

September 10, 2015

CPID platform

Feedback from the meeting

1. Usability

- a. Simpler more intuitive and graphic navigation on the main user landing page (possibly similar to the tree on IICRD?)
- b. Clearly defined action buttons
- c. Better user search and navigation
- d. Ability to auto-load content rather than paging on long lists
- e. Improved search functionality, more robust and combining users and groups in the same search
- f. Improved group search and navigation
- g. Improved creation pages

2. Functionality

- a. Help/tutorials on how to use the platform and general functions
- b. Improved social media integration, Feeds to and from facebook, twitter etc
- c. Discussion on whether an app version of the site would increase traffic, if so what functionality
- d. Introduction of site wide news and notifications outside the scope of groups you already follow

3. Content

- a. Replace static welcome banner with more dynamic content (news?)
- b. Improved taxonomy/categorization
- c. Improved use of page real estate

4. Other

- a. Changes to IICRD site to profile CPID higher on the page

- b. Potential general branding, colour and theme changes
- c. Discussions around accessibility, and who can view what content, public, private etc.

Our Feedback

In general, the team's feedback covered a wide variety of topics from general theming and page layout to existing functionality and usability improvements. There were also suggestions for new functionality like better social media integrations points. In some cases, recommendations (eg. color scheme) need to be discussed collectively with the organization as one individual's feedback may not necessarily correspond to the rest of the team and hence might be subject to some type of approval process. It sounded like some branding ideas are already in the works, so this process may already be underway for some items.

If we look back a few years, the CPID platform was built off of the Gathr Platform and came with a general set of functionality. At this point that set of functionality may not match your current requirements.

To incorporate the feedback we've received and to transition this into a new and improved version of CPID, it is not only necessary to add new functionality, it's also necessary to get rid of unused elements (that only clutter the platform), to update existing elements, and update the backend of the system (search index etc.).

For those reasons, it will be most cost and time effective to build the platform from scratch incorporating new functionality as we do go, rather than trying to patch and retrofit things into the old system. This will also make future functionality easier to incorporate and could potentially be leveraged for other similar types of platforms that you mentioned in one of our last meetings.

In terms of the overall functionality of the site we would recommend that the organization take a look at what your overall goals with the platform are and which key functions of the site would help to reach these goals. From there, we can identify the main requirements of these pillars, and then compare this to what is there today to help identify any gaps.

Steps for a cooperation plan between Virtual Wave Media and IICRD

1. Define the branding of IICRD (in the years that we've been working with you, branding has been very fluid. Needless to say, the clearer your brand is defined, the easier it is to send a message. We're happy to make suggestions and support you in realizing the results of your internal branding discussions.)
2. Define the elements or activities on the platform and prioritize them according to your overall goals.
3. Develop a content strategy regarding what should be produced and where it should be displayed.
4. Set a budget as a framework to develop functionality accordingly and streamline the platform.

We hope this summary is helpful to organize the next steps.

All the best

Katja & Shanahan