

Zoo website discovery

updated June 10, 2011

Goals

What does success look like? How will we know we've created a great Oregon Zoo website? What defines success for our internal and external stakeholders? What defines success for our website's visitors? How can we measure our success?

The new Oregon Zoo website will

- invite visitors to the zoo
- teach and inform about animals, habitat and conservation
- engage members, donors, sponsors, volunteers and partners
- inspire people to care about the future of wildlife.

We'll know we've created a successful Oregon Zoo website when...

The website and its content are easy to access. People find the zoo when searching for things to do, places to hold events, and information about animals and conservation. The website is mobile-friendly and meets accessibility standards. *Search engine optimization, technical requirements*

Visitors get what they came for. The website is well organized and easy to navigate. Site content is simple and well written. All audiences can find answers to their questions and complete desired tasks. *Information architecture, content*

Visitors get more than they came for. The website helps visitors move from one level of engagement with the zoo to another. Interested persons can become supporters, members, donors and volunteers. Content is organized to help people make key connections and discover related information. *Taxonomy, content types*

The website is flexible. It is easy to promote featured campaigns, seasonal events and breaking news on the home page and throughout the website. *Theme, views, blocks*

The website helps spread the word. The website is an effective resource for representatives of the media, who can easily access the information, photos and videos they need to tell zoo stories. Visitors to the site can subscribe to updates and share content via email and social networks. *Technical requirements*

The website is beautiful and welcoming. The website expresses the zoo brand in its look and feel and voice. It invites and extends brand experiences. *Design, branding*

The website is easy to manage and maintain. The website is built to match staff capacity for content development, editing, design and monitoring. Roles, responsibilities and processes are clearly defined. The website is structured to leverage content and streamline work. *Staffing, work flow*

The website supports revenue streams. The website features and links to existing and/or external tools for purchasing tickets, reserving event space, donating to the foundation or shopping at the zoo store.
Content, design

The website can evolve. The website is built in phases according to agency priorities and resources. Enhancements to design, functionality and content are guided by business needs, communication goals, technical requirements and staff capacity for maintenance. Members of the zoo marketing team participate in the agencywide web advisory team. See "intentions and ideas for future phases" for more information. *Management, budget*

Measurements and evaluation

- web analytics
- interactions
- attendance
- program participation
- revenue
- user testing
- user surveys
- visitor feedback
- partner feedback

[Erik will add more detailed information about analytics and evaluation.]

User input

We would like to engage web visitors in site development and evaluation as much as possible. Formal user testing may not be possible during phase one, but zoo staff may develop online surveys seeking input up front and feedback after we launch.

Audiences

What are the intended audiences for the zoo website? What is each audience's stake in the zoo or its website? What are the key messages for these audiences? What actions do we want each audience to take? What do we want members of each audience to be able to do on the website?

audiences	their stake	key messages	desired actions	can do on website
voters and public	<p>accountability and transparency</p> <p>responsible use of public funds, facilities and animals</p> <p>positive economic impact</p> <p>quality of life</p> <p>sense of place and community</p>	<p>The zoo is a responsible steward of the animals, facilities and public funds.</p> <p>The zoo is a model of integrated sustainability.</p> <p>The zoo is a leader in animal conservation.</p> <p>Conservation is the core mission of the zoo.</p> <p>The zoo is part of Metro.</p>	<p>become visitors, members, supporters</p> <p>feel good about the zoo</p> <p>feel proud of the zoo</p> <p>trust the zoo</p> <p>trust Metro</p> <p>support funding for the zoo</p>	<p>get information</p> <p>stay informed with news and stories</p> <p>share information they find on website with others</p> <p>access the website on mobile devices</p>

audiences	their stake	key messages	desired actions	can do on website
general visitors	<p>access to a suite of great experiences</p> <p>the place to get information about all the opportunities</p> <p>connection to animals and nature</p> <p>connection to community</p> <p>civic pride, treasured place, legacy</p> <p>expanding your world</p>	<p>Come to the zoo!</p> <p>The zoo is a living breathing destination.</p> <p>You can come to the zoo every day and have a new experience.</p> <p>There are things you can do at home and in your life to make a difference for animals and people.</p> <p>The zoo is a great place to visit all year round and in all kinds of weather.</p> <p><i>Plus all key messages for voters and public</i></p>	<p>visit</p> <p>come all year round in all kinds of weather</p> <p>participate in zoo events and programs</p> <p>spend money at the zoo - train, eat, shop, special admission</p> <p>take public transit, bike or walk</p> <p>take actions that benefit wildlife</p> <p>become supporters, members, donors, volunteers</p> <p>people who have one connection to the zoo find out about other opportunities</p>	<p>get information and plan their visit</p> <p>find out about how they can shape their own experience</p> <p>stay informed</p> <p>subscribe to updates</p> <p>become members or donors</p> <p>connect to other resources and information to learn more about conservation, animals and sustainable living</p> <p>share their views</p> <p>access the website on mobile devices</p>
concert goers	entertainment in a unique venue	<p>Come to the concerts!</p> <p>Here's the lineup!</p> <p>The zoo is improving amenities for the guest experience.</p> <p>Concert revenue supports animals and conservation.</p>	<p>buy tickets</p> <p>have a good experience</p> <p>spend money on food and beverages</p> <p>know and appreciate sponsors</p> <p>take public transit, bike or walk</p> <p>share information with friends and networks</p>	<p>get all the information to have a good experience</p> <p>link to buying tickets online</p> <p>spread the word by sharing the information through social media</p> <p>review or comment on concerts</p> <p>access concert information via mobile devices</p>

audiences	their stake	key messages	desired actions	can do on website
members	<p>biggest users of the site</p> <p>save money</p> <p>get first crack at certain things</p> <p>high expectations for a high quality experience, benefits and value</p>	<p>You are important.</p> <p>Your membership supports conservation.</p> <p>You're getting a bargain and a value.</p> <p><i>Plus all key messages for voters and public and general visitors</i></p>	<p>become supporters, donors and volunteers</p> <p>use the zoo as a venue</p> <p>visit the zoo</p> <p>pass a love of the zoo on to their kids and grandkids</p>	<p><i>Same as general visitors and public</i></p> <p>We will provide some special experiences for members in phase two.</p>
donors	<p>leave a legacy</p> <p>recognition for some, anonymity for others</p> <p>support a project or cause that reflects their passion and values</p> <p>elevate profile, reputation and community standing by aligning with the zoo</p>	<p>Your donations matter.</p> <p>We appreciate you.</p> <p>Your dollars are well spent.</p> <p>We can't do it with you.</p>	<p>continue to donate</p> <p>attend fundraising events</p> <p>inspire others to donate</p>	<p>donate online (link to current tool)</p> <p>get recognition</p> <p>learn about fundraising events</p> <p>spread the word</p>
sponsors	<p>visibility</p> <p>elevate profile, reputation and community standing by aligning with the zoo</p> <p>tap into zoo's visitor base to reach potential customers</p> <p>tax breaks</p>	<p>The zoo is a valuable sponsorship investment.</p> <p>You can count on the zoo to promote the sponsored event and stretch your dollar.</p> <p>The zoo provides opportunities for targeted marketing messages.</p>	<p>increase sponsorship level to help grow zoo programs</p>	<p>connect to OZF staff and get help</p> <p>find sponsorship opportunities</p> <p>see their sponsorship represented – quality brand representation and appropriate presentation</p> <p>see results and recognition</p>

audiences	their stake	key messages	desired actions	can do on website
media	<p>content – timely, unique stories</p> <p>getting a scoop</p> <p>keeping Metro and the zoo accountable</p>	<p>The zoo is a good media partner.</p> <p>The zoo is a reliable resource for information.</p> <p><i>All of the messages under voters and general public</i></p>	<p>get zoo stories out</p> <p>accurate, positive, fair coverage</p>	<p>quick and easy access to content including photos, videos, quotes, facts, bios, background information, contact information</p> <p>find policies, how-tos, logos and usage guidelines</p> <p>download image and video files</p> <p>subscribe to updates</p> <p>get concert information and access to band information</p>
volunteers	<p>supporting the zoo and conservation</p> <p>unique volunteer opportunities</p> <p>working with animals</p> <p>working with people</p> <p>educational opportunities</p>	<p>The zoo is a great place to volunteer.</p> <p>Your service improves the lives of people and animals.</p> <p>We appreciate you.</p> <p>We can't do it with you.</p>	<p>continue to volunteer</p> <p>inspire others to volunteer</p> <p>be a great zoo ambassador</p>	<p>submit interest forms</p> <p>find opportunities for new and current volunteers</p> <p>get training information</p> <p>get recognition</p> <p>share information with networks</p>
job applicants	<p>employment</p> <p>wanting to work at the zoo</p>	<p>The zoo is a great place to work.</p> <p>We are professional.</p> <p>You go through the Metro's human resources department to apply for a zoo job.</p>	<p>go to the Metro job site and apply</p> <p>share information</p>	<p>learn about jobs and the zoo</p> <p>seamlessly click through to Metro's online job site</p>
visitors with disabilities	<p>accessibility</p>	<p>The zoo is accessible.</p>	<p>get the information and assistance needed to have a great experience at the zoo</p>	<p>find information and resources</p>

audiences	their stake	key messages	desired actions	can do on website
animal rights activists	what is best for the animals	<p>We provide excellent animal care.</p> <p>We have nothing to hide.</p> <p>We advocate for animals.</p> <p>We support conservation projects in situ.</p> <p>We are an important conservation organization and are actively saving endangered species.</p>	<p>join in conservation efforts</p> <p>partner with the zoo to save endangered species and habitat</p>	<p>access information about animal care</p> <p>learn about conservation projects</p>
educators	<p>ability to meet state benchmarks with unique lesson plans</p> <p>need for interesting content</p>	<p>We are a resource for engaging and factual information.</p> <p>Animal facts and zoo conservation messages can be worked into your classroom experiences.</p>	<p>teach students about the zoo and our conservation programs and animals</p> <p>use curriculum</p> <p>sign up for field trips and education programs</p>	<p>download curriculum and animal facts</p> <p>book field trips</p>
tourism partners (e.g. Travel Oregon, Travel Portland, etc.)	attracting visitors to the region	<p>The zoo will help you attract visitors to the region.</p> <p>A visit to the Pacific Northwest is not complete without a visit to Oregon Zoo.</p>	<p>include the zoo in trip planning and tourism promotion</p> <p>partner with the zoo on national tourism campaigns</p> <p>encourage their clients to book events and visit and support the zoo</p>	<p>find information</p> <p>request additional information</p> <p>purchase group admissions and schedule special experiences</p> <p>obtain photos and information for proposals; seek additional if necessary</p>
conservation partners (e.g. Polar Bears International)	<p>promotion of projects</p> <p>enhanced public awareness</p> <p>fundraising</p>	<p>We support you.</p> <p>We have a strong and engaged audience.</p> <p>We are good partners</p>	<p>co-promote their conservation projects with us</p> <p>recognize us as strong conservation partner</p>	<p>find information about the partnership and our other conservation projects</p>

audiences	their stake	key messages	desired actions	can do on website
neighbors	impact on their personal living space and roads	We are a good neighbor. We are a benefit to the neighborhood.	like the zoo learn about upcoming events so they're not surprised give negative feedback directly to the zoo rather contacting the city or media	get information subscribe to updates submit feedback or complaints
private event planners	unique, affordable event space to impress clients, families and attendees on a budget	We offer unique spaces, engaging opportunities and one-stop-shopping for space, catering, staff and experiences.	book private events at the zoo	get information review packages and options make contact with events staff future phases: check date availability book online
staff from the zoo, OZF and Metro	critical/time-sensitive during times of crisis (extreme weather) ability to answer questions about the zoo from the community	The website is a reliable source of information to help you do your job. The website is a good place to send people for more resources and information.	share correct information and key messages with the public send the public to the website help ensure the website has accurate information	find talking points on different issues submit questions, feedback and suggestions

Brand

What is the zoo's desired relationship to each of its audiences? What feelings should the website evoke? What adjectives describe the website's desired look and feel? What adjectives describe the website's desired voice and personality? What should be included in the design direction for the website?

Look and feel notes

The design should be vibrant and lively but clean.
The site should feature striking, iconic images.

We want to inspire curiosity and inquisitiveness to go deeper and learn more.
The site should be mysterious and provocative and make you want more.

There should be discovery and fun, but it shouldn't be too corny or silly.

No animals talking.
No anthropomorphizing.

The animals often have names but they are not people or pets.
Each animal is an ambassador, an entry point to the bigger story of the species and their habitat.

We are honored and privileged to care for these creatures and contribute to their survival as a species.

Visitors should be awestruck and inspired by the animals.
The website should help make connections about habitat and conservation.

The site design should be photo driven.
We should be able to add and update photos regularly and easily.

Content should be concise, clear, active and inviting.
Navigation and organization should be user-oriented.
The website should be a resource and a guide.
The website should tell stories.

Text treatments should support visual organization and help highlight featured content without having to create many disparate images.

The color palette is vivid but natural and contemporary.
Colors could be drawn from the regions of the world and habitats represented by the exhibits at the zoo.

Voice and persona notes: warm, welcoming, inviting, tom hanks, solid, expert, scientist, innovative, leaders in the field, people have dedicated their lives to furthering conservation, your favorite teacher, the teacher who inspired you, asks you questions and makes you think,

Message notes: sustainability, innovation, conservation, the zoo will be a leader in the industry taking another step forward...building zoos where animals have more choices

[Erik, Janice, Stephanie and David will develop this into a more thorough creative brief to guide design.]

Resources

What are our existing content assets? Who can help create the initial content for the website? How much time can they contribute? How much experience do they have writing for the web? How much time in FTE will be dedicated to managing content for the website after we launch? What are our existing visual assets? Who can help create the initial visual elements of the website? How much time can they contribute? How much experience do they have designing for the web? How much time in FTE will be dedicated to visual aspects of the website after we launch? What money is available to hire outside help or facilitate time from Metro staff?

Notes

Photo and video content is an asset. We have a lot of great material to start with and a steady influx of new content. Staff photographer/videographer can help select and prepare images and help develop systems for updating and adding visual content. We should also include him when it comes time to think through galleries and slideshows.

We should review and repurpose some of the great content found on interpretive signs and educational materials at the zoo.

The zoo marketing team is in the process of hiring a new media coordinator who can assist with this project. The new hire can help shape the media resources on the site and may provide writing support.

This summer the zoo marketing team is planning to hire an additional staff person. This position will most likely be focused on web and social media content management. The new hire may be on board in time to assist with phase one content development.

Temps and contractors will help with writing, design and development to get the site up and running.

[Need to add information about budget and more detail about how contractors will be used.]

Managing the site

How will the website be managed? How much of the content will be relatively static, and how much needs to be updated or added throughout the average year? Who will be providing content or requesting content changes and additions? How much experience do they have writing for the web? Which of these contributors do you want to manage content directly using Drupal? How much and what kind of editorial oversight do you want over different types of content? How much and what kind brand/design oversight do you want over the look and feel?

Notes

Content that changes regularly: wayfinding, bond measure updates, news and stories, seasonal updates to visitor information, volunteer information, education and camps, calendar, photos, special events and campaigns

Content that is relatively static: zoo history, animal facts, conservation and habitat information

Editorial oversight:

- Volunteer information changes often but doesn't need much editorial oversight. We may develop a special section of the site just for volunteers, which will make it even more appropriate to turn over editorial control to volunteer managers.
- Education programs and camps update their information regularly and will require some editorial support.
- The marketing team will want to control photos and videos.
- Security and key staff will need access and training to make updates and announcements in case of emergency or special circumstances.

We will need to develop a writing style guide for the website.

We will need a training plan and tools for content providers and editors.

[Lia and Stephanie will develop this section further and add information about user types, editorial process and work flow.]

Intentions and ideas for future phases

[This is a work in progress – meant to hold our thoughts about functionality and features for future phases of development.]

Interactivity

Drupal supports many types of interactivity and user-generated content. More work is needed to develop strategies and business requirements for this functionality. The marketing team will need to determine what level of activity they can monitor and support.

Tools for volunteers

In future phases we may decide to rebuild and enhance some of the existing online tools for current volunteers to facilitate scheduling, coordination, discussion forums, etc. For now, we will link to the existing tools.

Tools and applications

Shopping cart
Online donations
Online ticket and membership purchases
Online store
Interface with EBMS
Dynamic map