**The Rose Ensemble Website**

Short Term Goal:

We’re looking to transition our site over to a WordPress (or possibly Drupal) site and need help with initial configuration, HTML and CSS. We have someone who can (at least for now) create images and graphics and things like that.

Overall/Long Term Goals:

Here is a summary of goals for the website, compiled from our notes/meetings/workshops over the last couple years, as well as some specific features we want to add.

**Overall WEBSITE GOALS**

1. Branding: The site must immediately and effectively answer the question “What is The Rose Ensemble?” to a variety of audiences with a variety of different needs (including current patrons, potential patrons, people unfamiliar with the group, educators, concert presenters, etc.)
2. Drive ticket purchases
3. Drive music sales (CDs + iTunes + Amazon MP3)
4. Build email contact list, print contact list and volunteer database
5. Encourage donations by educating about organizational needs/goals, and making incentives clear

**Ponderings on functionality/visual “look”**

* For each feature:
  + What is it supposed to accomplish?
  + How well does it do this?
  + How economically does it do this?
  + Make a determination from answers to the above: is this feature necessary?
* Aim for "single glance" mentality: one-second understanding
* Navigation to major information in as few steps as possible.
* ‘Analog over digital’: Find ways to present information *graphically* or have a graphic component as often as possible (eg: calendars on airfare reservation pages)
* "Below the fold" is probably worse than useless. No scrolling down should be necessary.
* Avoid the contrast colors (currently red hyperlinks) that are hard to read.
* Think about first-time visitor vs. repeat visitor. What info do we NOT NEED to highlight?
  + Edit the tabs
  + Make tab descriptions more use only the most important things at top where we want to draw attention
  + Consider a secondary info bar below

**Specific ideas for new content/organization**

* RSS, etc . (might only be worth doing if we really are able to actually update content more often.)
* Share this on \_\_\_ (social networking/application of choice)
* Flash capability: we have two already-prepared flash presentations which we want to make available on the site: a CD showcase and a profile of our educational programs.
* Music player on homepage:
* Make an immediate statement
* Give control over the music - "Make it Stop" button should be REALLY obvious
* Model after MySpace, and play a variety of tracks, different each time
* Clear link to what track/album it is and where it can be purchased
* General ability to embed video content whenever/wherever we want – YouTube videos or otherwise
* Homepage flash or javascript “slide show” (ie rotating content highlighting upcoming events, etc – not a full-on splash screen or flash-only site). Include feature that lets you go back or forward to whatever story you want to read again or click on.
* Pop-up/new browser windows for venue information, so people looking at a potential concert don’t have to navigate away from page to find directions, parking, etc.
* Make a blindingly, glaringly obvious “Buy Tickets” button to use around the site
* NEW PAGE/SECTION: A “learn more” center. For each concert, have supplemental information: not just a sound sample, but a downloadable version of the pre-concert presentation (often these are powerpoints), “behind the scenes” videos of the rehearsals, PDF of the printed program/notes, links to other website resources about the composers, pieces, time periods, images, etc.

Random desperately needed page updates:

-Reorganize media kit/reviews/press releases

-Add a whole donations section (not just how to do it, but why we need it, what you get, etc.)

-Order form is an insane mess, but we might not be able to do much about this

-When we get an annual report, make it available online – PDF download plus some mini-features on the site itself

-Information on commissions

-Concert/Ticket FAQ: link up to ticket order page?

* Parking
* Directions
* a page for each venue (highlight/info)
* length of concert
* when to arrive
* when tickets are available for pickup
* what happens if you're late
* non-refundable/exchange policy
* Is there a recording? (or will there be?)
* Cancellations/weather
* Discounts, etc.
* For kids?/family-friendly/kids' prices
* What is the narration?
* For membership redemption/ordering process: “how to” with screen shots?
* “Will I recognize the music?”

(MN Orch page has a nice one)