



# Goals



# Define Business, Brand, User Goals

## 1 BUSINESS GOALS

THE SITE SHOULD HELP THE COMPANY TO...

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→ increase awareness

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## 2 BRAND GOALS

THE BRAND'S GOALS ARE TO...

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→ present its services

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## 3 USER GOALS

AS A NEW AND EXISTING CUSTOMER I  
WANT TO...

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→ find information

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# Examples

# Identifying Goals

By identifying the primary goals for the organization, user, and brand I was able to develop a solution to address what the current website lacks.

## 01 Organization Goals

- Increase overall awareness of the Seattle Audubon Society and interest in volunteering/recruitment for NextGen Advisory Council
- Increase donor support to protect and sustain the environment and support educational programs
- Create an accessible experience for people of all ages and abilities to engage with Seattle Audubon

## 02 User Goals

- Access information about how to volunteer or participate in the birding community
- Sign up for educational classes and field trips
- Donate money to the organization

## 03 Brand Goals

- Create a cohesive visual aesthetic
- Inspire users to engage with Seattle Audubon
- Develop a user-friendly interface for all ages

## APPROACH

To begin my approach of the issue, I started by defining the business, user, and brand goals. With this information, I began to see where Food Not Bombs was falling short.

### Business Goals

- Inform Public
- Increase Awareness
- Make profit (donations and store)
- Access a greater net of those in need
- Promote events
- Engage in action

### User Goals

- Donate
- Volunteer
- Get help
- Learn more about Food Not Bombs
- Buy merchandise
- Attend and help out with events

### Brand Goals

- Showcase strength of identity
- Be approachable and accessible
- Be inclusive to a wide range of people

# SOLUTION

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## CLIENT GOALS

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- increase community engagement
- increase ticket sales
- create a visual brand
- easily accessible and intuitive

## USER GOALS

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- find events and buy tickets
- book shows, events, and studio time
- register for classes
- rent equipment, event spaces
- volunteer, donate, get involved

## BRAND GOALS

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- visually stimulating to captivate users while staying on brand
  - inspire creatives to take opportunities and get involved in programs
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## Goals & Strategy

### **Buisness Goals**

1. Promote Outreach Programs
2. Promote Membership and Donation
3. Encourage Volunteer Participation

### **Brand Goals**

1. Modernize Site
2. Reorganize and Simplify Navigation
3. Generate Support

### **User Goals**

1. Community
2. Educational Information
3. LGBTQ+ Resources

## **Business Goals**

- Increase awareness of work
- Increase donations
- Gain more employees and interns
- Make reports easier to digest
- Increase event attendance
- Create a cohesive look and feel for each page
- Gain more subscribers

## **Brand Goals**

- Make brand more contemporary
- Create more of a sense of urgency to take action
- Highlight effectiveness of company
- Help audience understand the scope of their work
- Demonstrate their role in the media
- Reduce amount of text

## **User Goals**

- Easily identify and access reports pertaining to their interests
- Make donations and find other ways to help be apart of the cause
- Find resources for refugees and asylum seekers
- Understand exactly what the organization does to help refugees



## Goals

### Business

- Increase awareness of organization
- Increase membership
- Increase donation
- Increase events throughout the year
- Increase newsletter subscriptions

### Brand

- Present services clearly with style
- Maintain poised, professional style
- Strong voice of empowerment
- Concise clarity of tasks
- Inspire other similar organizations

### User

- Find information
- Nominate for annual awards
- Get scholarships
- Donate & volunteer
- Network, mentor & mentee