

Tucson Botanical Gardens

Updated July 29, 2022 by Tim Bowen



OVERVIEW

Creative Slice will create an engaging and visually rich website which reflects the very best of Tucson Botanical Gardens.

Why You Are Here

Tucson Botanical Gardens (TBG) strives to enhance lives by connecting people with plants to increase awareness and appreciation of our environment. While the current *TucsonBotanical.org* technically includes content related to this mission, it does not properly reflect the experiences, programs, or volunteer opportunities which are being offered.

The current site feels dated and does not perform well on mobile devices. The design is dated, the website is not mobile optimized, the CMS is not intuitive and does not allow full autonomy, and the navigation is confusing and clunky. Overall, it lacks a modern mobile-friendly design and a clear path for our visitors to find the information they want.

Where You Want To Be

1. Provide an easy-to-use and easy-to-navigate online experience which performs exceptionally on both mobile and desktop.
2. Increase Gardens awareness and attendance by converting website visitors to in-person attendees, TBG Members, volunteers, donors, and sponsors.
3. Inform and educate as well as engage our audience.
4. Manage and update the site and content entirely in-house after initial set-up.

TucsonBotanical.org needs to showcase the beautiful, and educational aspects of the Gardens. By focusing on stunning visuals along with a flexible design system, this site will become an immersive experience which inspires action.

Visitors need to easily find what they're looking for from their computers, tablets, phones, or smart devices (alexa, siri, google home). Whether it be more information about tickets, volunteer opportunities, learning resources, or upcoming classes. The core mission to **connect people with plants and nature through art, science, history, and culture** must shine through.

You also need a platform that is easy to use for all editors. If an update is needed, or a new event should be published, we need to remove all barriers by creating a simple framework which editors and volunteers may follow. This will encourage more inspiring content to promote the mission of Tucson Botanical Gardens.

GOALS

With the goal of creating a high functioning, intuitive website—built to improve over time—we propose the following:

Emphasize Beautiful Visuals

We will incorporate beautiful video and photography throughout the site (especially on the home page) to provide a rich experience which reflects the natural beauty of TBG. A **structured tagging system** will allow all media to be connected so visitors to see more of an item that captures their interest.

Creating a Flexible Design System

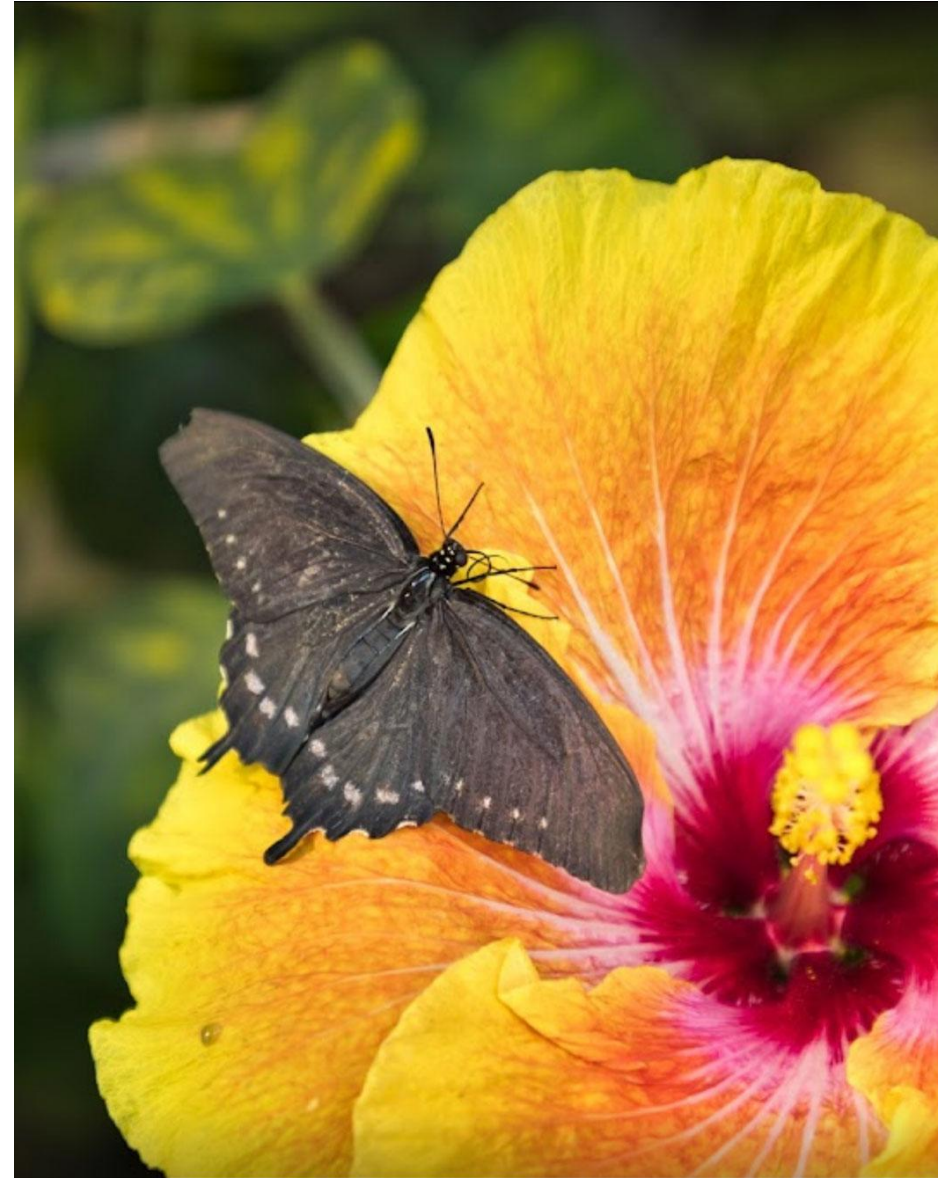
Once the various types of content have been identified, we'll create a uniform system of content patterns which may be easily extended by editors. This is especially important for the story framework where video, photography, quotes, facts or other elements must fit together, in any order, to tell each unique story.

Exhibit Landing Pages

Exhibits should be organized like a museum, with dedicated landing pages and visually flexible layouts to reflect the unique feel of each exhibit. For instance, *Quilts in the Garden* would have a very different feel from *BUGonia* while still reflecting the overall TBG brand.

Highlight Venue Rental Opportunities

TBG will be positioned as a preferred venue to host an event in Tucson, especially weddings. Landing pages, and case study patterns will allow this area of the site to expand over time with clear funnels to convert prospects into customers.



HIGHLIGHTS + FEATURES

What we'll be preparing for.

Educational Resource Library

A searchable and structured knowledge base framework will help organize important resources, including photos. All items may be tagged and categorized to help both administrators and site visitors quickly find what they are seeking.

While many resources will come from the gardening department, this flexible structure will make it especially easy to gather related information for Teachers and Families who want to find lesson plans, coloring books, etc..

Additionally, these resources will be optimized for discovery through search engines and voice requests from Google, Alexa, and Siri. (This structure will set the foundation for an interactive, and information rich, map after the internal mapping project is complete in 2023.)

Structured Events, Classes & Programs

Events, Classes & Program will each have their own structure with automatic schema data and instant indexing with search engines. Ease of use for both administrators and visitors will be the main focus for this system.

Highlight Volunteer & Giving Opportunities

Instead of having disconnected forms and content related to giving, a new cohesive approach will guide visitors to the right opportunities for them. Whether this be exploring volunteer opportunities, applying to become a volunteer, making a recurring donation, or committing to a legacy giving plan.

Blackbaud Altru Integration

Forms and eCommerce functionality will be integrated within the Blackbaud system to maintain to a source of truth. Public facing areas will be styled to match the main website to give visitors a consistent experience.

Connected Content

By dynamically connecting videos, testimonials, news, resources, classes, programs, events, and other content together, layouts will feel rich and engaging. Narrative layouts, based on preset block patterns, will allow visitors to focus on their area of interest while still seeing the larger picture.

Optimized Content Management

When optimized correctly, WordPress offers a best-in-class editor experience while empowering editors to easily and quickly publish engaging content. Only essential plugins will be used and each area of the admin site will be ruthlessly optimized so only the essential items remain. Patterns will be created, within the CMS, to keep the editor experience fast and efficient, even for infrequent users while still allowing total autonomy to update any and all elements of each page.

Focused Email Collection

We will revisit the email collection strategy to offer appropriate list routing based on the page or content block visitors sign up from. Forms may be scheduled to show during certain times, on certain days, or even based on time spent viewing a page.

Timed Notifications

A notification system will be built with multiple styles and redirect capabilities. This may be especially useful to highlight fundraising campaigns and important events.

STRATEGY

Establishing goals and strategies to convert visitors to in-person attendees, members, volunteers, donors and sponsors.

Content Inventory

We will examine the existing site, along with other relevant sites, and identify important content types such as resources, forms, people, promotions and other content types which may need to be addressed.

Content Strategy

Based on the content of your existing site we will partner with you to:

- Identify important content areas for your audience and how this content will be most accessible for them on the new site.
- Determine how your content will be clearly presented to your audience in the new site's navigation structure.
- Create a new site map that is aligned with your goals, as well as those of your audience.

Throughout the processes above we will have ample time for discussion and dialogue so that we develop a new site that achieves (and hopefully exceeds) your goals and objectives.



DESIGN

Create an enhanced modern digital design system to inspire and engage visitors.

UX / Wireframes

After the strategy phase, we will take our findings and create a clear organizational structure. The information architecture should be intuitive for all target users, allowing them to find the information they are seeking while guiding them through the story we wish to tell.

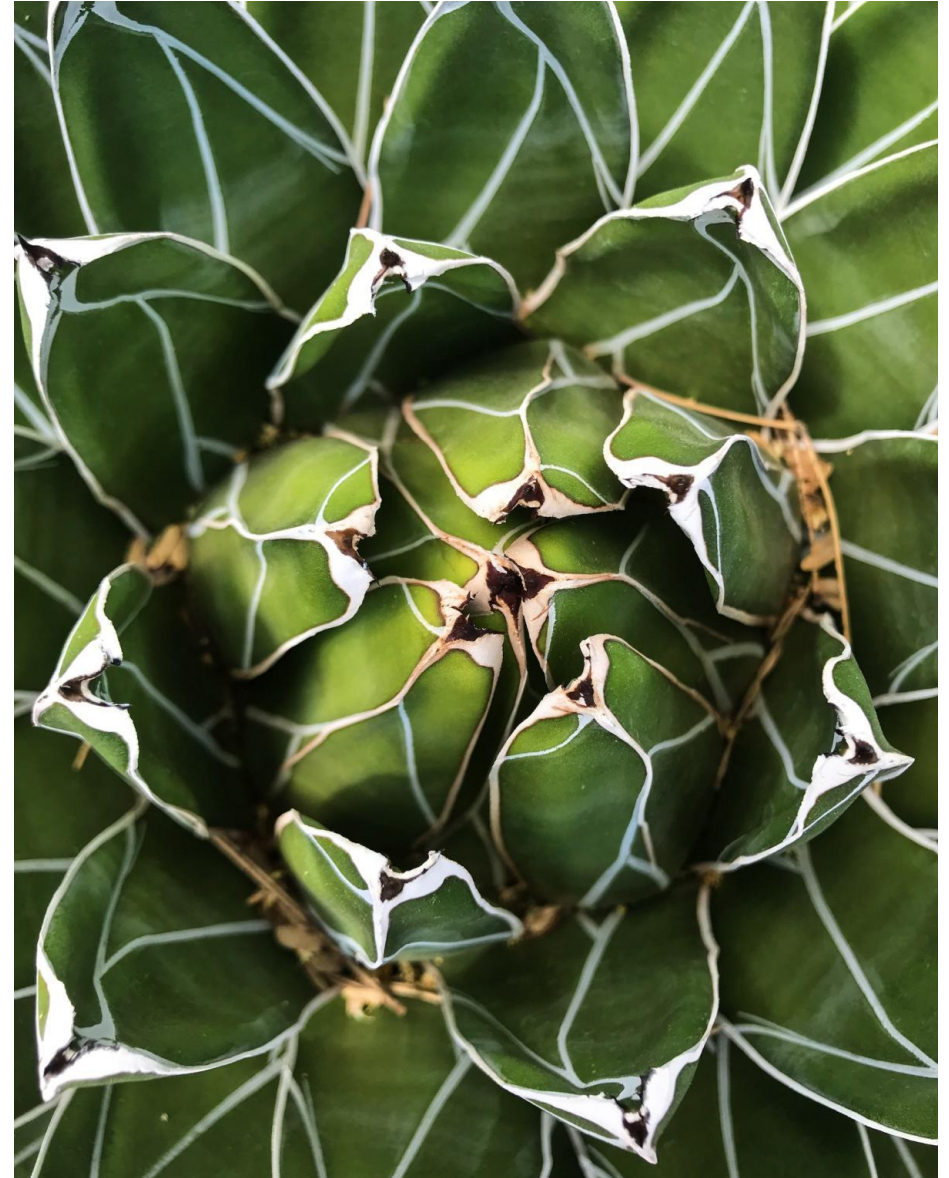
Key pages will be selected and wireframes created. These are rough sketches that aid in the discussion of page content and the hierarchy of information. This is where we will discuss what sort of content blocks we want to design.

Visual Design

During the visual design phase Creative Slice will explore potential layouts, present mockups, and show how important pages will look across a series of devices.

The design phase will consist of two rounds. The first round we will explore multiple aesthetic directions for the homepage. We will present and discuss what works, and what doesn't before moving forward. After collecting feedback, we will present the next round where we take the best of what is working and apply it to further pages.

This creative process ultimately leads to a highly refined visual design which establishes a unified theme throughout the website.



DEVELOPMENT

Our development process is all about getting the details right.

Custom WordPress Development

During the development phase Creative Slice will build a custom responsive WordPress theme and plugins with features such as:

- Flexible page templates and modular content blocks
- Slideshow, carousel, and video capabilities
- Secure forms with CRM integration
- Press and social media functionality

Content Integration & Refinement

Integrating all content (including new photos) and styling it to fit the new design. Graphic elements will be built from templates created during the design phase.

Testing & Training

Upon completion of development a user-friendly instruction manual will be prepared which outlines how the website works and how updates may be completed. Additional training and instructions may be scheduled to ensure all content editors have a clear understanding of the site.

7-Step Development Process

1. **INTERACTIVE SITEMAP**
Build out the initial content structure of the site which may be easily adjusted during the design process.
2. **HTML/CSS DEVELOPMENT**
Take the approved visual design and code it into a functional prototype with initial content for review and testing.
3. **THEME DEVELOPMENT**
Once the HTML/CSS structure is in place we're ready to make everything dynamic and hook it into the WordPress CMS so content may be added.
4. **CONTENT INTEGRATION**
Creative Slice will help guide content integration to ensure it matches the overall vision of the design.
5. **STAGING**
Once the content is in place, we are ready for usability and browser testing. During this time all parties involved are invited to explore the staging site and bring up any issues.
6. **FINE-TUNING**
During this phase we remove all development settings and optimize the site for production. This involves compressing images, stylesheets and javascript files while running speed tests to create the best possible experience for all site visitors.
7. **LAUNCH**
Upon approval, the new website will go live and search engines will be notified of all URL changes.

SEO

Search Engine Optimization and Social Media Integration

Search Engine Optimization

Important SEO features will be built into the site, including:

- **XML sitemap** which update every time the website is modified.
- **SEO metadata** customization for each page along with general site images, location(s) and other open graph data.
- **Structured data** will be implemented to help with search rankings and optimize data for voice requests from Google, Alexa, and Siri.
- **CDN** technology will be used to improve loading speeds and match Google's asset loading recommendations.

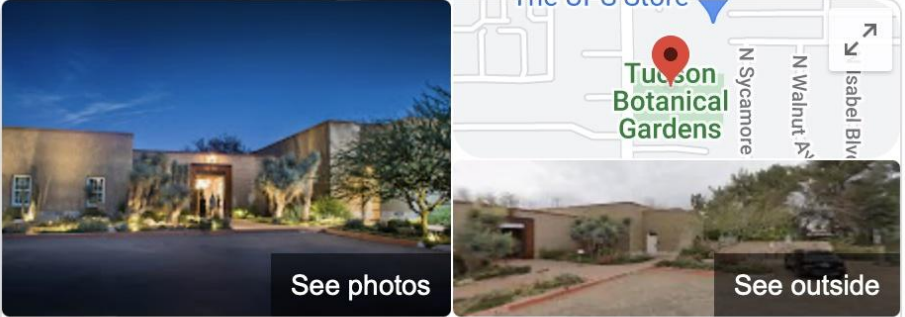
Analytics

We fully integrate Google Analytics and/or Google Tag Manager into your site and help you to use it effectively to track information such as:

- Number of total and unique pageviews per day, month and year
- Main keywords visitors are using to find your site
- Which countries, states and cities your visitors are coming from
- What pages visitors are viewing most often
- Most popular internal search terms
- Landing page bounce rates
- And much, much more

Social Media Integration

Automatic sharing links with dynamic titles, images and appropriate metadata will be setup for engaging social sharing across Facebook, Twitter, Pinterest, Google, Instagram, and more.



The image shows a preview of the Tucson Botanical Gardens website. On the left is a night photograph of the building with the text "See photos". On the right is a map showing the location with the text "See outside".

Tucson Botanical Gardens

[Website](#) [Directions](#) [Save](#)

4.7 ★★★★★ 2,733 Google reviews

\$ · Botanical garden in Tucson, Arizona

The Tucson Botanical Gardens is a 5.5 acre collection of sixteen residentially scaled urban gardens in Tucson, Arizona, United States. Paths connect these gardens, which include a Zen Garden, a Prehistoric Garden, a Barrio Garden, a Butterfly Garden, a Xeriscape Garden, and a Children's Garden. [Wikipedia](#)

Address: 2150 N Alvernon Way, Tucson, AZ 85712

Phone: (520) 326-9686

Size: 5 ½ acres tucsonbotanical.org

ACCESSIBILITY & USABILITY

Accessible websites using WCAG principles offer universal access to all visitors.

It is important to note that approximately one in five Americans have a disability, underscoring the relevance of accessibility in web development. Focusing on these standards helps create universally accessible websites which work great for search engines, mobile visitors, screen reader visitors and anyone else using the internet.

Accessible Development Standards

- ADA WCAG 2.0 Level AA compliant
- Semantic HTML, Responsive CSS and Unobtrusive JavaScript
- ARIA used for icons and JavaScript based links
- Content and site structure navigation through tab button
- Title, Alt and Caption functionality for all images
- Accessible forms and navigation
- Screen Reader & Voice Over testing
- Color Contrast evaluation
- Font size and readability testing



Accessible Visual Design

The design phase will address accessible concerns like color, contrast, size and readability to ensure an intuitive visitor experience.

Usability Testing

Early in the development process a staging site will be available for testing. This password protected site may be shared for evaluation and used for group or individual usability tests on a variety of devices.

Browser Testing

We have a collection of testing devices along with an account with BrowserStack.com to run automated browser tests early and often during the development process. The final site will be compatible with all popular browsers including, Internet Explorer 10+ and the latest versions of Chrome, Firefox, Safari, Silk and Opera.

Loading Speed

We do rigorous speed testing, especially on mobile devices, to ensure pages load as quickly as possible for all visitors.

TIMELINE & PRICING

We anticipate this project kicking off in early August and launching in November, 2022.

13 WEEK TIMELINE

TBD	Project kickoff
2 weeks	Strategy & design exploration
2 weeks	Visual design refinement
4 weeks	WordPress development
3 weeks	Content integration & refinement
2 weeks	Site testing & training
Upon approval	Website launch!

PRICING

Strategy & visual design	\$9,000
WordPress development	\$18,000 \$16,000
Content integration & refinement	\$8,000 \$7,000
SEO, accessibility, speed, & usability testing	\$4,000
TOTAL: \$39,000 \$36,000	

ABOUT CREATIVE SLICE

Since 2003 we have built hundreds of logically beautiful websites to help our clients effectively reflect their brand online.

Our client base is very diverse and ranges from five-star resorts to nonprofits and local businesses emphasizing sustainability. Our bottom line? Helping you to expand your web presence and fuel your ultimate success.

Our Team Approach

We work with our phenomenal network of skilled professionals with specialties in strategy, design, marketing, programming, and related areas of expertise. This approach allows us to bring the right team together for your unique project. All of our network members are skilled in current design approaches and share our commitment to mobile-first technology and WordPress development.

Tucson Botanical Gardens Project Team

For this project we anticipate the following people to be involved:



TIM BOWEN / *Strategy & Project Management*

Founded Creative Slice in 2003 and works closely on design and front-end development for all projects.



ALEX PARISI / *Strategy & Visual Design*

With a strong focus on typography and clean design, Alex specializes in working collaboratively to create compelling visual communications.



SAM DEVORE / *Web Development*

With a methodical approach to deployment and processes, Sam helps build extendable and accessible websites.



IAN JOHNSON / *Web Development*

Introduced WordPress to Creative Slice in 2006. Ian is highly proficient in programming, speed optimization, and secure web development.



MEREDITH MOON / *Content Integration*

With technical design background, Meredith is extremely attentive to details while crafting layouts in an engaging manner.



JACOB SNYDER / *Web Development & API Integration*

Highly experienced with API Integrations and building web-based applications and online database systems.

WE'VE DONE THIS BEFORE

Please explore a few relevant websites we have successfully launched.

Laguna Canyon Foundation LagunaCanyon.org

Dynamic video banners and spacious layouts to showcase, stories, an ongoing calendar of events and involvement opportunities.

Community Foundation for Southern Arizona CFSAz.org

Visually rich flexible content blocks and branded page templates to tell a variety of stories in a consistent manner.

Reid Park Zoo ReidParkZoo.org

Designed in 2012, this responsive site, with Blackbaud integration, shows how a client can fully maintain all areas of the site themselves, and improve it over time, without the need for additional development.

Houston Zoo HoustonZoo.org

Visually rich and flexible layouts to reflect their new brand while drawing attention to the Zoo's "See them. Save them." mission.

World of Children WorldOfChildren.org

Colorful content blocks, hand-drawn elements, and the use of real photography to highlight the mission and real-life heroes behind this great organization.

Taco Bell Foundation TacoBellFoundation.org

This colorful site have many unique layouts and interactive features to promote ongoing campaigns.



THANK YOU

Let's get started.

If you have any questions please contact us right away so that we may come to a clear understanding of this project. The next step is to setup a meeting where we can go over the details, create your contract and determine a clear course of action to make this project a success.

TIM BOWEN

Founder + Creative Director

520.505.1020

tim@creativeslice.com



1580 N Kolb Rd, #204

Tucson, AZ 85715

