

NCFB

Information Architecture

NORTH COUNTY FOOD BANK



BY

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BRIEF

Communication

PROJECT SUMMARY:

North County Food Bank is the only food bank serving North County. Their current website is a link off its parent organization North County Community Services. This link takes the user to a one page description of the NCFB organization with a few links to donate, volunteer etc. NCFB would like to have their own website that can be accessed through both North County Community Services website and independently with their own URL.

NCFB has a lofty and important goal - to help eradicate hunger in North County San Diego. This website is a key part of their overall strategy. They hope that by 2015 all the people in North County San Diego who need food will know how and where they can get it. The other purpose of the website is to bring in the needed revenue to support this goal. The most important message the website should convey is one of hope.

AUDIENCE PROFILE:

There are four main users of NCFB's website:

THE HUNGRY:

These are people looking for a place to get food for themselves or their

families. They are children, single parents, the elderly, the handicapped, people with mental and physical disabilities, immigrants and people who are out of work in the recession. Many of these individual may not have a computer at home (and may not even have a home). They may find NCFB's website at school or at the library or they may be referred to it by a friend. We must assume that their computer skills are limited so the services for the needy should be easy to find and easy to navigate. They really just need to find their next meal as quickly and easily as possible.

CORPORATE DONOR:

This donor looking for a reputable cause and will commonly donate larger sums of money. These are sophisticated computer users who want to make sure they are donating to well established organizations they can trust long term, and that will yield no-risk public relations benefits.

CASUAL DONOR:

This is the individual that has relatively small amounts money they would like to donate to a worthy cause. They need the website to inspire donations, with the understanding that NCFB is not the only worthy cause appealing



for funds. The key challenge is to move prospective donors on an emotional level. This will be done by showing the honest fact that hunger touches all ethnic groups in our society and mostly the innocent. This donor must be convinced that they can trust NCFB and that their donation will be used wisely. This donor is believed to have fairly strong computer skills and is comfortable with basic website navigation.

VOLUNTEERS:

There are two main types of volunteers, casual and corporate. The casual volunteer has hours to donate for personal reasons or because they are required to do so for school, church etc. This person is looking for a reputable organization to donate their time where they will have a fun, “feel good” experience. They want to make a difference in their local community. This user likely has at least basic computer skills, or they would not be searching on the internet. The age range of these donors is very broad, ranging from seniors to school kids.

Corporate volunteers are corporations that are looking for a place to donate the time for a group of their employees. They would usually sign up for a specific project and bring a

team of employees, on a certain day. Once again corporations are going to be looking for a reputable, professional organization which should be apparent from the website.

PERCEPTION:

The target audience should respond to the website by donating their time or money to NCFB. For the casual user it is probably emotion that will get them to donate and for the corporate user it will be professionalism and credibility.

NCFB wants to come off as a well organized, trustworthy and legitimate organization that cares about people in need. The website must convince the donor that their money will be put to good use in helping to stop hunger in North County San Diego. It needs to inspire empathy for the cause of hunger by educating prospective donors about the scope of the problem and specifically hunger knows not boundaries. In short, it has to be a moving appeal for them to take immediate action.

COMMUNICATION STRATEGY:

The message of hope is crucial. Prospective donors must believe the hope that the hunger problem in North County San Diego, while serious, can be eliminated with proper

funding and attention. This will be conveyed through photographs, words, testimonials and videos.

NCFB will measure the success of it's website by an increased donations of time and money, which will help them meet their goal of feeding all the hungry in North County by 2015.

COMPETITIVE POSITIONING:

NCFB does not have direct competitors in the fight against hunger, but of course there are many other worthy causes that compete for these types of funds and volunteers.

TARGETED MESSAGE:

Hope . . . Hunger is a big problem, but the solution is within reach.

Navigation BRIEF

ARCHITECTURE

When the user goes to NCFB's website they will first see a photograph that will peek their interest. This photo will change about every 6 seconds. There will also be a statement about the food banks goal to help eradicate hunger in North County San Diego by 2015. The first page will include three windows with a picture and name of a current event, a current program and/or a video. The user can click on these windows to either see a video or get more information on current events or programs. This first page will have seven main navigational buttons which will also appear on every page. They will be labeled [GET FOOD](#), [GIVE HELP](#), [FOOD DRIVES](#), [DONATE](#), [PROGRAMS](#), [EVENTS](#), and [ABOUT US](#). All pages will also have three larger buttons labeled Hungry?, Donate and Volunteer. The Hungry? buttons will take the user to the "Food Locator Window" which will have up-to-date locations of where the user can find food. The Donate button will take the user to the Donate page where they can get information on how to donate money. The Volunteer button will take the user to a page where they can see the volunteer opportunities and find out how they can sign up. The user will be able to get back to the first page by clicking on the NCFB's logo or a Home link in the header and footer of each page. The header and footer will also have links to Hungry?, Donate, Volunteer, and Contact Us. The secondary pages of the website will have the main navigation as well as sub-navigation, a content section that changes to display the message of the selected page as well as a relevant photo.

Site Map

-  Main Navigation
-  Quick Navigation
-  Secondary Navigation



-  Hungry?
-  Donate
-  Volunteer



Content Inventory Matrix

ID	Navigation Title	Page Title	Filename/URL	Content	Need	Have	Images	Need	Have	Notes
1.0	NCFB Home	NCFB Home	.../index.html	Statement about NCFB.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	At least 6 images	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
1.1	Get Food		.../getfood.html	see 2.0	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	
1.2	Give Help		.../givehelp.html	see 3.0	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	
1.3	Food Drives		.../fooddrives.html	see 4.0	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	
1.4	Donate		.../donate.html	see 5.0	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	
1.5	Programs		.../programs.html	see 6.0	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	
1.6	About Us		.../about.html	see 8.0	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	
2.0	Get Food	Get Food at NCFB	.../getfood.html	States the goal of NCFB and tells the hungry how to get food.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Images of a map with food locations	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
2.1	Find Food Near You		http://maps.google.com/maps/ms?hl=en&ie=UTF8&fb=1&gl=us&hq=%22North+County+Interfaith+Council+%22&hnear=0x80dbf4978219f8c5:0x2a6b7b62b5ed5466.550+W+Washington+Ave,+Escondido,+CA+92025&msa=0&msid=217018353127700414664.0004a32be1795aec9765f&ll=33.134676,-117.158546&spn=0.099473,0.189171&z=13	external link to Google map with locations of places to go to pick up food.	<input type="checkbox"/>	<input checked="" type="checkbox"/>		<input type="checkbox"/>	<input checked="" type="checkbox"/>	
2.2	Partners	Partners of NCFB	.../partners.html	who are the partners of NCFB	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Images of their partners	<input type="checkbox"/>	<input checked="" type="checkbox"/>	could use picture. Modified statement on NCFB page of NCCS website to fit Partners.
2.3	Events		.../events.html	statement about events	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Image of events	<input checked="" type="checkbox"/>	<input type="checkbox"/>	I linked to your blog and Press article. Be great to have images taken at an event. The image is from a google search.
2.4	Contact Us	Contact NCFB	.../contact.html		<input type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input type="checkbox"/>	Be great to have a picture of your staff.
3.0	Give Help	Give Help to NCFB	.../givehelp.html	Information on how individuals and corporations can volunteer to help.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Images of volunteer events.	<input type="checkbox"/>	<input type="checkbox"/>	I took NCCS Support statement and tailored it to NCFB
3.1	Volunteer	Volunteer at NCFB	.../volunteer.html	detailed info on who, how and when of volunteering	<input type="checkbox"/>	<input checked="" type="checkbox"/>	image of volunteers	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
3.2	Donate Funds	Donate Funds	.../donate.html		<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	
3.3	Food Drives	Food Drives	.../fooddrives.html	see 4.0	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	
3.4	Events	Events/News	.../events.html	see 2.3	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	
3.5	Contact Us	Contact Us	.../contact.html	see 2.4	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	
4.0	Food Drives	Food Drives at NCFB	.../fooddrives.html	Food Drives are Important Year Round	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Images of food drive.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Be great to have a picture of a food drive.
4.1	Organize Drive		.../organizedrive.html	Information on how to organize a food drive.	<input type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input type="checkbox"/>	Be great to have a picture of a food drive.
4.2	Donate Food		http://maps.google.com/maps/ms?ie=UTF8&hl=en&msa=0&msid=203341685310520734211.00049bf0cde630d2d7e9e&ll=33.179837,-117.3274618&spn=0.034955,0.040673&z=15		<input type="checkbox"/>	<input checked="" type="checkbox"/>		<input type="checkbox"/>	<input checked="" type="checkbox"/>	Link to Google Map with food drive locations

Content Inventory Matrix continued

5.0	Donate	Donate to NCFB	.../donate.html	Where Your Food and Fund Donations Go	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Images of places donated money goes.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Found and changed a few typos in this statement. This image is from google search
5.1	Online		https://www.paypal.com/cgi-bin/webscr	Link to paypal	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	not sure if you want a special paypal link this is just the one I found on the NCCS site
5.2	By Mail		.../bymail.html	Will have address to send donations to.	<input type="checkbox"/>	<input checked="" type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	
5.3	Gift Matching		.../giftmatching.html	Will explain Matching Gifts Program	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Images of Matching Gift Program.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	I put image of corporate volunteers
5.4	3 Meal Campaign		.../meals.html	Will explain the 3 Meal Campaign.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Images of 3 Meals Campaign.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Used info from NCCS site.
	Events		.../events.html	see 2.3						
5.5	Contact Us		.../contact.html	see 2.4	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	
6.0	Programs	Programs at NCFB	.../programs.html	Will feature a current program. With brief explanation.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Image of a current program	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Modified another statement to go here
6.1	Edible Garden		.../garden.html	Will explain the Edible Garden	<input type="checkbox"/>	<input checked="" type="checkbox"/>	6 images of Edible Garden.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Use statement from NCCS website
6.3	Become a Partner		.../partners.html	Explain Become a Partner Program.	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	I linked this to the List of Partners. I wasn't sure what Become a Partner was.
6.4	Food Drives		.../fooddrives.html	see 4.0	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	
6.5	Fresh Rescue		.../freshrescue.html	Will explain Fresh Rescues	<input type="checkbox"/>	<input checked="" type="checkbox"/>	image	<input type="checkbox"/>	<input type="checkbox"/>	be great to have a picture of picking up food.
6.6	Sponsors		.../sponsors.html	Will have list and logos of sponsors.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Sponsors' Logos	<input checked="" type="checkbox"/>	<input type="checkbox"/>	great to have sponsors' logos
6.7	Children's Meal Programs		.../fit.html	Talks about Children's Meal Program	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Images of Vista School children	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
6.8	Food Relief Boxes		.../boxes.html	Will explain relief boxes.	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input checked="" type="checkbox"/>	<input type="checkbox"/>	couldn't find any info on this program
3.9	Gift Matching		.../giftmatching.html	see 5.3	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	
3.10	3 Meal Campaign		.../meals.html	see 5.4	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	
7.0	About Us	About NCFB	.../about.html	Statement about the staff and there goals for the food bank.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Group photo of NCFB staff.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Not sure if the photo I used was your staff or NCCS but it had one of you trucks
7.1	Mission Statement		.../mission.html	NCFB Mission Statement	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Image of the food bank.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Would be nice to have picture of your warehouse
7.2	History		.../history.html	History of the food bank	<input type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input type="checkbox"/>	Didn't use image but would be nice
7.3	Hunger		.../hunger.html	Explain hunger in San Diego and show map of food banks coverage.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	image of hungry child	<input checked="" type="checkbox"/>	<input type="checkbox"/>	This image I just took from google search
	Events		.../events.html							
7.5	Contact Us		.../contact.html		<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	

Documents

Brief statement on the goal of NCFB.
History of food bank.
Statement about hunger in San Diego.
Mission Statement of the food bank.
What are the goals of the Food Bank staff.
Staff bios and contact information.
Address and contact information of NCFB.
List of food drop location.
List of food pick up location.
List of food bank's partners.
How to organize a food drive.
List of scheduled food drives.
Information on how to donate money.
Statement on where donated money goes.
Address of where to send a donation check.
How to volunteer.
Information about corporation volunteering.
List of the food bank's sponsors and their logos.
Calendar of year round projects.
List of current and up coming events.
Information on Fresh Rescue.
Information on Relief Boxes.
What is the Matching Gifts program.
What is the 3 Meals campaign.
History on Edible Gardens and how it works.
News articles about the food bank
Archives of past events of the food bank.
What is the FIT program.
List of external links you want on the site.

NEEDED

Photos

WE WOULD LIKE

- Group photo of food bank's staff.
- Photos of the Edible Garden.
- Photos of the food drives.
- Photos of special events.
- Photos of children involved in Edible Garden
- Photos of the hunger.
- Any videos.
- Photos of the volunteer program.
- Photos of events.
- Photos of FIT program

Documents We Will Create

- Map of the site location
- Map of the food drop location
- Map of the food pick up location

Wire Frame Option for Home Page

HUNGRY? | DONATE | VOLUTEER | CONTACT US



Hungry?

Donate

Volunteer

Get Food

Give Help

Food Drives

Donate

Programs

Events

About Us

PHOTO

This is where a statement about the food banks goal to help eradicate hunger in North County San Diego by 2015 will be.



PROGRAM NAME



EVENT NAME



VIDEO NAME

HUNGRY? | DONATE | VOLUTEER | CONTACT US

Wire Frame Option for Secondary Pages

HUNGRY? | DONATE | VOLUNTEER | CONTACT US



Hungry? Donate Volunteer

Get Food Give Help Food Drives Donate Programs Events About Us

- Sub-Navigation
- Sub-Navigation
- Sub-Navigation
- Sub-Navigation
- Sub-Navigation
- Sub-Navigation

PHOTO content

HUNGRY? | DONATE | VOLUNTEER | CONTACT US