
Strategy Statement



What is a Strategy Statement?

Your statement helps you define the purpose of your website redesign.

It will help ensure your website has a structure that supports your goals, addresses the needs of your target audiences, and supports user tasks.



How to Write a Strategy Statement

Try and define the following:

What is the website?

Who is the audience?

What are the goals?

How are you addressing these goals?

Why are these the goals?

Think of this as your elevator pitch - try to keep it concise.

Example Format: "It is this, for these people, it has these goals, they will be addressed this way, for this reason."

Student Examples



STRATEGY STATEMENT

The Vera Project website needs to be redesigned and reorganized so that it is more intuitive and accessible for the user. Condensing pages, navigation, rebuilding info hierarchy, and creating a visually sophisticated look are important so that the user finds what they need quickly while creating a sense of creativity and energy that reflects the brand.

Strategy Statement

The Whatcom County PFLAG website needs to be redesigned to be an accessible, organized, and easily navigable and understandable experience that allows users to access educational information, LGBTQ+ resources, and interact with a wider community. This will be done by reorganizing the navigation and content, clarifying content for users, and creating a natural flow of information to simplify navigation.

STRATEGY STATEMENT

The Food Not Bombs website has the goal to reach a broad audience of interest and report concise information about the organization and how one can become involved as well as provide for their chapter. By creating a simple but comprehensive platform, FNB site users will be able to find the best way to join this global force. Currently, the FNB's website falls

short in usability due to lack of clarity in its organizational system which increases frustration and then bounce rate on the platform. To reduce these disparities, the site will have more clear informational architecture, stronger brand representation visually, and better accessibility to a wide range of interests.

Strategy Statement

The current website for CASA is old, with an outdated design and graphics with poor resolution. Brand and business goals for this website include adopting shelter dogs and cats to good homes, educating people on proper pet care, and creating a brand that is seen as trustworthy, approachable, and easily recognizable. To meet these goals, it is necessary to update the website's design, navigation, organization, and layout to create an enduring and recognizable online presence.

The strategy for this redesign is to create a contemporary website that demonstrates the work that the organization is doing with urgency and courage. It will allow its users to find information quickly. Users will feel empowered and knowledgeable after leaving the site.

The Strategy

Strategy Statement

Seattle Audubon depends on community engagement as well as the generous donations from its members to continue to fund the conservation work, educational classes and walks they provide the community.

The current website is not representing an interactive or inspiring environment for engagement or learning. Furthermore, user accessibility for navigating the website information is tenuous at best. The website redesign seeks to develop a refreshing cohesive visual identity for the organization, provide an engaging visually-driven interface that keeps users interested, and pages that are accessible for users of all backgrounds.

This will require an overhaul of the navigational organization, designing an involvement page that contains a clear calendar of events, and streamlining the membership donation page to encourage the user to a call to action.