Tomorrow's Aeronautical Museum Web Site Redesign

Proposed by

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Concept Statement

We will rework the Tomorrow's Aeronautical Museum's current web presence by updating the layout and organization in a way that will not only be current with modern design, but will also be able to last longer because of it's intuitive functionality. We will enhance the website with a better user interface that will be more appealing to capture a bigger audience and please your existing ones, but it will also give a sense of trust and caring that is needed to be a successful non-profit organization. By creating personas and researching other successful non-profit organization sites, we will be able to create an attractive website that will stand out amongst the rest while still fitting all the needs of your target audience.

Site Objectives

1.   Provide on online presence for TAM that is easily accessible to the public.
2.   Create a well-organized outline about the various programs TAM offers.
3.   Offer an efficient and informative way to donate and volunteer for TAM.
4.   Showcase the amazing history about the Tuskegee Airmen and how the TAM came to be.
5.   Connect the community through methods of social networking.
6.   Announce future events through a calendar.

Site Features

1.   A PHP driven website with CMS.
2.   Updatable calendar
3.   Media gallery with pictures and video
4.   Connection with paypal, facebook/twitter, flickr, linkedin
5.   Contact form with validation
6.   Google Maps for location and direction

Site Map

I.   Home
-      i.   Learn
  - • About
  - • Founder
  - • Tuskeegee
-      ii.   Do
  - • Programs
  - • Events
-      iii.   See
  - • Pictures
  - • Video
  - • Visit
    - – Google Maps API
-      iv.   Help
  - • Donate
    - – One-time
    - – Recurring
    - – Other ways
  - • Volunteer
    - – Log
-      v.   Contact
  - • Form
  - • Phone number
  - • Social network links

The Philanthropist

Name: Gary
Age: 39 years
Status: Married

Income: $110,000
Housing: Home

Geographic: United States
Urban
1-4 Million

Psychographic: Upper-Middle Class
Principle Oriented

Webographic: 5-10 Hours online/week
Desktop
Smartphone
Tablet

Goals & Motivations:

- Learn about the organization easily.
- Discover ways to volunteer or help out.
- Be comfortable donating online.
- Know what his money is being used for.
- Be able to contact organization directly.

Concerns:

- Site might be too hard to navigate and find information.
- Visually trustworthy?
- What are they using my money for?

"How can I help?"

Gary is an executive for a leading tire company that manufactures wheels for transportation vehicles. He is married with two children living in the suburbs of Torrance, California. He wants to find ways to give back to his community, but cannot find the time to go out and discover these places. He is very good at research and would love to find a place online that he could donate money or time. But because there are so many different places on the internet, he is hesitant to commit to an organization unless he can get a feel that this place is trustworthy and worth his money.

Key Characteristics:

Wants to trust the non-profit organization and the way his money is held. Wants to research the org to make sure he's placing his money in the right programs.

The Parent

Name:	Lucy	*Income:*	$30,000
Age:	35 years	*Housing:*	Apartment
Status:	Married		

Geographic: United States
Urban
1-4 Million

Psychographic: Working Class,
Principle Oriented

Webographic: 0- 3 Hours online/week
Desktop
Cellphone

"I want to know exactly where my kids are and what they're doing when I'm not around."

Lucy is a manager at a restaurant in Compton, California. She is married with three kids. She and her husband don't have time to watch them after school but they also don't want them home alone or getting into to trouble. She needs to find a place where they can go after school.

Key Characteristics:

Wants to keep her kids off the streets. Wants to be able to leave her kids in a safe and reliable place.

Goals & Motivations:

- Learn about the programs easily.
- Make sure it is close to home.
- Easy to contact facility in case of emergency.

Concerns:

- Is the program free?
- Is this place safe?
- What will my kids be doing there?