

Washington State University Vancouver || Creative Media & Digital Culture  
Created by DTC 478 | Usability Capstone

# CLARK COUNTY HISTORICAL MUSEUM



## CLARK COUNTY HISTORICAL MUSEUM

Usability and Interface Guidelines

PREPARED FOR: BRADLEY RICHARDSON | *EXECUTIVE DIRECTOR*  
DECEMBER 2<sup>ND</sup>, 2019

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## EXECUTIVE SUMMARY

The following is a report and recommendations for improving the usability and user experience with the Clark County Historical Museum (CCHM) website. This report and recommendations are intended to improve the usability in the redesign of their website in the Senior Seminar. Preparation was done by Washington State University Vancouver Creative Media and Culture Program's DTC 478 class on Usability and Interface Design.

- **User and Stakeholder Requirements**

We recommend several changes to the CCHM website, including revised navigation and website structure for improved user experience. Additionally, we recommend modifications to current color palette and typography to address accessibility, options for WordPress themes for easier maintenance, and ways to automate processes that are currently manually updated.

- **Current Inventory**

We assessed all existing pages to create a complete inventory of all issues to address while building a new website. These include broken links and images without Alt text.

- **Conceptual Framework**

We analyzed the current website and created recommendations for implementing new features and optimization to improve the user experience.

- **Prototypes and Design Guidelines**

We created prototypes for both desktop and mobile, that reflect the stakeholders and users' preferences that show the visual hierarchy of the information on each main navigation section.

- **Testing Guidelines**

We have created a list of types of testing that should be conducted throughout the development stage to ensure proper functionality, usability and to remove unnecessary elements.

- **Social Media Promotions**

We created a detailed proposal to increase social media use with recommendations for channel and platform analysis, SWOT, buyer personas and campaign development. Implementing these recommendations will help achieve the primary goal of the website redesign.

- **Search Engine Optimization (SEO) Implementation**

We have created SEO recommendations to increase searchability and drive traffic to the redesigned website through keyword usage and targeting, title tags, and crawlable link structure.

## DISCOVERY OVERVIEW

The discovery overview includes goals, vision, and story, user requirements and suggestions, stakeholder requirements, key outcomes, competitor research, current inventory with textual descriptions, and issues that all need to be considered when implementing the website redesign.

### Goals, Vision, and Story

CCHM's number one goal is to promote awareness through community engagement, events, volunteer time. CCHM is the memory keeper of Clark County, and they want to be sure they are receiving the time and attention necessary to be successful.

## USER REQUIREMENT AND ANALYSIS

This report is meant to layout the user requirements in the redesign of the CCHM website. The data within was collected through interviews with the stakeholder of the project, along with a user survey.

### Stakeholder Requirements

Factors included in this redesign are features that the stakeholder has indicated must remain. Other recommendations are removing elements that aren't necessary and implementing design changes such as typography and adjusting the color palette. Other requirements are addressing issues and overhauling broken website parts.

### Key Outcomes

This section is separated into two parts: requirements from the stakeholder, which must be met barring further discussion with the stakeholder, and user suggestions, which may be decided upon by the design teams at a later date. User suggestions that are already mentioned are omitted in the stakeholder section.

1. Updated appearance, the website looks outdated. There is a color CCHM has historically used, but the stakeholder may accept alternatives
2. The website does not function as needed, and there are sections of the website that worked in the past that no longer function correctly
3. The website must be coded in WordPress
4. There must be an updated mobile version of the website, as it is currently unusable on mobile.
5. The website must be updated for accessibility

6. Updated social media interface, the icons are outdated, and some are no longer relevant
7. Update website SEO for greater visibility in searches.

In more general terms, the stakeholder would like the website to appeal to a younger audience. They would like to update their systems for donation, membership, volunteering, research requests, photo orders, and also offers an option to automate their collection while being as customer-friendly as possible.

### User Suggestions

1. The website runs very slowly, anything that can be done to increase load speed without compromising content should be done
2. Users like the image carousel on the homepage, this should be kept and perhaps be made more interactive
3. Users find the dropdown menus in the header to be fairly usable
4. One user suggested adding a map of CCHM itself, and this could be a useful tool for users planning trips, or schools planning field trips
5. Users like that CCHM hours and admission rates are viewable on the main homepage, but perhaps it is unnecessary to show on every page
6. The current website content should be broken down into smaller, more concise content blocks, as right now it is difficult to parse information quickly
7. CCHM's electronic resources should be more readily accessible for users, as the link is currently only accessible through the research tab
8. Move the group registration to the events tab
9. Separate upcoming events from the current events tab
10. Body text is problematic to read for some users

### COMPETITOR RESEARCH

After analyzing museums that are in the same area as the CCHM, there were a few key elements that were worth emulating and mistakes that must be avoided when creating CCHM's website. Please view [Appendix A](#) for a detailed image of the competitors used in the analysis. Noteworthy features of the competition's websites include:

- An eye-catching banner or hero photo that is dynamically changing.
- Include images for the events and exhibits to get the user's attention.

- The donation button was on the main menu, and in the footer, however, it was not the first item on the menu.
- There was a decent amount of information about CCHM on the about us page. For the user, this clarifies WHY they should visit and hopefully donate.
- The location, hours, and pricing were easily accessible in one click or less, either in the main menu or on the footer.
- There was information about tours available either in the about or in an education tab.
- A cohesive flow of information, imagery, and color that is consistent throughout.
- Things to avoid:
  - Make the most frequently asked questions no more than a click or two away from the landing page (pricing, hours, and location).
  - Make the donation button the most prominent feature of the page. We also do not want the donation button hard to find.
- Guests of CCHM should not have to guess at what they will find upon arrival. Users want to know what exhibits they have and what they can expect.
- Users should not have to wonder why they should donate; the mission statement needs to be clearly stated and easy to find.

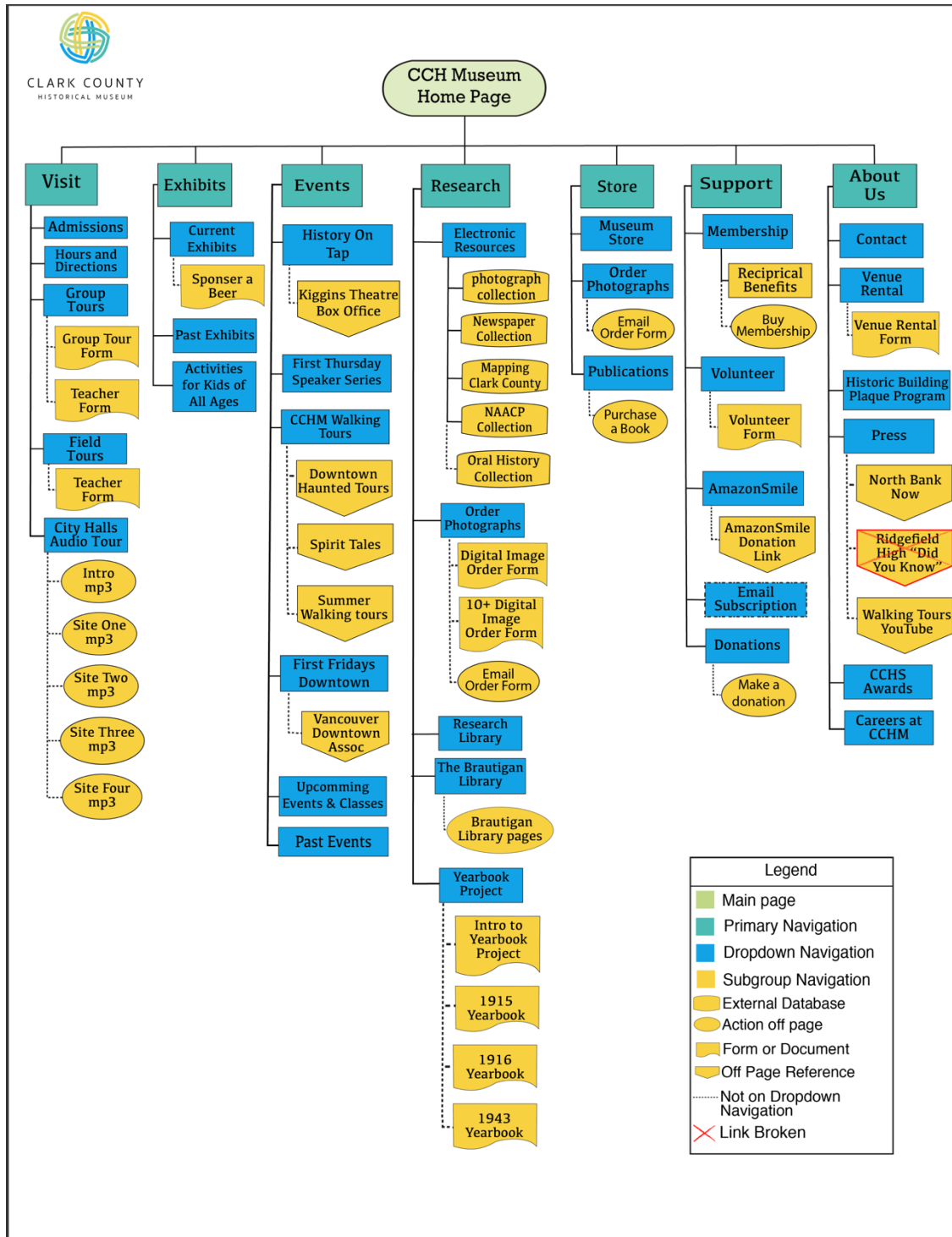
## CURRENT INVENTORY

After reviewing the current state of CCHM's website, a detailed chart has been created to help visualize the overall structure, hierarchy, and content/task flow. Furthermore, some images contain specific details of discovered issues, including broken links, images without alternative text, and they have been color-coded to indicate that the issues can be addressed and fixed within the scope of this project. Please refer to [Appendix B](#) for detailed content.

### Textual Descriptions

The analysis has further broken this down with a textual representation of each page that outlines the website architecture in further detail. Not included in these breakdowns was specific content. These representations are meant to create a visual map to help identify areas that work well, areas that can be improved, and areas of obsolescence and redundancy. Following the textual representations are the specific details omitted from this analysis. Please refer to [Appendix C](#) for specific content.

The following diagram chart is a visual representation of the website’s current inventory of indexed webpages.



## Issues to Be Addressed

The myriad issues within the website that need addressing are represented in images. These images contain details such as broken links, images without alternative text, and have been color-coded to indicate whether the issues can be addressed and fixed within the scope of this project. Please refer to [Appendix C](#) for detailed content.

Suggested changes are based on research and discovery of the stakeholder requirements, user requirements, and suggestions, key outcomes, competitor research, current inventory with textual descriptions, and issues to be should promote goals and vision for the stakeholder. It is believed that after a thorough analysis, implementing these suggestions will ensure an efficacious website redesign.

## DEVELOPMENT OVERVIEW

Development overview contains assessment and recommendations for a conceptual framework, wireframes, navigation, and website structure. Focusing on these elements will ensure the stakeholder's expectations are met through the website redesign process.

## CONCEPTUAL FRAMEWORK

The conceptual framework is a breakdown of the analysis of the current CCHM website, used to make features and optimization recommendations to implement in the website redesign. These elements are further color-coded as follows: **KEEP** **MOVE** **DELETE**

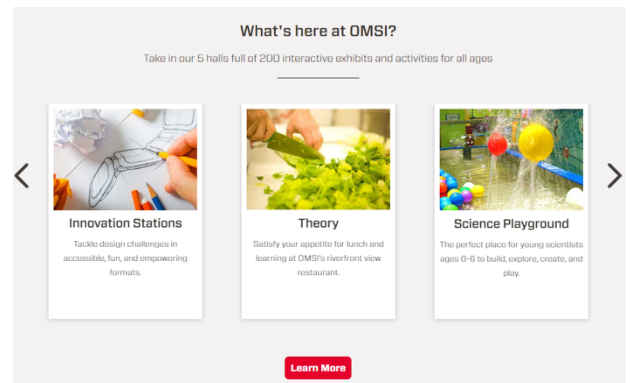
## HOME

- Not a full page of info/underutilized page. Add more info such as current exhibits, events, etc.
- If the current top-level nav kept, we could better distinguish the more important items by doing something like OHM's navbar. Important nav items are larger and separated from less important sections.



- If keeping the current image carousel, a clickable cycle arrow should be added so users can manipulate through the images.

- A short synopsis of current exhibits available should be added to make better use of the space and make the info more accessible.
- From the competitor analysis, doc found OMSI's "What's here at OMSI" carousel; it was rather informative and could be an excellent addition on CCHM over their current carousel.
- PAMs footer layout is the perfect layout for the quick access info. Potentially could place at the top of the page.



#### PORTLAND ART MUSEUM

1219 SW Park Avenue  
Portland, OR 97205

General info: 503-226-2811  
Membership: 503-276-4249

[More contact information](#)

[Press Office](#)

[FAQs](#)

#### MUSEUM HOURS

<b>Mon</b>	Closed
<b>Tue</b>	10 a.m. – 5 p.m.
<b>Wed</b>	10 a.m. – 5 p.m.
<b>Thu</b>	10 a.m. – 8 p.m.
<b>Fri</b>	10 a.m. – 8 p.m.
<b>Sat</b>	10 a.m. – 5 p.m.
<b>Sun</b>	10 a.m. – 5 p.m.

#### MUSEUM ADMISSION

<b>Free</b>	Members
<b>\$20</b>	Adults
<b>\$17</b>	Seniors 62+, College Students
<b>Free</b>	Children 17 and under Special program fees may apply.

#### [Purchase tickets](#)

[Adult Group Tours](#) – \$16 with reservation

[K–12 School Group Tours](#) – Free with reservation

The Portland Art Museum and its donors are committed to making the Museum a resource for all. [Learn about our Admission Access Programs.](#)

#### SUBSCRIBE TO OUR NEWSLETTER





POSITIVE  
ABOUT  
ACCESSIBILITY 

## VISIT > ADMISSIONS

- The text below admissions fee info would work better consolidated then tied into the layout of the admission fee info.
- Potentially add an online purchase ticket feature to help automate.
- They have a brochure link that might make better use of the pages space if displayed. It's not the cleanest brochure, but it's some visual appeal.

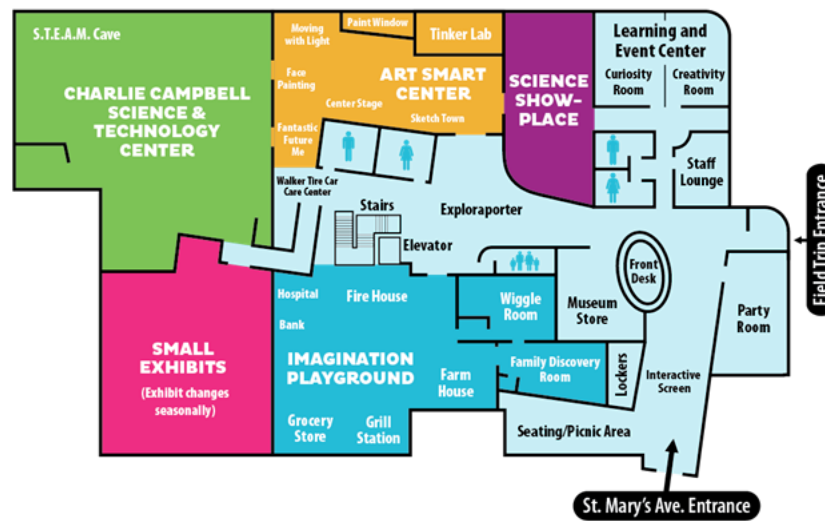
## VISIT > HOURS AND DIRECTIONS

- Considering this info was said to be one of the most searched for info it should probably be better represented on the home page.

## VISIT > GROUP TOURS

- Info can be consolidated and combined with field trips page

- In the URA it was suggested a map of CCHM itself would be a nice addition, especially for tours and field trips.



## VISIT > FIELD TRIPS

- Info can be consolidated and combined with group tours page

## EXHIBITS > CURRENT EXHIBITS (EXHIBITS)

- Have headers of each exhibit be dropdowns that reveal the info on that specific exhibit, or have it link you to its own page.
- Potentially add filters similar to OHMs events filter.

EVENT TYPE	AUDIENCE	SERIES	LOCATION	DATE
All Types <span>▼</span>	All Audiences <span>▼</span>	All Series <span>▼</span>	All Locations <span>▼</span>	Oct 28, 2019 <span>📅</span>

- Some of the images are giant on a page, structure them to fit within the content better, or by potentially placing them into a carousel if there are a lot of images for the given exhibit.

## EXHIBITS > PAST EXHIBITS

- Potentially add to current exhibits page (change link name to just “Exhibits”) and just make it a selection option at the top of the page that changes which is displayed.

- If page kept, have headers of each exhibit be dropdowns that reveal the info of the clicked exhibit.

## EXHIBITS > ACTIVITIES FOR KIDS OF ALL AGES

- Lists kid-friendly activities but lack descriptions of what exactly some of the activities are.
- Potentially remove formatting borders and display info in an Amazon list style.
- Add the pdf directly into the Amazon list page structure for more visual appeal. If too many images/pages from pdf implement carousel.

## EVENTS > HISTORY ON TAP (EVENTS)

- All green pages can be consolidated into a single events page.
- Potentially add a calendar that holds the event info (how many days the event goes for, times it starts/ends). Clicking event displays info below calendar about the event OR, have the info overlaid over the calendar (like PAMs calendar).

◀ 2018		◀ SEP	📅 OCTOBER 2019	NOV ▶	▶ 2020 ▶		Month ▼
SUN	MON	TUE	WED	THU	FRI	SAT	SUN
			1	2	3	4	5
				Baby Morning: Native American Art 10:00 am Public Tour: Highlights 1:00 pm Free First Thursday 5:00 pm Meditation Tour 5:30 pm	\$5 After 5 5:00 pm Public Tour: Slow Looking 6:00 pm	Public Tour: Listening to Art 12:30 pm Public Tour: Highlights 3:00 pm	
	6	7	8	9	10	11	12
	Family Tour: Mythology in the Museum 12:30 pm Public Tour: Native American Art 3:00 pm		Midday Art Break: Conservation at the Portland Art Museum 12:30 pm	Public Tour: Highlights 1:00 pm Live Stream: Hank Willis Thomas in Critical Conversation 6:00 pm SOLD OUT - Hank Willis Thomas in Critical Conversation 6:00 pm	Hank Willis Thomas Members Preview 12:00 pm \$5 After 5 5:00 pm Public Tour: Slow Looking 6:00 pm	Public Tour: Northwest Artists 12:30 pm Public Tour: Highlights 3:00 pm Opening celebration of Hank Willis Thomas: All Things Being Equal... 5:00 pm	
	13	14	15	16	17	18	19
	Family Tour: Fashion and Art 12:30 pm Film: They Live 2:00 pm Public Tour: Asian Art 3:00 pm	Art & Conversation - Apes: Laura Fritz 10:15 am	Photography Brown Bag Talk: Cathy Cheney 12:00 pm	Public Tour: Highlights 1:00 pm Evening for Educators: Hank Willis Thomas: All Things Being Equal... 5:30 pm Meditation Tour 5:30 pm Artist Talk: Sharyll Burroughs 6:00 pm	Getting a Feel for Art: Tactile Art Pop-Up Gallery 12:00 pm \$5 After 5 5:00 pm Public Tour: Slow Looking 6:00 pm	Rental Sales Gallery Fall Show & Anniversary Celebration 12:00 pm Public Tour: Mindfulness in the Museum 12:30 pm Public Tour: All Things Being Equal... 3:00 pm	
	20	21	22	23	24	25	26
	Family Tour: Drawing is Seeing 12:30 pm Asian Art in Portland: The Last Emperor			Public Tour: Highlights 1:00 pm New Member Tour 6:30 pm	\$5 After 5 5:00 pm Public Tour: Slow Looking 6:00 pm	Public Tour: Drawing is Seeing 12:30 pm Public Tour: All Things Being Equal...	

- Maybe add a hovering effect that displays the event info for the hovered over event.
- Group registration was suggested to be moved to the Events nav tab by URA.

## EVENTS > FIRST THURSDAY SPEAKER SERIES

- Go to HISTORY ON TAP

## EVENTS > CCHM WALKING TOURS

- Go to HISTORY ON TAP

## EVENTS > FIRST FRIDAYS DOWNTOWN

- Go to HISTORY ON TAP

#### EVENTS > **UPCOMING EVENTS & CLASSES**

- Go to HISTORY ON TAP

#### EVENTS > **PAST EVENTS**

- Go to HISTORY ON TAP

#### RESEARCH > **ORDER PHOTOGRAPHS**

- Remove from the research nav. Go to STORE > ORDER PHOTOGRAPHS

#### RESEARCH > **RESEARCH LIBRARY**

- Holy text bomb. CONSOLIDATE. Keep the "What to bring, what not to bring" list.

#### RESEARCH > **THE BRAUTIGAN LIBRARY**

- Condense text, alternate image

#### RESEARCH > **YEARBOOK PROJECT**

- Include excerpts? Or move to electronic resources

#### **STORE > MUSEUM STORE (SHOP)**

- Implement an online store feature.
- Since there's no online store, I'm not sure how relevant the info on this page is; Potentially remove or consolidate info then combine with order photographs and publications creating a single page called SHOP.
- If selling online, be sure to indicate limited quantities, details, and descriptions regarding the availability of products or artists'.

#### **STORE > ORDER PHOTOGRAPHS**

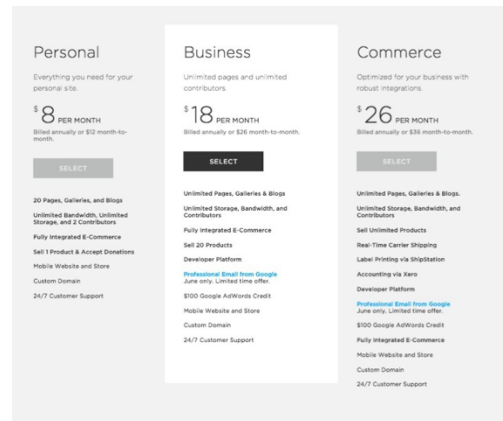
- Go to MUSEUM STORE

#### **STORE > PUBLICATIONS**

- Go to MUSEUM STORE

## SUPPORT > MEMBERSHIP

- A brief statement as to why it is beneficial to become a member and examples of the benefits.
- Simplified but informed descriptions of membership type. (Maybe something like a membership selection view on WordPress or Squarespace)



## SUPPORT > MEMBERSHIP > RECIPROCAL BENEFITS

- Consolidate this to the “Associate” option on the membership selection with a “more info” button that could pop up or take them to a page with more information about the Reciprocal Benefits.

## SUPPORT > VOLUNTEER

- Implement an online Volunteer form.
- Most of the information on the page is beneficial but could be laid out better.

## SUPPORT > AMAZONSMILE

- Move to the DONATIONS page.

## SUPPORT > EMAIL SUBSCRIPTION

- Embed the form to sign up to a page that gives a brief description of what you would be receiving for signing up.
- If we end up making a mailing list with promotions and handouts, this may be something we add to the bottom every screen to get people involved.

## SUPPORT > DONATIONS

- Make the process of donating more inviting and secure looking.
- Build and implement an online item donation form to be submitted and approved for acceptance.

## ABOUT US > CONTACT

- **Make a new page called MEET THE STAFF.**
  - Move all the employee contacts to this page
- Have a map, address, phone number, email, and social links on the contact page.

**ABOUT US > VENUE RENTAL**

- Move to visit tab

**ABOUT US > HISTORIC BUILDINGS PLAQUE PROGRAM**

- Perhaps combine this with the awards page

**ABOUT US > PRESS**

- This page is not necessary. The most recent press releases could be moved to the home page.

**ABOUT US > CCHS AWARDS**

- Consider removing recipients that aren't recent
- Condense text, reformat
- Move to Generic About Us Page

**ABOUT US > CAREERS AT CCHM**

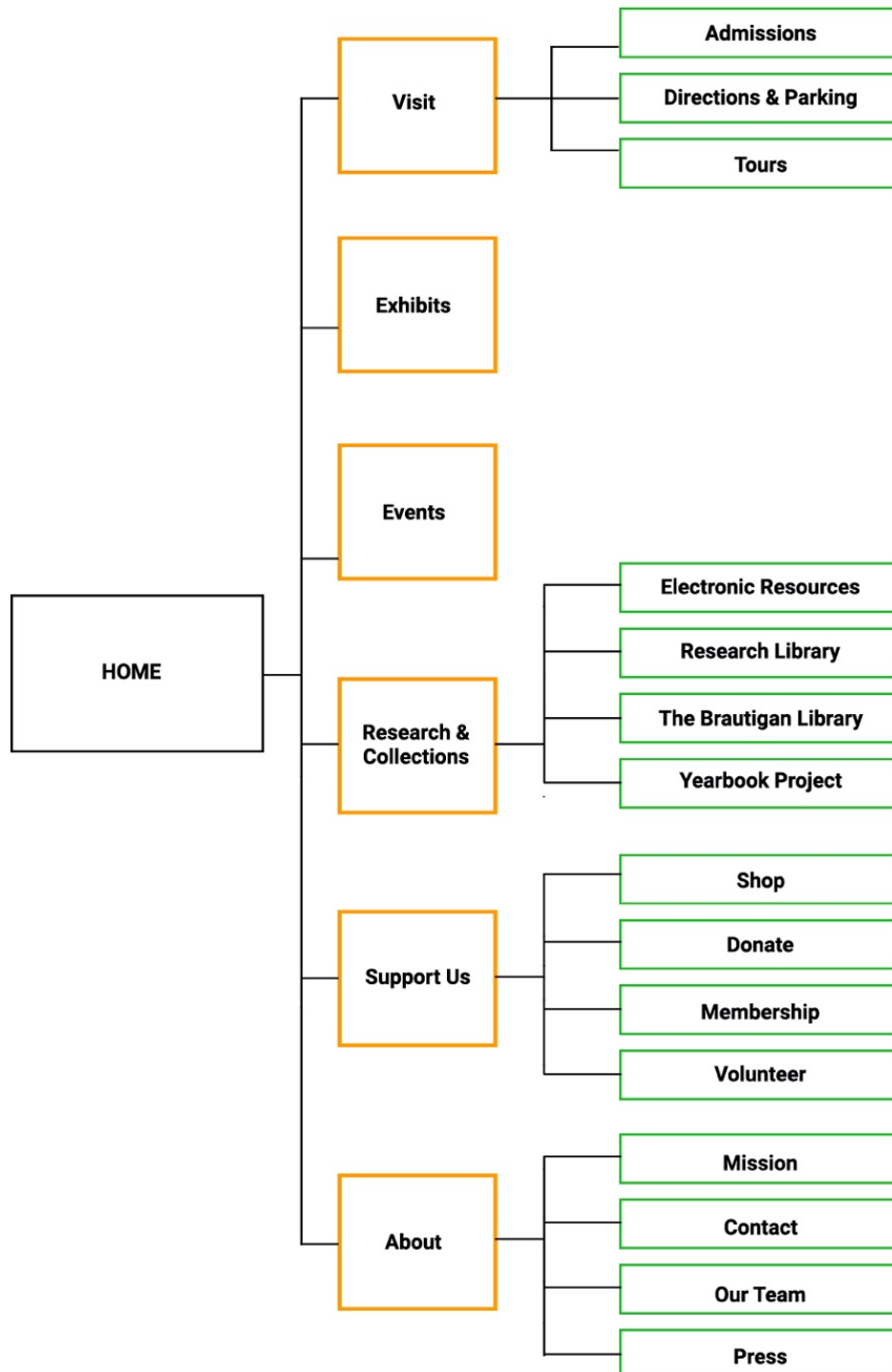
- This page could just be moved to the bottom of the MEET THE STAFF page

**ABOUT US > GENERIC ABOUT US PAGE**

- Description **about CCHM**
- Awards at the Bottom

## NAVIGATION/ WEBSITE STRUCTURE

A navigation bar will be included on all pages. The navigation bar will include links to the Home, Admissions, Directions & Parking, Tours, Exhibits, Events, Electronic Resources, Research Library, The Brautigam Library, Yearbook Project, Shop, Donate, Membership, Volunteer, Mission, Contact, Our Team, and Press page.



Factors such as website framework, visual representation of wireframes, navigation restructure, and proposed website element restructure will give the CCHM website a user-friendly website that allows visitors confidence and trust in CCHM.

## DESIGN OVERVIEW

The design overview includes suggested content such as color palettes, typography, design guidelines, and prototypes for visual elements related to the website redesign.

## CONTENT

### COLOR PALETTE

This chosen color palette is currently being used by CCHM. It was decided to keep the same color scheme for brand building continuity. In addition to the current color palette, tints and shades have been provided to increase usability and readability. This color palette is also color blind accessible.



HEX	#67B5E1
RGB	103 181 225
HSV	202 54 88
CMYK	54 20 0 12



HEX	#397D3C
RGB	57 125 60
HSV	123 54 49
CMYK	54 0 52 51



HEX	#EAE8C3
RGB	234 232 195
HSV	57 17 92
CMYK	0 11 7 8



HEX	#EA4438
RGB	234 68 56
HSV	4 76 92
CMYK	0 71 76 8



HEX	#FBB516
RGB	251 181 22
HSV	42 91 98
CMYK	0 28 91 2



HEX #5291B4  
 RGB 82 145 180  
 HSV 201 54 71  
 CMYK 54 19 0 29



HEX #2E6430  
 RGB 46 100 48  
 HSV 122 54 39  
 CMYK 54 0 52 61



HEX #BBBA9C  
 RGB 187 186 156  
 HSV 58 17 73  
 CMYK 0 117 27

Dark Color Palette



HEX #BB362D  
 RGB 187 54 45  
 HSV 4 76 73  
 CMYK 0 71 76 27



HEX #C99112  
 RGB 201 145 18  
 HSV 41 91 79  
 CMYK 0 28 91 21

Tint Color Palette



#67B5E1



#FBB516



#397D3C



EA4438



#EAE8C3



#67b5e1



#397d3c



#eae8c3



#ea4438



#fbb516

## Typography

Poppins was the preferred choice of text from the client. This choice of a sans-serif font is modern and can be easily read among web-based platforms. This font is widely accessible as it can be downloaded from Google Fonts.

# Poppins

**Heading 1**

Heading 2

*Heading 3*

*Thin Italic*

Extra-Light

*Extra-Light Italic*

Light

*Light Italic*

Regular

*Regular Italic*

Medium

*Medium Italic*

Semi-Bold

*Semi-Bold Italic*

**Bold**

***Bold Italic***

**Extra-Bold**

***Extra-Bold Italic***

**Black**

***Black Italic***

The following is an example of Poppins, used in displaying a combination of heading and body text. This is an example of Poppins Bold as a heading and Poppins Light as body text.

## Body Text

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Raleway was the preferred choice of text from the client. This choice of a sans-serif font is modern and can be easily read among web-based platforms. This font is widely accessible as it can be downloaded from Google Fonts.

## Raleway

**Heading 1**

**Heading 2**

*Heading 3*

Thin

*Thin Italic*

Extra-Light

*Extra-Light Italic*

Light

*Light Italic*

Regular

*Regular Italic*

Medium

*Medium Italic*

Semi-Bold

*Semi-Bold Italic*

**Bold**

*Bold Italic*

**Extra-Bold**

*Extra-Bold Italic*

**Black**

*Black Italic*

The following is an example of Raleway, used in displaying a combination of heading and body text. This is an example of Raleway Bold as a heading and Raleway Light as body text.

### **Body Text**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lato was the preferred choice of text from the client. This choice of a sans-serif font is modern and can be easily read among web-based platforms. This font is widely accessible as it can be downloaded from Google Fonts.

## Lato

**Heading 1**

**Heading 2**

**Heading 3**

Thin

*Thin Italic*

Light

*Light Italic*

Regular

**Regular Italic**

**Bold**

***Bold Italic***

**Black**

***Black Italic***

The following is an example of Lato, used in displaying a combination of heading and body text. This is an example of Lato Bold as a heading and Lato Light as body text.

### Body Text

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

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## PHOTOGRAPHY/VIDEO

Photography is used to evoke emotions and build connections. Imagery, typography, writing, and design can all set the tone for branding. Stunning photographic elements can be impactful and create a connection with the audience, while likewise representing CCHM's mission and goals.

CCHM is committed to responsible collections stewardship, innovative collaboration, and inspiring exhibitions and programs that engage the community in an exploration of Clark County's past, present, and future. Their vision is to provide opportunities for meaningful engagement with history that lead to a more educated and connected community.

A combination of historical photos from the collection should be showcased in addition to new, updated photography for the website as a way to combine the past and present in alignment with CCHM's mission.

### Colors & Lighting

Images should appear to be natural and not highly stylized. Photo editing should likewise be consistent throughout all photographic elements to enhance stylistic flow and maintain a consistent look throughout the website. Images should be vibrant and inviting, reflective of the color palette used throughout the website. Additionally, the photos should be exposed properly, and be able to use a full bleed, meaning no overexposed white edges.

### Shot List

- Lifestyle images of people engaged in opportunities and events CCHM provide
- Current events
- History on Tap
- Walking Tours
- First Fridays
- First Thursday Speaker Series
- Images related to exhibits; an example of items showcased.
- Updated architectural images of CCHM (outside and inside), locations on the walking tour
- Headshots of board members will create a sense of connection to people who visit the website. Headshots should be consistent in lighting and style for all photos.

## Guidance

- Shoot photos at eye level - unnatural angles can feel awkward.
- All images should be able to hold tone against white, i.e., no blown out overexposed images.
- Images should have a focal point - clutter distracts from the message.
- Blurry images are not to be used on the website, as they divert from the professionalism of CCHM's core.
- Avoid having subjects in images behave in ways that are unnatural or forced.

This guide can also be considered when using historical imagery on the website.

## DESIGN GUIDELINES AND PROTOTYPES

Graphic design and branding elements have the power to drastically increase the usability and consumability of any visual design effort. With appropriate colors, photos, fonts, and the like, a visual journey can be created within users visiting the site and create emphasis on essential elements within the project. The Graphic and Branding Design teams are responsible for coordinating all stylistic, visual, photographic, and structural factors that ultimately bring to life the skeletons of the site suggested by the Prototypes team. Through illustrating these color, font, and photography suggestions and placements, it is hoped that these teams can successfully suggest ideas that:

- Create a visual journey through the website, one that is clean, organized, and pleasing to the eye
- Draw emphasis to important elements such as effective "Call to Action" buttons
- Represent stylistic hierarchy within all elements to draw the eye appropriately through the site

It is hoped that these dynamic suggestions can be molded across all elements on this new website and others, providing strong guidelines while leaving space for alteration and variation to represent the elements of each page best. Through these suggestions and ideas below, the Graphic Design and Branding teams wish to emphasize the community, spirit, and core mission of the Clark County Historical Museum.

## PROTOTYPES

The following prototypes are intended to show the placement of user interface elements and to define the sections of the page. Each layout was chosen to make it easy for people to find the information they are looking for and encourage visiting.

### HOME

This page will be the starting point for most users and will showcase key information that visitors will be looking at. The homepage was designed to promote the 3 call-to-actions: Donation/Membership, Exhibits, Events.



### Top Navigation

- Font: Poppins (Semi-Bold)
- Background Color: Teal #25B8BF
- Text Color: White #FFFFFF
- Donate Button: Mustard #E0CD17

The top navigation presents a space for important information to be settled, instantly drawing in users. A semi-bold font will help the top navigation to stand out more, without adding excess emphasis. Because this section guides users through the site, utilizing a bright color in this area will draw their attention to it instantly. Additionally, because it is a unique color, white text will likewise help the content to stand out and flow with the website altogether. Lastly, as previously mentioned, users are likely drawn to bright colors - hence, the standout nature of the "Donate" button.

This small decision can make a big difference in the amount of traffic toward the donation page and increase sharing to the Museum.

#### Image Carousel

- Font: Poppins (Medium)
- Images: Refer to Photography Guide
- Text Color: White #FFFFFF
- Arrow Button Color: White #FFFFFF

In the Image Carousel, a medium version of the selected website font can exist, further distinguishing the elements of the site and creating emphasis. Because of the often busyness of images, a medium font variation can assist in readability throughout the pages. In regard to photography elements, a warm, inviting color palette and photo content can be used, expressing community and the heart behind the Museum itself. Please refer to the photography guides for further suggestions on how to best represent the museum through photographic works.

In the Center Divs, including a titling medium variation of the Poppins font will help it flow well with the same version in the photo elements. Again, the medium font will stand out, but not overpower the other textual elements. Underneath this, a light version of the selected font will present effective hierarchy and flow within these sections of the site. The light variation provides a nice, easy-to-read font-weight for small blocks of text. Likewise, presenting brightly colored background colors blends them well with the Top Navigation element, further tying together the color palette of the website.

#### Center Div 1 (Donate)

- Font: Poppins (Medium)
- Background Color: Mustard #E0CD17
- Text Color: White #FFFFFF

#### Center Div 2 (Become a Member)

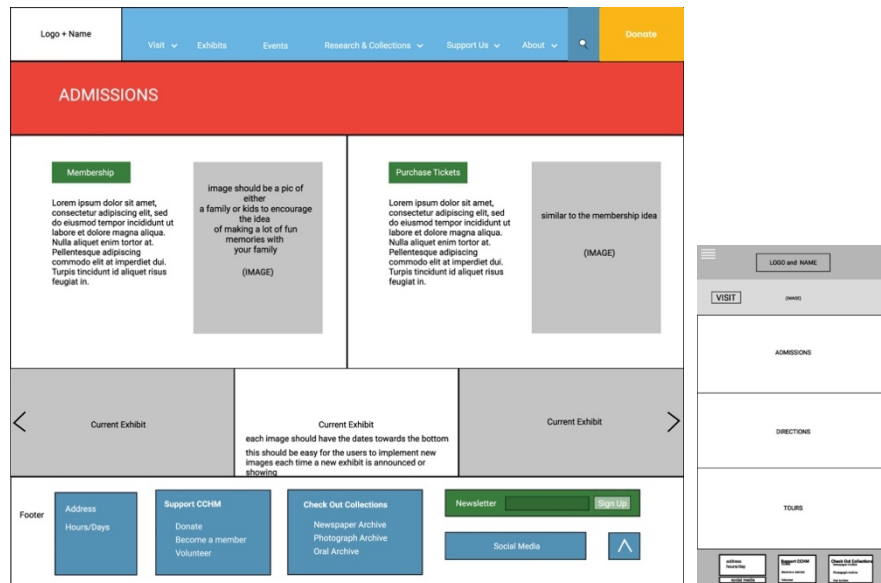
- Title Font: Poppins (Medium)
- Details Font: Poppins (Light)
- Background Color: Olive #879945
- Text Color: White #FFFFFF

#### Center Div 3 (Volunteer)

- Title Font: Poppins (Medium)
- Details Font: Poppins (Light)
- Background Color: Red #D11542

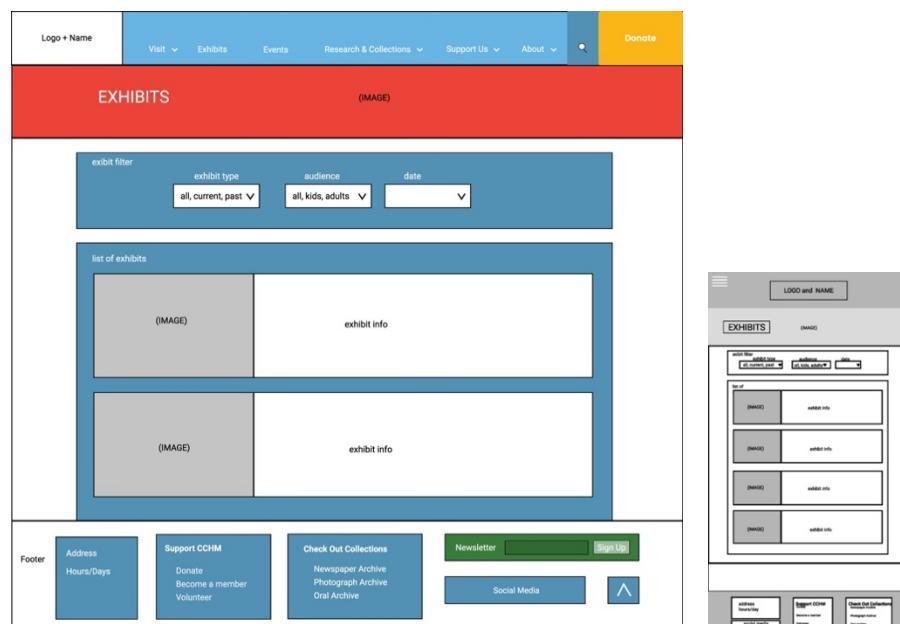
## ADMISSIONS

Admissions page provides information on purchasing tickets, visitation, and displays current exhibits to promote the purchases.



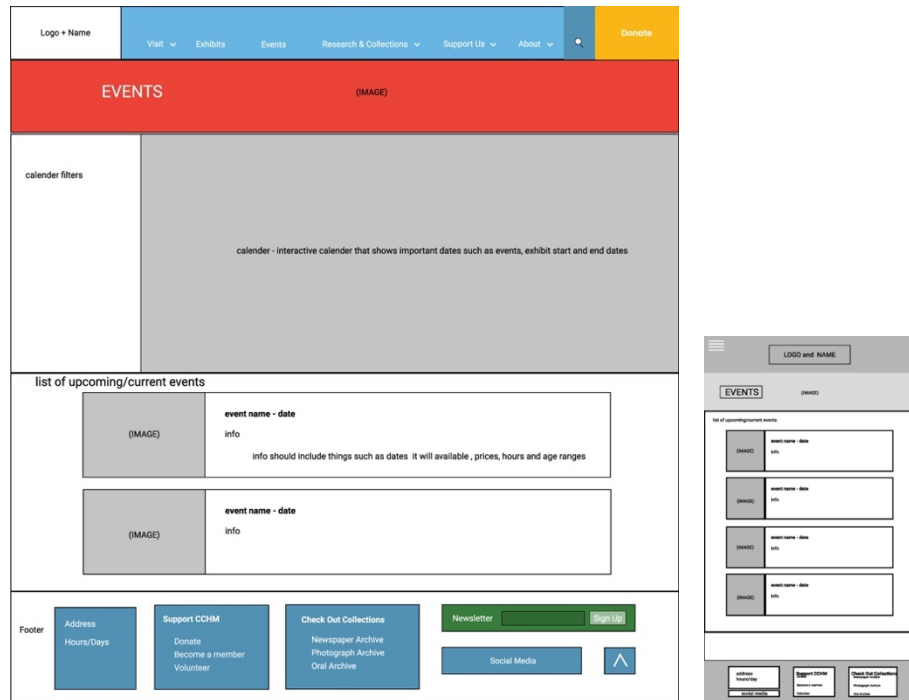
## EXHIBITS

Exhibits page provides past, present, and future exhibits. Provides information on current events at CCHM.



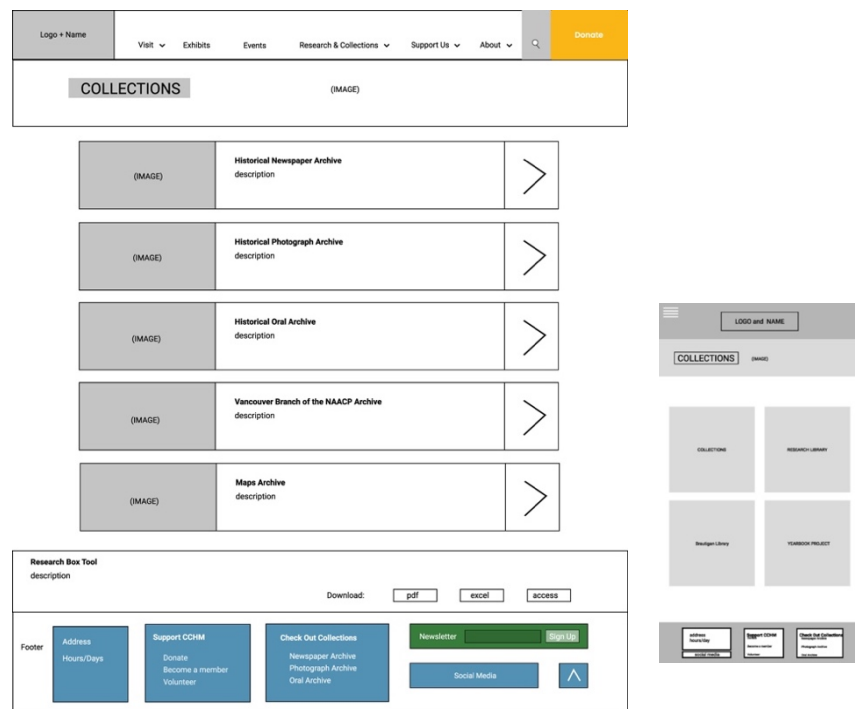
## EVENTS

Events page provides current and upcoming events. Included is a calendar view and list view of events.



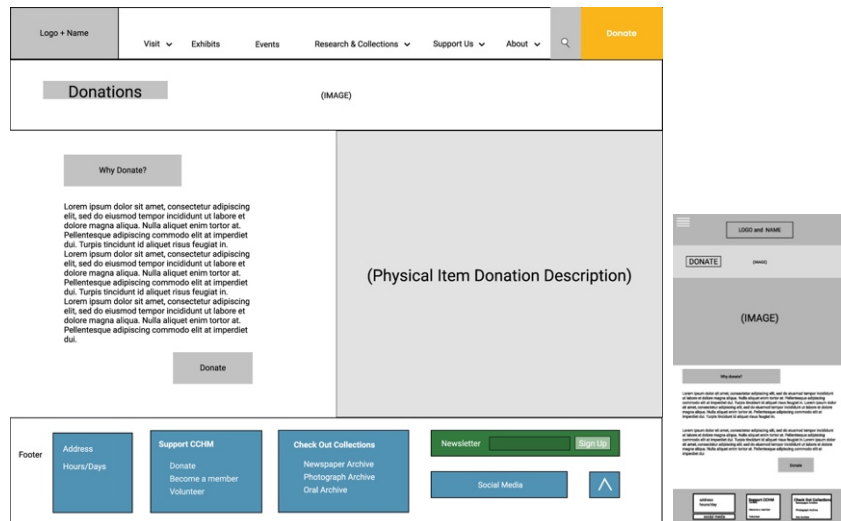
## ELECTRONIC RESOURCES

This page will house all historical electronic resources, such as images and documents.



## DONATE

This page will house descriptions of benefits and reasons why donating is beneficial. It also will be where you can donate money and items to CCHM.



## Content Pages Examples

### Header

- Title Font: Poppins (Medium)
  - Bold titles will help the reader understand the hierarchy of information.
- Background Color: Red #D11542

### Main Elements

- Main Font: Poppins (Medium)
  - Bold titles will help the reader understand the hierarchy of information.
- Background Color: White #FFFFFF
- Button Font: Poppins (Medium)
- Button Color: Olive #879945
- Images: Refer to Photography Guide

Creating standout elements on the content pages with distinct colors, readable fonts, and clean organization will help users to identify pages and navigate through the website easily. This hierarchy can be used to label all nesting elements under the home page, with varying colors for different pages, if desired. Likewise, in the content sections of these pages, photo and text blocks can be easily distributed to guide viewers through the site, allowing for both textual and visual representation of the elements of the page.

By including standout action buttons as well, users are prompted to move further through the site and explore what it has to offer.

#### Footer

- Title Font: Poppins (Medium)
  - Bold titles will help the reader understand the hierarchy of information.
- Details Font: Poppins (Light)
  - A nice, easy to read font-weight for small blocks of text.
- Background Color: White #FFFFFF
- Element Box Color: Teal #25B8BF
  - Text Color: White #FFFFFF
- Newsletter Color: Olive #879945
  - Text Color: White #FFFFFF

Lastly, the footer on the home page again utilizes a medium variation of the selected font for the titles, helping present hierarchy and visual flow. Likewise, the light variation below these titles presents a nice, easy-to-read weight for smaller blocks of text. Tying in the blue color in conjunction with the top navigation will close the site's visual elements well while keeping the Newsletter block standing out to draw users' attention.

Prototypes that aren't top navigation pages are omitted in this section. Further prototype images and descriptions are found in [Appendix F](#).

## TESTING OVERVIEW

When testing, the primary focus must be on fulfilling the stakeholder's requirements. The second focus must be on creating a streamlined and simple way to navigate these features. At all stages of development, it is important to test functionality and usability. The following three procedures can be used to improve the quality of the finished website.

### TYPES

**Component testing** is the basic testing of code and needs to be done periodically. It is important to fix coding problems as early as possible in order to avoid major problems later on. This type of testing should be done during development and before passing the completed code up the chain of command to the group leader.

**System testing** is a test of the full system, making sure all the parts are working as intended. No knowledge of the underlying code is necessary, and so it is important to have people unfamiliar with the website test by having them follow various paths through the website. This type of testing is also a chance to test the current version of the product against the guidelines provided by the stakeholder.

**Acceptance testing** is testing done with end-users or other outside parties. The goal is to make sure the application can solve the customer's needs. Acceptance testing should be done after systems testing. It is also a way to see how users use the website in an uncontrolled environment.

Component testing should be done throughout development and should be conducted by the development team. Systems testing should be done after adding a new feature, or before performing acceptance testing. Finally, acceptance testing should be done with users unfamiliar with the website to make sure the design is intuitive.

## SOCIAL MEDIA OVERVIEW

The social media overview includes channel analysis, platform analysis, SWOT analysis, and recommendations for campaign development to grow the CCHM's audience and drive traffic to the website.

### CHANNEL ANALYSIS

Channel analysis should be an incremental part of marketing planning. Identifying the social media channels that drive the most traffic can help determine where to focus and maximize marketing efforts.

Facebook - use this channel to build relationships with customers and as a customer service channel.

- Need more about the business on about page (score is 79)
  - Can be as simple as a small paragraph about what CCHM does/ goals
- Email signup works
  - Could use a section that describes what the email list provides, i.e., events sales, etc.
- Events are AMAZING
  - This calendar of events should be utilized and automated to the website and other social channels

- Organize and use Photos/videos more efficiently
  - These could include tags, cross posting and grouped by events and people/content
- Reviews are AMAZING
  - Automate this? (Response score is 100)
- The posts' could use more interaction to engage the audience (activity score 67)
- Fundraisers aren't listed, donate buttons could be posted here, or more info to donate, sponsor, start a fundraiser, volunteer info, etc.
- Metrics and data from actual social media channels = very beneficial (free and should be enabled for future use of it isn't already)
  - Use buyer personas to target specific channels
- Create hashtags for particular actions and donation times
- Obtain engagement can through responsiveness (rating is 0)
- Followers:3390
- Likes: 3153
- Check-ins: 1103
- Overall rating on FB: 4.5/5
- Begin FREE analytics to collect data and advertise for free (if this hasn't been done already)
- There is a group tab but nothing in it. Get rid of it OR use, confusing to the community.

*Recommendations:*

- Utilize free analytics options within the channel to gather data
- post on a schedule, use specific (uniform) hashtags across all channels
- engage with customers daily
- organize event photos for easy access
- cross-post video to YouTube
- cross-post images to Instagram

Instagram - Use this channel to appeal to a young audience. This platform works well for visual-based businesses like CCHM documents and events

- Great place for a more personal approach in engaging audience
  - There is an opportunity to engage with the audience on a more personal level here through a schedule

- CCHM contains artifacts as well as photos that tell the county's history.
- Instagram is a fantastic place to capitalize on these visual elements to engage with and promote curiosity
  - Posting pictures of set up, events, artifacts, and attendees to drive user engagement.
- The about section is a little brief, but the profile picture keeps everything clean.
- Each post on Instagram garners at least 15 likes, but still no user comments.
- Hashtags are in use and should continue to be promoted, used in conjunction with special events.

*Recommendations:*

- Start posting a Did You Know on a regular weekly basis, for example, the first Wednesday of the month, or better yet weekly if possible, and then respond for the day as people comment
- Update about
- Implement free metrics and ads
- Continue to post information with current events, including time, date, and include hashtags.

Twitter - Use this channel to build awareness for your brand

- Very little user engagement
  - maximum of 9 likes received on one of the 1,821 tweets posted, but many are without any engagement at all - no likes, shares, or comments
- Hashtags are used but are very general and don't encourage some form of action/interaction
- CCHM posts' quite often, but doesn't have a set schedule (it is quite random)
- The tweets posted are perfect and informative
- Practically no interaction with other accounts that share about them seems like they use the channel to post their information but aren't active on Twitter
- Excellent and clear bio, straight to the point and professional
- Website is linked and locations on the page, very helpful for users
- Generally, use this platform to share information about upcoming events or little historical blips accompanied by images

#### Metrics:

- Followers: 1,586
- Tweets/posts: 1,821
- Following: 583
- Avg posts per week: Used to have one post per week but now has around 2-3 posts per week

#### *Recommendations:*

- Engage with users (comment or reposts, reply to people that tag you, show that you're involved and active)
- Specifically target your target audience, not just general informative posts (like post how children could come here for school field trips or how the events go, not just posters about them)
- Make some specific campaign with a hashtag that would lead traffic to your page/account, maybe something to do with donating items to CCHM or some upcoming event. Something users could use to promote and guide traffic to your page easily but in a fun and interactive way.

YouTube - Use this channel as a search engine platform, add how-to or other custom content here, provide video tours

- Good user engagement
- Channel has zero info
- Only four videos at least 1-year-old
- The page needs a complete rework with about info, etc.
- Considering the expense of video production,
- The page needs to be cleaned up and brought in line with the attitude of other multimedia channels.
- Channel only has 80 Subscribers
- Only 12 videos with 51, 474 total views
- Tubics score is 39 and needs to be improved
- Some videos do not have enough description
- Name of the channel isn't set as tag
- Channel lacks banner art
- Upload frequency is lacking from 9 to 1 year(s) ago.
  - Aim for posting at least once per month

## PLATFORM ANALYSIS

**Platforms** are foundational. Built upon using tools that implement a communication strategy. The CCHM platform is used minimally for communications, ads, and brand building. The primary platform for CCHM is the amount of time as an established company, so the brick and mortar location is the foundation. Other channels currently used are; the website, event hosting, email blasts, word of mouth, and minimal use of social media channels.

### Target Audience

Answering who the typical customer is and determining who you want to target as a customer will improve promotions, help with engagement, and increase awareness of events and for CCHM. According to the stakeholder, the typical customer is female and age 35-55. Using buyer personas will raise awareness for the ideal customer.

A buyer persona is a research-based fictional profile that represents your ideal customer based on market research and real data about your existing customers. Buyer persona attitudes need to have varied tastes as well as income levels that address the scope of not only current patrons but future patrons. Fostering love for local historical culture makes education level (past or current) an important consideration. Detailed Buyer Personas have been created and should be reviewed to implement this data for advantageous promotions and engagement. Please refer to [Appendix E](#) for detailed buyer personas.

Once social media metrics have been recorded through free analytics from each channel, these should be refined and updated. Data to consider and record includes:

- What age is the average customer?
- Do they have families
- Are they in schools, local students, researchers?
- What activities are they interested in, and why?
- Are they male or female?
- What is their income and education level?
- Education level?
- What are they interested in outside of your product and service?
  - History
  - Food
  - Research

## Goals

The recommended goal for social media marketing campaign is to grow the social market share across all channels. This will refresh the messaging tone, while engaging in a more thoughtful conversation about CCHM's local history, emphasizing why it's crucial, and emphasizing engagement to promote what the community can do to help preserve CCHM for years to come.

- Engagement - get the community involved and make them care, this will promote contributions and social sharing
- Time - get more people to attend events, learn of the many opportunities that CCHM offers
- Talent - Promote Volunteer Service to get the community involved, promote sharing their talent and abilities with CCHM and community

## STEPS TO MEET GOALS:

- Invest
  - Channel engagement with users, make time to post responses or provide feedback on social media channels
  - Driving likes, shares and organic engagement by posting events that other followers/friends post that include you, and vice versa.
  - This is already being done on Twitter and Facebook, but only from others, not from the CCHM.
- Sales
  - Drive-up daily attendance
  - Pre-sell tickets to upcoming events
  - Drive users on social media to attend/share events
  - Cross brand promotion (Taphouse, etc.)

## Objectives

- Streamline and unify Social Media Messaging across multiple platforms.
- Facebook, Twitter, Instagram, YouTube, etc.
- Enhance messaging using colors and design elements provided in assets from future design teams.
- Increase reach across all platforms while also enhancing penetration to target demographics.

- Broaden current social media audience demographics with engaging, well-timed posts that appeal to a broader audience.
- Manage current account interlinking, trimming bad links, and updating social media buttons.
- Refresh newsletter structure in keeping with new design elements, re-engaging once data is brought in house.
- While building the social media audience, engage with a call to action to donate to support the memory keepers.
  - Impress the importance of preserving local history and culture
  - Behind the scene's posts
  - Collections of event photos highlighting community engagement

#### Influencers/Audience

- The current audience is narrow. 25-55 Female
- Broadening audience while appealing to a younger demographic with well-timed posts following an established brand attitude (or a direction suggested by the design team).
  - Social posting calendars will allow the client to automate much of the posting process, allowing time to craft posts in batches while scheduling them for peak times.
  - Engagement with social media metrics (views, likes, comments) would yield a proper schedule of posting times while so the posts are made during peak engagement hours for the target demographic.

#### Emotional Dynamic

- Make the audience feel connected with local history.
- Make the audience want to support the cause of CCHM.

#### Market Research/Metrics

- Study how many museums are in the area and how many of them have a similar focus.
- See what aspects are working for them and what isn't and try to learn from them.
- Study what target audience likes to see, what they like to do, and try to incorporate those findings in the marketing techniques.

#### Performance Analysis Research

##### Metrics Measured:

- CCHM's Facebook account had 3,402 followers at the of the analysis.

- The account posted 12 native videos. More (short) video content is needed to drive engagement. A HubSpot study found that 83% of consumers would consider sharing video content with friends, and people spend 2.6 more time interacting with video content than non-video content.
- The CCHM's Twitter account had 1,821 followers at the time of analysis.
- The account had a score of 2/100 of posted media. Utilize media and especially short videos, to drive engagement. The use of hashtags received a 12/100 rating. Hashtags should be used more to expand engagement.
- CCHM had 1,021 followers and 645 posts at the time of analysis.
- The account needs to post more videos, use hashtags more often to drive engagement; this will attract a younger audience that tends to prefer Instagram as a social media channel.
- CCHM had 12 videos posted to the YouTube account at the time of analysis.
- The channel needs more video content when it is possible to produce more and should be shared on the other three social media channels to attract attention.
- All channels should be updated and available on the front page of the CCHM website.
- The Facebook channel has the most influential social media presence with twice as many followers as the Twitter channel and three times as Instagram. The YouTube channel could use content, maybe a post or two a month, that would be shared on all three social media channels by linking back to the YouTube channel. 10-second cuts of the video content could also be made as a trailer for the YouTube content and encourage engagement with users of those social media channels.

*Metrics Measured*

Social Media Channels			
Twitter (to build awareness for your brand)	YouTube (use search engine platform, add how-to or other custom content ie., video tours)	Facebook (use to build relationships/customer service channel)	Instagram (use to appeal to a young audience. This platform works really well for visual-based businesses like CCHM documents and events)
Total tweets: 1821	80 subscribers	Liked 3,162	Posts: 645
Followers: 1586	12 videos	Followers 3, 402	Followers: 1021
Following: 583	51,474 views	1, 125 check-ins	Following: 507
Listed: 93	39/100 Tubics score	4.5/5 rating	Engagement Rate: 2.26%
Replies: 0/100		2.9 posts per day	Average Interaction per post: 27
Tweets w/mention: 29/100		100+ pages liked	
Tweets w/hashtag: 12/100		243 average post length (characters)	
Retweets: 20/100		12 native FB videos	
Tweets w/link: 71/100		52% photos	
Tweets w/media:2/100		33% notes	
		5% videos	
		100% response levels	
		71 interacted within past week	
		2,498 pages likes	
		3% engagement rate	

## SWOT ANALYSIS

SWOT stands for Strengths, Weaknesses, Opportunities, and Threats. An analysis of these components can help an organization understand possible internal advantages and determine and eliminate external situations that have a negative effect. Strengths and weaknesses are considered internal to the organization; opportunities and threats are considered external factors. This section is intended to give insight into what could work better for social media and should be updated when the site redesign is complete.

### Strengths

- CCHM social media strengths are good
- visual promotions for events across all three platforms of Facebook, Twitter, and Instagram.
- Facebook is the most used channel, which is sensible since Facebook has the most followers at 3, 382.
- The Facebook account does have some short videos (under 30 seconds) that are a strength
- CCHM published a series of long interview type videos on September 19th, 2019 called “Watch Parties” that received hundreds of views each.
- The Facebook account generally has several posts per week.
- The Twitter account has 1,583 followers, and Instagram has 1, 013 followers.
- Twitter and Instagram typically are posted to about once per week.
- Utilizing Twitter and Instagram more frequently, and
- the “Watch Party” videos could be posted separately instead of being posted all on one day,
  - These videos aren't posted on Twitter or Instagram accounts,
- Overall CCHM does an excellent job using visuals such as
  - Use graphics and photographs to promote events.

### Weaknesses

- Facebook
  - Link from the site to FB is broken
- Logo on FB doesn't match that of the website
  - Brand inconsistency confuses customers, donors, patrons and makes the brand look weak
  - Email sign up could use a bit of text indicating what it's for

- Photos could be better organized by creating folders for various events, places, etcetera. Don't make people think.
  - Videos on Facebook should be cross-posted to the YouTube channel
  - Since YouTube is run by Google, CCHM will benefit from the content being on YouTube, think SEO
  - Testimonials are great, but there's no interaction. Someone needs to thank people for posting and acknowledge the feedback
  - Facebook offers FREE ads and analytics for nonprofits
- YouTube
  - Not listed on the website (could take the place of Google+ since it's obsolete)
  - The username isn't indicative of who they are
  - The logo isn't consistent with that of the FB page or the website
  - Should be used to demonstrate what CCHM does
- Twitter
  - The website icon doesn't link to the actual twitter account
  - Twitter is a great way to share fundraisers
  - Twitter offers FREE analytics to take advantage of social media campaigns
- Flickr
  - Vast assortment of photos, not sure that this site does anything for marketing/social
- Instagram
  - Not listed on the web site
  - There's little to no interaction. Someone needs to keep up with posts, thank people for posting and acknowledge the feedback they are receiving
  - Posting different content in groups of 3(ish) to make the account more engaging
- This way, the material posted isn't all of one event, photo, etcetera. Currently, fun facts are at the bottom and not mixed in with other content. It would look and be more productive to have fun facts mixed in with the event, and images being posted
- Yelp
  - Only has one review
    - Place review link in Facebook, or link already posted reviews from Facebook on yelp? Streamline the two.

## Opportunities

- Facebook
  - Interact more with their audience, answer comments, or at least like comments. Show that you're reading and that you're active

- Answer reviews! There are quite a bit of people reviewing their company on Facebook, and they could reply with a "thank you" or how they appreciate how the people are sharing about their positive experiences.
- YouTube
  - Place their logo as the profile picture, one that is cleaner and more professional
  - Upload videos from their events, such as the campfire tales, interviews, etcetera.
  - Post content consistently
- Twitter
  - Again, interact with the audience! It seems like they post but don't take the time to see who reposts them, likes/comments on their posts
- Flickr
  - They seem to be doing it right, it just not used that much right now
- Instagram
  - Daily stories that show how setting up for exhibits goes (like a video in fast motion), what kind of plans are brewing, get the audience excited through sneak peeks
- Yelp
  - Could post the event that's coming up
  - Get more check-ins and reviews

## Threats

- Facebook
  - The threats on Facebook are not that great. The platform is being utilized well, showing work being done by museum volunteers and partners, as well as upcoming and current events. A threat might be a lack of engagement with the target audience or a non-unified social media message.
- YouTube
  - Producing content for YouTube could be a great way to engage with the audience while creating artifacts for and about the community. That being said, video production can be both a time and money sink. Given the already thinly stretched resources, any engagement over YouTube should be undertaken carefully.
  - YouTube is excellent for promoting "exhibit commercials," which could be great for generating engagement and attracting audience attention.

- Twitter
  - The threat here is that a high post rate cannot make up for lack of user engagement. Without a way to drive audience interaction, the channel risks moldering in obscurity with no real benefit shown for the effort.
- Flickr
  - Flickr is already irrelevant. Push all assets to Instagram
- Instagram
  - Over a thousand followers on a platform made for visual storytelling is ideal for CCHM. Threats on this platform include lack of engagement and not utilizing the audience properly.
- Yelp
  - Yelp is a huge opportunity to drive business to CCHM. A threat with yelp would be not utilizing the platform by encouraging guests to post reviews.

## CAMPAIGN DEVELOPMENT

### Immediate Recommendations

Recommendations for making the best use of social media channels and utilizing CCHMs platform, based upon the results of all of the above AND other elements completed:

### Short-term Recommendations

- Schedule posts based on performance metrics.
  - Facebook has the strongest presence, post weekly
    - Use consistent hashtags such as #CCHM and also #MondayFunday (if posting on Monday) or something that catches the eye and makes things interesting, try a game or questionnaire for people to interact with and then interact!
    - Update username to match all other social media channels
- Implement hashtags for events, special occasions, or make something fun
  - Specifically, for Instagram and YouTube
  - Create a video tour, did you know, or other helpful videos.
- Create uniform usernames/handles and logo for cross-platform consistency to build brand trust

- Take advantage of Facebook, Instagram, and Google FREE analytics, and some offer free nonprofit ads opportunities. These need to be enabled to collect necessary data for the most impactful marketing campaigns.

### Long-term Recommendations

Search Engine Optimization, or SEO, can be utilized to increase the number of visitors to the CCHM's website, which is the first step in making it easier for users to find. Below is a breakdown for the current website's page and keyword analysis. It is also recommended that CCHM utilize a social media management platform, such as Hootsuite or Social Bakers.

### *SEO Page Analysis*

- Indexable Content:
  - Rework the mobile website to be more useful to mobile visitors. Most of the pages accessible from within the website are static, except for the upcoming and past events pages, so it may be beneficial to add index tags to both these pages to encourage crawlers to crawl them.
- Crawlable Link Structure:
  - Purge unnecessary images to increase crawl budget for active pages. Alternatively, reorganize the image archive, preferably, so related images are on the same pages for user convenience.
  - Create a sitemap to emphasize the more important pages on the website.
- Keyword Usage & Targeting:
  - Add a description of the business on the homepage of the website, utilizing the following keywords: "Clark County," "History Museum," "History Museum," and "Museum Clark County Washington." Three to five keywords is considered ideal according to the reading, and these are the four I believe to be most important to the SEO on this website.
  - Add alt descriptions to the images, for example, "<description of artifact> stored at the Clark County Historical Museum." iii. Add some outgoing links to other reputable museum websites, for example, "Check out these other cool museums in Clark County, such as the "X Museum."
- Title Tags:
  - Add Washington State somewhere in the title, "The Washington State Clark County Historical Museum," brings it up to 49 characters, much closer to the 50 – 60 mentioned in the Technical SEO Checklist. "The Historical Museum

of Clark County, Washington” would also work and also comes to 49 characters.

- Meta Tags:
  - Write in a meta description, 135-160 characters long as described in the Technical Checklist, that describes the business.
- URL Structure:
  - Switch to the more secure HTTPS certificate using Google’s HTTPS Migration Guide.
- Canonical and Duplicate Content:
  - They have the essential pages marked with the main homepage, the store page, and the membership page. I would suggest that they continue their current practices.
- Rich Snippets:
  - Use Google’s Structured Data Codelab to add rich data to the products and donation pages, as exemplified in the code snippets section.

### SEO Keyword Analysis

The most important queries to go after as a local museum are the local queries. Often people complain, "there's nothing to do in Vancouver." Because of this, showing up on searches such as "things to do in Clark County" or "museums in Clark County" could have a great effect on CCHM's SEO. Also, the searching for "Clark County historical museum" without location services unfortunately brings up the Clark County Historical Museum in Clark County Nevada, before it brings up our local museum. Using informative keywords for this website because its main focus is to drive visits to it's brick and mortar location.

- Keywords:
  - “Clark County” is a short-tailed keyword, and has a high search volume, as there are many counties in other states with the same name. Despite this, it is a useful keyword for CCHM, as it is half of the organization's name. Since most Google searches are now done on mobile devices, with location services, this will narrow down the volume of searches to our county, and allow for more visibility for this website.
  - "History Museum," another short-tailed keyword. Much like the previous keyword, is the second half of the organization's name. While "history museum" also likely has a high search volume, again, the majority is used

with location services to narrow down the results. In the Portland Metro Area, there are two major history museums, this one and the Portland Historical Society. This is CCHM's only significant competitor for foot traffic.

- "Clark County Museum" is a medium-tailed keyword search term that already works. The CCHM website is the first result for this search on Google. This search hits a good balance between search volume and difficulty, it brings up about 35 million results, but the CCHM still ranks highly. The main strategy for this keyword would be to continue reinforcing this as the Clark County Historical Museums from both Nevada and Illinois are the second and third results, respectively.
- "Museum Clark County Washington" while it doesn't quite roll off the tongue, it still counts as a medium-tailed keyword at four words. This keyword still has a relatively high volume, returning over 21 million results on Google, while also having the most focused results. All the results on the first page of this keyword search are either to CCHM's website or relating to it, such as Yelp and TripAdvisor reviews.

#### Promotions

- Event Specific Activities
- Programs
- School Events
- 21+ Events
- Giveaways
- Contests
- Call to Action – A call to action centers around engagement with content, exhibits and supporting CCHM. Call to action needs to mirror brand priorities.
  - Donations
  - Membership
  - One Time
  - Preservation of local history and culture
  - Education and interactions with the artifacts of that history
- Facebook, Twitter, and Instagram should be the primary short-term focus on social media marketing

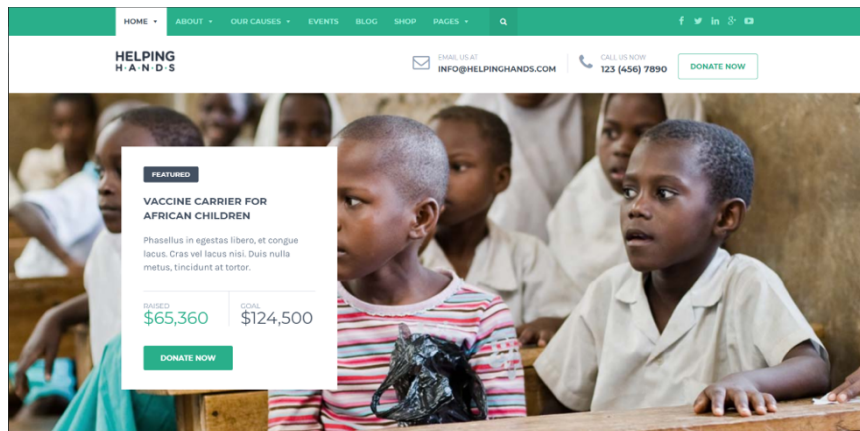
- Growing market share on current active social platforms should yield better overall engagement rather than starting fresh, especially considering limited manning and resources.
- Content Schedule
  - Putting in the time to create a content schedule will create more free time in the future.
    - Content calendars should include design styling elements as well as a unified social media voice.
    - Creating generic calendars for upcoming events that can be implemented, no matter the content, should be a priority.

Recommendations for channel analysis, platform analysis, SWOT analysis, and campaign development will increase awareness and audience reach for CCHM, helping to achieve the main goal of the website redesign.

## ADDITIONAL RECOMMENDATIONS

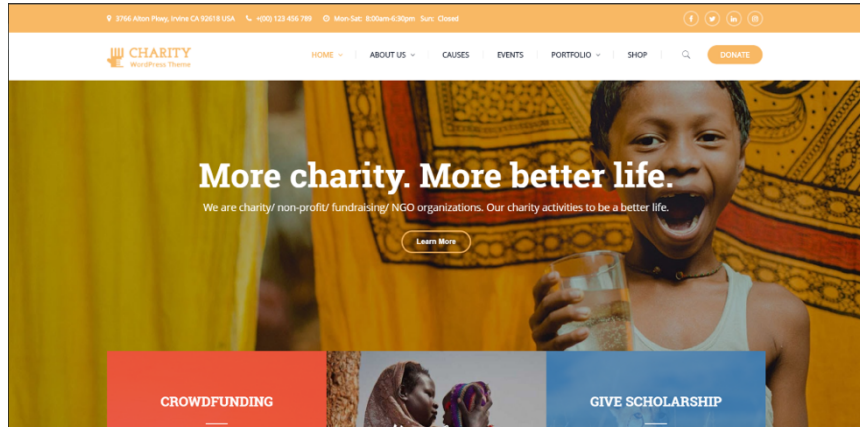
### WORDPRESS THEMES

Theme 1: [HelpingHands | Charity WordPress Theme](#)



We chose the HelpingHands WordPress theme because of the sleek look with preprogrammed functionality for donations and contributions. Using the image carousel to show information and give a call to action will be an effective element. It was chosen for its simplistic use of contact information and navigation button that made it easy to use. The theme also gave great options for the pages we would be using and the layouts that worked well with the functionality and usefulness we wanted out of each page.

## Theme 2: [Charitix | Charity WordPress Theme](#)



We chose Charitix as our second theme choice because it's modern in appearance, unique and useful in presentation, and has a nice big image carousel on the home screen. Additional features, such as, the top information bar above navigation that transitions out of view once you start scrolling the page felt like a great place to display contact info and business hours, and the "return to top" arrow button in the footer was an excellent addition. The donation button on the navigation bar appeared potentially effective, as well.

Recommendation: [BeTheme](#)

After doing some minor internal testing of each theme design, we concluded that a combination of both themes was the more preferred design choice. To make this happen, we found essentially a theme designer that allows us to combine both themes; it's called [BeTheme](#). To reflect this decision, we combined the home page wireframes of theme one and two, giving layout preferential to design one. We opted to drop the information bar from design two as it wasn't as effective as we originally foresaw but kept the footer design with some minor tweaks. We also kept the navigation bar from design two as it was found to have a more visually effective placement.

## PLUG INS

In order for the CCHM's website to run properly, a few important WordPress plugins must be installed.

- For search engine optimization, recommended plugins are Yoast or Rankmath.
- In addition, Google Analytics by MonsterInsights would be a great tool.
- For a general contact form that can be customized to make a field trip form, we suggest Contact Form 7 .

- For user-submitted posts that will allow for the audience to share stories, Contact Form 7 would work, as well as User Submitted Posts by Jeff Starr.
- To display a calendar of events, the plugin Events Calendar by Modern Trice Inc would be a great option.
- For a map displaying CCHM's location, WP Google Maps is suggested.
- Recommendations for the online museum store are Woo Commerce or the free EWCID E Commerce plugins.
- Finally, for social media icons that link to the social media pages, the plugin Social Media Feather is an excellent option to select.

With these plugins installed, the CCHM's website will run efficiently and smoothly.

The finding in this report, in addition to recommended guidelines, are intended to improve the usability involved in the redesign of CCHM's website by the Spring Seminar Teams. Addressed in the report are user and stakeholder requirements. Recommendations include changing several elements of the CCHM website, including revised navigation and website structure for improved user experience. Additionally, the proposals to modify the current color palette and typography will address accessibility.

Recommended WordPress themes will support easier maintenance and ways to automate processes that are currently manually updated. All existing pages within the current inventory have been assessed with recommendations to address broken links and images without alt text while building a new website. We analyzed the conceptual framework of the existing website and created recommendations for implementing new features and optimization to improve the user experience. We created prototypes for both desktop and mobile, that reflect the stakeholders and users' preferences. These also show the visual hierarchy of the information on each main navigation section.

We have created a section of testing guidelines that indicate types of testing that should be conducted throughout the development stage to ensure proper functionality, usability, and to remove unnecessary elements. A detailed social media promotion plan was created to increase social media use with recommendations for channel and platform analysis, SWOT, buyer personas, and campaign development. Implementing these recommendations will help achieve the primary goal of the website redesign. SEO implementation recommendations were also included to increase searchability and drive traffic to the redesigned website through keyword usage and targeting, title tags, and crawlable link structure.

## CONTRIBUTORS

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Beau Burk-Sterns

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### *Branding Guidelines*

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Courtney Packard

Luke Moody

### *Instructions for Building*

Sarah West – Lead

Eli Culbertson

### *Graphics & Visual Design*

Dakota Beard – Lead

Alison Moen

Trevor Chilton

Courtney Packard

### *Final Document*

Shana Penta – Lead

Leandra Corvus

## APPENDICES

## APPENDIX A

Museum Name & Website	Hero Photo	Donate	Exhibits / Events	About Us	Pricing	Hours & Location	Group Tours
<b>Northwest African American Museum</b> <a href="http://naamnw.org/">naamnw.org/</a>	Yes, main event <i>static</i>	Yes, main menu	Yes, main menu & landing page	Yes, main menu	Membershi p rates	Yes, footer	Yes
<b>Oregon Museum of Science and Industry (OMSI)</b> <a href="http://omsi.edu">omsi.edu</a>	Yes, slideshow <i>autoplay</i>	Yes, under main menu	Feature Exhibit & permanent, landing page	Yes, link in footer	Ticket info & Membership	Yes, Main menu	Yes, school focus
<b>Oregon Historical Society</b> <a href="http://ohs.org/museum/">ohs.org/museum/</a>	Yes, static image	Yes, in menu and footer	Yes, main menu & landing page	Yes, main menu	Membershi p & Event pricing	Yes, footer	Yes, school & research events
<b>Oregon Jewish Museum and Center for Holocaust Education</b> <a href="http://ojmche.org/">ojmche.org/</a>	Yes, slideshow <i>autoplay</i>	Yes, main menu	Yes, main menu & landing page	Yes, main menu, & footer	Membershi p & Event and ticket pricing	In main menu ABOUT page & footer	Tour page in main menu
<b>Portland Art Museum</b> <a href="http://portlandartmuseum.org">portlandartmuseum.org</a>	Yes slide show <i>autoplay</i>	Support instead of donate	Exhibitions & Collections pages, also landing page	About tab in main menu	In footer & VISIT tab of main menu, & on top bar	Main menu & footer	Yes, main menu under visit page
<b>Washington State Historical Society</b> <a href="http://washingtonhistory.org">washingtonhistory.org</a>	Yes, current exhibition slideshow <i>autoplay</i>	First item on main menu	On main menu & splash page	Main menu	Yes, under Visit in main menu	Yes, under Visit in main menu	Yes, under Education in main menu
<b>Columbia Gorge Interpretive Center Museum</b> <a href="http://columbiagorge.org/">columbiagorge.org/</a>	Yes, slideshow	Under get Involved of main menu	Main menu & on splash page	First item on main menu	In home page content, & in About page	In home page content, & About page	Yes, under Education in main menu
<b>Northwest African American Museum</b> <a href="http://naamnw.org/">naamnw.org/</a>	Yes, main event <i>static</i>	Yes, main menu	Yes, main menu & landing page	Yes, main menu	Membershi p rates	Yes, footer	Yes

## APPENDIX B

Type	URL Destination	Alt Text	Anchor	Status Code	Status
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AHREF	www.cchmuseum.org/?cat=12		EVENTS	301	Moved Permanently
AHREF	www.cchmuseum.org/?cat=8		EXHIBITS	301	Moved Permanently
AHREF	www.cchmuseum.org/?page_id=31		ARCHIVES	301	Moved Permanently
AHREF	www.cchmuseum.org/?page_id=41		EDUCATION	301	Moved Permanently
AHREF	www.cchmuseum.org/?page_id=577		VISIT	301	Moved Permanently
AHREF	www.cchmuseum.org/?page_id=61		SHOP	301	Moved Permanently
AHREF	www.cchmuseum.org/?page_id=656		CCHS members	301	Moved Permanently
AHREF	www.cchmuseum.org/?page_id=656		MEMBERSHIP	301	Moved Permanently
AHREF	www.cchmuseum.org/?page_id=73		CONTACT	301	Moved Permanently
AHREF	www.cchmuseum.org/?page_id=804		phone	301	Moved Permanently
AHREF	www.cchmuseum.org/index.php	cchm logo		301	Moved Permanently
AHREF	www.yelp.com/biz/clark-county-historical-museum-vancouver		yelp	307	HSTS Policy
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<a href="http://www.cchmuseum.org/visit/group-tours/">http://www.cchmuseum.org/visit/group-tours/</a>					
AHREF	<a href="http://www.cchmuseum.org/?page_id=43">http://www.cchmuseum.org/?page_id=43</a>		Field Trips	301	Moved Permanently
IMG	.../uploads/Blue-Star-Museums-logo.jpg	No Alt Text		200	OK
<a href="http://www.cchmuseum.org/visit/hours-and-directions/">http://www.cchmuseum.org/visit/hours-and-directions/</a>					
AHREF	<a href="http://www.cchmuseum.org/?page_id=577">http://www.cchmuseum.org/?page_id=577</a>		admission rates	301	Moved Permanently
IMG	.../uploads/Blue-Star-Museums-logo.jpg	No Alt Text		200	OK
IMG	.../uploads/DSC_0508err.jpg	No Alt Text		200	OK
<a href="http://www.cchmuseum.org/woven-history-native-american-basketry/">http://www.cchmuseum.org/woven-history-native-american-basketry/</a>					
AHREF	<a href="http://www.cchmuseum.org/?page_id=65">http://www.cchmuseum.org/?page_id=65</a>		Shop Now	301	Moved Permanently
IMG	.../uploads/Blue-Star-Museums-logo.jpg	No Alt Text		200	OK

## APPENDIX C

### Textual Descriptions

#### HOME (INCLUDES ALL COMMON ITEMS FOUND ON MOST PAGES)

---

- Header (common):
  - Header Image of old logo, “Clark County Historical Museum” that links to Home page.
  - Search bar.
- Navigation Menu (common):
  - Dropdowns titled “Visit”, “Exhibits”, “Events”, “Research”, “Store”, “Support”, “About us”.
- Sidebar (common):
  - PayPal donation link.
  - Museum Hours.
  - Museum admission prices.
- Body
  - H1 “MUSEUM INFO & NEWS”.
  - Slideshow image showing news and information about upcoming events and exhibits.
- Footer (common):
  - Navigation links titled “Home”, “Visit”, “Exhibits”, “Events”, “Archives”, “Education”, “Membership”, “Shop”, “Contact”.
  - Museum address, phone and fax numbers, and email.
  - Social media links.

#### VISIT

---

- Admissions
- Header (common)
- Navigation Menu (common)
- Sidebar (common)
- Body:
  - H1 “Admissions”.
  - Table showing admission fees.
  - Copy with links to other pages.
  - Image link to a PDF about CCHMs mission.

- Footer (common)

#### Hours and Directions

- Header (common)
- Navigation Menu (common)
- Sidebar (common)
- Body
  - H1 “Hours and Directions”.
  - H2 “Hours:”
  - List of Hours of operation.
  - Image of CCHM building.
  - H2 “Accessibility:”
  - Accessibility information.
  - H2 “Address & Directions:”
  - Address and step-by-step directions to museum.
  - Google Maps plugin.
- Footer (common)

#### Group Tours

- Header (common)
- Navigation Menu (common)
- Sidebar (common)
- Body
  - H1 “Group Tours”.
  - Image showing photographs of museum content.
  - Copy with tour information and links for reservation forms and contact emails.
- Footer (common)

#### Field trips

- Header (common)
- Navigation Menu (common)
- Sidebar (common)
- Body
  - H1 “Field Trips”.
  - Image showing photographs of museum content.

- Copy with tour information and links for reservation forms and contact emails.
- Footer (common)

#### City Halls Audio Tour

- Header (common)
- Navigation Menu (common)
- Sidebar (common)
- Body
  - H1 “Vancouver City Halls Audio Tour”.
  - Copy with audio tour information.
  - Links to download audio tour files.
  - Image of audio tour map.
  - Instructions for downloading and using audio tour files on an MP3 player.
  - Instructions for downloading and using audio tour files on a mobile phone.
- Footer (common)

## EXHIBITS

---

### *Current Exhibits*

- Header (common)
- Navigation Menu (common)
- Sidebar (common)
- Body
  - H1 “Current Exhibits”.
  - Repeat Following for each exhibit:
    - H2 Exhibit name link.
    - Exhibit Close date.
    - Exhibit description.
    - Exhibit promotional images/videos.
- Footer (common)

### *Individual Exhibit pages*

- Header (common)
- Navigation Menu (common)
- Sidebar (common)
- Body

- H1 Exhibit name.
- Exhibit date.
- Exhibit description.
- Exhibit promotional images/videos.
- Footer (common)

### *Past Exhibits*

- Header (common)
- Navigation Menu (common)
- Sidebar (common)
- Body
  - H1 “Past Exhibits”.
  - Repeat Following for each exhibit:
    - H2 Exhibit name link.
    - Exhibit Close date.
    - Exhibit description.
    - Exhibit promotional images/videos.
- Footer (common)

### *Historic Women Walk*

- Header (common)
- Navigation Menu (common)
- Sidebar (common)
- Body
  - H1 “Historical Women of Vancouver Walking Tour”.
  - Description of the tour.
  - Dates.
  - Admission prices with contact info.
  - Purchase form.
- Footer (common)

### *Activities for kids all ages*

- Header (common)
- Navigation Menu (common)
- Sidebar (common)

- Body
  - H1 “Kid’s Room Activities”.
  - Image of school children in class.
  - Table with activity titles with links to PDF files with more information, descriptions, and recommended ages for the audience.
- Footer (common)

## EVENTS

---

### *History On Tap*

- Header (common)
- Navigation Menu (common)
- Sidebar (common)
- Body:
  - H1 “History on Tap”.
  - Image of Kiggins Theater with event name on the marquee.
  - Link to purchase tickets
  - Copy with information on event.
  - H2 “(year) Program”
  - Date of show with description (repeat for each show).
- Footer (common)

### *First Thursday Speaker Series*

- Header (common)
- Navigation Menu (common)
- Sidebar (common)
- Body:
  - H1 “First Thursday Speaker Series”.
  - Event name link.
  - Date, “Event Canceled”.
  - Promotional image for event.
  - Copy with info on even including times, admissions, and a description.
  - Image of poster with timeline of the event.
- Footer (common)

### *CCHM Walking Tours*

- Header (common)

- Navigation Menu (common)
- Sidebar (common)
- Body:
  - H1 “CCHM Walking Tours”.
  - Repeat Following for each tour:
    - Promotional image for tour.
    - H2 Name of Tour
    - Ticket purchase link
    - Ticket prices
    - Date and time of tour.
    - Location of tour.
    - Description of tour.
- Footer (common)

#### *Walking tour purchase pages*

- Body:
  - Title of Tour.
  - Promotional image for tour.
  - Admission and purchase information
  - Purchase form.
- Footer:
  - Short about section for CCHM.
  - Contact information.

#### *First Fridays Downtown*

- Header (common)
- Navigation Menu (common)
- Sidebar (common)
- Body:
  - H1 “First Fridays at CCHM”.
  - Opening hours.
  - Admission (Free).
  - Link to current exhibits.
  - Image of string musician group.
  - Information on music group.

- Footer (common)

### *Upcoming Events & Classes*

- Header (common)
- Navigation Menu (common)
- Sidebar (common)
- Body:
  - H1 “Upcoming Events & Classes”.
  - Repeat following for each event:
    - H2 Exhibit name link.
    - Exhibit date.
    - Exhibit description.
    - Exhibit promotional images/videos.
- Footer (common)

### *Past Events*

- Header (common)
- Navigation Menu (common)
- Sidebar (common)
- Body:
  - H1 “Past Events”.
  - Repeat Following for each Event:
    - H2 Event name link.
    - Event description.
    - Event promotional images/videos.
- Footer (common)

## **RESEARCH**

---

### *Electronic Resources*

- Header (common)
- Navigation Menu (common)
- Sidebar (common)
- Body:
  - H1 “Electronic Resources”.
  - Links to Resources.

- H2 “Digital Collections”.
- Collections:
  - Title link “Clark County Historical Newspapers Archive”.
    - Archive description with link to Washington State University Vancouver Library.
    - Disclaimers on file size.
    - Newspaper image.
    - Give feedback link.
    - Return to top link.
  - Title link “Clark County Historical Museum Photograph Collection”.
    - Archive description with links to Washington State University Vancouver Library.
    - Disclaimers usage guidelines.
    - Photograph image.
    - Return to top link.
  - Title link “Clark County Historical Museum Oral History Collection”.
    - Archive description.
    - Audio waveform image.
    - Return to top link.
  - Title link “Vancouver Branch of the NAACP Digital Collection”.
    - Archive description with links to Vancouver chapter of NAACP and Washington State University Vancouver History Department.
    - Image from collection “Blue Ribbon Band”.
    - Return to top link.
  - Title link “Mapping Clark County”.
    - Archive description with links to Washington State University Vancouver Library.
    - Clark County Map image.
    - Return to top link.
- H2 “Research Tools and Indexes”
- Tools and Indexes:
  - Title “Vancouver Area Chronology (The Landerholm Chronicles)”.
    - Tool description with link to PDF of Vancouver Area Chronology.

- Newspaper image.
- Return to top link
- Title “Research Box Search Tool”.
  - Tool description.
  - Return to top link.
  - Table with links to Research Box List, Excel Index, and Access Index with descriptions for all.
- Title “YouTube Channel”.
  - Description of YouTube Channel with link.
  - Channel image.
  - Return to top link.
- Footer (common)

### *Order Photographs*

- Header (common)
- Navigation Menu (common)
- Sidebar (common)
- Body:
  - H1 “Order digital copies of our photographs”.
  - Photograph image.
  - Description of ordering process with links to photo collection and CCHM email.
  - Usage Guidelines.
  - Information on forms needed to order photographs with links.
- Footer (common)

### *Research Library*

- Header (common)
- Navigation Menu (common)
- Sidebar (common)
- Body:
  - H1 “Research Library”.
  - Description of library’s purpose and what it offers.
  - H2 “General Guidelines”.
  - Image of Library.
  - Rules and guidelines, what to bring, what not to bring.

- H2 “Photocopying materials from the Research Library”.
- Information about getting copies of items at the library.
- H2 “Research Requests”.
- Image of researchers in the library.
- Information about getting access to materials for research.
- H2 “Collections Access Requests”.
- Information about getting access to materials from CCHM.
- Footer (common)

### *The Brautigan Library*

- Header (common)
- Navigation Menu (common)
- Sidebar (common)
- Body:
  - H1 “The Brautigan Library”.
  - Information about the Brautigan Library with links to their site.
  - Image of the Brautigan Library logo.
- Footer (common)

### *Yearbook Project*

- Header (common)
- Navigation Menu (common)
- Sidebar (common)
- Body:
  - H1 “Student Work”.
  - H2 “High School Yearbooks Project”.
  - Information on the project and how it started.
  - Links to download introduction to the project and finished yearbooks.
- Footer (common)

## **STORE**

---

### *Museum Store*

- Header (common)
- Navigation Menu (common)
- Sidebar (common)

- Body:
  - H1 “Shop”.
  - Information on what items are available at the store.
  - Featured artists:
    - Name of artist.
    - Image of works.
    - Price of works.
- Footer (common)

### *Publications*

- Header (common)
- Navigation Menu (common)
- Sidebar (common)
- Body:
  - H1 “Publications”.
  - Information on purchasing books from CCHM.
  - H2 “CCHS Publications”.
  - Dropdown book selection with purchase button.
  - Repeat following for each book:
    - Image of cover.
    - Name and price of book.
    - Descriptions of book.
- Footer (common)

## **SUPPORT**

---

### *Support*

- Header (common)
- Navigation Menu (common)
- Sidebar (common)
- Body:
  - H1 “Support”.
- Footer (common)

### *Membership*

- Header (common)

- Navigation Menu (common)
- Sidebar (common)
- Body:
  - H1 “Become a Member!”.
  - Image of a group gathered outside CCHM.
  - Information about membership.
  - H2 “Annual Membership Levels”.
  - Information about benefits and membership fees.
  - H2 “Become a member ONLINE!”.
  - Short purchase form.
  - H2 “OR...”
  - Link to download paper form.
  - H2 “Corporate Memberships”.
  - Information about sponsorships, contributions, and corporate support.
- Footer (common)

### *Reciprocal Benefits*

- Header (common)
- Navigation Menu (common)
- Sidebar (common)
- Body:
  - H1 “Reciprocal Benefits”.
  - North American Reciprocal Museum logo Image.
  - H2 “North American Reciprocal Museums”.
  - Information about the North American Reciprocal Museum program.
  - H2 “Become an Associate-level Member”.
  - Information about becoming an associate-level member with links to application forms.
  - H2 “Architectural Heritage Resource Center Reciprocal Admission”.
  - Information with a link to the Architectural Heritage Resource Center.
  - H1 “Benefits for visitors from other institutions”.
  - H2 “AASLH Members Get in Free program”.
  - Information on free admission and discounts for AASLH members.
- Footer (common)

### *Volunteer*

- Header (common)
- Navigation Menu (common)
- Sidebar (common)
- Body:
  - H1 “Volunteer”.
  - Image of group gathered inside museum.
  - Information about volunteering.
  - Image of two volunteers.
  - List of benefits.
    - Link to applications and contact info.
- Footer (common)

### *AmazonSmile*

- Header (common)
- Navigation Menu (common)
- Sidebar (common)
- Body:
  - H1 “AmazonSmile”.
  - Information about supporting CCHM through amazon smile.
  - Link to AmazonSmile.
- Footer (common)

### *Email Subscriptions*

- Body:
  - Email form.

### *Donations*

- Header (common)
- Navigation Menu (common)
- Sidebar (common)
- Body:
  - H1 “Donations”.
  - Image of a donated item.

- Information and instructions for donating with a link to the donation form.
  - Links to PDF downloads of brochures.
  - H2 “Item Donations”
  - Information about donating items to CCHM with contact information.
- Footer (common)

## ABOUT US

---

### *About Us*

- Header (common)
- Navigation Menu (common)
- Sidebar (common)
- Body:
  - H1 “About Us”.
  - Links to sections of the page.
  - Information about CCHM with links to its board, its history, its IRS form.
  - Link to top of the page.
  - H2 “Mission Statement.”
  - Image of museum.
  - Mission statement.
  - H2 “Vision”.
  - Description of vision.
  - H2 “Values”.
  - Museums values.
  - Link to top of page.
  - H2 “Museum History”.
  - Description of museum history.
  - Image of museum ribbon cutting.
  - Link to top of page.
  - H2 “Collections”.
  - Information on CCHM’s collections.
  - Link to top of page.
  - H2 “Overview of Services”.
  - Description of museum services.
  - Link to top of page.

- Footer (common)

#### *Contact*

- Header (common)
- Navigation Menu (common)
- Sidebar (common)
- Body:
  - H1 “Contact”.
  - Contact information for museum, museum staff, board of trustees.
- Footer (common)

#### *Venue Rental*

- Header (common)
- Navigation Menu (common)
- Sidebar (common)
- Body:
  - H1 “Venue Rental”.
  - Slideshow images of venue.
  - Information on the venue with links to rental information and contact info.
- Footer (common)

#### *Historic Buildings Plaque Program*

- Header (common)
- Navigation Menu (common)
- Sidebar (common)
- Body:
  - H1 “Historic Buildings Plaque Program”.
  - Information about the program.
  - Image of an unveiling of a plaque at an elementary school.
- Footer (common)

#### *Press*

- Header (common)
- Navigation Menu (common)
- Sidebar (common)
- Body:

- H1 “Press”.
- Repeat following for each article:
  - Title of article.
  - Image.
  - Body text or link to the article.
- Footer (common)

#### *Individual article pages*

- Header (common)
- Navigation Menu (common)
- Sidebar (common)
- Body:
  - H1 article title.
  - Article image.
  - Article body text.
- Footer (common)

#### *CCHS Awards*

- Header (common)
- Navigation Menu (common)
- Sidebar (common)
- Body:
  - H1 “CCHS Awards”.
  - H2 “Volunteer of the Year”.
  - Information on the award with past recipients.
  - H2 “Margaret Colf Hepola Heritage Award”.
  - Information on the award with past recipients.
  - Image of recipients.
  - H2 “W. Foster Hidden Service Award”.
  - Image of recipient.
  - H2 “Group Heritage Award”.
  - I Information on the award with past recipients.
  - H2 “History Day Scholarship”.
  - Information on the award with past recipients.
- Footer (common)

*Careers at CCHM*

- Header (common)
- Navigation Menu (common)
- Sidebar (common)
- Body:
  - H1 “Careers at CCHM”.
  - Information about current openings.
  - Link to volunteer page.
- Footer (common)

## APPENDIX E

### Buyer Personas

#### Sponsor Sam

(involves a renewed pledge that supports a specific cause or project)

##### Background

- Sam has a bachelor's or master's degree
- Works in a white-collar position, such as a marketing firm, code developer, accountant, financial manager, or civil engineer; middle to upper-class income
- Married with children
- Her goal is to instill values of community support and civil leadership to help children
- Wants to demonstrate community leadership and build strength in promoting the history of the county

##### Demographics

- Sam is female
- Age range 35-65
- Living in Clark county or grew up there

##### Identifiers

- Sam is outspoken, confident, charismatic
- She communicates primarily via social media and cell
- She uses Facebook as her main social media channel and to share her causes
- Challenges include keeping her involved in CCHMs' activities and events

#### Donor David

(makes a one-time gift, if reminded might contribute more and should be thanked, kept in the loop for upcoming promotions and events)

##### Background:

- David is likely in a trade, skill jobs, retail, service industry, civil servant or similar position
- He makes a one-time donation to CCHM
- His family consists of a partner;1-2 children
- Education; high school, skill training or certification
- goals; believe in museum cause, wants to contribute but is limited, values the historical elements and events

##### Demographics

- Sam is male
- age 25-45
- Sam has a lower to middle-class income
- location southwest Washington, Clark county

#### Identifiers

- Wants to do more in community, involved in other
- Communicates through email or social media
- Social sharing preferences; likely via Facebook or Instagram
- Challenges; doesn't use social media, doesn't have more time or money to participate

#### Working Mom Mindy

(Main demographic for CCHM currently - Females 25-55)

- Background:
  - A mom that likes to have educational activities for her kids (maybe home schools them)
  - Possibly doesn't have a job if she has 2 or more kids, but if she has 1 and takes him/her to daycare, she still likes to take him out to see museums, parks, etc. on the weekends.
  - Values education, possibly finished college or has a bachelors/masters in some degree, and wants to build that value in her child
  - Wants her child to understand and value the history of the place he lives in, wants to expand knowledge of her kid
- Demographics:
  - Age: 25-55 years old
  - Income: stay-at-home mom (so possibly just income from husband), or else a part-time job as a bus driver, school teacher, accountant, small business/side hustle, etc. nothing too big because she's concentrated on raising her children
  - Lives in the Clark County area, so cities like Vancouver, Camas, Ridgefield, etc.
- Identifiers
  - Demeanor: active in the community, likes to spend time with her kids
  - Communication preferences: finds activities for her kids through other mom friends, through social media, or just browsing the web
  - Social sharing preferences/challenges: probably focus more on sharing and getting information from Facebook and Twitter. Don't use Instagram as much, so if different information is posted on it, they might miss it.

#### College Ken and Kendra

A younger generation of consumers, get involved in activities and events

- Background:
  - Students (full-time or part-time) which means probably a part-time job, or living with their parents and focusing on schooling
  - Goals might include finishing some degree, which might include having to go to CCHM for a school project or because of interest in that area
  - Family might include parents, siblings, grandparents. Ken and Kendra might not be living with them while schooling (living in dorms) or they may live with family, spending time with family on the weekends
- Demographics:
  - Age could vary from 16 - 50
  - Not a big income, because they are students which leaves little time for a full-time job, or being qualified for a good, high-paying position
  - Lives in the Clark County area
- Identifiers
  - Demeanor: likes to stay active in the community, staying active during the weekend (exploring places)
  - Communication preference: Instagram and Snapchat, a little bit of Twitter
  - Social sharing preferences/challenges: younger generation prefers Instagram and Snapchat for sharing purposes, CCHM is active on Instagram but not on Snapchat which might miss a big portion of the younger generation they are trying to attract

Ornery Oliver

An exclusionary customer, someone you don't want as a customer

- Background
  - Mid-tier real estate developer.
  - Upper middle income and reasonably successful, but also opportunistic
  - Married with children or possibly divorced.
- Demographics
  - Male
  - Age: 35-50
  - Income: 100K+
  - Lives in suburbs
  - Drives large luxury SUV
  - **Identifiers**
- Aggressive demeanor
  - Donates to political candidates that promise to reduce taxes and Government spending
  - Lobbies City Council to allow for more development

- Compiles lists of potential development properties, including CCHM building
- **Objections**
  - Considers CCHM a misuse of functional commercial space
  - Considers nearly all museum's a waste of time and money
  - He believes artifacts should be primarily displayed on the internet and not on public display to reduce costs
  - He believes there are better entertainment options in the city than CCHM
- **Goals**
  - Financially driven, is not satisfied with the level of income, seeks to be a millionaire in the next decade
  - Wants to raise his influence and profile within the community
- **Challenges**
  - Concerned about regulation slowing development
  - Concerned that some of the city council do not share his profit or culture view
- **How to Address**
  - Social Media campaign sharing the importance of cultural preservation, historical importance and value of CCHM
  - Feature donors/members in social media posts, especially those with a high profile in the community

#### Volunteer Victoria

(Volunteers for CCHM and likes to be involved)

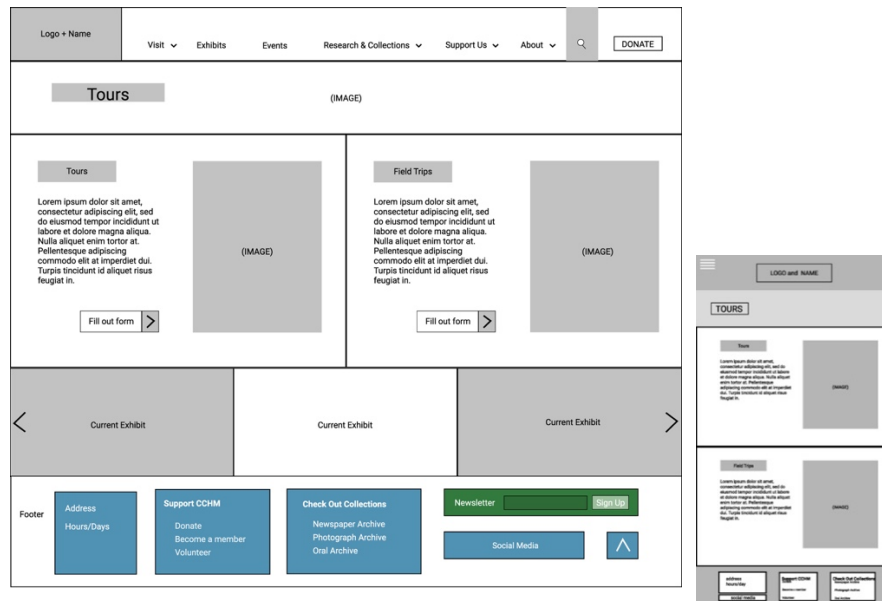
- **Background**
  - Job - Typically a teacher, civil leader such as PTO, bus driver, stay at home mom, or works part-time
  - career path,
  - Family - has 1-2 children who are school age
  - Education - comes from a family with education central to their history and likely has an associate degree or professional certification
  - Goals include volunteering their time to make a difference in the community
- **Demographics**
  - Victoria is female
  - Age 30-49
  - Income between \$25,369-\$38,223
  - Location in southwest Washington or other outlying areas of Clark County
- **Identifiers**
  - Community involvement, education, the arts

- Communication preference include social media, news, and word of mouth
- Social sharing preferences are email, Facebook or Instagram
- Challenges include a busy schedule and time constraints

## APPENDIX F

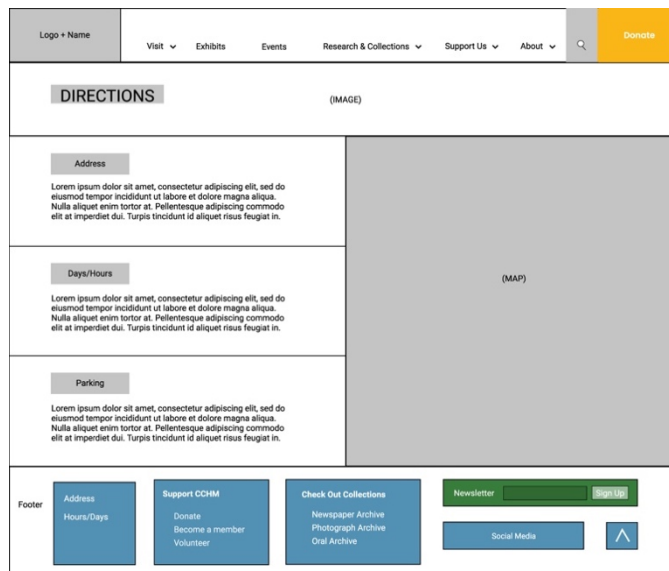
### Tours

Tours page provides information on how to book tours and field trips.



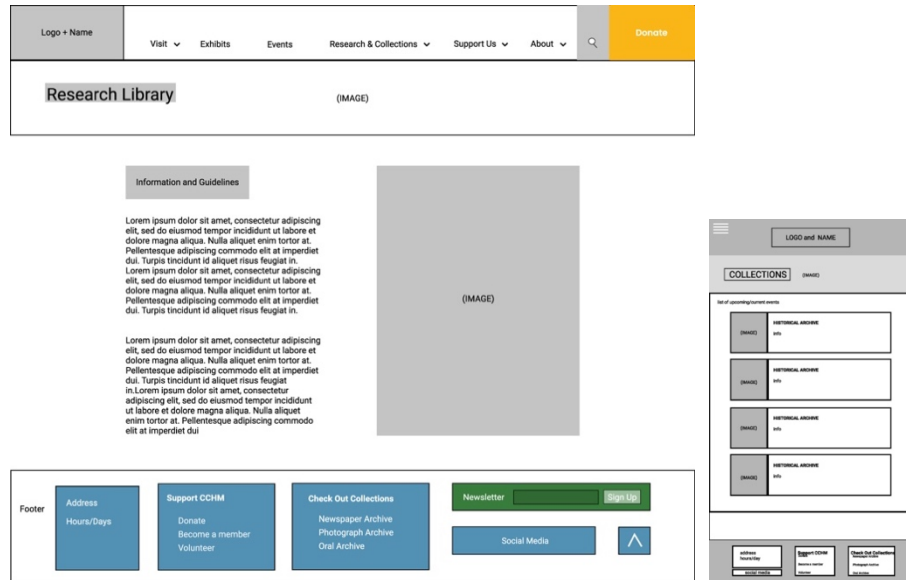
### Directions & Parking

Directions & Parking provides information on locating CCHM, business hours, parking availability.



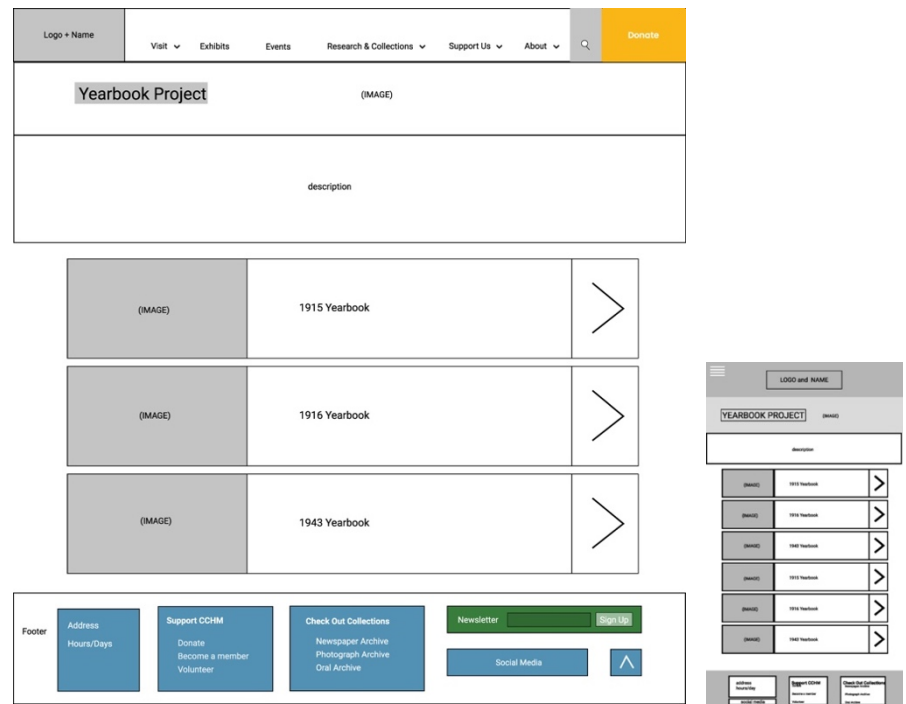
### Research Library

This page will provide info on the research library, such as, location inside CCHM, and guidelines for the use of the library and its resources.



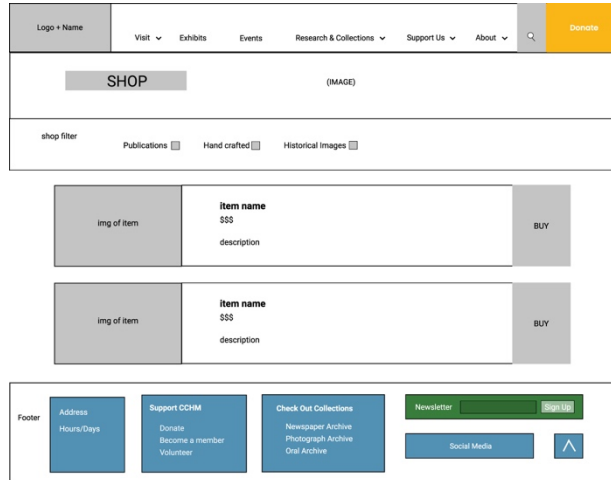
### Yearbook Project

This page will have all the past yearbooks that CCHM has digitized.



### Shop

This page will be the online gift shop as well as where you can purchase pictures from CCHM.



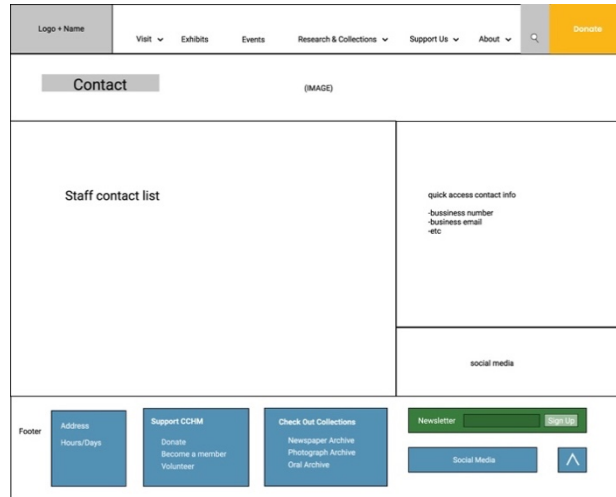
### Mission

This page will have the company's mission statement and a description of the company.



*Contact*

This page will have contact information for CCHM as well as its employees.



*Our Team*

This page will show who the staff and volunteers are that work at CCHM.



*Press*

This page will display current and previous press articles about the CCHM.



## APPENDIX G

### 2020 CCHM EVENTS AND PROGRAMS

#### Programs:

##### First Thursday:

- 02/06/2020 – Buffalo Soldiers in Clark County
- 03/05/2020 – Women’s Suffrage in Washington State
- 04/02/2020 – A Half-Century of Earth Day
- 05/07/2020 – Mount St. Helens: 40 Years Later
- 06/04/2020 – Pride in Southwest Washington
- 07/02/2020 – Celebrate Main Street: Camas (Liberty Theatre)
- 08/06/2020 – Chelatchie Prairie Railroad
- 09/03/2020 – Forest Service Heritage Program
- 10/01/2020 – Brautigan Library: 10 Years at CCHM
- 11/05/2020 – Southwest Washington Native American Nations

##### History on Tap:

- 01/16/2020 – History A-Brewin’: From Hudson’s Bay to Lucky Lager
- 04/16/2020 – Women’s Suffrage in the PNW
- 07/16/2020 – Esther Short or A Pioneer Mother: Select Scenes from the Esther Short Play
- 10/15/2020 – Campfire Tales: The Haunted History of Clark County

##### Historic Walking Tours:

- Fridays and Saturday June 19<sup>th</sup> through August 8<sup>th</sup>

##### Haunted Walking Tours:

- October 25<sup>th</sup> through the 30<sup>th</sup> at 6:30 pm and 7:30 pm

##### Events

- 01/17/2020 - History A-Brewing (Exhibit Opening)
- 04/01/2020 through 04/30/2019 – CCHM Membership Month
- 06/13/2020 – CCHS Annual Gala Dinner and Auction
- 11/19/2020 – Annual CCHS Membership Meeting

## APPENDIX H

## Notes from Stakeholder Interview

1. Why do you want to redesign your site?
  - a. Site is outdated
  - b. does not function as needed
  - c. can't make changes when wanted
2. What works
  - a. Site structure is good
  - b. Some content is easily updated via WordPress
  - c. Dropdown menus
  - d. Donate button
  - e. Homepage banner
3. What doesn't
  - a. Needs to be mobile-friendly
  - b. Needs to meet accessibility needs.
4. What do you want everyone to think about you?
  - a. Non-profit, Stewardship: memory keepers of Clark county
5. Are there brand requirements?
  - a. Yes, but minimal. Would be interested in new design IF it's amazing,
    - i. Look into historical palette
    - ii. Wants 3 options for design
      1. one with current logo
      2. one with historical palette
      3. and one completely new
6. Goals to achieve
  - a. Engagement (Time, Talent, and Investing)
7. Who is the site for?
  - a. The stakeholder says main demographic is female and age 25-
  - b. Want to appeal to younger generations and broaden the reach
8. What's important to the customer?
  - a. Digital Collections
  - b. Program and Event Information.
9. How will site redesign achieve business goals?
  - a. Will promote engagement and activities that allow people to give time
10. What visitor actions do you want to encourage?
  - a. Time, Talent, Invest ---Focus on Events
11. Is there a current design team?
  - a. No, they do have a newer logo and a color palette to be used, they are also open to a new logo, would like a style guideline, new typography, and keep in mind that there is a historical color palette

12. Is there a current social media team/strategy?
  - a. Not full time, but yes, they have someone that helps
13. The main social channels are:
  - a. Facebook/Insta
  - b. They send an email newsletter
  - c. And quarterly publication
    - i. 1400 email addresses
    - ii. managed by mail chimp
14. Would like some feedback for promotions:
  - a. sale items
15. Who is the web host?
  - a. Word Press/?
16. Has any SEO been implemented?
  - a. Some, can have more especially in regard to Vancouver, WA not BC
17. Is there a need for content creation?
  - a. Yes, video, maybe logo maybe more
    - i. Need to do a real walkthrough of museum to get a better understanding of scope
18. What content must be kept?
  - a. Most elements, see what is to go
19. What content would you like to see gone?
  - a. Social media icons that dot work
  - b. City hall tour page
  - c. All bad links
  - d. Media center if still there
20. Does the store need updated/Are there new products to integrate?
  - a. YES - need more info
21. What do you like best about the competitors' site(s)? Who are your visual inspirations?
  - a. See [Feedback](#)
22. After the redesign, who will manage and update the site?
  - a. Volunteers, Dana

#### Additional Notes:

- Would like to change main images to appeal to a younger audience and maybe have some info about the images
- Automate as much as possible, specially Donate, Membership and Volunteer (calendar??)
- Could create a storyteller's corner that allows users to post their story via video, audio or text file (must have permission document to go with it)
- History doesn't end, it's built upon everyday "Memory Keepers of Clark County"

### Feedback from Stakeholder

Feedback from client on mood, tone, layout, responsive elements, etc. for Clark County Museum. Inspiration:

**Museum of Science and Industry Chicago** - <https://www.msichicago.org/>

#### Likes:

- Rolling part of the top; scrolling aspect
- Robot: eyes pop with blue and leads you to that section headline
- Colors pop well - has a similar palette to theirs
- Feels the use of bright colors to highlight important information works well
- Reactive, movement
- Nice clean top navigation
- The Asymmetry to the layout

#### Dislikes:

- A little too disjointed

Frans Hals Museum - <https://www.franshalsmuseum.nl/nl/>

#### Likes:

- Full image or color sections
- Colors pop
- Simple and clean navigation
- Easy to understand what it is and what to do, even though it's in a different language
- Interactive elements like the square around the images shrinking when hovering over
- The Asymmetry to the layout

#### Dislikes:

- Some of the floating elements
- Some areas flow off the page

**Humanities Washington** - <https://www.humanities.org/>

**Likes:**

- Donate follows you as you scroll
- The calendar on the home page and/or in the nav bar - helps the user see what is happening and when
- Clean, easy to adapt to their imagery and style (even if a little more conservative)
- The scrolling events in the top section

**Dislikes:**

- None stated

**\*Site they don't like at all:**

<http://www.columbiagorge.org/>

<https://www.msichicago.org/>

<https://www.franshalsmuseum.nl/nl/>

**Quick notes for design teams:**

- Color palette keep their new one that goes with the logo - modern feel
- Colors being used to pop and create emphasis. *See current marketing designs attached*
- With the juxtaposition of color on old photos to create a more modern feel