



The Schroeder Institute Website Planning Agenda

Below are some questions for guiding our discussion of the Schroeder Institute's new website.

We know that you discussed a lot of this in your RFP, but we want to hear it now and in your own words.

Please come to a group consensus within your organization, and send the answered Agenda back to Rad Campaign before the kickoff meeting.

Strategic Planning

- **Objectives:** What are the objectives and goals for the Schroeder Institute's new website? What do we want to accomplish?
 - Enroll new study participants to currently-recruiting studies
 - Provide brief descriptions about past studies (provide a “permanent home”) for Schroeder Institute researchers to be able to point to in presentations/earned media/paid media/recruitment mechanisms

- **Positioning:** How would you like the Schroeder Institute to be perceived? Top word attributes. What adjectives best describe the Schroeder Institute's website?
 - Relevant
 - Cutting-edge/innovative
 - Legitimate/trustworthy

- **Target Audiences:** Who are the key audiences and why are they visiting the Schroeder Institute's website? What do they care most about? What will the site offer them concretely?
 - Potential enrollees: Those seeking quit smoking help online, may be looking to get involved with research studies (payment/incentive/NRT info)

- Current participants: May be looking for contact information for their current study
- Info-seekers (not study participants), i.e. researchers and other academics, journalists, students, potential job seekers: Want information about the study and examples of work that SI does
- **Benefits:** How will the target audiences benefit from interacting with the new Schroeder Institute website?
 - Get information on studies and SI
 - Access to “new” treatment methods
 - Enrollment mechanism
- **Messaging:** Above all, what message(s) do you want to send to your audiences? If the audiences are only going to remember one thing about the Schroeder Institute and its programs and target issues after seeing the website, what should they remember?
 - Premiere and current quit smoking resource
- **Navigation Menu:** What sections would you like to feature on the Schroeder Institute website? (**We’ll be providing suggestions as well in our IA and Wireframes documentation**)
 - Current recruiting studies (maybe tiles on home page?) and each with individual pages
 - Other studies SI runs (not currently recruiting or in an “archived” state)
 - “About” page about SI
 - Findings/outcomes/study results
 - Link back to Legacy (small)
 - Donate button? (need to check with Legacy)
- **Call to Action:** What specific actions do we want the audience to take after they visit the Schroeder Institute website? What tools or information do they need to get involved? To share with others?
 - Enroll in a study
 - Share

Development

- Identify the top 3-5 tasks you expect your visitors to accomplish when visiting the site.
 - Check out studies
 - Enroll

- Share (maybe)
- Do you have a data structure in mind for each “study” item? Here’s an example
 - Name
 - Image – Most studies will not have logos, would like to make this optional
 - Funding sources
 - Description
 - Name of PI and link to PI’s page on Legacy’s main site
 - Date range of study (funding period)
 - Url to enroll – Should be a BIG button
 - Tags
- Is Piwik, the analytics platform we recommended in our proposal, going to be acceptable or should be plan on using a platform Schroeder staff already use?
 - Yes

Design

- **Visual Design:** What adjectives would you use to describe the desired personality for the new Schroeder Institute website...warm and welcoming? More modern? Professional and businesslike? Clean and informative? Fun, Youthful? Edgy and energetic? Etc.
 - Professional but also modern and innovative
 - What design elements do you like from other similar websites? Don’t feel limited by industry.
 - NY Times – nice use of white space
 - Rotating billboard?
 - Tiles
 - Graphics, not all text
 - Clickthrough to next study (without having to go back to home page)
 - Clickable logo that takes user back to homepage, in the top center or on the top left
 - Search in top right
 - Footer including link/logo to main Legacy site
 - What photo/video assets do we have to work with?
 - Very few from SI and Legacy site

- Open to purchasing
- o Are there certain colors you would like to see used on the new website?
- No orange, no “Legacy” blue, no deep red/gray combination
- Want a pop of color (“electric”), possibly in combination with a much darker color