

# **Make your website work harder for you**

Creating task-focused home pages

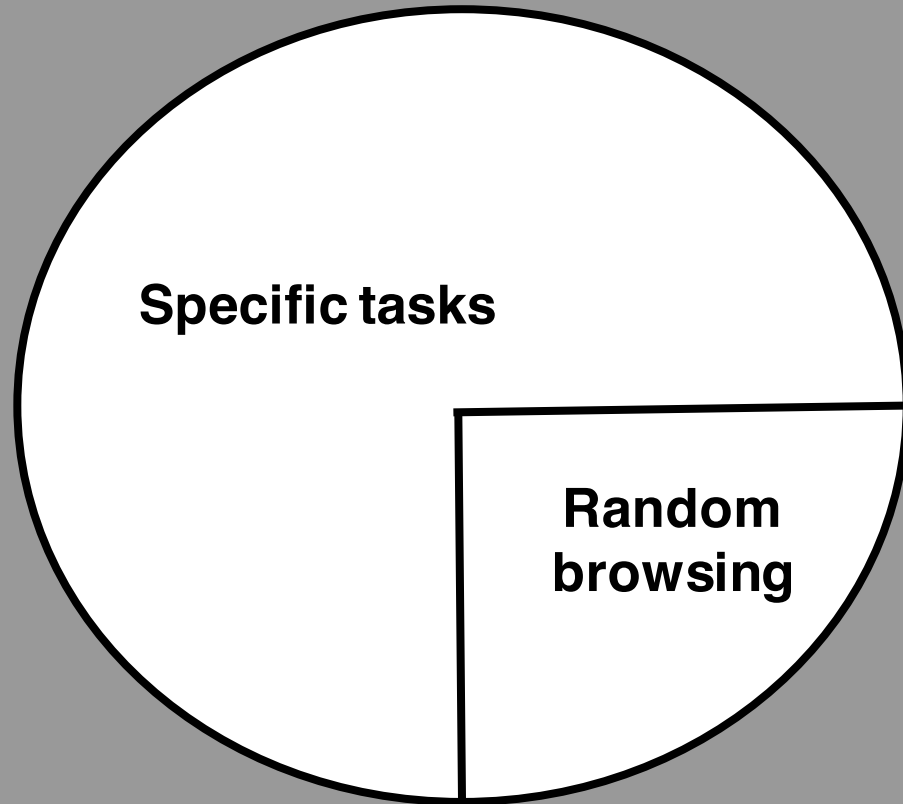
**Website usability – putting yourself in your visitor’s shoes and thinking about their needs**







# My website activity (excluding social media!)



# My website activity

## Specific tasks

- Check movie times.
- Check bank balance and pay bills.
- Book kid's activities.
- Find recipes.
- Pay parking fine.
- Buy gifts for overseas relatives.
- Find gardening tips.

## Random browsing

- Read news on the [www.guardian.co.uk](http://www.guardian.co.uk).
- 'Window' shopping.

**Look familiar?**

# Tool vs brochure

Think of your website as a tool that **enables** visitors like me to **complete tasks**...not an online brochure.

# Gerry McGovern





# Gerry's quote

‘From your customers’ perspective your website is all about tasks. They are there to do and they very much know what they want to do. This may sound obvious but for many people it is not obvious at all. In fact, many people resist the very idea that their website is all about customer tasks.’

‘Some years ago I stood in front of an audience in Chicago extolling the virtues of top task management. A hand was raised in the audience. “I can see how managing tasks might work for some websites but it wouldn’t work for ours,” the lady said. “Because we don’t have tasks. We have information.” “What sort of website do you have?” I asked. “A health website.” “A health website? Okay. Let’s say my child has a rash,” I replied. “When I come to your website, am I looking for information or am I looking to get rid of the rash?”’

‘Nobody cares about information for its own sake; except the creators of said information. The customer has a task they want to complete, a problem they want to solve. Information is only useful in the context of the task.’

**The ultimate task-focused home  
page!**





Google  
New Zealand

Google Search

I'm Feeling Lucky

Google.co.nz offered in: [Māori](#)

# What if it looked like this...

Welcome to  Google™

We provide the best search experience in the world. We have the best algorithms that ensure you get the best results first time, every time.

We also provide other tools like **Gmail, Drive, Calendar, Slide, Blogger, News** and many more. Did you also know that we own **YouTube?**

(scroll, scroll, scroll....)

But enough about us. Type in your search term below:

# How do we make our home pages more task-focused?

- **Key tasks** – define 5-7.
- **Design** – rework to highlight key tasks.
- **Content** – use active language and declutter.



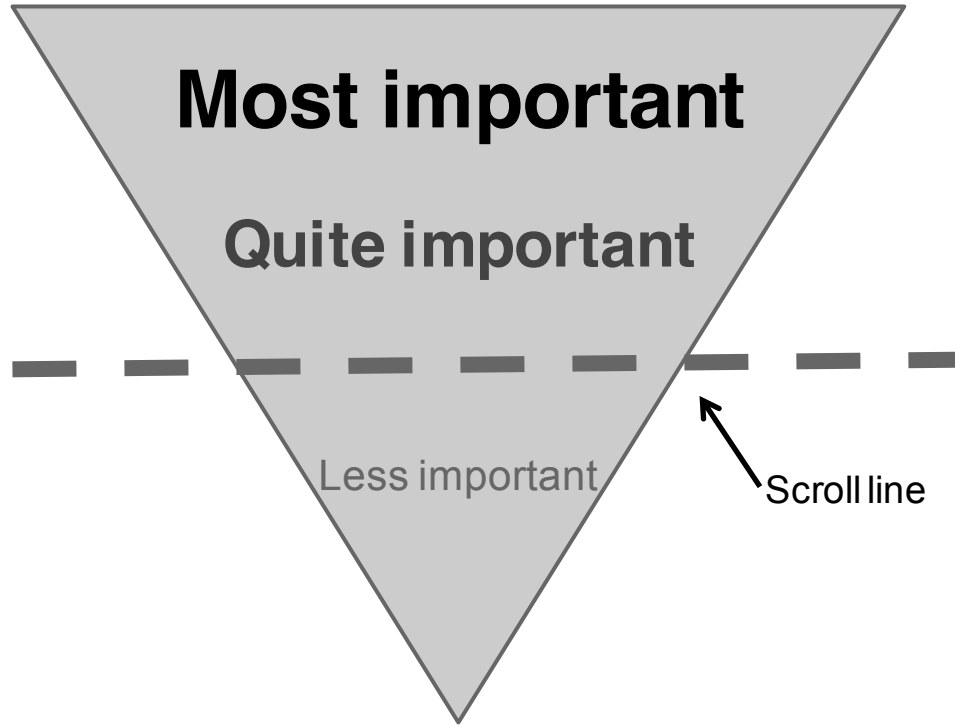
# Key tasks

- **Ask your visitors** – face to face, survey.
- **Queries** – via email and phone.
- **Website statistics** – popular pages and search terms.

# Key task examples

- **FIND** contact details and/or location.
- **FIND** out how to get involved/volunteer.
- **MAKE** a donation.
- **LEARN** more about the organisation's work/projects/appeals.
- **REGISTER** for an event.
- **BECOME** a member.
- **LOG** in.

# Design



# Visual hierarchy

‘the order in which the human eye perceives what it sees.’ (Wikipedia)

Think of the elements on your home page.

- What stands out and why?
- How do elements on the page relate to each other?

# **Design examples - how do they present key tasks?**

- **Feeding America**

[feedingamerica.org](http://feedingamerica.org)

- **Susan G. Komen, Breast cancer awareness**

[komen.org](http://komen.org)

- **Wellington City Council**

[wellington.govt.nz](http://wellington.govt.nz)

HUNGER  
IN AMERICA

HOW WE  
FIGHT HUNGER

NEED  
HELP?

GET  
INVOLVED

TAKE  
ACTION

WAYS  
TO GIVE

## EARN YOUR WINGS

Give hope, and help get food to children struggling with hunger.

Learn More

Donate Now



This is SNAP

Earn Your Wings

Our mission is to feed America's hungry through a nationwide network of member food banks and engage our country in the fight to end hunger.

Donate Now



### REAL-TIME UPDATES



National Nutrition Month Photo Challenge Day 30

Nothing beats the crunch of a fresh apple. Volunteers at Community Food Bank of Central Alabama's Crop Drop tagged 40K lbs of

### LATEST NEWS



The Ranger Garden: Catching Fire

Daney | ABC's "Season of Service"

Caterpillar Foundation

### FEEDING AMERICA IN YOUR COMMUNITY

SELECT YOUR STATE:

Alabama

FOOD BANKS

Find my food bank >



Feeding America food banks serve 78 states.



▶ Understanding Breast Cancer ▶ Get Involved ▶ Research & Grants ▶ Partners & Sponsors ▶ ShopKomen.com ▶ Ways to Give



**DID YOU KNOW...**  
...that one in eight women in the United States will develop breast cancer in her lifetime?



Breast Cancer News | Komen News

- Fertility Concerns Affect Treatment Decisions in Younger Women with Breast Cancer - 3/25/2014
- No Significant Bone Density Differences Between Aromasin and Arimidex - 3/21/2014

 [RSS](#) [MORE](#) ▶

TOGETHER WE WILL

**FULLFILL THE PROMISE**

It started with a powerful promise. Now, it's a worldwide movement. Stand with us to end breast cancer.

shop komen



*Walgreens*

AT THE CORNER OF HAPPY & BEAUTY!

WALGREENS CUSTOMERS HAVE DONATED MORE THAN \$15 MILLION TO SUSAN G. KOMEN TO HELP SUPPORT BREAST CANCER EDUCATION &

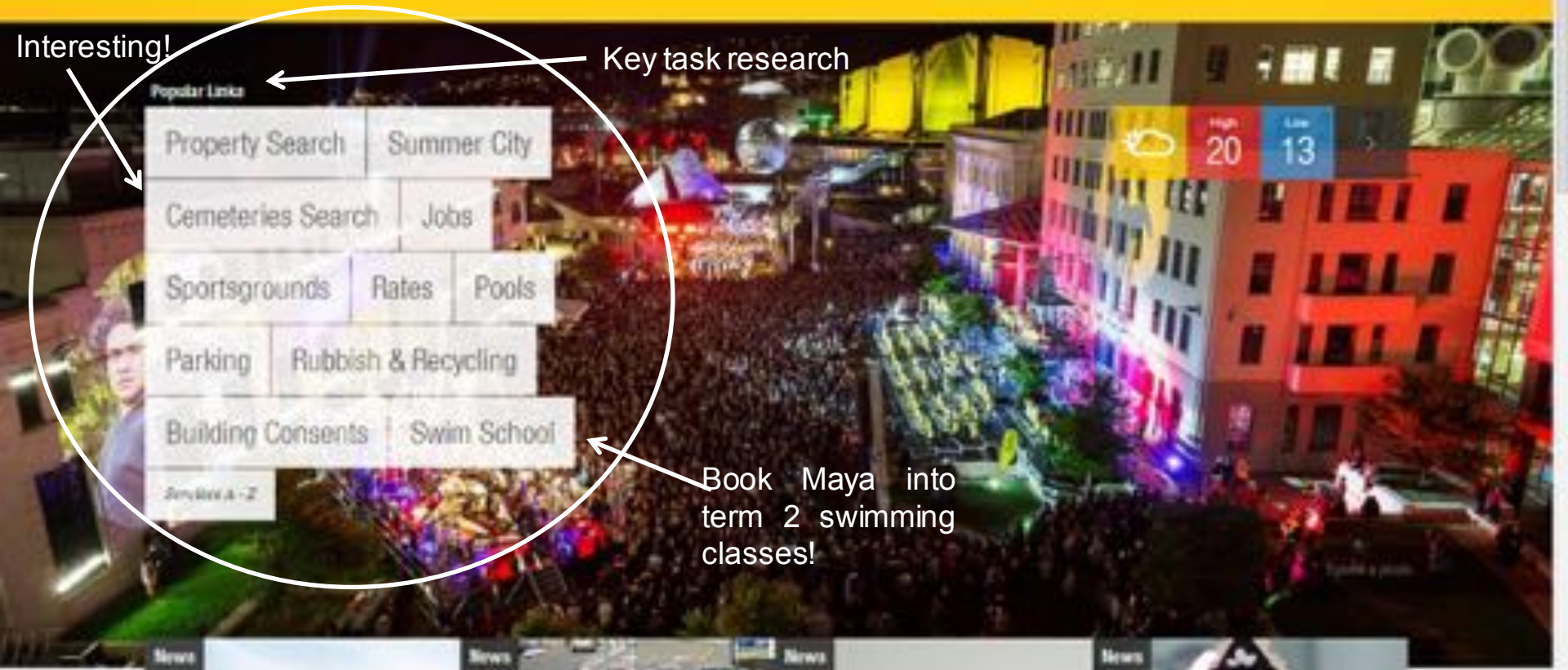
Interesting!

Key task research

### Popular Links

Property Search	Summer City	
Cemeteries Search	Jobs	
Sportsgrounds	Rates	Pools
Parking	Rubbish & Recycling	
Building Consents	Swim School	
Services A - Z		

Book Maya into term 2 swimming classes!





# Content

## Use **ACTIVE** language

- Use **ACTIVE** and **ENGAGING** language for **headings**, **links** and **key messages**.

## Declutter

- Be brave! Maximise key task content and minimise brochure content.

# **Content examples – language and clarity**

- **Save the Children**

[savethechildren.org.nz](http://savethechildren.org.nz)

- **Child Aid**

[child-aid.org](http://child-aid.org)

- **Alliance for African Assistance**

[alliance-for-africa.org](http://alliance-for-africa.org)

- **Wellington City Mission**

[wellingtoncitymission.org.nz](http://wellingtoncitymission.org.nz)



Save the Children.  
New Zealand

[Home](#) [Contact us](#)

Search this site

GO

[KNOW about us](#) [LEARN what we do](#) [SEE where we work](#) [News & resources](#) [Support us](#)

[DONATE](#)

[SHOP](#)

SAVE THE CHILDREN NEW ZEALAND  
**Making a difference  
for children worldwide**

SURVIVAL PROTECTION DEVELOPMENT PARTICIPATION

LATEST: Gravity Gives - Jump for Save the Children



Save the Children works in 120 countries. We save children's lives. We fight for their rights. We help them

**Good stuff**

**HEALTHPOST**

New Zealand's favourite for fun, affordable natural health

## THE EFFECT OF YOUR GIFT

By donating to Child Aid, you give children the greatest resource they can possess to lift themselves from poverty: literacy.

[Donate Now](#)



### OUR PROGRAM

Our literacy program is called *Reading for Life*. Through it, we train hundreds of teachers and librarians in Guatemala, deliver books to neglected schools and libraries, and bring reading programs to children in over 60 villages.

### ABOUT US

We help children in Central America improve their lives through education. We believe that the ability to read is both personally empowering and essential to a child's ability to imagine, pursue and realize a better life.

### TAKE ACTION

Your generosity makes our work possible. Whether you contribute financially or as an advocate for Child Aid in your own community, you make a real and lasting difference in children's lives.



## FINANCIAL ENRICHMENT & EMPOWERMENT

A group of refugee students celebrate after the successful completion of their Financial Literacy Program.

More personal

LATEST NEWS

UPCOMING EVENTS

DONATE TODAY



Stylish and clean



A trend!

Many of the people we know have less. Less money. Less self-esteem. Less stability. Less good-health. At The Wellington City Mission, we believe they deserve more than that. We want to help turn their lives around.



please donate

Home



missionfor youth



missionfor families



missionfor independence

# **Case studies – analyse by topics covered**

- **Key tasks** – define
- **Design** – highlighting of tasks.
- **Content** – active language and not too busy.

# Plunket - [plunket.org.nz](https://plunket.org.nz)

## Key tasks:

- Appointment timeline
- Immunisations
- Courses
- Car seat rental
- PIN groups
- Help and advice - phonenumber and clinics
- Locations



# Nau mai, haere mai. Welcome to Plunket.

We are New Zealand's largest provider of support services for the development, health and wellbeing of children under 5. Plunket works together with families and communities, to ensure the best start for every child. Whānau āwhina - caring for families.



A useful tool →

## Plunket near you

We want close to your community to give you access to our facilities, services and events. Find them here

- Wellington (NZ)
- All districts
- All suburbs
- Select a service

Find

## You & your child

Welcome to parenting

Newborn to 6 weeks

6 weeks to 6 months

6 months to 1 year

1-2 years

2-5 years

View more >

**So just a little rearranging...**

**But sometimes it's not that easy...**

# Zac and Bishop - great volunteers!



# Scouts - [www.scouts.org.nz](http://www.scouts.org.nz)

## Key tasks:

- How to join.
- What's involved – time.
- How much does it cost.
- What group level is suitable for my child.
- Locations.

- ABOUT US
- ACTIVITIES & EVENTS
- AWARDS FOR ADULTS
- AWARDS FOR YOUTH
- DOWNLOADS
- EVENTS CALENDAR
- FUNDRAISING
- MEMBERSHIP CARD
- NATIONAL PROGRAMMES
- NATIONAL SCHOOLS
- NEWS
- OUR PEOPLE
- SUPPORT US
- TRAINING
- VENUES

- HOME
- Photo Gallery
- Upper North Island
- Central North Island
- Lower North Island
- Upper South Island
- Lower South Island



We believe in the value of the work we do, challenging young New Zealanders to be active, extra-ordinary and adventurous...

There are 35,000 SCOUTS in New Zealand, and this number is growing every day. We equip young people aged 6 to 26 with life skills of problem-solving, teamwork, listening, and healthy living; and provide them with access to a large range of outdoor activities including our specialised sailing, photography, flying, canoe and snow schools.

NEWS

**Vacancies**  
There are three opportunities for go-getting individuals to join our Wellington based National SCOUTS Centre. [read more here](#)

**Vision 2025**  
Honouring Our Past; Challenging Our Future

In 2014 we will be reviewing our SCOUTS New Zealand 50 steps Plan. Leaders - login to the website and then click here to go to the vision 2025 webpage

CE and NC Newsletter

EVENTS

**Aviation School**  
20- 27 April 2014  
Try your hand at flying a light aircraft, a motorbike, a glider and much, much more. [+ more about Aviation School](#)

**Caving School**  
23 - 28 April 2014  
Learn all about caving and explore the many caves in the Waikato area. [+ more about Caving School](#)

**Photography School**  
08 - 10 July 2014  
Work towards developing a professional portfolio of work at Photography School.

**DONATE NOW!**  
Support our work with young people...

Sign up for our **E-NEWS**

**VOLUNTEER**  
Be part of our team

NEED TO SUPPORT SCOUTS? Adventure...



**Wilderness**



A busy three-column layout.

Simplify (7+/-2) and focus on tasks (eg, How to join, What we do, Our groups) and turn horizontal.

Ideal for carousel

# **Makara peak - [www.makarapeak.org.nz](http://www.makarapeak.org.nz)**

## **Key tasks:**

- Location.
- Parking.
- Volunteer/Community.
- Donate.
- Track maintenance.
- Map of areas and levels/skill required.

Focus on tasks

(eg, Location and Tracks, Events, Get involved, Maintenance work) and turn horizontal

Add utility nav eg, Login, Donate, Contact

Linear vs horizontal

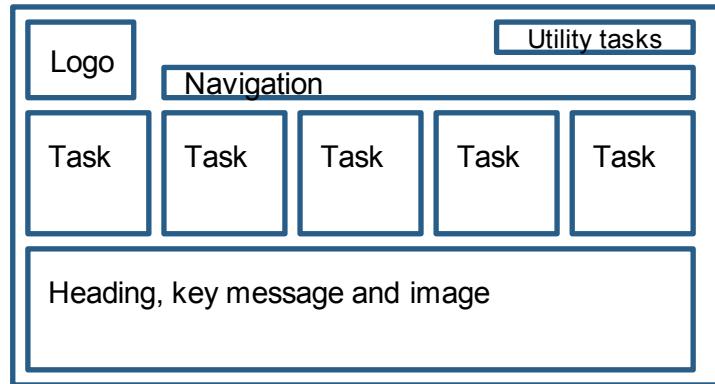
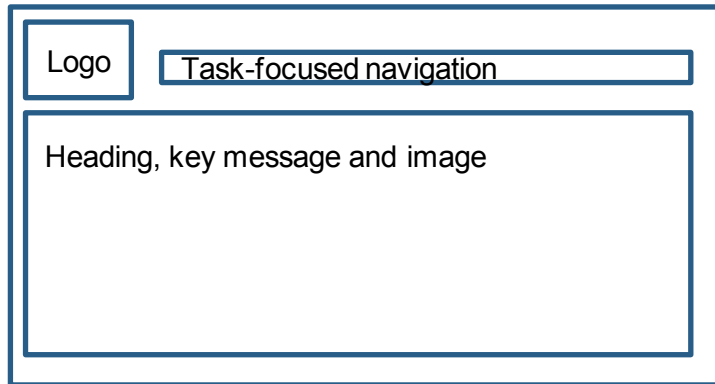
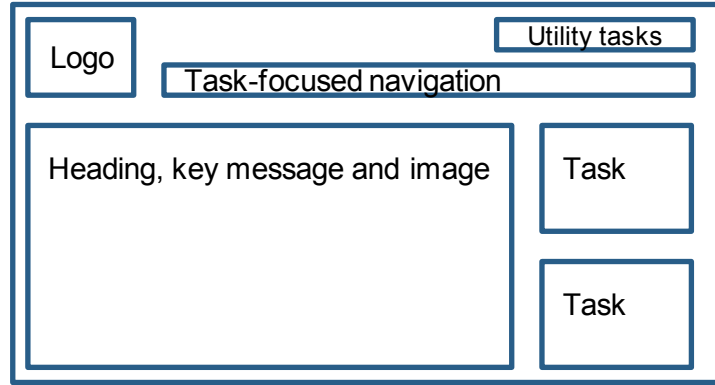
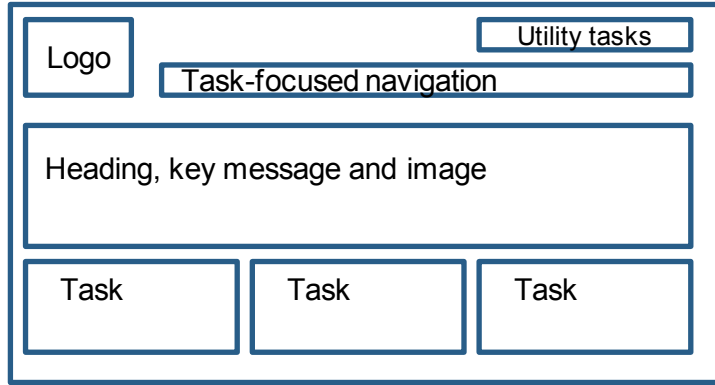


# Your turn!

- Define your top 5-7 tasks.
- Block out a new layout for your homepage that highlights them.



# Layout examples



**Any volunteers for sharing?**

A close-up photograph of a field of daisies. The flowers are in various stages of bloom, with some showing vibrant purple petals and others showing white petals. The centers of the flowers are dark brown or black. The background is a dense field of green foliage. The text "Questions? Follow up?" is overlaid in the center of the image in a white, bold, sans-serif font.

**Questions?  
Follow up?**



Thank you :)

# Acknowledgements

<http://www.gerrymcgovern.com/>

<http://www.howto.gov/webcontent/manage/focus-on-top-tasks>

