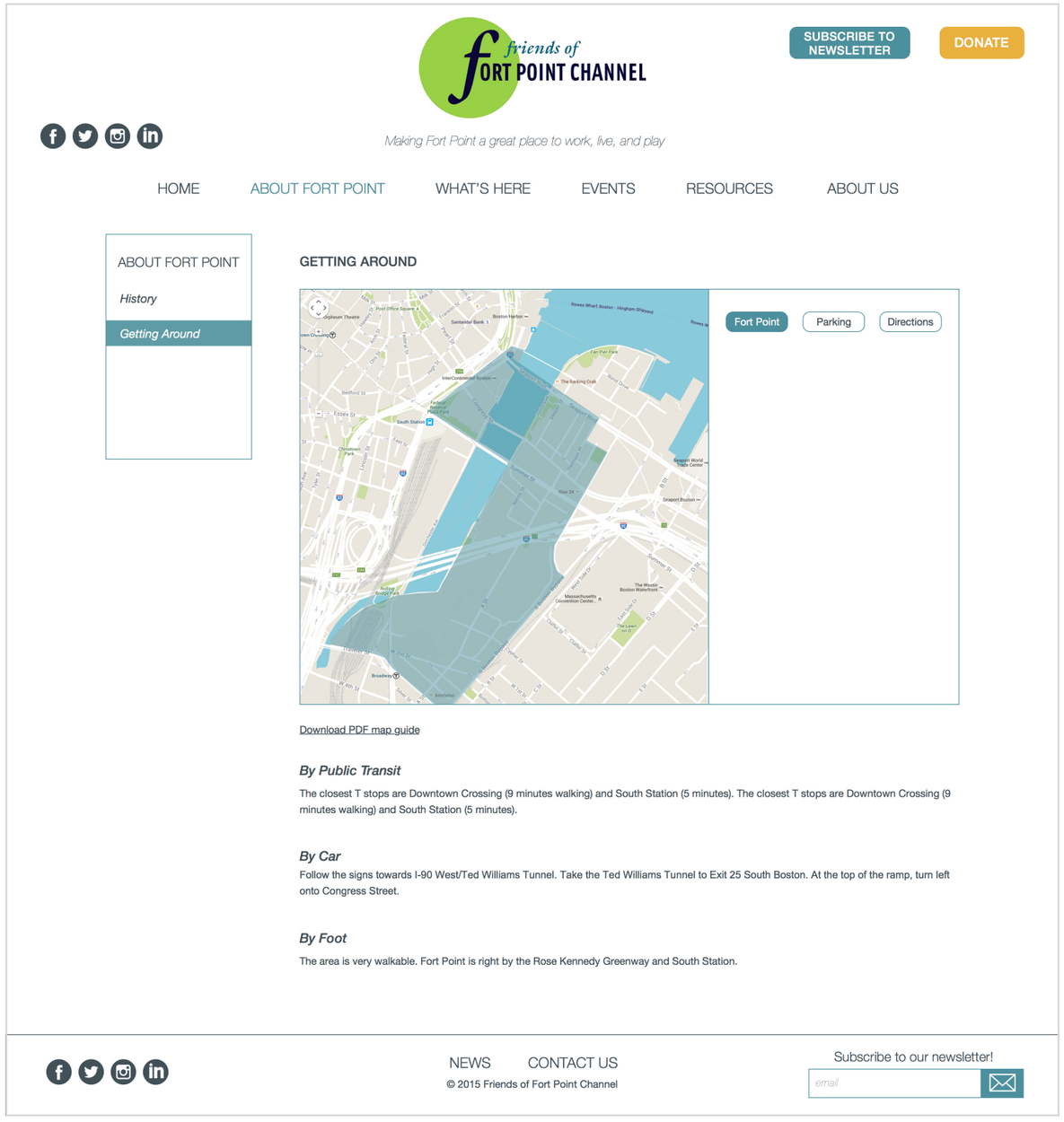

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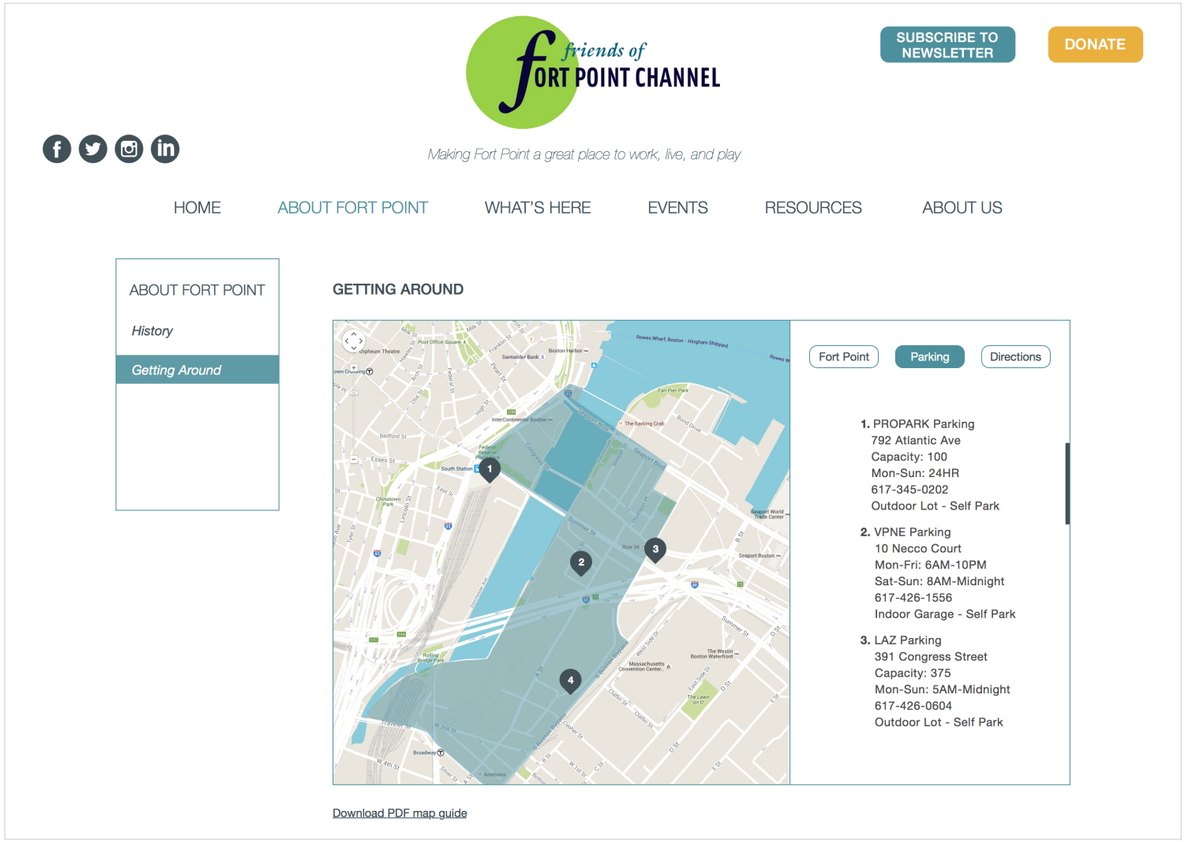

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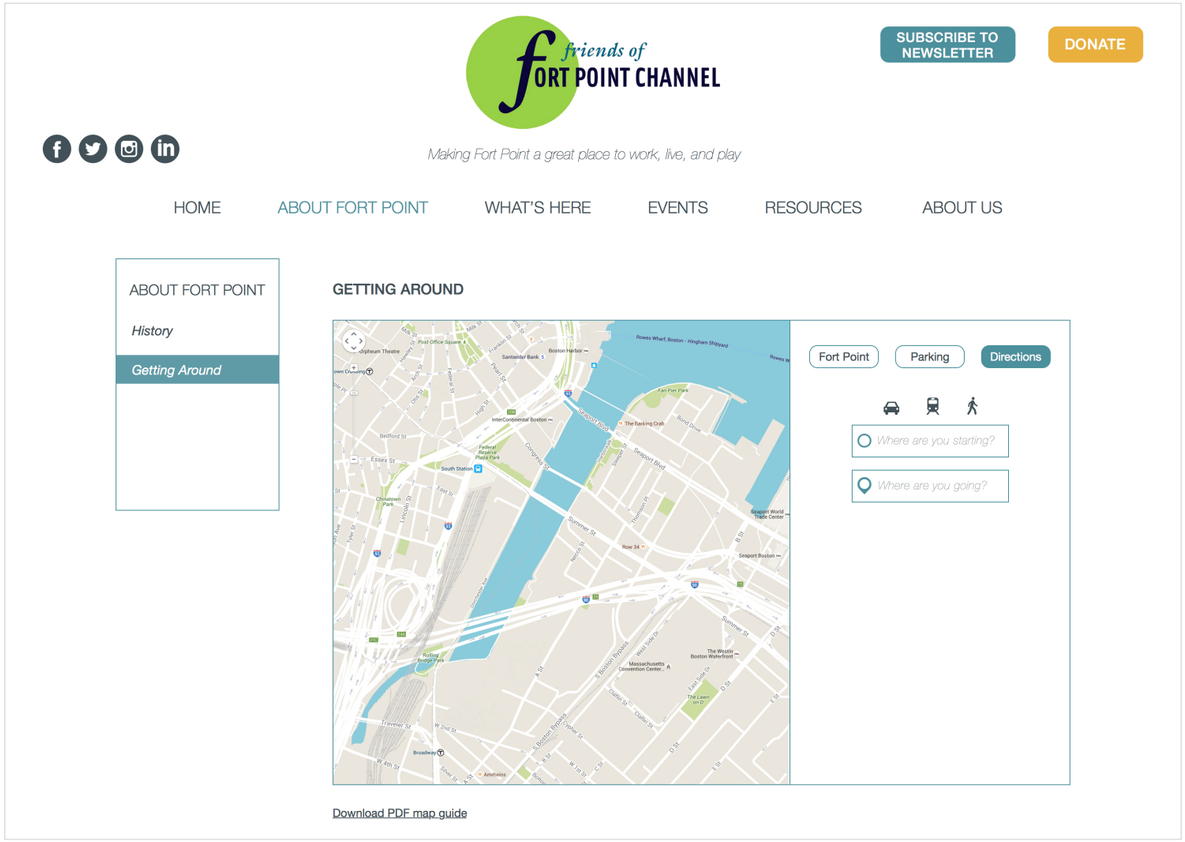

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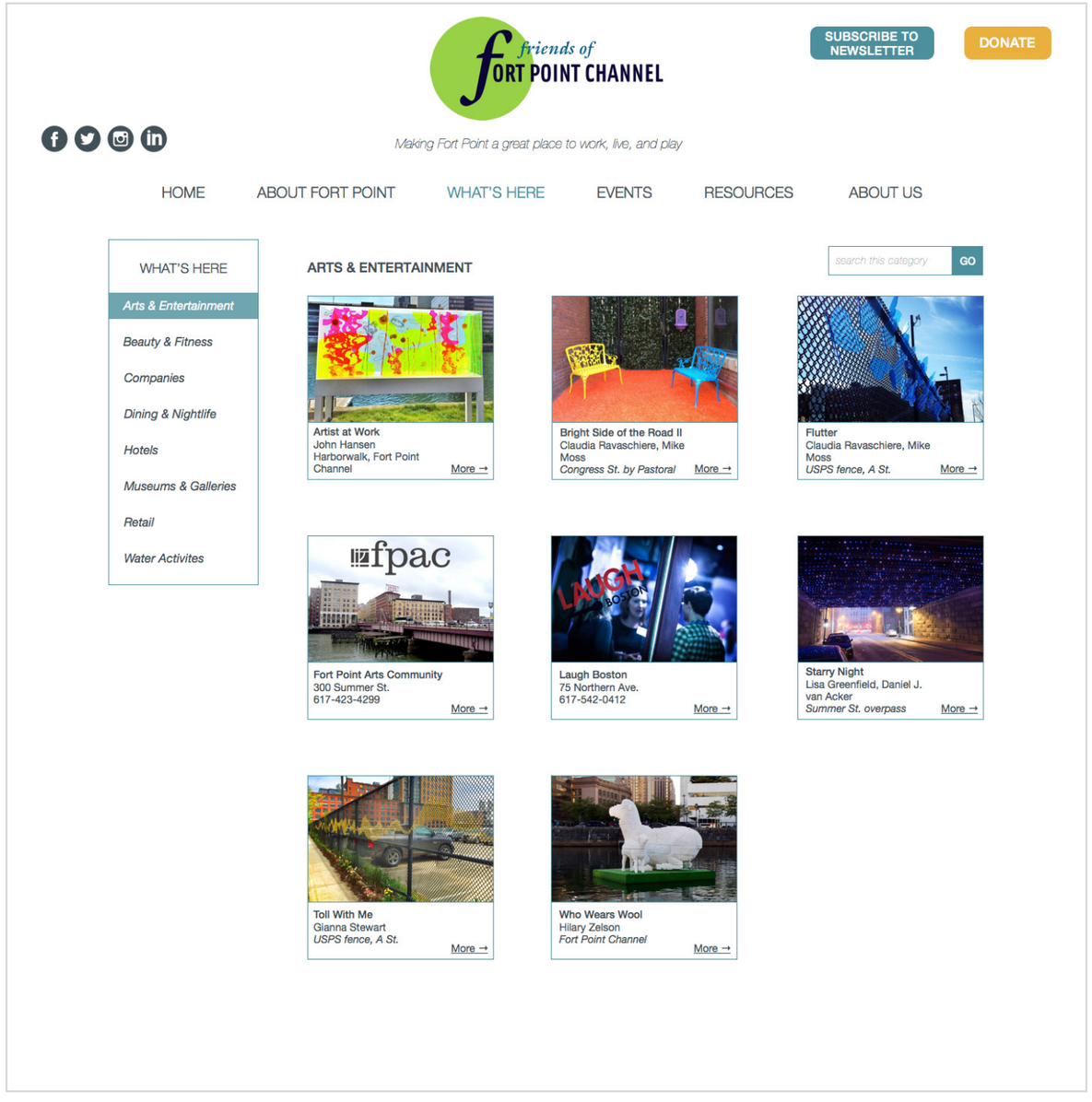

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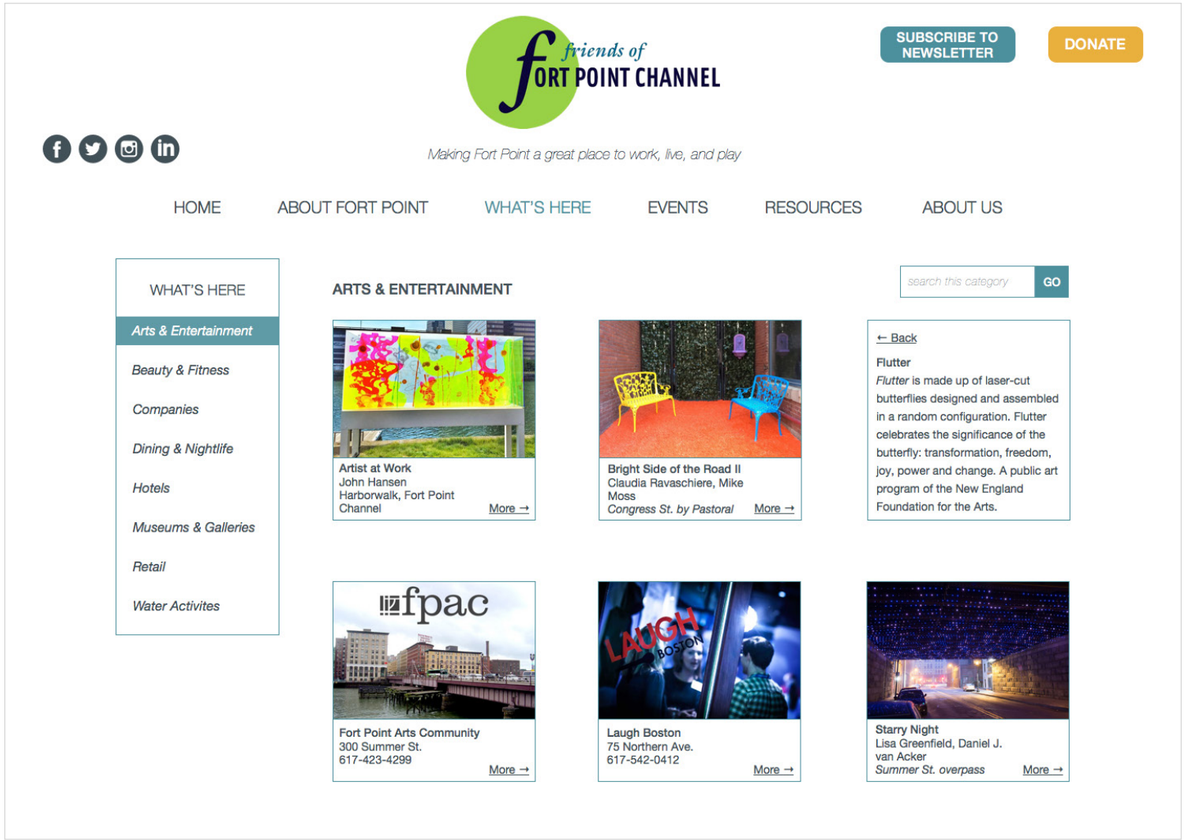

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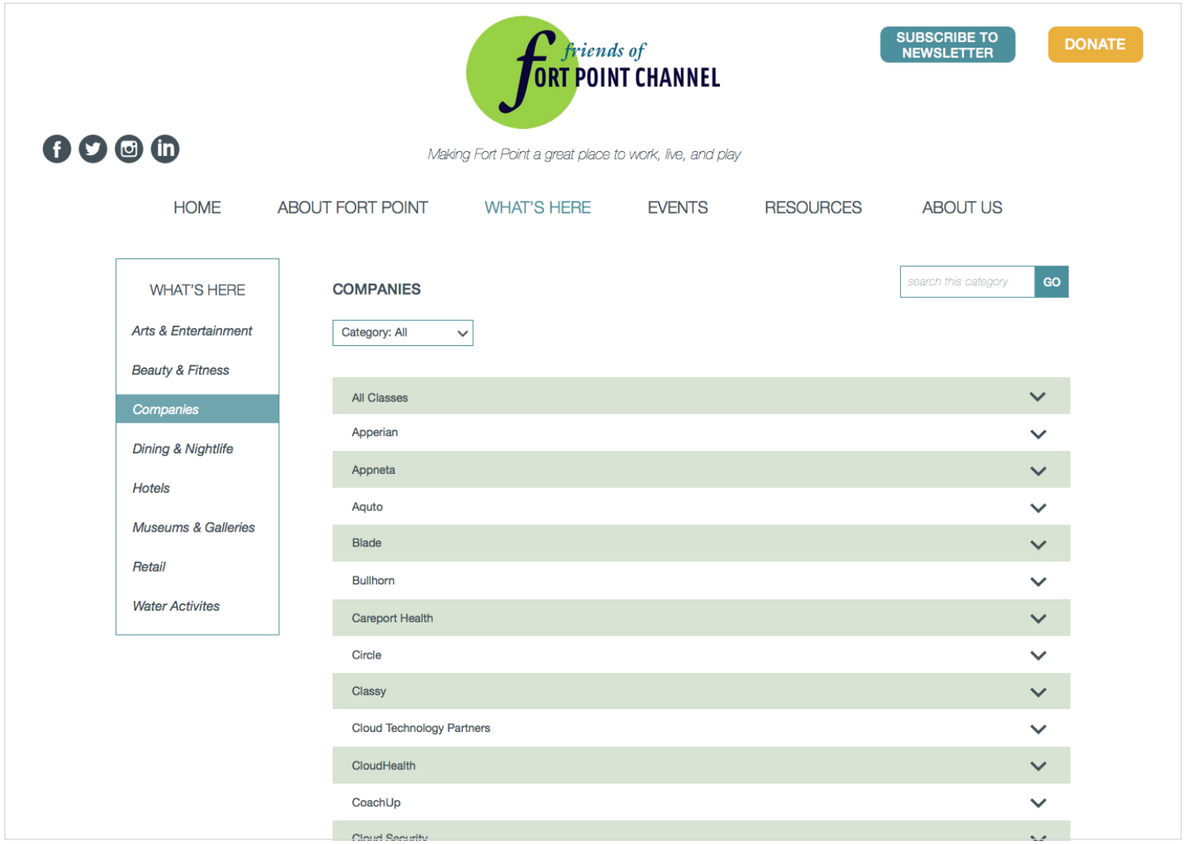

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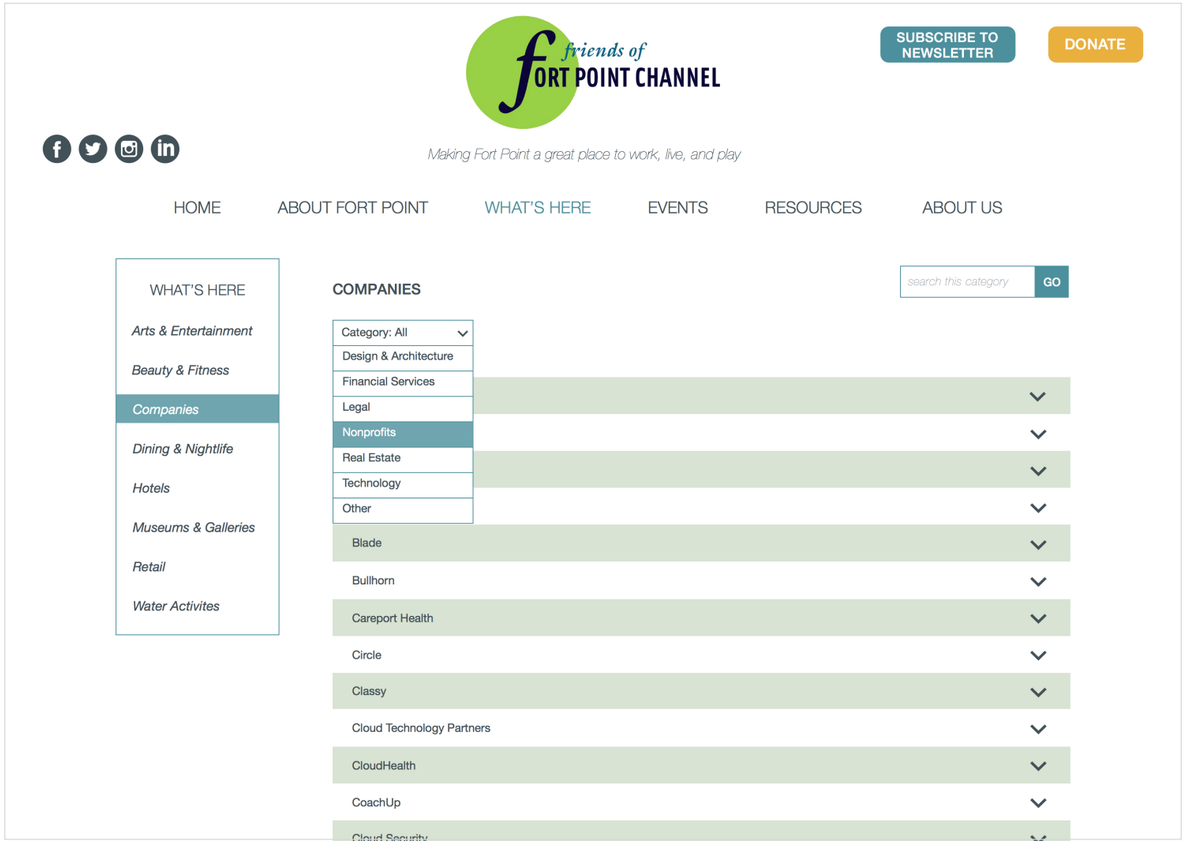

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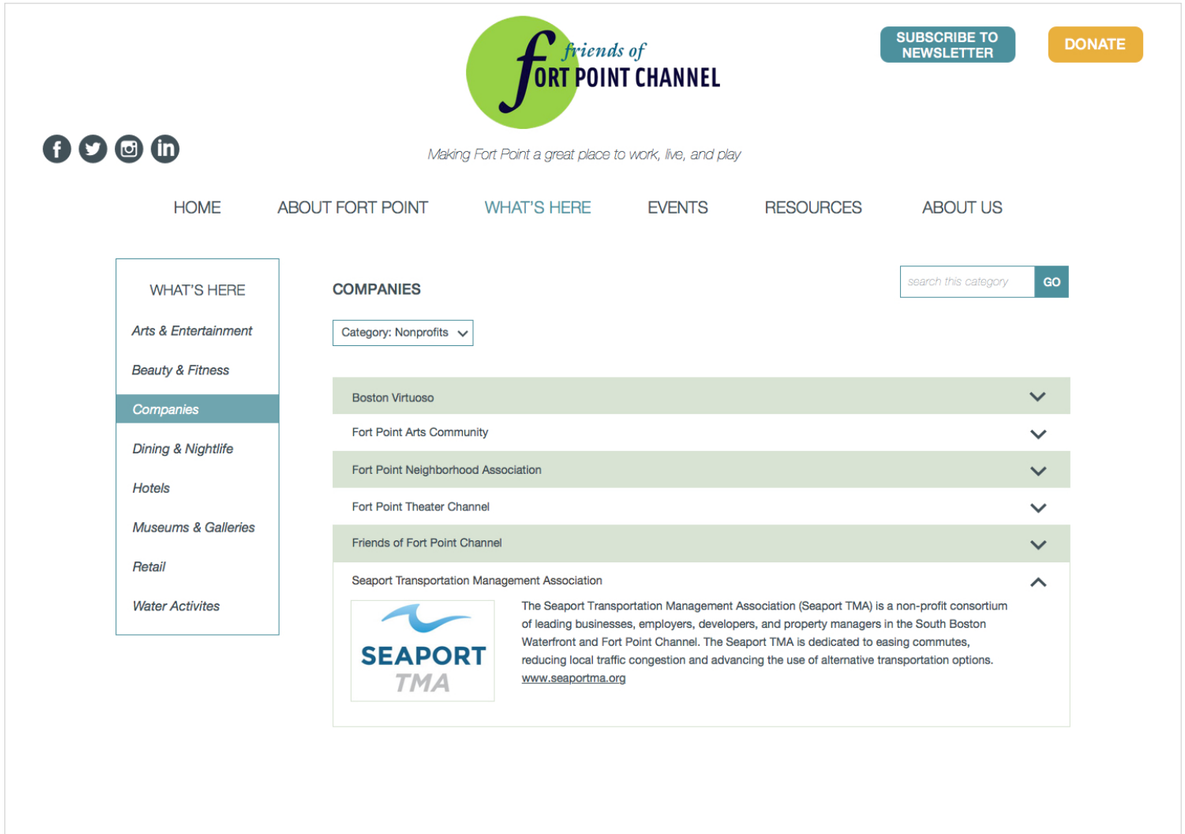

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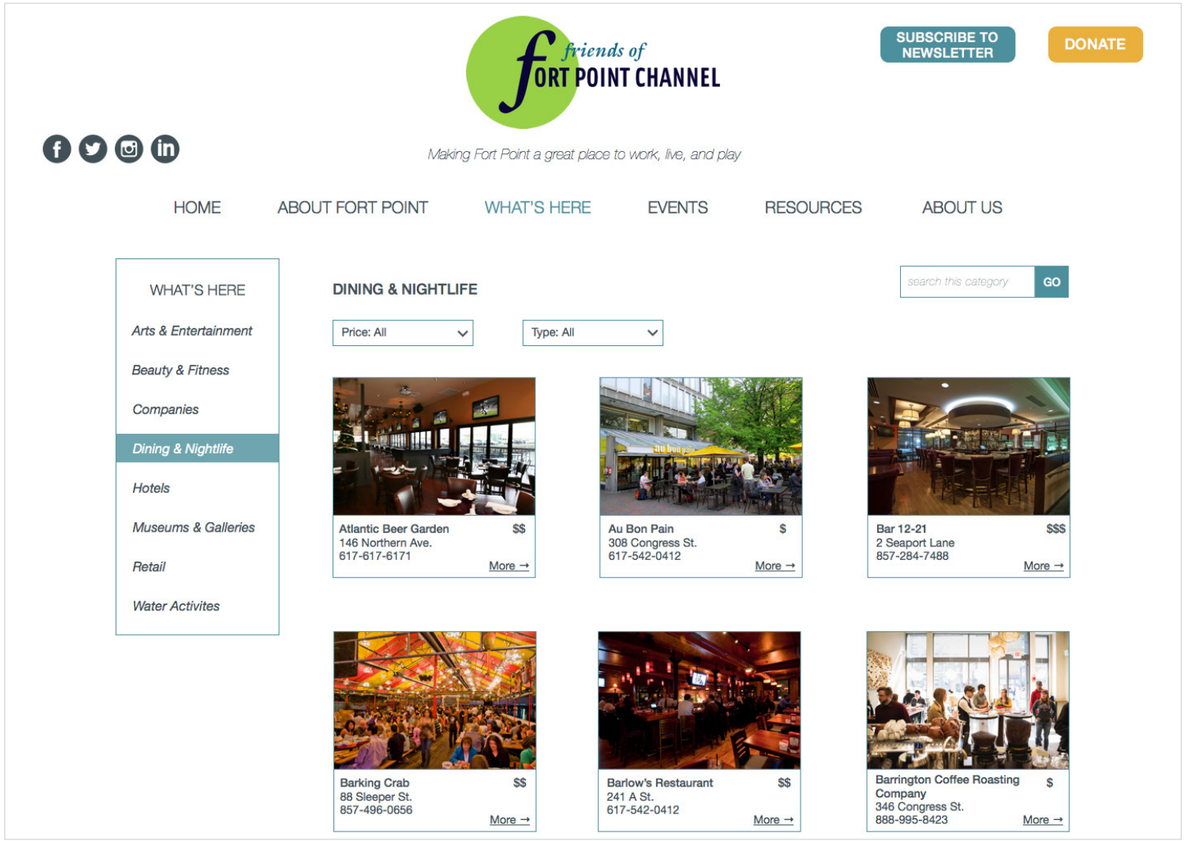

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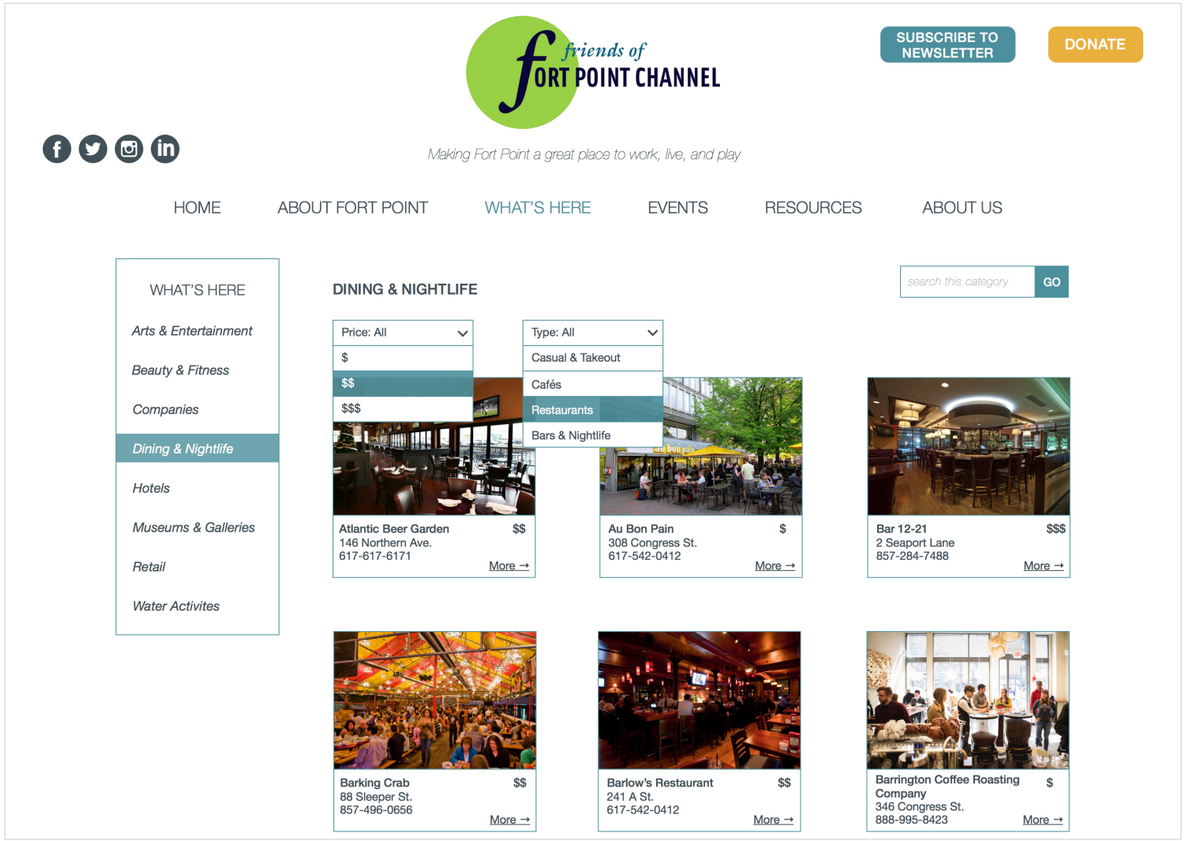

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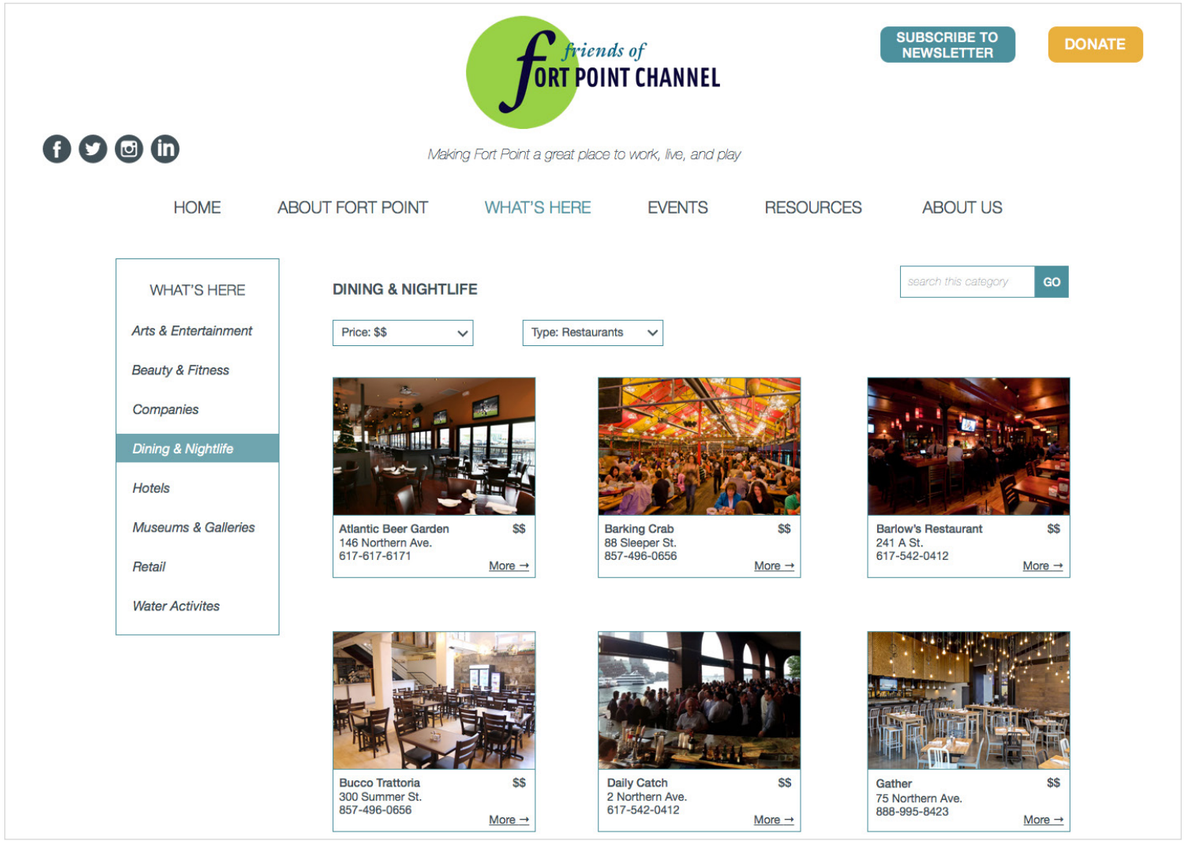

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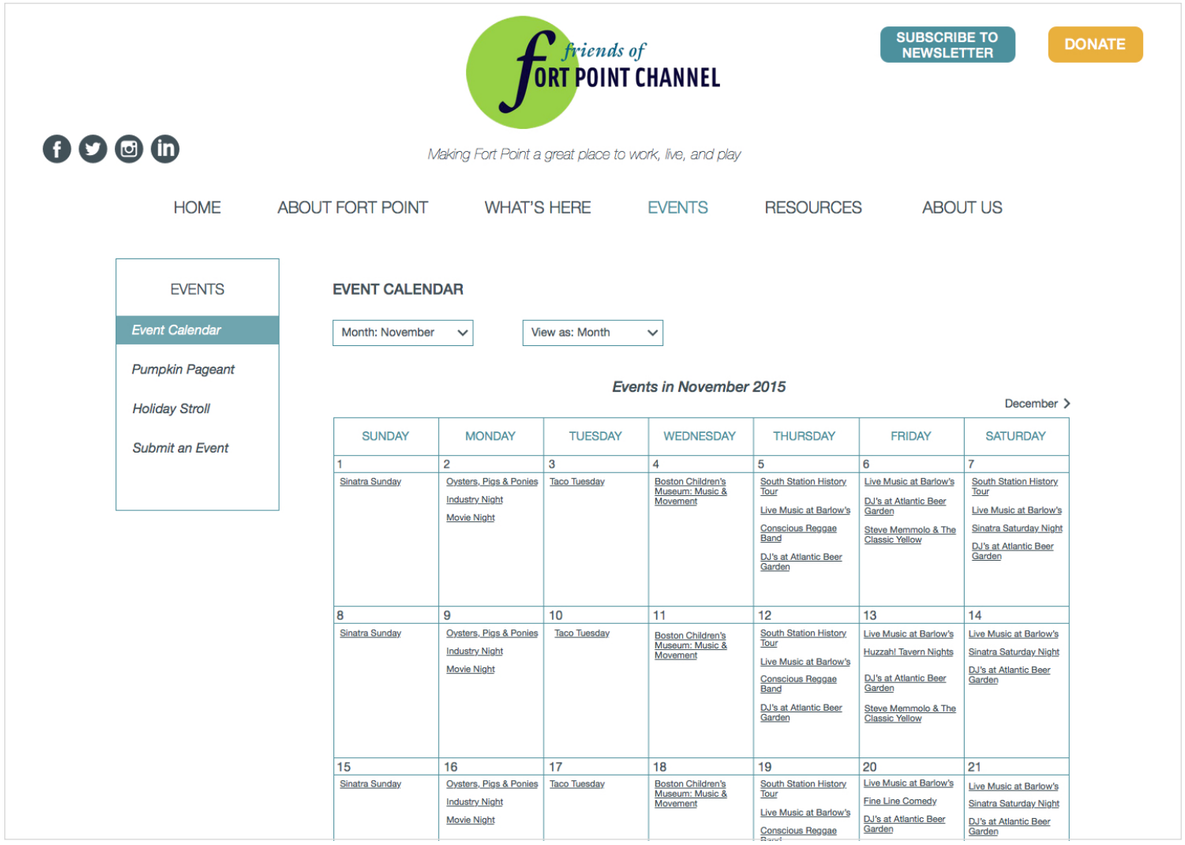

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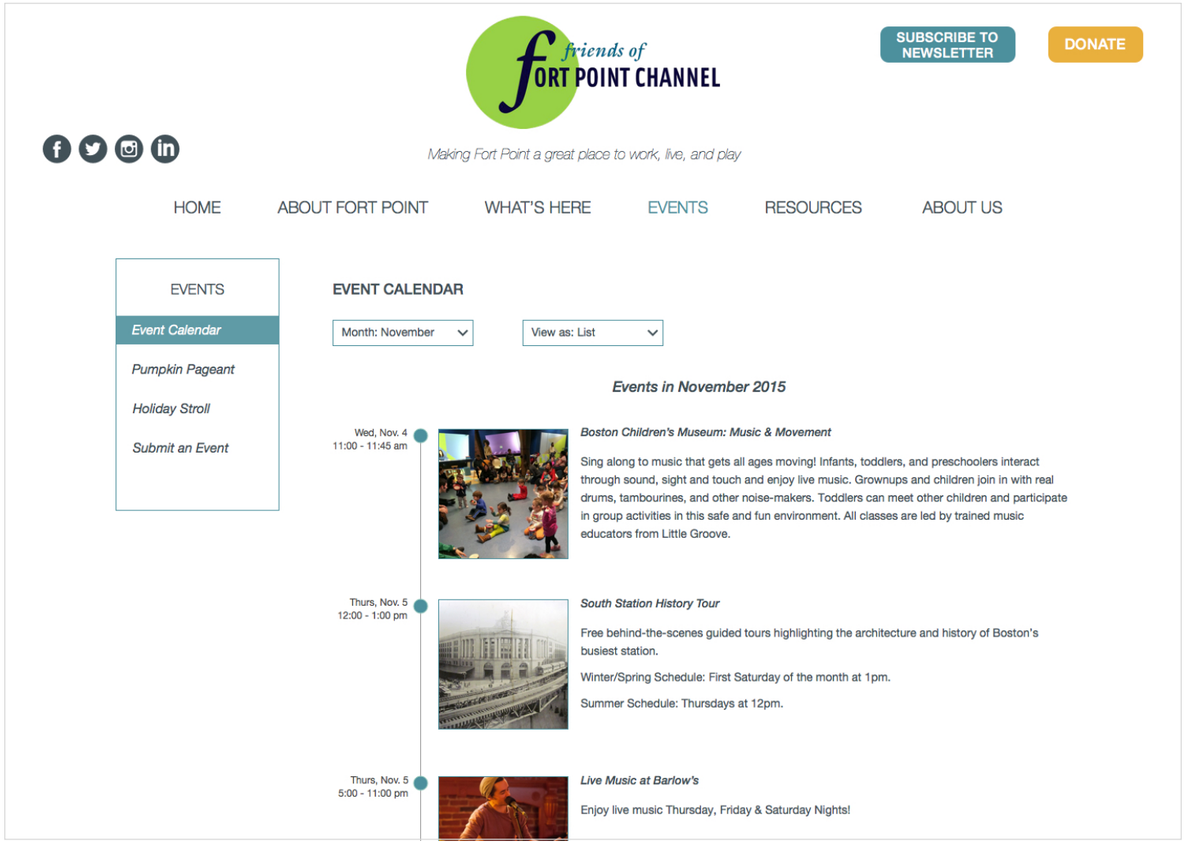

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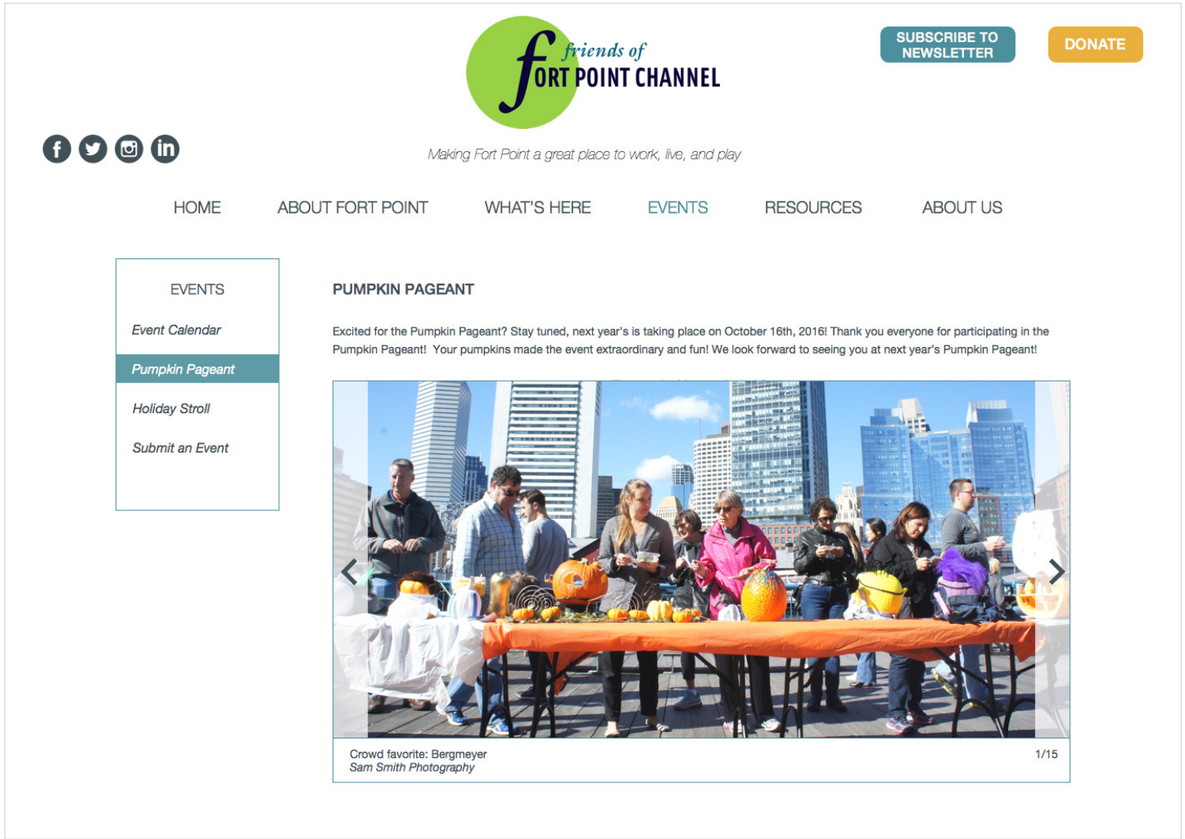

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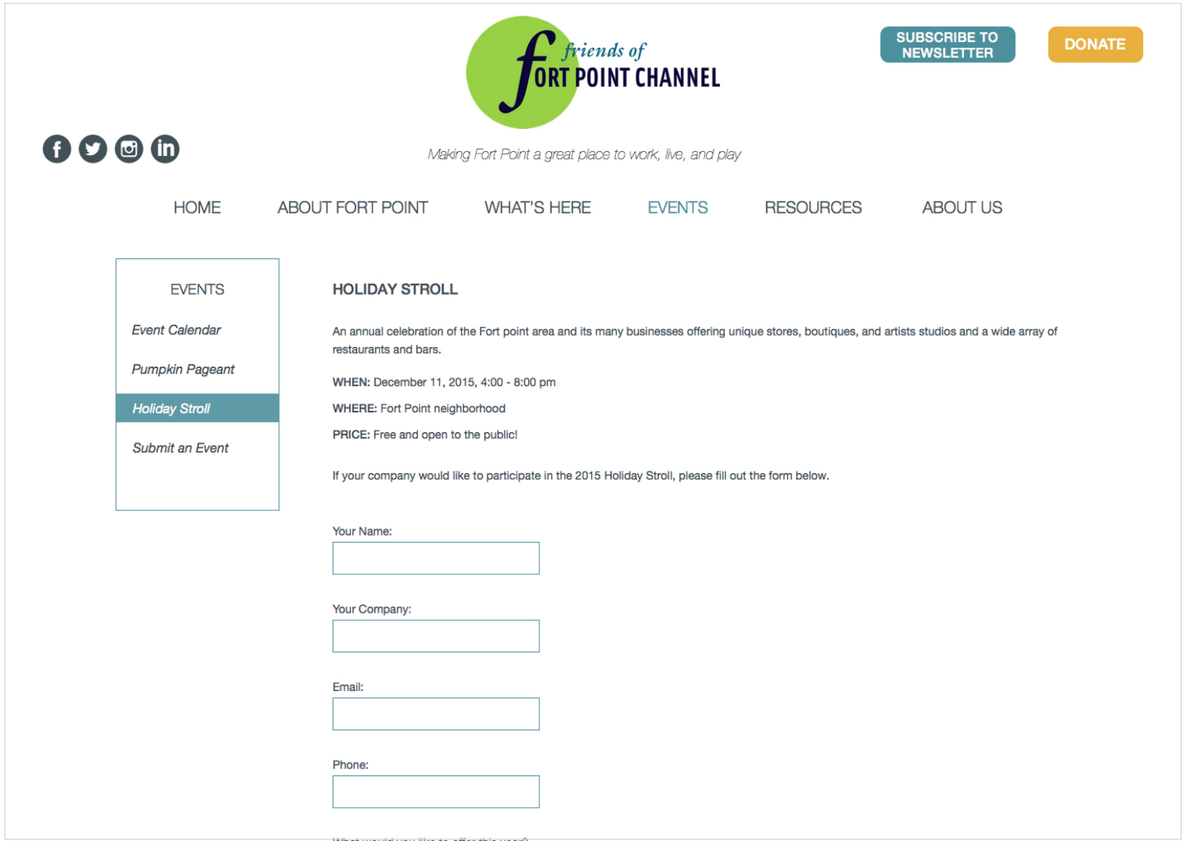

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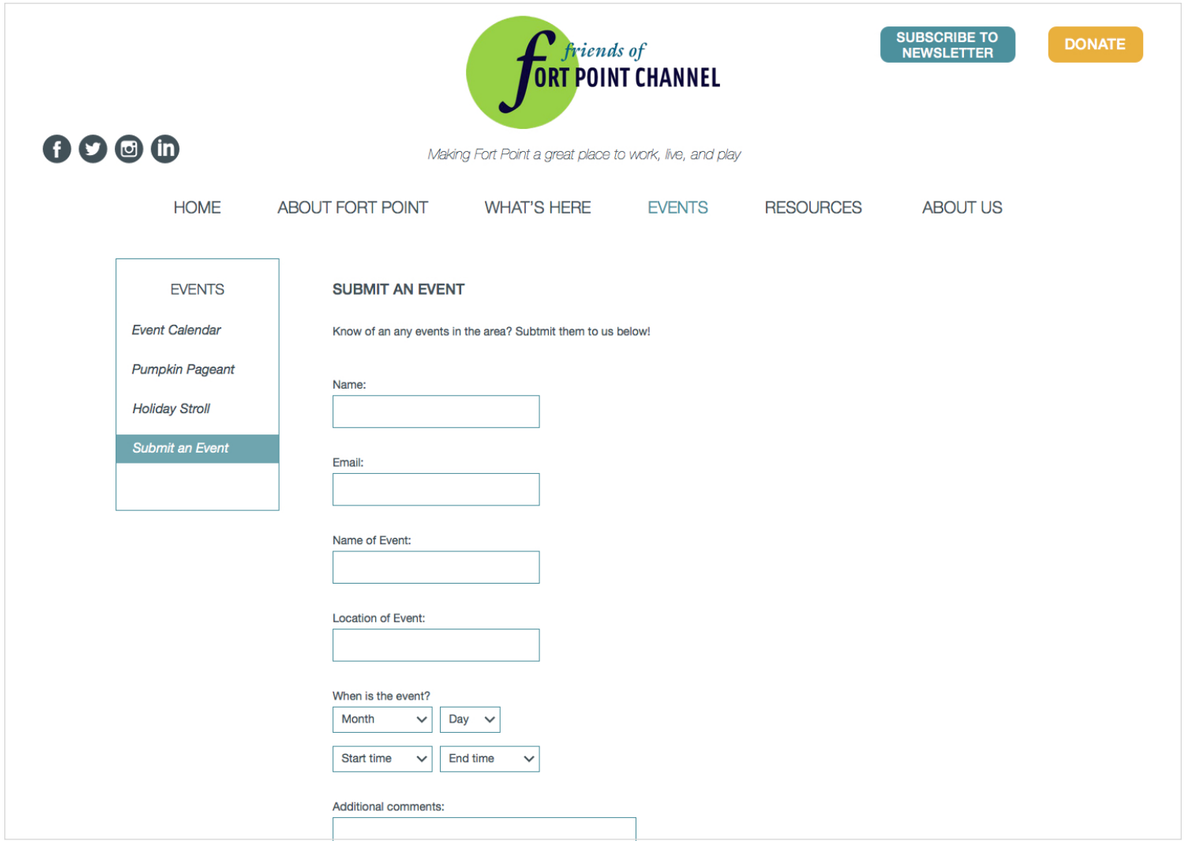

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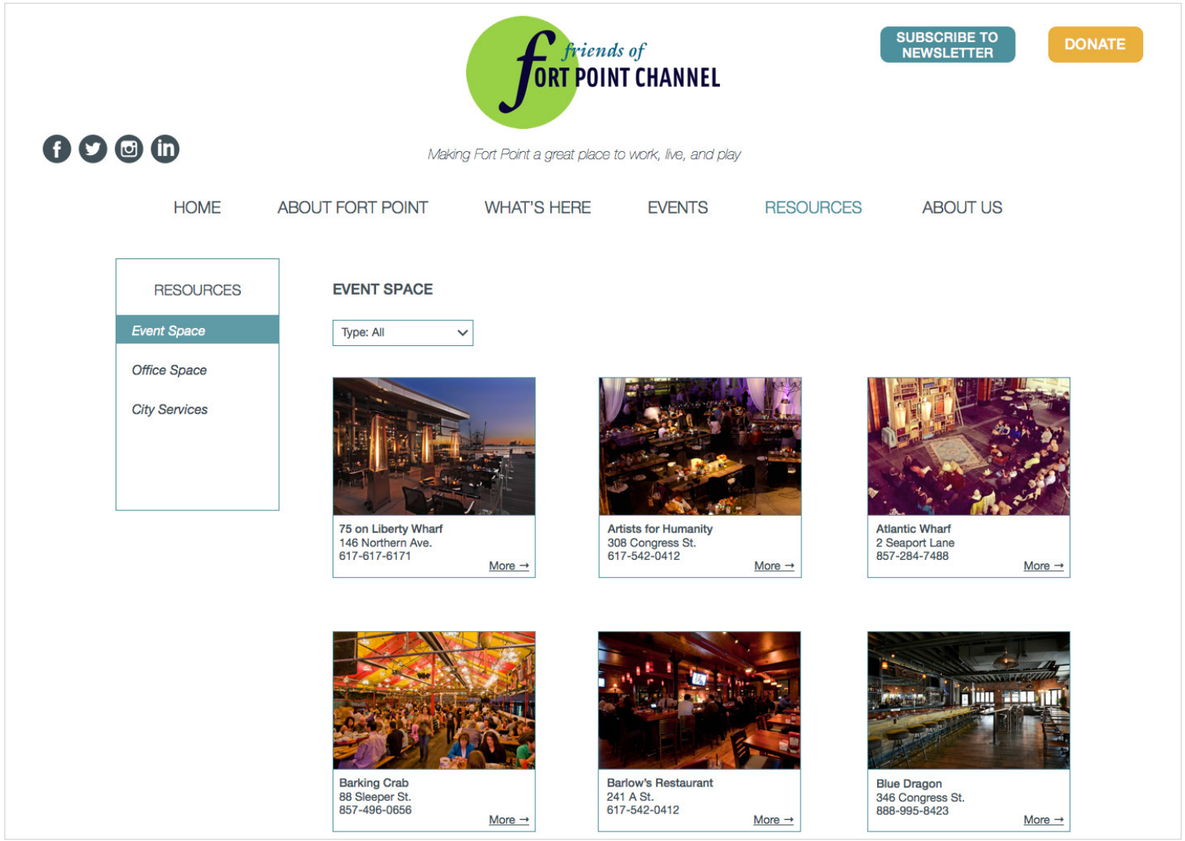

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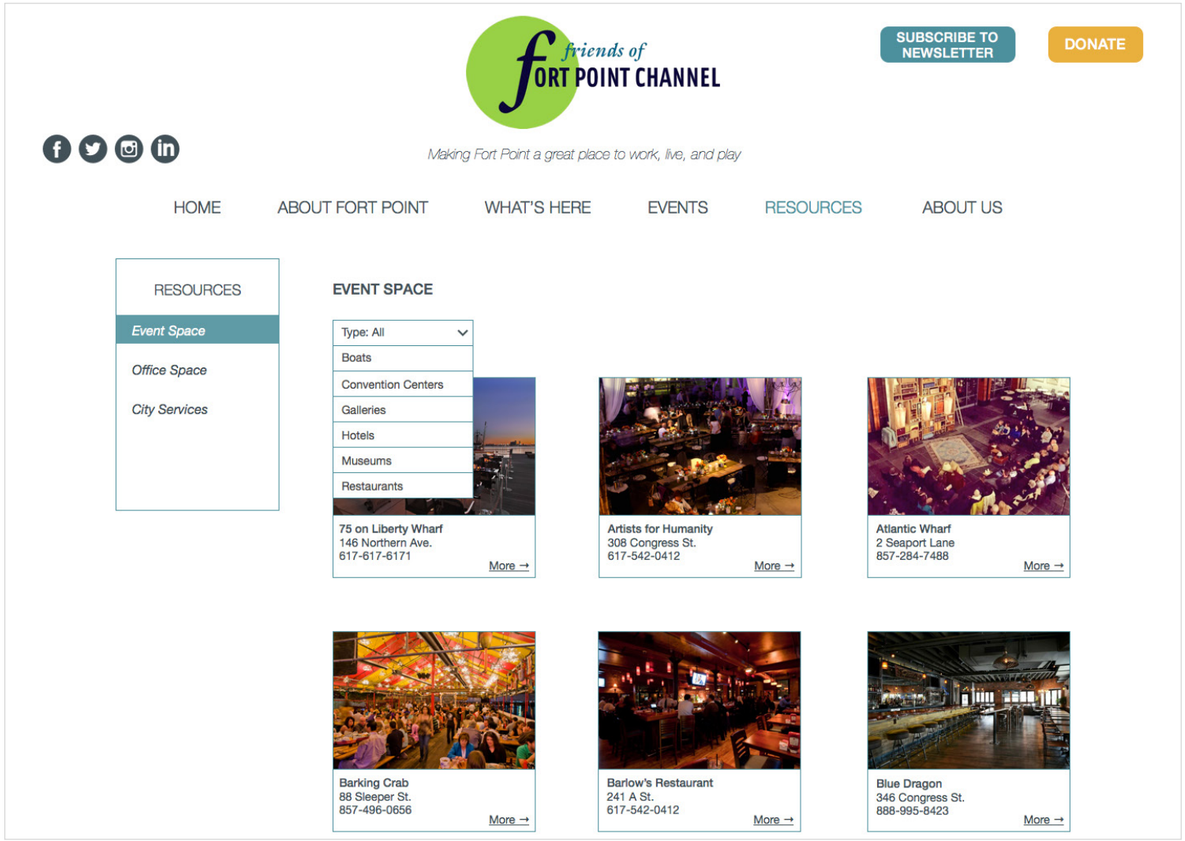

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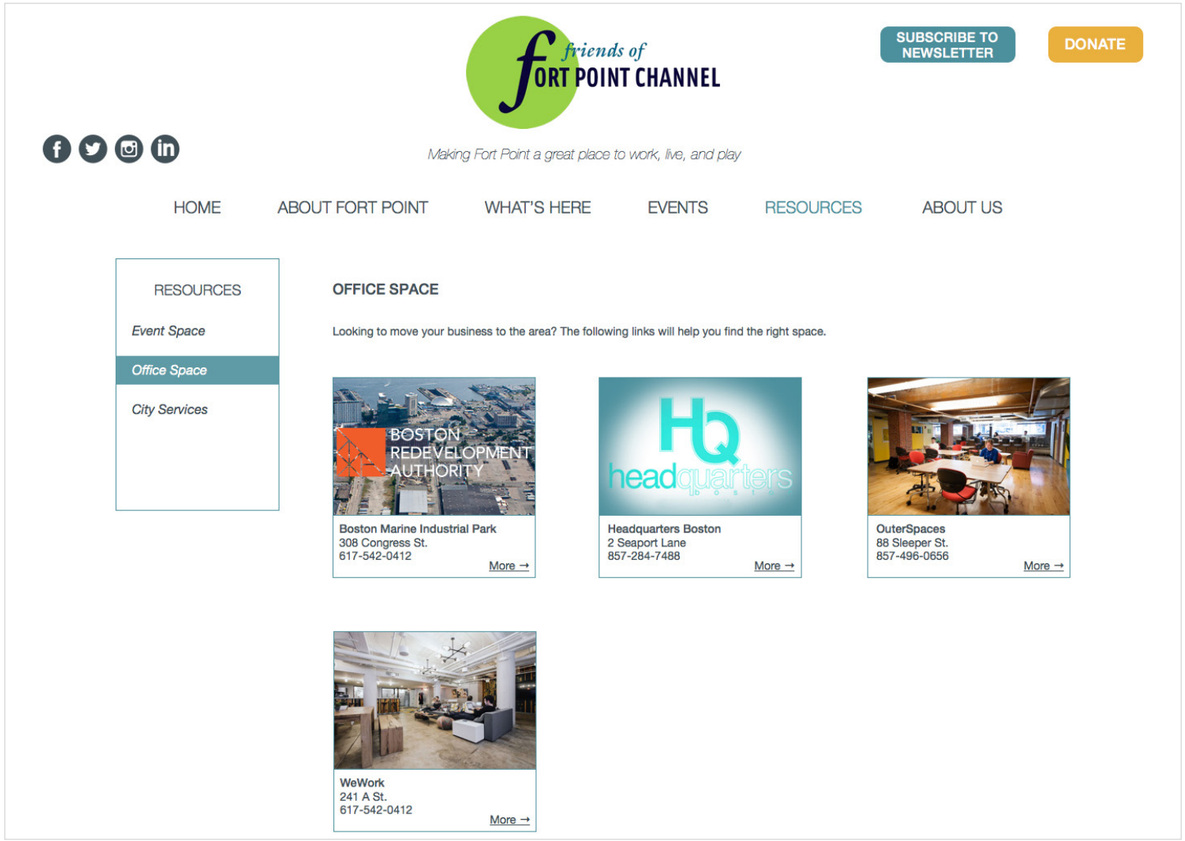

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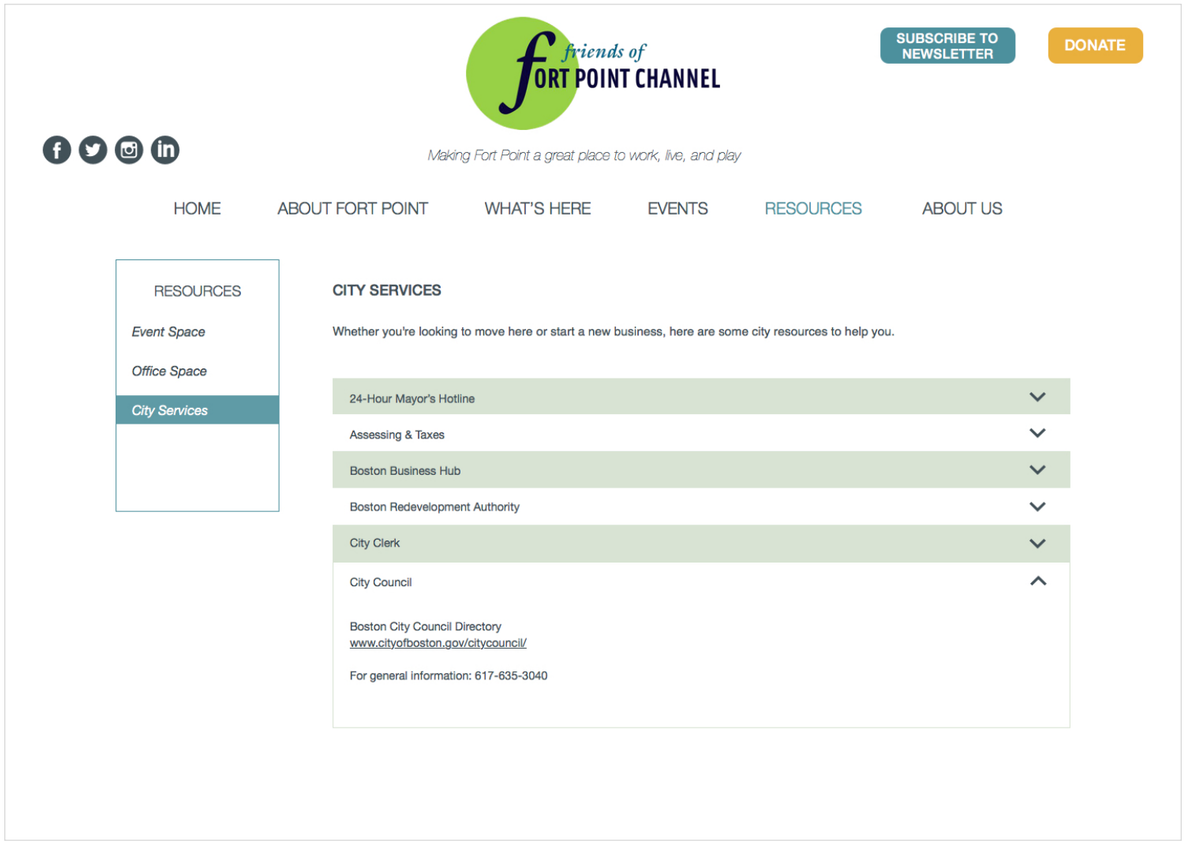

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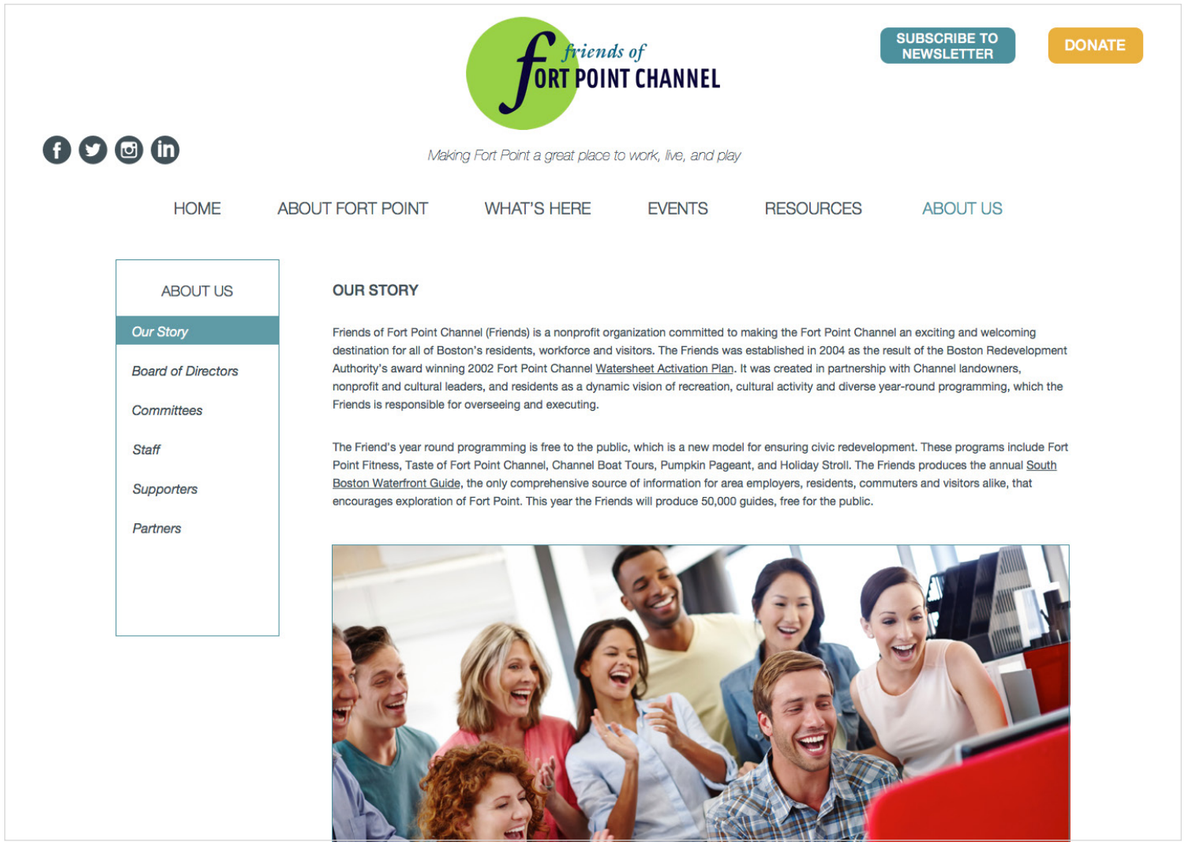

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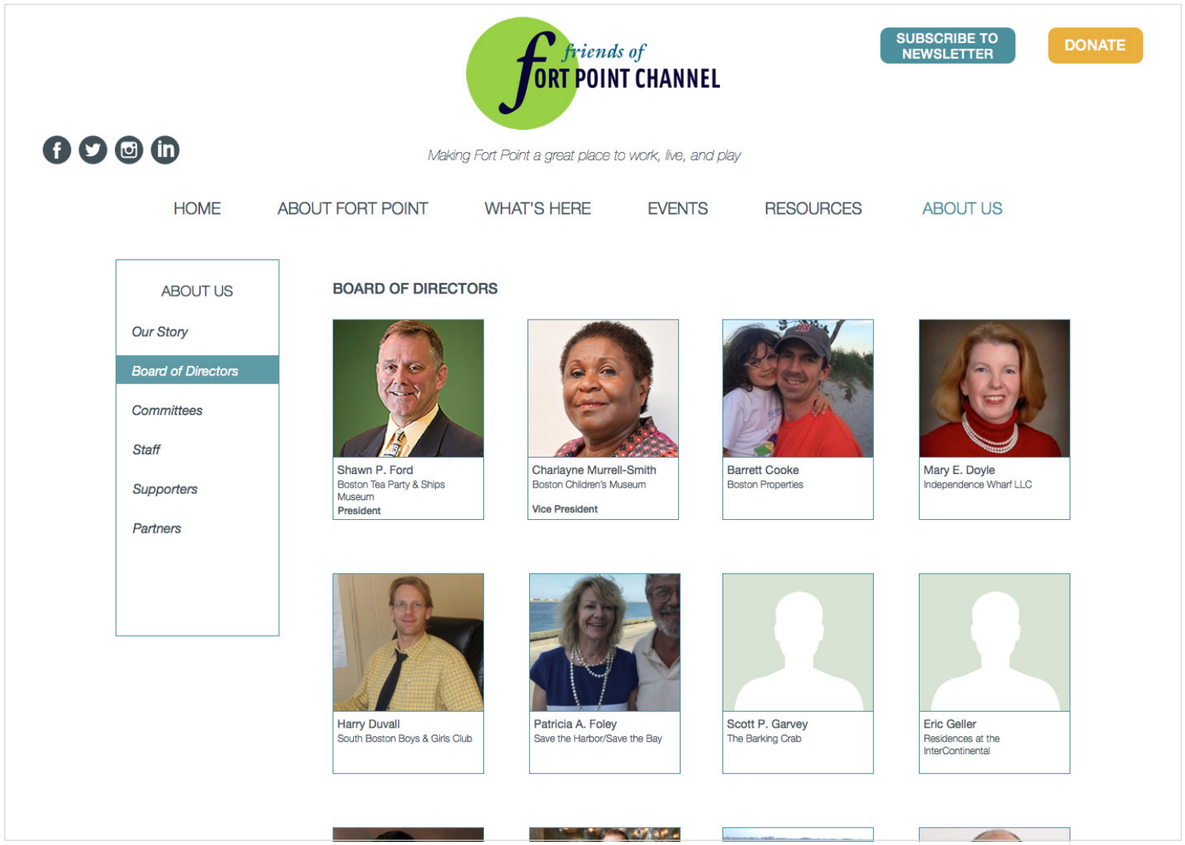

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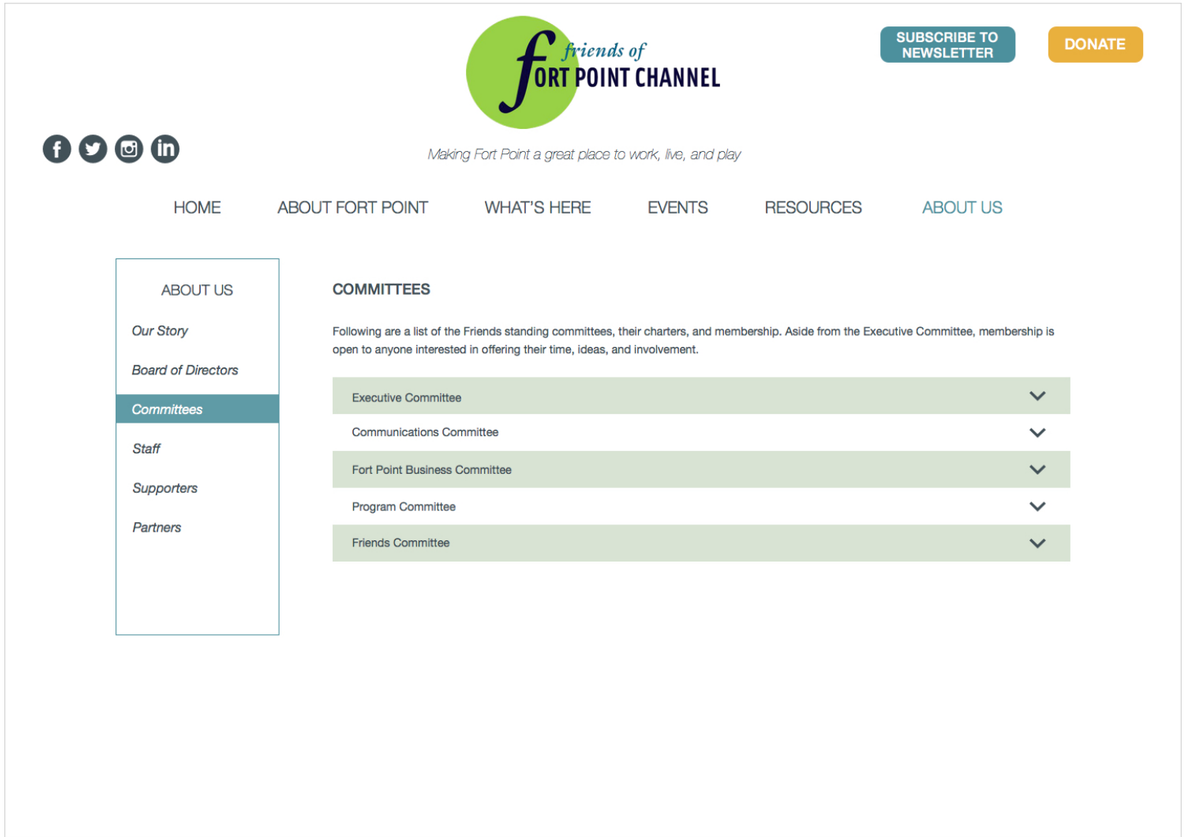

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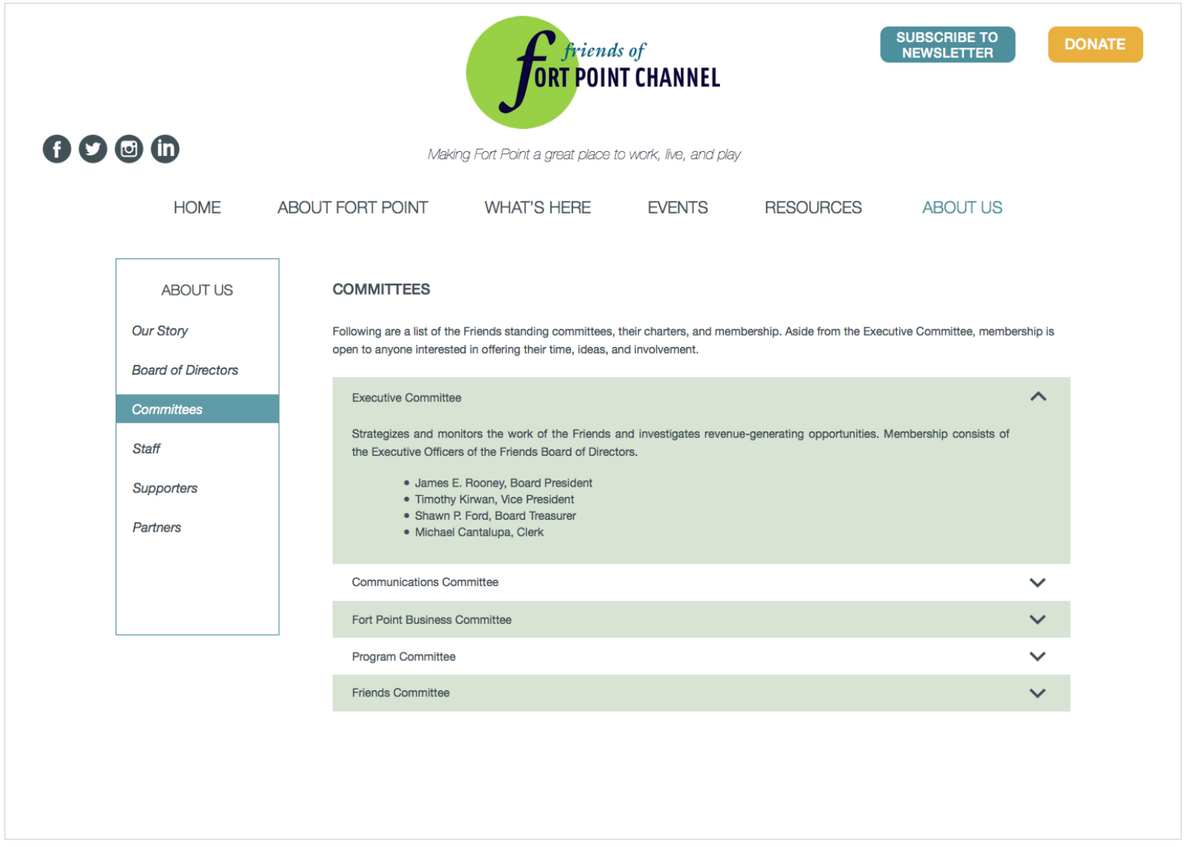

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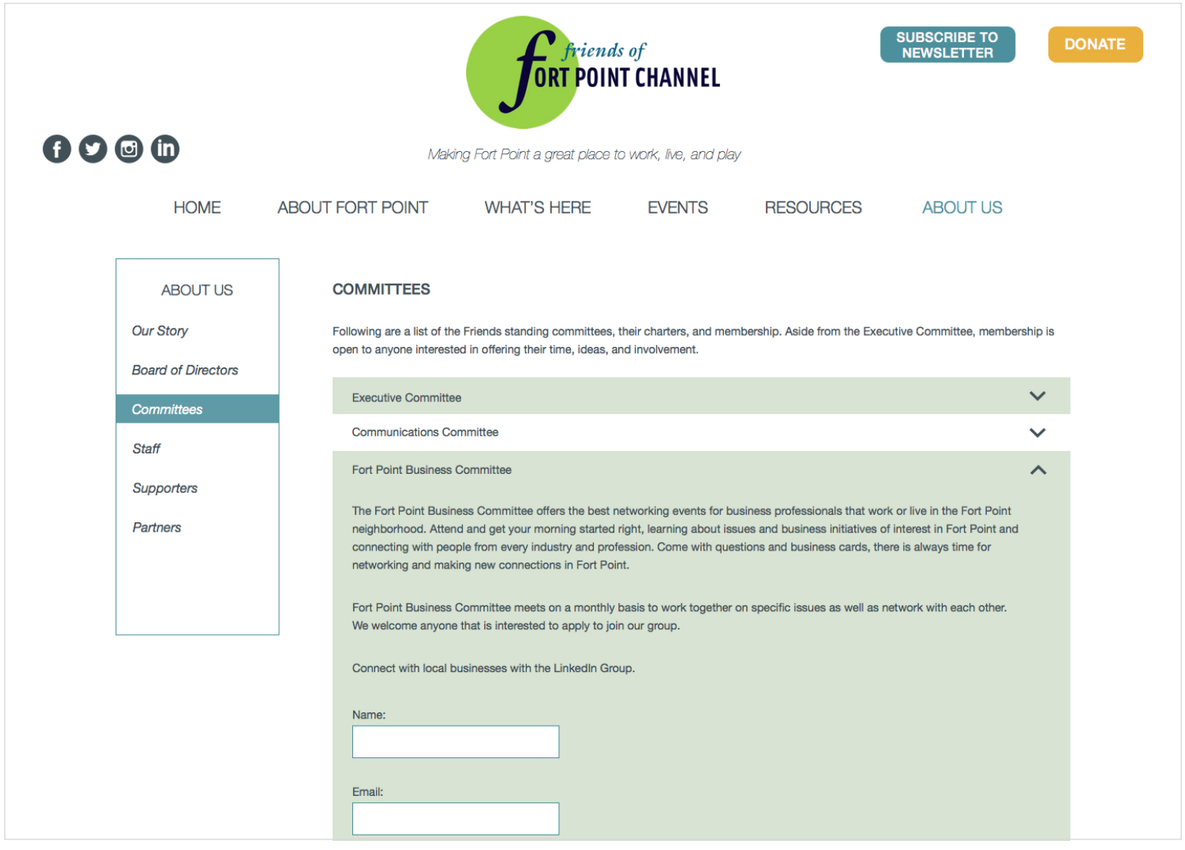

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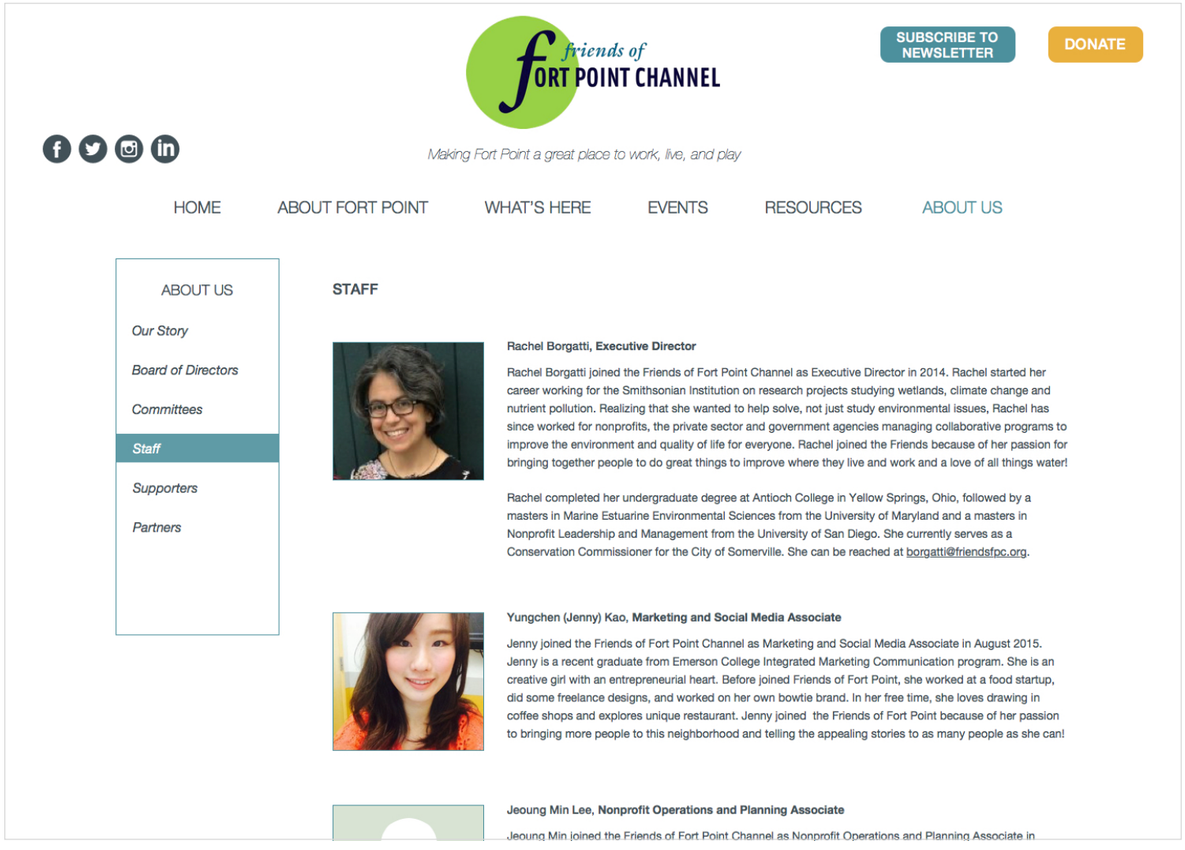

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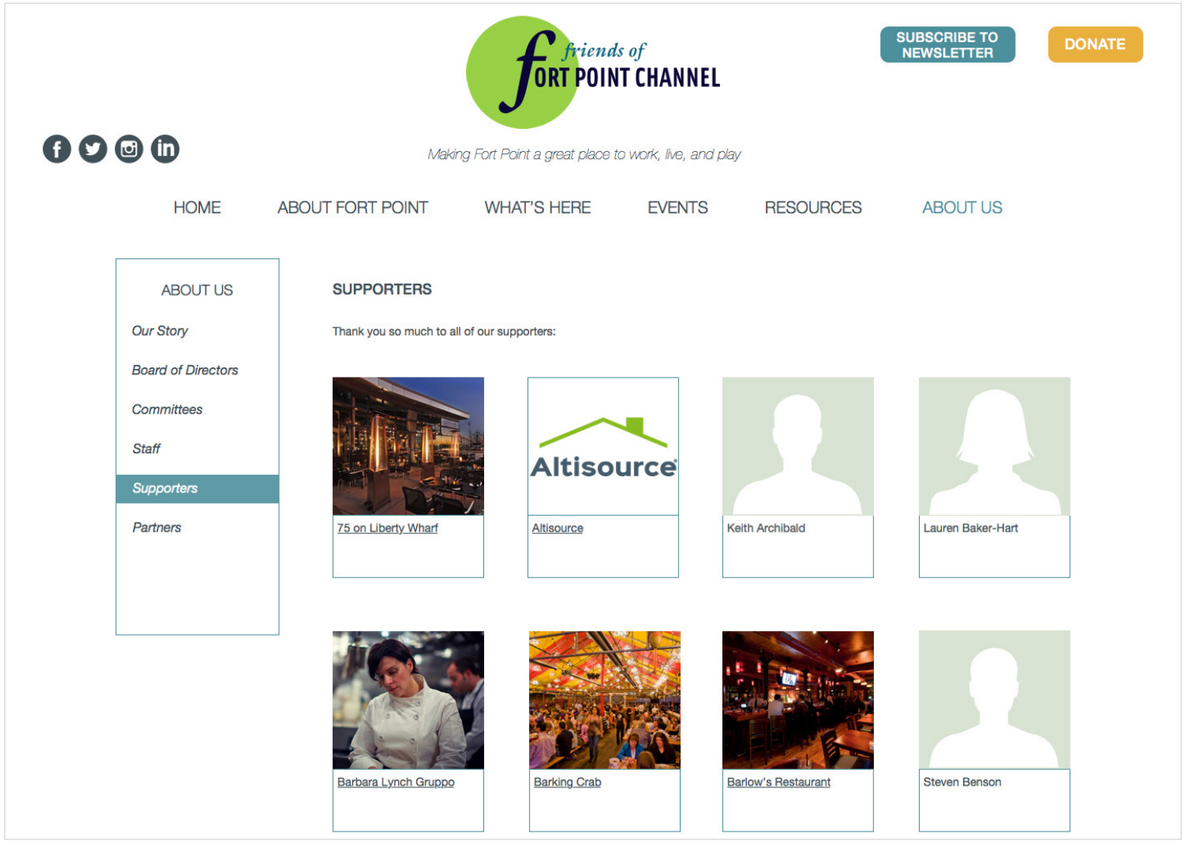

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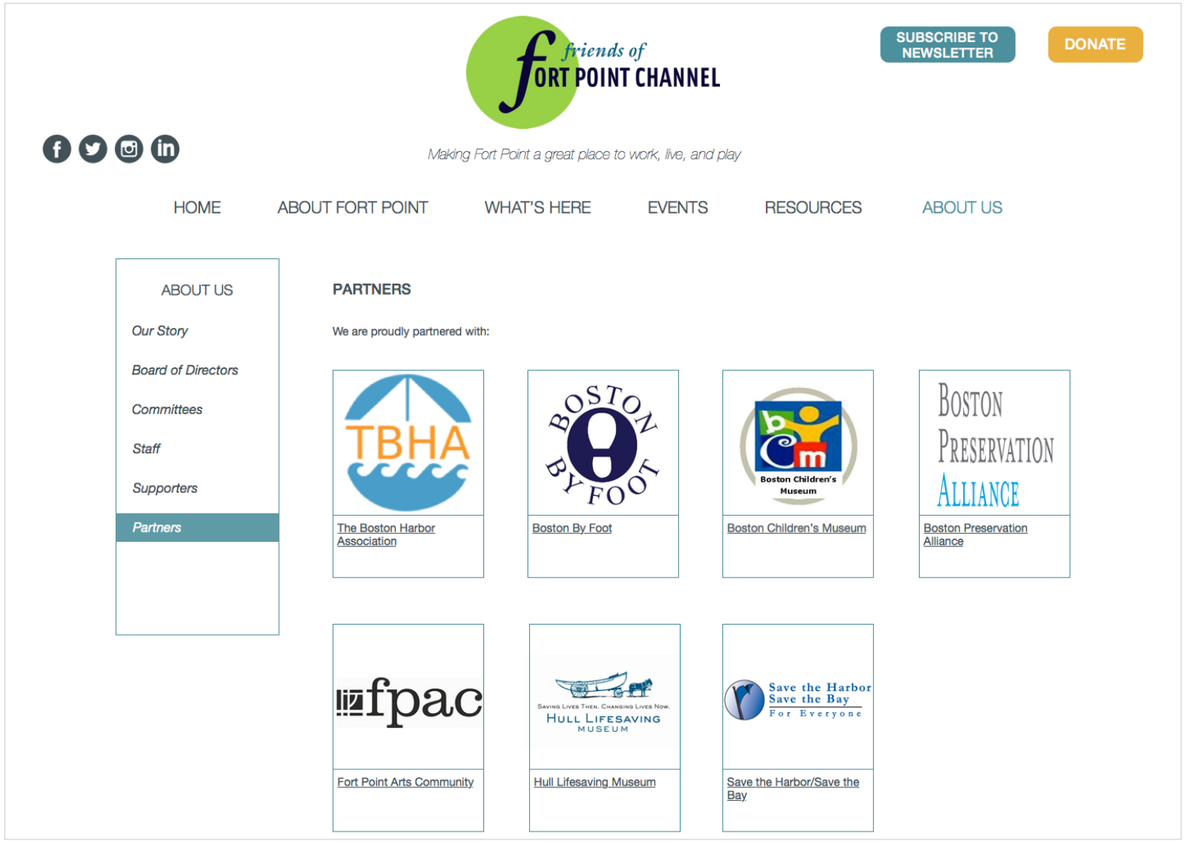

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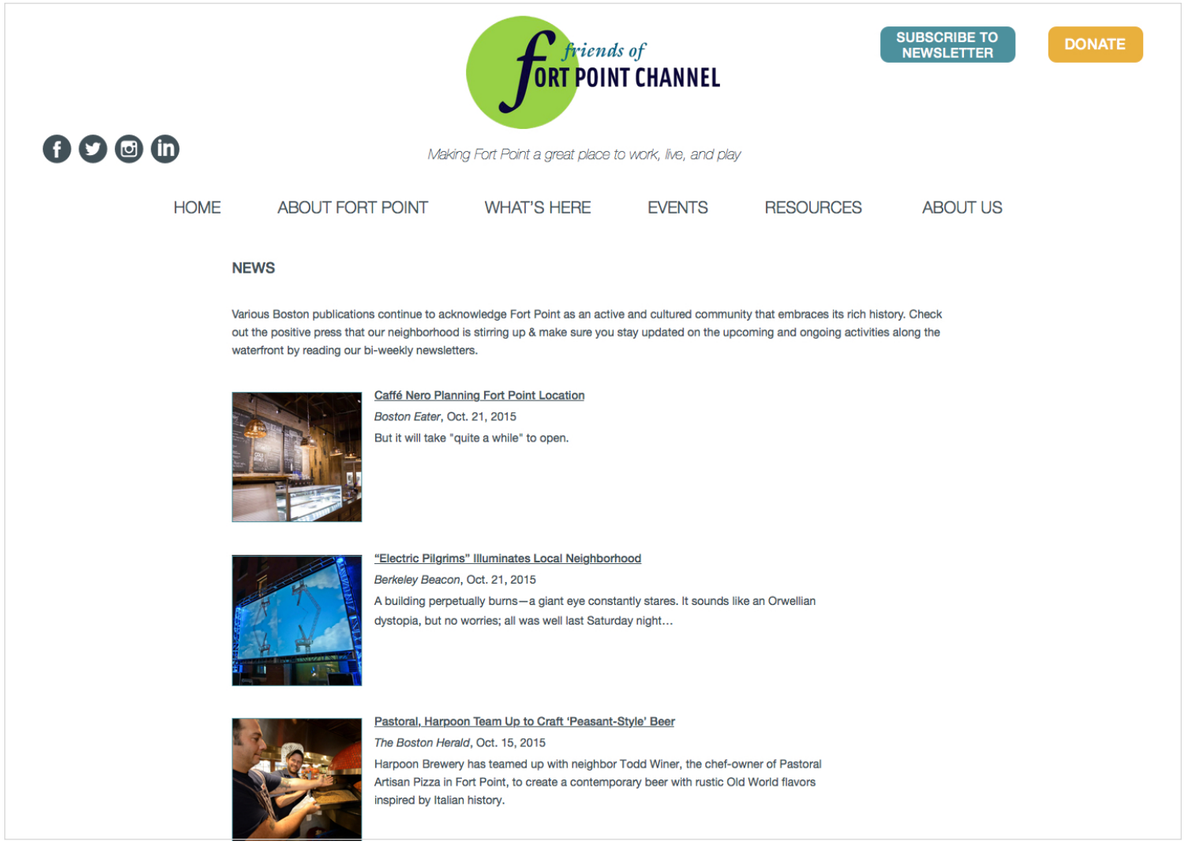

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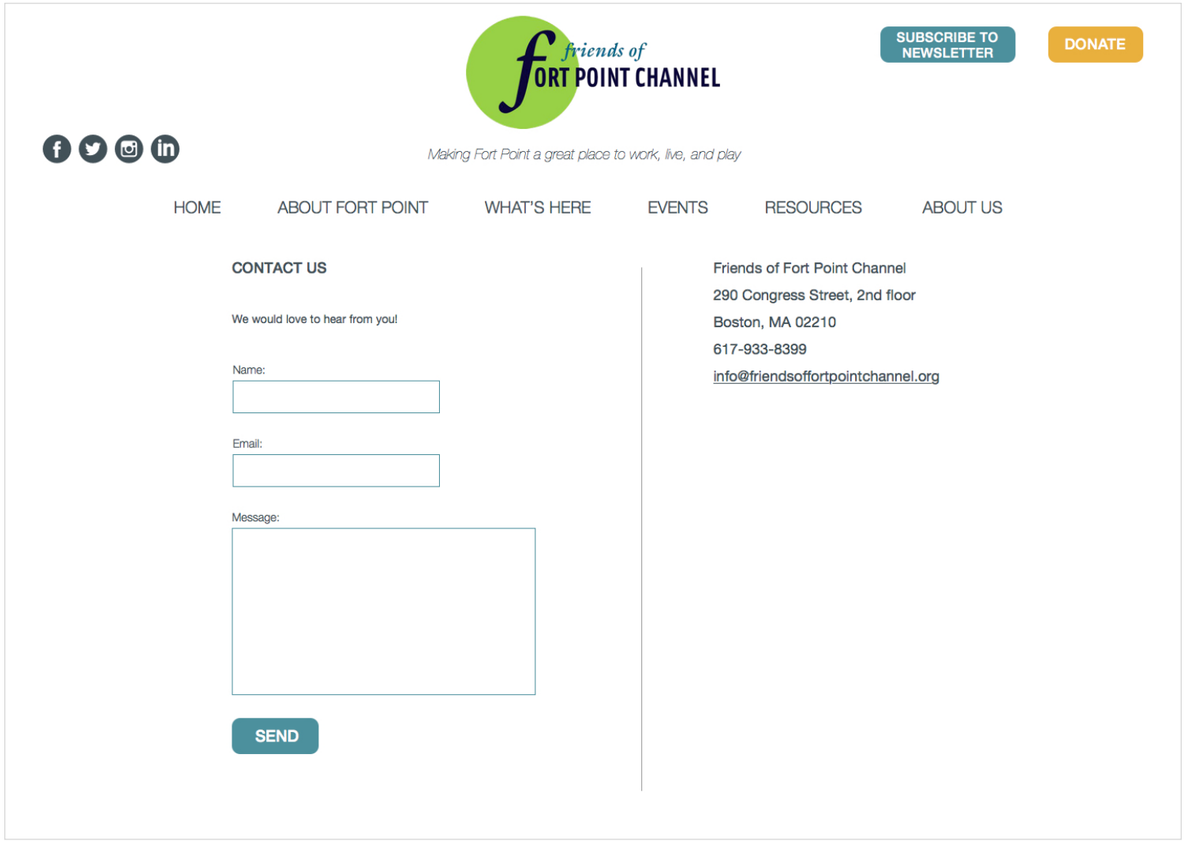

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