

## Appendix 7 Website Function and UX Requirements

The current website feels very cramped and busy. The new design should use negative space to allow more breathing room for content, and to improve usability and legibility.

It should also ensure that the navigation makes sense to our visitors and leads them to what they want to find in as few clicks as possible. And elicit specific actions from each audience based on the user stories and users flow.

To obtain these goals, these are the proscribed objectives:

### Visual design

- Mobile-first or mobile-friendly responsiveness
  - e.g. Tables are responsive and stacked
- Modernize the user interface and graphic design
  - Pages shouldn't be too busy or present too many options
  - Excellent use of white space
- Ability to grow with changing technology, future needs and functionality improvements
  - Modules to allow for greater variety and flexibility of page layouts
- More infographics, interactive data
- Integrate Aichi biodiversity target and Sustainable Development Goal icons to relevant content, possibly through tagging system
- Potential elements
  - Design icons for different categories

### Universal page elements

- CEPF logo
- CEPF tagline
- CEPF donors
- Utility nav
- Responsive multi-level menu
- Calls to Action
  - Subscribe to newsletter
  - Share on social media
  - Apply to RFP
- Social Media widgets

- Featured content will have a feed that links and pulls in relevant content based on tags
- Video carousel
- Photo gallery
- Search box
- Links to French and Japanese sites
- Google translate
- Copyright information

#### **Accessibility**

- ADA Section 508 compliance and A11Y
- Web-friendly fonts

#### **Microinteractions**

- Responsive animations
- Interactive infographics and maps
- User-friendly digital asset database and/or library

#### **Images, video and audio**

- Responsive with renditions
- Captions
- Carousel skin

#### **Search**

- Give search function more capabilities and targeted results
  - Based on taxonomy, synonyms, and tagging system
- Predictive search

#### **Social media widget**

- Share buttons
- Pulls content from social platforms' feeds

#### **Databases (digital asset library)**

Visual and UX design for database with indexing, search, and tags for joint or separate databases/libraries

- Library data
  - Lessons Learned and corresponding publications
  - Grantee and subgrantee partners list
  - Contact info for RITs and grantees
  - Project Database to include:
  - Integration with Foundation Connect
    - Pull documents: Project Final Competition Reports, Safeguards, Technical Reports, and corresponding appendices
    - Pull new grants with web descriptions
- Sort and search by
  - Title
  - Hotspot
  - Region
  - KBA
  - Corridor
  - Country
  - Grantee
  - Pre-defined project category
  - Grant period
  - Active/inactive
  - Grant amount
  - Keyword
  - Alphabetically
  - Chronologically
- View type of document, examples:
  - Templates
  - Models
  - Tools
  - Best practices
  - Lessons learned
  - Final reports
  - Safegaurds
  - Technical
  - Other project-specific assets (video, photos, links, documents)

## Maps

- Interactive global and Hotspot-specific maps with Hotspots, KBAs, Corridors, active projects, completed projects, detailed descriptions, links to open calls for proposals, etc.
- Interactive Storymaps



- Toggle Layers
- Searchable

### Potential Elements

- Comment sections, chat rooms and/or interactive blog
  - Add forum or comment function to Lessons Learned to generate grantee discussion
  - Create networking hubs for RITs, grantees, and applicants, based on
    - Part of proposal process (budget, project design, etc.)
    - Part of implementation process
    - Project category and/or keyword
    - Region
    - Topics of common interest related to grants
    - Topics related to civil society, biodiversity, etc.
- Personalization
- Build approval and uploading system similar to Vault for grantees and RITs to post assets (publications, videos, photos)
- Password-protected content: specific directories, pages, and documents
- Subscribe to RSS feed
- Ability to register an email address to receive notices for certain information
  - All emails
  - CEPF quarterly newsletter
  - Lessons learned
  - All call for proposals
  - Selected call for proposals, listed by Hotspot and/or category
  - Specific Hotspot