

Appendix 4 Website User Flows

CURRENT AND POTENTIAL GRANTEES

- A. As a grantee, I want to learn how to find open Calls for Proposals and apply for a grant.
 - a. Find and apply to a new Call for Proposals in the country and sector in which my organization works.
 - b. Learn how apply for a grant/respond to a Call for Proposals.
 - c. See if my organization is eligible for a grant.
 - d. See in which countries, KBAs, and corridors CEPF works.
- B. As a grantee, I want to know who CEPF is, how it works, and what it does.
- C. As a grantee, I want to replicate CEPF's successes and learn lessons about its challenges.
 - a. Replicate CEPF's successes by accessing its knowledge products.
 - b. Replicate CEPF's successes by reading a story.
 - c. Learn about CEPF's challenges by accessing its knowledge products.
 - d. Learn about CEPF's challenges by reading a story.
 - e. Read about current and former projects.
 - f. View and download knowledge products.
- D. As a grantee, I want to be self-sufficient and achieve organization sustainability and sustainable financing.
- E. As a grantee, I want to learn about the type of work other grantees are doing.
 - a. Read about other grantees' successes, impact, and lessons learned.
- F. As a grantee, I want to see the website information in my native language.

CURRENT AND POTENTIAL DONORS

- A. As a donor, I want to know what CEPF does.
- B. As a donor, I want to know CEPF's impact.
- C. As a donor, I want to see CEPF's connection to civil society.

- D. As a donor, I want to see how CEPF's work related to the global climate agenda
 - a. See projects' relation to SDGs and AICHIs
- E. As a donor, I want to show my constituents the projects CEPF supports.
- F. As a donor, I want to know that grantees are getting the resources they need.

- G. As a donor, I want to see that CEPF is following governance guidelines, particularly with regard to safeguards.

- H. As a donor, I want to know how to mainstream biodiversity conservation into public policy and private sector business practices.

CONSERVATION PRACTITIONERS AND GENERAL PUBLIC

- A. As a conservation practitioner, I want to replicate CEPF's successes and learn lessons about its challenges.
 - a. Replicate CEPF's successes by accessing its knowledge products.
 - b. Replicate CEPF's successes through a story.
 - c. Learn about CEPF's challenges by accessing its knowledge products.
 - d. Learn about CEPF's challenges through a story.

- B. As a conservation practitioner or member of the public, I want to know what CEPF does.

- C. As a conservation practitioner or member of the public, I want to know CEPF's impact.

- D. As a conservation practitioner or member of the public, I want to know how I can help.

EXAMPLE USERS FLOW

GRANTS/CALL FOR PROPOSALS PAGE

<http://www.cepf.net/grants/Pages/default.aspx>

Current Path from navigation

Clicks on "Open Calls" utility nav button

OR

Clicks on "Grants" nav button

Current Path from map or region page

1. Clicks on specific region on map

2. Goes to region landing page
3. Sees and clicks on prominent link to open RFP page
(Potential Path is to add a link to the RFP page on the Map)

Current Actions Available on Call for Proposals page

- Reads RFP description
- Downloads full RFP
- Clicks How to Apply and/or Eligibility links

Future Call for Proposals page needs to have

- Clearly and consistently presented RFP summary info and instructions
- Link to Foundation Connect
- Content from Eligibility page
- Content from How to Apply page
- Link to Project/Grants Database
- Link to Safeguards/Ops Manual/Grievances or digital asset library
- Link to Learning page
- Link to FAQs