RECONCILIATION SASKATOON
Digital Online Project 2018

PHASES + FUNCTIONALITY

Initial Website—Testing Phase Launching June 21 2018

- Design project identity, brand, and establish project name
- Website would include 200 "calls to action"—first steps that people take to begin their journey of reconciliation
- The calls to action would be arranged into categories making it easy to navigate according to a visitor's interests
- Once they choose a Call to Action visitors are encouraged to sign up with their email address—which puts them on an email newsletter list
- Site is linked to social media with a unique hashtag making it easy to share
- MAINTENANCE REQUIREMENTS: Updating links, Weekly analytics reports (3hrs/month)

Phase 1—With Content Management System Launching June 21 2019

- Implement a more sophisticated Content Management System that makes the list of calls to action and categories searchable
- We use the same branding, visuals and categories to organize the calls to action
- Once visitors choose a Call to Action they can sign up using their email address or Facebook
- Sign up creates a user account that tracks a visitor's activity on the site—which call to action they chose or how many actions they fulfill over time
- Sign up also connects the user to a newsletter
- MAINTENANCE REQUIREMENTS: Updating links, Adding/removing calls to action in the database, Weekly analytics reports (3 hrs/month)

Phase 2

- Website becomes more responsive to visitor—it can identify the user, suggest calls to action based on past activity
- Save calls to action to a wish list on visitor's account
- Build out special features: kids only section, etc.