INFORMATION ARCHITECTURE

PRESENT BY

WORRAPOT PARDUNGSIN

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CREATIVE BRIEF

PROJECT SUMMARY

Company :
American Red Cross of Central Maryland

URL :
www.redcross-cmd.org

Background :
The American Red Cross (ARC), also known as the American National Red Cross, is a volunteer-led, humanitarian organization that provides emergency assistance, disaster relief and education inside the US. It is the designated U.S. affiliate of the International Federation of Red Cross and Red Crescent Societies.

Purpose :
This project is to re-design the website for the non-profit organization named American Red Cross of Central Maryland.

Goals :
Create a more user-friendly and updated layout for ARC of Central Maryland by placing higher quality images, implement one drop-down global navigation, working on layout by using grid-system to improve the alignment, and utilize modern programming languages such as JavaScript, PHP to enhance the user experience.

Audience :
There are some of audiences for this website. The primary users are volunteer that regulary helping people.
The secondary user would be donors and sponsors.

PERSONAS

PRIMARY USER

Gordon Freeman
Medical Student

> *Experiment outside the classroom is the best experiences.*

SCENARIOS

Gordon is currently enrolled in Johns Hopkins University. He has a part-time job in emergency room at Johns Hopkins hospital. He lives in school housing on campus. And he get a scholarship until he graduate.

His though that it would be great opportunity for him to volunteer for reliable organization because he want to improve his resume and experience before he become a real doctor.

INTERNET ACCESS

One hour a week — Everyday

OBJECTIVES

- Subscription for the up-coming news & events
- Access the site from mobile device
- Contact customer service through live chat

PERSONAS

SECONDARY USER

Helen Parr
Accounting

> *I treat other people like they are one of my family.*

SCENARIOS

Helen is working as an accounting for one of the government company. She is 45-year old who lives in downtown Baltimore. She is married to Robert, a senior executive in financial at an insurance company. They have two children, a 10-year old boy named Dash and 14-year old named Violet.

She said that it could be better if she can search the date, time, and location of donation point right from her phone.

INTERNET ACCESS

One hour a week — Everyday

OBJECTIVES

- Check my health history and give blood record
- Donations online
- Make appointment online

PERSONAS

SECONDARY USER

Dr. Jon Osterman
Physician

> *There is more than one way to help other people.*

SCENARIOS

Dr. Osterman is full-time physician at Johns Hopskin hospital. He is 50-year old and married to Laurie a geology professor at University of Maryland. And they have no child.

Working in hospital always busy. More than a hundred patient came per day. He usually use an Internet when he back home. He like to read news and articles about medical technique.

INTERNET ACCESS

One hour a week

Everyday

OBJECTIVES

- Donations online
- Donate through live customer service
- Subscription and access to news and medical articles

PERSONAS

COMPLIMENTARY USER

Regina George
Public Relations Student

> *More people you know more network you have.*

SCENARIOS

Regina is a student at University of Maryland in Public Relations major. She lives with her parents in Georgetown. Her parent own a medium company which she want to work for her parent.

She love to meet people. She love children. She love to help senior. And everybody around all love her.

INTERNET ACCESS

One hour a week — Everyday

OBJECTIVES

- Meet people
- Looking for interesting events
- Get some information

COMPETITIVE ANALYSIS

AMERICAN RED CROSS OF EACH STATE	MD	VA	LA	NY	DC
CONTENT					
Information is cleary and organized	2	3	3	4	3
Current updates and social media intergration such as twitter, facebook	2	3	3	4	3
CUSTOMER SERVICE					
Easy to access the contact information and provided live chat	1	2	3	3	4
NAVIGATION					
Index, table of content, or links give clear indication of contents of the site	2	2	2	3	4
The links to other pages with in the site are helpful and appropriate	2	2	2	3	4
PRESENTATION					
The webpage is attractive with strong appeal and easy to read	2	2	3	3	3
LABELLING					
Labels on section headers are easy to understand	4	4	3	4	4
MULTIMEDIA					
Use of images, video, and sound through the site	1	1	2	3	3
AVERAGE SCORE	2	2.4	2.6	3.4	3.5

LINKS

- MD, redcross-cmd.org
- VA, centralvirginia.redcross.org
- LA, redcrossla.org
- NY, nyredcross.org
- DC, redcross.org

SCORE

1 = Poor | 5 = Excellence

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COMPETITIVE ANALYSIS

AMERICAN RED CROSS OF CENTRAL MARYLAND

CONTENT

CUSTOMER SERVICE

NAVIGATION

PRESENTATION

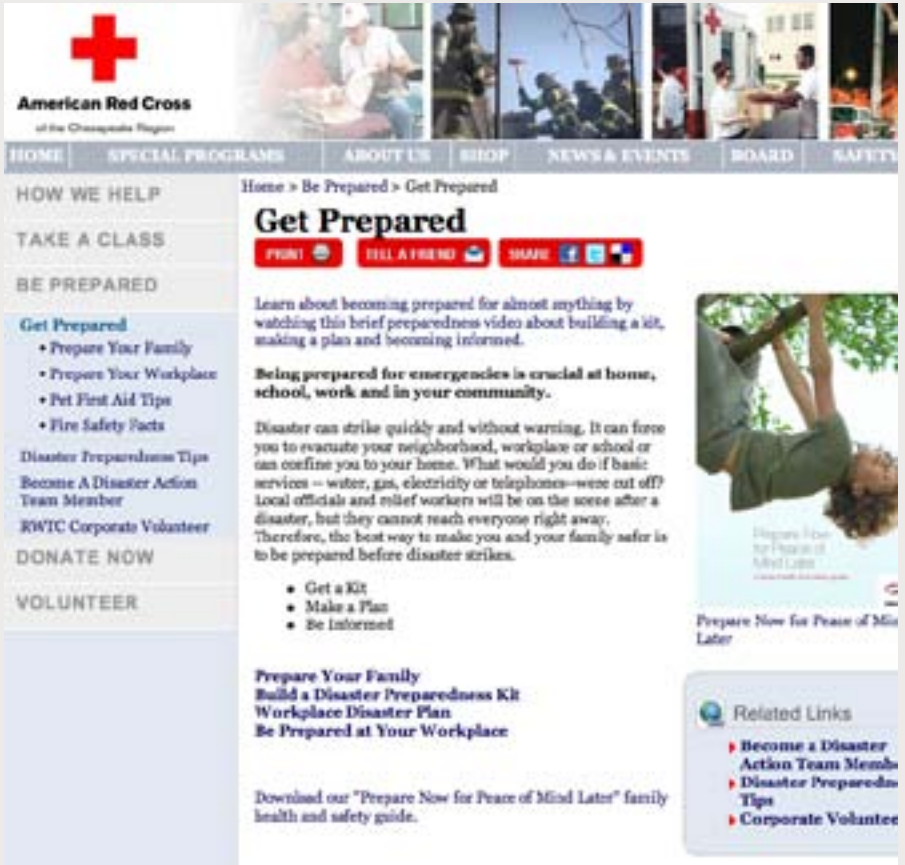
LABELLING

MULTIMEDIA

12 Total analysis score of the current website
(Current name American Red Cross of the Chesapeake Region)
URL www.redcross-cmd.org

1 2 3 4 5

SCREENSHOT (WWW.REDCROSS-CMD.ORG)



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COMPETITIVE ANALYSIS

AMERICAN RED CROSS VIRGINIA MOUNTAIN REGION

CONTENT

CUSTOMER SERVICE

NAVIGATION

PRESENTATION

LABELLING

MULTIMEDIA

13 Total analysis score of the website
American Red Cross Virginia Mountain Region
URL www.centralvirginia.redcross.org

1 2 3 4 5

SCREENSHOT (WWW.CENTRALVIRGINIA.REDCROSS.ORG)

COMPETITIVE ANALYSIS

AMERICAN RED CROSS LOS ANGELES REGION

CONTENT

CUSTOMER SERVICE

NAVIGATION

PRESENTATION

LABELLING

MULTIMEDIA

1 2 3 4 5

16 Total analysis score of the website
American Red Cross Los Angeles Region
URL www.redcrossla.org

SCREENSHOT (WWW.REDCROSSLA.ORG)

COMPETITIVE ANALYSIS

AMERICAN RED CROSS GREATER NEW YORK REGION

CONTENT

CUSTOMER SERVICE

NAVIGATION

PRESENTATION

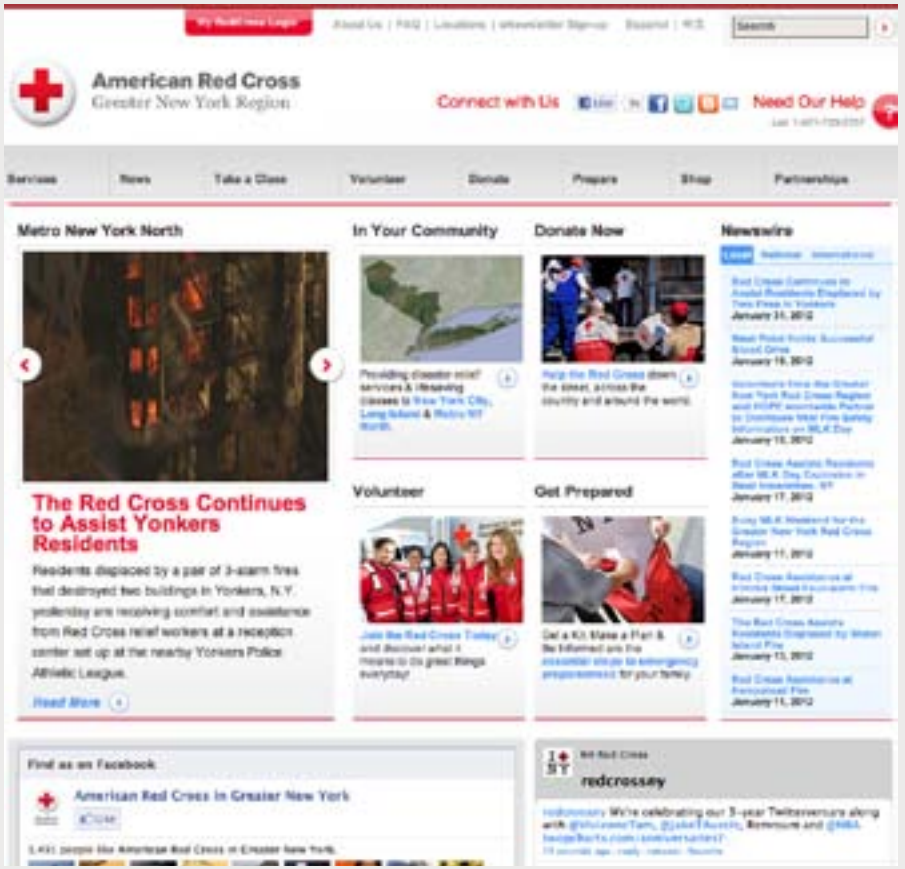
LABELLING

MULTIMEDIA

20 Total analysis score of the website
American Red Cross Greater New York Region
URL www.nyredcross.org

1 2 3 4 5

SCREENSHOT (WWW.NYREDCROSS.ORG)



AMERICAN RED CROSS OF CENTRAL MARYLAND

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COMPETITIVE ANALYSIS

AMERICAN RED CROSS (WASHINGTON D.C.)

CONTENT

CUSTOMER SERVICE

NAVIGATION

PRESENTATION

LABELLING

MULTIMEDIA

20

Total analysis score of the website
American Red Cross Official Site
URL www.redcross.org

1 2 3 4 5

SCREENSHOT (WWW.REDCROSS.ORG)

CONTENT INVENTORY

WEBSITE CONTENT INVENTORY 1/4

ID	NAME	FILE NAME	CONTENT	KEYWORDS	URL
0.0	HOME	index.html	Introduction	redcross, volunteer, donation	/index.html
1.0	ABOUT US				
1.1	CONTACT INFO	contact_info.html	Phone numbers & Address	location, address, phone	/about_us/contact_info.html
1.2	MISSION STATEMENT	mission.html	Mission Statement	statement, goal, mission	/about_us/mission.html
1.3	BOARD MEMBERS	board_members.html	Board members of Red Cross Maryland	arc-md, steven schuh, bonnie	/about_us/board_members.html
1.3.1	BIOS	bios.html	Bios of each members	biography, board officer, bios	/about_us/board/bios.html
1.3.2	ANNE ARUNDEL MEMBERS	arundel_members.html	List of Members in Anne Arundel area	arc anne arundel, members	/about_us/board/arundel_members.html
1.3.3	CARROLL COUNTY MEMBERS	carroll_members.html	List of Members in Carroll County	arc carroll county, members	/about_us/board/carroll_members.html
1.3.4	HOWARD COUNTY MEMBERS	howard_members.html	List of Members in Howard County	arc howard county, members	/about_us/board/howard_members.html
1.3.5	ANNUAL MEETING	meeting.php	Members meeting schedule	meeting, arc schedule, date	/about_us/board/meeting.php
1.4	TOUR REDCROSS	tour.html	Brief information about Red Cross	tour, redcross, services	/about_us/tour.html
1.4.1	SERVICES	services.php	List of provided services	arc, cmd, services	/about_us/tour/services.php
1.5	TESTIMONIALS	testimonials.html	Red Cross testimonials	arc, maryland, testimonials	/about_us/testimonials.html
1.6	DISASTER ASSISTANCE	assistance.php	Assistance contact information	contact redcross, baltimore	/about_us/assistance.php
1.7	SPONSORS	sponsors.html	List of sponsors	redcross, sponsors	/about_us/sponsors.html
2.0	BE PREPARED				
2.1	PREPAREDNESS TIPS	tips.html	Preparedness tips for general accident	disaster, prepare, accident	/prepared/tips.html
2.1.1	PROTECT AGAINST FIRE	protect_fire.html	Information about how to prevent fire	fire, disaster, help, tips	/prepared/tips/protect_fire.html
2.1.2	SUPPLY KIT	supply_kit.html	Supply kit details	redcross, supply kit	/prepared/tips/supply_kit.html

CONTENT INVENTORY

WEBSITE CONTENT INVENTORY 2/4

ID	NAME	FILE NAME	CONTENT	KEYWORDS	URL
2.1.3	BUILT YOUR OWN KIT	diy_kit.html	Information about how to built the kit	how to, supply kit	/prepared/tips/diy_kit.html
2.1.4	PREPARED FOR HURRICANE	protect_hurricane.html	Information about hurricane	hurricane, protect, prepare	/prepared/tips/protect_hurricane.html
2.2	SAFETY INFO	safety_info.html	General safety information	safety, health, information	/prepared/safety_info.html
2.2.1	PROTECT YOUR FAMILY	protect_family.html	Information about protecting family	protect, family, disaster	/prepared/safety/protect_family.html
2.2.2	AEDS	aeds.html	Information about A.E.D.S	ades, cpr, community	/prepared/safety/aeds.html
2.2.3	PREPARED WORKPLACE	protect_workplace.html	Information about prepared workplace	workplace, prepare, protect	/prepared/safety/protect_workplace.html
2.2.4	PET FIRST AID	protect_pet.html	Information about protect your pet	cpr, frist aid, help	/prepared/safety/protect_pet.html
2.2.5	WATERSAFTY TIPS	water_tips.html	Information about water	flood, water, prevent	/prepared/safety/water_tips.html
2.2.6	AFTER FLOOD	after_flood.html	Information about after flood cleaning	clean, flood, dirty	/prepared/safety/after_flood.html
2.2.7	CPR & FIRST AID	cpr_firstaid.html	Information about C.P.R and First Aid	cpr, first aid, help, people	/prepared/safety/cpr_firstaid.html
3.0	VOLUNTEER				
3.1	REGISTRATION	register.php	Volunteer online registration	register, member, volunteer	/volunteer/register.php
3.1.1	APPLICATION	application.pdf	Volunteer online application	arc, volunteer, application	/volunteer/registration/application.pdf
3.1.2	AVAILABLE POSITION	position.php	List of available volunteer position	position, required, arc	/volunteer/registration/position.php
3.1.3	BACKGROUND CHECK	backg_check.html	Volunteer background check	background check, volunteer	/volunteer/registration/backg_check.html
3.2	VOLUNTEER OPPORTUNITIES	opportunities.html	Information about opportunities	certificate, job, volunteer	/volunteer/opportunities.html
3.3	CORPORATE VOLUNTEER	corporate.html	Information about group volunteer	cprporate, volunteer, group	/volunteer/corporate.html
3.4	YOUNG PROFESSIONAL	young_pro.html	Information about young professional	young, medical student	/volunteer/young_pro.html
3.5	PROFESSIONAL VOLUNTEER	professional.html	Professional volunteer infomation	volunteer, doctor, arc	/volunteer/professional.html

CONTENT INVENTORY

WEBSITE CONTENT INVENTORY 3/4

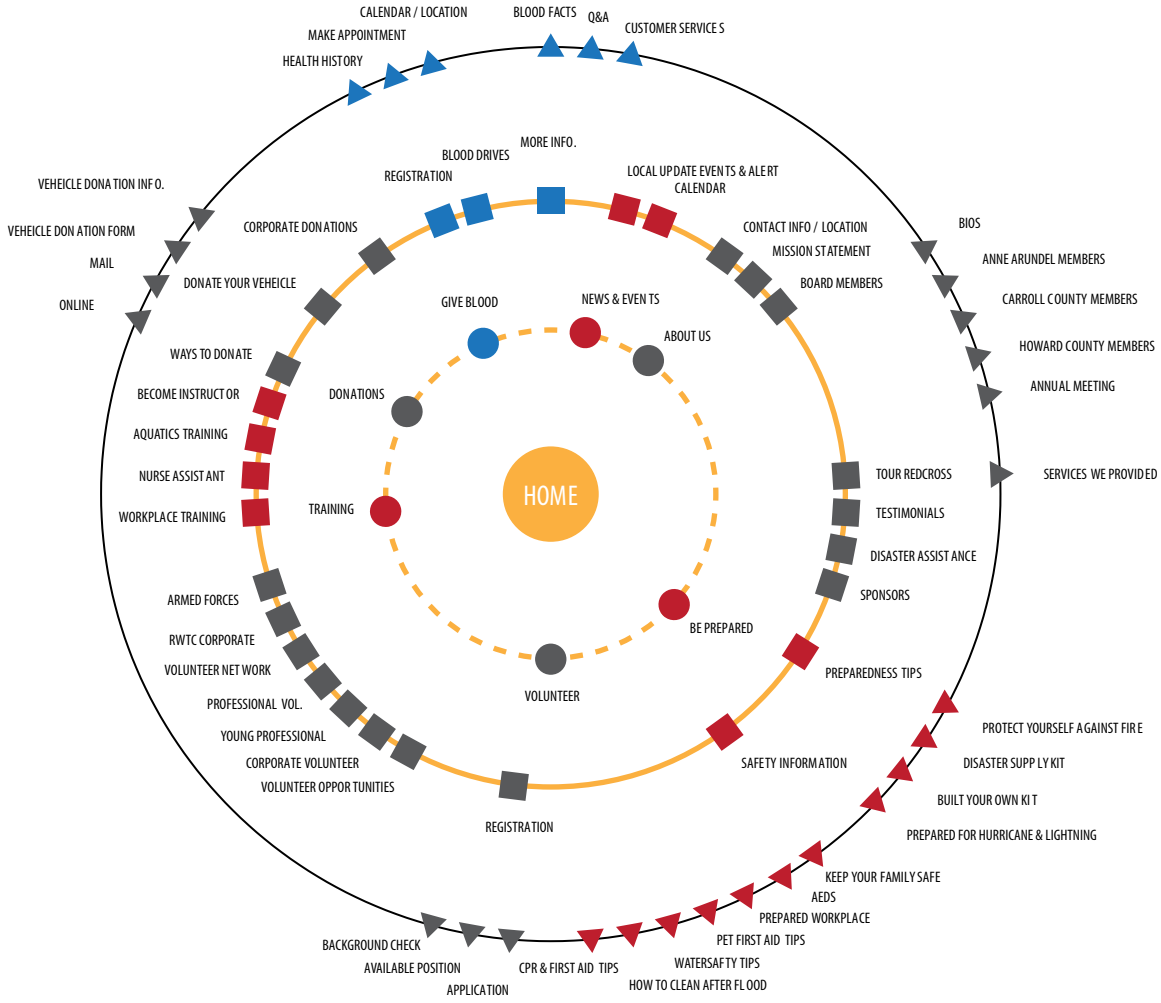
ID	NAME	FILE NAME	CONTENT	KEYWORDS	URL
3.6	VOLUNTEER NETWORK	network.php	Red Cross's volunteer social network	social, network, arc volunteer	/volunteer/network.php
3.7	RWTC CORPORATE	rwtc.html	Information about R.W.T.C Corp.	rwtc, corporation, network	/volunteer/rwtc.html
3.8	ARMED FORCES	armed_force.html	Information about Armed Forces	redcross, armed force, md	/volunteer/armed_force.html
4.0	TRAINING				
4.1	WORKPLACE TRAINING	train_workplace.html	Workplace training information	training, office, workplace	/training/train_workplace.html
4.2	NURSE ASSISTANT	nurse.html	Nurse assistant information	nurse, doctor, assistant	/training/nurse.html
4.3	AQUATICS TRAINING	aqua_training.html	Aquatics training information	aquatics, training, help	/training/aqua_training.html
4.4	BECOME INSTRUCTOR	become_instructor.html	How to become instructor information	arc, instructor, become, need	/training/become_instructor.html
5.0	DONATIONS				
5.1	WAY TO DONATE	way_donate.html	List of way to donate	donation, online, mail	/donations/way_donate.html
5.1.1	ONLINE	online_donate.php	Online donation form	online, donations, visa, gift	/donations/ways/online_donate.php
5.1.2	TELEPHONE & MAIL	offline_donate.html	Provided donation line and Address	office, donate, money, mail	/donations/ways/offline_donate.php
5.2	DONATE YOUR VEHEICLE	veheicle_donate.html	Veheicle donation information	donate, veheicle, information	/donations/veheicle_donate.html
5.2.1	VEHEICLE DONATION FORM	veheicle_form.pdf	Veheicle donation application	donate, veheicle, application	/donations/veheicle/veheicle_form.pdf
5.3	CORPORATE DONATIONS	corp_donation.html	Information about corporate donation	corporation, donation, tax	/donations/corp_donation.html
6.0	GIVE BLOOD				
6.1	REGISTRATION	register.php	Blood donor registration	blood, donor, register, arc	/blood/register.php
6.1.1	HEALTH HISTORY	history.php	Donor health history	donor, health, histoy, mem	/blood/donor/history.php
6.1.2	MAKE APPOINTMENT	appointment.php	Giving blood appointment	give, blood, appointment	/blood/donor/appointment.php

CONTENT INVENTORY

WEBSITE CONTENT INVENTORY 4/4

ID	NAME	FILE NAME	CONTENT	KEYWORDS	URL
6.1.3	CALENDAR & LOCATION	blood_location.php	List of blood donation center and date	give blood, location, date	/blood/donor/blood_location.php
6.2	BLOOD FACTS	facts.html	Information about blood donation	blood, donor, body, check	/blood/facts.html
6.3	Q&A	frequency_ask.html	Frequency question and answer	question, answer, help	/blood/frequency_ask.html
6.4	CUSTOMER SERVICE	customer_service.php	Live chat	contact, live, chat, person	/blood/customer_service.php
7.0	NEWS & EVENTS				
7.1	LOCAL NEWS	local_news.html	Redcross local news, update and events	local news, press, events	/news/local_news.html
7.2	NATIONAL NEWS	nationa_news.html	American Red Cross national news	international, national, news	/news/nation_news.html

SITE MAP



HTML PAGES
GLOBAL NAVIGATION
SECOND LEVEL
THIRD LEVEL

67 PAGE TOTAL

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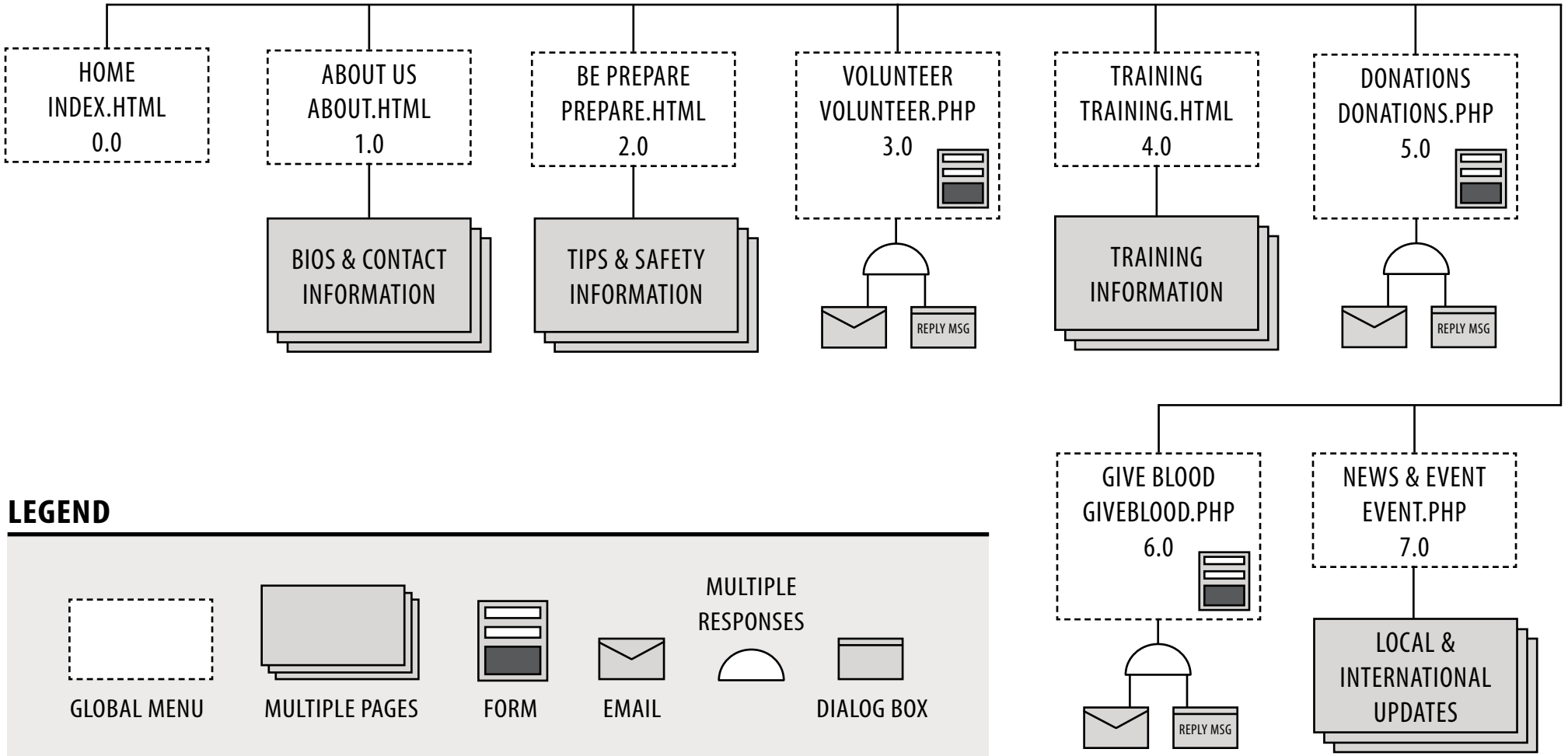
NAVIGATION MAP



LEGEND

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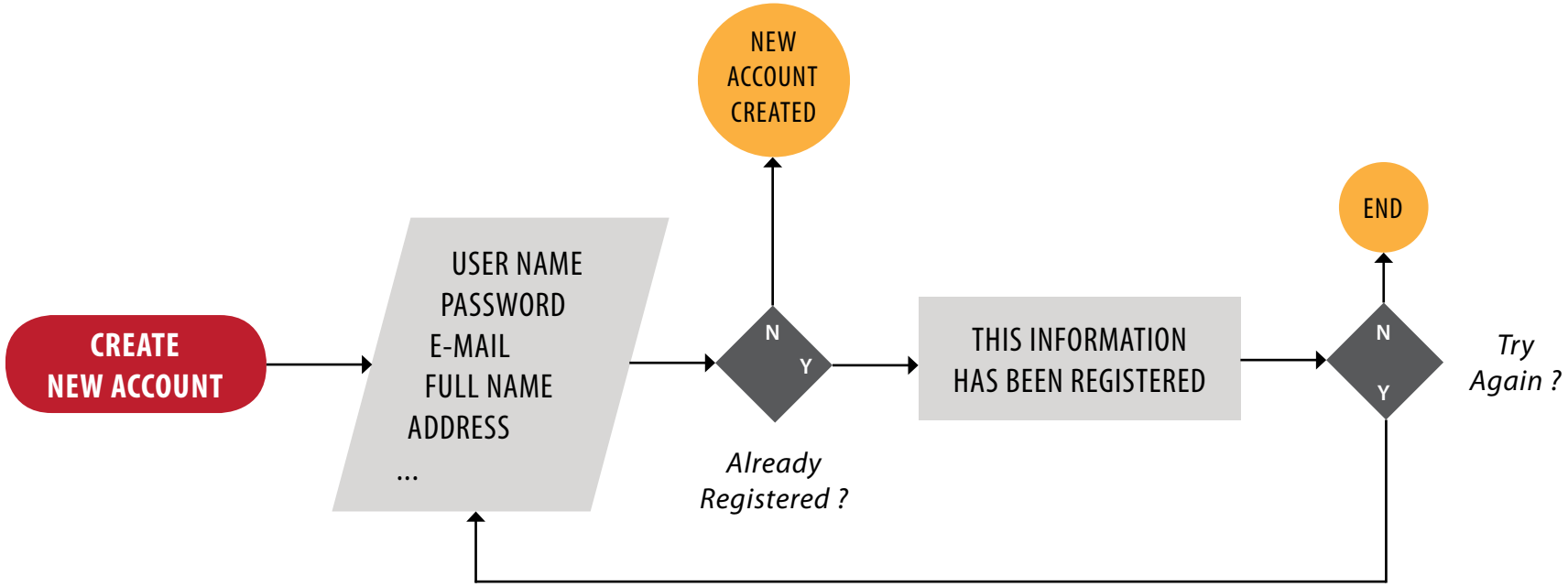
FLOWCHARTS

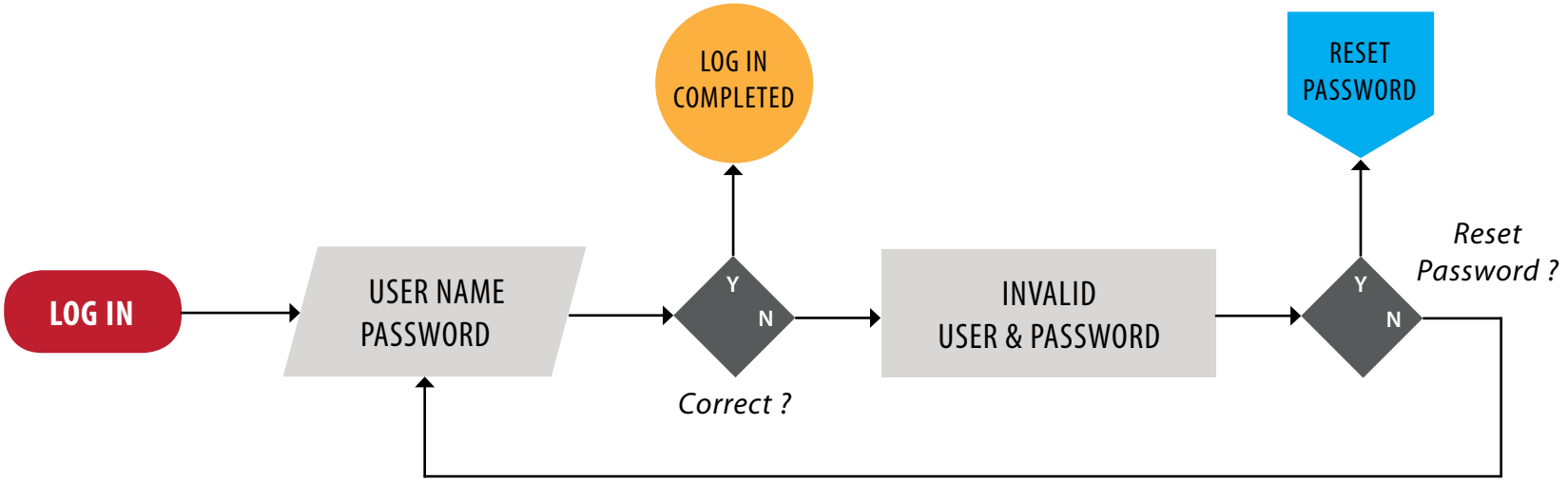
CREATE NEW ACCOUNT



Start Stop Input Data Output Data Decision

FLOWCHARTS

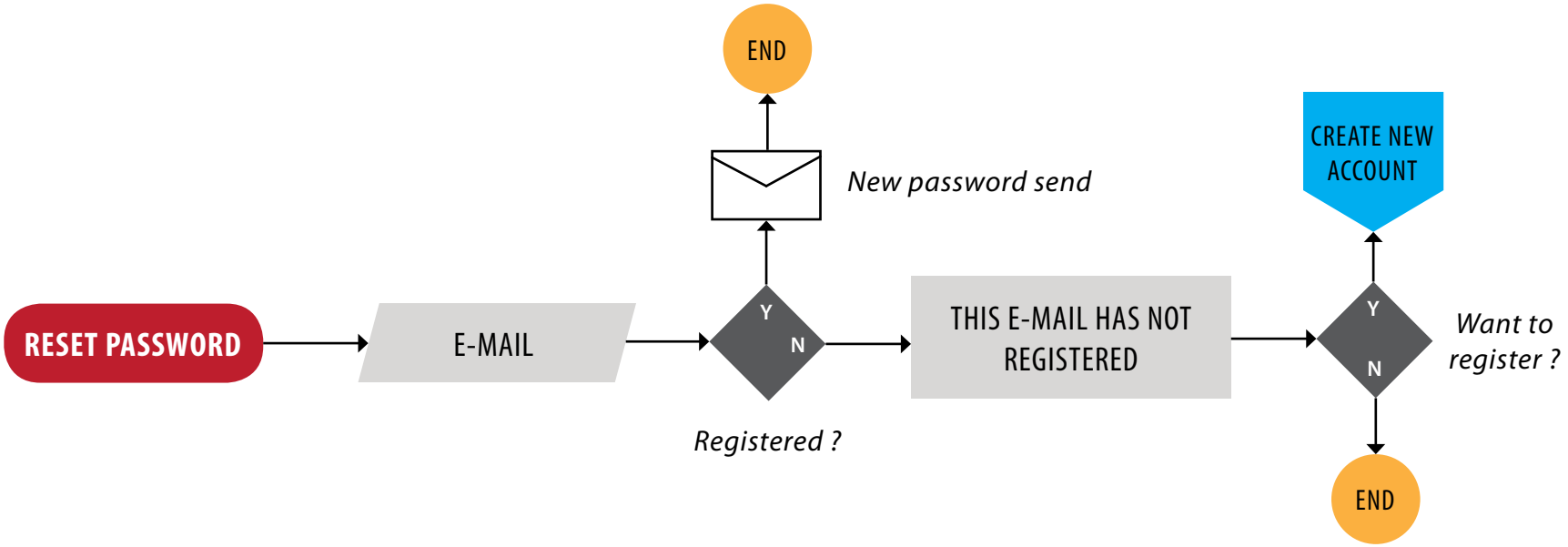
USER LOG IN



Start *Stop* *Input Data* *Output Data* *Decision* *Function*

FLOWCHARTS

RESET PASSWORD

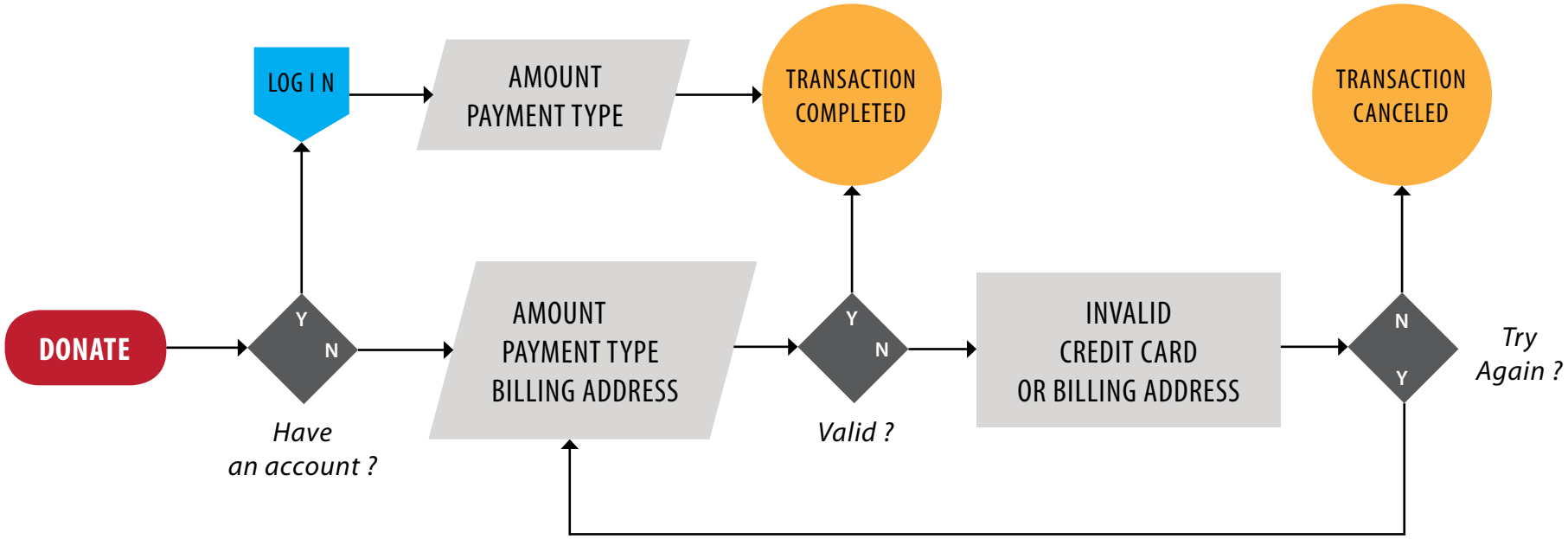


Start Stop Input Data Output Data Decision Function Email

INFORMATION ARCHITECTURE
AMERICAN RED CROSS OF CENTRAL MARYLAND
JACK.PARDUNGSIN@GMAIL.COM

FLOWCHARTS

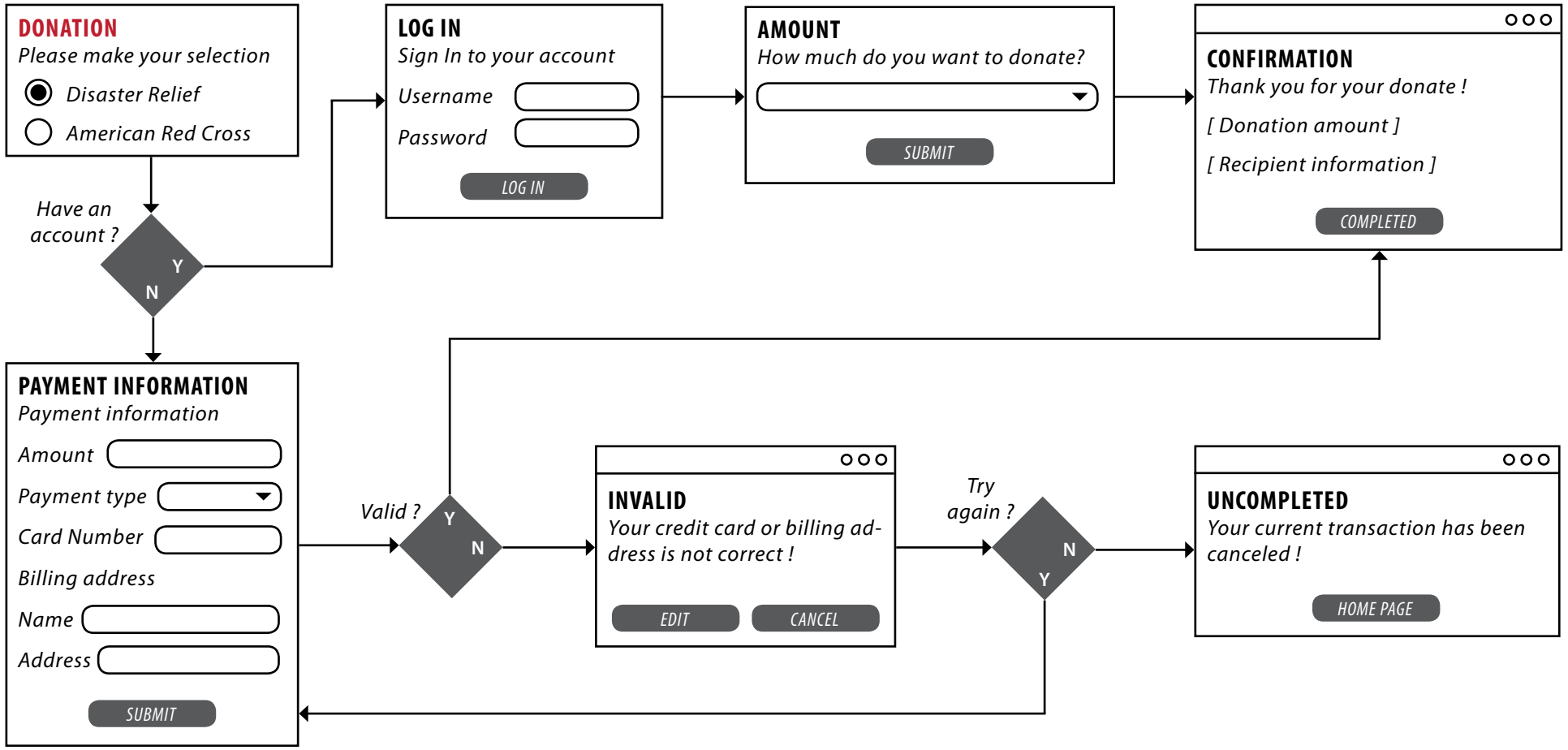
DONATE ONLINE



Start Stop Input Data Output Data Decision Function

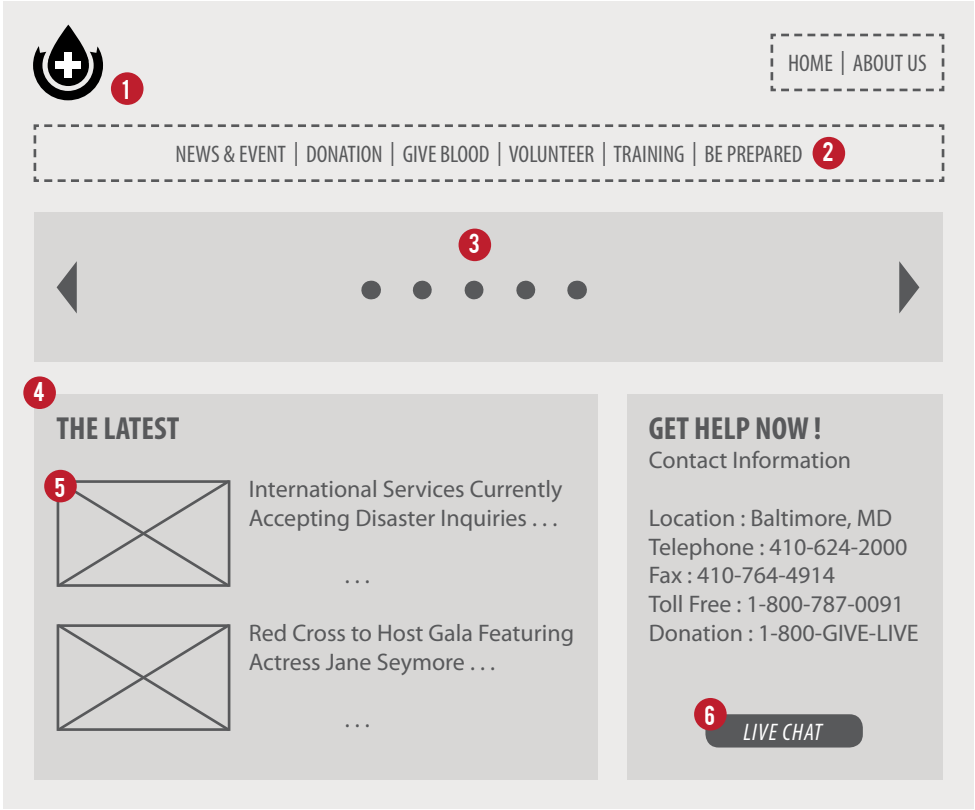
WIRE FLOWCHARTS

DONATE ONLINE WIRE FLOWCHARTS



WIREFRAMES (DESKTOP)

HOMEPAGE

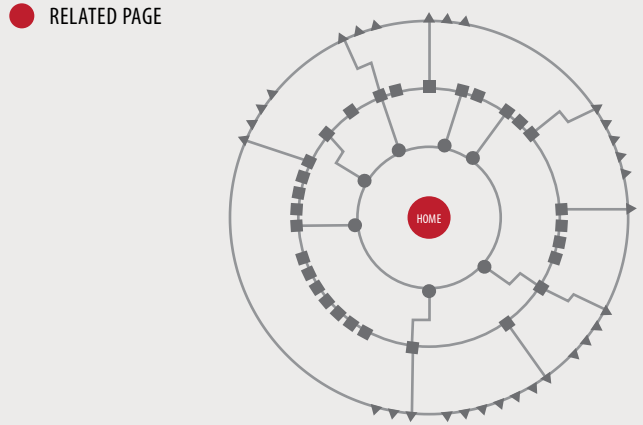


980 PX

DETAIL

1. Logo
2. Global menu
3. Slider
4. Content section
5. Image of update news
6. Live chat button

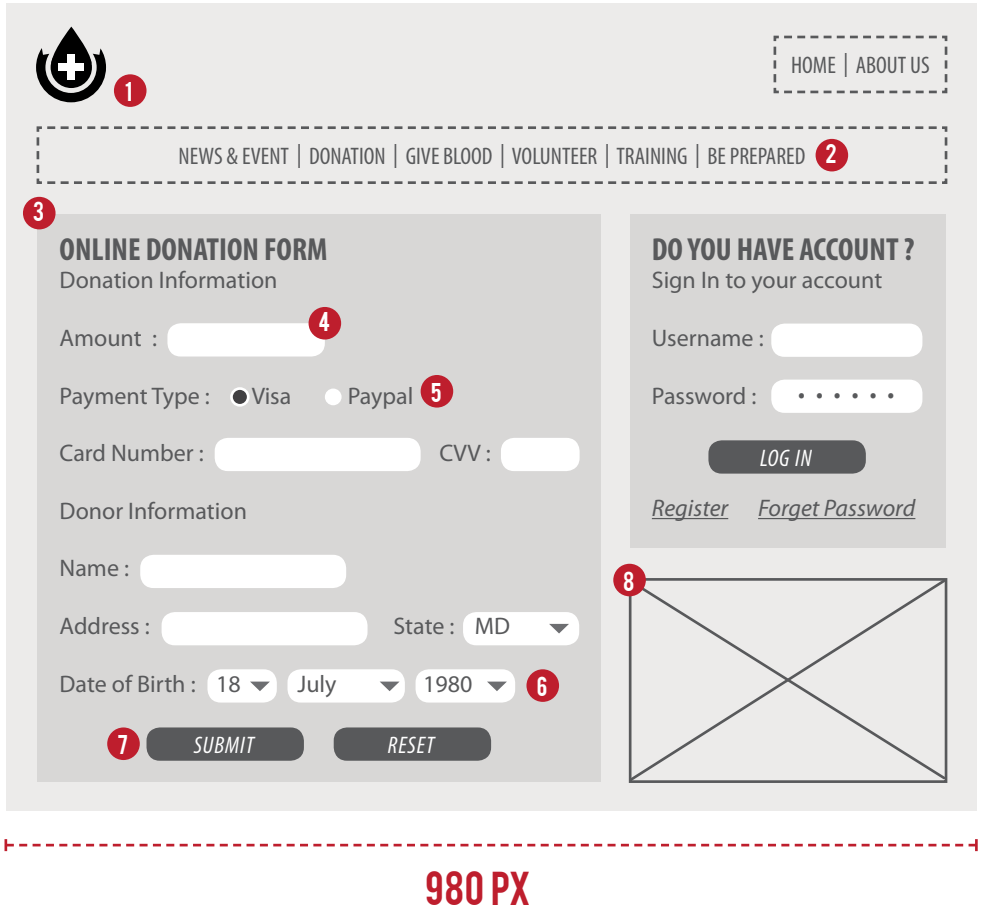
SITE MAP



1 PAGE TOTAL

WIREFRAMES (DESKTOP)

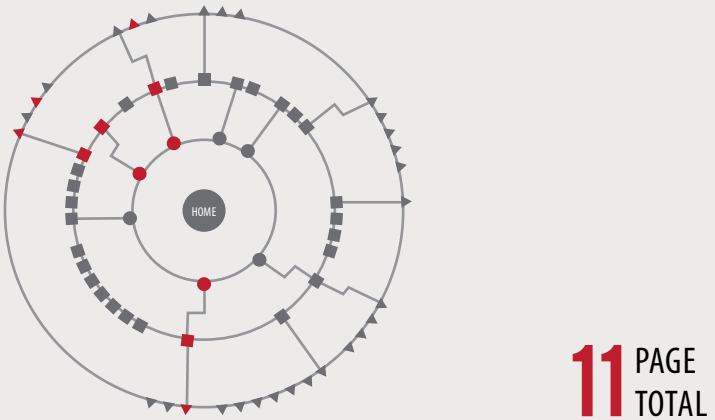
REGISTRATION, APPLICATION & DONATION FORM PAGE



DETAIL

1. Logo
2. Global menu
3. Form section
4. Text area
5. Radio button
6. Drop down menu
7. Submit button
8. Sponsor image

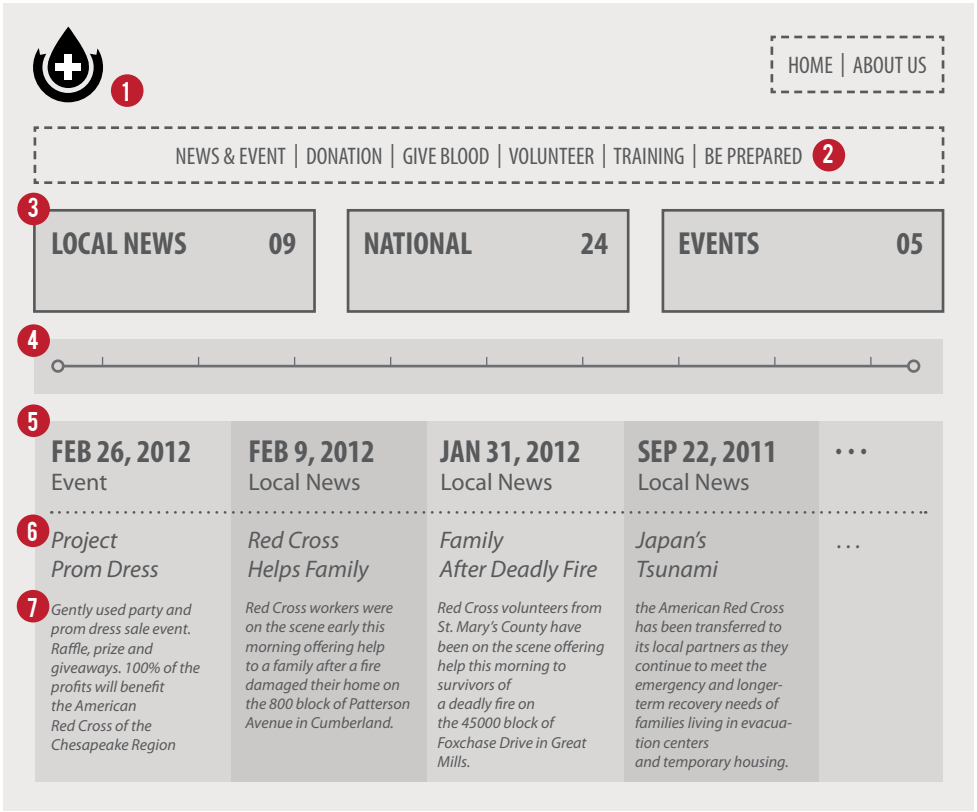
SITE MAP



11 PAGE TOTAL

WIREFRAMES (DESKTOP)

NEWS, EVENT & CALENDAR PAGE

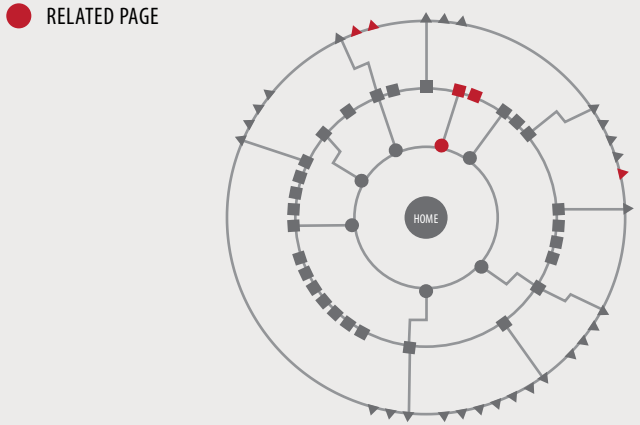


980 PX

DETAIL

1. Logo
2. Global menu
3. Update & Unread
4. Timeline
5. Calendar
6. Subject
7. Detail

SITE MAP



6 PAGE TOTAL

AMERICAN RED CROSS OF CENTRAL MARYLAND

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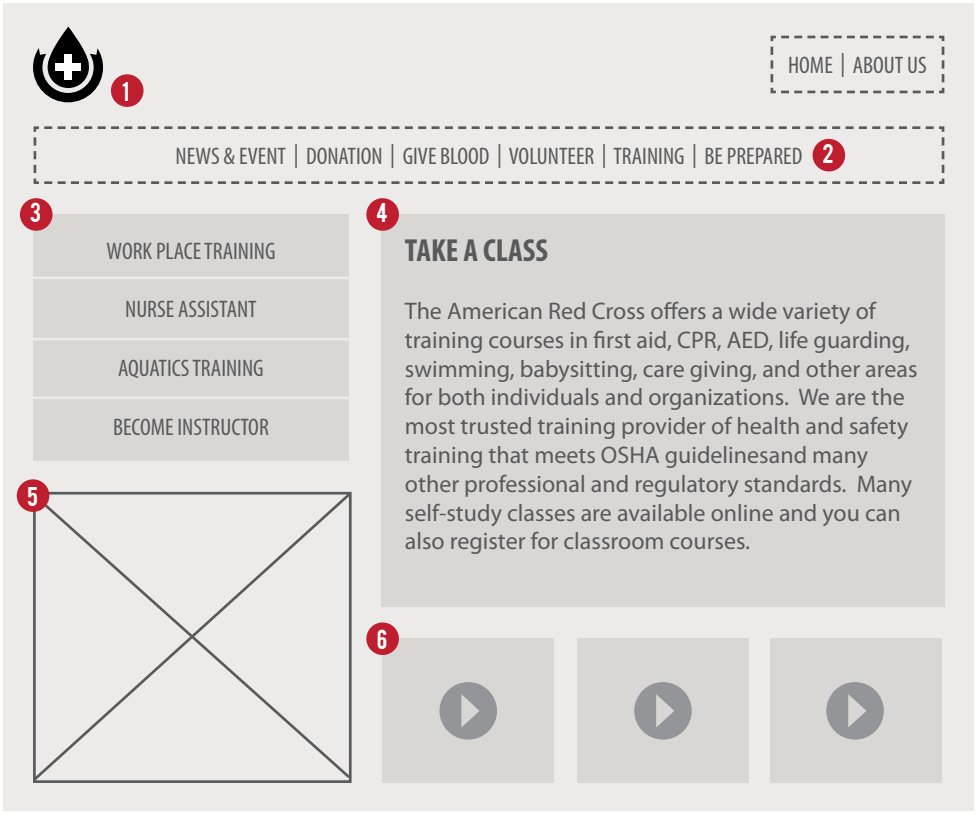
WIREFRAMES (DESKTOP)

IMPORTANT INFORMATION PAGE

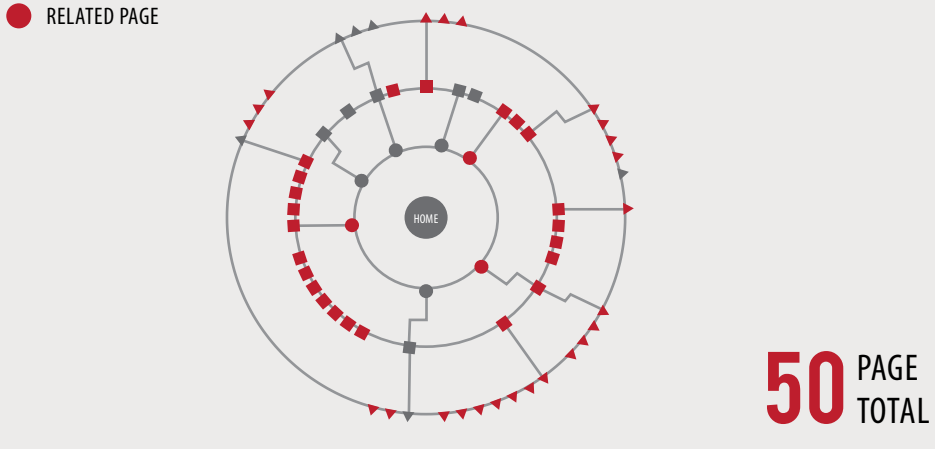


980 PX

DETAIL

1. Logo
2. Global menu
3. Sub menu
4. Content
5. Sponsor image
6. Video clip

SITE MAP



AMERICAN RED CROSS OF CENTRAL MARYLAND

JACK.PARDUNGSIN@GMAIL.COM

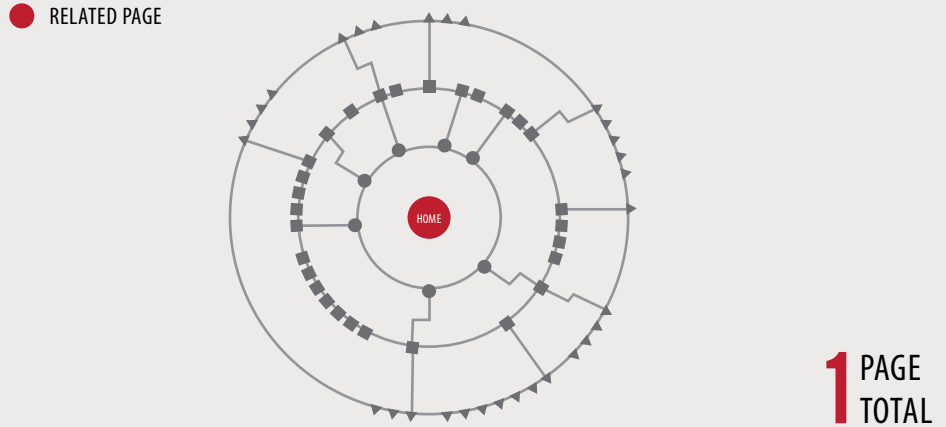
WIREFRAMES (MOBILE)

HOMEPAGE

DETAIL

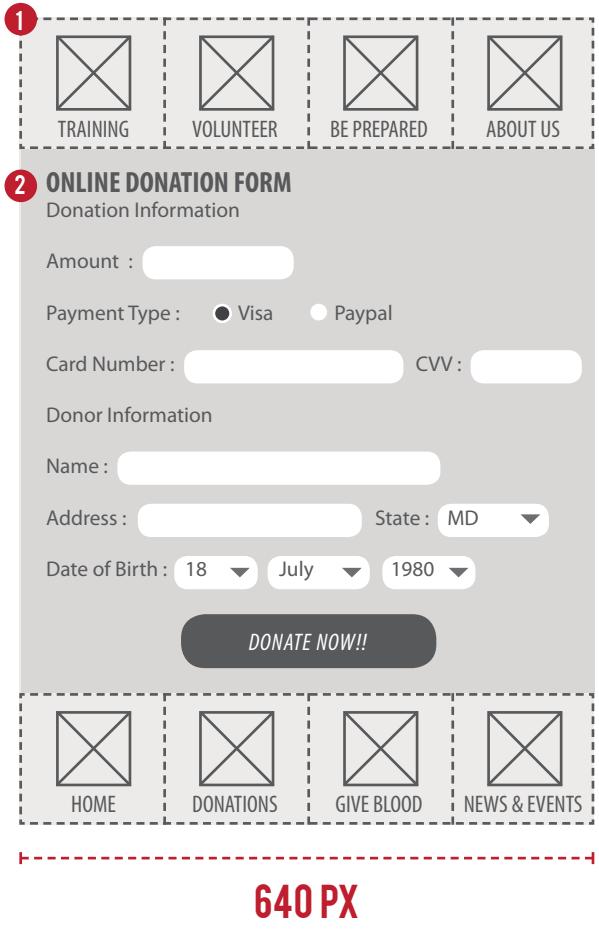
1. Global menu
2. Logo
3. Live chat button
4. Content section

SITE MAP



WIREFRAMES (MOBILE)

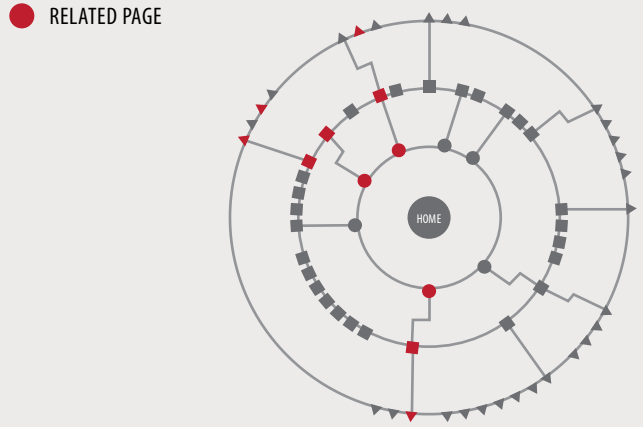
REGISTRATION, APPLICATION & DONATION FORM PAGE



DETAIL

1. Global menu
2. Form

SITE MAP



11 PAGE TOTAL

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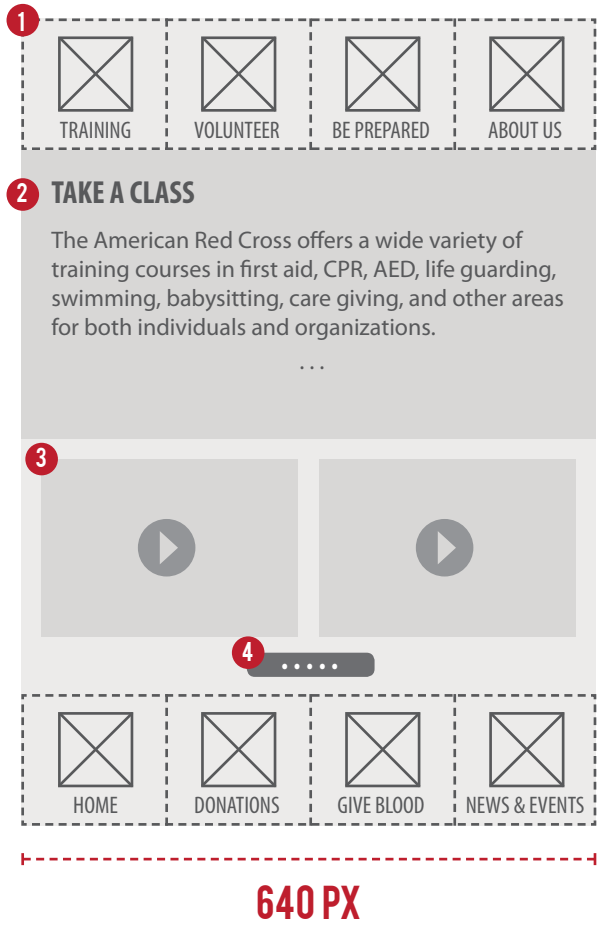
WIREFRAMES (MOBILE)

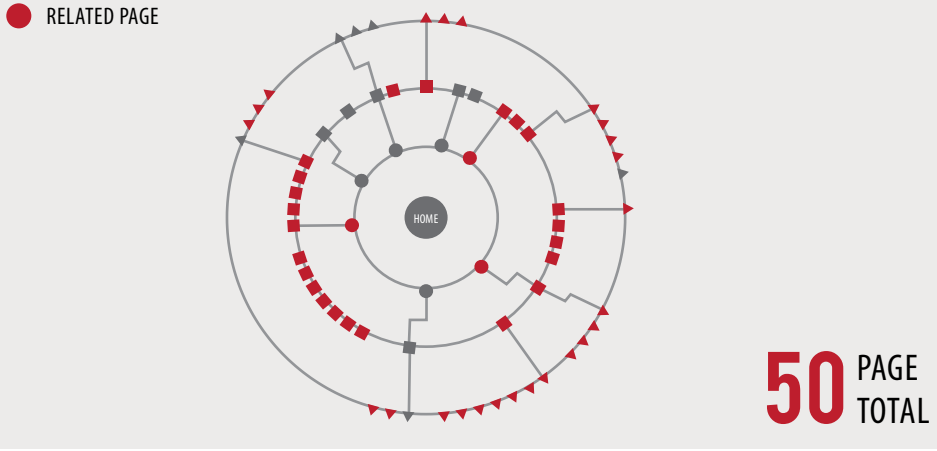
IMPORTANT INFORMATION PAGE



DETAIL

1. Global menu
2. Content section
3. Video clip
4. Submenu slider

SITE MAP



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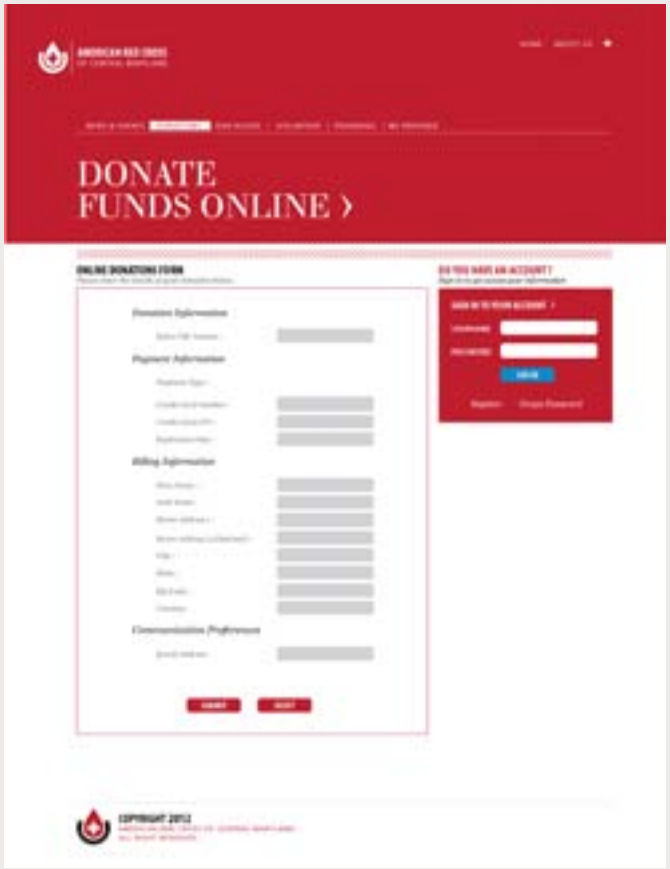
COMPS

DESKTOP



COMPS

DESKTOP

COMPS

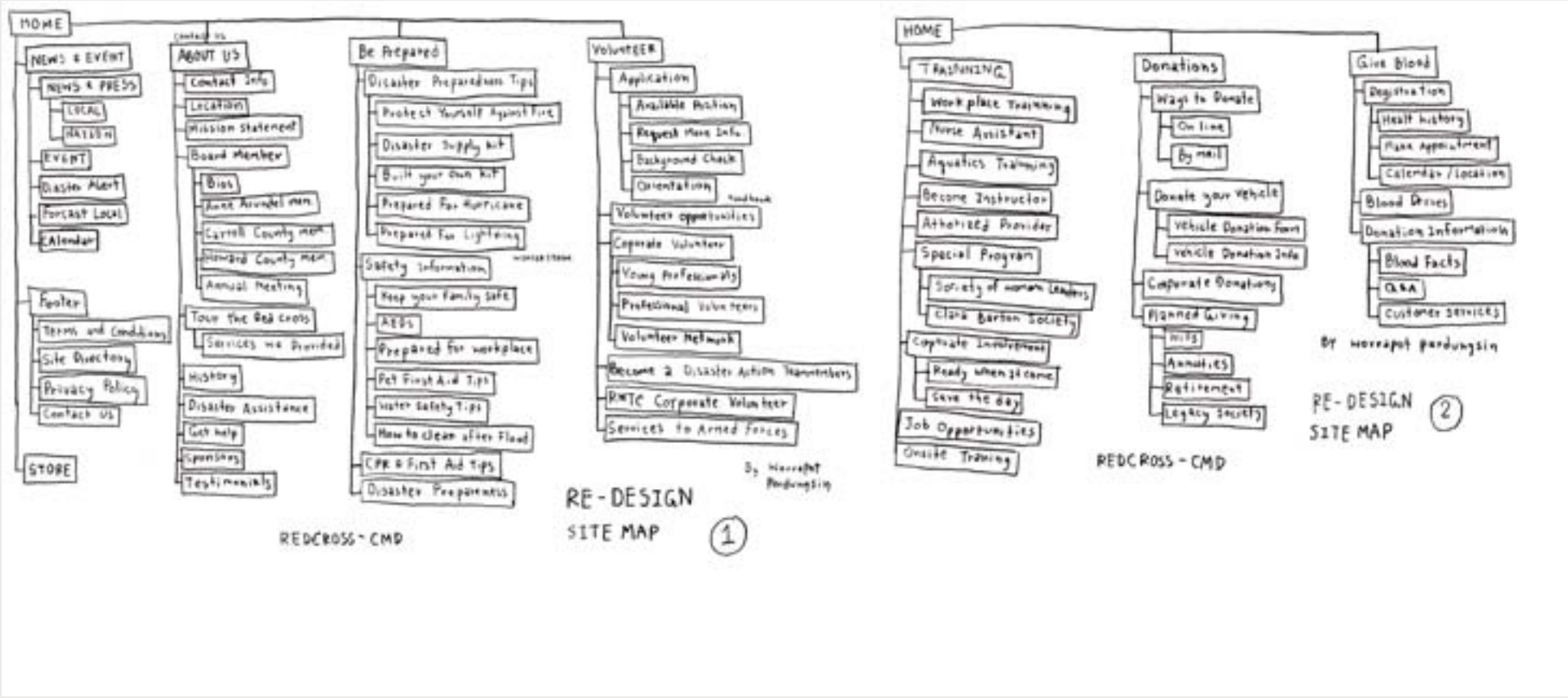
MOBILE

PRELIMINARY WORK

SKETCHES (CURRENT SITE MAP)

PRELIMINARY WORK

SKETCHES (RE-DESIGN SITE MAP)

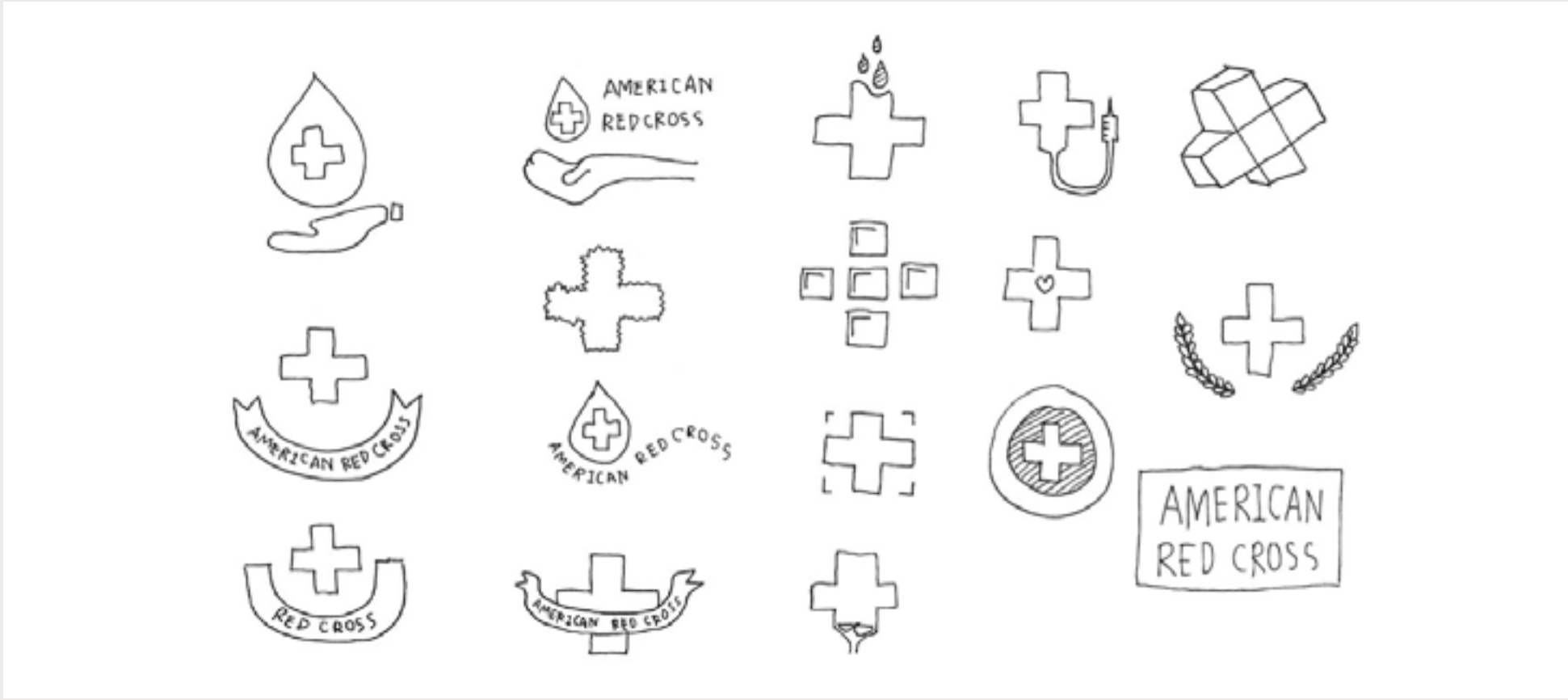


PRELIMINARY WORK

SKETCHES (RE-DESIGN SITE MAP)

PRELIMINARY WORK

SKETCHES (RE-DESIGN LOGO)



PRELIMINARY WORK

LOGO DESIGN

CREDITS

SCREENSHOTS

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508 INFO

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