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Women's Environmental Network: Improving an Internet Presence

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Women's Environmental Network: Improving an Internet Presence

An Interdisciplinary Qualifying Project Submitted to the
Faculty of Worcester Polytechnic Institute in Partial Fulfillment of the
Requirements for the Degree of Bachelor of Science

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<http://www.wen.org.uk/>

Abstract

The Women's Environmental Network (WEN), a London based non-profit organization, focuses on informing women about global environmental issues. The research goal of this project was to determine how to achieve the most effective internet presence and to educate WEN on these findings. The project will help WEN to fully realize the potential of their internet presence and propel the organization towards new target audiences and a greater support base. Through archival and background research, interviews, surveys, and rhetorical and web site analyses the project group developed a prototype to present to WEN. Implementing the prototype and recommendations will yield an improved web site which increases awareness about the organization and its goals, reaches specific target audiences, promotes networking among current members, recruits potential members, and provides tools for interaction through all facets of WEN.

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Executive Summary

Improving the internet presence of the Women's Environmental Network (WEN) is crucial to the organization's future. With the current financial crisis, WEN must begin to use its internet presence as a means to collect funds and attract new supporters. Non-profit organizations like WEN use the internet to distribute news, gain publicity for campaigns and events, attract potential support, unify current members and collect donations and funding. WEN has a rich history of promoting environmental issues from an ecofeminist perspective but needs an improved internet presence to evolve to meet the demands of a new generation of environmentalists. WEN hopes that an improved internet presence will allow their organization to fully invest in the tools of the internet and successfully use their web site to attract new audiences. The goal of this project was to design a Facebook page for WEN, create an improved web site using visual prototypes, educate WEN on the best web practices and design features, and put forth a set of recommendations for future improvements and maintenance.

The project group categorized the best strategies for successful web design into four components: content (rhetorical effectiveness), navigation, interactivity, and visual elements. Effective web content included direct appeals to a target audience through the use of strong vocabulary, specific writing style and integrated images. Content can also rely on the use of a particular rhetorical device to persuade a reader towards a specific campaign: pathos, which appeals to emotion, logos to logic, and ethos to trust or authority of the source. Efficient navigation schemes included universally-located, concise menus; easy-to-find links; no broken links; a maximum of three clicks from the homepage to any item; consistent page layouts; a universally-located search bar; and a site index. Successful web interactivity refers to the use of several, integrated Web 2.0 features such as blogs, event calendars, RSS Feeds, photo galleries, videos, and social networking in order to engage web users and facilitate their interaction with the organization. Powerful visual elements suggest the integration of many high quality, active and animate images, graphs, and tables, which help to engage web users and depict the organization's initiatives and campaigns.

To discover the needs and expectations for the project, five specific research objectives were developed:

1. Develop an understanding of the structure and overall purpose of the Women's Environmental Network.
2. Determine what the Women's Environmental Network, Trustees, matrons, staff, and members expect from the web site.
3. Identify effective web site features, content, and design.
4. Investigate the potential use, growth, and benefits of social networking for WEN.
5. Determine the potential target audiences for WEN and develop a rhetorical analysis of these audiences' wants for a web site.

In order to accomplish objective one, the project group gathered and analyzed documents, and interviewed WEN staff and Trustees. The project group learned about the historical and present initiatives, current employees and Trustees, specific responsibilities of said employees, current and potential resources available for the organization, and the relatively flat and collaborative structure of the organization. The group also identified financial barriers to the implementation of the finalized prototype.

In order to accomplish objective two, the project group interviewed several important figures within WEN in order gauge their expectations for an improved web site. The project group learned that staff was aware of the existing site's weaknesses but failed to address these problems due to budget and time constraints. The group identified a need for consolidating content, simplifying navigation, increasing interactivity and integrating more visual elements. The project group also identified a need to identify and appeal to specific target audiences.

In order to accomplish objective three, the project group thoroughly researched effective web features and design. The group did additional research on specific features suggested directly by staff. Topics of research included RSS Feeds, blogs, Payment Management Systems, Database Management Systems, and basic coding languages. The project group used this information to craft the deliverable prototypes and set of recommendations for future maintenance and improvements.

In order to accomplish objective four, the project group researched the benefits and uses of social networking for non-profit organizations, specifically Facebook and blogs. The project group also conducted interviews with two professionals about their knowledge of social networking. The project group used this research to determine potential uses of social networking and the associated maintenance required.

In order to accomplish objective five, the project group identified a list of projected target audiences for WEN. The project group studied the preferences of one of the audiences, young adults, through surveys. Survey results allowed the project group to determine specific features of interest to associate with their prototypes in order to directly appeal to the wants of the intended target audience. The results left WEN with a basic procedure for determining other target audiences in the future.

From these findings, the group developed three different deliverables: a Facebook page, prototype designs for an updated web site (homepage prototype and campaign prototypes), and a set of recommendations for future maintenance and improvement.

The project group designed and initiated a Facebook page for WEN. Maintaining this page will enable WEN to reach a wider audience and further emphasize a collaborative environment within their network. Maintenance on this page is not very time consuming, so current staff should be able to take 1-2 hours a week to keep the page updated.

The prototype for the improved homepage design contains ten different components with supporting rationales. The prototype includes an improved navigation scheme, a variety of visual and interactive elements, and suggestions for improving content.

The four prototypes for improved campaign homepages follow a similar format. All included suggestions for improved content and a link to resources. The project group used the results from objective five to assign interactive features to each campaign including a blog, online documents, and a photo gallery.

Finally, the project group developed a list of recommendations for future improvement and maintenance. WEN needs to put substantial effort into initially improving and consistently

preserving their internet presence. The project group suggests that the organization use a database management system such as MySQL to make web site updates simple, a payment management system such as PayPal to ease monetary transactions from the web site, and a RSS Feed to display updated, WEN related news.

The project group realizes that WEN may not currently possess the available resources to implement the prototype but stresses the importance of eventually improving the organization's internet presence. The prototype was designed as a suggestion for change, but any constructive improvement to content, navigation, interactive features, or visual elements would benefit WEN.

Authorship

The members of this project group undertook different roles in order to prioritize tasks and to produce the most successful deliverables. Amanda Eaton and Kathryn Partridge assumed the roles of writing within the group and formulated most chapters of the report. Casey Comisky conducted much of the archival research found throughout the chapters as well as working with Eaton and Partridge on other non-writing tasks such as perfecting deliverables, interviews, surveys, etc. Brandt York helped Comisky with prototyping.

Section.....Primary Authors

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Introduction

As global environmental concerns become more prevalent, environmental organizations aimed at saving, protecting, and connecting with the environment are seeking new opportunities to influence policy and gain support (Osborne, Beattie, & Williamson, 2002). One way environmental groups can reach larger and more diverse audiences is through the addition of new IT technologies, such as interactive web sites and social networking (Pollach, Pinterits, & Treiblmaier, 2006). Establishing an effective internet presence offers a way to further environmental advocacy and to enhance a specific group's influence.

New technologies offer environmental organizations innovative tools to increase membership, promote initiatives, and unify their support base; however, one environmental organization the project group is working with, the Women's Environmental Network (WEN), currently lacks the knowledge to fully develop internet technologies (Fussel, 2007). This non-governmental volunteer-based environmental organization, created in 1988 and located in London, recognizes the benefits of a more sophisticated internet presence. WEN would like to upgrade its web site so that the organization can promote its campaigns more effectively. Some of WEN's campaigns are currently focused on informing women about issues related to global climate change, sustainable and Locally-Grown food, unifying and assisting local groups, and promoting health issues such as reducing carcinogenic cosmetics (WEN).

In order to improve their internet presence, WEN needs to revitalize the existing web site. The current WEN web site contains information on many topics and detailed accounts of progress relating to initiatives; however, the current site has a number of drawbacks: the content is neither rhetorically effective nor updated; its navigation scheme is unreliable and problematic; there is a lack of accessible interactive features; and visual aids are both few and ineffective. To research these problems and pose recommendations, the project group conducted archival and background research, interviews, surveys, and rhetorical and web site analyses.

The project group's research and prototype focused on four important aspects of successful web site design: rhetorical effectiveness, navigation, visual aids and interactivity. Rhetorical effectiveness refers to the persuasiveness of content and design for target audiences (Hunt, 1996). Navigation relates to ease of surfing the site and accessing the site's features (Horton & Lynch, 2009). Interactivity applies to how a web site uses interactive features such as blogs, calendars, and news feeds, to engage their web audience (O'Reilly, 2005). The visual element of good web site design assesses the integration and quality of visual elements and the effectiveness of such visual aids in attracting and persuading readers (Marcus, 2000). The project group found that web sites which carefully adhere to these four main aspects for web site design are the most effective for users.

The project group has five objectives for research: to learn about the structure and purpose of WEN, to determine WEN's expectations for the web site, to identify the most effective web design strategies, to research the use, benefits, and growth of WEN through social networking, and to perform a rhetorical analysis on an identified target audience. The data obtained for these research objectives allowed the group to create three deliverables: a Facebook page, web site prototypes (Homepage and four Campaign Prototypes), and a list of recommendations. The deliverables will help WEN realize the steps needed to achieve the most effective internet presence which should in turn help to revitalize the organization.

Background Research

Environmental Groups in an Ecofeminism Frame

Ecofeminism

Ecofeminism is the connection between environmentalism and feminism. Ecofeminism defines itself in opposition to mainstream culture as most ecofeminists believe it to be inherently patriarchal (Rocheleau, 1999). It is the belief that social standards can lead to the domination of women in the same way that political standards can lead to domination of the environment (Warren, 1991; Biehl, 1991). Ecofeminism also acts as a method for women to become involved in environmental concerns and as a way to gain power in both the environmental and political arenas (Warren, 1991; McGuire & McGuire, 2003). Many current environmental groups, such as the Women's Environmental Network and Wise Women, are presently establishing well-known initiatives aimed towards achieving female environmental justice and promoting ecofeminist ideals, such as inclusions, support, and cooperation (WEN; Wise Women).

Initiatives

Two of the main environmental groups focused specifically on ecofeminist issues in England are Wise Women and the Women's Environmental Network (WEN). These groups inform women about environmental issues while helping to create female-inspired environmental change (WEN; Wise Women). To successfully spread their initiatives, both WEN and Wise Women have recently been focusing on "female friendly" campaigns (Wise Women). According to both Wise Women and WEN's web sites, their campaigns are targeted at reducing sales of carcinogenic cosmetics, reducing carbon emissions by living a more environmentally-conscious lifestyle, and promoting locally-grown food. These campaigns are meant to both educate women about the risks associated with these products and to inspire these women to seek environmental change.

Wise Women and WEN have yet to gain enough political or social influence to change policy on a large scale (Gordon, 1993). Without this influence, neither group is able to work collectively with governmental health or labor groups to facilitate nationwide change (Gordon, 1993). Both groups hope that with a broader support base and good publicity about their initiatives, they will

have more influence. One way to accomplish this goal is to establish an effective internet presence.

The Women's Environmental Network

The central thesis and two-part mission statement of WEN is defined as “Educating, empowering and informing women and men who care about the environment” as well as “Campaigning on environment and health issues from a female perspective” (WEN).

In an attempt to spread understandings of current environmental concerns and inform women about living environmentally-conscious lifestyles, eight women (Bernadette Vallely, Francesca Reynolds, Alison Costello, Anita Roddick, Peggy Seeger, Joan Ruddock, Diana Schumacher and Carol Tongue) established WEN in 1988 (WEN). WEN is one of few organizations which specifically targets women as leaders for environmental change (WEN). WEN serves as a collaborative forum for its members, allowing them “and to inform and educate from a woman's point of view” (WEN).

WEN has three distinct goals: to encourage environmental change by women, to inform the public of “women’s perspectives on environmental issues”, and to persuade women to accomplish environmental justice (WEN). WEN works towards their goals through constantly evolving campaigns and partnerships with members and similar organizations. An early campaign for WEN focused on educating women about the toxins in unbleached paper found around the home: sanitary towels, nappies and milk cartons (WEN). Currently, WEN continues to focus on health campaigns that reduce toxins in household items like publicizing cancer causing chemicals in cosmetics (WEN).

WEN is organized in a relatively flat structure with a small number of part-time employees (Gordon, 1993). The WEN matrons are comprised of six women: Maria Adebawale (since 2006), Josephine Fairley (since 2006), Sandra Gidley MP (since 2005), Caroline Lucas MEP (since 2004), Penney Poyzer (since 2005) and Hayley Westenra (since 2007) (WEN). The matrons have all made significant environmental strides, and as a result have been granted an “honorary position” within the organization but merely serve as figure heads without real

influence (WEN). Another four women comprise WEN's group of Trustees: Susan Buckingham, Joanne Hodges, Anne Augustine, and Helen Kinsella, who oversee the organization and spearhead many campaigns (WEN). Professor Susan Buckingham is the direct sponsor for this project. Professor Susan Buckingham relies on an extensive teaching background in human geography and environmental issues to help promote WEN initiatives and to encourage women to seek environmental justice (WEN). In terms of staff, WEN currently employs only "six part-time staff members" to help with administrative tasks within the office; however, WEN also receives the support of unpaid volunteers and interns who assist the organization with essential tasks (WEN). The most important aspect of the WEN organizational structure is the groups and members. In 2007, 40 groups promoted WEN's initiatives and worked with the organization to further campaigns and membership (WEN).

Collaboration for WEN is achieved primarily through its campaigns. WEN currently works with many different groups including but not limited to Wise Women, the UK government, National Foundation of Women's Institute, and Why Women (WEN). Recent campaigns include reducing toxic chemicals in food, household and cosmetic products (e.g. Ending the Cosmetic Cover-Up), searching for links to prevent cancer (e.g. Putting Breast Cancer on the Map), reducing carbon footprints and informing about global warming (e.g. The Three Tonne Club), and minimizing waste and reducing the volume of landfills (e.g. Real Nappies for London or the Environmenstrual Campaign) (WEN).

The most effective way for WEN to educate their members on its campaigns and to maintain active participation of affiliated groups and members is through their web site: <http://www.wen.org.uk>. Similar to the web sites of many other non-governmental environmental groups, the WEN web site is not as effective as it might be. Currently the content lacks rhetorical strategy and is densely packed making it hard to navigate WEN has yet to realize the maximum potential of interactivity between the organization and the web user, a crucial function of any web site according to Pollach et al (Pollach, Pinterits, & Treiblmaier, 2006). WEN needs to exploit interactive features in order to create a relationship with web users and stimulate their desire to return to the site (Pollach, Pinterits, & Treiblmaier, 2006).

The Use of Web Sites by Non-Governmental Environmental Groups

Pollach, Pinterits, & Treiblmaier, (2006) argue that many environmental groups do not use their web sites effectively. Pollach, et al. contend that environmental groups are too focused on disseminating facts about environmental issues and overlook the potential in their web sites for funding or membership. These groups generally adopt a dry and formal tone for the dense content of their web sites in order to distribute the most information, but fail to adopt any sort of rhetorical strategy to appeal to a target audience (Pollach, Pinterits, & Treiblmaier, 2006; Hunt, 1996).

Other researchers, such as Horton & Lynch (2009), have noted positive features in the web sites of non-profit organizations. For example, non-profit organizations tend to use universal language that includes general terms and weak verbs, because this writing style appeals to the broadest audience (Horton & Lynch, 2009). This approach allows non-profit groups to speak freely about their organizations in a way that any reader could relate to and understand. According to Hunt (1996), groups like WEN might benefit from adopting the informal, general tone of a typical non-profit site to create the most successful internet presence for universal pages like the homepage. On specific campaign pages such as Cosmetics, WEN could consider employing rhetorical appeals, such as ethos, to directly persuade young female consumers to stop purchasing carcinogenic cosmetics. The more specific the pages on the WEN site, the more rhetorically crafted the content should be (Hunt, 1996).

Other positive web features of non-profit environmental organizations include interactive options for web users, an inviting homepage, simple menus, engaging chunks of information regarding initiatives, and thorough instructions on how to get involved and/or donate (Pollach, Pinterits, & Treiblmaier, 2006). The most important aspect of non-governmental environmental groups' web sites should be establishing a clear link between the organization and the web user. These organizations should try to create a lasting relationship with their web users and in order to perpetuate the use of their site (Pollach, Pinterits, & Treiblmaier, 2006).

Web Site Design and Development

Certain elements are essential to effective web sites (Pollach, Pinterits, & Treiblmaier, 2006). These elements can be separated into four general categories: content, ease of navigation, interactivity, and visual elements (Moss, Gunn, & Heller, 2006).

Content

The most important aspect of web site design is effective content. With a web site like WEN's, content is extremely important in informing web users about current initiatives and potential involvement. Language can be the difference between an ineffective web site and one that performs well (Zahed, Van Pelt, & Song, 2001). According to an article by Hunt (1996), focusing content towards a specific audience involves using the correct style and vocabulary and the correct rhetorical strategies.

Rhetoric is defined as the use of effective language in speech or writing (Mirriam and Webster, 2009). Rhetoric is the art of effective communication and can involve all kind of visual symbols, oral, and literate strategies as well as inventing and adapting information around specific purposes and audiences, drawing on different appeals—to character, emotion, and logic (Higgins, 2009). The use of rhetoric in web site content greatly influences both the effectiveness and success of web sites (Hunt, 1996). There are three main types of rhetorical appeals typically chosen to connect to or persuade audiences: pathos, which persuades the reader or audience based on emotions and feelings; logos, which persuades the reader based on logic and patterns; and ethos, which persuades the reader based on trust, authority and the credibility of the writer (Reinking & Osten, 2007). Hunt (1996) suggests authors should utilize all three rhetorical devices adapted to a specific audience's needs to be most effective. For example, the Real Nappies for London campaign targets mothers from a lower income background. While this program shows some use of rhetorical strategy it is important to realize that WEN acts only as a contributing group. WEN attempts to persuade these mothers to buy cloth diapers by emphasizing lower costs - a sensible rationale given the concerns of this lower income audience. WEN gains the trust of mothers by displaying pictures of happy babies in cloth nappies. With these images, WEN suggests to mothers that nappies are safe and enjoyable for children.

Mothers will begin to trust and identify with WEN and its causes. WEN utilizes pathos by suggesting cloth diapers are less harmful to children, logos by emphasizing lower cost and ethos by establishing authority on nappies in illustrating the organization's long relationship with the program. All three appeals are persuasive; however, most of the content on the WEN site does not appear to address particular audiences.

Hunt (1996) argues that ethos is the most important rhetorical device for environmental web sites, as environmental groups must present themselves as experts in order for viewers to trust them. Once trust is gained, environmental groups can persuade their readers to believe in their initiatives and potentially collect funding and future membership (Hunt, 1996; Reinking & Osten, 2007).

According to Trimbur (2008), content can also be made effective by introducing the idea of "chunking" into web site design. "Chunking" refers to grouping small sections of concise text by similar topic and placing these sections around well integrated visual aids (Trimbur, 2008). Smaller sections of text are more likely to be read in full by the reader thus making content more effective. The more effective the content, the more users will learn about the organization.

Navigation

Just as specific visual elements can increase the appeal of a web site, an easy-to-use navigation scheme can also promote an effective web design. While this ease of navigation will be built upon cultural considerations, it relies heavily on simple, well-thought out layouts that are accessible to most users (Marcus, 2000; Zahed, Van Pelt, & Song, 2001). A universal menu located at the top of a web page proves to be most effective for web site design because web users naturally assume this location for the menu (Rosen, 2004).

Similarly, search bars placed at the end of the top menu are in a universal location and act as an easy-to-spot navigation tool (Horton & Lynch, 2009). Search bars, along with an easy-to-use site index, should be located on every web site as they allow users to discover the position of specific information and increase accessibility (Horton & Lynch, 2009). A study conducted by Moss et al. (2006) suggests that female users rely on site indexes far less than males; however, this

feature should still be included in a web site targeted at a female audience. Site indexes organize web pages into page layout structure, in order to allow users to travel quickly to a page they desire (Moss, Gunn, & Heller, 2006).

The number of links to reach each page is another key aspect of navigation. In general, every web page should be at most three clicks from the homepage of a web site (Rosen, 2004). In addition, broken links are detrimental to ease of navigation; broken links are when certain links do not load correctly or links are inaccessible from certain menu points (Rosen, 2004). Broken links are often attributed to a lack of consistency in formatting on a web page (Rosen, 2004). Consistent formatting is important to the ease of navigation as it provides web users with a site-wide, general design on which to browse.

When information is more accessible, users make repeat visits. Having repeat visitors is essential as this allows a web site to spread information throughout the network to current and prospective members. In addition, the web site must be appealing to first-time users, in order to increase the growth of the organization. This can be accomplished through easy navigation and an appealing homepage (Markel, 2008). Easy navigation allows users unrestricted interaction and the ability to visit more of the content of the web site.

Interactivity

For non-profit organizations that rely so heavily on volunteer support like WEN, O'Reilly (2005) argues that interactive features associated with Web 2.0 are incredibly important. Engaging support from current and prospective members provides the organization a broader support base as well as vast potential for growth. Some key features of interactivity include: dynamic events calendars, RSS Feeds, online newsletters, blogs, chat rooms or message boards, online photo galleries, online polls, and forums (O'Reilly, 2005). One interesting feature is a RSS Feed which allows web users to subscribe for no cost to news stories about an organization. RSS Feeds are useful, as they provide this information without forcing users to navigate to an organization's web site (O'Reilly, 2005). A variety of interactive methods allows for greatest engagement and broadest support base (Horton & Lynch, 2009). Engagement with users can also occur through effective use of visual aids.

Visual Elements

Specific visual elements can improve the cohesion and professional nature of a web site. Visual elements, such as graphics and pictures, can emphasize web site content and provide an appealing look (Moss, Gunn, & Heller, 2006). Specific concerns about visual elements include the effects placed on the image, colors used, overall page layout, the placement of the visual aids, font used on the page, and the layout of content (Moss, Gunn, & Heller, 2006). Visual Aids include graphics, tables, graphs, video, pictures, etc.

Moss, et al. (2006) did a study of gender preferences of various web design schemes. They found that when focusing on visual elements, both men and women showed similarities in their preference for static images, as well as their preference for straight lines over curved lines (Moss, Gunn, & Heller, 2006).

From a feminine perspective, however, pictures or photographs of animate objects were preferred over images of inanimate objects. In addition, females overwhelmingly favored images involving a masculine and feminine duality (Moss, Gunn, & Heller, 2006). The female inclination for animate objects and male-female relationships suggests that females may also prefer images conveying life and family (Moss, Gunn, & Heller, 2006; Marcus, 2000). Organizations seeking a female audience should rely on images of flourishing life, family, and animate objects.

Color use is another important aspect in effective web design. When designing the color scheme for a web site, colors next to each other on the color wheel present the most effective and appealing design, as illustrated in Figure 1 (Kurniawan, 2006). Colors like blue and green work well with each other as they rely on similar hues and are naturally appealing to the eye (Kurniawan, 2006). It is important to also remember the needs of the audience when designing the color scheme; red and green colors are often overlooked by web users who are colorblind, and women overall prefer bright colors on web sites (Kurniawan, 2006).

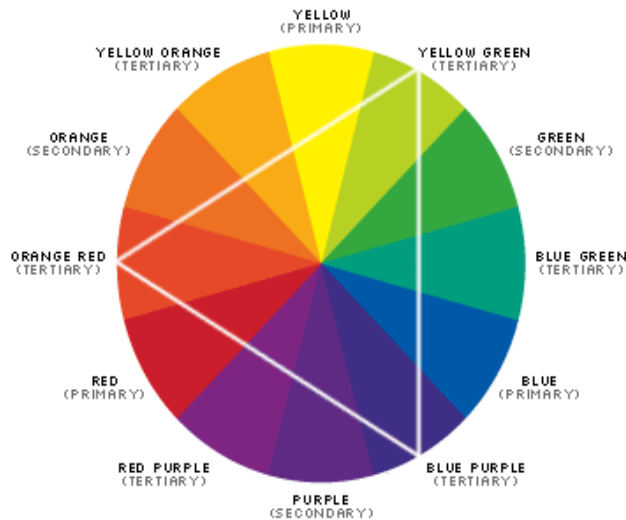


Figure 1. Color Wheel

Layout is a key feature related to visual effectiveness as well. A simple layout that utilizes clean, strong, bold lines proved more successful among a study of coed web browsers (Moss, Gunn, & Heller, 2006). Font size and style should be picked to create maximum readability and to consistently match choices for color and menu set up.

Web sites rely on visual elements for the initial draw of their site (Trimbur, 2008). Layouts, fonts, colors and homepage in particular are the first items web browsers notice when navigating onto a site. Upgrading visual elements to increase effectiveness will facilitate a relationship between web user and the web site and encourage return visits (Merkel, et al., 2004).

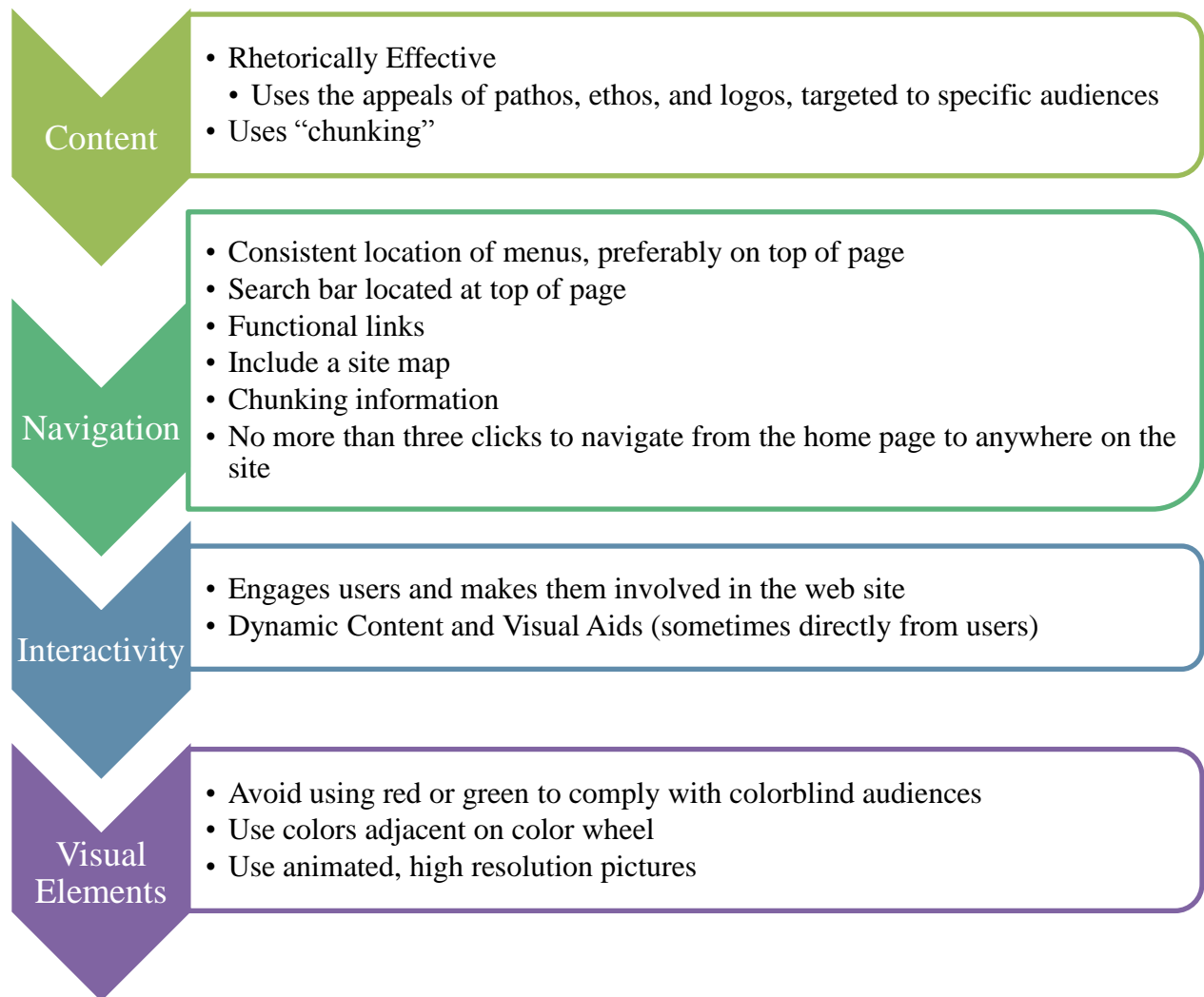


Figure 2. Best Web Design Strategies

Analyzing WEN's Web Site

In order to analyze WEN web site, the project group examined it for the features above. The project group also compared it to four similar environmental groups' web sites: Friends of the Earth, Environmental Justice Foundation, Capacity Global, and Wise Women were analyzed based on content, navigation, interactivity and visual elements. Table 1 summarizes the criteria necessary for each value and Table 2 scores each site using value analysis based on these criteria.

Specific categories were assigned weights according to their importance to web site design as perceived by the project group. Rhetorical effectiveness of content was most important (weight

of 0.35) as without effective content an entire web site fails to communicate with users. Ease of navigation and interactivity were weighted equally (0.25) as both were crucial for effective web design, although not as important as having rhetorically effective content. Finally, effective visual elements had the least weight (0.15) as they merely help improve a web site's effectiveness and did not seem entirely critical to a web site's success.

Table 1. Value Analysis Explanation of Values

| RATING | RHETORICAL EFFECTIVENESS | EASE OF NAVIGATION | INTERACTIVITY | VISUAL COMPONENTS |
|--------|---|---|--|--|
| | (0.35) | (0.25) | (0.25) | (0.15) |
| 1 | No clear understanding of target audience, inappropriate appeals (ethos, pathos, logos), abstract information | Not accessible to any web browsers, menu system is present but not at the top of the page, search engines not present, links are not 3 clicks per link, broken links, inconsistent formatting | No efforts of interactive features, such as blogs, RSS feeds, forums, etc. to engage web user or too great an emphasis on monetary donation for interaction, no ways for a web browser to connect with the organization and other members | No use of visual aids, pictures and images are of very low resolution, color is not used correctly, no fully readable font size and style, confusing page layout |
| 2 | Poor understanding of target audience, inappropriate appeals (ethos, pathos, or logos), abstract information | Not accessible to many web browsers, menu system is present but not at the top of the page, search engine is present but not easily accessible, some links are 3 clicks per link, few broken links, inconsistent formatting | Poor efforts of interactive features, such as blogs, RSS feeds, forums, etc. to engage web user or too great an emphasis on monetary donation for interaction, few ways for a web browser to connect with the organization and other members | Poor use of visual aids, pictures and images are of low resolution, color is not used correctly, no fully readable font size and style, confusing page layout |
| 3 | Average understanding of target audience, mediocre use of rhetorical appeals (ethos, pathos, or logos), roughly concise information | Accessible to some web browsers, menu system is present but not at the top of the page, search engine present, most links are 3 clicks per link, no broken links, relatively consistent formatting | Average efforts of interactive features, such as blogs, RSS feeds, forums, etc. to engage web user, some ways for a web browser to connect with the organization and other members | Average use of visual aids, pictures and images are of mediocre resolution, correct use of color, readable front size and style, simple page layout |
| 4 | Good understanding of target audience, semi-effective use of rhetorical appeals (ethos, pathos, or logos), concise information | Accessible to most web browsers, clear menu system located at the top of the page, search engines, 3 clicks per link, no broken links, relatively consistent formatting | Good efforts of interactive features, such as blogs, RSS feeds, forums, etc. to engage web user, multiple ways for a web browser to connect with the organization and other members | Good use of visual aids, pictures and images are high resolution, correct use of color, readable font size and style, simple page layout |
| 5 | Extremely clear understanding of target audience, effective appeals (ethos, pathos, or logos), concise information | Extremely accessible to most web browsers, clear menu system located at the top of the page, search engines (site index), 3 clicks per link, no broken links, consistent formatting | Excellent efforts of interactive features, such as blogs, RSS feeds, forums, etc. to engage web user, multiple ways for a web browser to connect with the organization and other members | Excellent use of visual aids, pictures and images are high resolution, correct use of color, readable font size and style, simple page layout |

The project group's ratings appear table in Table 2. The table ranks the four biggest areas of web site design (content, ease of navigation, interactivity and visual aids) on a scale of 1-5 to allow for easy comparison among the five web sites (see Table 2).

Table 2. Value Analysis of Web Site Design

| WEB SITE | RHETORICAL EFFECTIVENESS | EASE OF NAVIGATION | INTERACTIVITY | VISUAL COMPONENTS | TOTAL |
|--|-----------------------------|-----------------------|---------------|----------------------|-------------|
| WEIGHT | (0.35) | (0.25) | (0.25) | (0.15) | Out of 5 |
| FRIENDS OF THE EARTH | 2 | 2 | 1 | 3 | 1.90 |
| ENVIRONMENTAL JUSTICE FOUNDATION | 4 | 5 | 5 | 5 | 4.65 |
| CAPACITY GLOBAL | 3 | 3 | 3 | 2 | 2.85 |
| WISE WOMEN | 4 | 1 | 3 | 4 | 3.00 |
| WOMEN'S ENVIRONMENTAL NETWORK | 2 | 2 | 2 | 2 | 2.00 |

Below are the analytical descriptions for the values presented in Table 2. All values refer to Tables 1 and 2.

Friends of the Earth

The UK web site for Friends of the Earth is densely packed with information; however, the environmental group uses no real rhetorical device when distributing its content (Friends of the Earth; Hunt, 1996). Friends of the Earth uses very general terms throughout all pages of their site perhaps to appeal to a more broad audience. There are few instances where content relies on ethos, pathos, logos, or a direct appeal to any audience other than general environmentalists. This lack of rhetorical structuring implies that the group is unaware of specific audiences, which makes information less direct and more like a data dump (Friends of the Earth; Hunt, 1996). Occasionally, Friends of the Earth utilizes bulleted lists and stronger verbs to communicate a sense of urgency for their audience (Friends of the Earth). For these reasons, the project group assigned this site 2 out of 5 for content.

The information, while sometimes concise, is rather hard to navigate because menus are placed on the sides of the pages instead of across the top and it takes far more than 3 clicks to access certain links (Friends of the Earth). For example, it takes 4 clicks from the homepage to get a page on campaigns regarding food: Home > Campaigns > Healthy Planet > Exploring the Issues > Fixing the food chain (Friends of the Earth). This is an ineffective way to organize pages as user often stop navigation past three links. This site received 2 out of 5 for navigation.

This web site uses very few interactive features to engage participation from web browsers (Friends of the Earth). The few areas of interaction are pages suggesting ways to join the organization which place too great an emphasis on monetary donation (Friends of the Earth). As previously discussed, users become uncomfortable when too great an influence is placed on monetary donation. This site received a 1 out of 5 for interactive features.

While the web site includes some great, high resolution graphics, the overall layout for the site utilizes red and green which are often overlooked by color blind users (Friends of the Earth; Kurniawan, 2006). The graphics are not placed effectively are often found in the center of the page. The lack of integration earned Friends of the Earth a rank of 3 out of 5 for visual elements.

Environmental Justice Foundation

It is hard to individually assess the four main aspects of effective web design as EJP very seamlessly utilizes all four strategies together in order to create the most efficient site. For example, EJP creates a very apparent sense of pathos with the use of both content and pictures for the campaign to end child labor. The web site uses strong verb choice and phrasing such as “you can end forced child labor” with pictures of hungry, dirty, sad children to appeal the web browsers sense of pathos and persuade them to join this campaign. EJP received 4 out of 5 for rhetorical effectiveness.

The web site for the Environmental Justice Foundation is very well-crafted. Easy-to-find menus allow for very fluid navigation around the site. The menu system for EJP is very simple: it is located at the top of page and utilizes the inverted seven for more interior pages. The EJP also has an internally run search engine and a site index. The EJP received 5 out of 5 for navigation.

The most impressive part of this site is the level of interactivity created between the organization and the web user. EJP uses a RSS Feed which allows readers to access up-to-date new information about the organization and its initiatives without being directly connected to the site. Furthermore, EJP allows users to upload personal videos, make direct suggestions, donate funding, and a slew of other interactive activities (Environmental Justice Foundation). The EJP received 5 out of 5 for interactive features.

Excellent pictures and a breadth of videos allow EJP to accurately describe their initiatives as well as to utilize the rhetorical strategy of pathos (Environmental Justice Foundation; Reinking & Osten, 2007). EJP uses their interactive videos in addition to visual imagery to appeal to their target audience’s sense of emotion by showcasing impoverished conditions around the world and suggesting that only their audience can help these issues (Environmental Justice Foundation). EJP received 5 out of 5 for visual elements.

Capacity Global

Capacity Global uses an effective form of web site design, combining visual elements, ease of navigation and rhetorically effective content. The site utilizes the rhetorical strategy of ethos in

certain excerpts of content to appeal to their audience through trust and authority (Capacity Global; Hunt, 1996). For example, Capacity Global constantly stresses the organization's long standing positions on global issues and its relationship with many other historic environmental organizations. Capacity Global is using ethos to persuade web users that because the organization has so much authority on issues, interested web users should support their campaigns over other organizations. This site received 3 out of 5 for rhetorical effectiveness.

The content displayed on each page is "chunked", concise, and relevant to the initiatives of the organization (Capacity Global; Trimbur, 2008). This contextual organization provides good consistency with a constant layout and good content flow throughout the entire site (Capacity Global). Navigation of this site is relatively easy however two different menu systems located on the side and top of the page detract from the web site's overall effectiveness. Moving from one page to another requires at most two mouse clicks, and the content is easy to read and understand (Capacity Global; Pollach, Pinterits, & Treiblmaier, 2006). For these reasons, the site received 3 out of 5 for navigation.

Capacity Global offers a variety of interactive features for web users. The site offers information on various environmental policies and campaigns via photos, films, online documents, and radio (Capacity Global). While these features do not require much direct interaction from users, O'Reilly confirms these are crucial WEB 2.0 features of interaction so the site received 3 out of 5 for interactive features.

The overall layout relies on the colors of red and green which cannot be seen by the color blind and make the site inaccessible to these users (Capacity Global; Kurniawan, 2006). Furthermore, the site integrated very few images into their site (Capacity Global). The few visual elements that were present depicted inanimate objects, which are not preferred to active, animate images (Capacity Global; Moss, Gunn, & Heller, 2006). The site received 2 out of 5 for visual elements.

Wise Women

The web site for Wise Women is set up very simply. Most of the content on this site relies on the rhetorical strategy of pathos to persuade based on emotions (Wise Women; Reinking & Osten,

2007). Wise Women structures their content around a general lack of female perspective in environmental justice, “pleading” for support from females everywhere (Wise Women). This rhetorical strategy suggests that Wise Women generally consider compassionate women as their target audience. The use of overall universal language and data “chunking” suggest an effective web site (Trimbur, 2008). The site received 4 out of 5 for rhetorical effectiveness.

Wise Women uses clear, labeled tabs for menus that allow for very easy navigation through the site; however the exclusion of a search bar or a clear site index make the site relatively hard to navigate (Wise Women; Horton & Lynch, 2009). Because the site excluded a search bar, it received a 1 out of 5 for navigation.

Wise Women creates a sense of interaction between browser and organization with the inclusion of various videos and online photo galleries but this effort is backtracked with emphasis on monetary donation. These interactive visuals are of low resolution as well (Wise Women). For these reasons, Wise Women’s site received 3 out of 5 for interactive features.

All of the content is accompanied by relevant pictures which deduct from what could be a droning of information (Wise Women). The images, while sometimes low resolution, are effectively integrated within content. The images are mostly active and depict events with people and other animate objects. For these reasons, the site received 4 out of 5 for visual elements.

The WEN Web Site

Initial Impressions of the Current WEN Web Site Using Comparisons to Other Web Sites and Areas for Growth

Rhetorical Effectiveness

Like many other environmental groups, WEN places too much emphasis throughout their existing web site on disseminating technical information rather than gathering support or uniting members (Pollach, Pinterits, & Treiblmaier, 2006). Web pages on the WEN site are crowded with densely packed information, hard to navigate menus, and an inconsistent flow. Furthermore, after conversations with the project group’s sponsor and the project group’s analysis of the WEN

web site, the group found that WEN's current web site fails to accurately target any specific audiences despite goals to do so (WEN). Broad language and a lack of rhetorical strategy suggest that WEN does not know their target audience(s) (WEN).

WEN should condense their information into specific sections based on the perceived target audience in order to have the most effective web site (Pollach, Pinterits, & Treiblmaier, 2006). WEN wants to appeal to women as a broad audience in order to attract the greatest support base. This strategy is effective for the more general pages such as the homepage, but as the site becomes more internal the content should become more targeted. For example, specific campaign pages should use language specific to their target audience(s) in order to gain the most concentrated support. For these reasons, WEN received a 2/5 for rhetorical effectiveness.

The Real Nappies for London campaign, for example, should focus on mothers as this seems to be the target audience (WEN). WEN does not use strong verbs to grab a reader's attention or persuasive vocabulary to urge a reader to seek action. In forming a rhetorical strategy, WEN should be careful to understand the uniting qualities of whichever audience they are targeting (Osborne, Beattie, & Williamson, 2002).

WEN should utilize the rhetorical appeals of ethos and pathos in order to appear most effective in the content of their web site (WEN). WEN may consider using the appeal of pathos when targeting mothers like the Earth Justice Foundation does on its web site (see Figure 18 in Appendix D). As evident in Figure 18, the Earth Justice Foundation uses pathos to induce fear in their perceived target audience, mothers. Including the picture of the pregnant stomach further appeals to fear as it suggests that a lack of action regarding mercury poison may cause damage to their children. Mothers who see this site will be persuaded to take action against mercury poisoning based on the direct appeal of pathos to this audience.

WEN currently uses a few pictures of happy babies crawling around in cloth nappies. The perceived effect of these images is to highlight nappies as healthy, enjoyable alternatives to diapers. If WEN were to use rhetorically crafted content to support this claim, the images would be more effective. While WEN attempts to appeal broadly to all women, a more effective strategy would be to investigate the use of other target audiences, specifically mothers for the

Nappies campaign. This project will investigate some projected target audiences and how an improved rhetorical strategy could improve WEN's internet presence.

Ease of Navigation

WEN scored 2 out of 5 on navigation in the project group's analysis of comparable web sites (See Table 2), which was equal to or lower than the other comparison sites. The WEN web site severely lacks keys to easy navigation: a uniform menu system at the top of the web page, a search bar located next to the menu system, inclusion of a site map or index, ensuring any content on the web site is accessible with at most three clicks from the homepage, no broken links, a link to the homepage on every page, and using textual navigation links at the bottom of every page (Markel, 2008).

One weakness in the existing site's navigation is an inconsistent homepage link. On some pages, including the page regarding the Real Nappies initiative, there is a home link at the top of the page; however, on similar pages such as the About WEN page, a home link is absent at the top of the page. A web site's links should be consistent so that the users can become accustomed to the placement of links throughout the web site (Markel, 2008). An effective homepage link can be viewed on the Environmental Justice Foundation's web site (Figure 29 in Appendix D). This site uses the whole header image and logo as a homepage link which increases ease of navigation.

WEN utilizes two different menu systems. These menus are located at the top and left of the page in the style of an inverted seven layout (Figure 19 in Appendix D). This menu set up is inconsistent and changes between pages, making overall site navigation difficult to follow. WEN also uses an externally run search engine which is hard to find on the web site (Figure 21 in Appendix D). A more effective top page menu system can be seen on the U.S. Environmental Protection Agency's web site (Figure 22 in Appendix D). The EPA web site search bar is conveniently located directly next to the menu system and the link to the site index. Results from a search on the EPA site are organized according to subject, document type, and web source to make navigation of these links as easy as possible for web users. WEN may not have the budget for maintenance resources to create such an extensive search system; however, this would be the ideal situation to increase ease of navigation and WEN can use elements of this search engine in

order to improve their search feature. The overall lack of navigation tools received 2 out of 5 for the site's ease of navigation.

Interactivity

WEN utilizes very few interactive features on their existing web site. There are two interactive features present on the WEN web site. One appears on a page entitled "Join Us" (WEN). This page offers various opportunities for web users to become a part of the organization and get involved in various parts of the organization. However, while this particular feature allows users to interact with the organization and connect offline, it doesn't allow interaction with the web site. The page also places too much emphasis on monetary donations, which O'Reilly (2005) believes detracts from interactivity as it does not follow the Web 2.0 technique of focusing solely on users contact with the web site. If WEN wants to keep some emphasis on donation, they should implement a variety of different interactive features as seen on the Environmental Justice Foundation site (Figure 23 in Appendix D). Donations are emphasized on the right hand side border of the page but the main importance is placed on joining campaigns for online letters and petitions.

The other interactive feature is WEN's Local Groups weblog. WEN's Local Groups blog fails to be effective as content updates are few and far between and blog readers do not comment on posts. If used correctly, blogs are an effective way of spreading an organization's goals and initiatives through its members and staff. A very successful blog has been implemented at the Beth Israel Deaconess Hospital in Boston, Massachusetts (Beth Israel Deaconess Hospital, 2009) (Beth Israel Deaconess Hospital, 2009). This blog is an online space for anyone to discuss topics related to hospitals, medicine, and healthcare. It is updated often and continuously, as there a total of 1193 blog posts over the span of three years (Beth Israel Deaconess Hospital, 2009). This blog allows for constant communication between users and provides information that is constantly changing. WEN could benefit by following this example's continuous updates, as well as following the hospital's example of using comments to interact with users.

WEN currently lacks online social interactivity. WEN can achieve social interactivity between members through the use of forums, online message boards, blogs, and Facebook or MySpace

pages (O'Reilly, 2005). While WEN does have a *Causes* page set up on Facebook, the number of supporters is very low. To investigate how WEN might benefit from a Facebook page, one of the project group's objectives was to investigate the use and benefits of social networking for WEN. For these reasons, the WEN site received 2 out of 5 for interactive features.

Social networking sites have recently become a very crucial source of advertising, interaction, and information (Waters, 2009). Non-profit organizations can especially rely on the networking benefits of sites like Facebook and MySpace in order to convince volunteers, stakeholders, and potential investors of the social integrity of their association in addition to informing the public about upcoming events (Waters, 2009). WEN could use a Facebook or MySpace page "to advance their organization's mission and programs" while also creating a larger support base as the Environmental Working Group (Figure 24 in Appendix D) does on their Facebook page (Waters, 2009). The use of social networking sites could prove to be an effective way for WEN to inform their various audiences, especially younger audiences, about pressing environmental issues regionally and globally.

Visual Elements

The current Women's Environmental Network web site has a limited number of visual elements, most of poor quality, which fail to grasp the reader's attention when browsing the site. Photographs, drawings, and other illustrations also help readers to visualize the text on the page (Markel, 2008). WEN's current web site does not use pictures to help users visualize the text on the page (a score of 2 out of 5), whereas sites such as the Environmental Justice Foundation and Wise Women use images and illustrations effectively to help users understand text (these sites received a 5 out of 5 and 4 out of 5 respectively; see Table 2. Value Analysis of Web Site Design).

Additionally, text-based graphics can be very useful as tables, timelines, and flowcharts are an effective way of organizing information without strictly using text. The visualizations allow the reader of the web site to not feel overwhelmed by the text and to fully understand the messages being relayed (Trimbur, 2008). The current WEN web site contains few graphics which are low resolution and outdated (Figure 25 in Appendix D). WEN could consider using higher-resolution

graphics integrated into the text like the Environmental Justice Foundation web site, which received 5 out of 5 during the project group's operationalized value analysis (Figure 26 in Appendix D).

Another important aspect of the visual elements of a web site is color (Kurniawan, 2006). When considering WEN, many women will be using the web site. Women prefer brighter and warmer colors, in comparison to the darker colors that men prefer (Kurniawan, 2006). The WEN web site consists of two main colors: purple and orange; however, the use of color is not consistent and other various colors are found throughout the site (WEN). Consistency is of the utmost importance in web site design, as it helps to unify the web site (Markel, 2008). Thus, it is important for the WEN web site to use a consistent color scheme in order to unify the various initiative and project pages. When choosing colors for web site layout, web designers should pick colors adjacent on the color wheel as they create harmony, as evidenced on the web site for CO zero (Figure 27 in Appendix D). Harmonious colors are more appealing to the eye as they suggest a more cohesive layout (Kurniawan, 2006). Conversely, colors opposite each other on the color wheel, such as the purple and orange used on the WEN web site, create distractions and diminish the appeal of the web site (Kurniawan, 2006). For these reasons, the site received 2 out of 5 for visual elements.

Summary of Findings from Background Research

WEN is a strong environmental organization that seeks to spread their knowledge about environmental issues and their impact on the world. Improving upon the visual, contextual, and navigational flaws of the WEN web site and adding interactive features, will allow WEN to use their web site as a far more useful tool for all parts of the organization. A clear understanding of audience is needed for a rhetorically effective web site, to engage users and encourage their participation. Drawing on this knowledge of web site design, the project group will need to determine the needs of users and the technical boundaries and opportunities that WEN faces with its web site to design an improved web site prototype. The prototype design will feature the most effective features, layout, and content to address the needs of WEN's users and the needs of the organization.

Methods

The goal of the group's project was to update the Women's Environmental Network's (WEN's) internet presence in order to attract larger audiences to take part in their campaigns. Specifically, the project group aimed to design a web site that would establish a strong online presence through the use of available networking tools, such as social networking sites, and the highly interactive features of Web 2.0. Moreover, the project group wanted the web site to expand membership and further promote the organization's current initiatives. The project group also wanted the web site to act as a hub for information and to provide interactive features to the public.

Objectives

The project group had five objectives for the project:

1. Develop an understanding of the structure and overall purpose of WEN.
 - a. The project group achieved this objective by obtaining information on the history and origins of the network, the ways the network achieves its goals, the key leaders of the organization, the roles, responsibilities, and perspectives of those in the organization, and the non-web based communication tools of the network. This information was necessary for understanding the needs of the organization and to update the outdated information on the web site.
2. Determine what WEN Trustees, matrons, staff, and members expect from the web site.
 - a. This included how they intend to use the web site and the key features staff needed as well as potential resources for maintenance and improvement of the new web site. This information was necessary to help the project group identify the different expectations of WEN staff, so that the prototype would be received well.
 - b. The project group tested the initial prototype design in order to gain feedback on how they might improve the design in future iterations.

3. Identify effective web site features, content, and design.
 - a. This involved finding examples from successful sites (preferably from other environmental groups in the United Kingdom) to identify attributes that might be incorporated into WEN web site. Achieving this objective also involved researching best practices in web design and web tools. The majority of this research was conducted in the background chapter, through consulting with expert sources on web design and examination of successful examples. .
 - b. The project group also needed to find research based on staff's specific desires for additional features to include on a future site in the areas of database management, payment systems, and RSS Feeds.
4. Investigate the potential use, benefits, and growth of WEN through social networking.
 - a. The project group researched the benefits of social networking opportunities for WEN in background research. Guidelines were found so that they could be applied to the design of a Facebook page.
 - b. The project group also needed to find research on the maintenance of social networking tools such as Twitter and Facebook.
5. Determine the potential target audiences for WEN and develop a rhetorical analysis of these audiences' wants for a web site.
 - a. The project group determined potential target audiences through interviews with Trustees and staff. The project group used this feedback in order to decide on one potential target audience to rhetorically analyze. The target audience chosen was young people and used their feedback via surveys and interviews in order to make recommendations for the different campaign pages on the web site.

Tasks

In order to accomplish the previously listed objectives, the project group used various techniques of data collection: archival research, interviews with key members of WEN, interviews with other environmental groups, surveys with particular target audiences, and research of web site

design through examples and textbooks. The relationship between task and objective is outlined in Table 3:

Table 3. Task-Objective Relationship

| TASK | OBJ #1 WEN | OBJ #2 EXPECTA- TIONS | OBJ#3 GOOD WEB TECHNIQUE | OBJ #4 SOCIAL NETWORK | OBJ#5 RHETORICAL ANALYSIS |
|-------------------------------------|---------------|-----------------------------|--------------------------------|-----------------------------|---------------------------------|
| Archival Research on WEN | X | | | | |
| Archival Research on Web Tools | | | X | X | |
| Interview with Sue Buckingham | X | X | | X | |
| Round One Interviews with WEN Staff | X | X | | | X |
| Round Two Interviews with WEN Staff | | X | | X | |
| Interviews with People and Planet | | | | | X |
| Target Audience Survey | | | | X | X |
| Local Groups Survey | | | | | X |

Tasks for Addressing Objective One: Understanding WEN

Archival research provided a cornucopia of primary source material that helped the project group reach the first objective: to better understand WEN. These documents included partnership meeting minutes, advertisements, handbooks, and brochures obtained directly from the group's sponsor. The project group also used interviews to obtain information on WEN.

Meeting directly with and interviewing WEN staff and Sue Buckingham, the project sponsor, helped the group to understand WEN's organizational structure, operation, and precise measures taken to realize their purpose and goals. In the group's interview with Professor Buckingham, the project group focused on the following topics to understand WEN's purpose, structure, networking and initiatives including:

- The structure of WEN;
- The motivations for participating and joining WEN;
- Current and planned initiatives of WEN;
- The future goals of WEN; and
- WEN's current target audience.

The project group also interviewed eight staff members of WEN, asking:

- The motivations for participating and joining WEN;
- Their direct role in WEN (i.e. local food); and
- The perceived target audience for the initiatives they lead.

This helped the project group understand how WEN might use the web site to promote its goals and various initiatives.

Tasks for Addressing Objective Two: WEN's Expectations for the Web Site

To address this objective, the project group primarily used interview responses. In interviews with Sue Buckingham and the eight staff members, the project group focused on:

- Opinions on the existing web site;
- Accounts of successful and unsuccessful features pertaining to both the existing site and of web sites in general;
- Recommendations for improving the current web site; and
- General comments, suggestions, or concerns with the group's project to date.

The project group also interviewed Jo Budd, the webmaster for WEN, and asked her more specific questions about:

- Opinions on the existing web site;
- Accounts of successful and unsuccessful features pertaining to both the existing site and of web sites in general;
- Recommendations for improving the current web site;
- Known problems with the web site;
- User activity for the existing web site (i.e. hits for each page);
- Realistic perspective of implementation on the prototype;
- Perceived availability of maintenance and implementation for the prototype design;
- In-depth guidelines for the prototype; and
- General comments, suggestions, or concerns with the project to date.

The initial prototype design was shown to staff members, who were then questioned on the features shown in the design. The prototype was presented on paper as well as in a PowerPoint presentation, showing Adobe Photoshop rendered versions of the prototype. The purpose of these interviews was to make sure that the project group's prototype was on track with the expectations of WEN staff. The group conducted three second round interviews. Topics covered in the second round of interviews included:

- Opinions on initial prototype design;
- Suggestions for revision of the initial prototype; and
- Additional feedback on initial prototype design.

Based on these responses, the project group altered the initial design to meet the needs of the staff. In addition the project group researched the potential financial costs and maintenance implications of implementing the prototype as staff listed this as a major concern. The project group researched the overall maintenance and cost of hiring an outside contractor to build a new site based off the prototype.

Tasks for Addressing Objective Three: Identifying Features of Good Web Site Design

Addressing this objective involved two different tasks: researching expert literature on the subject (studies, textbooks on web design, etc.) and analyzing web sites from successful environmental organizations to infer features that might be used by WEN and to develop examples to explain the prototype. Most of the expert literature was consulted by the project group in America during background research; however, more research on web site design was conducted during the seven weeks in London.

In addition to investigating good web practices through the above methods, the project group decided to investigate three additional web tools this specific staff would need to understand, given the logistics of their site. MySQL, PHP, HTML, database management, web site tracking, PayPal and other forms of online payment management, integration of database information, and content management systems for distributing information were researched through expert sources.

Tasks for Addressing Objective Four: Social Networking Implications

To address this objective, the project group relied on background research on social networking and its uses and benefits for a non-profit organization and staff interview responses on social networking to develop a social networking page for WEN. In addition Staff was asked about the following topic:

- Opinions on social networking and its perceived benefits for WEN.

The project group also interviewed Jacqueline Hahey and Christopher Toppings about maintaining a Facebook page and the ways to integrate social networking into a web site. Hahey was asked about the following topics:

- Her exact job description;
- Content on Facebook pages;
- Maintaining a Facebook page; and

- Integrating Facebook for a Non-Profit Organization.

Toppings was asked questions on the following topics:

- His exact job requirements;
- Content on his blog;
- Maintaining a Blog; and
- Integrating a Blog for a Non-Profit Organization

Tasks for Addressing Objective Five: Target Audiences and Rhetorical Analysis

The project group identified an important potential target audience of WEN, young people, and surveyed this group. Surveys were distributed via Survey Monkey to young people ages 18-25 in the United States via a Facebook group. The project group invited their personal Facebook friends to complete the survey. Short interviews utilizing the same questions were also distributed to People and Planet (young people, ages 15-25), an environmental group for young people in London. Survey questions covered the following topics:

- Campaigns in which they are most interested;
- Web Features they most commonly use; and
- Web Features they would like to use.

The project group also surveyed local groups that WEN has previously worked with. Survey questions covered the following topics:

- Campaigns they are most interested in;
- Use of the WEN web site;
- Opinions on purposes of web site;
- Web features which initially attract them to a web site;
- Web features most commonly used on their web site; and
- Use of their organization's web site.

With the information gathered from these surveys, the project group was able to make recommendations for the campaign pages on the web site to accommodate the interests of users in regards to the respective campaigns.

Deliverables

Based on all of the research performed, the project group developed several deliverables, first a prototype with examples. In addition, minimal research was conducted on typical costs and maintenance requirements for the prototype so WEN could assess feasibility and funding needed.

Second, the project group used the research results to design a Facebook page. After the Facebook page was completed, administrators of Facebook pages at WPI were interviewed in order to get feedback on the project group's page. Changes were made to the page based on the feedback. The following topics were covered in the interviews:

- Layout of the Facebook page;
- Content on the Facebook page; and
- General advertising strategies for the Facebook page.

Data and Analysis

Data and Analysis by Objective

Objective One: Develop an understanding of the structure and overall purpose of the Women's Environmental Network.

Much of the research about the Women's Environmental Network (WEN) was conducted through background research in the United States. Interviews in London allowed the project group to both confirm existing knowledge on the organization and correct outdated information. The project group initially believed that WEN tried to appeal to women in general as a target audience in order to keep the broadest support base and interviews supported this hypothesis. Despite questions on more specific audiences for individual sections of the organization (Local Groups, Health, etc.), staff members insisted that women in general remain the target audience. This emphasized a need to focus staff members on targeting a specific audience to yield more engagement within specific initiatives. Laureen Benton in Health suggested that a more specific audience might be female consumers and Kate Metcalf in Local Groups thought that young people served as this target audience and would allow for the growth of independent WEN local groups in the United Kingdom. From this, the group gathered that one of the main targets for the survey conducted on web site features should be young people.

The most important information gained through interviews was about the current WEN financial crisis. WEN currently needs £20,000 to meet the financial obligations of the last fiscal year much less to afford changes in the current budget. The interviews suggested that emphasis be placed on donations, funding for appeals, and membership to potentially alleviate budget limitations. Further, staff expressed concern about funding and maintenance for a future web site change. Staff revealed that no money in the current budget can be allotted for changes to the web site and no volunteer maintenance will be allocated due to already tight time schedules of still employed staff. WEN insisted that because of the financial crisis, staff time could not be devoted to any other activities (i.e. web site maintenance) currently or in the near future. Until WEN is able to hire additional staff members, there is no extra time or money for web site maintenance. In addition to the issues with the budgetary pressures, staff seems to be constrained by their own

technological knowledge of web site design. However, with an improved internet presence, the organization could bring in both funding and membership, both solving the current crisis and allowing for expansion. By targeting specific audiences, WEN may also be able to acquire more funding through the new web site.

Interviews further informed the project group about the lack of and disdain for hierarchal structure at WEN. The structure of WEN has always been relatively flat from but has completely lost any semblance of hierarchy over the last year. Trustees no longer represent a higher position to the staff and all parts of the organization can attend board meetings. Due to budget constraints, the staff has recently adopted a larger role in the organization and is forced to multitask within the office.

The disjointed nature of the web site can be partially attributed to WEN's increasingly non-hierarchal, fragmented organization: the neglecting of a clear targeted audience, a defined web site structure and a rhetorically-crafted content. In addition, the existing web site shows the effects of having one part-time employee to manage an entire web site, including an increasingly cumbersome number of pages, few instances of visible organization of content, and no clear understanding of whom in the organization needs to provide updates to the web site. The web site does not follow a hierarchal structure and targets information to the most general audience of all women. WEN should consider focusing their information to a specific target audience as a relatively non-hierarchal site depends directly on a strong community and communication among web users (Hoffman).

Archival research also provided evidence for an increasingly flat organization. Two different documents, the WEN Volunteer Handbook and the WEN Local Groups Handbook outlined procedures, and emphasized the need for a non-hierarchal organization. The WEN Volunteer handbook focused on the procedures for the office environment, with a focus on a democratic workplace in order to form a collaborative environment. The WEN Local Groups handbook focused on how to start and maintain a local group. The handbook highlighted the independence of each local group and emphasized the need for member input and group democracy amongst individual local groups. Both of these documents reaffirmed the project group's background research, indicating that WEN operates as a collaborative environment; however, these

documents also highlighted an increasingly flat structure and difficulty communicating across separate initiatives.

The non-hierarchical organization also indicates that changes in the web site will be time-consuming, as they will require listening and collaborating from all members. This democratic environment will foster collaborations among members and individual initiatives but creates challenges in generating a unified, coordinated web site. The democratic structure of WEN stresses the need for easy navigation in order to produce the most user friendly web site. While a collaborative structure promotes the internal comprehension of the organization, WEN must work hard to include those outside the network.

Interviews also informed the project group on the initiatives that WEN is currently exploring. The project group asked staff to review their individual sections of content on the existing web site as to remove outdated information and to confirm current initiatives. The project group learned that Real Nappies for London is no longer an active project at WEN despite background research that stated differently. This campaign, like other outdated campaigns, will need to be removed from the current initiatives on the web site and moved to the archives. Real Nappies for London sought mothers, especially younger mothers, as their target audience. Even though the initiative is no longer active, WEN should continue to target this group as the Nappies programs has been one of the most historically productive and well-known campaigns. This audience may help to revive the organization's other campaigns such as reducing the purchase of toxic household cleaners (WEN). WEN is currently focused on promoting the values of the Three Tonne Club, increasing support for local food initiatives, working more closely with independent local groups, and trying to further education about health issues relating to dangerous chemicals present in cosmetics and household items.

In addition to interviews, the project group also collected many documents from WEN about the organization. Table 1, below, describes a crucial document, LASA Report, which discussed a previous analysis of the WEN web site.

Table 4. LASA Report

| Document | Findings |
|--|---|
| <p>LASA (London Advice Services Alliance) ICT Health check for Women’s Environmental Network</p> | <ul style="list-style-type: none"> • Document organized “Summary of Recommendations” to put WEN in position to have good ICT Health. • WEN needs to replace the network server, as it “is now becoming a matter of urgency” with “less than 20% of free space available”. • WEN lacks ICT support from an external or internal source. • Internet connection in the office is slow. • E-mail POP3 accounts are attached to computers, and cannot be accessed from home. • The report re-affirmed the group’s concerns about the web site, and highlighted a need to bring Web 2.0 elements into the web site. <ul style="list-style-type: none"> • “Staff highlighted a desire for a refreshed web site that should include a member’s area.” • “...the web site currently has around 600 pages” • “... It is obvious that there is a lot of content on the web site. The difficulty is finding that content.” • Databases are redundant, and the reasons for the different databases is confusing |

The London Advice Services Alliance (LASA) ICT Health Check for Women’s Environmental Network looked at various elements affecting WEN’s computer hardware, computer software, network, and web site as well as the training and maintenance needs of WEN. LASA formulated an action plan and identified which components should be completed short term and urgently and

those for long term growth. The report identified 15 action points, including that WEN should “review web site structure and content” (Goodman, 2009). Within the specific action point, the report mentions that “WEN could consider using new media/Web 2.0 tools to improve the web presence at little cost and encourage user interaction” (Goodman, 2009). This affirmed the project group’s belief that interactive elements could be a key improvement to WEN’s internet presence. In addition, it appears that many of the ideas that the project group presented in the background research were ideas that WEN had already been informed about.

Objective Two: Determine what the Women’s Environmental Network, Trustees, staff, and members expect from the web site.

The first round of interviews enlightened the project group on the non-hierarchical structure of the organization, the staff’s lack of clear targeted audiences, the organization’s lack of personnel and financial resources, and the lack of updated information on the web site. In terms of staff and Trustee expectations for the site, the project group found the responses to be remarkably similar.

Round One and Susan Buckingham Interviews

Table 5 summarizes interview responses about web site expectations received during the group’s first round of interviews. Interview respondents appeared apprehensive about changes to the web site, highlighting the need for continuity in resources and relevant, grabbing information as explained below.

Table 5. Summary of Common First-Round Interview Responses

| TYPE OF EXPECTATION | NO. RESPONSES |
|--|----------------------|
| NAVIGATION / ORGANIZATION | |
| Organization of web site is inaccessible and is hard to navigate Staff rarely use web site due to unfriendly navigation. Clear menus will help to fix navigation flaws. Ex: “[The site needs] clear menus with visible items.” | 5 of 8 |
| CONTENT / RESOURCES | |
| Current web site has great resources and good information. Ex: “The resources are very useful.” | 5 of 8 |

| | |
|---|--------|
| Information is outdated and not concise enough and should be reorganized to be more positive. Rhetorical crafting of the text should be enacted. Ex: “[The content needs] clear messages to audience: concise objectives and goals and success.” | 4 of 8 |
| There should be clear links to appeal and donation pages because of lack of funding. Ex: “[We need] an appeal to help appease budget crisis perhaps. Maybe a box or some direct link to donate.” | 4 of 8 |
| VISUAL ELEMENTS | |
| Lack of visual aids (photos, cartoons, etc) makes the text on site overwhelming. Ex: “[There is a] lack of photos and too much text [leading to overwhelming content].” | 5 of 8 |
| Changing the color scheme would make the site more visually appealing. Ex: “Changing the color [would be beneficial to the site.]” | 3 of 8 |
| INTERACTIVE FEATURES | |
| News sections and list of events should focus directly on WEN and not on other organizations. Ex: “Press Section should be restricted to news directly relating to WEN events.” | 3 of 8 |
| SOCIAL NETWORKING | |
| WEN needs to appeal to younger and broader audience through social networking. Ex: “[Social networking will help in] hooking in younger audience, keeping people up to date, lean about other groups.” | 8 of 8 |
| MAINTENANCE CONCERNS | |
| Actually changing the site seems ambitious as WEN lacks funding to do so and maintenance is going to be difficult. Ex: “[The web site will] only be easy to maintain if Jo is able to handle it [as she is sole resource].” | 5 of 8 |

Navigation / Organization

One of the most common interview responses from round one was that the existing site had an overall lack of organization which led to very poor navigation. Table 5, which highlights common answers from round one interview, reveals that five of eight interviewees independently suggested that the existing navigation scheme was unorganized and difficult to maneuver. Staff felt as though the lack of organization of content left the site crowded, and one staff member who used the site once a week, recalled finding a previously unknown page upon her last visit to the site. Laureen Benton stated she “recently found a page that I had never seen before.” The staff looked very negatively upon this lack of organization, commenting that the insufficient navigation had a direct correlation to the minimal use of the site. Table 5 shows that the staff strongly suggests (5 of 8 responses) that the site needs a new form of organization with a more logical menu system and search system to make this information far more accessible.

Content / Resources

Staff felt as though information and resources were rich but content needed to be made more concise and less dense. In fact, 5 of 8 interviewees agreed that the project group should consider using the resources from the existing web site as they were so effective. Kate Metcalf said in her interview, “We’ve got so much, and maybe it would be more effective if we didn’t have so much” (See Appendix A). Concise content will enable the web site to become more effective, and allow content to be found. The list of Trustees, matrons, and staff contains people no longer working at the organization and fails to mention newer additions to the WEN board such as Helen Kinsella. Older campaigns are still advertised as current, such as the Real Nappies for London campaign which has not been supported by WEN in over a year. In addition to this outdated content, staff and Trustees also expressed a desire to emphasize current initiatives, such as The Three Tonne Club.

Table 5 indicates that 4 of 8 interviewees agree that content needs to be reworked, potentially using a rhetorical strategy. While staff thought the current information was appropriate, they felt as though it needed to be more concise and rhetorically crafted to their target audiences however, staff believed that target audience to be women in general. The project group realized that staff misunderstood the purpose of target audience. Information gathered through interviews also

emphasized a desire to use the rhetorical strategies to bring interest to current initiatives, through a combination of ethos and pathos. This information coincided with the group's expectations for the project, and reaffirmed the need for a new color scheme, and re-organized, updated, rhetorically-crafted content.

Visual Elements

As mentioned above, staff requested the alteration of the color scheme from the existing web site. After hearing the project group's presentation, the majority of staff agreed that the current color scheme of purple and orange was contrasting and distracting. Furthermore, staff informed the project group that WEN is currently in discussions to change the overall color scheme associated with the organization as well as the logo. The staff all suggested keeping purple for the newly developed color scheme but choosing more appealing color combinations.

To further condense content, staff also suggested the addition of visual elements. When asked what should be included for a future prototype, five of the eight interviewed staff suggested the addition of pictures, graphics, and especially cartoons. Shirley Abranches commented that the future web site needed "photos" as well as "animation". One staff member informed the project group that WEN currently uses a cartoon artist, who also is a matron of WEN, who works to design unique cartoons specifically for the organization and its initiatives; however, lately few cartoons have been updated for use on the web site. This information reaffirmed a need for visual aids on the future WEN web site, and also enlightened the project group on the potential resources available for visual elements.

Interactive Features

One example of this need for reorganized and updated content can be found in the news section on the current web site. Table 5 shows that 3 of 8 staff feels that the news section on the existing site contains information that is not applicable to WEN and outdated. The project group suggested that WEN utilize something like a RSS to keep news current and organization-specific. Most interviewees responded positively to this suggestion despite not understanding the feature completely. These interview replies initiated research on RSS Feeds in order to teach staff how to initiate, use, and maintain this feature.

Social Networking

The need for a social networking was reaffirmed by this data, as all eight first round interview responses highlighted the importance of that component (Table 5). Staff felt that social networking could expand their target audience to include more young adults.

Maintenance Concerns

An overall lack of resources for web site development was also a major concern for those in the organization, as five out of eight of the gathered responses mentioned (Table 5). Staff responded apprehensively to questions about who would maintain the improved site and if staff, themselves, could address maintenance problems. Staff cited financial concerns as a determinate for maintenance and initial implementation as they perceived Jo Budd completing all maintenance requirements. Jo Budd informed the project group that she would use an outside web developer to implement the initial prototype.

Round Two and Jo Budd Interviews

After the project group analyzed and incorporated the needs expressed in the first round of interviews, the group designed a prototype design for the homepage of the improved web site. The prototype served as a visual representation for the layout, navigation, visual and contextual aspects of the improved site. Features were based on interview responses from round one as well as extensive background research. The group gauged the staff and Trustee's reactions and feedback to the initial prototype through the second round of interviews. The four responses that were received commented on the impressions and needs of the prototype.

Table 6 focuses on common second-round interview responses:

Table 6. Summary of Common Second-Round Interview Responses

| TYPE OF EXPECTATION | NO. RESPONSES |
|--|---------------|
| NAVIGATION / ORGANIZATION | |
| Menu System should be rearranged to include different links. Ex: “[The menu should] Definitely [have] a search bar on the right and archives should be out of the way... [Menu should also swap] join WEN and Resources.... [and include] links [tab]... news section...” | 4 of 4 |
| There should be no boxes around text. Ex: “I don't have a preference as to thickness I don't think, but I could lean towards the view that boxes around the text aren't necessary.” | 3 of 4 |
| Elements should be less angular and boxy. Ex: “We find it too linear and boxy and would like softer edges, curves and generally a lighter touch.” | 3 of 4 |
| IMAGES | |
| The image above the menu bar (the home link) should be an active image. Ex: “We suggest a photo montage across the top to illustrate WEN in action.” | 4 of 4 |

Navigation / Organization

When asked about the initial prototype, staff had some valid concerns about navigation and organization aspects. Interviews with Jo Budd, summarized in Table 6, suggested that the project group rearrange the links on the menu to include a search bar.

Staff also wanted the project group to remove the boxes around components of the prototype like the thick border around the text boxes. Table 6 indicates that 3 of 4 responses agreed that the boxes around text were useless. Similarly, 3 of 4 responses thought the prototype was too angular, as seen in Table 6. Staff suggested that the prototype rely more on curves and softer lines as research showed that females preferred this (see Table 15 in Appendix A).

Images

When asked about the visual elements of the initial homepage prototype, the only constructive response from staff concerned the header image. Research, shown in Table 6, revealed that 4 of 4 responses suggested that the project group utilize a positive, active image for the header image. A positive, active image would be a picture of WEN members at a campaign event.

Overall Concerns

The project group encountered problems with the WEN staff and Trustees as to the understanding of prototype features by. While the group thought that the basic representation of web features would be easy to comprehend, staff found it difficult to do so. The project group overlooked the fact that staff had never studied web techniques and would find basic prototypes difficult to follow. Most responses were too generic to analyze or apply to the prototype. Many specific questions, such as those regarding the potential success of the rotating link component, returned responses such as, “I’m not sure, but it seems nice” (see Table 14 in Appendix A). Round two interviews helped the project group to focus more on an educational approach to presenting the final prototype.

Objective Three: Identify effective web site design and features.

Information about effective web site design and features was collected in background research done in America as summarized in Figure 2 in the Background Chapter. As part of the project group’s research into the best web design practices, the project group also researched database management software, MySQL; an online payment system, PayPal; and a news feed feature, RSS Feeds, in order to form recommendations as per staff requests. Table 7, at the conclusion of this section, summarizes the overall research on these topics.

Coding Languages

The project group researched two languages used in web design: PHP and HTML. These coding languages are used in overall web site design, and are useful and essential in every part of a web page. HTML, or hypertext markup language, is used to structure the links between web pages, develop links to images and content, as well as organize each individual web page (Shannon).

PHP is much like HTML, but is a more compact scripting language, and can run more efficiently (Sklar & Trachtenberg, 2003). PHP is easier than HTML for smaller organizations like WEN to use and maintain.

Database Management Systems - MySQL

WEN staff expressed a definite concern regarding maintenance of the future site. The project group researched a database management system in order to reduce some of the maintenance requirements and create an easier method for uploading new information to the site. MySQL is an open-source program designed to manage databases and the information that goes into them. This could be extremely useful when tracking WEN membership and in tracking other information as well (MySQL).

Database management is an essential part of a web site. It helps to provide dynamic content and store changing information, such as membership records and a rotation of images. Automating databases saves time and one solution for this is MySQL. MySQL provides an open-source solution for managing databases that is easily scalable, easing growing pains for an organization. Working with MySQL, PHP can provide support for web sites by easily retrieving information from these databases. MySQL is also an easy to use, low-maintenance option and is a good option for a not-for-profit organization (MySQL).

Payment Management Systems - PayPal

Staff was also concerned with managing online donations, membership dues, and potentially online purchases. The project researched PayPal as a secured ledger for the organization. PayPal is a service that enables users to pay for items on any web site using credit cards for a small transaction fee. Shops can set up accounts, and use PayPal in order to have an easy way of tracking purchases (PayPal). PayPal is beneficial as a payment system for WEN as it can provide easy access for the organization to customer donations, membership fees, or potential merchandise costs within 24 hours of initial payment. PayPal is globally trusted and very secure so WEN will not have to worry about faulty transactions.

WEN should employ the Web Payments Standard Program in collaboration with Express Checkout from PayPal. The Web Payments Standard Program is the simplest way for WEN to make and receive online payments. This program has no setup, cancellation or monthly fees, but it does have a transaction fee of 1.4-3.4% (depending on value of purchase) plus £0.20 per purchase (PayPal). This program can accept payments immediately after setup and can be downloaded through the PayPal web site (PayPal). If WEN were to open an online store, they should also utilize Express Checkout, which has the same fees as the other program and provides an online shopping cart via Hosted Carts (PayPal). Both programs do not require customers to have a PayPal account and accept debit and credit cards as well as PayPal accounts.

RSS Feeds – Interactive News Feature

Finally, staff wanted an updated, organization-specific news section on the homepage of the improved site. The project group recognized that a RSS Feed as an easy way to incorporate the staff's requests. A RSS Feed is a downloadable document from the web "which describes web site content, news, and resources from a specific web site" (Northwestern University, 2005). The RSS "Feeds can contain a summary of the new content on a web site or anything else a web site creator desires to share" (Northwestern University, 2005). This allows web browsers to retrieve important information without having to visit an organization's web site (Northwestern University, 2005). WEN does not need information regarding the implementation of the RSS feed, as Jo Budd, WEN's webmaster, has expressed to the group that an outside source will be hired to complete these features of the web site; however, Jo or one of the other WEN staff members may need to maintain the RSS Feed.

Table 7. Summary of Key Points for Additional Feature Recommendations

| Feature for Recommendation | Key Facts |
|-----------------------------------|---|
| MySQL | <ul style="list-style-type: none">• Database Management used for storage, alteration of content<ul style="list-style-type: none">○ Member records, rotating images• Easy to change; works well with changing organizations• Easy to use, low maintenance |
| PayPal | <ul style="list-style-type: none">• Globally recognized and trusted organization which will attract consumers.• PayPal is accepted in 190 countries, uses 19 different currencies.• Low transactions fees for debit and credit cards (1.4%-3.4% + £0.20). No monthly or set up fees.• “PayPal uses cutting-edge data encryption, fraud detection tools and all kinds of other advanced techniques to improve security.” (PayPal) |
| RSS Feeds | <ul style="list-style-type: none">• A downloadable document from the web.• Allows for current content of the web site to be displayed without visiting the site.• Because there is usually a small amount of data in a RSS feed it can be sent to many forms of technology. |

These features, such as RSS Feeds, will all add to the interactivity of the web site, allow easy maintenance of the web site, and enable distribution of information from the small WEN staff. Elements such as PayPal and database management are keys to reducing the time needed to update content and manage web site resources, which will also help to lessen the work load on the dwindling staff.

Objective Four: Investigate the potential use, benefits, and growth of social networking for WEN.

Most of the information on the potential use, benefits and growth of WEN through social networking was collected as background research. Social networking opportunities include: Facebook, MySpace, weblogs, and Twitter. The project group conducted research on Facebook and blogs as these two social networking techniques are most beneficial for WEN. MySpace is an outdated social networking site (Waters, 2009) and Twitter maintenance requirements exceed WEN's availability at present (Hahey, 2009).

In first round interviews, staff indicated that social networking would be very beneficial for their organization in terms of reaching a younger and broader audience, which reaffirmed the project group's assertions from the background chapter. Table 5 shows that 100% of those interviewed thought that social networking in general would allow WEN to expand their audience to young adults. To further explore, the project group designed a Facebook page for WEN.

The project group interviewed Jacqueline Hahey about the potential maintenance and problems of implementing a Facebook page. Hahey works for the National Children's Museum and is the administrator of the organization's Facebook page. Hahey revealed that she spends about "1-2 hours a week" maintaining her Facebook page. She stated the initial creation of the page took about 10 hours for the first week, but only because she had to create the page from scratch. Hahey uses her corporation's Facebook page to reach young adults and other organizations in order to update them on current events, news, and photos.

Hahey stated that "non-profits and all organizations" should create a Facebook page, as they are effective at fostering a community among group members and keeping them updated. Hahey uses a Twitter account (similar to a blog, but with restricted characters per entry) in addition to her Facebook page. The status of both accounts can be managed simultaneously. Twitter allows its user to connect with and "follow" more high-profile companies, such as The New York Times. Hahey speculated that Facebook was in the process of creating a site for businesses and organizations alone, which WEN might use in the future.

The project group also interviewed Chris Toppings about his work on blogs for an educational site called Odyssey Ware. Toppings is the blog master for his organization and answered questions about maintenance for a low impact blog for WEN. Toppings spends a lot of time (roughly 45 hours per week) maintaining his blog, but said that a low impact blog should take only about 10 hours per week.

He stated that the two main concerns in keeping a blog are to target a specific “niche” and to properly maintain the blog. Toppings made it very clear that blogs needed to adhere to the needs of a specific audience. The Odyssey Ware blog targets consumers interested in educational material, educators, and parents as a main target audience. Toppings said that if WEN were to implement a Climate Change blog, the blog should make sure to only include information relevant to their target audience. Furthermore, Toppings stressed that blogs that are not properly maintained are very useless. He suggested that if WEN could not allocate enough staff time to blog maintenance, the organization should hire a part-time blog master. If WEN cannot meet either of these guidelines, Toppings suggested the blog will fail and should not be implemented in the first place.

Objective Five: Determine the potential target audiences for WEN and develop a rhetorical analysis of these audiences’ wants for a web site.

The project group used interviews conducted in round one, as well as extensive background research, to hypothesize about current and potential target audiences. Most staff responded very differently when asked about the target audience of the many sectionalized facets of the organization, but thought the target audience for WEN was uninformed women everywhere who care about the environment. For example, Tamara Rayment stated that “Women, and mothers and men who basically care about the environment, and other NGOs” were the future audience for WEN; Laureen Benton thinks WEN should focus attention on attracting “mothers and consumers;” and Kate Metcalf suggested “there is potential in the university group” for a strong audience base. The group synthesized these various groups into:

- Other Non-Governmental Organizations;
- University or School Groups;

- Environmentally-concerned Women, Specifically Mothers;
- Environmentally-concerned Young People; and
- Stakeholders/Donators.

Young Adults Survey

Because young people between the ages of 18-28, particularly those interested in environmental topics, may be a primary audience, and because the project group had limited time to conduct a rhetorical analysis of all projected audiences, the group decided to focus on this one target audience. The project group members are part of the target audience of young adults, making this audience more appealing to study.

In addition to surveying members of the studied target audience, the project group completed archival research on the ways young adults typically use web sites. Author Julian Sefton-Green argues that, "...publishing on the web for young people is motivated by the desire to participate in, or create some kind of 'community'" (Sefton-Green, 2003). This idea of participating in a community is central to networks, including WEN and social networks, like Facebook.

The project group conducted surveys via Facebook in order to identify the needs of this younger, connected audience. The survey included questions on age, gender, interactive features typically used, and potential interest in current WEN campaigns. In total, 102 surveys were completed from young adults. The following two tables summarize the data collected in the surveying process. Table 8 shows the relationship between campaign interest and feature usage. The survey listed the following campaigns of interest Climate Change (Three Tonne Club), Local Groups, Locally-Grown Foods, and Health (Carcinogenic Cosmetics and Harmful Food and Products). Table 9 summarizes the data shown in Table 8 and includes information on the target demographic. Respondents were able to check all that applied, in the case of multiple responses.

Table 8. Summary of Survey Responses, Young Adults

| Feature of Interest | Climate Change | Local Groups | Locally-Grown Food | Health |
|----------------------------|-----------------------|---------------------|---------------------------|---------------|
| Blog | 25.7% | 22.6% | 35.3% | 25.8% |
| Chat Rooms | 5.7% | 6.5% | 8.8% | 9.7% |
| List of Events | 80.0% | 90.3% | 79.4% | 80.6% |
| Online Documents | <u>62.9%</u> | <u>71.0%</u> | <u>61.8%</u> | <u>61.6%</u> |
| Photo Galleries | 91.4% | 83.9% | 94.1% | 93.5% |
| RSS, News Feeds | 37.1% | 54.8% | 52.9% | 45.2% |
| Videos | 48.6% | 48.4% | 55.9% | 61.3% |
| Other | 8.6% | 9.7% | 5.9% | 3.2% |

The survey results shown in Table 8 demonstrate the relationship between campaign interest and web feature interest. The most popular responses are highlighted in green, second most popular in blue (photo galleries, list of events), and third most popular are purple (online documents).

Table 8 shows that those young people who showed interest in climate change and related campaigns and initiatives were more likely to use photo galleries, calendars or lists of events, and online documents. As such, in order to target a younger audience on the climate change web page, WEN needs to implement these specific features in order to engage users. A long term goal of the climate change web page should also be to incorporate a video section, as the data indicated that users desire videos as well.

Table 8 shows that those young people who showed interest in getting involved locally with WEN's local groups were more likely to use calendars or lists of events, photo galleries, and online documents. WEN needs to implement these specific features in order to engage users. In

addition, users also indicated that they would be interested in a RSS or News Feed and a video section, and as a long term goal, implementation of these features would be beneficial to attracting a younger audience.

Table 8 also shows that those young people who showed interest in growing or finding locally-grown food in their area were more likely to use photo galleries, calendars or lists of events, and online documents. WEN needs to implement these specific features in order to engage users. In addition, users also indicated that they would be interested in a RSS or News Feed and a video section, and as a long term goal, implementation of these features would be beneficial to attracting a younger audience. In addition, the desire for a blog seems to be present in the data, and therefore, another longer-term goal for the WEN staff should be to implement a blog to communicate with those interested in locally-grown food.

Table 8 further shows that those young people who showed interest in cancer-causing cosmetics were more likely to use photo galleries, calendars or lists of events, and videos. WEN needs to implement these specific features in order to engage users. Videos on cosmetics would be very applicable to the survey respondents interested in this area, more so than any other section. In addition, users also indicated that they would be interested in a RSS or News Feed and a section containing online documents, and as a long term goal, implementation of these features would be beneficial to attracting a younger audience.

The project group formulated a table aimed at summarizing the data gathered from the survey into short- and long term goals for each page of the WEN web site. The summary is presented in Table 9.

Table 9. Summary of Survey Responses by Demographic, Young Adult

| Campaigns | Features to Include in the Short Term | Features to Include in the Long Term | Demographic |
|--------------------|---|---|--------------------|
| Climate Change | Photo Galleries, Calendars/List of Events, Online Documents | RSS Feed and Videos | Females, 18 – 21 |
| Local Groups | Photo Galleries, Calendars/List of Events, Online Documents | RSS Feed and Videos | Females, 18 – 21 |
| Locally-Grown Food | Photo Galleries, Calendars/List of Events, Online Documents | RSS Feed, Videos, and Blog | Males, 18 – 21 |
| Health | Photo Galleries, Calendars/List of Events, Videos | RSS Feed, and Online Documents | Females, 18 – 21 |

The common features to include in the short term were photo galleries and calendars/list of events, and common features to include in the long term were a RSS Feed, and a videos section. Table 9 suggests that all four campaigns should implement photo galleries and a list of events in the short term and RSS Feeds in the long term to directly appeal to their target audience. Climate Change, Local Groups, and Locally-Grown Food should include online documents in the short term and videos in the long term while health should utilize videos in the short term and online documents in the long term. The table shows the interest of each campaign's target audience, so any included feature to the improved web site would appeal to young adults.

Table 9 also shows the individual target audience among young adults for each initiative. Climate Change should focus on targeting information to females ages 18-21 as should Local Groups and Health. Locally-Grown Food should focus on targeting males age 18-21. Every individual target audience is between the ages of 18-21, which is a direct result of using Facebook to facilitate survey responses. The age range is the most popular for Facebook users

(Waters, 2009). Similarly, females use Facebook more than males, which is another trend seen in the results (Waters, 2009).

It is important to understand that these survey results are merely possible trends. The results cannot be claimed as statistically significant as the survey size is less than 5% of the total population of young adults.

Interview with People and Planet

The project group interviewed four people from the UK environmental organization, People and Planet. People and Planet is a non-profit organization which focuses on promoting environmental activism for young people in the UK. The interviews are summarized below in Table 10:

Table 10. Summary of Survey Responses, People and Planet

| Campaigns | Features to Include in the Short Term | Features to Include in the Long Term | Key Demographics |
|--------------------|--|---|-------------------------|
| Climate Change | Photo Galleries, Calendars/List of Events, RSS Feed | Online Documents and Chat Rooms | Young People 15-25 |
| Local Groups | RSS Feed | Photo Galleries, Calendars/List of Events, Online Documents | Males 15-25 |
| Locally-Grown Food | RSS Feed, Calendars/List of Events, Online Documents | Photo Galleries | Young People 18-25 |
| Cosmetics | Photo Galleries, Calendars/List of Events | Chat Rooms, RSS Feed, and Online Documents | Females 15-21 |

The results are similar to that of data collected through the surveys of young adults in Table 8. The preferences above were taken into account when designing the campaign prototypes. The project group was apprehensive to regard these results as superiorly significant as there were only four results total. However most of the general suggestions for short term and long term features to include were the same as the previous preferences. The only main difference was a preference for the short term inclusion of a RSS Feed, which is not plausible at this current time.

Local Groups Survey

The project group also surveyed a selection of local groups to learn about the reasons why these groups use the WEN site. Unfortunately, only two groups responded to the survey and neither had ever used the WEN web site. The two groups which responded were interested in learning more about Local Groups, Locally-Grown Food and Climate Change Initiatives. Additionally, the groups were interested in using a List of Events, Online Documents, and RSS Feeds. One group, who did not identify its name, thought that WEN should include a list of groups so that they might contact each other. As only two of the twenty-plus groups responded, the responses are mere extrapolations of the survey results.

The project group did not expect to receive many responses from the local groups survey as informal interviews with staff indicated that WEN no longer has a close relationship with these groups. Furthermore these interviews revealed that most local groups do not use the internet or email, which was the method for distributing these surveys. Full responses from the surveys can be found in Appendix B.

Recommendations

Based on analysis of the results, the project group has developed a web site prototype for the Women's Environmental Network (WEN). Data from interviews, surveys, and background and archival research allowed the project group to create an extensive prototype design directly founded upon the desires of WEN staff and Trustees, experts on web design, local groups previously and currently associated with WEN, and target audience members (young adults).

Prototype Recommendations

Homepage Recommendations

The initial prototype is a visual layout of the homepage for the improved WEN site. It serves as a layout for all other pages as it clearly illustrates the page header, menu system, and page footer. Figure 13 in Appendix C depicts the Homepage Prototype with all ten components. Enlarged pictures of each component and the supporting examples can be found in Appendix D.

Component One: Homepage Link and Header Image

From background research on effective web design, the project group found that establishing a clear link to the homepage is very crucial for efficient navigation (Figure 28 in Appendix D). Additional interview responses indicated that one of the main concerns with the existing web site was an overall lack of easy navigation stemming from the exclusion of a clear homepage link on most pages. Staff expressed a want for more pictures as well as a visible homepage link on every page. Therefore, the entire header image and the WEN logo in the prototype serves as a direct link back to the homepage.

The project group modeled this feature from the same method that EJP used (Figure 29 in Appendix D). EJP also uses a plethora of images so that the header is consistent for each page but the header image for each page is different. Header images allow EJP to depict a variety of initiatives in the organization through pictures. The project group suggests that WEN choose a universal image for this header on every page with occasional updates to this photo. It is not reasonable to have a rotating picture system for the header of the WEN site because this would

require too many high quality images, requires too much maintenance, and overlaps too much with the rotating image system depicted in component nine: rotating photo gallery.

The prototype was presented for feedback in round two interviews and staff responded very positively to the header image link. Staff was asked if the header image and logo were an appropriate way to navigate to the homepage and all responses indicated that the image was a great addition, but the project group should be careful to choose a high quality, active shot.

Component Two: Donate Link

The project group learned about the critical financial status of WEN in both interviews and archival research. Interview responses from round one indicated a vast desire to have a quick link for web users to donate to WEN. The project group incorporated a donate link into the header image so that users could easily see and access the donations section from every page of the web site (Figure 29 in Appendix D).

Archival research suggested that placing a non-centrally located donate button towards the top of the page, as this makes the option to donate easy-to-find but not obnoxious. Web users can see the donate option but are not forced to make any monetary donation because the link is small and on the outskirts of the page. The project group used the EJF web site again as an example to support this component (Figure 30 in Appendix D). EJF places a small donate now button on most of their pages so that users can choose whether or not they want to donate. The project group modeled this component after the EJF site.

Component Three: Menu System

The project group found background research about the importance of a clear menu system located at the top of the page for overall ease of navigation. Multiple sources suggested that a horizontal menu system should be placed at the top of the page as most users are acquainted with this location. Furthermore, it is important to include a search bar within the menu system as it provides the most universal access to searching for specific content on the web site like U.S. EPA site (Figure 20 in Appendix D).

Interview responses from round one supported the need for a concise menu system. Staff expressed a negative attitude towards the existing inverted seven menu system (Figure 19 in Appendix D). Staff also noted that a new menu system and a search bar were crucial to improve navigation on the site. When the prototype was presented in round two interviews, staff was pleased with the single horizontal system especially the newly added search bar (Figures 31 and 32 in Appendix D). The only concerns from staff included the content for each link of the menu system. Some of the links were consolidated as well as the addition of overlooked links to the menu in direct response to staff concerns. For example, the project group answered the staff's concern to move the archives tab present on the original homepage prototype into the sub-menu for the Campaigns tab.

Component Four: About Us Section

Background information stressed the need to quickly inform first time web users about the organization. This organizational information should not be overwhelming or it deters first time users from returning; however, a first time user should be able to obtain an accurate account of the organization and its mission.

The staff expressed a desire to display WEN-specific information through round one interviews. Because the project group removed the mission statement from the header of the page, a text box was created on the homepage to show the mission statement as well as other WEN information per staff requests (Figure 33 in Appendix D).

Component Five: Rotating Campaign Links

In round one interviews staff expressed a desire to have links to individual campaigns on the homepage of the site. The project group felt it impossible to include every campaign link directly on the homepage and the project group's background research warned to keep the homepage of any site clean and uncluttered.

In order to incorporate the staff desires and the background research, the project group designed a space for rotating campaign links. This space will provide a different campaign link on every visit to the homepage. This feature can be managed with a database management system, such as

MySQL. WEN can choose a couple of different campaign links, like the Three Tonne Club or Reducing Carcinogenic Cosmetics, and keep them on rotation (Figure 34 in Appendix D). Web users will be able to view a variety of different individual, popular campaigns on the homepage, which could potentially increase interest for the entire site. WEN should consider mirroring the rotating campaign links found on the homepage of the EJF web site (Figure 35 in Appendix D).

Component Six: Appeals Section

WEN is currently in a very fragile financial state as aforementioned. Staff expressed a definite desire to include their appeal on the homepage of the site in round one interviews. The appeal is to collect £20,000 in order to move forward for this fiscal year. The project group included a space on the homepage to meet the staff's requests (Figure 36 in Appendix D).

When the prototype was presented to staff in round two interviews, staff expressed a concern that this section would be useless once the need for the appeal was met. The project group suggests that WEN use this space to keep web users updated on the most important WEN news. WEN can decide what goes into this section after the appeal is met.

Component Seven: Calendar/List of Events

Background research stressed the importance of incorporating Web 2.0 elements into the homepage of an effective web site. Web 2.0 features include either a dynamic events calendar or list of events. Features such as a calendar provide first time users with an easy and effortless way to interact with the site.

In round one interviews, staff indicated a desire to include a calendar or list of events on the homepage dedicated to WEN-specific events. Staff felt as though many people might visit the site merely to learn about events to become involved with. Thus, the project group added this section to the homepage (Figure 37 in Appendix D).

When the prototype was presented to staff in round two interviews, some staff became concerned that an empty calendar in less busy months would seem scarce and therefore be unbeneficial for the organization. The project group decided it would be advantageous for the organization to

keep events in a list rather in a calendar to avoid this problem. Multiple months may be combined so that inactive months are not as prominent on the homepage.

Component Eight: Latest News and Headlines Section

Background research revealed that web pages which incorporate Web 2.0 features are more effective at attracting repeat users. RSS Feeds and other displays of organizational news are a very easy way to achieve interactivity. RSS Feeds can be updated with WEN-specific news and managed by all staff through a database management service such as MySQL.

In round one interviews, staff expressed a want to incorporate news on the homepage of their site as the WEN site serves as a hub for journalists. Staff wanted to keep the news WEN-specific. The project group added a news section on the homepage in hopes that WEN eventually uses a RSS Feed to update their news (Figure 38 in Appendix D). The project group mirrored the RSS Feed found on CNN.com for this component (Figure 39 in Appendix D).

When the prototype was presented in round two interviews, staff very much liked the idea of incorporating a RSS Feeds to update users on WEN news. They responded very positively to this section and requested no changed to it.

Component Nine: Rotating Image Section

Background research revealed a need for high quality images on a homepage to draw in first-time users. The project group made this component rotating in order to keep the page uncluttered as discussed in component one.

Staff also expressed an interest in adding more visual elements to all facets of the new web site in round one interviews. The project group added a dynamic image section to the homepage in order to incorporate the staff's desires and background research. The project group suggests that WEN change the photo. A changing image will show users activities and members of WEN and serve as yet another interactive feature for the site (Figure 40 in Appendix D). The photos can be managed with a database management system like MySQL.

When the prototype was presented in round two interviews, staff responded negatively to the original component which was a rotating cartoon section. Staff desired for animate photos depicting happy events and people, rather than the inanimate cartoons. The project group changed the cartoon to pictures as background research suggested that females respond more positively to animate objects as well.

Surveys to one of the target audiences, young adults, reflected a definite interest in photos and photo galleries. These survey results further support the project group's recommendation to include this component on the improved web site.

Component Ten: Site Index

Background research revealed a need for good search tools in any effective web site. These search tools include both a search bar and a site index. These tools allow users to easily navigate to any content on the web site and are crucial to sites with more technically-inept users.

Interview responses from round one also suggested that the project group include a site index as staff expressed a desire to improve navigation. Site indexes allow all of a site's content to be displayed on one page with clear links to all the pages. Site indexes are an easy solution to deficient navigation. The project group included a site index link at the bottom of the homepage (Figure 41 in Appendix D).

When the prototype was presented to staff in round two, staff seemed somewhat impartial to this component, however they liked the possibility to improve poor navigation. The project group provided visual representations of the existing site organization, as well as the recommended site layout in

Campaign Page Recommendations

The prototypes for campaign pages were entirely based on interview responses and survey results. The project group recommends that staff follow the suggestions carefully as they encompass the wants of one of their target audiences: young adults. As evident in Table 9, the individual target audiences for each campaign desired very similar features for web site preferences. If WEN wants to continue targeting a broad audience, they should focus on attracting young adults ages 18-21, specifically females.

Component One: Content

The project group recommends that the first component of the pages for all campaigns should be a block of content. This content should be rhetorically crafted to grasp the attention of young adults aged 18-21 and to engage support of this target audience according to background research. This research suggests that content placed on homepages or first pages should be the most rhetorically crafted as it is the first content seen by web users (Hunt, 1996). This content should appeal to the target audience in general, which is young adults in this case. WEN should be careful not to overwhelm web users with too much content. Background research suggests that this content should be concise and chunked around dynamic pictures so that users do not lose interest in the subject matter.

Analysis of interview responses and archival research on the organization suggested that content on the campaign homepage should include the following topics:

- Current Initiatives;
- How to Get Involved with Initiatives; and
- A Link to Resources.

The campaign homepages are visible in Appendix C, Figures 14-17.

Component Two: Online Documents

Survey results show that young adults ages 18 – 21 are interested in utilizing online documents. This component is present in the prototypes for Climate Change, Local Groups and Locally-Grown Food as those interested in Health initiatives express interest in using this feature in the future. The project group suggests that WEN adopt this feature in order to directly appeal to one of their target audiences. WEN should create a space to upload online documents related to each campaign, such as:

- Ways to improve your carbon foot print for Climate Change;
- Examples of how to create successful volunteer programs for Local Groups; or
- Instructions to begin growing organic, local food for Locally-Grown Food.

If WEN eventually decides to add an online documents component to the Health campaign homepage, the project group considers they included documents such as:

- A list of popular cancer causing cosmetics.

Additionally, Tamara Rayment, coordinator of Climate Change, suggested that WEN should target schools on the climate change section of the homepage. WEN should do some further research on how schools use environmental web sites as a resource. However, WEN may consider uploading documents on climate change lesson plans or school aged games that teach about reducing carbon emissions in order to directly appeal to schools.

Component Three: Blog

The project group identified a desire to include a blog on the climate change homepage through interviews with Tamara Rayment. Tamara thought that blogs were an easy way to attract a younger audience, as supported by the project group's archival research; and to disseminate information on WEN's advances towards improving climate change. The project group included this component on the prototype to direct appease Tamara despite the lack of interest displayed in the survey responses.

If the Climate Change blog is successful, the project group recommends that WEN implement this interactive feature on the Locally-Grown food homepage as well. This is a direct desire for men aged 18-21, which is the target audience for Locally-Grown food as shown in survey results. This target audience does not currently use blogs most frequently, but would like to. Thus, the project group recommends this feature for the future improvements to the site.

The project group suggests that if WEN decides to implement this blog, the organization should either train an existing employee in the rigors of blog maintenance or hire an onsite IT professional to maintain the interactive features of the new site in general. Interviews with Chris Toppings, blog master for the education site, Odyssey Ware, suggested that blogs require a substantial amount of maintenance to be successful. Toppings suggested that the minimum hours to maintain any low-impact blog per week is about ten hours and the maximum is sixty. Toppings said that blogs are not useful if they fail to target a “niche” of people or do not obtain the required upkeep. The project group recommends that WEN should only include the blog on their improved site if the organization can fully devote to it the maintenance required. In a world that continues to be increasingly technologically advanced, poorly maintained interactive features are detrimental to overall web site success. Blogs are suggested as a potential interactive feature for the site, but unless a staff member, such as Tamara Rayment, can devote ten hours a week to blog maintenance or WEN can hire an outside blog master the feature should not be implemented.

Toppings, himself, works on a moderately high profile blog, which requires about 45 hours of work a week. He is the sole blog master and works full time on maintaining it. Toppings revealed that successful blogs usually employ a full time blog master. WEN has been very clear that the organization cannot and will not be able to afford to employ such a person, so they will need to train an existing employee or volunteer in order to keep up with their blog postings. Blogs would be beneficial to WEN as they could further disseminate information, but WEN needs to consider the maintenance requirements before deciding to definitely implement this feature.

Component Four: Photo Galleries and Videos

Despite direct desire for photo galleries, list of events, RSS Feeds and videos from survey responses, the project group felt that WEN is not yet capable of maintaining these features.

The organization does not yet have a collection of high resolution photos available to be put on the site. The few they have access to will be part of the rotating image section on the overall homepage. WEN should seriously consider obtaining more high resolution photos in order to directly respond to the target audience's desire for this feature. The project group recommends that WEN purchase or utilize a staff member's digital camera to take pictures for the web site. Most digital cameras sold presently are preset to take good quality photos for the internet. Furthermore, WEN should think about obtaining photo storing software, such as Google's Picasa which is a free download with a Gmail account. This software allows for easy uploading and gallery organization.

Videos were not an added component to the page due to the current lack of effective image storage and capturing equipment. Both photo galleries and videos are direct desires for web site features as seen in survey results. The project group suggests that WEN work towards obtaining high quality photos and videos from WEN events and campaigns to adhere to the wants of their target audiences.

The project group added a photo gallery to the Health campaign. Because the organization lacks quality photos, the project group suggests including photos that may not directly depict events to this gallery. Laureen Benton suggested that Health target female consumers as another target audience. The project group feels that including photos of consumer items such as unhealthy cosmetics or cleaning products will create visual cues for bad products. WEN should include photos of certain items focused on in health campaigns to create more awareness, such as:

- Presently popular carcinogenic cosmetics;
- Toxic chemical cleaning products; and
- Poisonous chemicals in bleached paper products.

The project group included a small section for rotating images on every campaign homepage in response to the desire for a photo gallery. A photo gallery is organized by album and contains many different images depicting a similar theme, or in this case, campaign; whereas a rotating image section contains very few photos on general campaign activities or events. Though there are not enough pictures to make a constant rotation at this current time, the project group thought that this was an important addition to each page since it was such a widely recognized preference for the target audience. WEN should be able to obtain three or four photos for Climate Change, Local Groups and Locally-Grown Food to put in this section. This can be managed through a content management system such as MySQL.

Overlooked Features

Table 8 shows that young adults are very interested in a calendar or list of events. Including a list of events on the individual campaign homepages does not answer the staff's concerns about an inadequate number of events on the calendar for the general homepage. If staff feels as though a homepage calendar of organization wide events might be meager, an individual calendar for each campaign page would be even more so. If WEN gets a steady schedule of events, they may consider the additional list of events on each campaign page.

Lastly, RSS Feeds should be considered as an additional feature for further improvement of the site. RSS Feeds should not be added until WEN has a plethora of campaign specific news to add to this feature.

Both added components and suggested future improvements (with the exception of blogs) are manageable through a content management system such as MySQL.

Further Recommendations

Recommended Tools to Further Improve Internet Presence

Round one interviews with staff revealed a desire for information on various tools to further improve WEN's internet presence. The tools have only been merely showcased in the project group's prototype design but are still very important to WEN staff.

Database Management

It is crucial for WEN to adopt a database management system in order to accommodate the project group's prototype. Without this system in place, maintenance and upkeep of the new site will require far too much effort and time from already strained staff. WEN's current web host, GreenNet, offers MySQL as their database management service. WEN should use MySQL to manage interactive components on the homepage, such as the latest news, the list of events, the rotating links for campaigns, and the rotating picture sections. Management of a MySQL database requires some technical knowledge; however, implementation of the WEN web site requires MySQL in order to minimize maintenance requirements of staff.

A content management system (CMS) allows staff to edit sections of the site without direct input from the webmaster. Staff is given names and passwords in order to access the CMS and edit the web page. CMS allows responsibilities to be divided among the whole work force, providing clear maintenance responsibilities for each WEN staff member. Nevertheless, as user's permissions may change, a content management system also requires constant updating and maintenance by an administrator.

CMS allows users to enter information and manage previous entries using a Graphical User Interface. This requires a low amount of technical expertise for use, but gives users the functionality needed to update web content.

The technical expertise that current WEN staff has for web design is inadequate for implementing these various content management systems. The project group suggests that WEN seek training in CMS for both the webmaster, Jo Budd, and a handful of staff so that upkeep of the site is more evenly distributed. If WEN cannot afford to train multiple staff members in CMS, it would be in the best interest of the organization to hire an outside IT professional to meet the needs of administrating and managing the web site's content.

Payment Systems

The project group recommends that WEN use PayPal services to manage online payments on their improved site. PayPal is a secured payment system which fits all of the needs of WEN. The

project group suggests that WEN use the Web Standards Payment Program in collaboration with Express Checkout from PayPal for the following reasons:

- This program will help to organize and streamline the membership process, giving a log of purchases, so that it is easy to keep a current list of members;
- No set up, cancellation or monthly fees associated with this program; and
- Small transaction fee of 1.4-3.4% (depending on value of purchase) plus £0.20 per purchase (PayPal).

WEN's online store should also utilize Express Checkout which has the same fees as the other program, and provides an online shopping cart via Hosted Carts (PayPal). Both programs do not require customers to have a PayPal account and accept debit and credit cards as well as PayPal accounts. WEN could see growth and profit through the WEN store.

Interactive Tools

RSS Feeds

The project group suggests that WEN utilizes RSS Feeds as a method of distributing news and updates. A RSS Feed is the easiest way to spread constantly changing content. WEN should use a RSS Feed to distribute news as it allows both WEN specific and related news to web users without direct navigation to the site. Developing an informed base is essential to forming a strong member base. Much like many other interactive features, implementation of a RSS Feed will require maintenance and management which can be achieved through a content management system.

Facebook

The project group has created a Facebook page for WEN (Figure 10 in Appendix C). The page is not a cause page or a group page; rather it is an organization page which allows all of WEN's Facebook friends to view status updates, pictures, videos and events. WEN needs to update the page for content in the future as well as to add photos, videos, events and accept friends and their comments.

Because the project group has already created this page, little maintenance is required from staff at WEN. WEN should allocate one staff member to maintain this page through potential changes in the future. According to an interview with Jacqueline Hahey, who works on the Facebook page for the National Children's Museum, Facebook is an easily maintained way to directly communicate with one of the organization's target audiences: young adults. Hahey suggested that successful maintenance of a Facebook page requires about 1-2 hours a week to update status, events and photo galleries. Hahey recommended that WEN implement a Facebook page as her organization saw immediate interest when she created the page a little over a month ago.

The project group created a Facebook page for WEN, which can be found at: <http://www.facebook.com/home.php?ref=logo#/pages/London-United-Kingdom/Womens-Environmental-Network/106321387312?ref=ts>. WEN should continue to maintain the page and update it according to the various modernizations within the organization.

The project group's interview with Jacqueline Hahey suggested that WEN may consider opening a twitter account in the future to link with their Facebook page. Twitter works like a condensed version of a blog, but is separated from the organization's web site. The linked accounts make updating followers on news more manageable and can be accomplished by using a single account. The project group feels like this is not in reach for WEN currently and the organization should focus on maintaining the Facebook page. In the future, additional social networking tools such as twitter should be reconsidered.

Blogs

The inclusion of blogs in the future site is discussed in the explanation of Climate Change campaign prototype above.

Financial Obligations of Prototype Implementation

Since the project group completed mere visual representations of the project group's prototypes, obtaining a precise quote for a web site design process is almost impossible. The project group researched a few local web designers, called their offices and estimated potential costs associated with initial web site design after facilitating a dialogue about the prototype.

Typically, web site designers have two ways of pricing web design: either a fixed cost per hour or price per individual feature. For the web design consultants who gave us estimates, the companies charged by both hour and feature. For example, Reap Designs charges different hourly rates based on their perceived difficulty of creating a certain page. All three consultants could not thoroughly explain their pricing tendencies as it was completely dependent on the process of design, the prototype design and meeting with organization and web master, Table 11 below shows the summary of collected information regarding cost.

Table 11. Potential Costs of Prototype Implementation

| Consultant | Contact Information | Pricing Technique | Probable Cost |
|-----------------------|---|---|----------------------|
| Reap Designs | Phone: 07961 865 003 Email: info@reapdesigns.co.uk | Price by both hour and more interactive features | £800,00 |
| Peblaco Web Design | Phone: Email: | Price by both hour and more interactive features | £1000,00 |
| Shiny Octopus Designs | Phone: 07742 336858 Email: cathy@shinyoctopus.com | Price by hour (£25,00) and more for maintenance of interactive features | £3000,00 |

The final price of implementing the site is dependent on how long and how much work the prototype takes. It is impossible to quote a direct price for the prototype at this point.

Summary of Recommendations

The project group strongly suggests that WEN consider implementing this prototype with additional features as it will help to attract a new audience to the site. Without an improved internet presence, WEN cannot hope to alleviate the financial crisis or gain a more extensive member base.

Conclusion

Effective web design helps organizations to spread their initiatives, goals, and news throughout their member base as well as to other targeted audiences. The project group has designed deliverables that should help the Women's Environment Network (WEN) to both improve their internet presence and revive the organization as a whole.

Due to the complexity of the project and time limitations, data collected on target audiences was limited, and the project group must therefore suggest that WEN continue to use the group's preliminary work in this area to study other potential target audiences. WEN should implement surveys and conduct research about the preferences of other projected audiences in order to directly appeal to them and attract these audiences to the organization. WEN needs to continue the project group's to realize how to target new audiences for the organization. It was not until the fifth week that the project group started surveying projected target audiences. The project group could have learned about other target audiences and how to appeal directly to them if given more time. The group suggests that WEN continue these efforts through surveying as it results in the most data.

The prototype, with its direct appeals to younger adults, should draw in a brand new audience to the WEN organization and help to increase member base. The new site along with the Facebook page will help WEN to attract interest from young adults and potentially help mollify the financial crisis. Web sites have a key role in organizational promotion. With an improved internet presence, WEN can gain the support it needs to revamp the organization and its campaigns.

The project group learned about the current financial state of WEN through interviews and archival research. WEN currently lacks the budget and time to oversee a complete web site overhaul. Financial stress has fueled some resistance to change as staff fear changing the web site will require far more time and effort from their already crowded schedules. However WEN should implement the project group's improvement plan for their internet presence if they hope to attract new audiences and revive their organization.

The project group learned many crucial skills in the ways of overcoming apprehensive attitudes in order to create productive change. It was hard for the project group to realize that they were, in fact, the experts on effective web design and therefore could use their authority to teach staff about the benefits of an improved web presence. Eventually, the project group comprehended their role and was able to create a successful prototype designed specifically for the needs of WEN's main projected audience: young adults.

The project group presented the organization with its three main deliverables: a social networking page, a web site prototype, and a list of recommendations. Based on the research gathered, goals for additional improvements include:

1. Identify and research additional target audiences, determine in which campaigns they are interested, and determine the features in which they are interested following the method used in the exploration of young adults as a target audience.
 - a. Rhetorically craft content in order to reach a specific audience. Content should be aimed at all target audiences on the homepage; but content should become more focused on a specific target audience as one delves deeper into the web page.
2. Maintain web features, and consider establishing clear responsibilities as to their management. This will help to ensure consistency in content as well as a clear separation of tasks within the organization.
 - a. Implement features such as Photos, RSS Feeds, Blogs, Online Documents and Lists of Events as per the project group's previous results.
 - b. Utilize Facebook as a tool for expanding the network, and generating free publicity. By using Facebook events, WEN can monitor the number of attendees for events. With status updates, WEN can also keep users informed of important news and updates.
 - c. Continue research on other interactive features to include in the future such as Twitter, Streaming Videos, etc. in order to keep up with trends within specific

target audiences.

3. Track web site visits based on web site changes to determine which changes are beneficial to the web site. Record these site changes and the corresponding changes in site visits, so that future site updates can utilize these numbers.
 - a. Jo Budd can provide detailed accounts of web site hits which will showcase increases or decreases in site use around the time of added or deleted features.

The project group identified that the main weaknesses of the WEN web site were difficult navigation, too broad of a target audience, and an information overload. These weaknesses are not uncommon to most non-profit organizations. The strength of the organization is its non-hierarchical structure which can foster a grander sense of collaboration. The project group's prototype aims to address the navigational and rhetorical challenges of the existing site, but WEN should continue efforts to make sure the site stays effective. WEN needs to keep active updates on the site as well as throughout the organization to make sure the democratic structure is in fact fostering a community but also effectively creating change.

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Appendix A - Interviews

Interview with Susan Buckingham

1. What provoked your initial involvement with WEN?
2. What is your role in the Women's Environmental Network?
3. What is the current scope of WEN? Is it London based or broader?
4. Who is current target audience for WEN? Are there different audiences for the different campaigns?
5. What are WEN's current goals for expansion, fundraising, collaboration?
6. How does WEN communicate/collaborate with the other networks it is involved in?
7. Does the web site play a role in this?
8. Does WEN act as a common link between other organizations or does WEN serve as a centralized hub for environmental justice?
9. Which organizations within the network do you see as key groups or partners for WEN?
10. How often do you use the current web site?
11. What flaws do you see in your current web site?
12. What aspects of the current web site are successful?
13. What future features or new elements are you looking to add to the new web site?
14. What purposes do you see social networking sites serving in your new web site design?
15. How will the future web site be maintained? Will there be personnel available to update and maintain the web site?
16. What do you see our role being during our 7 week term in London?

Interview Responses

Table 12. Interview Responses: Sue Buckingham

| Interviewee | Response |
|--|--|
| Question 1 - What provoked your initial involvement with WEN? | |
| Sue Buckingham | My work on women, gender and environment |
| Question 2 - What is your role in WEN? | |
| Sue Buckingham | Chair of Board of Trustees |
| Question 3 - What is the current scope of WEN? Is it London based or broader? | |
| Sue Buckingham | National organization based in London. We also have 35 local groups around the UK. |

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| Question 4 - Who is current target audience for WEN? Are there different audiences for the different campaigns? | |
| Sue Buckingham | Women of all ages who want to know more about environmental or health issues. |
| Question 5 - What are WEN's current goals for expansion, fundraising, collaboration? | |
| Sue Buckingham | Under Review |
| Question 6 - How does WEN communicate/collaborate with the other networks it is involved in? | |
| Sue Buckingham | Via individual staff, Trustees, volunteers, etc. |
| Question 7 - Does the web site play a role in this? | |
| Sue Buckingham | Not yet. |
| Question 8 - Does WEN act as a common link between other organizations or does WEN serve as a centralized hub for environmental justice? | |
| Sue Buckingham | No |
| Question 9 - Which organizations within the network do you see as key groups or partners for WEN? | |
| Sue Buckingham | National Federation of Women's Institutes (NFWI); OXFAM; new economics foundations; SUSTAIN |
| Question 10 - How often do you use the current web site? | |
| Sue Buckingham | Personally – Maybe once a week |
| Question 11 - What flaws do you see in your current web site? | |
| Sue Buckingham | A bit dated in style (Maybe doesn't appeal to younger women) |
| Question 12 - What aspects of the current web site are successful? | |
| Sue Buckingham | Lots of good info |

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| Question 13 - What future features or new elements are you looking to add to the new web site? | |
| Sue Buckingham | Maybe a members only section; pay as you view |
| Question 14 - What purposes do you see social networking sites serving in your new web site design? | |
| Sue Buckingham | To attract women who do not currently see WEN as a site of preference |
| Question 15 - How will the future web site be maintained? Will there be personnel available to update and maintain the web site? | |
| Sue Buckingham | We rely on volunteers and one staff person in the office 2 days who you should contact |
| Question 16 - What do you see our role being during our 7 week term in London? | |
| Sue Buckingham | You will need to speak with staff, volunteers and Trustees firstly. They might be able to put you in touch with some use groups i.e. local groups in London and maybe a local school/food growing group etc. You will be welcome to join in any WEN events when you're in London which might give you a feel for what WEN does. Any idea on how we could raise money would be wonderful! |

Processing of Response

Processing of Sue Buckingham Interview

Date: May 26th, 2009

Interview Round: Sue Buckingham

Key Points:

- WEN is an extension of her work with women
- Target Audience: Women of all ages who want to know more about environmental or environmental health issues.
- WEN collaborates with the National Federation of Women's Institutes (NFWI), OXFAM, New Economics Foundation, and SUSTAIN
- There's lots of good info on the web sites
- The existing web site seems out-dated in style

Surprising Points:

- WEN relies on volunteers to manage IT

- One staff member who works two days a week is responsible for the web site
- WEN's web site does not play a role with the other networks it is involved in

Interviews with Staff (and Trustee Helen Kinsella)

First Round of Interviews

1. What is your role in WEN?
2. What provoked your initial involvement with WEN?
3. Who do you believe to be the target audience of WEN? Of your specific role?
4. How often do you use the current web site?
5. What aspects of the current web site do you see as successful?
6. What aspects of the current web site do you see as unsuccessful?
7. What future features or new elements are you looking to add to new web site? What do you think are crucial aspects of a successful web site?
8. What purposes do you see social networking within the new web design or for the WEN organization in general?
9. How do you think the future site might be maintained? Will Jo be able to update the web site on a regular basis?
10. Any other thoughts or questions for our project team?

Round One Interview Responses

Table 13. Interview Responses: 1st Round, Staff

| Interviewee | Response |
|--|---|
| Question 1 - What is your role in WEN? | |
| Kate Metcalf | Local Groups |
| Laureen Benton | Health Officer, but also works with Kate with Local Groups |
| Shirley Abranches | Membership Officer, Finance Administrator and Office Administrator |
| Carmen Alecu | IT Officer |
| Caroline Fernandez | Local Food Project Coordinator |
| Tamara Rayment | I work as the project outreach worker for the three tone club project |
| Helen Kinsella | Trustee |
| Question 2 - What provoked your initial involvement with WEN? | |
| Kate Metcalf | Applied for a job and got it, and came from another organization and believed strongly in women's right |
| Laureen Benton | Started as a volunteer in the health dept. Interests laid where WEN's programs hit |

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| Shirley Abranches | Started as a volunteer, as she was interested in environmental issues, and kept being involved |
| Carmen Alecu | Just started, volunteer, from Germany, and had a lot of desire to be involved in environmental action |
| Caroline Fernandez | Women and Environment – interested in, became member, started local group, eventually employed |
| Tamara Rayment | I saw a poster, and it was about the Environmenstrual and it seemed very interesting, and after that I became a member, and that was around 9 years ago... around 2000 |
| Helen Kinsella | Contact who was already a Trustee made me familiar |
| Question 3 - Who do you believe to be the target audience of WEN? Of your specific role? | |
| Kate Metcalf | Local Groups – we want to reach out to all women, but not that good at reaching out to younger women. There is potential in the university group of women. |
| Laureen Benton | consumers with all different knowledge levels, can be targeting young teenagers, as well as parents |
| Shirley Abranches | Women, and ultimately everybody. One of our older initiatives, Breast cancer, does appeal to an older audience. |
| Carmen Alecu | I think it's for everybody. The environment can be a problem for everybody |
| Caroline Fernandez | WEN – aimed in women interested in environmental issues. Local – Disadvantaged women group, BME Groups (black minority ethnic women) interested in growing own food, NGO organizations advocates |
| Tamara Rayment | Women, and mothers and men who are basically care about the environment, and other NGOs, maybe. Three Tonne Club: Same, but I would include the political arena. I didn't put children down, but I think WEN should be working with schools. Young people, young people. |

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|--|--|
| Helen Kinsella | Environmentalists and women: WEN tries to target with most projects. Climate change is young audiences, schools, general public. |
| Question 4 - How often do you use the current web site? | |
| Kate Metcalf | Very infrequently |
| Laureen Benton | Twice a week |
| Shirley Abranches | Access the secure ledger to do online membership, quite a few times per week. Maybe increase the secure ledger to include local groups. |
| Carmen Alecu | n/a |
| Caroline Fernandez | Every day and use a lot for research and resources |
| Tamara Rayment | Hardly ever. About once a week or something. |
| Helen Kinsella | Very rarely: Once a month |
| Question 5 - What aspects of the current web site do you see as successful? | |
| Kate Metcalf | The resources are useful, but they're hard to find. |
| Laureen Benton | Today, I found a page that I've never been on before. Individualized projects is good, restructured of course, but the way that things are split up is good. |
| Shirley Abranches | The membership forms (jazzed up a bit maybe), restructuring navigation, but keeping fast links. Having a member's area, where we can put the newsletter would be good. |

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|--|--|
| Carmen Alecu | I think that the membership area would be very nice. |
| Caroline Fernandez | Information is useful |
| Tamara Rayment | Resources, I send stuff to Jo Budd about the Diary Dates. I also send, you know, anything I think might be useful, I send to the editor, Jo, to see if it might be successful. |
| Helen Kinsella | Tone is quite friendly, familiar but there is a lot of information. |
| Question 6 - What aspects of the current web site do you see as unsuccessful? | |
| Kate Metcalf | So much text, they'll think "oh my god". Hard to blog, as I am the only blogger. |
| Laureen Benton | The text sometimes looks too long, and too wide. We need to block the text in some way. It just doesn't seem clean. |
| Shirley Abranches | Putting animations will be good, so that we can show "the story of stuff". We could also put up some WEN cartoons. |
| Carmen Alecu | n/a |
| Caroline Fernandez | Too many words, outdated |
| Tamara Rayment | I'm not really that bothered by the overall web site. |
| Helen Kinsella | Color scheme, layout, too busy homepage, too many little bits, design, outdated in some sections, messaging, more action verbs and positive messages. |
| Question 7 - What future features or new elements are you looking to add to the new web site? | |

| What do you think are crucial aspects of a successful web site? | |
|--|--|
| Kate Metcalf | Photos, animation. We've got so much, and maybe it would be more effective if we didn't have so much. We have to be totally open with the stuff |
| Laureen Benton | Consistency, rather than just a jumble as well. |
| Shirley Abranches | Photos, animation, and a secure section as well. If we had just eight copies, then we could direct them to the membership paper. Affinity pages need to be cleaned up, but definitely need to be kept. |
| Carmen Alecu | n/a |
| Caroline Fernandez | Social Networking, easy-to-use, accessible and self-explanatory, showcase for goals |
| Tamara Rayment | Agreed with things that were presented in your presentation. Using more images in the text. Changing the colors – reworking the colors. |
| Helen Kinsella | Modern design is crucial. I would like to see style changed and potentially logo change. Clear messages to audience: concise objectives and goals and success (ethos). |
| Question 8 - What purposes do you see social networking within the new web design or for the WEN organization in general? | |
| Kate Metcalf | It's something that we feel we need to do, but we don't feel too confident in it. It could be a whole new potential audience for our initiatives. |
| Laureen Benton | n/a |
| Shirley Abranches | I see it as something we need to do, but I just don't know how really. |
| Carmen Alecu | I've got something like Facebook, and it's a bit less impersonal, German... Who knows who? |

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|---|---|
| Caroline Fernandez | Hooking in younger audience, keeping people up to date, learn about other groups |
| Tamara Rayment | It's a good opportunity to network, and keep in touch with people who are doing stuff, other activists. But it has to be someone who wants to do it. For instance, I don't want to spend much time on the computer. However, I have a volunteer who is 10 years younger than me who's into the whole Facebook thing. Maybe we should be using that instead of loads of e-mails. |
| Helen Kinsella | Useful (why not?) and will only add to tap into wide new audience with success and can reach out and spread message more widely. |
| Question 9 - How do you think the future site might be maintained? Will Jo or other staff members be able to update the web site on a regular basis? | |
| Kate Metcalf | We don't really know about funding, but we feel like it would be a good thing for staff to maintain it. |
| Laureen Benton | Maintenance would be good by the various staff, and that way it wouldn't be quite as much work for Jo, and she could |
| Shirley Abranches | n/a |
| Carmen Alecu | n/a |
| Caroline Fernandez | Only if it is easy to maintain will Jo be able to handle it with her other responsibilities. |
| Tamara Rayment | From my impression, it's quite difficult to add things on, because then it gets clunky or complicated. With my very limited knowledge of web sites, I would imagine it would have to just be set in motion. We can definitely change the content, and we need to with the changing information about climate change, so that we can use the logos up there. |

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| Helen Kinsella | Unsure but Jo will hopefully do updates. Jo is key determinate. |
| Question 10 - Any other thoughts or questions for our project team? | |
| Kate Metcalf | n/a |
| Laureen Benton | n/a |
| Shirley Abranches | n/a |
| Carmen Alecu | n/a |
| Caroline Fernandez | Costs, coding procedures, etc.? What would be maintenance requirements? |
| Tamara Rayment | <p>T: Well Jo wanted the Three Tonne Club project, well, the Three Tonne Club doesn't have its own page and it's buried in the climate change section, and it should have its own section, or even its own page. It needs bringing out and advertising as the big new project WEN is into.</p> <p>K: In terms of campaigns, how does the Real Nappy Program relate?</p> <p>T: Well, we've passed most of that responsibility onto LCRN.</p> <p>C: We have notes on the guidelines which mention that WEN still makes and runs the toolkits portion.</p> <p>T: Yeah, we do. Maybe that's something we should pass off to LCRN. We also do run the Real Nappy Exchange, which is run by Grace from home.</p> |
| Helen Kinsella | Clear menus with visible items: appeals to 20000 pound need, donate, join tabs, Neater homepage, Active, positive headings, "BECOME WEN SUPPORTER" easy navigation and links, Update (Trustees, projects), eliminate dead wood, group old projects into a new tab, More inclusive text , (incorporate men to coincide with mission statement), Clearer language, more concise, More visibility of high profile support which WEN has had, Press Section – Contact Information for inquires, more user friendly, restrict news to WEN events |

Processing of Responses

Processing of Kate Metcalf Interview

Date: May 13th, 2009

Interview Round: 1st Round

Key Points:

- Kate is in charge of Local Groups
- Got involved in the organization by applying for a job and getting it
- Was already interested in women's impact on the environment before getting the job at WEN
- Target Audience: All women. However, at the moment they are not good at reaching out to younger women, and that is an aim for the future.
- Checks the web site "very infrequently"
- The web site's main useful feature is the resources; however they're hard to get to.
- There's too much text on the web site.
- Need to add in photos and animations. There's good information, but there might need to be less.
- Social Networking is something that the organization needs to do; however, Kate doesn't feel comfortable doing it yet.

Surprising Points:

- Only Kate and Laureen manage the blog of Local Groups. It's hard to find the time to blog.
- "We don't really know about funding, but we feel like it would be a good idea for staff to maintain it."

Additional Contacts Gathered:

- Laureen Benton – Other Blogger on Local Groups (Also does Health)

Processing of Laureen Benton Interview

Date: May 13th, 2009

Interview Round: 1st Round

Key Points:

- Laureen is in charge of Health, but also helps Kate with Local Groups (e.g. Blog)
- Started working with WEN's Health Initiatives, and found that her interests laid where WEN's programs hit

- Checks the web site “twice a week”
- Splitting the information by individual projects is good
- The text seems too long and too wide. Blocking text is needed.
- Needs to seem clean.
- Consistency, rather than a jumble of different pages.
- Maintenance would be good done by the staff. This would free up time for Jo to do additional work.

Surprising Points:

- The audience is consumers of all different knowledge levels – including adults, but also targeting parents and younger children (advancing programming in schools)
- Found a web site she’s never seen before through her exploration of the web site before the interview

Processing of Shirley Abranches

Date: May 13th, 2009

Interview Round: 1st Round

Key Points:

- Shirley Abranches is in charge of administration, membership, and finance
- Shirley started at WEN as a volunteer, as she was interested in environmental issues, and kept being involved.
- Audience is “women and ultimately everybody”. Older initiatives appeal to an “older audience”.
- The membership form is successful (maybe it needs to be dressed up a bit)
- Need to re-structure navigation
- Need to keep fast links to sections

Surprising Points:

- Accesses multiple times per day, to use the Secure Ledger for membership. All the data entry is done by hand, and is copied out of the Secure Ledger into the database by Shirley (not automated whatsoever)
- A members “area” would be nice

Additional Contacts Gathered:

- Virtual Online: They provide the Secure Ledger service, which WEN uses to manage membership and purchases

Processing of Carmen Alecu Interview

Date: May 13th, 2009

Interview Round: 1st Round

Key Points:

- Carmen Alecu is responsible for managing IT at WEN
- Just started, a volunteer who is interested in environmental concerns
- I've got something like Facebook, and it's a bit less impersonal, Who knows who?

Surprising Points:

- A members "area" would be nice

Additional Contacts Gathered:

- German site "Who knows who"

Processing of Caroline Fernandez Interview

Date: May 26th, 2009

Interview Round: First

Key Points:

- Program Coordinator for Local Food
- Became a WEN member, started getting more involved, and then became employed
- Target Audience:
 - WEN – Aimed at women interested in environmental issues
 - Local – Disadvantaged women groups, groups interested in growing their own food, NGO organization advocates
- Information and themes on the site are successful
- There are too many words, and the site is outdated
- Web site should be a showcase for goals

Surprising Points:

- Uses the web site every day and also for research and resources
- Jo can only handle maintenance of the web site if it is easy to maintain

Processing of Tamara Rayment Interview

Date: May 20th, 2009

Interview Round: 1st Round

Key Points:

- Tamara Rayment is in charge of outreach, Climate Change, and the Three Tonne Club
- Got involved after seeing a poster about the Environmenstrual initiative.
- Audience:
 - “Women, and mothers and men who are basically care about the environment, and other NGOs”
 - For Three Tonne Club, there is an additional political arena component
- Checks the site “hardly ever”

Surprising Points:

- Jo manages all the changing of the content on the web site.

Additional Contacts Gathered:

- Virtual Online: They provide the Secure Ledger service, which WEN uses to manage membership and purchases

Processing of Helen Kinsella Interview

Date: May 13th, 2009

Interview Round: 1st Round

Key Points:

- Helen is a new Trustee in WEN
- She became familiar with WEN through a contact who was also a Trustee
- Audience:
 - Environmentalists and Women: WEN tries to target with most projects
 - Climate Change: Younger Audiences, Schools, and more generally the “general public”
- The tone of the web site is quite friendly and familiar.
- There’s a lot of information on the web site.
- “Modern Design is crucial”
- Needs a style change, and potentially a logo change
- Needs clear messages to audience
- Needs concise objectives, goals, and successes.

- Social Networking will be useful (“why not?”) and will “only add to tap into a wide new audience with success” and “can reach out and spread the message more widely”
- Clear menus with visible items, and appeals
- Active, positive headings
- Easy links to become a member
- Update, and eliminate “dead wood”
- Clearer, more concise language
- More visible “high profile support which WEN has had”

Surprising Points:

- Uses the web site “very rarely” about “once a month”
- Unsuccessful Parts:
 - The color scheme
 - Layout
 - Home Page is too busy
 - Too many little bits
 - “design”
 - “outdated in some sections”
 - Messaging
- More inclusive text (include men to coincide with the mission statement)
- Press Section – Contact information for inquiries, more user friendly, restricted news to WEN events

Additional Contacts Gathered:

- Jo Budd, who will “hopefully do updates”. Jo is a “key determinant

Second Round of Interviews

1. What do you think of the current order of menu topics? Should any be arranged? Are there any links we forgot or some we should remove?
2. What do you think of the order and layout of the content boxes on the prototype homepage?
3. What colors should be used for the background of the boxes, if any?
4. Is the border thickness around the boxes adequate, or should it be wider/thinner? Should there be boxes surrounding text?
5. What sort of image would look best/most represent WEN at the top, above the menu bar?
6. Which of the many cartoons would look best on the bottom of the page? Should we add something other than a cartoon?
7. Do you have any additional feedback on the prototype?

Interview Responses from Round Two

Table 14. Interview Responses: 2nd Round, Staff

| Interviewee | Response |
|---|--|
| Question 1 – What do you think of the current order of menu topics? Should any be re-arranged? Are there any links we forgot, or any we should remove? | |
| Kate Metcalf, Tamara Rayment | Order of topics - fine. What about adding a Take Action link similar to EJF. |
| Caroline Fernandez | Maybe it should say current projects rather than campaigns. <u>Where</u> is link to archive stuff? What about the social networking stuff? |
| Helen Kinsella | I'm happy with it. |
| Question 2 - What do you think of the order and layout of the content boxes on the prototype homepage? | |
| Kate Metcalf, Tamara Rayment | Order of content boxes fine. We're not keen on the lines around the boxes. |
| Caroline Fernandez | Calendar is too prominent as we don't have many events at the mo. |

| | |
|---|--|
| Helen Kinsella | I think it looks good. Hard to fully tell without text underneath 'About Us', etc., but I think it works. On the Appeals, I think currently that needs to be much more visible on our existing web site, and depending on whether this prototype were to go live or not, I might want it to go across the top as a matter of urgency, and then of course remove it once this period is over. Also, why do we have two rotating images boxes? |
| Question 3 - What colors should be used for the background of the boxes, if any? | |
| Kate Metcalf, Tamara Rayment | Probably white. Is the text going to be black? |
| Caroline Fernandez | Don't know but I don't like white |
| Helen Kinsella | n/a |
| Question 4 – Is the border thickness around the boxes adequate, or should it be wider/thinner? Should there be boxes surrounding text? | |
| Kate Metcalf, Tamara Rayment | Border thickness around the boxes okay. Prefer no boxes but if boxes then the box colour should be paler. |
| Caroline Fernandez | Boxes look too angular. could you soften edges |
| Helen Kinsella | I don't have a preference as to thickness I don't think, but I could lean towards the view that boxes around the text aren't necessary. |
| Question 5 – What sort of image would look best/most represent WEN at the top, above the menu bar? | |
| Kate Metcalf, Tamara Rayment | We like the current image but are open to other suggestions. Can the WEN logo blend in with the image rather than being a white box? |
| Caroline Fernandez | Don't know |
| Helen Kinsella | I think, as we discussed at our meeting in the pub, some action e. g. showing a WEN staff member training a woman or women. |
| Question 6 – Which of the many cartoons would look best at the bottom of the page? | |
| Kate Metcalf, Tamara Rayment | Maybe the one from the Why women and the environment? briefing - 'We have high tolerance levels to toxic levels of under representation and are working on it'. |
| Caroline Fernandez | Should we add something other than a cartoon? |

| | |
|---|---|
| Helen Kinsella | I don't know if I'd have a cartoon on the Homepage, though the group would probably shout at me for that! I tend to think they make WEN look a bit old-fashioned, but perhaps I'm wrong. By bottom of the page, do you mean where there is currently a rotating images box? |
| Question 7 – Do you have any additional feedback on the prototype? | |
| Kate Metcalf, Tamara Rayment | n/a |
| Caroline Fernandez | Interested to see how the campaigns pages would be organised. |
| Helen Kinsella | I suppose the thing I'm struggling most with is the colours, but overall, the design obviously looks a lot better than what we currently have - more modern! Finally, is there a way of making the Donate button more interesting? I'm thinking along the lines of EJF's circle, but of course we don't have to copy them. I'd remove the word 'Now' as well. Thanks! |

Processing of Responses

Processing of Kate Metcalf and Tamara Rayment Interview, Round Two

Date: June 8th, 2009

Interview Round: 2nd Round

Key Points:

- The order of the menu system is fine.
- Layout of content is fine.
- Rather not have box outlines
- A white background would be preferred with black text

Surprising Points:

- The image on the header was liked, but staff would rather a different image

Additional Contacts Gathered:

- A useful cartoon is on the “Why women and the environment?” briefing

Processing of Caroline Fernandez Interview, Round Two

Date: June 10th, 2009

Interview Round: 2nd Round

Key Points:

- Maybe projects should be used instead of campaigns
- The calendar is too prominent – Too few events per month
- Boxes look to angular – Need to soften edges
- Interested in the organization of the campaign pages

Surprising Points:

- White doesn't work well as the background color

Processing of Helen Kinsella Interview, Round Two

Date: June 11th, 2009

Interview Round: 2nd Round

Key Points:

- Happy about the modern design
- The order looks good
- Why two rotating image boxes?
- Text boxes around the text aren't necessary
- Active image would be good as WEN Home Page Link

Surprising Points:

- Could the donate now button be more interesting?

Interview with Jo Budd

1. What is your role in WEN?
2. What provoked your initial involvement with WEN?
3. Are there any parts of the web site that you find problematic?
4. How do you think the future site might be maintained? Will you be able to update the web site on a regular basis?
5. Are there any major concerns with maintenance? In terms of hardware/software?
6. What kind of tools do you use to modify the web site?
7. Do you have statistics on web site use? Are they current? Are those available for our use?
8. What do you think of the current order of menu topics? Should any be arranged differently, considering that users will want the most used links to the left, and the least used to the right?
9. What do you think of the order and layout of the content boxes? Is there content that belongs further to the top of the page? Is there missing content on the homepage?
10. Is the border thickness around the boxes adequate, or should it be wider/thinner?

11. Do you have any concerns about the web site prototype?
12. Any other thoughts or questions for our project team?

Interview Responses from Jo Budd

Table 15. Interview Responses: Jo Budd

| Interviewee | Response |
|---|--|
| Question 1 – What is your role in WEN? | |
| Jo Budd | Web Master, any design work, so I put together the member's magazine, and briefing papers, and flyers, that kind of thing. Sometimes write stuff. |
| Question 2 – What provoked your initial involvement with WEN? | |
| Jo Budd | Just that is was. I just responded to a newspaper. |
| Question 3 – Are there any parts of the web site that you find problematic? | |
| Jo Budd | The whole thing is so unwieldy. It just needs restructuring, rebuilding, some of it needs to be database driven. I can see that it needs to be done. And it's got lumpy and bumpy. And we can add campaigns within campaigns, cosmetics within health for example; we need a flexible structure, and good planning so that we can add things. It's hard when we don't know what we're going to be working on. Joining online and selling online is not that streamlined. |
| Question 4 – How do you think the future site might be maintained? Will you be able to update the web site on a regular basis? | |
| Jo Budd | I don't know. How it works at the moment, I do it and fit it in as I can. But I only do one and a half days a week, and that covers other stuff as well. |
| Question 5 – Are there major concerns with maintenance? In terms of hardware/software? | |
| Jo Budd | I personally think we should stay with GreenNet. They're always helpful and on the ball. They're always ok, and they're more expensive than some but they really service well. I would be really resistant to change. We've obviously got to work within the parameters that they describe. |
| Question 6 – What kind of tools do you use to modify the web site? | |
| Jo Budd | I use Dreamweaver. |

| | |
|--|---|
| Question 7 – Do you have statistics on web site use? Are they current? Are those available for our use? | |
| Jo Budd | Access to the logs is available. I can e-mail the password. |
| Question 8 – What do you think of the current order of menu topics? Should any be arranged differently considering that users will want the most used links to the left and the most used links to the right? | |
| Jo Budd | Definitely search on the right. Archives should be out of the way. Possibly swapping join us and resources. Possibly putting links. Possibly a News section, so that journalists might find it. |
| Question 9 – What do you think of the order and layout of the content boxes? Is there content that belongs further to the top of the page? Is there missing content on the homepage? | |
| Jo Budd | About Us is necessary to the top bar as well. Shop and affinity links are useful. Current and Past Campaigns should also be the language used. |
| Question 10 – Is the border thickness around the boxes adequate, or should it be wider/thinner? | |
| Jo Budd | Looks quite blockish. Women respond better, according to research, to curves. |
| Question 11 – Do you have any concerns about the web site prototype? | |
| Jo Budd | It's a bit square and boy. Hosted by GreenNet at the bottom of the page might be useful as well. |
| Question 12 –Any other thoughts or question for our project team? | |
| Jo Budd | Social Networking? Global Action Plan does things for schools, so you should look into them. |

Processing of Jo Budd Responses

Date: June 2nd and June 11th, 2009

Interview Round: Jo Budd

Key Points:

- Jo works as the WEN Webmaster, and designer
- Jo responded to a newspaper to get involved with WEN

- The whole web site has become unmanageable
- As the web site works right now, it is updated for at maximum one and a half days a week
- GreenNet has been supportive and able to meet WEN's demands
- Dreamweaver is currently used to manage the web site
- Statistics on use are available
- Search should go on the right hand of the page
- Archives should be hidden, but easily accessible
- Shop and affinity links are useful, and will be necessary for the future
- Design size is incorrect – Please use either 740 px or 990 px for design
- No sense of particular organizational identity exhibited in the design
- Consistency is needed in the design – imagery, color, space, and typography
- Donate Now button needs better integration
- Support WEN may work better than Join Us if it includes donating, fundraising, give as you shop, etc.
- How is navigation setup? What is contained in each section?
- Can you give us a site map?
- Latest News should be at the top of the page.
- Customizable colors on content
- Substitute 'site map' for 'site index' on the bottom of the page

Surprising Points:

- Need to include a link to INK (Independent News Collective)
- Omit Appeal
- Omit "Contact the webmaster"

Interview with People and Planet

1. How old are you?
2. What is your gender?
3. What are the campaigns that interest you?
 - a. Cancer Causing Chemicals in Popular Cosmetics
 - b. Climate Change for a Better Environment (Three Tonne Club)
 - c. Pesticides in Chocolate
 - d. Locally-Grown Food Initiatives
 - e. Cloth Diapers to Reduce Landfills

- f. Local Environmental Groups = Getting Involved Locally
 - g. Other (please specify)
- 4. Are you willing to visit the WEN web site to learn more about these campaigns?
- 5. What features do you typically use on a web site?
 - a. Blogs
 - b. Chat Rooms
 - c. RSS or News Feeds
 - d. Photo Galleries
 - e. Calendars/List of Events
 - f. Videos
 - g. Online Documents
 - h. Other (please specify)
- 6. What features do you want to use more on a web site?
 - a. Blogs
 - b. Chat Rooms
 - c. RSS or News Feeds
 - d. Photo Galleries
 - e. Calendars/List of Events
 - f. Videos
 - g. Online Documents
 - h. Other (please specify)
- 7. Are you planning on visiting the site after taking this survey?
- 8. What features initially attract you to a web site?
- 9. Do you have any additional feedback?

Interview Responses

Table 16. Interview Responses: People and Planet

| Interviewee | Response |
|--|---|
| Question 1 – How old are you? | |
| A | 21-25 |
| B | 18-21 |
| C | 15-17 |
| D | 15-17 |
| Question 2 - What is your gender? | |
| A | Male |
| B | Female |
| C | Male |
| D | Female |
| Question 3 – What are the Campaigns that interest you? | |
| A | Climate Change, Locally-Grown Food, Local Groups |
| B | Cancer Causing Chemicals in Popular Cosmetics, Climate Change, Locally-Grown Food, Local Groups, Becoming a Member of WEN |
| C | Climate Change, Local Groups, Pesticides in Chocolate |
| D | Climate Change, Cancer Causing Chemicals in Popular Cosmetics, Pesticides in Chocolate, Becoming a Member of WEN |
| Question 4 – Are you willing to visit the site to learn more about these campaigns? | |
| A | Yes |
| B | Yes |
| C | Yes |
| D | No |

| Question 5 – What features do you typically use on a web site? | |
|---|--|
| A | Online Documents, Calendar, News Feed |
| B | Online Documents, Calendar, News Feed, Photo Galleries |
| C | News Feeds, Photo Galleries |
| D | Calendar, Chat Rooms, Photo Galleries |
| Question 6 – What features do you want to use more on a web site? | |
| A | Online Documents |
| B | Online Documents, Blogs |
| C | News Feed, Calendar |
| D | News Feeds, Online Documents |
| Question 7 – Are you planning on visiting the site after taking this survey? | |
| A | Yes |
| B | Yes |
| C | Yes |
| D | No |
| Question 8 – What features initially attract you to a web site? | |
| A | Well-structured and appealing |
| B | Things happening |
| C | Photos |
| D | People |

| Question 9 – Do you have any additional feedback? | |
|---|-----|
| A | n/a |
| B | n/a |
| C | n/a |
| D | n/a |

Processing of Responses

Processing of People and Planet Interviews

Date: June 12th, 2009

Interview Round: People and Planet

Key Points:

- Online Documents, calendar, news feed, and photo galleries are most popular
- All of the young people surveyed would be willing to visit the web site
- Interested in all campaigns: Climate Change, Local Groups, Locally-Grown Food, Health

Surprising Points:

- They would like to use news feeds in the future
- Photos are a key reason this group is attracted to a web site

For further analysis of the People and Planet Responses, see Table 10 in Results.

Appendix B – Survey Results

Young Adults Survey

Survey

1. How old are you?
2. What is your gender?
3. Which campaigns would you potentially be interested in? (Check all that apply)
4. Would you be willing to visit the web site to learn about any of these campaigns?
5. What features do you typically use on a web site?
6. What features initially attract you to a web site?
7. Are you planning on visiting the WEN web site after taking this survey?
8. What features initially attract you to a web site?
9. Do you have any additional feedback?

Survey Results

Table 17. Survey Responses: What is your age?

| Answer Options | Response Percent | Response Count |
|--------------------------|------------------|----------------|
| Less than 15 | 0.0% | 0 |
| 15-18 | 1.0% | 1 |
| 18-21 | 87.3% | 89 |
| 21-25 | 10.8% | 11 |
| 25-30 | 0.0% | 0 |
| 30-40 | 0.0% | 0 |
| 40-50 | 0.0% | 0 |
| Older than 50 | 1.0% | 1 |
| Choose not to answer | 0.0% | 0 |
| <i>answered question</i> | | 102 |
| <i>skipped question</i> | | 0 |

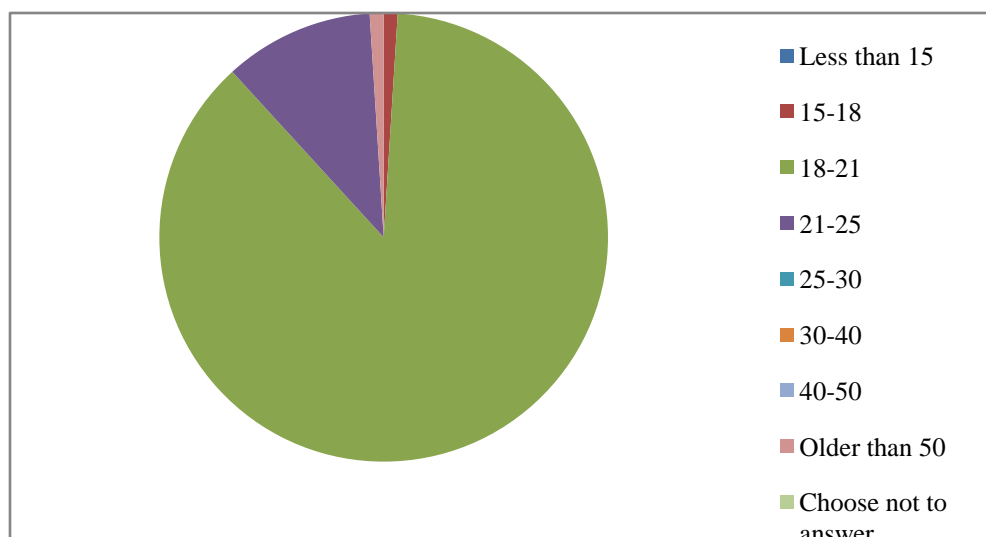


Figure 3. Graphical Representative of Survey Responses: What is your age?

Table 18. Survey Responses: What is your gender?

| Answer Options | Response Percent | Response Count |
|--------------------------|------------------|----------------|
| Male | 25.5% | 26 |
| Female | 74.5% | 76 |
| Choose not to answer | 0.0% | 0 |
| <i>answered question</i> | | 102 |
| <i>skipped question</i> | | 0 |

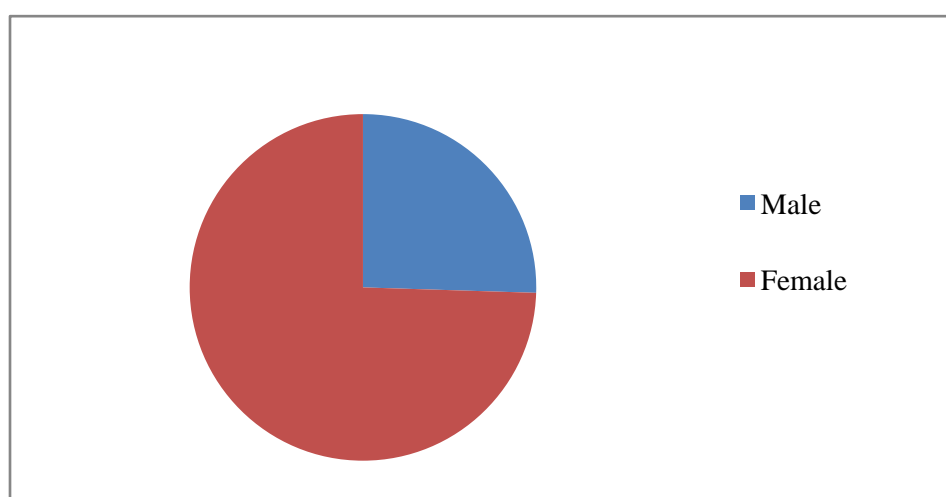


Figure 4. Graphical Representative of Survey Responses: What is your gender?

Table 19. Survey Responses: What campaigns are you potentially interested in?

| Answer Options | Response Percent | Response Count |
|--|------------------|----------------|
| Cancer Causing Chemicals in Popular Cosmetics | 43.4% | 33 |
| Climate Change for a Better Environment (Three Tonne Club) | 48.7% | 37 |
| Pesticides in Chocolate | 32.9% | 25 |
| Locally-Grown Food Initiatives | 47.4% | 36 |
| Cloth Diapers to Reduce Landfills | 14.5% | 11 |
| Local Environmental Groups (Getting Involved Locally) | 46.1% | 35 |
| Becoming a Member or Supporter for WEN | 27.6% | 21 |
| <i>answered question</i> | | 76 |
| <i>skipped question</i> | | 26 |

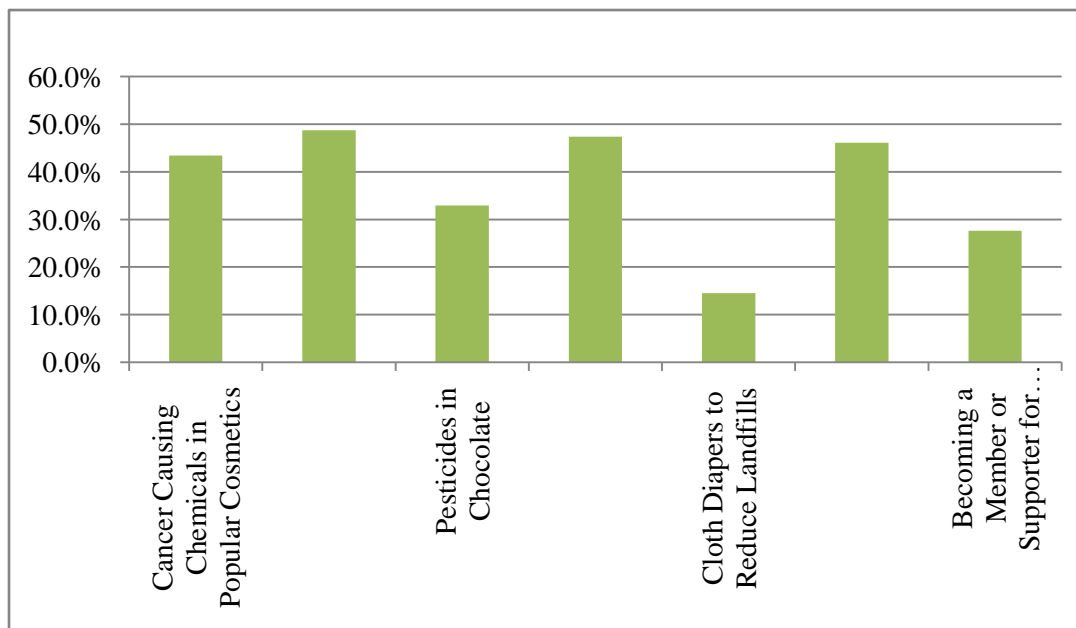


Figure 5. Graphical Representative of Survey Responses: Which campaigns are you potentially interested in?

Table 20. Survey Responses: What web features do you currently use?

| Answer Options | Response Percent | Response Count |
|--------------------------|------------------|----------------|
| Blogs | 25.5% | 26 |
| Chat Rooms | 5.9% | 6 |
| Calendars/List of Events | 80.4% | 82 |
| Online Documents | 56.9% | 58 |
| Photo Galleries | 83.3% | 85 |
| RSS or News Feeds | 39.2% | 40 |
| Videos | 50.0% | 51 |
| Other (please specify) | 5.9% | 6 |
| <i>answered question</i> | | 102 |
| <i>skipped question</i> | | 0 |

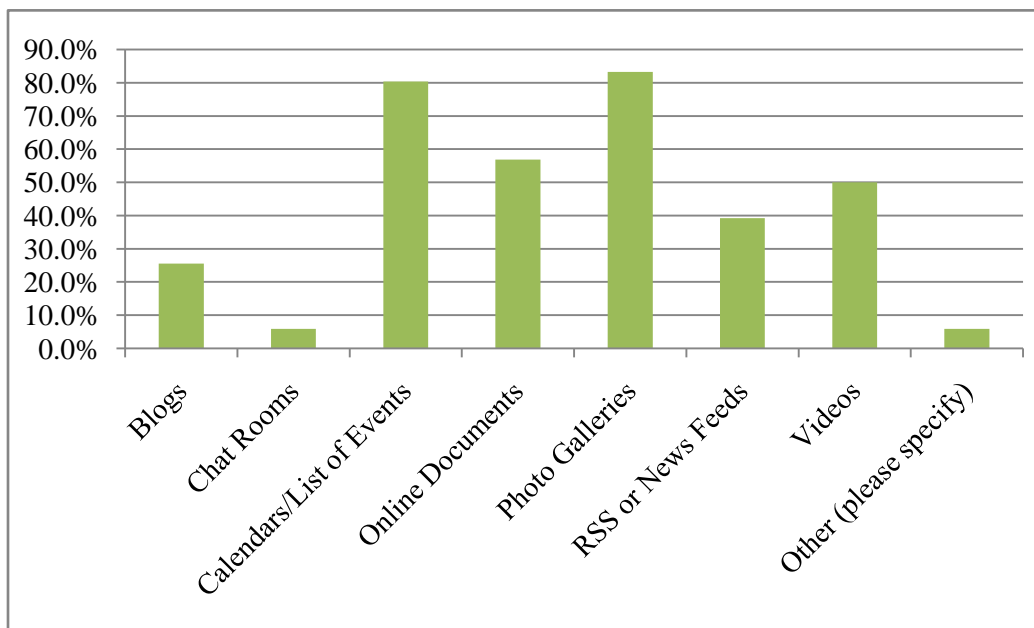


Figure 6. Graphical Representative of Survey Responses: Which web features do you currently use?

Table 21. Survey Responses: What web features would you like to use in the future?

| Answer Options | Response Percent | Response Count |
|--------------------------|------------------|----------------|
| Blogs | 20.2% | 17 |
| Chat Rooms | 9.5% | 8 |
| Calendars/List of Events | 45.2% | 38 |
| Online Documents | 32.1% | 27 |
| Photo Galleries | 39.3% | 33 |
| RSS or News Feeds | 28.6% | 24 |
| Videos | 29.8% | 25 |
| Other (please specify) | 2.4% | 2 |
| <i>answered question</i> | | 84 |
| <i>skipped question</i> | | 18 |

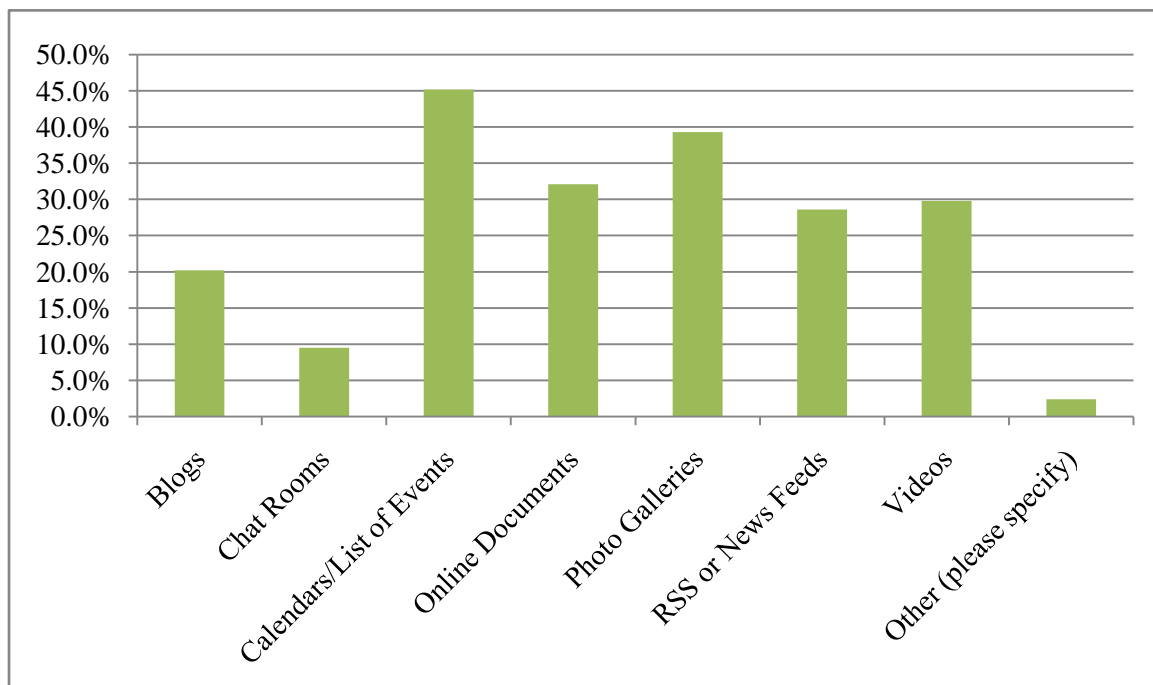


Figure 7. Graphical Representative of Survey Responses: Which web feature would you like to use in the future?

Table 22. Survey Results: Will you visit the WEN site in the future?

| Answer Options | Response Percent | Response Count |
|--------------------------|------------------|----------------|
| Yes | 22.5% | 23 |
| No | 62.7% | 64 |
| Choose not to answer | 14.7% | 15 |
| <i>answered question</i> | | 102 |
| <i>skipped question</i> | | 0 |

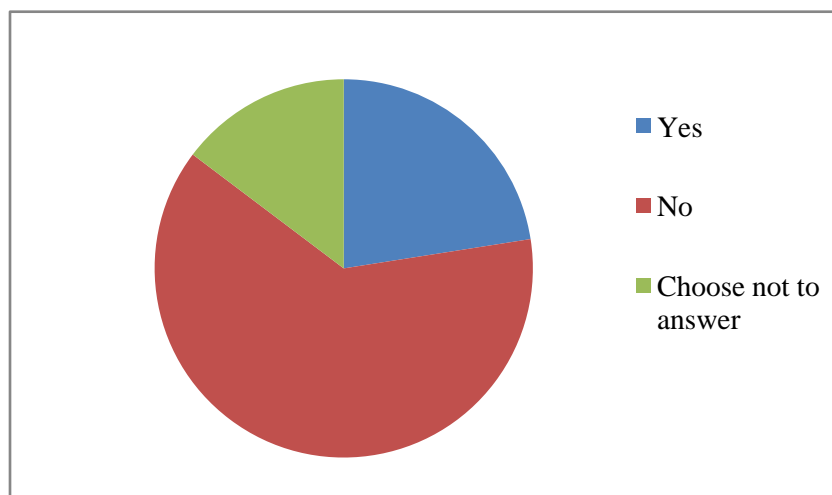


Figure 8. Graphical Representative of Survey Responses: Will you visit the site?

Local Groups Survey

Survey

1. What is the name of your group? How or why are you involved with WEN?
2. Which campaign is your group most closely interested in?
 - a. Cancer Causing Chemicals in Popular Cosmetics
 - b. Climate Change for a Better Environment (Three Tonne Club)
 - c. Pesticides in Chocolate
 - d. Locally-Grown Food Initiatives
 - e. Cloth Diapers to Reduce Landfills
 - f. Local Environmental Groups = Getting Involved Locally
 - g. Other (please specify)
3. Do you use the WEN Web Site? Why or why not?

4. For what purposes should WEN use their web site?
5. What features do you typically use on a web site?
 - a. Blogs
 - b. Chat Rooms
 - c. RSS or News Feeds
 - d. Photo Galleries
 - e. Calendars/List of Events
 - f. Videos
 - g. Online Documents
 - h. Other (please specify)
6. What are the most effective features on your group's web site?
 - a. Blogs
 - b. Chat Rooms
 - c. RSS or News Feeds
 - d. Photo Galleries
 - e. Calendars/List of Events
 - f. Videos
 - g. Online Documents
 - h. Other (please specify)
7. For what purpose do you use your web site (if you have one)?
8. What features initially attract you to a web site?
9. Can you provide any additional feedback on web sites in general?

Survey Results

The following shows the useable responses from the Local Groups Survey. There were only two responses and most questions were skipped.

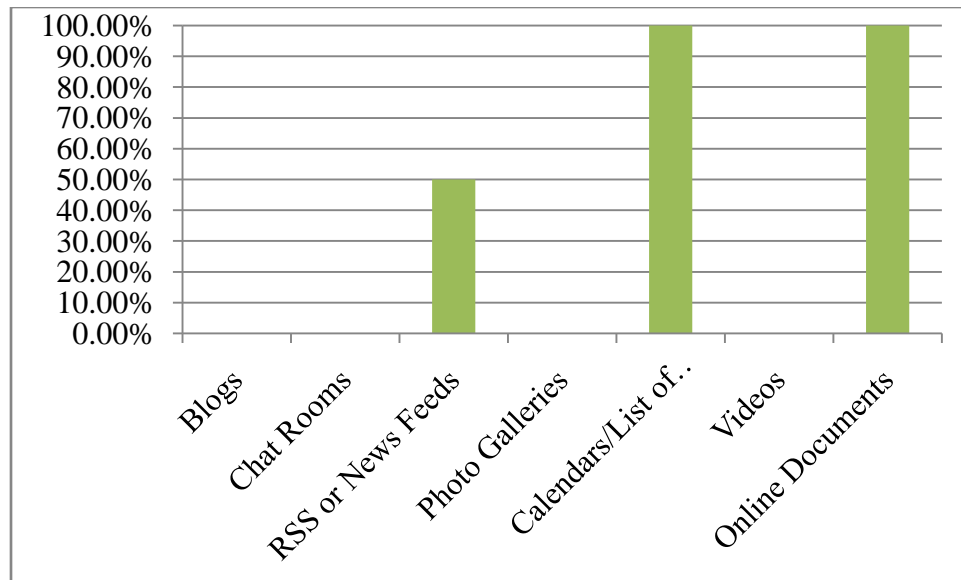


Figure 9. Graphical Representative of Local Group Survey Responses: What web features do you use?

Table 23. Survey Responses: Local Groups

| Question | Topic | Comment |
|--|-------------------------|---|
| Do you use the WEN web site? Why or why not? | Use of the current site | Yes |
| Do you use the WEN web site? Why or why not? | Use of the current site | Not Really. Haven't looked to see what would be useful. |
| For what purpose do you use your web site? (If you have one) | Use of a group web site | I don't have one |
| What initially attracts you to a web site? Is there a specific feature you are usually interested in? | Desired Features | It is usually specific information I am looking for but |
| Can you provide any additional feedback on web sites in general? On the WEN web site? | Desired Features | Ease of access is very important |

Appendix C – Deliverable Designs

Facebook Screenshot



Figure 10. Screen shot of WEN Facebook Page

Initial Prototypes

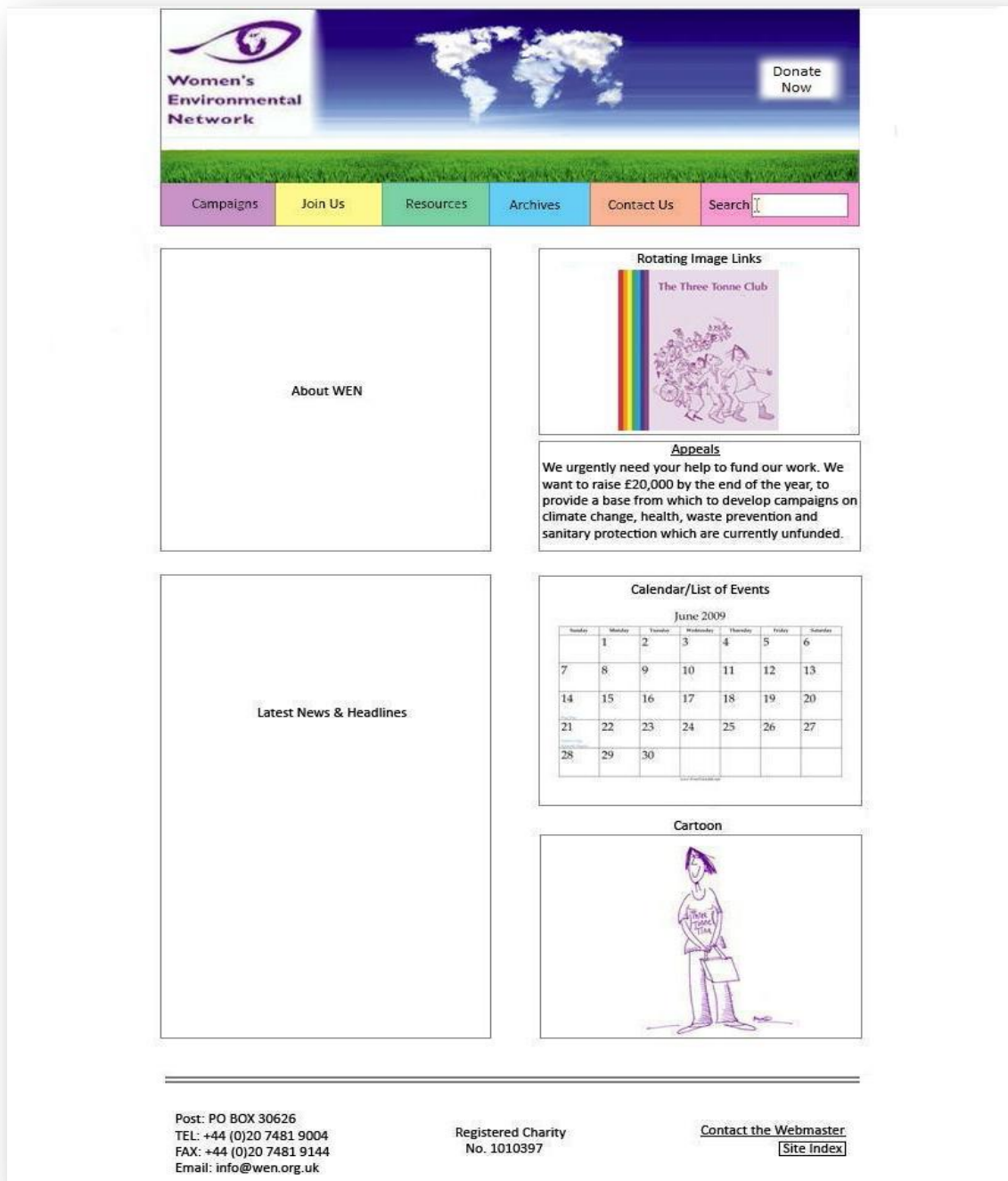


Figure 11. Homepage Prototype - Draft #1



About WEN:

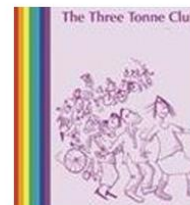
The Women's Environmental Network is a non-profit organization located in London, England, focused on informing women about global environmental issues.

(This section will describe the organization, general initiatives, and other pertinent biographical information)

Latest News and Headlines:

July 23: Two New Members
June 10: Nappies 10th Anniversary!
March 21: Board Meeting Minutes

(This section will promote major newfeeds from the organization, as well as major strides, updates on membership, etc.)



We urgently need your help to fund our work. We want to raise £20,000 by the end of the year, to provide a base from which to develop campaigns on climate change, health, waste prevention and sanitary protection which are currently unfunded.

Calendar/List of Events:

June 10: Nappies Board Meeting
June 23: General Member Meeting
June 28: Internship Interviews
July 6: New Member Barbecue

(This section will outline upcoming future events organized by date)



Post: PO BOX 30626
TEL: +44 (0)20 7481 9004
FAX: +44 (0)20 7481 9144
Email: info@wen.org.uk

Registered Charity
No. 1010397

Contact the Webmaster
[Site Index](#)

Figure 12. Homepage Prototype - Draft #2

Final Prototypes

Homepage



Campaigns | About Us | Join Us | Resources | Contact Us | News | Search:

About WEN:

The Women's Environmental Network is a non-profit organization focused on informing women about global environmental issues.

(This section will overview the organization, general initiatives, and other pertinent biographical information)



We urgently need your help to fund our work. We want to raise £20,000 by the end of the year, to provide a base from which to develop campaigns on climate change, health, waste prevention and sanitary protection which are currently unfunded.

Latest News and Headlines:



May 23: Two New Matrons
This week, two new matrons have joined the network. They will be helpful in expanding the network, and will be speaking about... ([Read More](#))

May 9: New Web Design Volunteers
American volunteers are working on re-designing the current web site, and re-organizing content. The new web site will roll out later this year... ([Read More](#))

April 7: Nappies 10th Anniversary!
Nappies is celebrating its 10th anniversary this Saturday. WEN, in collaboration with the London Regional Community Network, will be... ([Read More](#))

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Figure 13. Final Prototype - Homepage

Campaign Prototype



Figure 14. Final Draft Climate Change Homepage Prototype

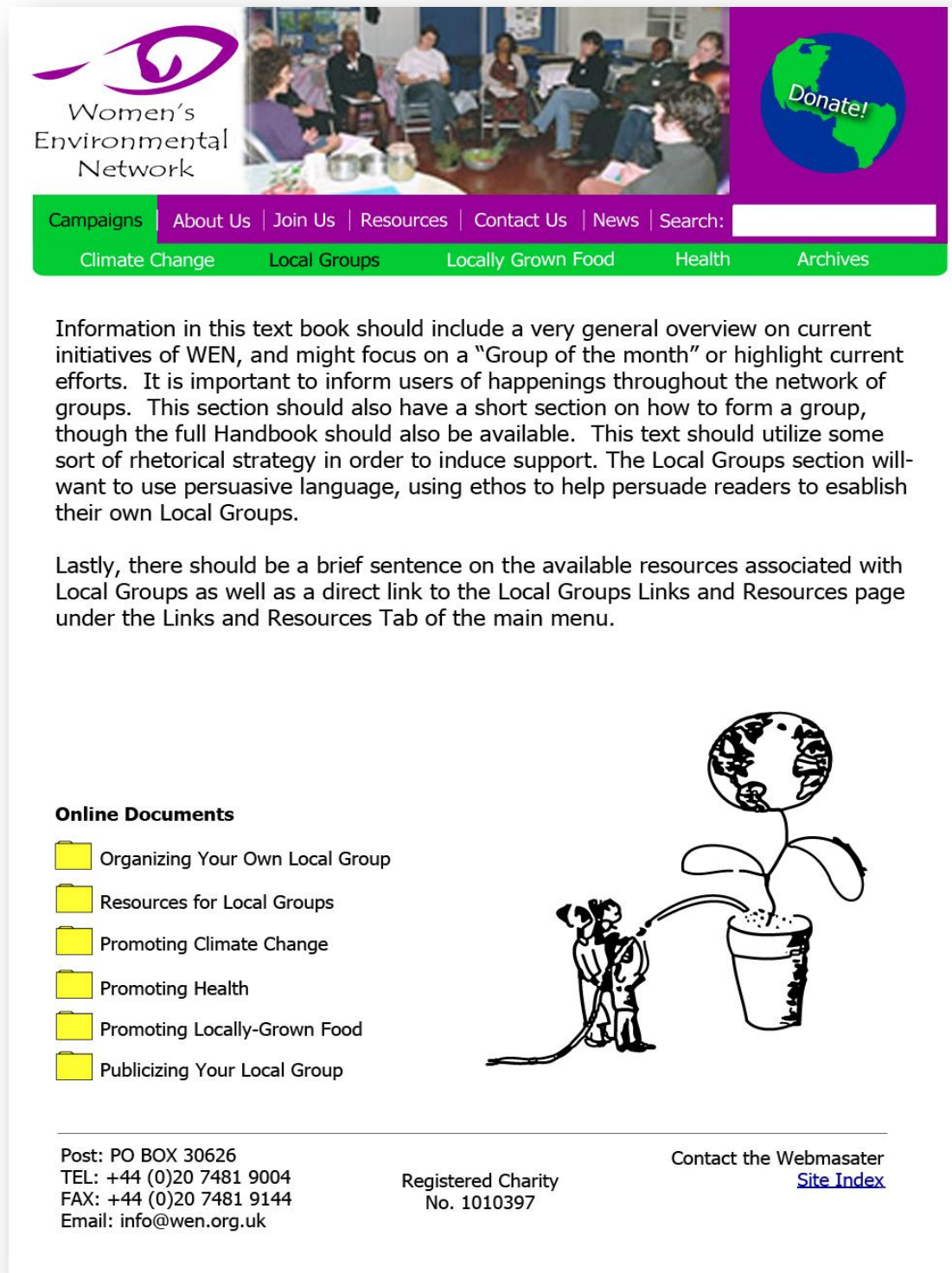


Figure 15. Final Draft Local Groups Homepage Prototype

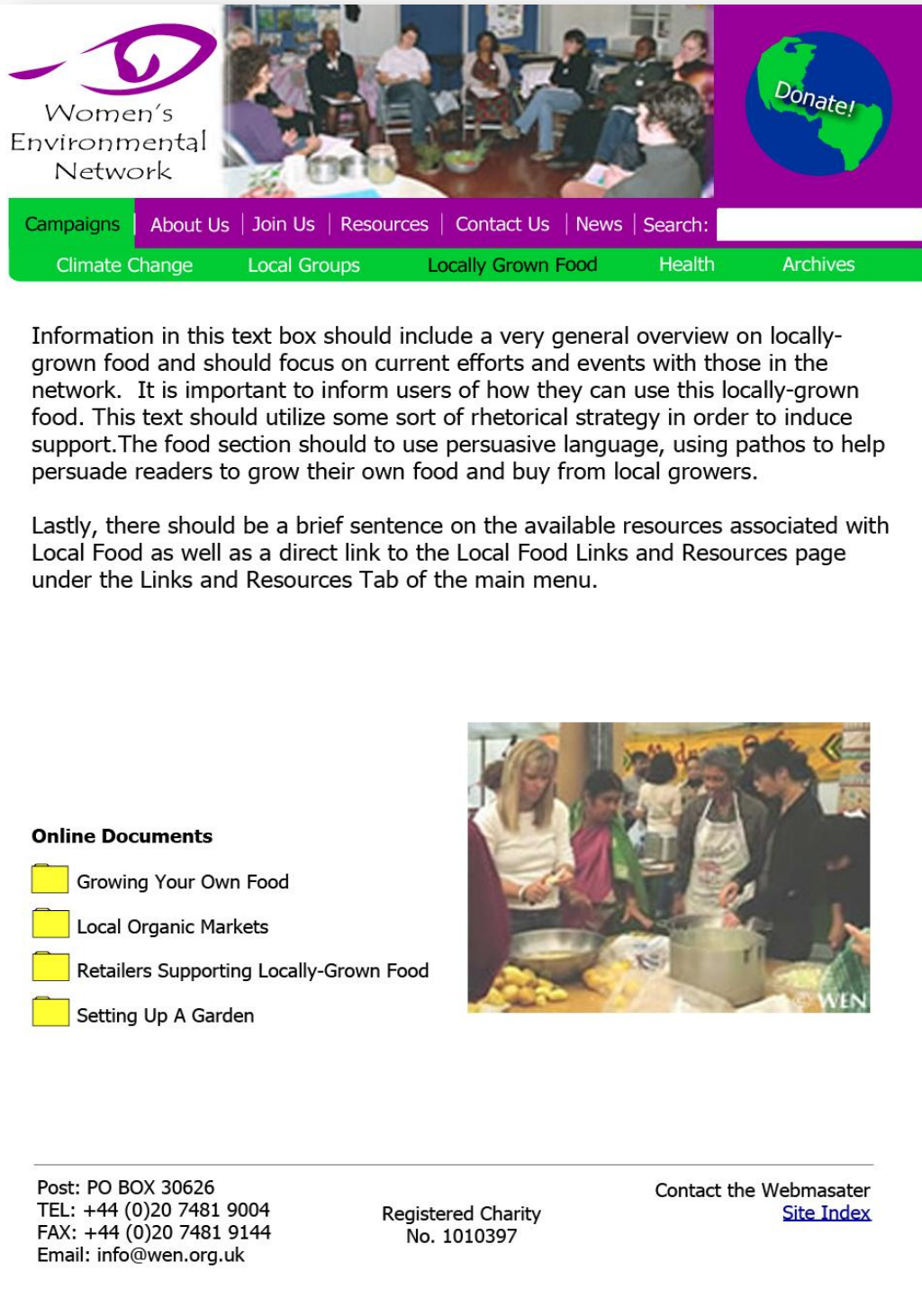


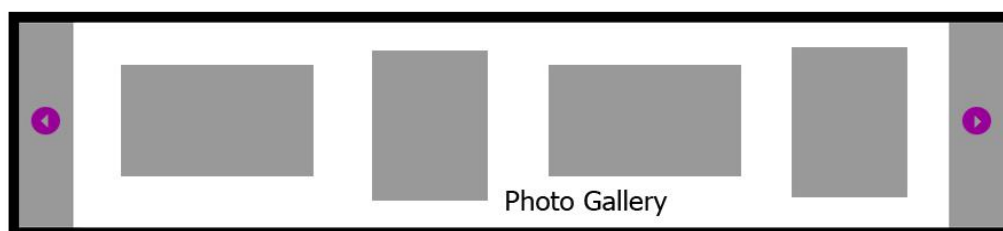
Figure 16. Final Draft Locally-Grown Food Homepage






Information in this text box should include a very general overview on health and cosmetics and should focus on current efforts and events with those in the network. It is important to inform users of how they can keep themselves safe from things affecting their health. This text should utilize some sort of rhetorical strategy in order to induce support. The health section should use persuasive language, using pathos to teach women about the dangers to their health.

Text should be blocked by pictures of cosmetics (someone applying cosmetics), images of women attending seminars/lectures on health, dangerous household cleaning products, etc.

Lastly, there should be a brief sentence on the available resources associated with Health as well as a direct link to the Health Links and Resources page under the Links and Resources Tab of the main menu.



Online Documents

-  List of Cancer-Causing Cosmetics
-  List of Dangerous Household Agents
-  Protecting Your Family's Health

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Figure 17. Final Draft Health Homepage

Appendix D – Screen Shots

Background Research Screen Shots

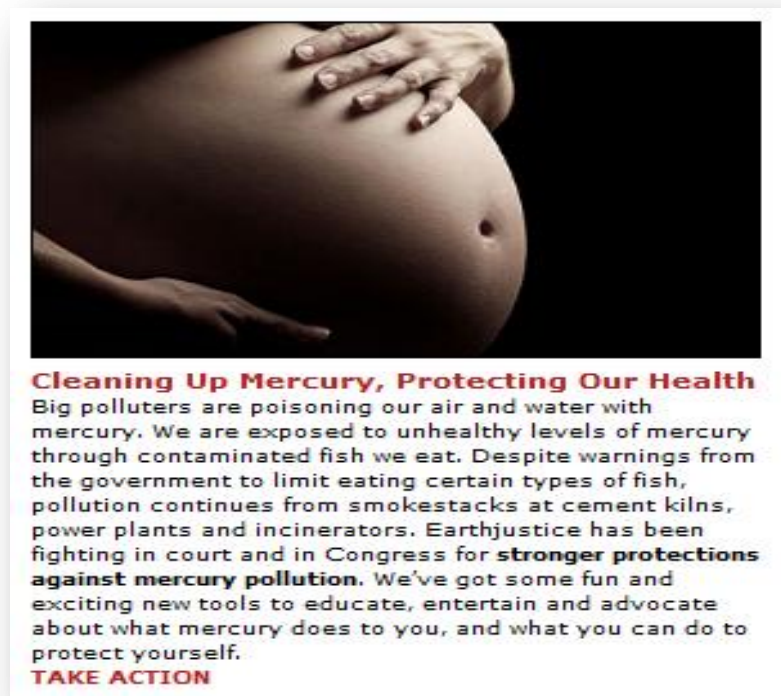


Figure 18. Effective Content Excerpt from EarthJustice Web Site



Figure 19. Color Scheme and Menu Layout of WEN Web Site



Figure 20. Effective Menu Layout for EPA Web Site

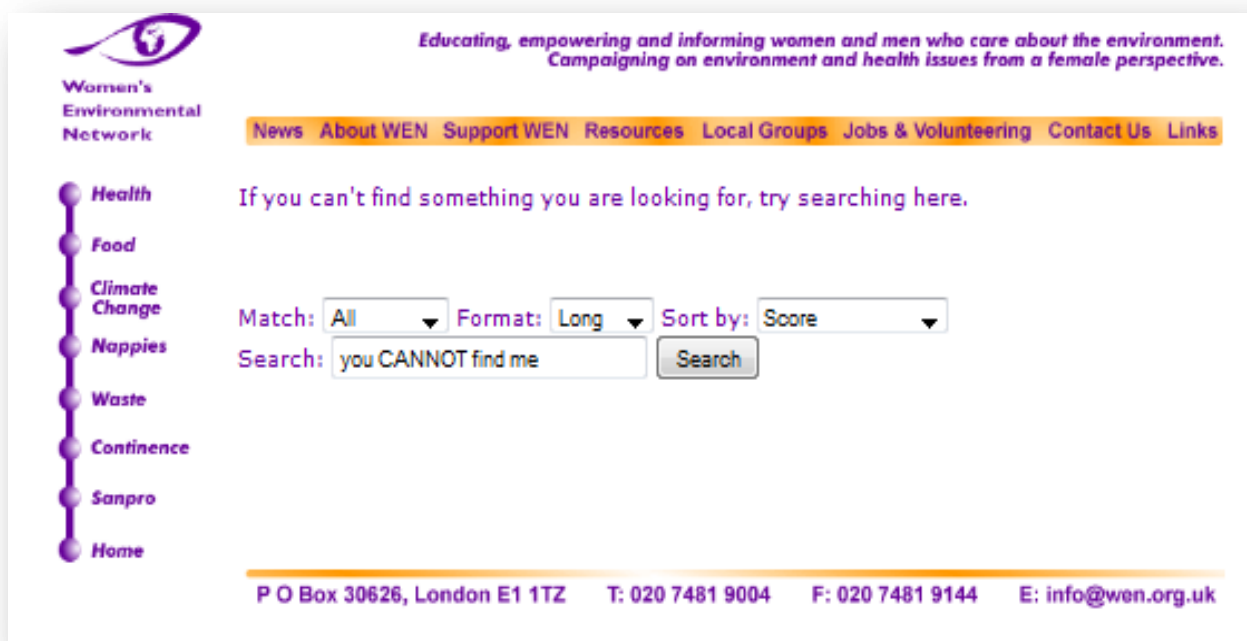


Figure 21. Search Features of WEN Web Site



Search results

[Contact us](#)
Search: ☒ EPA ☐ within these results

You are here: [EPA Home](#) » [New search](#) » Results for diapers (html)

Narrow by subject [-]

- [Research](#)
- [Develop Drinking Water Standards](#)
- [Health Effects](#)
- [Grants](#)
- [Floods](#)
- [Health Risks](#)
- [Import / Export](#)
- [Pollution Prevention](#)
- [Cleanup](#)
- [Pest Management](#)
- [Lead](#)
- [Municipal Solid Waste](#)
- [Air Pollution Monitoring](#)

Modify your search [+]
Other resources [+]
Other search engines [+]

Results 1 - 10 of 169 for *diapers* within all areas of the EPA.

[1] [Greenversations Question of the Week: Why do you use disposable diapers?](#)
 ... the OSV BOLD: A BOLD Beginning & Question of the Week
<http://blog.epa.gov/blog/2009/03/09/qotw-disposable-or-reusable-diapers/>

[2] [Greenversations diapers](#)
 ... Greenversations - the official blog of US EPA Posts Tagged ß **diapers** ...
<http://blog.epa.gov/blog/tag/diapers/> (HTML)

[3] [Marine Debris Timeline | Kid's Stuff | Educator and Student Resources](#)
 "This is a timeline for marine debris."
http://www.epa.gov/qmpo/edresources/debris_timeline.html (HTML)

[4] [EPA - Wastewater - Septic Systems - Information for Homeowners](#)
 "Provides information about septic systems for homeowners."
<http://cfpub.epa.gov/owm/septic/homeowners.cfm> (HTML)

[5] [Study of Exposure and Body Burden of Children of Different Ages](#)
 "Describes a project studying exposure and body burden of children."

Figure 22. Effective Search Features of EPA Web Site

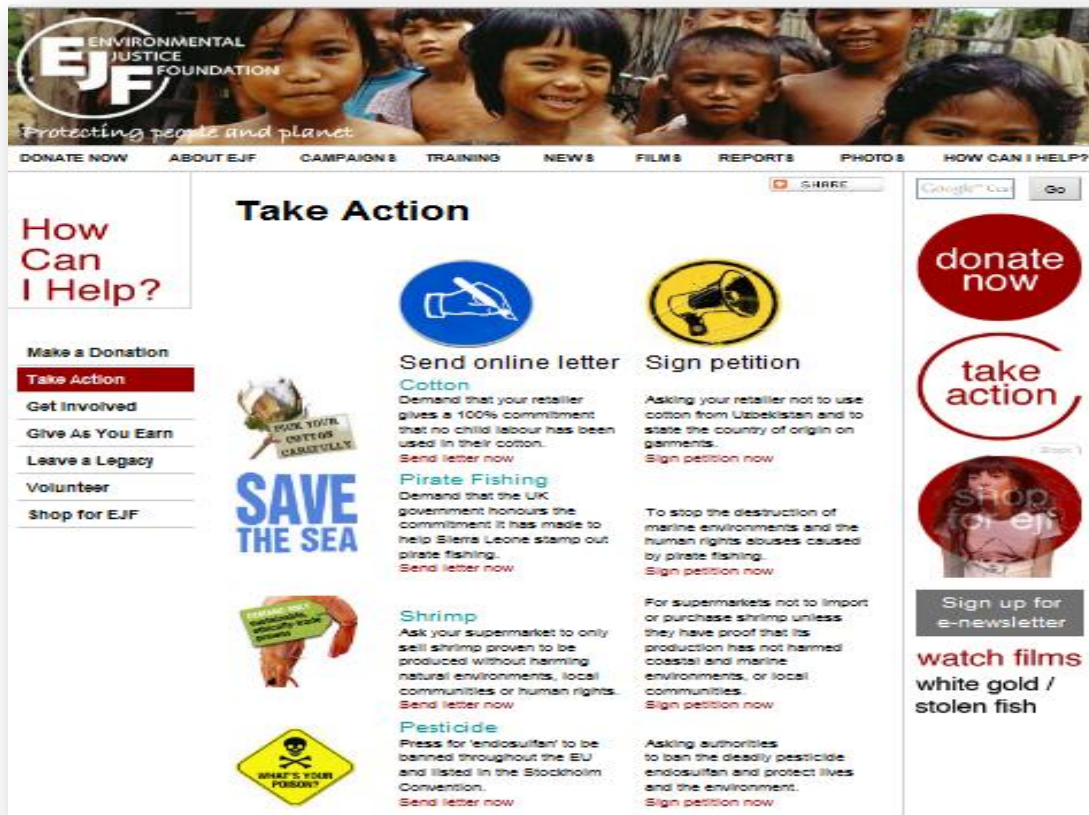


Figure 23. Effective Interactive Features from EJF Web Site



Figure 24. Social Networking Page for Environmental Working Group



Figure 25. Graphics from WEN Web Site



Figure 26. Effective Graphics from EJF Web Site



Figure 27. Effective Color Scheme of CO zero Web Site

Additional Screen Shots



Figure 28. Homepage Prototype Components #1 and #2



Figure 29. Example of Effective Header Image, EJF Site



Figure 30. Example of Effective Donation Button, EJF Site



Figure 31. Homepage Prototype Component #3

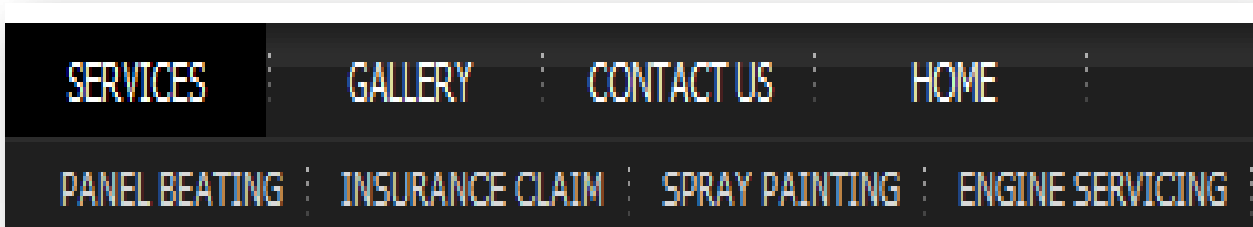


Figure 32. Example of Effective Java Horizontal Drop Down Menu

About WEN:

The Women's Environmental Network is a non-profit organization focused on informing women about global environmental issues.

(This section will overview the organization, general initiatives, and other pertinent biographical information)

Figure 33. Homepage Prototype Component #4



Figure 34. Homepage Prototype

Component
#5



Figure 35. Example of Effective Rotating Image Links, EJF Site

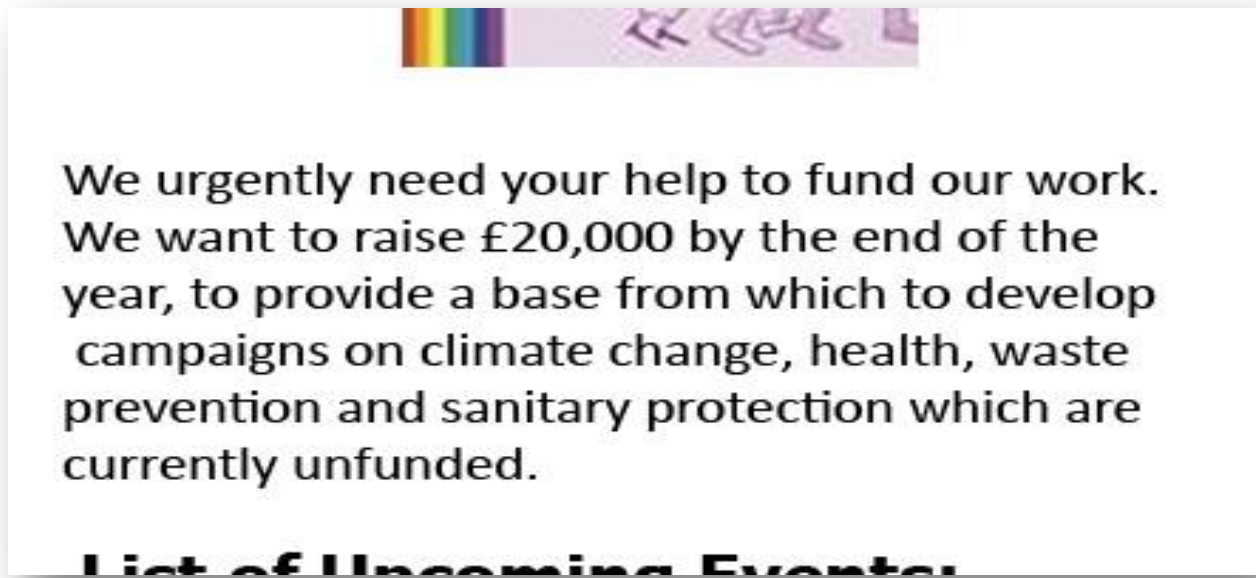


Figure 36. Homepage Prototype Component #6

campaigns on climate change, health, waste prevention and sanitary protection which are currently unfunded.

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Figure 37. Homepage Prototype Component #7

Latest News and Headlines:

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(This section will promote major newfeeds from the organization, as well as major strides, updates on membership, etc.)

Figure 38. Homepage Prototype Component #8

World »

- All Flight 447 wreckage 'unlikely to be recovered'
- Iranian-Americans say history is at hand

Health »

- Health-care reform questions answered
- Beware Web-assisted self-diagnosis 

Tech »

- New iPhone 3GS heats up smartphone wars
- Iranians dodging government Web crackdown

Figure 39. Example of Effective RSS Feed, CNN.com



Figure 40. Homepage Prototype Component #9



Figure 41. Homepage Prototype Component #10

Appendix E – Site Map

The project group used Microsoft Visio to track the current site map of WEN's web site. Visio also helped the group to plan out the potential site map for implementation of the prototype.

WEN's Existing Site Map

The existing site has over 600 pages. The site map is too extensive to accurately provide a visual representation in the Appendix. Below is snapshot of the existing site map.

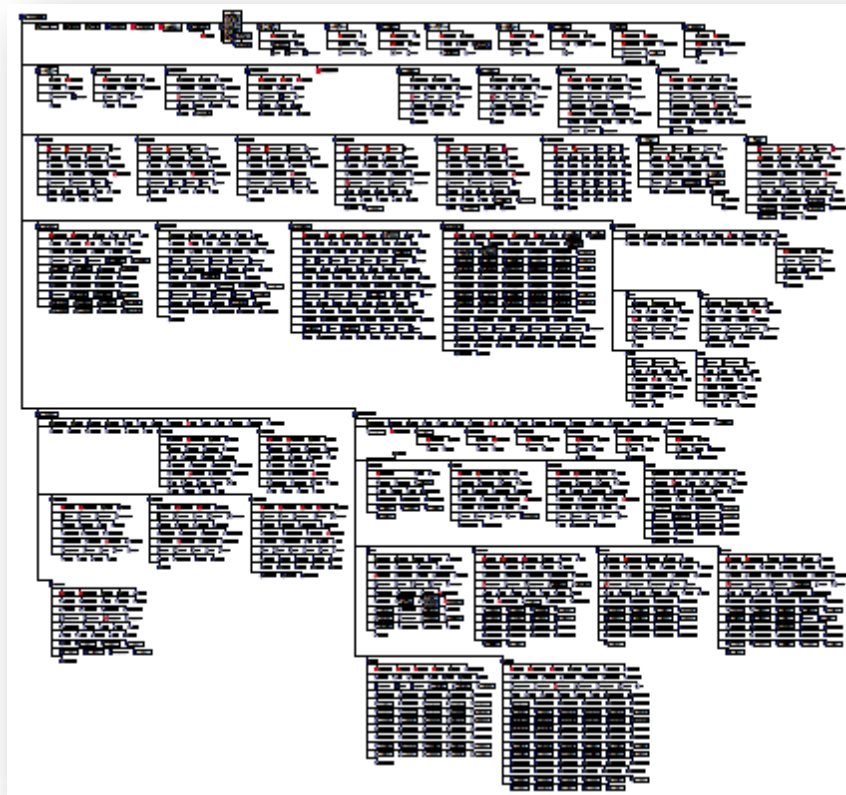


Figure 42. Site Map of Existing WEN Site

Below is the Cosmetics section of the site map. Notice that a red X indicates a broken link.

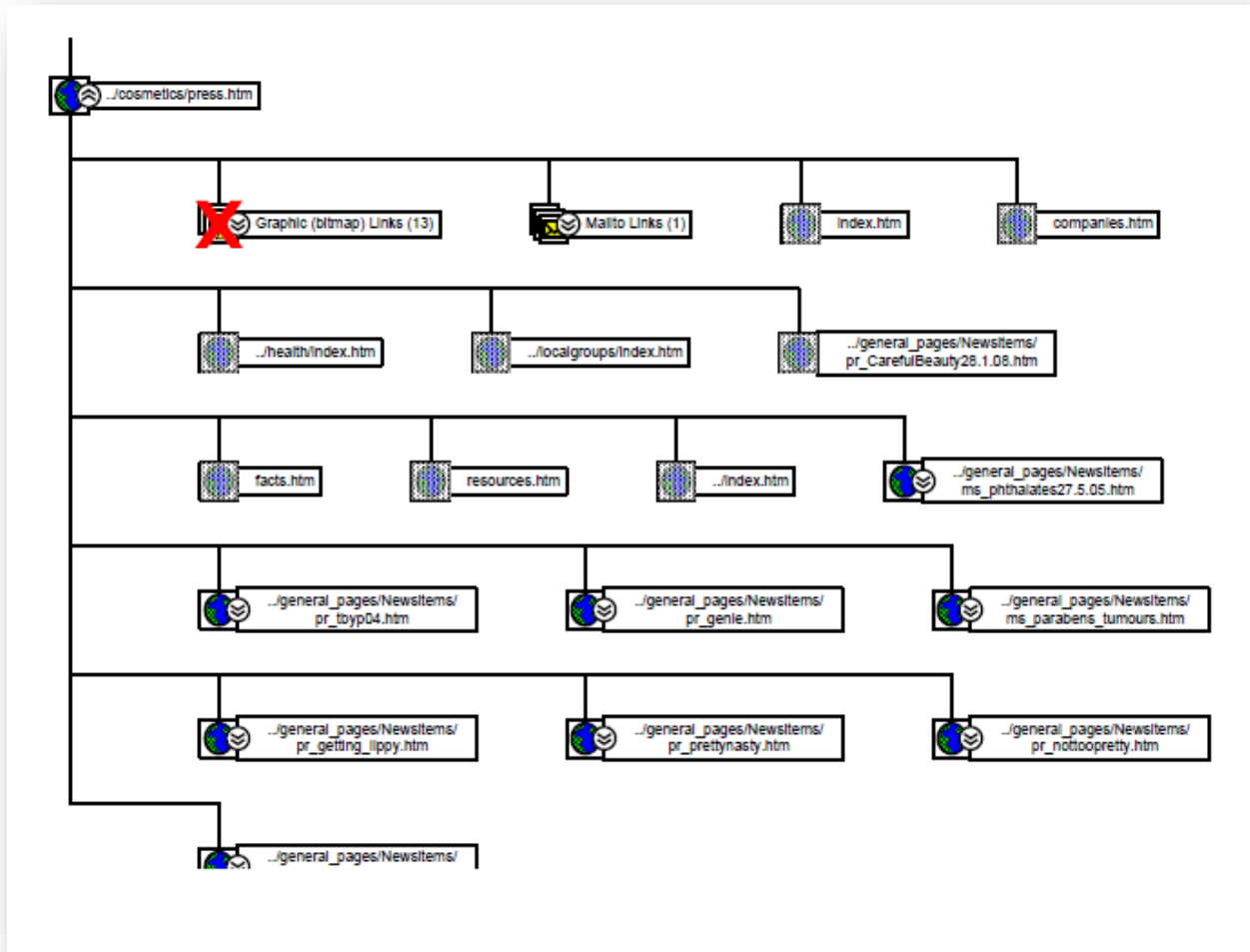


Figure 43. Partial Site Map of Cosmetics Pages

Recommended Future Site Map

The following represents the project group's recommended site map for future improvement on the WEN site.

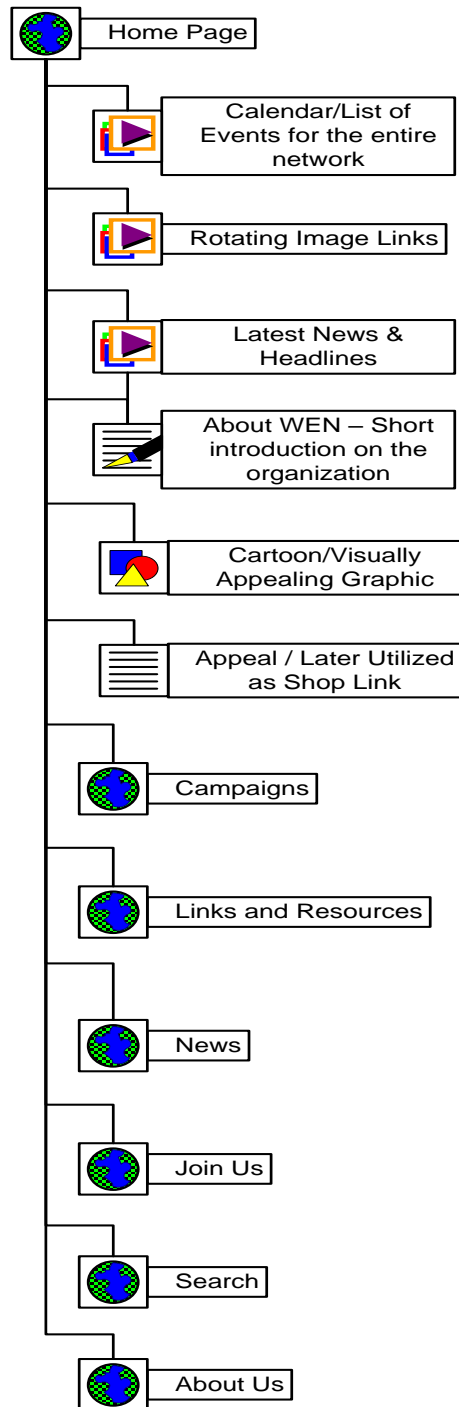


Figure 44. Suggested Site Map: Homepage

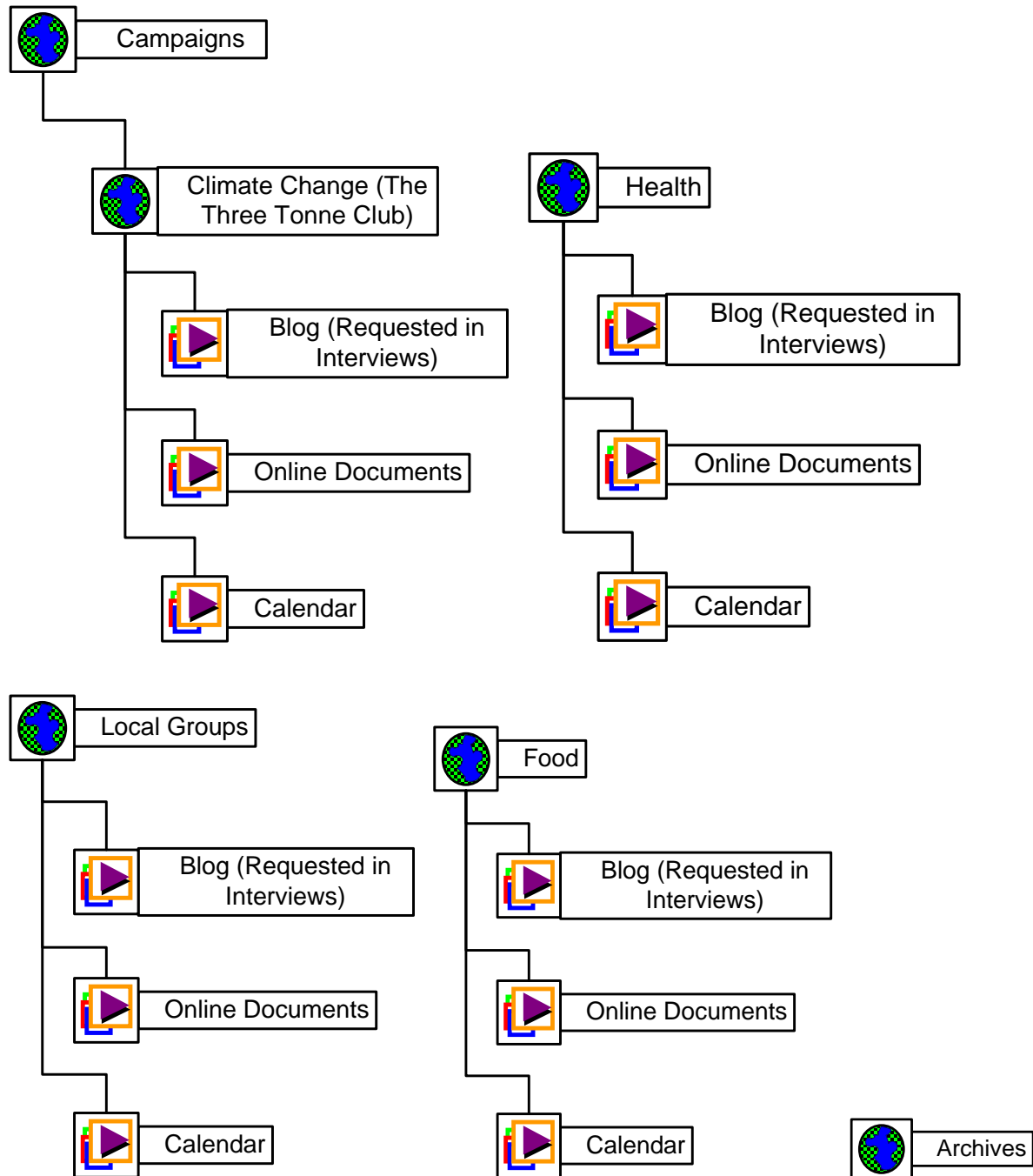


Figure 45. Suggested Site Map: Campaign Pages

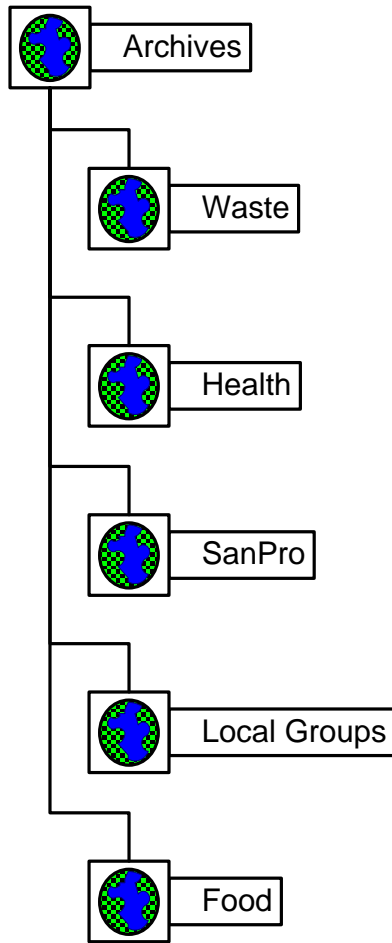


Figure 46. Suggested Site Map: Archives

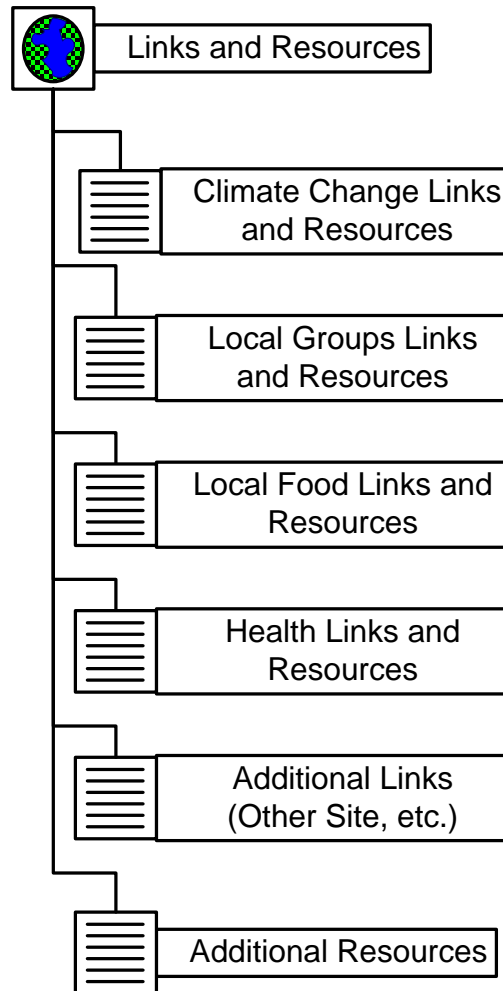


Figure 47. Suggested Site Map: Links and Resources

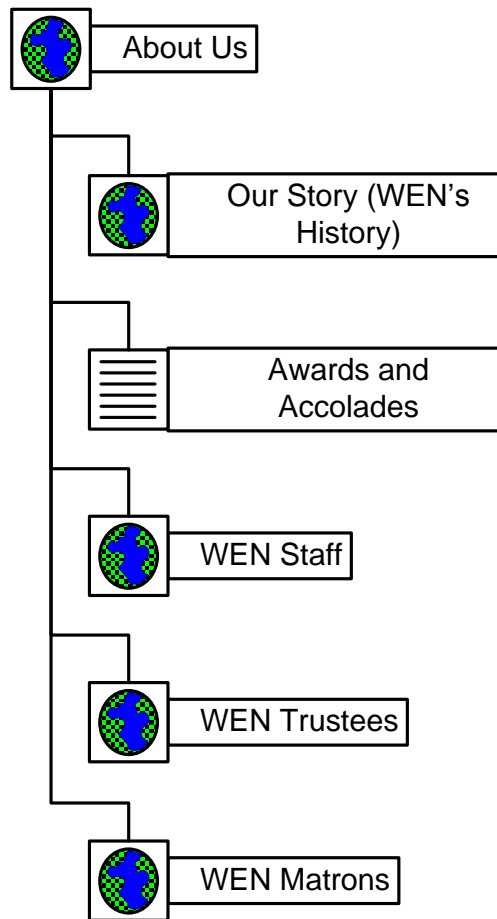


Figure 48. Suggested Site Map: About Us

WEN will need to change the site map by adding more pages when implementation occurs. This site map was meant as a recommendation for the general overview of the site.

Appendix F – Handouts for WEN Staff

The project group formulated educational handouts about various deliverables which are displayed below. The handouts were meant to teach WEN staff about potential uses and maintenances for features.

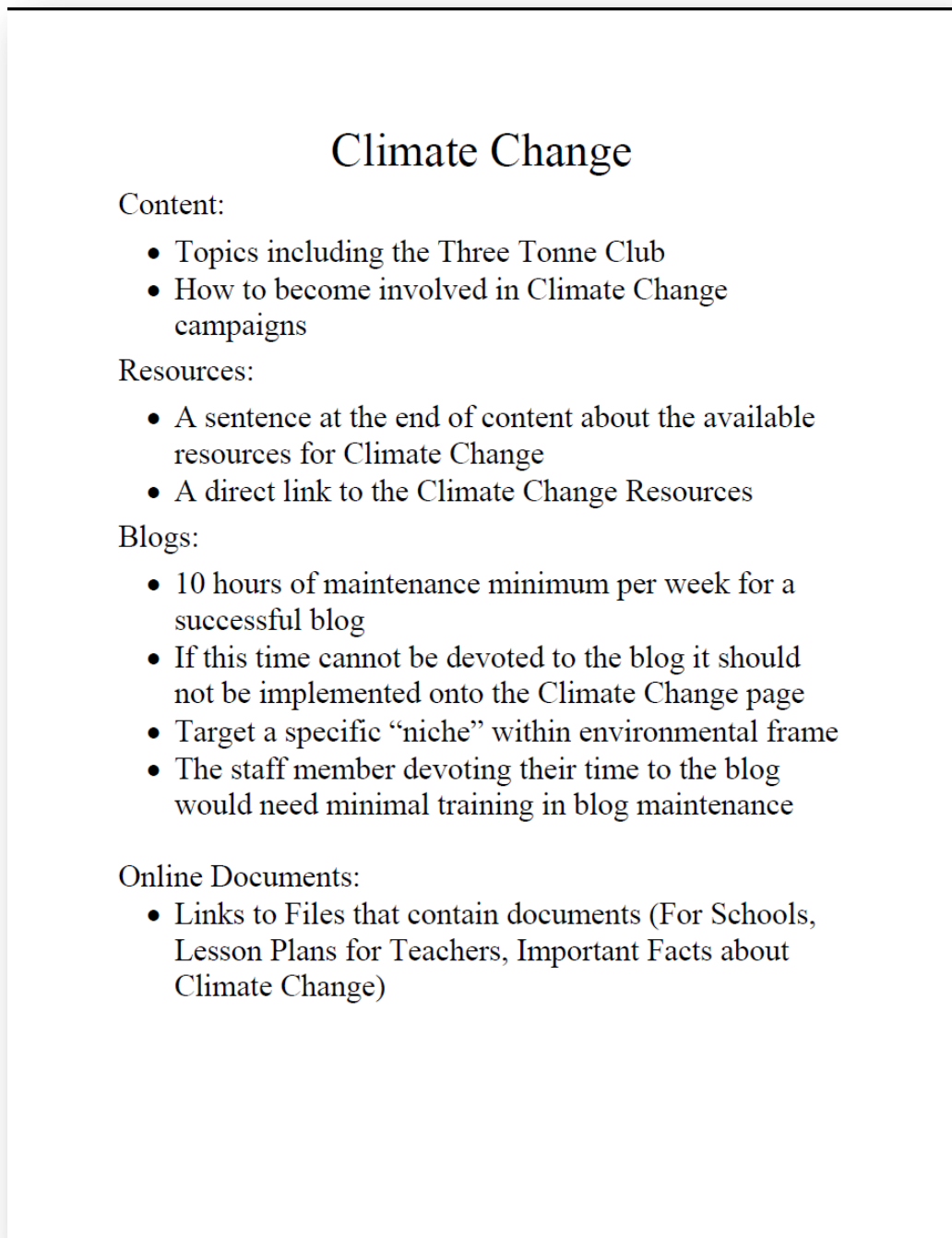


Figure 49. Climate Change Handout

Local Groups Handout

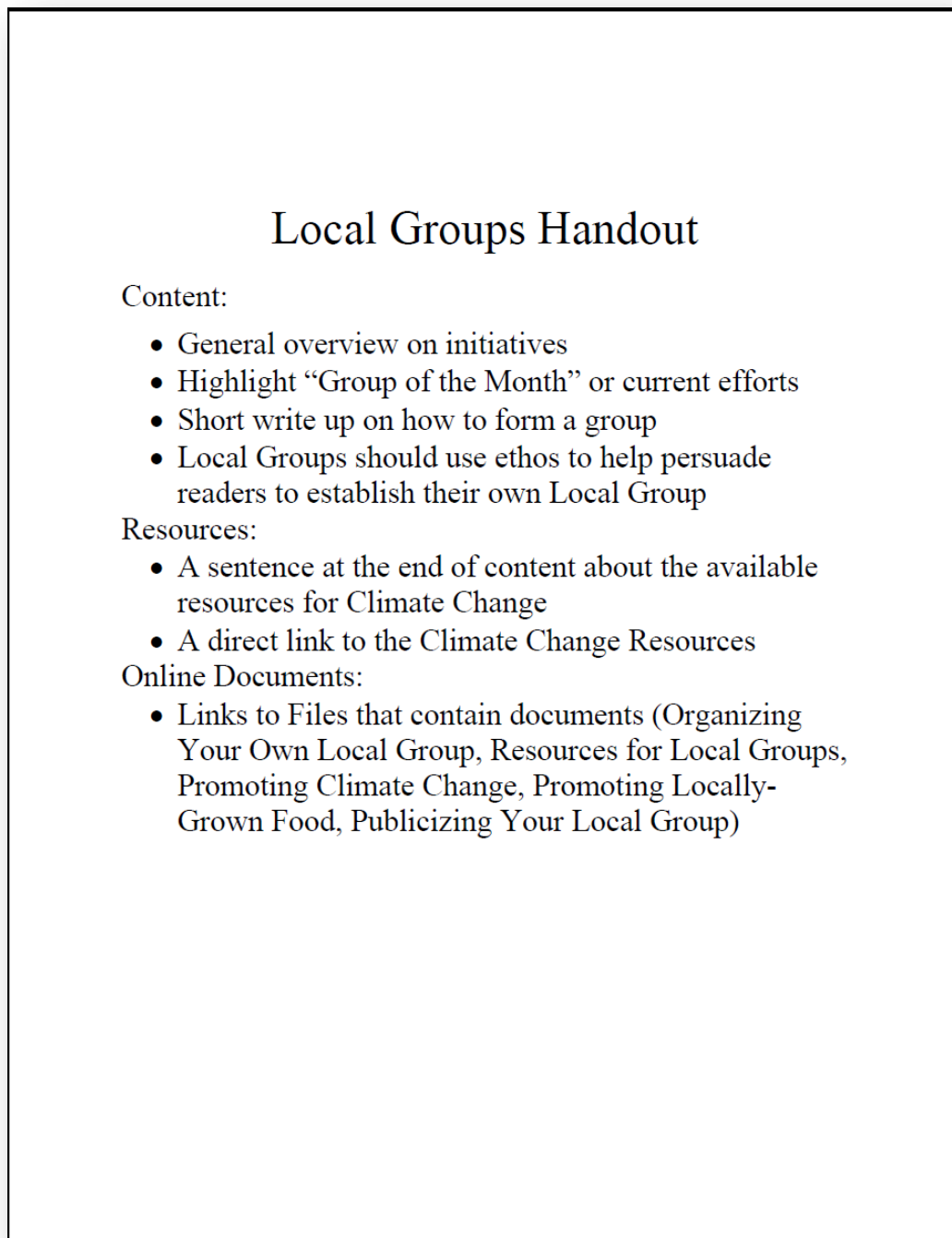


Figure 50. Local Groups Handout

Locally-Grown Food Handout

Locally-Grown Food Handout

Content:

- General overview on Locally-Grown Food
- Information on initiatives
- Locally-Grown Food should use logos in order to persuade readers to grow their own food

Resources:

- A sentence at the end of content about the available resources for Locally-Grown Food
- A direct link to the Locally-Grown Food Resources

Online Documents:

- Links to Files that contain documents (Growing Your Own Food, Local Organic Markets, Retailers Supporting Locally-Grown Food, Setting Up A Garden)

Figure 51. Locally-Grown Food Handout

Health

Content:

- General Overview on Health and cosmetics
- Information on keeping yourself safe from the harmful chemicals
- Health should use pathos to persuade readers not to buy carcinogenic cosmetics

Resources:

- A sentence at the end of content about the available resources for Health
- A direct link to the Health Resources

Photo Gallery:

- Photos of carcinogenic cosmetics, toxic household products, and health related events.

Figure 52. Health Handout

MySQL Handout



Page 1

MySQL And Content Management Systems

Content Management Systems can allow users to edit content on a web site using an easy-to-use graphical interface. They can help to manage:

- Photo Galleries
- Blogs
- Latest News (RSS Feeds)
- And much more!

Together MySQL and PHP can use databases to store and modify data, to provide dynamic content to users. MySQL is an open source platform for database management, and PHP is a common web language. This combination can provide a scalable solution, which can ease growing pains as WEN moves towards a greater internet presence. This combination also brings dynamic content to users.

Featured is a Content Management System which is powered by PHP. Using something similar will be essential to allowing WEN to be successful in managing content.

Page 2

Figure 53. MySQL Handout

PayPal Handout

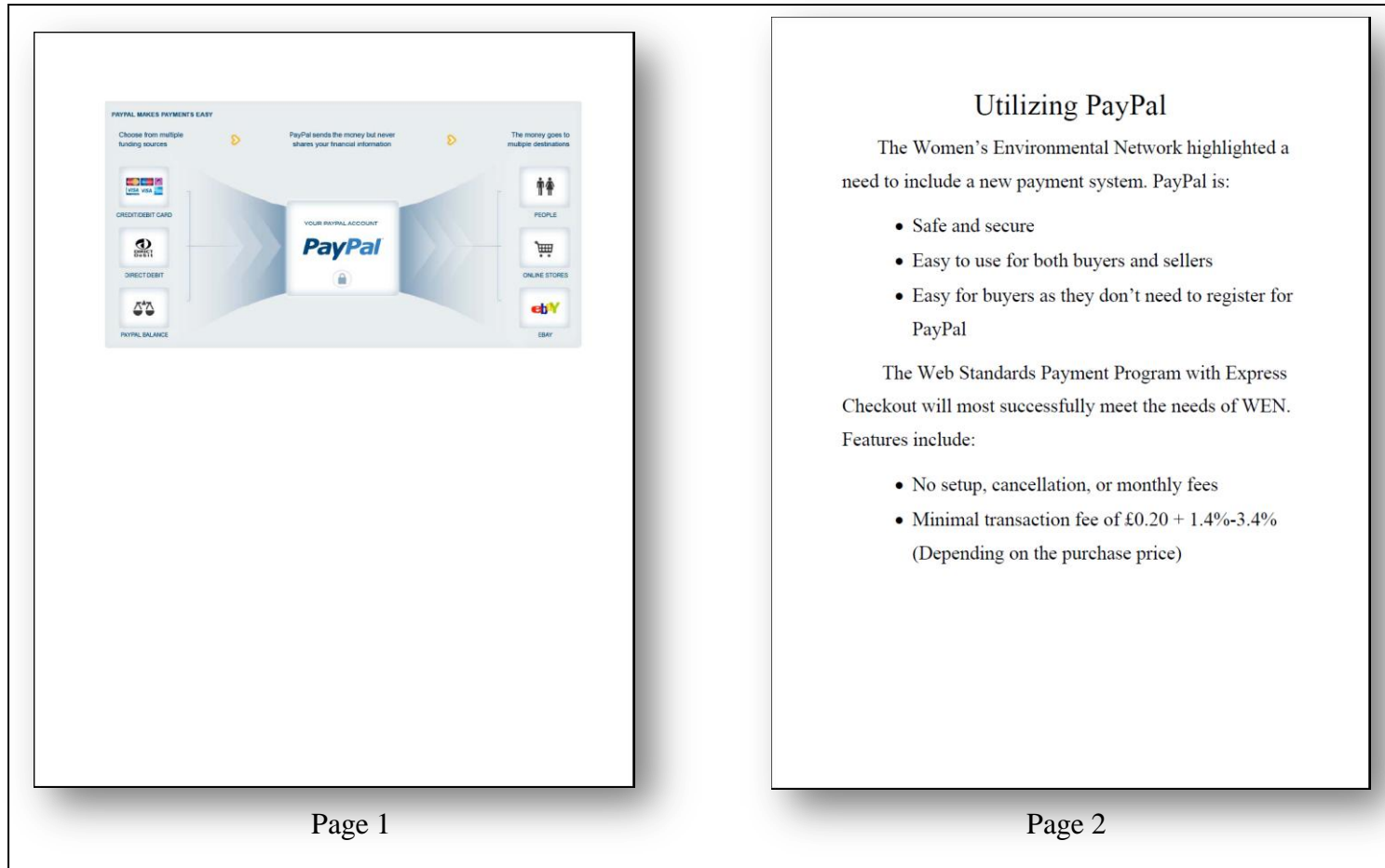


Figure 54. PayPal Handout

Appendix G - Schedule

In order to complete the objectives, the following steps were taken:

1. The first week was used to examine the working structure of the Women's Environmental Network, in order to more completely analyze the needs of the organization. In addition, this time was used to identify detailed descriptions of the initiatives of the Women's Environmental Network. The first week was also devoted to identifying and scheduling interviews with important figures in the Women's Environmental Network such as Trustee and sponsor Sue Buckingham in order to obtain key documents (reports, minutes, etc), further understand the history of, perspectives of, and future plans for the Women's Environmental Network. This first week was also used to interview, preferably in person, key members within the Women's Environmental Network, as well as used to schedule interviews with additional personnel. Interviews focused on the needs of users, the flaws of the current web site design, and the desirable features of the current web site design. Further, the interviews were conducted as a group with two scribes, one of whom facilitated asking interview questions. The interviews were conducted as a group to be sure that all information had been accurately collected. The project group did not want to accidentally mishear or miswrite the interview responses so two scribes were used in lieu of a tape recorder. The group immediately formatted the interview notes to be added into the appendix of the final proposal after analysis.
2. The second week was devoted to creating the beginnings of the web site prototype. The prototype were developed initially on paper to show basic layout, color scheme, content management and other key features with supporting examples of current effective content from other web sites. The second week was also used to interview, preferably in person, additional key members within the Women's Environmental Network, who were unavailable to meet during the first week. Interviews further focused on the needs of

users, the use of social networking sites, and potential new features based on the responses of previous interviewees.

3. The third week was used to analyze the data collected in weeks one and two. This process grouped responses by similarities and differences to provide new insight into the minimum requirements of users as well as improved features. This helped develop a list of needs for each of the final deliverables. Furthermore, the project group continued to work on the prototype design and formatted the prototype in Adobe Photoshop software for a more professional appeal. Once again, the prototype was only showing a basic mark up but was accompanied by examples of effective content on current web sites. Lastly, the project group conducted any additional interviews that could not be scheduled for weeks one and two.
4. The fourth week was used to begin the revision process for the prototype. The prototype was shown to WEN staff members to obtain feedback on the features in the design. The prototypes were not tested for functionality as they served as only a basic mark up of ideas for a future web site. Additionally, the revisions of the prototype were based on information gathered in the data synthesized from interviews in previous weeks.
5. The fifth week was used to finalize the prototype design, and present to different groups within WEN. The prototype aimed at improving networking issues, flaws of the current web site design discovered through the interview process, and various resource constraints. Presentations focused on improvements to the current web site, and were a tool for receiving feedback about the prototype design, regarding content and visual elements. This prototype aimed to restructure the current web site to make it more visually and rhetorically attractive and easier to navigate. The fifth week was also used to survey young people in the United States as well as select few members of People and Planet in London. In addition the surveyed some of the local groups that WEN worked with in the past to receive their feedback regarding the web site.
6. The sixth week was used make any necessary revisions to the prototype design. Revisions were based on feedback regarding the testing of the group's prototype in week five. The

prototype was finalized by the end of this week so the project group could formulate a list of recommendations for implementation. The group also made final edits to the paper and created the final presentation. In addition surveying the various groups was finished during this week.

7. The seventh week was used to finish the final paper and to present the final prototype to the advisors and a group of WEN staff and board members. The presentation focused on the strengths of implementing the new prototype and the improvements it could make to WEN's internet presence.

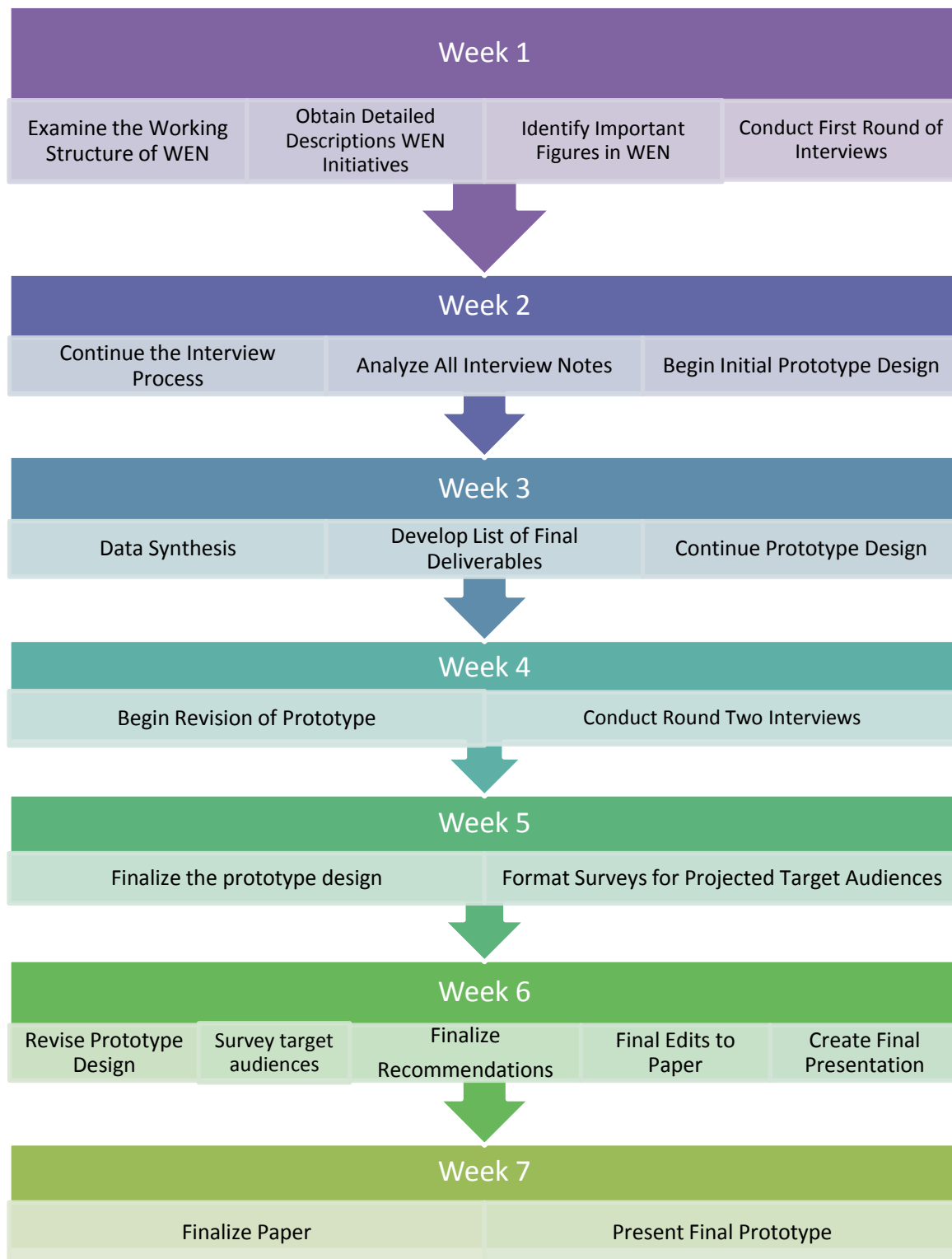


Figure 55. Weekly Schedule