

Case Study: Volunteers Site

Problem Definition:

The Corporate Responsibility department at New York Life hosts numerous programs and allows employees and agents to donate money, time and services for many worthwhile endeavors. Depending on an individual's level of service, the company rewards individuals with the opportunity to attend select events.

As many of these programs has grown organically, there was no concise way to view what programs an individual had contributed to and how their contributions related to others in the company.

Corporate Responsibility wanted a cohesive experience that not only relays information but would potentially lead to increased contribution.

Methodology:

- Meet with stakeholders to develop and understanding of the scope of programs and features.
- Develop an information hierarchy to group like programs.
- Design options to best portray the program offerings.
- Design a color scheme and iconography to brand major groupings.
- Develop Templates for major sections including homepage, landing pages and application pages
- Develop semantic DHTML utilizing usability best practices to support the effort.

Outcome

1. Three content groupings broken into "Give Money" (green), "Volunteer My Time" (blue) and "Earn a Grant" (red) were developed. The color scheme and iconography are persistent elements through the application and communications.
2. Development of an Adobe Flash based "sliding panel" to highlight program offerings within the 3 areas.
3. Iconography on site and application pages allows users to easily navigate to main section pages. Section pages highlight individual and company-wide program totals.
4. A stepped process for applications was developed and integrated into the navigation scheme.
5. Feedback elements highlighting personal totals were developed to increase levels of contribution.

