The attached wireframe is the proposed redesign for the vote 2010 homepage. The target users are OFA and/or DNC supporters that are looking for a way to get involved in the effort. The primary goals were to help them learn about the effort and how to get involved. The secondary goals were to show them how they fit in to the bigger picture and to help them direct more traffic to this site.

I explored many other ideas with rapid sketches (some attached). In the general case, I would have presented several of these design directions to the team and iterated on the concepts at a lower fidelity first. In this case, however, I made judgments based on the stated objectives and current feel of the Vote 2010 site, and the OFA and DNC sites.

1. Familiar Header

The header should (and already does) take advantage of the branding of both organizations, OFA and DNC. The assumption is that the target users are already supporters, so familiarity will build trust and a sense of belonging, and encourage them to explore, learn, and hopefully join the effort.

1. Combined Update Subscription

The current design lacks clear “feed forward” for the subscription to both email and text updates. That is, it is unclear what to expect from signing up, or how they are different. (The current design to subscribe for text updates is also confusing because the call to action on the label is to text something, but the interaction with that item is a click. I would suggest at the least using the same interaction as is used on barackobama.com). The two concepts are sufficiently similar that they should be combined. The interaction should allow users to sign up by providing either their email or their mobile phone number. I did not show it on the wireframe, but a small description of what to expect would be nice. A one liner like, “Stay connected with updates in your area,” might yield more sign ups.

1. Updated Navigation

**Home –** links to the home page (the current icon is small for my tastes, but it is good to be consistent with the OFA site)

**About 2010-** links to the about 2010 page (unchanged)

**Blog –** links to Vote 2010 Blog (unchanged)

**Strategy –** links to strategy page. The users you expect are already supporters looking to get involved somehow. Bubbling up the overall strategy closes the loop for them so they see how they fit in to the bigger effort.

**Events –** links to event finder. This page should be a top-level page. It is one of the few that users would potentially use repeatedly.

**Elections –** links to a page to learn about the elections that are going on (new). One of the stated goals of the page was to help supporters learn about the effort. Users can learn about “Vote 2010” effort, but not about the elections themselves. I hypothesize (and would test/confirm) that you would gain more momentum letting people rally behind specific issues and candidates.

1. Persistent, Clear, Call to Action

The current design uses a persistent “Donate Now” button in the navigation and a persistent “Take Action” widget in the right column. The “Donate Now” button works very well. It is very clear, and consistent with the OFA site. However, the “Take Action” widget takes up a lot of space “above the fold” and seems almost forced. The actions from this widget can be incorporated in other places that make more sense. The only omission in this iteration of the wireframe is the “Commit to Vote” section, but that could be easily incorporated in the right pane, and the blog section could grow to accommodate the vertical space.

1. Redesigned Video Section

The Vote 2010 video is wonderful. It’s beautiful, inspirational, and conveys the intended message very well. However, it doesn’t explain what this site is about or why this effort is so important. Decreasing the size of the embed frees some of the precious “above the fold” space for other elements to clarify the message. The title briefly expresses the purpose of the effort. The body text (copied from the about page) explains the importance of the effort. Finally, the “Call to Action” buttons show exactly what this site is for and how it fits into the big picture.

1. Personalized Candidate Support

The current design has a map feature that displays which elections are occurring in what states. However, does not provide an action item, or any information about those elections. Furthermore, information on these elections is not easily found by internet search. This widget is personalized based on the visitor (based on the location of the IP address). It shows the DNC-indorsed candidate for each local election and links to content about their platform and campaign. Visitors can show their support with twitter, facebook, or email (standard options). Presumably, these posts would feed more traffic to this site.

1. Blog Widget

The current text-heavy design of this widget does not do justice to the blog itself, which has publishes relevant content with beautiful photos, putting a face to the vote 2010 effort. This slight redesign uses more of the space to showcase the current (most relevant) post, and provides space for a picture, which makes the information more appealing, approachable, and digestible. One “continue reading” link should link to the full article, and “view more” link should link to the full blog and archive.

1. Register to Vote

This section is reserved for some treatment for registering to vote. I imagine some sort of graphic that depicts the process. Patty Murray’s site has an interesting treatment. Though it is still partially visible above the fold on most resolutions, it was intentionally moved down the page. From the description of the target users, it seems they are likely already registered to vote, so providing two persistent links above the fold might not be the best use of space. It might be more interesting to let visitors share this link on twitter, facebook, or email and encourage others to register.

1. Spread the Word

This space is reserved for the “Spread the Word” widget that you already have.

 10. Familiar Footer

This space is reserved for the footer that you already have. As mentioned above for the header, it is good to take advantage of the familiar branding.